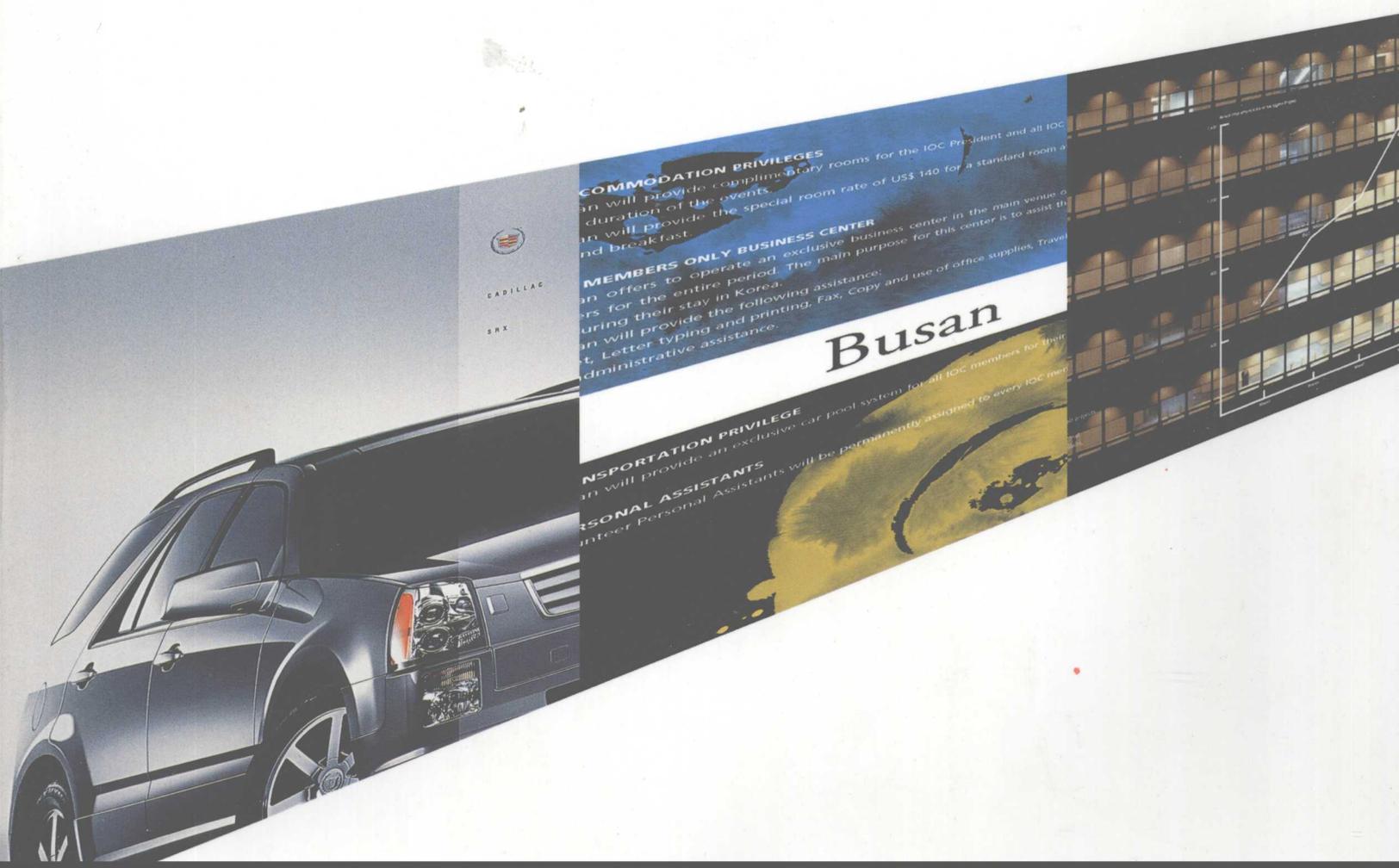


宣传册与目录设计

湖南美术出版社



图书在版编目 (C T P) 数据

宣传册与目录设计 / 韩国建筑株式会社 编. —长沙:
湖南美术出版社, 2007.9

ISBN 978-7-5356-2798-8

I. 宣… II. 韩… III. 广告-设计-作品集-世界-现代 IV. J218.1

中国版本图书馆CIP数据核字 (2007) 第149650号

宣传册与目录设计

编 者: 韩国建筑株式会社

责任编辑: 李松 刘海珍 范琳

翻 译: 颜华

责任校对: 张家玲

出版发行: 湖南美术出版社

(长沙市东二环一段622号)

