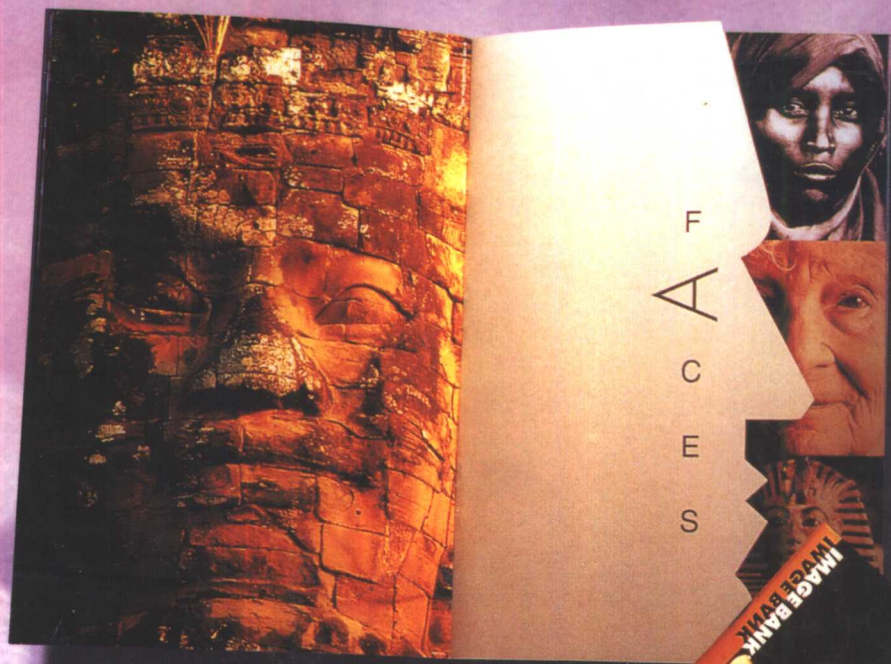


宣传手册设计

【美】罗克波特出版公司
编



中国轻工业出版社

宣传手册设计

【美】罗克波特出版公司 编



中国轻工业出版社

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手册设计是每一位受训的平面设计师学习平面设计的第一课，也是学习应用一个新的软件程序的必经之路。很少发现在一位平面设计师的设计档案中没有手册设计经历。不过手册设计又不仅仅只是训练工具，平面设计师也不能只局限于手册设计。

本辑收集了最优秀、最具创造力的手册设计，有三折叠的夹页、有纸盒、有书籍等各种类型手册，全面展示了设计师设计出的不同凡响的手册。看过之后，你定会深受启发。

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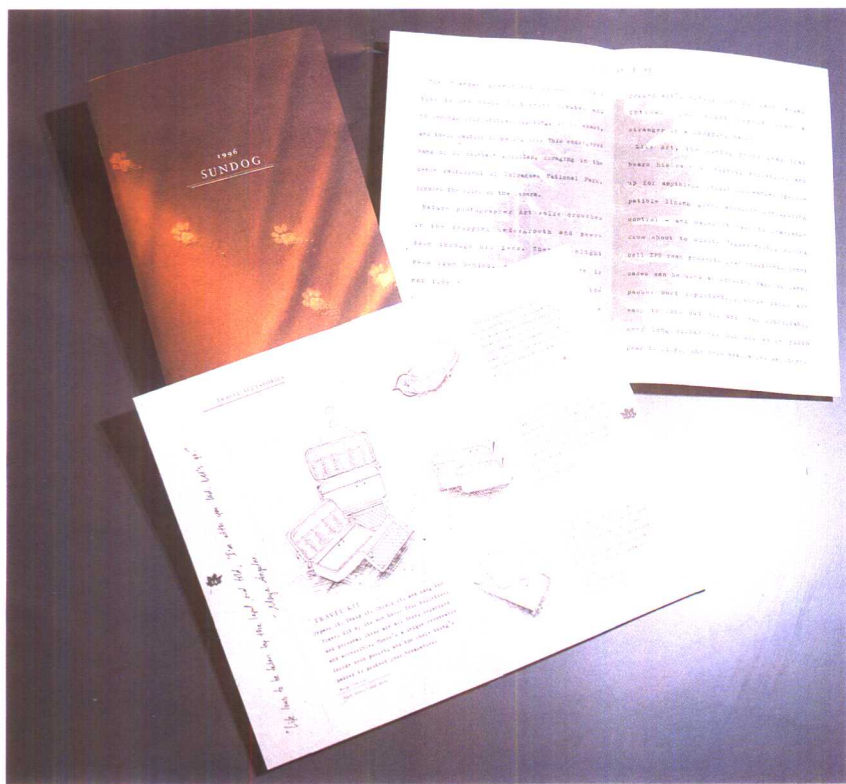
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1
设计公司: Masterline Communications Ltd.
艺术总监: Grand So, Raymand Au,
Kwong Chi Man, Candy Chan
设计师: Grand So, Raymond Au,
Kwong Chi Man
绘图师: Grand So, Kwong Chi Man
摄影师: David Lo
撰稿: Grand So, Johnson Cheng
客户: Masterline Communications Ltd.

