Design

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全球网页设计赏析生活篇

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邵隆图

传播媒体早已成为跨越国界、民族、语言乃至时空的巨大产业。它使地球变小,将人们之间的距离拉近。在传播媒体中、网络作为新的系统扮演着越来越重要的角色。与传统的报纸、杂志、广播和电视等大众媒体不同,网络更具个性,传播覆盖面更广、更主动、更有想象空间。它包容虚实,融合新旧,带来了新的时空观念和秩序规则,赋予文化巨大的扩张性和渗透力,本质上是一种新的语言系统。

伴随网络的迅猛发展,网页设计应运而生,它让画面在大与小、新与旧、动与静、图与文、满与空、虚与实、黑与白等众多设计要素间千变万化,演绎出大千世界无比丰富的景象。但无论设计者使用什么设计手段,它们所追求的不仅是信息的到达,更是有效地到达,不仅讲究传播方法,也

重视过滤方法:不仅是开发,而且是积累,包括业态的积累、信息的积累、用户的积累、渠道的积累、方法的积累,甚至包括想象的积累、欲望的积累。大声喧闹固然能让人听见,但轻声耳语同样能润物细无声,关键在于在适当的时候,用适当的方法,在适当的地方向合适的对象讲合适的话。这是网页设计的核心所在,也就是我们常说的定位。我们不要简单地说这张页面设计得好,那张页面设计得不好,合适就是好。在这中间画面与文字的配合甚为重要,因为画面比文字容易传播,容易理解,无边界,但欠准确;而文字需要学习,要花费较大力气和较长时间去理解,有边界,但更准确。图文交融的网页更易为受众所接纳,阅读网页也成为一种娱乐。

编者编了这本书,很适时。建议读者在使用时,最好不要仅仅研究 网页的画面设计,而要研究网页设计所诉求的用户。这些用户不仅指付 钱给你的客户,还有用鼠标点击客户网站的网民,只有他们的点击,才 能使你的客户受益,才能使你的网页设计被认同,有价值。 Cycle Ireland on the Kingfisher Cycle Trail

Welcome essential the tours included booking contact links credits

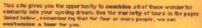
Welcome

Cycling is the ideal way to see a country like Ireland. The pace of life, the people you meet, and the accessibility of the countryside provide a unique experience, adding further enjoyment to a short break in Fermanagh and Leitrim. As the first long distance trail in Ireland the route of the Kingfisher Cycle Trail has been carefully designed to offer you:





- e The widest variety of scenery and countryside in any Irish trail.
- a Different types of terrain, from flat to gently undulating to steep olimbs, and three different routes to suit your pace.
- @ Frequent opportunities to stop for lunch or refireshments, to wander around villages, to participate in various activities or to enjoy our renowned traditional entertainment
- An excellent range of accommodation. The packages are normally based in high quality Bed and Breakfasts. Vallered breaks can be arranged





The Circuit

in hotels, hostels and luxury homes.



这只独具形态的蜂鸟,"点亮"了整个页面。





人与自然的和睦相处,给页面带来了祥和的气氛。







这个"括弧"设计得很别致,整体构思也很巧妙,把中间的空间腾出来放飞想象力。



manita



willkommen im ID-TV

der nachfolgende programm gubt ühnen einen digutelen überblick unserer Laufenden protekte relien and have fün !



ersion to

browser:







色彩高度统一,非常典雅。

OPEN WEBSITE GO TO PROJECT WEBSITE GO TO WWW WEBSITE the top button. Enter the WWW Design



这种"演示板"的设计构思打破了平面的简单阵式。

INYOURFACE.COM IYF magazine showcases leading interactive design firms from around the world, profiles of designers, interviews, and a large resource **8 0** area for multimedia design professionals.



在这个页面中,黑色等于把空间给遮住了,这样,就产生了一种新的空间感觉和构图魅力。



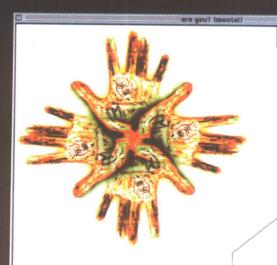
warning: the following word assemblage is mirroring the state of a person's mind being confronted with yet inspired by the chaotic nature of the web, thoughts, impressions and iteas reasoniny yet together, which may change during the seminar-the results of that ongoing quest are impredictable.

The illustration on top of this page is my visual comment on the richness an electronic hook, if not medium, can convey. Land have colleges inspired me to create a digitalings, which expresses my approach to the hidden power of electronic books online:

a book is a book is a book was a book is a library. (...)e-movie



蜘蛛网、海螺,一种对尘封的历史的回忆或述说某种变化。



mentaldesign

Today at around snagam i put up a brand spanking new personal/portfolio thing. I am really very happy with it. their it wil, and then make it me and tell me what you think.

Asio perterday (corry a bout the accent) and it were talking about the accent) and it were talking about our plane for mental. We have desided to been mental. We have desided to be take an anality with only 5 ower members. No vorries, however, we will be snovitage to take part of the property of the plane of the property of the plane of the property of the plane of the property of the plane.



手的艺术处理很有视觉冲击力。曲线对空间的分切,也处理得 不错。

artifex



ed. #3

dawn













A little animation created for the Assembly '95.

Creation time: two weeks
(needless to say the two weeks just before the party)
Software used: TDI Explore 3.01
Hardware used: SGI Iris Indigo Entry 4000



图案的圆形处理,增强了和谐感。顶部的统一色块,是该网站, 的"形象代言人"。

artifex



ed. #3

stills



An apple a day keeps the doctor away Have two



Twilight zone
Dawn and a full moon, possible?
Definitely



Strange things you can find in the deep waters



两大色块与小图片的色调一致,不艳丽,整体感很强。

此为风陕,而安元整PDF有访问: www.ertongbook.com