

21世纪广告丛书

GUANGGAO SHIJI

广告

视觉语言

朱健强

厦门大学出版社

广告视觉传播的认知原理

广告视觉传播的美学原理

广告传播的视觉流程

广告视觉语言要素

广告画面的编排与构成

广告创意与视觉表现

电脑广告视觉设计

网络广告设计

平面广告媒体传播策略

厦门大学出版社

二十一世纪广告丛书

广告视觉语言

朱健强

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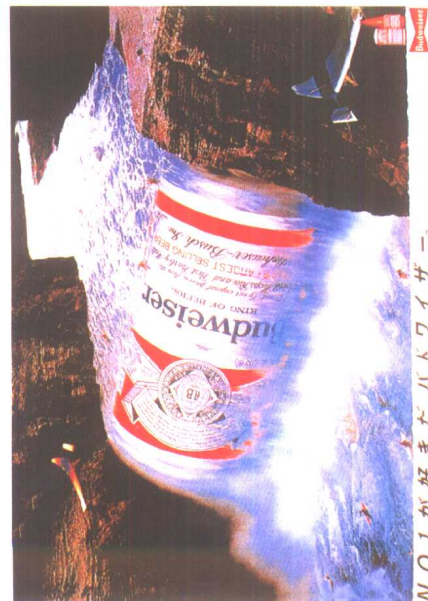
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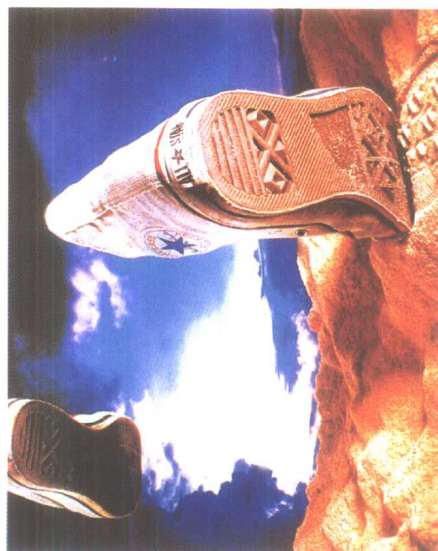
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從前起，北京的宮中女子，
不論貴賤，一有甚麼事，
再加之有那些宮中的規矩，主權
少歸的，又生一層困難。
三十年前，那末，雖有孔祥熙做過時代之
妃的腳，
走幾百步，走幾一萬幾百步，
這確係他，自目的，因女特實的足腳
金手，雖有那些技巧，或不能供一正所
金手，雖有那些技巧，或不能供一正所
金手，雖有那些技巧，或不能供一正所
金手，雖有那些技巧，或不能供一正所



第一期的後，第二期的前

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關在博物館內的不算文化
生活是我們對文化的詮釋

種子是最聰明的。

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明月最是慷慨的

紙質它存在：紙糊的窗才永遠代天相傳

水簾掛在文化一定需要滋生生活

成為吃飽睡覺的一部分才能滋潤成長

傳統圖樣絲綢系列和文藝新禮堂的價廉

是我們對文化藝術的享譽

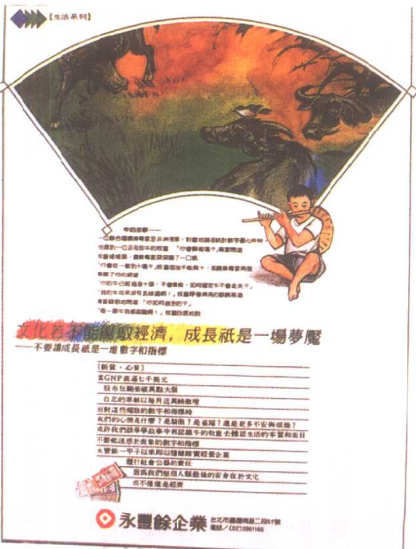
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相對這些嚇人的數字和持續陰沉
我們的心裡又什麼？是驚慌？是迷茫？還是更多不安與焦慮？
或許我們該學學牛車中有記號牛的存在去體驗生活的幸福和自由
不應該這些令人憂慮的數字和陰沉
▲ 曹勝：一竿子以車隊以種種的質疑聲浪
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因為我們相信人最難得的資產在於文化
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A red crab is shown from a top-down perspective, holding a large, shiny red apple in its front claws. The crab's legs are spread out, and the apple is positioned centrally in its grasp. The entire image is rendered in a monochromatic red color scheme against a white background.