经 销: 湖南省新华书店

印 刷: 深圳市彩美印刷有限公司

开 本: 635X960 1/8

印 张: 33.5

印 数: 1-2500册

印 次: 2007年10月第1版 2007年10月第1次印刷

书 号: ISBN978-7-5356-2798-8

定 价: 100.00元

【版权所有, 请勿翻印、转载】

邮购联系: 0731-4787105 邮编: 410016

网址: <http://www.arts-press.com>

电子邮箱: market@arts-press.com

如有倒装、破损、少页等印装质量问题, 请与印刷厂联系调换

宣传册与目录设计

湖南美术出版社

TERRI HENDRIX
Pursuit of the Ring



TE
HE
TH

006 科技/电子

052 汽车

084 时尚/美容

116 建筑/室内/家具

146 保险/金融/公共事业

目 录

180 酒店

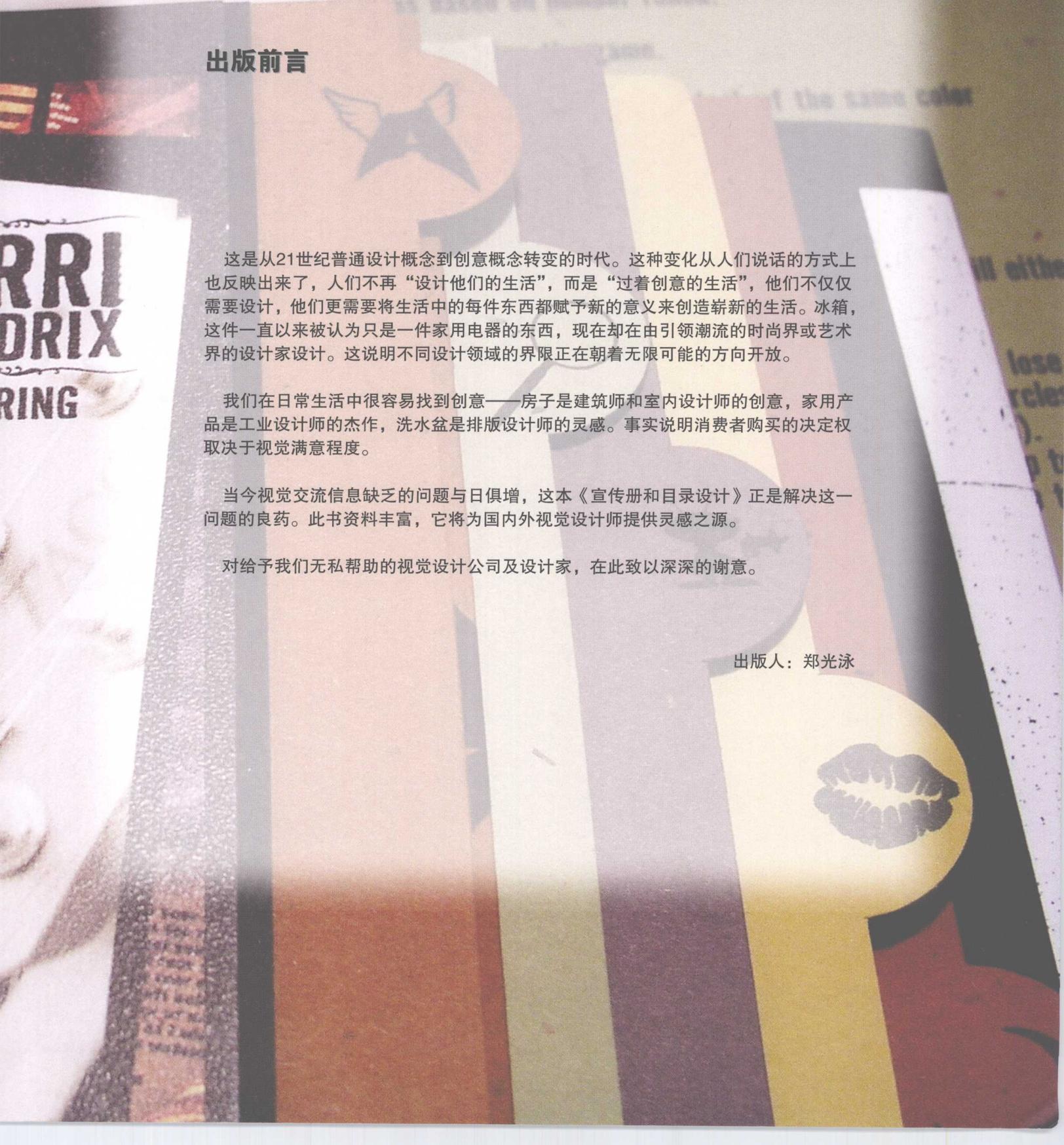
196 展览/文化/教育

222 纸业

242 其它



出版前言



这是从21世纪普通设计概念到创意概念转变的时代。这种变化从人们说话的方式上也反映出来了，人们不再“设计他们的生活”，而是“过着创意的生活”，他们不仅仅需要设计，他们更需要将生活中的每件东西都赋予新的意义来创造崭新的生活。冰箱，这件一直以来被认为只是一件家用电器的东西，现在却在由引领潮流的时尚界或艺术界的设计家设计。这说明不同设计领域的界限正在朝着无限可能的方向开放。

我们在日常生活中很容易找到创意——房子是建筑师和室内设计师的创意，家用产品是工业设计师的杰作，洗水盆是排版设计师的灵感。事实说明消费者购买的决定权取决于视觉满意程度。

当今视觉交流信息缺乏的问题与日俱增，这本《宣传册和目录设计》正是解决这一问题的良药。此书资料丰富，它将为国内外视觉设计师提供灵感之源。

对给予我们无私帮助的视觉设计公司及设计家，在此致以深深的谢意。

出版人：郑光泳

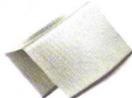
科技/电子

2008年三星电子公司设计宣传册	008
2004年三星公司年报	012
三星电子2004年年报	014
三星电子杂志(2006春季)	016
2005年LG电子产品宣传册	018
2006年LG电子产品宣传册	022
SK电信宣传册《你——可以》	024
SK工程与建筑杂志	026
SK电信杂志	028
SK电信2004年年报	030
SK2004年网络年报	032
SK电信2005年年报	034
POSCO年报	038
Hansol显示器宣传册	040
Hansol公司宣传册	042
HYUNDAI电信产品宣传册	044
Novelis公司宣传册	046
索尼公司产品宣传册	048
苹果电脑宣传单	050