2►封面及内文中的肖像用来反映客户的智慧与活力。

2
设计公司: Grand Design Co.
艺术总监: Grand So, C. M. Kwong,
Raymond Au, Candy Chan
设计师: Grand So, C. M. Kwong, Raymond Au
绘图师: Grand So, C. M. Kwong
摄影师: David Lo
撰稿: Grand So, Mimi lee
客户: Grand Design Co.



1
设计公司: Mires Design, Inc.
艺术总监: John Ball
设计师: John Ball and Kathy Carpentier - Moore
插图: Gerald Bustamante
客户: California Center For the Arts, Escondido
工具: QuarkXPress

1▶此款四色印刷手册是为下一季的演出作宣传。

2
设计公司: Hornall Anderson Design Works, Inc.
艺术总监: Jack Anderson
设计师: Jack Anderson, David Bates
插图: Todd Conno
摄影师: Darrell Peterson
撰稿: SunDog, Inc.
客户: SunDog Inc.
纸张: Recycled Paper(再生纸)
工具: Adobe Photoshop, QuarkXPress, and Macromedia FreeHand



设计公司: Mires Design, Inc.
 艺术总监: Jose Serrano
 设计师: Jose Serrano
 客户: Ethel M

该手册由 4 色胶版套印而成。



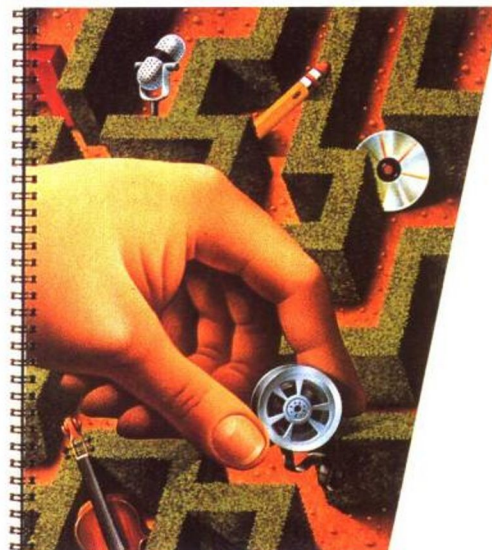
设计公司: Sayles Graphic Design
 艺术总监: John Sayles
 设计师: John Sayles
 插图: John Sayles
 撰稿: Wendy Lyons
 客户: Drake University
 纸张/印刷: Curtis Tuscan Antique,
 Action Print, Acme Printing

为“博爱女子社团”紧急招募新成员,设计师使用了现成的材料制作了此款宣传手册,包括不久前完成的作品的下脚料、瓦楞纸和工厂提供的材料。其中最具创新的是用作手册封面的材料了:那是一块真正的金属板。虽然没有经过印刷程序,但可以见到烫印其上的项目标题:“亲临希腊生活。”

