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中国轻工业出版社

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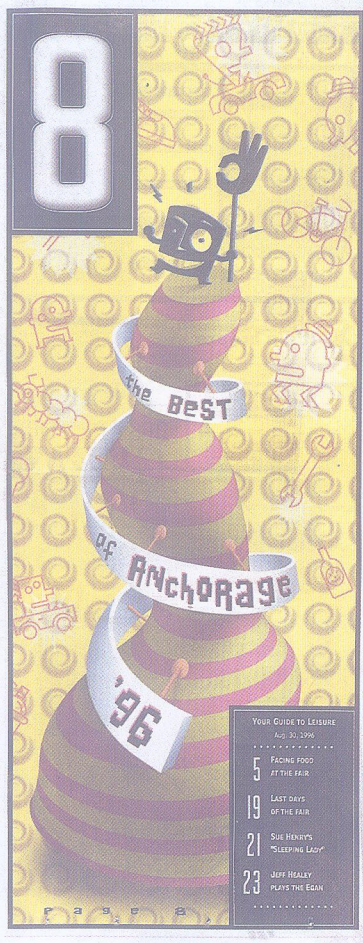
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引言

每天有成千上万的报纸和杂志在全世界出版发行。它们或被送到家门口,或可在报刊亭里买到,每到这时,你可曾想过是什么促使你拿起某种报纸或杂志,又是什么吸引你一篇接一篇的阅读文章?版面设计对文章的成败至关重要。原本完整的信息,如果没有接近读者并且引人入胜的版式设计,也会显得缺乏重点。出版者必须重视读者的感觉,这是最基本、也是最重要的一点。出版物的文章不仅要贴近主题,还要吸引某一特殊读者群体阅读。试想一下:你最喜爱的报纸和杂志是否浅显易读,你是否发现上面的导读标记使你方便快捷地找到所需内容,版面是否被有效地使用了?为制作出最好的出版物,每个细小的环节都不要掉以轻心。本辑中收录的版面设计都有专人进行这项工作:出版物的每一程序都被精心策划,从照片和插图的选取到页码的放置。这些出版物的成功便在于它们激发了读者的阅读欲望,适当地传达了信息,展示给读者全新的画面。它们的成功还在于鼓励设计师们勇于冒险,提高自身版面设计的水平,因为设计是没有止境的。

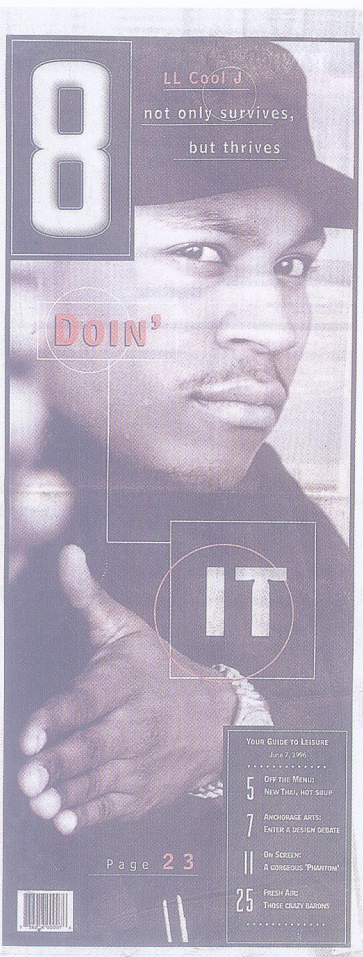


The Anchorage Daily News
Anchorage, AK
艺术总监/设计师/插图: Lanse Lekander

Diario de Noticias
Pamplona, Spain
设计师: Jose Javier Aos



The Anchorage Daily News
Anchorage, AK
艺术总监/设计师: Lance Lekander





Para nosotros siguen siendo así tan exóticos como para los liberos que les vienen a través de la Península bajo los órdenes de Aníbal para atacar al imperio Romano. Sabemos de los elefantes que tienen una memoria portentosa, que son las animales más grandes sobre la tierra y que forman parte inseparable del mundo del circo. En Tailandia, en Vietnam, en el Congo, son tan habituales como aquí los los baútes del circo, se podría decir que más lejos de cada dos familias tiene un elefante al que se considera casi como un miembro más. Overman bajo la casa e incluso vive la televisión a cambio apenas su trabajo.