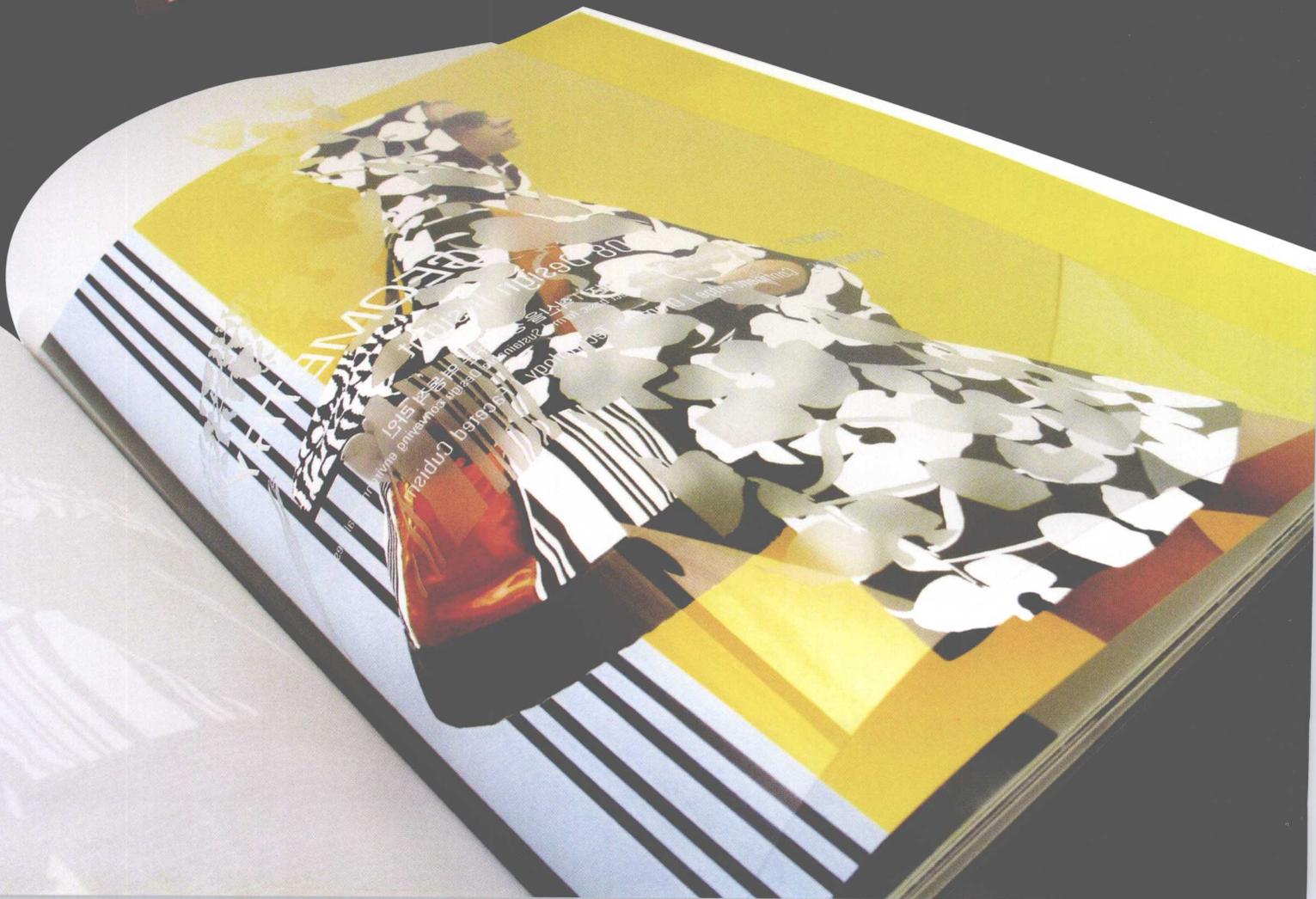
FLUID TENSION

Material & Finishes

Hydro forming, Electrodeposit paint, stannic metalization