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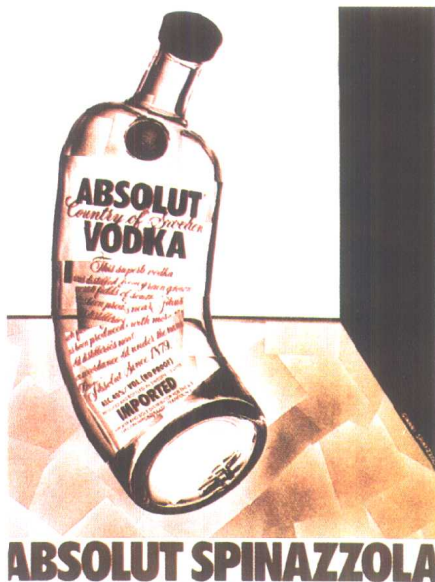
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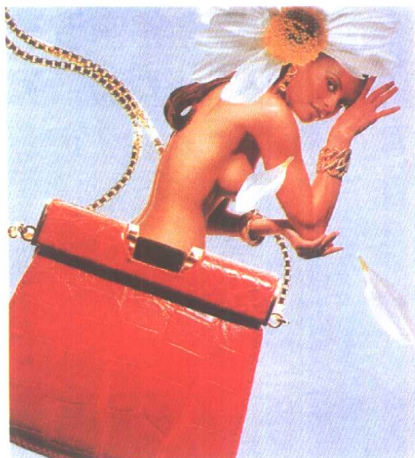
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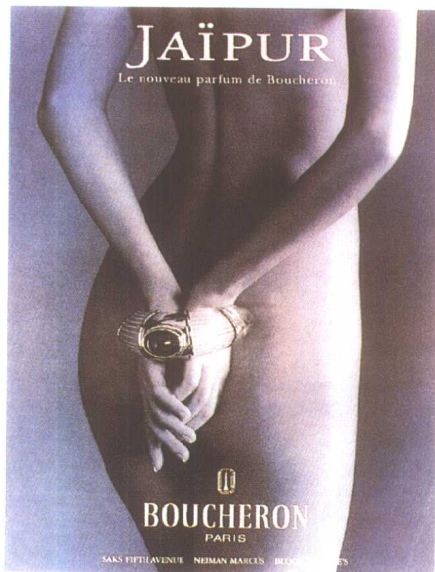
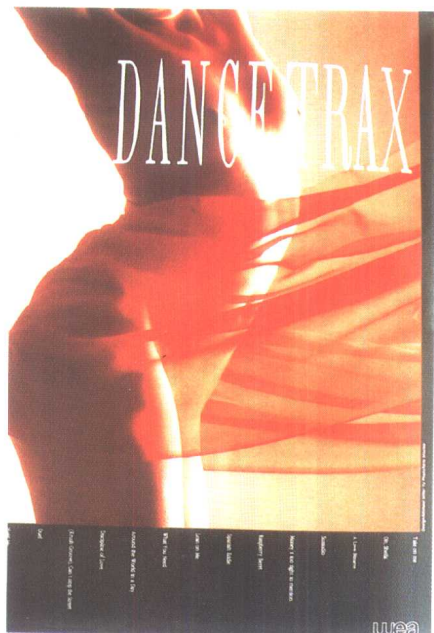
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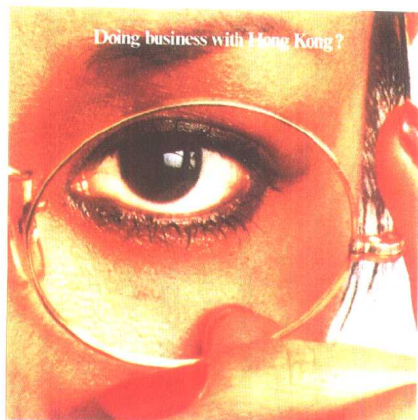
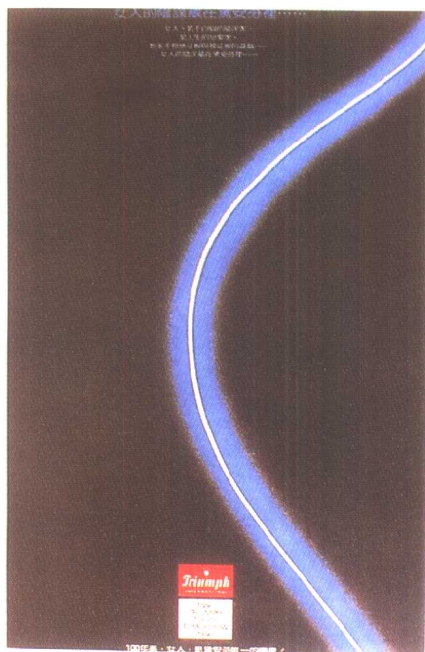
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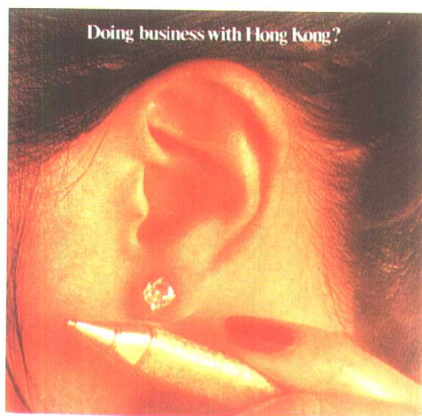