[illegible]

Filicollis
Parvulus
Argenteus

El Mundo

Madrid, Spain

艺术总监/设计师: Rodrigo Sancher

设计总监: Carmelo Caderot

设计师: Popa Gomez



Se calcula que en Asia solo quedan unos 35.000 ejemplares en libertad y todos saben que no por mucho tiempo

Ortodoxo y, a su vez, se puede decir destructivo. La familia del "maestro" - grandes y pequeños, los buenos, los malos - el animal es el principal beneficiario laboral, el sostenido de su existencia, aunque lo pierda pagado de ruidos y vibraciones pesadas, presiones continuas con el campo

[illegible]

En la actualidad, se calcula que pueden ser 10 millones los habitantes de la zona de trabajo de los trenes de alta velocidad que se están construyendo en España. Esto supone un buen negocio, una riqueza que justifica los problemas de su posesión.

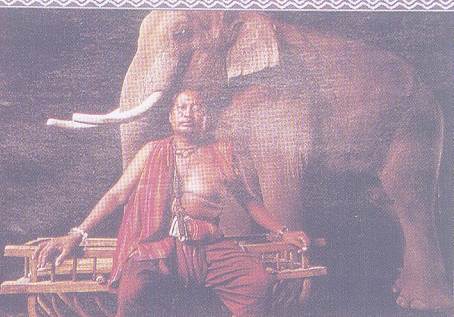
en el número de machos exportados, una vez reducida la población a diez individuos, se redujo considerablemente el número de machos exportados. En consecuencia, la intervención en la población de machos exportados se logra permanentemente, mediante la reproducción de machos en su medio natural. Este método de conservación puede ser aplicado a cualquier especie de la región. Mas exactamente, son muchos de los felinos que viven en la zona de Tai Lung.

UNA HEMBRA EN EL SANTUARIO

Se llama Nuam, es dembura y ha cumplido ya 50 años. Vive con los bronzo a los que ayuda tanto con su trabajo físico como con las propinas que saca en sus exhibiciones en las distintas procesiones religiosas que organizan.

ELEFANTE POLICIA

En España serían inútiles, pero en Tailandia la existencia de un elefante policía no parece sorprender a nadie. Si trabajan en el campo o con los monjes ¿por qué no iban a servir en el cuerpo de policía como aquí lo hacen los perros?



EL ORGULLO DE LA CASA

El mahut, encargado del adiestramiento, dedica entre cinco y seis años a domar a su elefante. Cuando empieza su larra, este no debe sobrepasar los cuatro años de edad y, a partir de entonces, serán inseparables. Tanto, que cuando le llamen para trabajar, el contrato les incluya a los dos.

EL CUARTO HIJO

Sabido sólo tiene 2 años. No es el más pequeño de esta familia de campesinos pero también recibe su dosis de cariño de mamá. Es el que más come pero, a pesar de su juventud, lo compensa tirando del arado.

Detroit Free Press

Detroit MI

设计总监: Debroah Withey 设计师: Tim Oliver 摄影师: David C. Turnley

照片总监: Mike Smith 执行照片总监: Marcia Prouse

编辑: Bob Cronin, Andy Countryman, W. Kim Heron

Sunday, November 28, 1993

Detroit Free Press

Section H

COMMENT

IMMIGRATION

HATE & HOPE



ROY BRANDT — BETTER KNOWN AS BOMBER, ONE OF THE MOST FEARED NEO-NAZI SKINHEAD LEADERS IN BERLIN — HAS A LESSON FOR HIS 3-YEAR-OLD SON, PAUL. "YOU WANT TO KNOW WHAT I THINK ABOUT FOREIGNERS?" HE BARKS. "THEY HAVE TO GET OUT OF GERMANY. THEY HAVE TO GET OUT OF EUROPE. ... EUROPE MUST BE A FORTRESS."

EUROPE

As borders close, ugliness is laid bare

BY CHARLES MITCHELL
Free Press Foreign Editor

BERLIN, Germany — The doors to Western Europe have been slammed shut. The countries that once offered freedom and opportunity to those trapped in the communist east have hung out a new sign: Immigrants stay out.

Meanwhile, the millions of African, Asian, Turkish and Caribbean black immigrants already in Western Europe are facing a new and brutal wave of intolerance. Crimes of racial hatred are rampant, and their viciousness is intensifying.

In Solingen, a manufacturing city in northwestern Germany, neo-Nazi skinheads torched a house in May, killing five Turkish women and girls. At least 30 people, most of them immigrants from non-European countries, have died in Germany in the past 20 months in right-wing violence.

In Britain, Indian and Bangladeshi immigrants claim police have lost control of the streets, so they are forming vigilante street gangs to protect families. They fear marauding neo-Nazi thugs, and their other white neighbors as well.