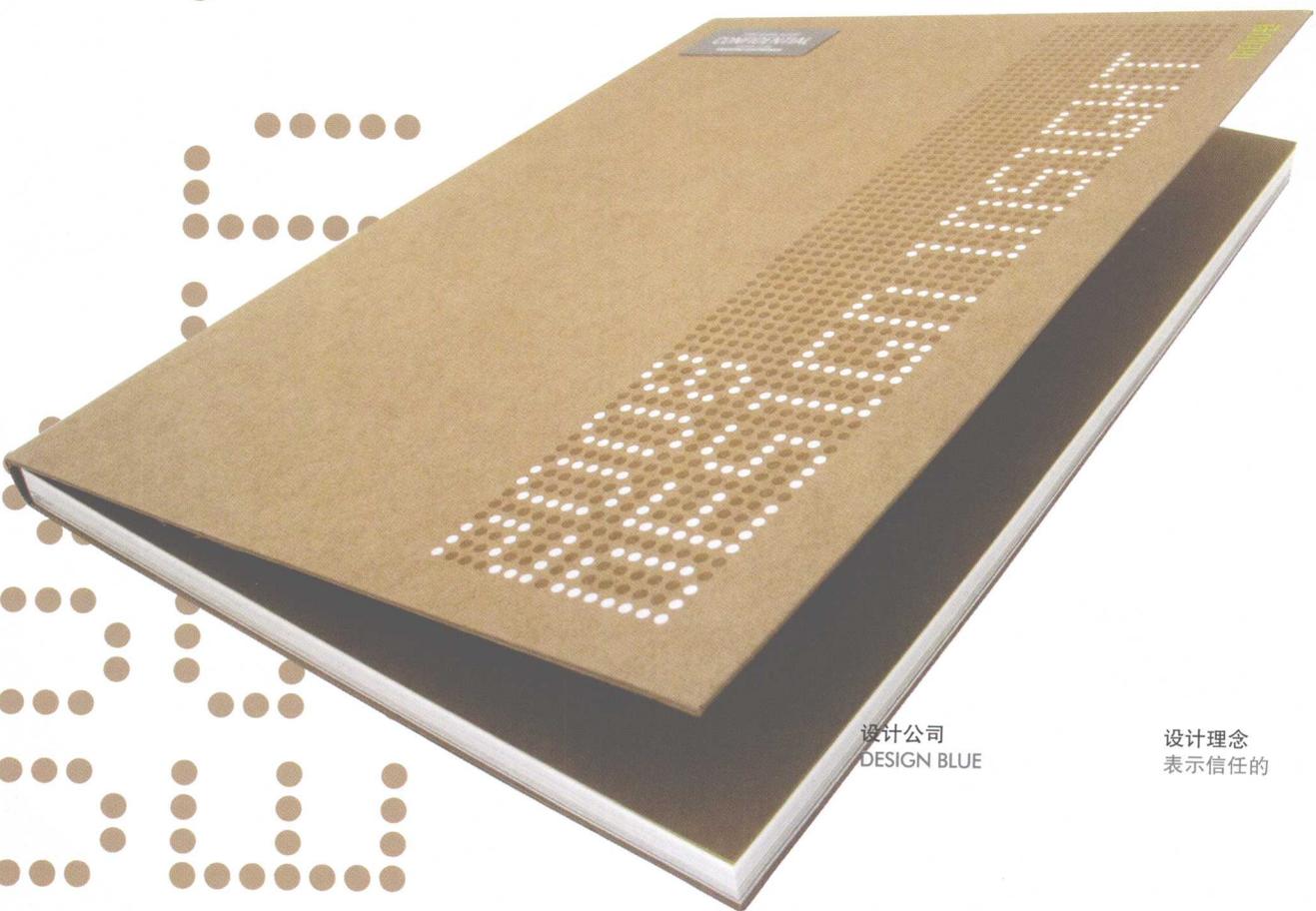
Laminated Surface, Carbon Fiber, Half transparent, Woven Structure