Managing the Interactive Maze

● Sybase Intermedia Server manages the maze of systems, messages, media, services, and transactions to deliver interactive content to the customer, on demand to homes and businesses. The Sybase Intermedia Server provides easy integration with existing systems, such as subscription management systems, and interoperability with multiple video, print, and audio sources to enhance performance. Sybase client services, such as Sybase Intermedia Server, is highly reliable, compatible with client server standards, and scalable. As more interactive services are expanded from the traditional mass market audience, Sybase Intermedia Server will help to develop new demands. ● For many decades, business-to-business tried to reach mass-market consumers

through conventional media, and print media. But getting a prospect's attention is a difficult proposition. Similar issues apply in business-to-business communications, because the most influential business leaders like a buzz and an adrenaline rush of e-mail, modems, and phone calls. Sybase Intermedia Server's ability to integrate interactive information and manage video, print, and audio into the limitations of multimedia business and print media. Now the enterprise can reach its prospect through a more rich, narrow, and time-sensitive function that targets a specific individual user on the basis of preferences, past transactions, and real-time interactions.

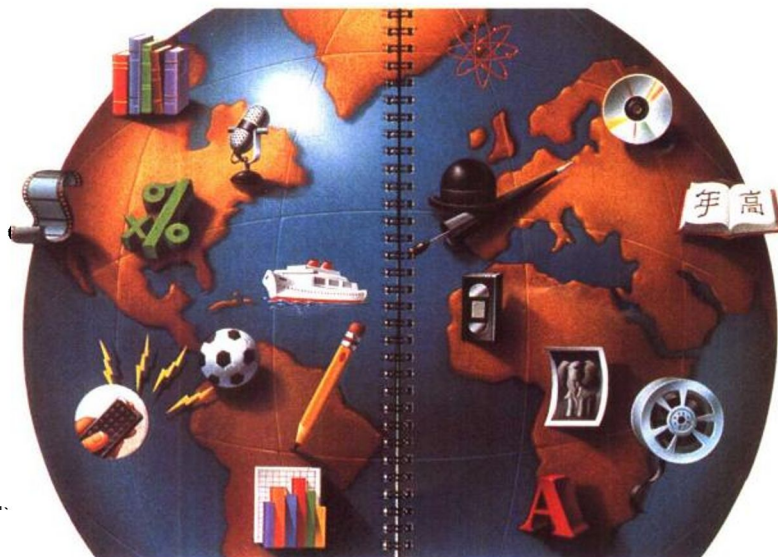


● The Sybase Intermedia Server is the integration and management component of the Sybase Intermedia environment. It is deployed in a centralized server environment to support the following major functions:

- Storage and management of information about content, services, subscriptions, and applications
- Coordination of messages among client applications, content sources, and back-end subscription management systems for billing and pricing
- User authentication and access control for systems, services, applications, and content stored throughout the interactive environment
- Logging of all events in persistent storage to enable offline business system transaction processing
- Basic application templates for video services, shopping services, and newspaper services
- Management of service transactions, including follow-up, and content restoration

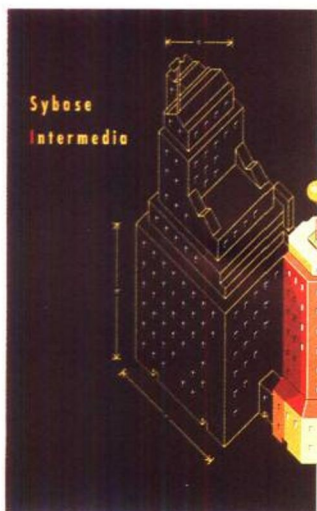
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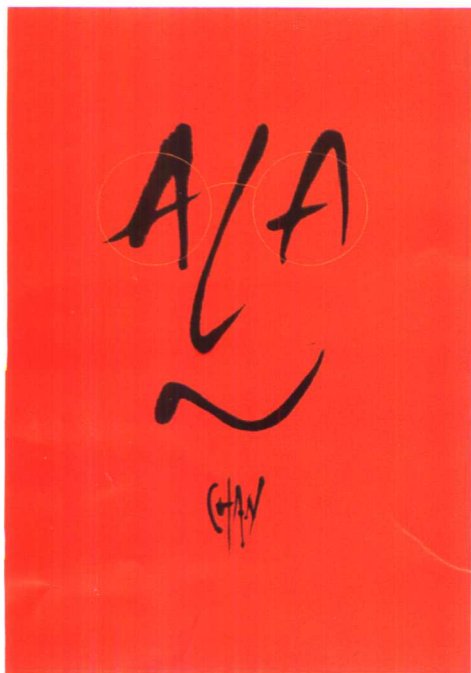
Building
The Interactive
Enterprise