See EUROPE, Page 7H



A young woman who lives part of the year in California enjoys a carnival in Tanaquillo, her Mexican hometown, where most families get checks from relatives in the United States.

One of the largest immigration tides in history is sweeping across the United States and Western Europe. But on both sides of the Atlantic, refugees from war, oppression and poverty face intolerance and a sometimes violent backlash. In the United States, there are calls for tougher laws and tighter borders. In Europe, immigrants have been harassed and attacked. This four-part special report chronicles the rising hate and the indomitable hope of the immigrants.

UNITED STATES

Fearful clamor arises: Stop the tide

BY GERALD VOLKENAU
Free Press Staff Writer

TANAQUILLO, Mexico — Evaristo Duarte doesn't realize he's headed for serious, and growing, hostility. Wearing designer jeans and a Polo shirt that give him a definite California look, the sapling-thin Mexican is headed back to the USA.

Here's his plan: He'll drop his waiter's job popping caps off Corona bottles in a dirt-door cantina in Tanaquillo, an adobe village southeast of Guadalajara. Then he'll hop a northbound bus to Tijuana, wait for the 10:30 p.m. shift change by the U.S. Border Patrol, wade across the pollution-poisoned Tijuana River and scoot toward I-5 and a ride to east Los Angeles.

Mexicans such as Duarte know America too well to believe the streets are paved with gold. But they do know *El Norte* means opportunity, a chance to makes five times as much money as can be made at home.

This 34-year-old man with a wispy moustache has gone north scores of times, each time leaving his wife and two children for several months. It is a way of life. His father did it before him; so have his neighbors.

See U.S., Page 4H

A SPECIAL SECTION

PHOTOGRAPHY BY DAVID C. TURNLEY

The Detroit News

Detroit, MI

cccc: Dale Peskin, Christopher Willis, Theresa Badovich

助理新闻编辑: Joe gray

助理图文编辑: Chris Kozlowski

A tearful George Perles is out as MSU football coach. Page 1F

WEDNESDAY, NOV. 9, 1994

The Detroit News

THE FINAL WORD

In historic shift, voters across U.S. turn to GOP

Highlights

- On the scene: Robb wins close race with North
- MASSACHUSETTS SENATE: Kennedy survives Romney scare
- NEW YORK GOVERNOR: Challenger stuns Mario Cuomo
- TEXAS GOVERNOR: Bush's son ousts Ann Richards
- WASHINGTON HOUSE: Foley loses Speaker's post
- CALIFORNIA SENATE: Dianne Feinstein in close race