008 009

2008年三星电子设计公司设计宣传册

SAMSUNG Electronics



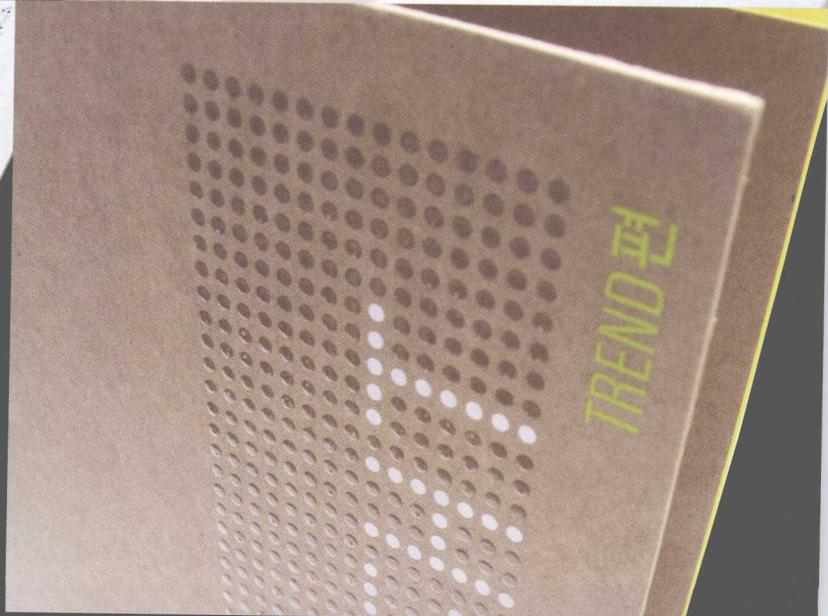
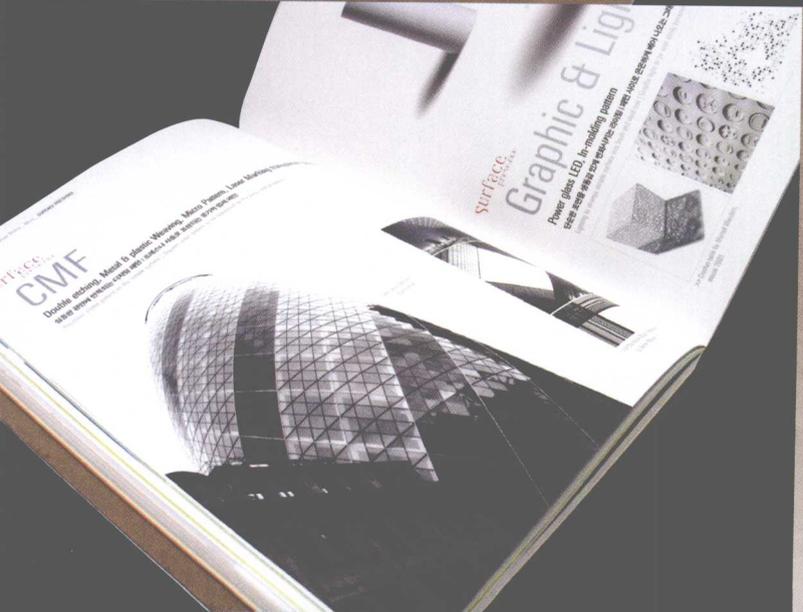
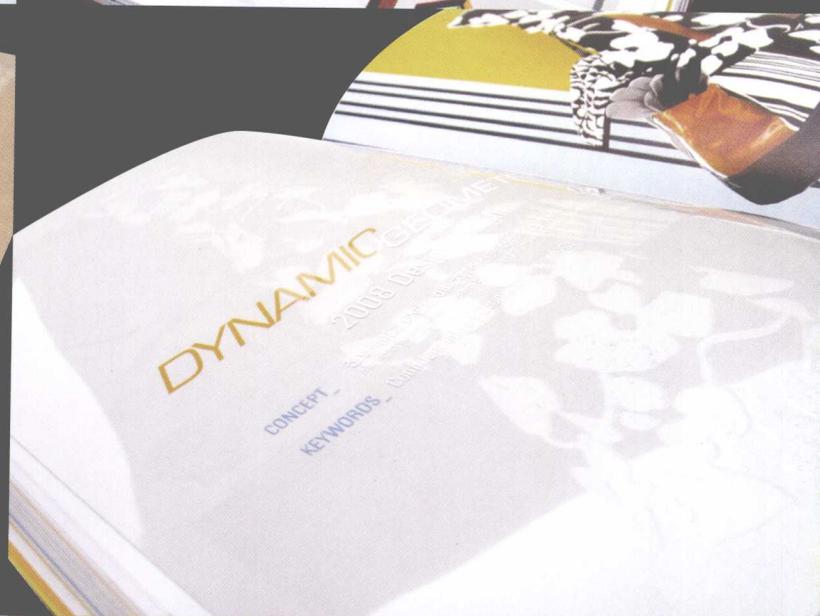
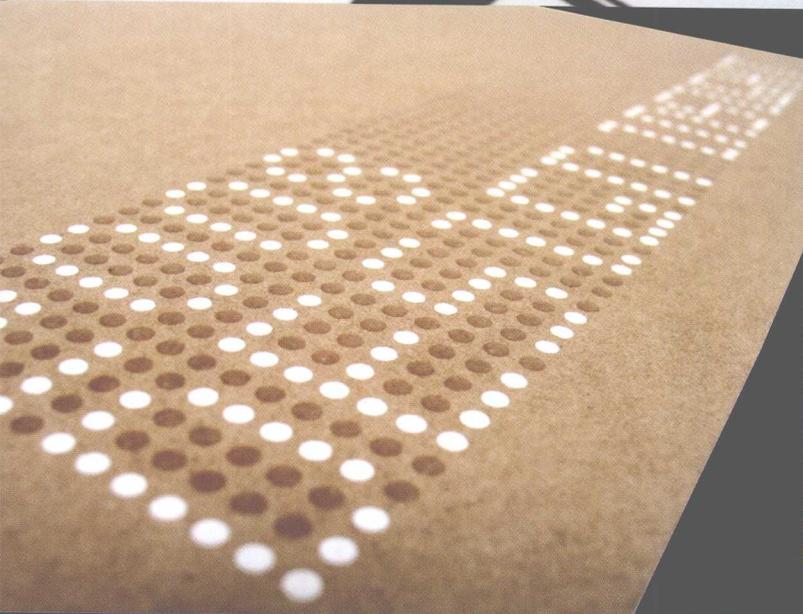
设计公司
DESIGN BLUE