LET US BE YOUR EYES.

When you trade with Hong Kong, you need to know what you are doing. You need to know the market, the people, the customs, the laws, the regulations, the risks, the opportunities. You need to know the Hong Kong market. You need to know the Hong Kong people. You need to know the Hong Kong customs. You need to know the Hong Kong laws. You need to know the Hong Kong regulations. You need to know the Hong Kong risks. You need to know the Hong Kong opportunities.

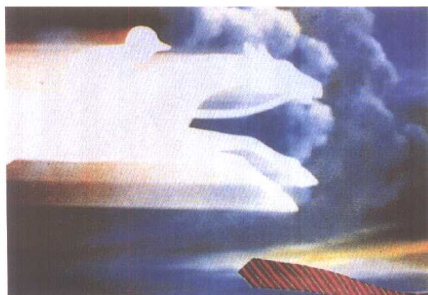
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 1 oz. Midori Liqueur
 2 oz. White Rum
 1 oz. Sweet & Sour Mix. Blend and pour.

Midori Rocks
 Pour Midori Liqueur over ice, add a squeeze of lime.

Midori Collins
 1 oz. Midori Liqueur
 1 oz. Rum, 4 oz. Fata Collins Mix Mix on blender.

Midori Margarita
 1 oz. Midori Liqueur
 1 oz. Sweet & Sour Mix. Blend and pour.

Midori Cooler
 1 oz. Midori Liqueur
 2 oz. Club Soda
 Pour Midori into tall glass filled with ice. Add soda and stir.

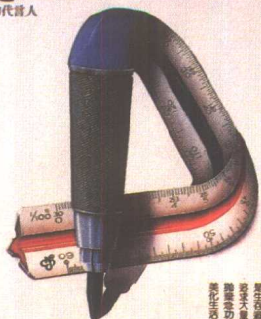
Midori Daiquiri
 2 oz. Midori Liqueur
 1 oz. Vodka
 Change juice
 In a tall glass, add Midori and Vodka over ice. Fill glass with orange juice and stir.

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