Republican sweep stuns Democrats

Engler gets mandate for conservative role

Abraham savors victory over Carr

At a glance: Nation

At a glance: Michigan

Inside your home edition

LE DEVOIR

LES ACTUALITÉS

LES MONDES

LES ÉCONOMIES

Des dossiers d'assurés dans les poubelles du complexe Desjardins

Le peuple du soleil

Exaspéré par le CRTC, Malofilm se tourne vers les États-Unis

Le nom magique qui fait trembler le pouvoir

On pouvait même observer Vénus

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Le Devoir

Montreal, Canada

编辑: Pierre Beaulieu,

摄影师: Jacques Nadeau

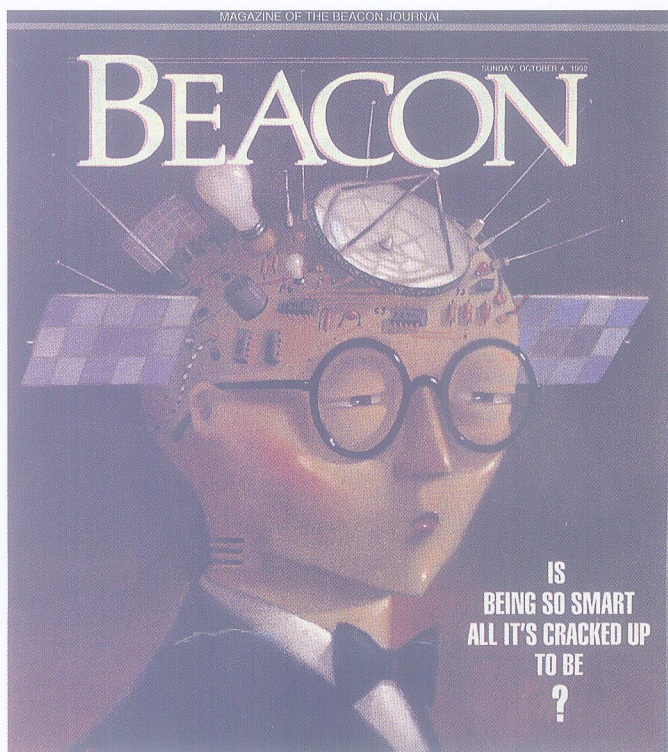
艺术总监: Lucie Lacava

The Akron Beacon Journal/Beacon Magazine

Akron, OH

插图: Tim Jonke

艺术总监: Dennis Balogh

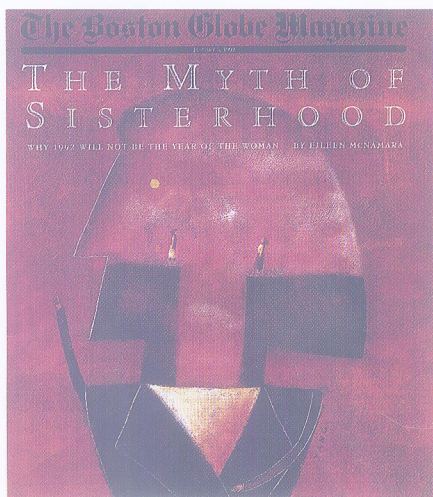
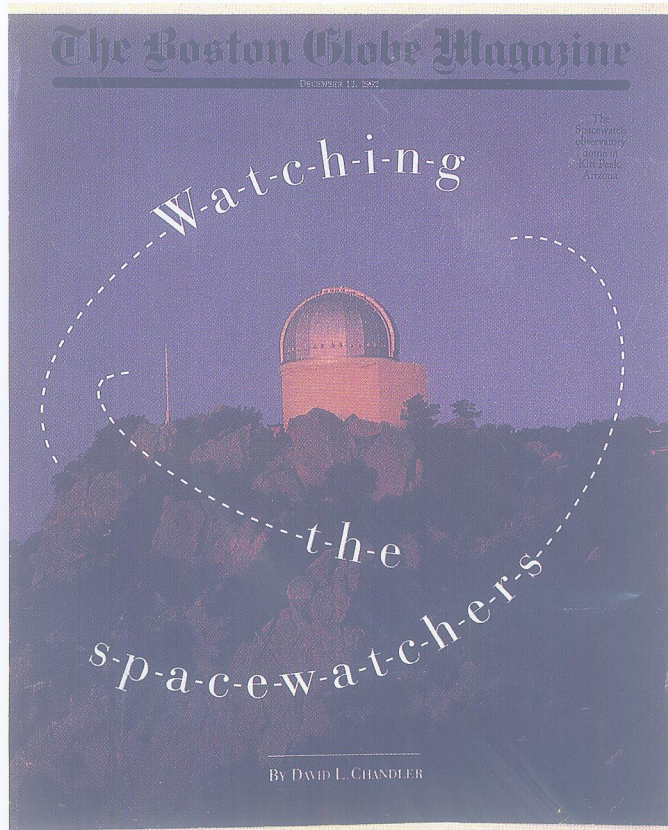


The Boston Globe Magazine

Boston, MA

艺术总监/设计师: Lucy Bartholomay

插图: James Yang



The Boston Globe Magazine

Boston, MA

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插图: James Yang

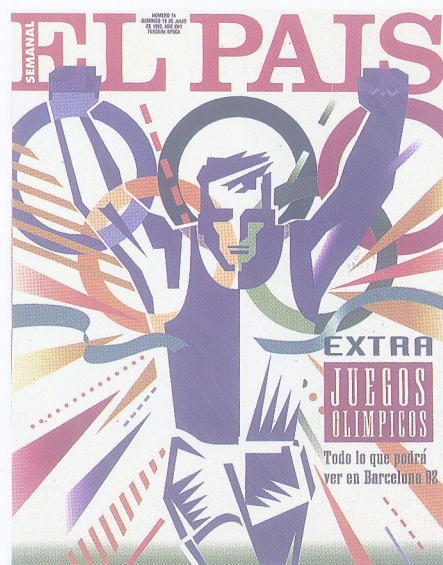


The Boston Globe Magazine

Boston, MA

艺术总监/设计师: Lucy Bartholomay

插图: Barry Blitt



El Paris Semanal

Madrid, Spain

插图: Javier Romero

设计总监: Eugenio Gonzalez

设计师: Isabel Benito, Gustavo Sanchez, Marta Calzada

El Paris Semanal

Madrid, Spain

摄影师: Manuel Zambrana

作者: Almudena Solana

设计总监: Eugenio Gonzalez

设计师: Gustavo Sanchez, Marta Calzada Isabel Benito

TRIUNFADORES

El arte y la vocación se ponen a prueba. El éxito esconde siempre el esfuerzo. Cuando todo ha terminado, en el minuto después de abandonar el enfrentamiento al propio triunfo o fracaso, el cuerpo cede, la expresión cambia y el sudor no se oculta. Es el instante mágico que deja ver la cara oculta de la entrega y el rostro desnudado ante sí mismo. El momento en el que todo se desborda para ver triunfadores después de exponerse ante su público. La imagen secreta de lo que ocurre detrás del escenario, lejos de los aplausos y los pitos.