设计公司: Gordon Mortensen Design
艺术总监: Gordon Mortensen
创意总监: Andrea Bryck
设计师: Gordon Mortensen, David Stühr
插图: John Craig, Glenn Mitsui, John Bleck, Ron Chan,
Hiro Kimura, Theo Rudnak
撰稿: Bob Runge, Gary Seeman
客户: Sybase, Inc.

目标: 通过手册把客户交互式的产品介绍给软件开发者

创意: 为了强调产品交互式的特质, 设计者为手册中的几页赋予了交互的特点。例如, 为了图解出公司能在全球范围内拓展业务的感受, 在打开时可被拉出的一页展现了透视的纵深感。翻动每一页时, 细心安排的压模也是个有趣的视点。

SYBASE



设计公司: Alan Chan Design Co.
艺术总监: Alan Chan
设计师: Alan Chan / Phillip leung / Peter Lo
插图: Sandy Lee / Johnny Koo
撰稿: Hillery Binks
客户: Alan Chan Design Co.

在特种纸上用五种颜色印刷而成

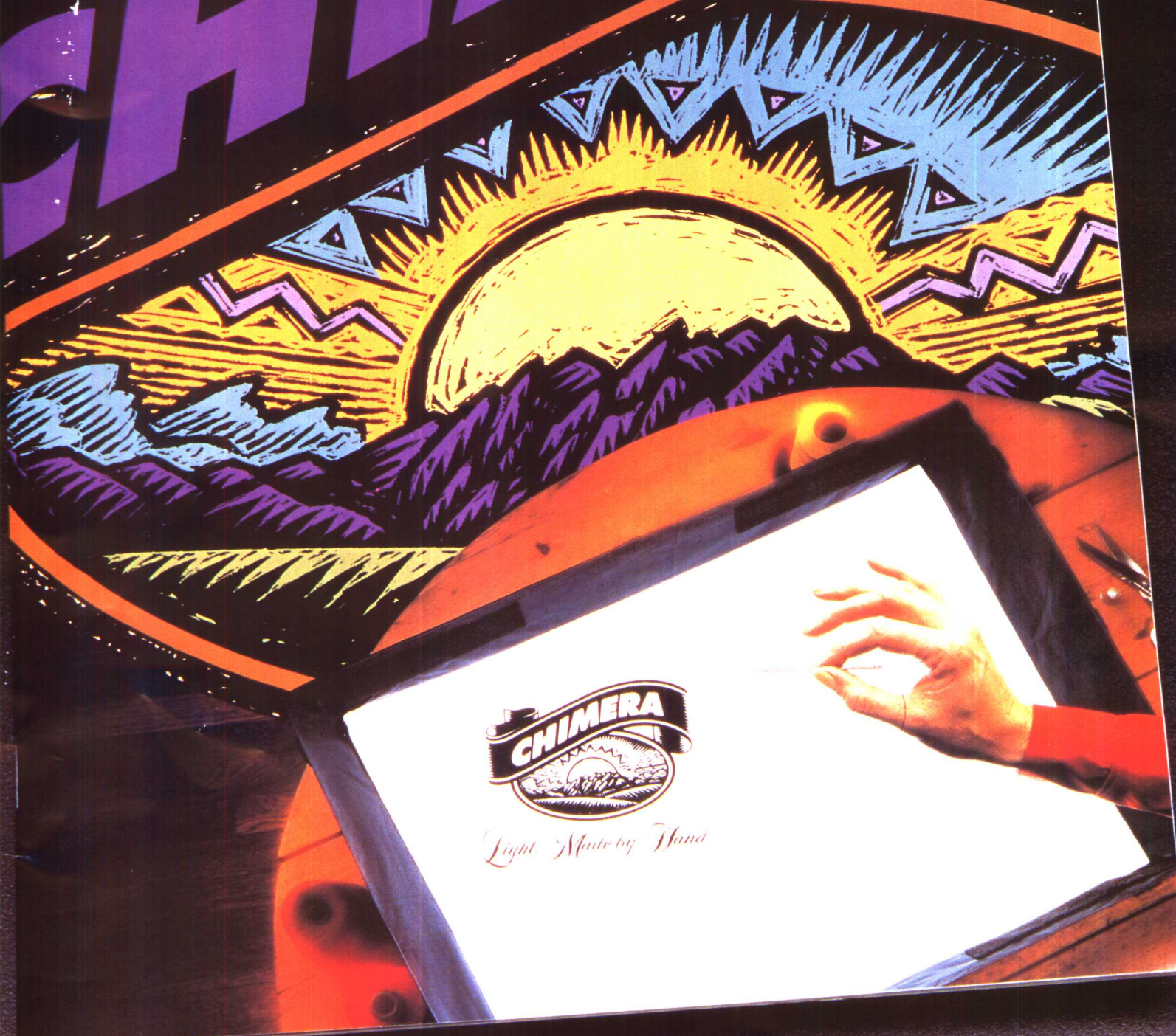


设计公司: Lee Reedy Design Associates, Inc.
 艺术总监/设计师: Lee Reedy
 摄影师: Brad Bartholomew (封面)
 撰稿: John Kaiser
 客户: American Water Works Association
 印刷: 四色

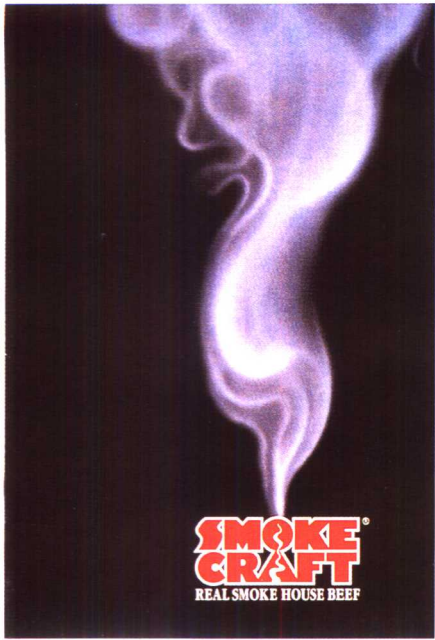
设计公司: Lee Reedy Design
 艺术总监: Lee Reedy
 设计师: Cathie Von
 摄影师: Lee Reedy
 插图: Mathew McFarren
 摄影师: Dan Sidor
 撰稿: Bill Holshevnikoff
 客户: Chimera
 纸张/印刷: LOE, Communigraphics
 工具: QuarkXPress and Macromedia FreeHand

CHIMERA

PHOTOGRAPHIC LIGHTING 1994-95

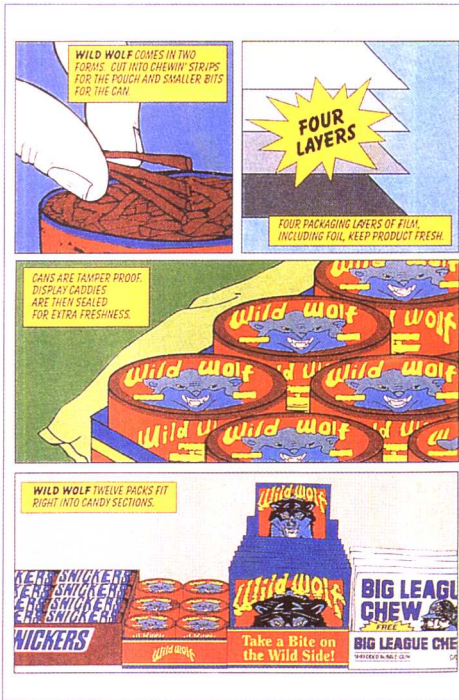


Light. Made by Hand.



