

世界名报

头版设计

创意解读

刘海涛 刘晓燕 著



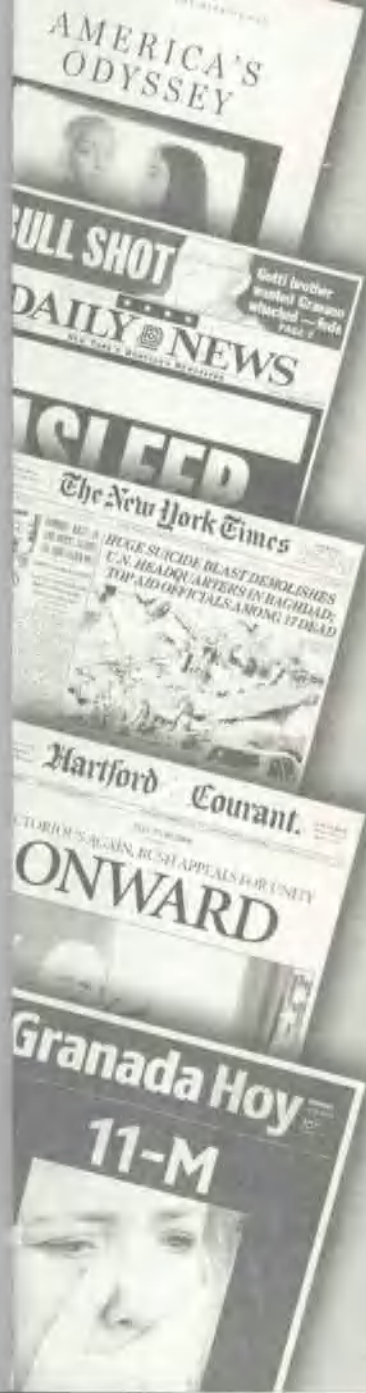
中国  广播电视出版社

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从事报纸版面设计的文字编辑和美术编辑们可能已经注意到,近两年,越来越多的报纸在发刊词、“致读者”或“改版宣言”中,将版式定位列为重要一环。南方一家报纸在“致读者”中提出“未来报纸需要视觉化”,认为“视觉化的报道方式将改变未来报纸的面貌,图片、图表和绘画等视觉因素在报纸版面的比例将越来越大”。一家有影响的周报在“致读者”中称,该年度改版主要是“对报纸的外形结构进行调整”,同时“对版式设计进行细微调整”,而其改版的目的也很简单,是“出于一个良好的愿望”,让读者的阅读更方便、更舒适。总之,随着市场化程度的不断提高,报纸版面设计正在引起我国报纸的普遍重视。一些报纸的实践表明,版面设计已经不单是新闻报道的表达方式和形式语言,更是走向市场的重要手段和推动力量。

如果说20世纪末到本世纪初的十余年间,经过一些报纸(主要是机关报)的尝试和努力,我国报纸终于结束了长期以来有“版”无“式”的状态,近两年诞生的一些都市报和市场化程度较高的地方机关报,行业报的大胆探索,则开始了我国报纸版面设计科学化、学科化的时期。无论对新闻或平面设计而言,这都是一个新领域。之所以说它是一个新领域,是因为在市场化环境中,报纸版面的设计理念相比

在旧体制下已经发生了根本的变化。作为一门科学,报纸版面设计中增加了许多技术性因素。同时,版面的审美功能对设计的影响也变得越来越重要。报纸版面日益成为新闻报道和艺术审美的混合体,版面设计也因此而成为涉及诸多学科的边缘科学。

必须承认,在设计方面,西方报纸有许多值得我们借鉴的地方。尽管文化背景和新闻运作体制有许多不同,特别是意识形态方面存在根本差别,我国的报纸有自己的特点和属性。但在技术层面上,和西方报纸还是有許多共通之处的。西方现代报纸的历史并不长,但其一出生就在市场这个大熔炉中锻打,经过一两百年的自然进化,优胜劣汰,积累了不少成功的经验。有选择地将其“拿来”为我所用,对加快我国报业的市场化进程应该是有幫助的。

书中评介的均为西方报纸在报道重大历史事件、战役性报道中,较为精彩的或有典型借鉴意义的头版版面。选择头版版面进行评介,不仅是因为与我们的工作性质有关,更重要的是因为头版版面在设计中的特殊地位。

从艺术设计的角度说,头版版面未必是最有创意、最有审美价值的。事实上,西方报纸在进入厚报时代之后,纷纷实行板块化,许多报纸的体育、文化、艺术、娱乐甚至广告等板块,版面设计上已经相当风格化,在技