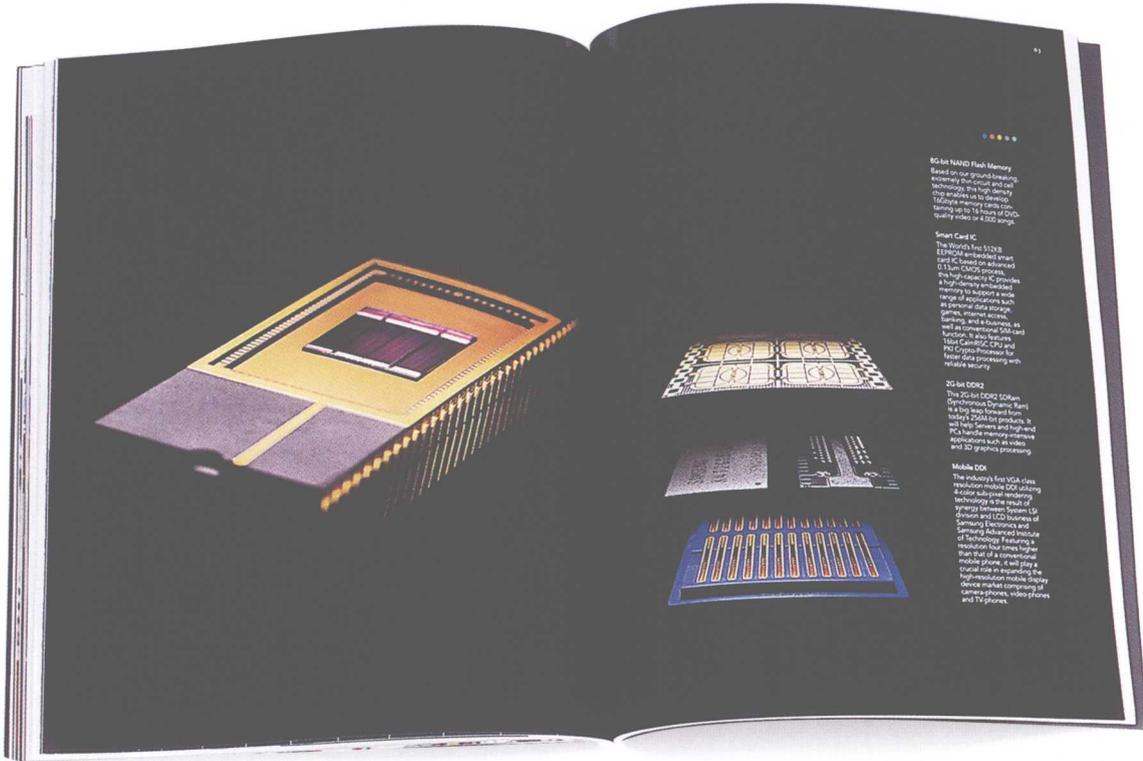
设计理念
表示信任的



2008 DESIGN INSIGHT
CONFIDENTIAL
VOLUME 01/60
SAMSUNG ELECTRONICS

BOOK





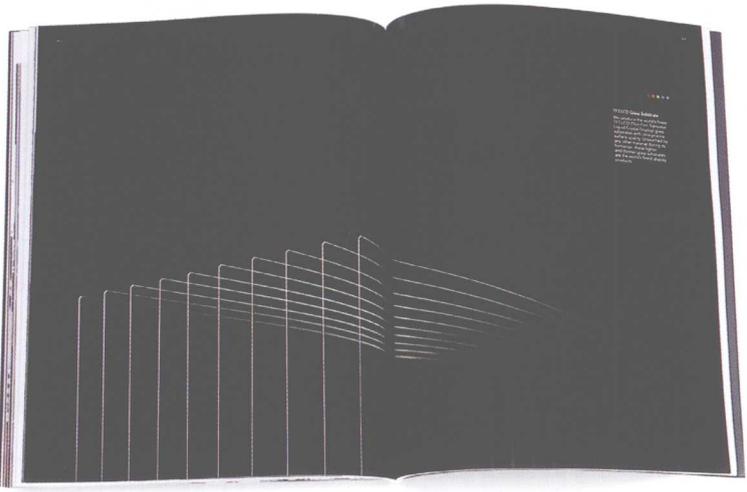
.....

8Gb NAND Flash Memory
Based on our ground breaking technology, this high capacity NAND Flash memory enables us to deliver memory solutions ranging up to 16 hours of DVD recording time or 100 songs.

Smart Card IC
The World's first 112KB EEPROM embedded smart card IC based on advanced 0.18um CMOS process. The high capacity IC provides a high capacity embedded memory to support a wide range of applications such as personal data storage, games, internet access, banking, and e-business, as well as conventional SIM and UICC applications. The IC is based on 100nm CMOS and PML Crystal Oscillator for faster data processing with reliable security.

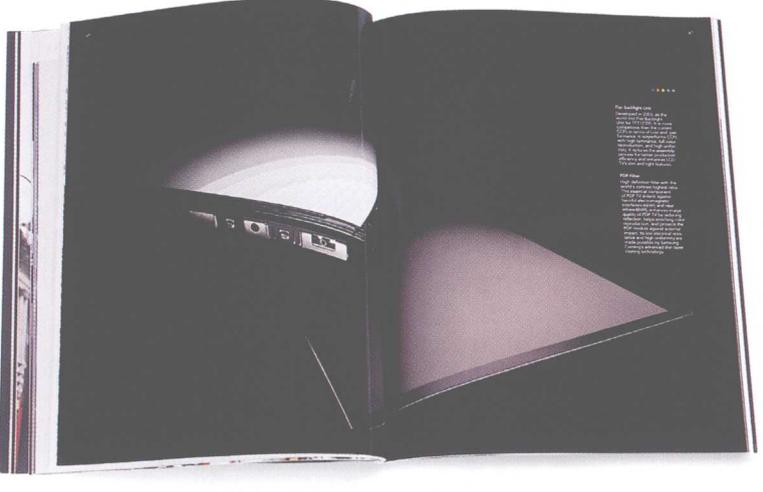
20nm DDR2
The 20nm DDR2 512Mb Synchronous Dynamic Random Access Memory from today's 256Mb products. It has 10 times faster and high-end ICs handle memory intensive applications such as video and 3D graphics processing.

Mobile DSI
The industry's first VGA class resolution mobile DSI using a color subpixel rendering technology is the result of synergy between System LSI division and LCO business of Samsung Electronics and Samsung Advanced Institute of Technology. Featuring a resolution four times higher than that of a conventional mobile phone, it will play a crucial role in expanding the high-resolution mobile Display device market comprising of camera phones, video phones and TV phones.



.....

20nm DDR2
The 20nm DDR2 512Mb Synchronous Dynamic Random Access Memory from today's 256Mb products. It has 10 times faster and high-end ICs handle memory intensive applications such as video and 3D graphics processing.



.....