Powerful Flavor. Heavy Smoke.
 Bold, honest flavor is bursting fresh from the smoke house today. It's exploding with the powerful sensation of real smoke house beef. Mouth watering taste. Rich, roasted, mouth watering flavor smothered with the essence of natural hickory wood. Sizzling hot red peppers ignite your appetite for more and more. Zesty, grilled teriyaki marinated in a distinctive recipe of pineapple and tangy island spices. Three flavor packed choices to satisfy any appetite.
 An extra blast of smoke. This is it. Authentic. Bold. Honest. Powerful good beef jerky with an extra blast of smoke. Open your pack and savor the rich aroma of real smoke house beef. Dive deep into sensational smoky taste. Only from Smoke Craft.

SMOKE CRAFT
 REAL SMOKE HOUSE BEEF



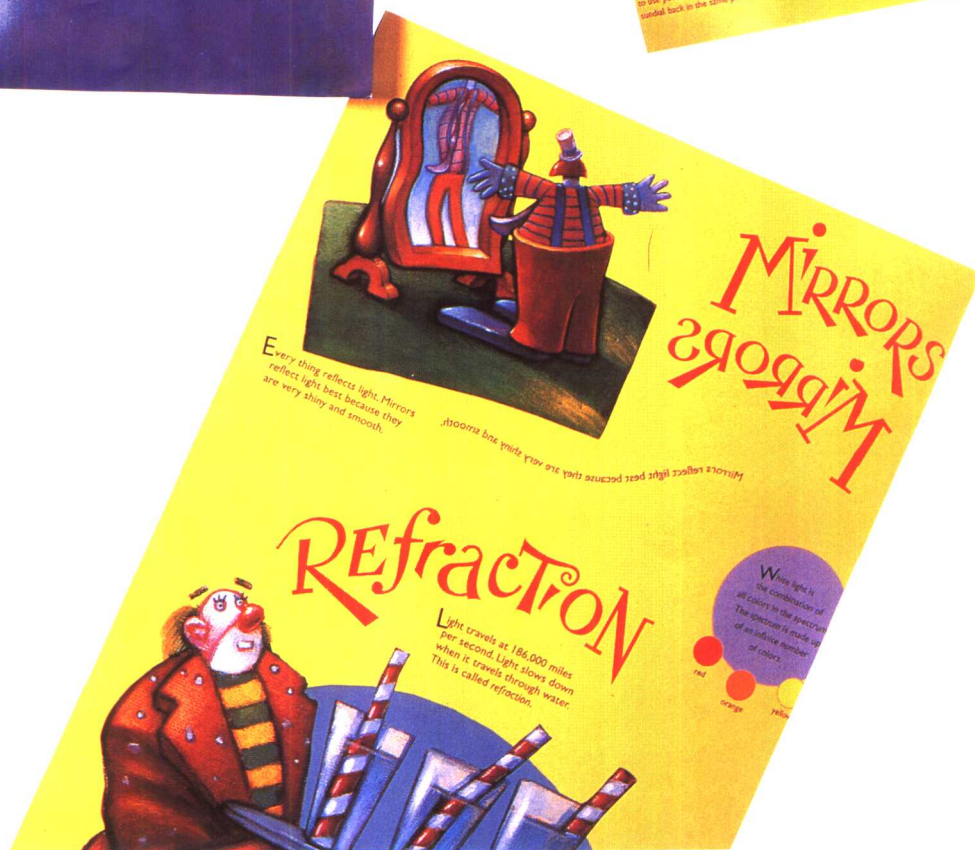
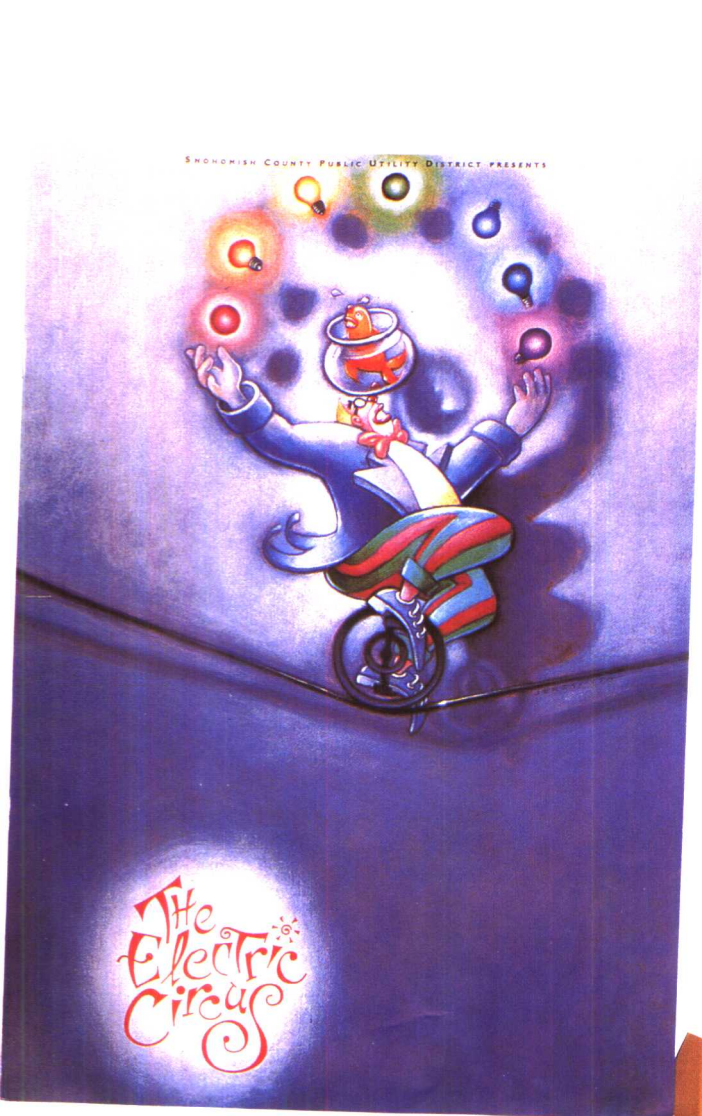