术性和艺术性上都远远超过了头版。然而,新闻毕竟是报纸的根本使命,头版在这一使命中的作用是不可撼动的。在内容上,头版是一张报纸的缩影,它体现了一张报纸的市场定位、新闻理念、价值判断,也集中了报纸在新闻报道中遭遇的各种冲突。在形式上,作为封面版,它有鲜明、稳定的风格,充分展示一张报纸的个性和特色。正因为如此,头版的版面设计往往受到内外非技术因素的制约,比其他版面的设计更不“自由”,更有“难度”,当然,也更有价值。选择报道重大历史事件的头版,还因为每当有重大历史事件发生时,西方各类报纸均会拿出编采力量中最精锐的“兵力”,千方百计调动各类新闻资源,并将其充分展现在版面上,可以说这些版面集中体现了西方报纸的新闻理念、编辑技巧,展示了西方报纸版面设计的传统优势和最新成果。同时,由于面对的是同一新闻题材,通过对比各家报纸的不同版面效果,能够很容易感受到版面风格的多样性和报纸个性对版面设计的重要意义。

我们在书中对报纸版面的讨论主要包括两部分内容:一部分是从艺术审美的角度讨论报纸版面作为平面设计的技巧问题,一部分是从新闻编辑的角度讨论如何在版面上最大限度地开发新闻资源。而事实上,在具体的编辑实践中,这两个方面是难以截然分开并且是相辅相成的,所以我们在介绍具体版面的时候也兼顾这两个角度,个别情况下会侧重于其中较为突出的一面。

我们对版面设计的分析和评价,涉及到前人的

一些研究成果,包括当前流行的一些理论。然而,众所周知,新闻是实践的学问,理论的指导意义最终要在实践中实现。鉴于此,我们对一些学术理论的介绍,有意识地从具体“作品”的技术分析入手,采取“举例说明”的方式,有时也使用了比较的方法,——尽管这会使文字显得有些缺少“系统性”和“深度”,对前人理论成果的借用有时还会有“断章取义”之嫌。

我们长期在机关报从事要闻版的版面编辑工作。按照我国的报纸编辑机制,这类版面的文字编辑和版式设计往往是由同一个编辑来完成的。我们对西方著名报纸的版面设计进行跟踪研究,最初仅仅是工作的需要。所以,我们的研究是个案研究,而不是系统的学术性工作。也因为如此,这本书由十几个独立的篇章构成,是一本“作品集”,不具有严密的逻辑性和学术性。

研究也是一个学习的过程。到目前为止,我们已经得出了一些规律性的结果。这些结果中,极少部分我们在编辑过程中进行过有限的尝试,但由于各种主客观条件的限制,大部分还只是停留在文本上。现在将其中一部分集结成书出版的目的,就是希望同行们能够分享这些结果,希望我们的一管之见,能对条件成熟的报纸和有志探索的同行有所启发。

据我们了解,迄今国内还没有对西方报纸版面编辑实务,特别是具体作品进行评介的书,本书中作为插图的近 250 个反映重大新闻事件的版面,在国内还不容易见到。希望这本书及我们正在酝酿中的工作能够补上这一空白,为国内的报纸版面编辑和专业平面设计人员提供參考。

目录

I

作者的话 1

版面上的雕像：一个人和一段历史 1

里根逝世报道精彩版面设计赏析

真实中的严肃与幽默 26

西方报纸“抓获萨达姆”报道的两种表达方式

两个人的战争 34

从版面设计看 2004 年美国总统大选

为了忘却的纪念 105

西方报纸“9·11”两周年紀念报道精彩版面赏析

永远的黑丝带 113

马德里“3·11”爆炸西方报纸头版版面

风格：选择与组合 122

西方主流报纸“中东大爆炸”报道中的个性差异

谁来拯救无辜的孩子 129

别斯兰中学人质事件报道中的版面语言

以人为本 美国报纸头版上的两次灾难报道	137
在黑暗中定格黑暗 版面上的“美加大停电”	145
娱乐：新闻的致命诱惑？ 第 76 届奥斯卡颁奖美加报纸头版版面评析	151
体育：“预知新闻”的角度、创意与雕琢 雅典奥运报道中的“另类”版面	162
读图时代？ 第 58 届联合国大会的图片报道和编辑	169
休息的读者与不休息的报纸 美国报纸周末刊的版面内容和设计	179
一道精美的市场大餐 美国报纸年终回顾报道的选题与主题	191
附录一：记录历史的号外	201
附录二：国外报纸雅典奥运会专刊头版创意欣赏	206
附录三：国外报纸日常报道精彩头版设计	217
附录四：世界著名报纸报头区设计一览	226
后记	237

版面上的雕像：一个人和一段历史

里根逝世报道精彩版面设计赏析

1

美国前总统里根5日在加利福尼亚的家中去世,享年93岁。

白宫发言人当天说,正在法国巴黎访问的美国总统布什已经得知里根去世的消息。此间媒体当天早些时候报道说,白宫4日获悉里根健康恶化的消息后立即进行了核实,并被告知里根的健康最近几天已经恶化。