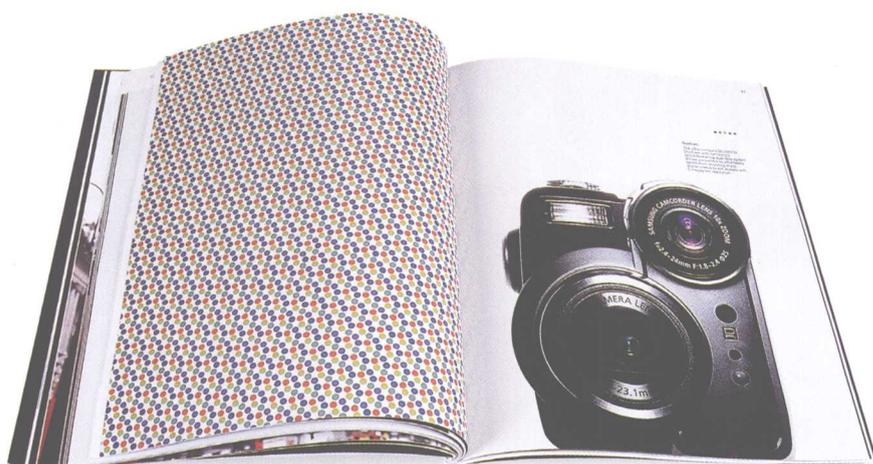
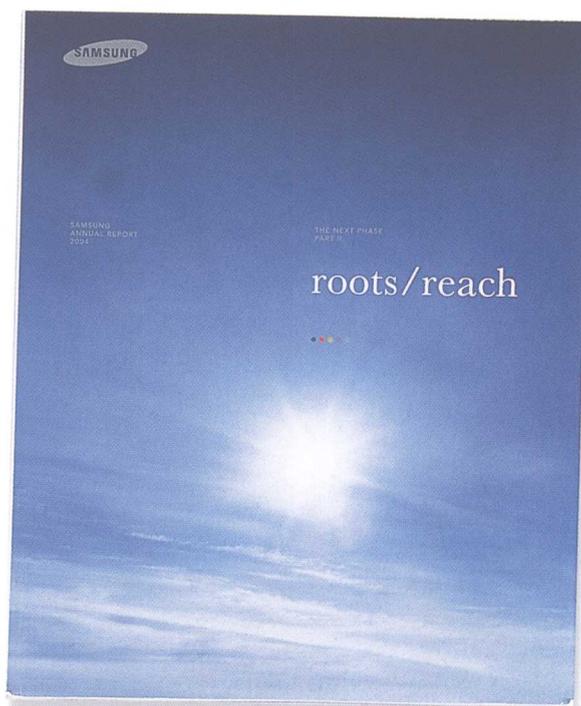
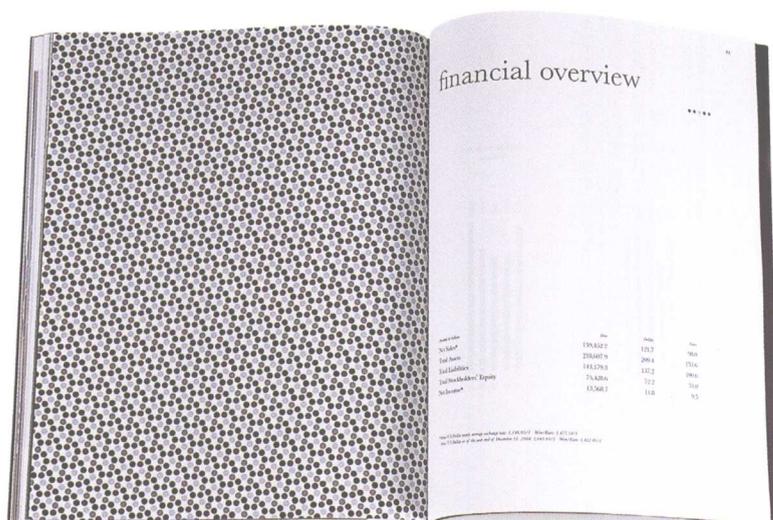
Mobile DSI
The industry's first VGA class resolution mobile DSI using a color subpixel rendering technology is the result of synergy between System LSI division and LCO business of Samsung Electronics and Samsung Advanced Institute of Technology. Featuring a resolution four times higher than that of a conventional mobile phone, it will play a crucial role in expanding the high-resolution mobile Display device market comprising of camera phones, video phones and TV phones.

roots/r

When we talk about our roots, we are talking about the guiding principles that have been with us from the beginning. Abiding respect for diverse cultural traditions. A sense of responsibility toward the community. An appreciation for things of quality that endure. A competitive spirit. A creative soul. These are homegrown traits, intrinsic to our corporate culture and alive in our people. They are the source of everything we do.

In this essay, we take a closer look at these five principles and profile some of the many Samsung employees who embody them.

CREATIVITY
QUALITY
RESPONSIBILITY
COMPETITIVENESS



设计公司
CHEIL COMMUNICATIONS

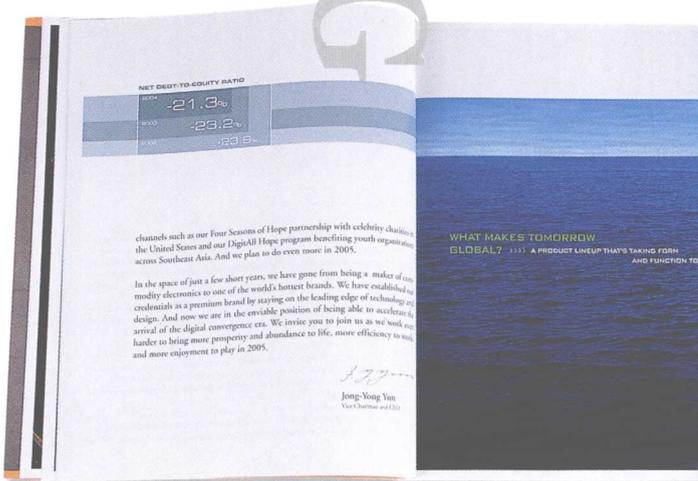
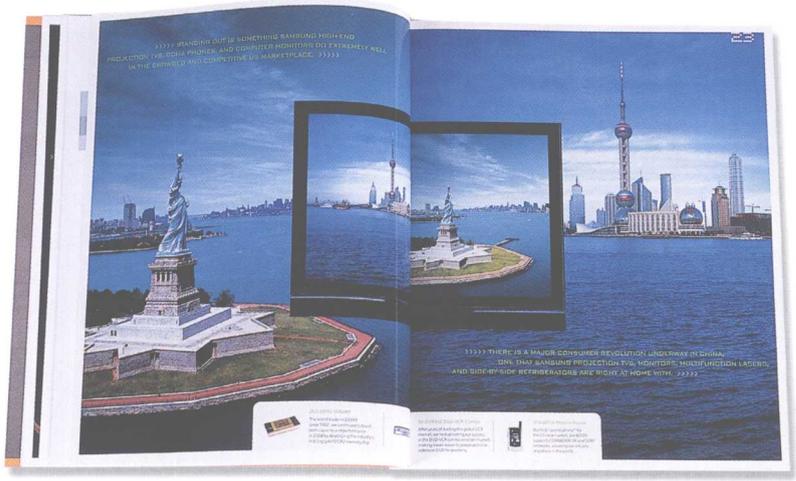
设计理念
根，到达