WILD WOLF'S QUALITY, ITS PACKAGING AND PROMOTION STRATEGY ARE THE RESULT OF EXTENSIVE CONSUMER RESEARCH. THE WOLF IMAGE, ITSELF, CAPTURES THE IMAGINATION OF OUR TARGET MARKET, MAINLY YOUNG GUYS BETWEEN 8 AND 18. RESEARCH INDICATES WILD WOLF'S SUPERIOR QUALITY WILL MAKE IT IMMEDIATELY POPULAR AND SUCCESSFUL.

设计公司: Creative Co., Inc.
 艺术总监: Jennifer Larsen Morrow
 设计师: Cathie Von
 摄影师: Mike Dahlstrom
 撰稿: Michael Perman
 客户: Curtis Burns Meat Snacks

在 80 克纸上 4 色印刷,覆玻璃纸。

设计公司: Creative Co., Inc.
 艺术总监: Jennifer Larsen Morrow
 设计师: Mike Satern/Laura Trammel
 插图: Barry Nichols
 撰稿: Michael Perman
 客户: Curtis Burns Meat Snacks

在 80 克纸上 4 色印刷。封面覆玻璃纸,正文采用上等白色不透明 70 克纸。



设计公司: Belyea Design Alliance
 艺术总监: Patricia Belyea
 设计师: Samantha Hunt
 插图: Jere Smith, Brian O' Neill
 摄影师: Christian Salas
 撰稿: Peggy Willeats and Luann Columbo
 客户: Snohomish County Pubic Utility District
 纸张/印刷: Springhill 12 pt, Allied Printers
 工具: QuarkXPress and Macromedia FreeHand

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