EL MINUTO DESPUÉS

ALMUDENA SOLANA FOTOGRAFÍA MANUEL ZAMBRANA

NACHO CANO
Músico de México
Después de finalitar su gira

EL PAÍS 75

CRISTINA HOYOS
Bailarina
Después de bailar "Tema"

esfuerzo y el calor y porque, seguramente, ahí también tiene las palpaciones del corazón. Coloca la mano en el pecho como una madre paciente, y espera. "Como me duelen los pies, así, ¿no parece?" y mientras camina las ganas de bailar, ella se quita las zapatillas y vuelve a la realidad, porque debajo de las medias de red debe estar aquejados unos pies envueltos en algodones. Y se rie porque, dice, "es el dolor que me pone". Ahora se podrá se bati de gasta así.

EL PAÍS 76

JESÚS DEL POZO
Pintor
Después de la Pintura Clásica

seis pasos desde las escaleras por las que ha venido de dar las gracias al público, detiene de la pintura, sus modales le aplauden y enmudecen Jesús del Pozo, a sus 46 años, poco en gesto y ya casi sin habla, busca con los ojos quien le dé un momento entre público pequeño y muere en la espaldas.

EL PAÍS 77

ABEL
Pintor del Abstracto de Madrid
Después de un entrenamiento

se quita los guantes, pero apenas puede, los que mantienen en su totalidad los guantes ante un pensil. Abel, de 32 años, no viene de un partido, sino de entrenar, de donde los profesionales se juegan sus puestos. "Está en el trabajo por el que se cobra, no tiene la misma técnica, pero yo machuca el cuerpo entre 5 y 10 veces más", dice el pintor titular del Abstracto de Madrid. Los grandes golpes son de otros entrenamientos, como cuando se rompió las cervicales. Fugue en el Guineo por poner más minutos que ningún otro portero del mundo sin escalar ni gol. Ahí está, agitado, antes de que esos tacer en las botas le frenen de la ducha al volar de él que, como todos los días, salda al que se acerca a la salida del estadio.

EL PAÍS 81

ODÓN ALONSO
Director de orquesta
Después de 20 temporadas en París

se espaldas al público se enfrenta a la orquesta. Los brazos se elevan con la longitud de un ave en vuelo, en el extremo, la batuta, a modo de pez. Y comienza el beso, el ritmo, la valse de un de un director de orquesta. En puntillo, a los 67 años, preside una y otro momento y pasan casi hasta dos horas, y sigue en esa posición, mientras la batuta se mueve a una velocidad de luz, y la cola del chagü, el pelo y los cuernos hacen chis-chis de un lado para otro. Último saludo a escena. "Hay que salir de nuevo más", dice, "vamos allá", y los gres de su voz se escuchan en algún sitio del cuerpo, entre el pelo y la piel. Se saca todo. Viene al camión y se cubre está todavía en la música, excepto budo y gile agua. Solamente permanentemente impudico con zapatos brillantes de charol.

