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不知您是否注意到了，这几年使用商业名片的人越来越多了。仔细看看现在的商业名片，其设计自不必说，就连颜色、纸张等都是经过了精心挑选的。同以往那种只是把姓名、联络地址、电话号码等写在一张白色的卡片上，顶多再把公司的标志等加上的老式名片比起来，如今的名片看起来真是让人赏心悦目呀。

商业名片作为一种信息传递的媒体，如今也被人们当作了展示平面设计的舞台之一。根据不同的视觉效果，人们对商业名片所有者的特点也会有一定的了解，这可是商业名片被赋予的新功能。

抱着为商业名片设计提供参考，以及更好地欣赏商业名片设计这门新兴艺术的目的，我们出版了这本《国际商业名片设计精品集》。本书与以往版本相比更加强调了设计的原创性，注意收集了许多视觉效果突出、原创性强的作品。



与以往版本相比，本书有以下特点：

- (1) 参加的设计者增加了许多，因此入选的作品超过1200件。
- (2) 海外作品的数量增加，作品的地域性变宽，东欧、亚洲、拉丁美洲等国家都有作品入选，其中有不少设计理念非常与众不同的作品。
- (3) 思路更加开阔，制作手法多样。有不少作品甚至采用了电脑3D效果或者是在选用的纸张上有新的创意。
- (4) 所有作品按照职业的种类进行了分类，查找更加方便。

希望您在欣赏过本书中所收集的商业名片设计作品后，能够感受到设计的乐趣，并为世界各国的设计师提供有益的借鉴。

如果由此能更进一步地体会到商业名片设计中所蕴含的美学，那将是我们最大的荣幸。

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P·I·E BOOKS

You may have noticed that there are more and more visually attractive business cards around these days. Both personal and corporate cards are being designed now with a new kind of graphic appeal.

Going through my business card holder a while back I realized that, of the more recent cards I had accumulated in nearly every case careful thought had been given to graphic design, color, the texture of the paper and so forth. Not so long ago, business cards were inevitably plain white card stock with a statement of unadorned facts printed in black ink: Name, Title, Department, Address and Telephone number. Occasionally you might come across something a little better; a corporate logo in spot color perhaps, but nothing with any real visual appeal.

Well, we have come a long way fast. Business cards have gone through an essential change of character. Where they used to be simply a means of passing along a few bits of information, they are now recognized and appreciated as small works of graphic art. By handing out an exceptionally well designed card, obviously, one can communicate a great deal more than his name and number. A whole range of impressions can be immediately transmitted by these integrated little graphic presentations, and this is precisely the role which present day business cards attempt to play.

As a result, we at P·I·E have come up with this project, *Business Card Graphics*, which looks at current business cards from the point of view of design excellence. It is intended both as a reference work for professional designers who produce cards, and simply as an appreciation of business card graphics to be enjoyed as a kind



of pop art.

This is volume 2 in the series, and we make the proud claim that we have managed to collect even more entries with even more sparkling originality than we did for Volume 1. This new book has been compiled with the idea of visual quality at its very core. For Volume 2, our special efforts were for greater achievement in the following areas:

- 1) Compared to Volume 1, the number of designers whose works are shown in Volume 2 is much larger.
- 2) Submissions from overseas have increased significantly, representing a wider area. We have examples from Eastern Europe, Asia and Latin America this time, and those business cards demonstrate unique qualities and clear differences in visual approach from what we have seen previously.
- 3) We have included more unusual and intriguing designs which incorporate original ideas such as 3-D images, unexpected materials and so forth.
- 4) We include an exhaustive index which classifies the cards according to the type of business they represent, so the book will more easily lend itself to use as a reference.

We shall be very happy if this volume helps the reader appreciate the special challenge involved in designing a truly outstanding business card, and the sheer fun of it. We feel certain that by just browsing through this volume you will at least become acquainted with the leading edge of a new philosophy in card design.

P·I·E BOOKS

B u s

CD: CREATIVE DIRECTOR

AD: ART DIRECTOR

D: DESIGNER

P: PHOTOGRAPHER

I: ILLUSTRATOR

CW: COPYWRITER

AR: ARTIST

CA: CALLIGRAPHER

DF: DESIGN FIRM

CL: CLIENT

BUSINESS

CARD



COLLECTION