据报道,里根的遗体将首先被运到他位于加利福尼亚州的总统图书馆,然后用飞机运到首都华盛顿,追悼会预计在华盛顿的国军大礼堂举行。随后,他的遗体将被运回加利福尼亚,安葬在他的总统图书馆内。

里根曾当过演员和加利福尼亚州州长,从1981年至1989年担任美国总统。是当选和连任时年龄最大的总统,也是目前寿命最长的美国总统。1994年11月,里根在一封致全国公众的信中透露自己患有早发性痴呆症之后,就退出了公众视野。他在信中写道:“现在我将开始进入我生命中黄昏阶段的旅程。我知道对于美国来说,前面来这有一个灿烂的黎明。”

目前仍在世的美国前总统有福特、卡特、老布什和克林顿等四人。

以上是2004年6月5日美国前总统里根逝世后,新华社记者发回美国的报道全文。对于中国的受众,也许短短的几段文字就够了,但对美国的媒体和受众来说,这却是一个突发性的重大事件——因为去世的是里根,一位曾经对美国历史甚至世界历史产生过重大影响的前总统,他领导美国结束了冷战,成为最优秀的美国总统之一。

美国的报纸编辑们把人们对里根的情感完美地体现在了版面上。也可以说,美国报纸在版面上为里根塑造了一尊雕像。

实践表明,报纸版面美学包含两个基本层面:一是思想层面,也就是要有独到的创意,这是版面之美的基础;二是技术层面,也就是要有到位的设计将编辑意图表现出来。两者相辅相成,缺一不可。

我们搜集到对里根去世进行集中报道的报纸头版共有160余个,其中有一半不同程度地突破了日常规格和传统模式,有许多令人击节叹赏的创意。以主要创意元素为依据,我们将其大概分为八种类型。

绘画插图型——以里根画像替代照片

采用里根画像的代表性报纸有《亚利桑那每日星报》(Arizona Daily Star)、《阿克伦灯塔新闻》(Akron Beacon Journal)、《科克斯克里普斯号角时报》(Copus

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'A GREAT AMERICAN LIFE' - 1911 TO 2004

RONALD REAGAN



Ronald Reagan

A CHURCHMAN FOR SMALL GOVERNMENT

Ronald Reagan, the president who championed the cause of small government, died Tuesday at his home in the San Francisco suburb of Rancho del Mar. He was 93.

Reagan was born in 1911 in a small town in Illinois. He was a member of the Church of Christ, a small, conservative denomination that emphasizes the Bible and the teachings of Jesus Christ.

Reagan was a member of the church for many years. He was a regular attendee at the church, and he was a member of the church's board of directors.

Reagan was a member of the church's board of directors for many years. He was a member of the church's board of directors for many years.

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INSIDE

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Arizona was good to Reagan, gave him solid support.

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WORLD LEADERS: WWII VETS MEET IN NORMANDY

World leaders met in Normandy to mark the 60th anniversary of the D-Day invasion. The event was held in the town of Bayeux, France, where the invasion took place on June 6, 1944.

The event was attended by many world leaders, including President George W. Bush, Prime Minister Tony Blair, and German Chancellor Gerhard Schröder. They were joined by many other world leaders and heads of state.

The event was a historic moment, as it marked the first time that world leaders had gathered in Normandy since the invasion. It was a chance for the world to reflect on the sacrifices made by the soldiers who fought in the battle.

DEVELOPING: MONDAY FOR A GOOD WORK

Developing a good work ethic is essential for success in the workplace. Monday is a great day to start a new project or to begin a new job. It is a day to set goals and to work hard to achieve them.

Monday is a day to be productive. It is a day to get things done and to make progress. It is a day to be focused and to stay on task. It is a day to be motivated and to give your best effort.

Monday is a day to be successful. It is a day to achieve your goals and to reach your dreams. It is a day to be proud of your work and to take pride in what you have accomplished.

WILDLIFE: A CHALLENGE TO SURVIVE

Wildlife is a challenge to survive in our world. It is a challenge to find food, to find shelter, and to avoid predators. It is a challenge to stay healthy and to live long enough to reproduce.

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THE BEST OF THE BEST

The Best of the Best is a collection of the best of the best. It is a collection of the best of the best, and it is a collection of the best of the best.

The Best of the Best is a collection of the best of the best. It is a collection of the best of the best, and it is a collection of the best of the best.

The Best of the Best is a collection of the best of the best. It is a collection of the best of the best, and it is a collection of the best of the best.

CASINO \$3 BLACKJACK!

Casino \$3 Blackjack! It's the best of the best. It's the best of the best, and it's the best of the best.

Casino \$3 Blackjack! It's the best of the best. It's the best of the best, and it's the best of the best.