EL PAÍS 77

The New York Times Magazine

New York, NY

艺术总监: Janet Froelich

设计师: Jamie Olivieri

摄影师: Javier Vallhonrat



The New York Times Magazine

New York, NY

摄影师: Petra Mercker

艺术总监: Janet Froelich

摄影师: Sebastiao Salgado

编辑: Kathy Ryan



The New York Times Magazine

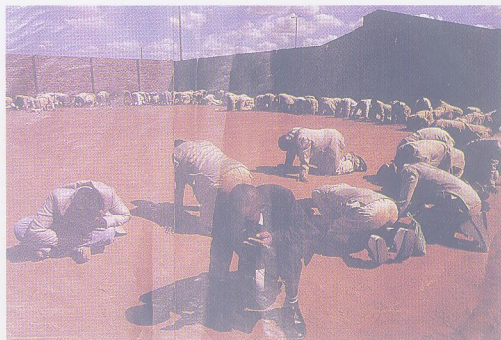
New York, NY

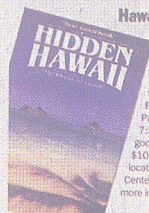
艺术总监: Janet Froelich

设计师: Joel Cuyler

编辑: Kathy Ryan

摄影师: James Nachtwey





Hawaii's secrets

Ray Riegert, author of "Hidden Hawaii," will reveal the islands' "secret" beaches and undiscovered attractions during a talk Nov. 15 at Phyllis Fogg's travel bookstore in Palo Alto. The talk begins at 7:30 p.m. Cost is \$2, which is good toward any purchase of \$10 or more. Phyllis Fogg's is located in the Stanford Shopping Center on El Camino Real. For more information call 327-1754.

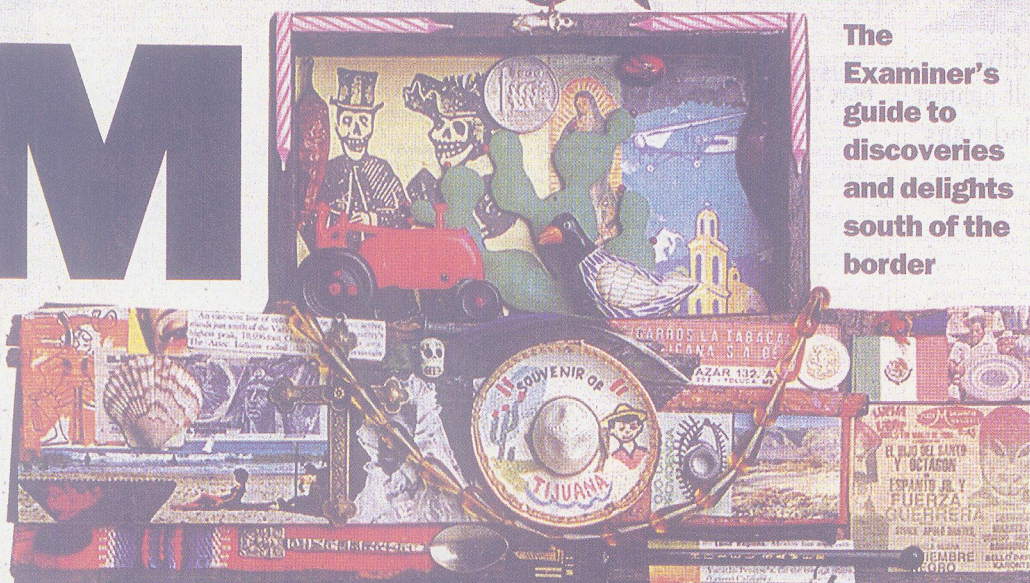
TRAVEL

Follow the reader

A memorable pilgrimage to the Holy Land, spur-of-the-moment accommodations in Carmel, an art and archaeology tour of Greece and a rustic ranch getaway three hours north of San Francisco are featured in this week's "Follow the Reader." [T-12]