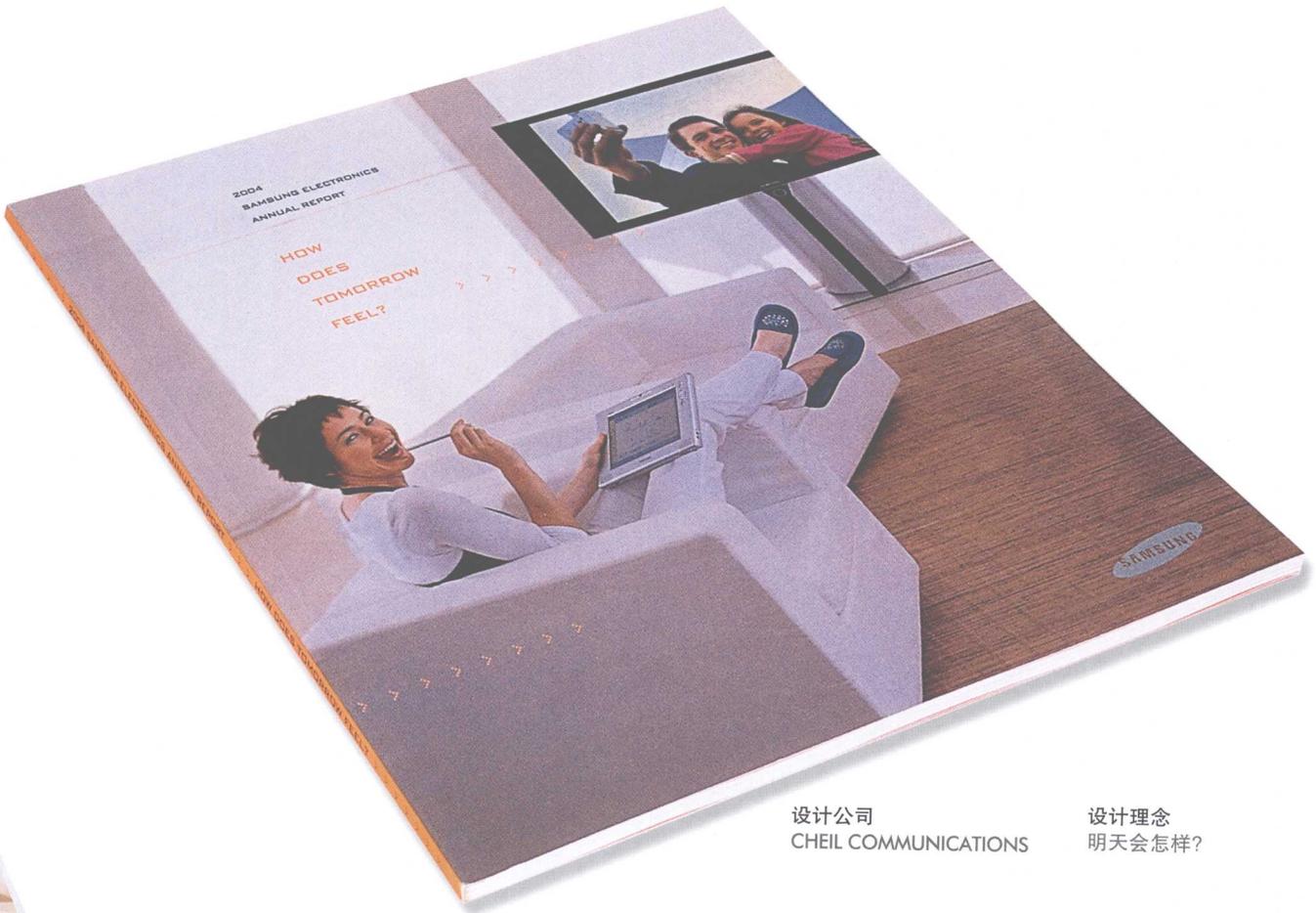
2004 SAMSUNG Electronics Annual Report



WHAT MAKES TOMORROW GROW? >>>> A KNACK FOR IMPACTING MARKETS IN CREATIVE NEW WAYS >>>>>

...ing to be successful in a local market, it's something totally different to duplicate that success...
... At Samsung, one of our biggest challenges—and, fortunately, talents—is creating products...
... we account the world in terms of market share, we are today the world leader in color TV...
... our monitors and DVD-VCR combos. We are No. 2 in CRT and DLP rear projection...
... in TV and cameras, and design is what is empowering us to go head-to-head...
... names in electronics.





设计公司
CHEIL COMMUNICATIONS

设计理念
明天会怎样?