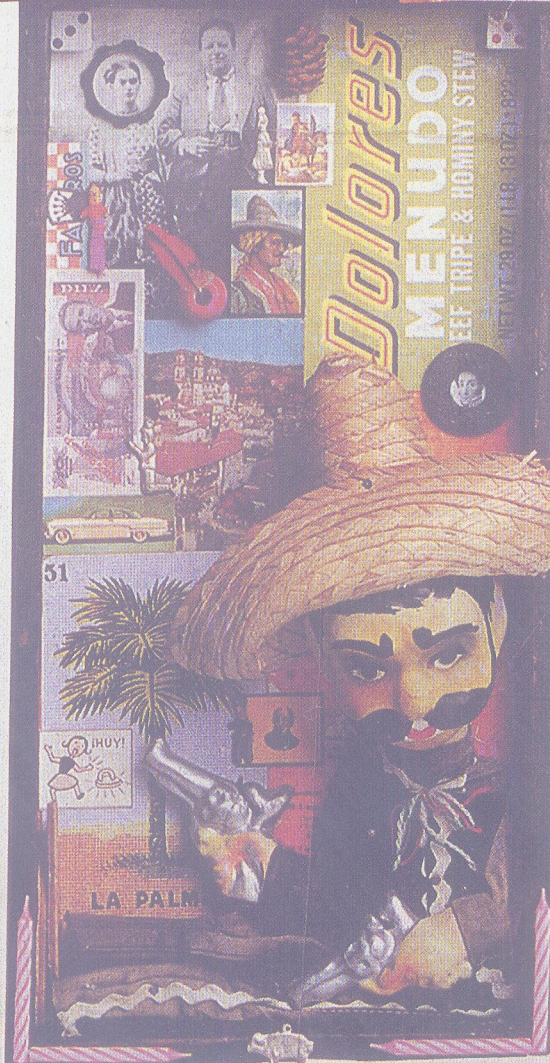


M



The Examiner's guide to discoveries and delights south of the border

X I C O



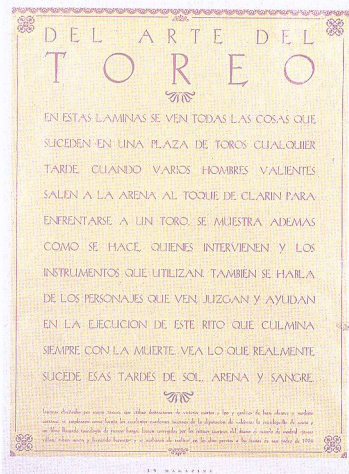
Morelia:
Where Mexico's past lives.
[T-3]

Tlaxcala:
Great things come in Mexico's smallest state. [T-4]

Cabo San Lucas:
Cactus-studded desert and white-sand beaches. [T-5]

Oaxaca:
Cobblestone streets and lively plazas. [T-7]

San Francisco
Examiner
San Francisco, CA
AME 设计师: Kelly
Frankeny



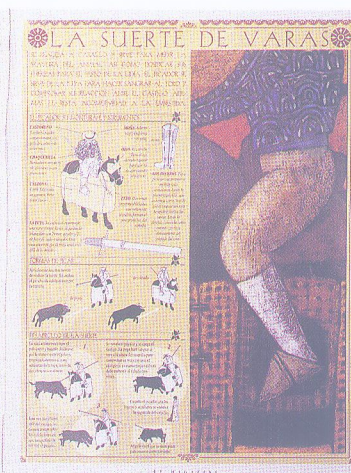
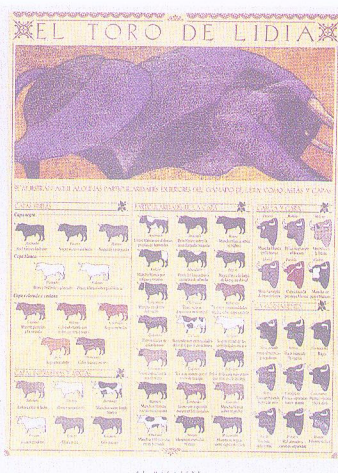
EL Mundo

Madrid, Spain

插图: Victoria Martos

设计师: Mario Tascon

图表设计: Francisco Alvarez, Mondesto J. Carrasco



Rain rolls right off Caribana's fine feathers



Crowds at Exhibition Place watch as the Caribana parade gets under way in colorful fashion despite being delayed by rain. Story, more photos, A8

Hiroshima mayor sorry for Japan's war deeds



HIROSHIMA, Japan (Reuter) — In a surprise twist on the 50th anniversary of the world's first atomic bombing, the mayor of Hiroshima broke with tradition and delivered a forthright formal apology for Japan's actions during World War II.

"The suffering of all the war's victims is indelibly etched in our hearts, we want to apologize for the unbearable suffering that Japanese colonial domination and war inflicted on so many people," Takashi Hirooka said today to the Asian countries Japan overran during the war.

With the fusion of 1,500 doors

MEMORIES: 'Two women pray today at a cenotaph in Hiroshima.

Croats poised to rout Serbs

**By Mike Trucchi
SPECIAL TO THE STAR**

ZAGREB, Croatia — Rolling through rebel-held Krajina in a well-manned truck that has surprised even its own crew, Croatia's army poised to rout the Serbs from the rebel territory for the first time in four years.

Knin, capital of the self-styled Republic of Serbian Krajina, fell at noon yesterday only a day and a half after President Franjo Tudjman's speech.

"Nothing will be as it was. Any dream of a greater Serbia, any dream of neo-expansionism has been destroyed,"

**A JOINT-GOVERNMENT
MAKING, YUGOSLAVIA**

"Bibich is wrong. The Croat Army has done what we thought the international community should have done," said Miroslav Gec, Ivan Telo, spokesman for the Serb defense.

"Nothing will be as it was," he boasted Telo, in assessing the changes indicated by the troops who have controlled the territory since grabbing the Krajina 10 years of occupation. He said he and his hoped to join the Bosnian Serbs and a ramp

to retake the Krajina region. Rebel Serbian army commanders have been ordered to withdraw from the Krajina and to return to the north of the border of north and south Croatia to fight on.

Croatian troops lined up in front of government soldiers to the south, aiming the old Krajina region in half. The region is a mix of half-destroyed other key town, seizing control of transportation routes and the region of the settlement of a stream of refugees that threatened to turn into a flood.

United Nations officials have

territory in Bosnia. The UN fears virtually all of Krajina's 130,000 Serbs will be forced to flee to the former Yugoslav republics.

To Croatian army officials present it is only a matter of days before all of Krajina is under their control.

Also yesterday, Bosnian government forces pushed out of the Krajina region, and with the Croatian army, effectively breaking the Serb siege of the UN-designated "safe haven" of Zepa.

"Any one of a greater scale, any dream of so-called liberation has been destroyed," said a UN spokesman. "The only way to end this is a slow, to a large extent, and also marked the success of the UN's efforts to implement its policy — that of encouraging the Serbian military occupation of the Krajina region and the Serbian government in Belgrade."

Despite a UN arms embargo on the entire region, the UN has been unable to prevent the Serbs from getting weapons and ammunition into the area while the Croats are on the move.

UN Pleases us Greatly

EVERYBODY'S STREET
A LOOK AT DANFORTH / ELOOR
2ND OF SEVEN PARTS

Humble
start
at its
east end

BY CATHERINE DUNPHY
FEATURE WRITER

It starts with a tribute to the war dead.

Not with a bang or grand gesture, but with a massive stone cross near the V where Danforth Ave. meets Kingston Rd.

When it was unveiled in August, 1931, there was only the Great War. Now there are plaques commemorating the dead of World War I and Korea.

It commands no view, a grand vista. There's no place to stop, get out, rest and consider a time when war was glorious and a sacrifice to it was honorable, if no one ever does.

The road to the south

Lap dancer's plea: 'Look, it's a job'



By MOIRA WELSH
STAFF REPORTER

DIRTY DANCING

LAST OF TWO PARTS

It's a beautiful day for a sexual fantasy.

The sun is blazing as Jennifer arrives at the strip bar where she works, but inside the air is cool and the lights are turned low.

Her eyes narrow as she sizes up the businessmen. She

She won't know until it's too late.

Jennifer finishes scanning the bar and starts climbing the steps to the change room.

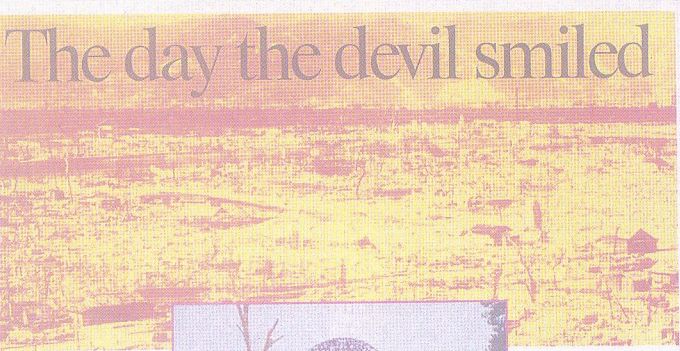
It's time to get undressed for

That elder guy in the back table who is loosening his tie: Will he be satisfied with the stimulated sex of a lap dancer or will his groping hands touch her in places that make her burn with anger?

FREE-FOR-ALL: Exotic dancer Jennifer, 84, says a judge's decision legalizing lap dancing is revealing "it's not just as well bring in the beds."

CONTEXT

ANALYSIS • COMMENTARY • WORLD REPORT • SCIENCE



The bombing of Hiroshima, 50 years ago today, defined our century

[illegible]

SHAKIR DEHMEDE: It's like memories, terrible fears and the shattered dome

hospital, I saw people trapped in destroyed homes calling for help, but I could barely help myself."

The wrath of the new god descended upon young woman named Aiko Aida as she waited at a railroad station to buy a ticket to visit her parents in a nearby city. Fortunately, she was not among those standing near the station window

[illegible]

A brilliant flash that changed the world

[illegible]

Toshiko Yoshikawa

War veteran found deliverance in deaths

[illegible]

The Toronto Star
Toronto, Canada

使所有这些报纸与众不同的一个因素就是它们都非常贴近读者。” Hartford Corant 的高级副总裁兼总经理 Marty Petty 说,“这些报纸无一例外的对地点、对读者的想法和自己的任务都非常了解。”

STARSHIP

Let's hear it for Dad!

It's Father's Day today and this is your chance to spot the differences between Dad and Mom.

Spot the differences

[illegible]