Casino \$3 Blackjack! It's the best of the best. It's the best of the best, and it's the best of the best.

Christi Caller Times),《里士满时报》(Richmond Times-Dispatch),《德梅因纪事报·星期刊》(Des Moines Sunday Register)。其共同特点是:图像所占版面空间有绝对优势,强化图像的视觉新奇感;不用或尽可能少用其他图像类版面元素,特别是新闻照片,以突显绘画的独特艺术性;牢牢把握让闻的情感基调,画面高度写实,笔法简洁,突出性格特征。

由于技术的制约,西方报纸在盘踞期是有文无图的,随着印刷术和摄影技术的发展,经过纯艺术插图、新闻性插图,新闻摄影照片的演变,直到 20 世纪 20 年代,才形成图文并茂的现代报纸版面格局。据史料记载,英美报纸在新闻报道中使用插图已有一百五十多年的历史。19 世纪中期,美国的报纸开始在南北战争的报道中使用酷似摄影图片的绘画插图描绘战斗情景,大量的战时知名人物肖像也出现在版面上。新闻摄影照片虽然诞生于 19 世纪 60 年代,但直到 90 年代后期照相制版印刷术发明这段时间里,报纸版面依然是画家们叱咤风云。世纪之交,新闻摄影师登上版面舞台。20 世纪 30 年代小报(指小开本报纸)出现,新闻摄影照片充分显示出优势,绘画插图逐渐淡出版面。然而插图这一传统并未完全消失,而且有时还要在版面上扮演重要角色。比如按照法律规定,部分涉及审判、隐私等问题的报道必须使用绘画插图,再如一些报纸在静态报道中也偶尔使用插图出奇制胜,特别是人物肖像。西方报纸中唯一的特例是《华尔街日报》,至今在头版上还保留着只用插图的传统(只是近两年才由黑白版为彩色),结果类似出土文物的版面风格反而在现代味十足的报纸中独树一帜,同时也证明了绘画插图的永恒魅力。

与我们司空见惯的新闻摄影照片相

比,肖像插图魅力何在?首先,它剔除了新闻照片中繁杂的画面背景和非主题成分,使要表现的主体凸现出来,更能突出地表现人物的性格特征。其次,绘画过程中创作者在色调、光线、层次、明暗等要素选择上的主观倾向,赋予作品浓郁的抒情气氛。第三,插图的艺术性所给予读者的视觉暗示,更容易唤起读者心理上积淀的文化体验,并在一定程度上转化为价值认同。第四,从审美心理学的角度看,绘画天生的美学品质,能给读者更直接更丰富的愉悦。

当然,插图不是对所有的新闻题材来说都是最佳选择,插图的魅力只有运用得恰到好处才能充分散发出来。上面我们分析了这几家报纸使用插图的共性,其实它们的个性也很明显。《亚利桑那每日星报》(图1)是美国西南部与墨西哥交界的亚利桑那州西部地区性报纸,该州与加利福尼亚州毗邻,在历史、地理和文化上富有西部特色(为了突出这一特点,报头左侧还有一个树形仙人掌图案)。该报的版面风格是素面朝夭,讲究透气性,有西部乡野开阔辽远之风,空灵中有无拘无束的大气。它所用的这幅画像,是所有报纸中最大的(通栏),也是唯一一幅有漫画风格的——但把握得非常好,没有大的变形和不严肃的夸张,放大的面部特写突出了里根微笑中透出的坚毅,细腻的线条、颗粒很能令人联想到戈壁滩的性格。其主打文字稿件也是围绕著“性格”这一主题的,文章的标题中使用了“Crusader”一词,有“改革者”和“战士”(原意为十字军战士)双重意思,该报的标题字号一直比较小,多用清秀的字体,在重大战设性报道时也一如既往,但行距和留白较大,所以标题并不显得小。同样利用视觉对比原理,有时该报所用照片并不比其他报纸面积大,但让读者感觉到很大,这正是其他版面元素的淡化恰好与大图片形成反差的缘故。这个版的编辑还有一处很有匠心,即画像在左右方向上采用开放式处理,稀疏的色点似乎要溢出版面,而在纵向上进行非常明显的截切,从而使整个版面空间产生了横而延伸的效果。当然,这是一家地区性报纸,其地域意识很强,在头版上的另一篇文章即是“亚利桑那给了里根坚定的支持”(Arizona was good to Reagan gave him solid support),也是对主打文字稿件的配合性报道。

《科普斯克里斯蒂号角时报》(图2)在版面的视觉中心位置使用了里根的画像,因为四面围满了文字块和装饰性色块,甚至还在左上角用了一个小小



图2

的面部特写照片,画像就更有插图性质。也许编辑们实在是难以取舍那些素材,不惜付出喧宾夺主的代价。因此这幅漫画还有一个作用,就是整合围绕在四周的块,成了整个版面的结合点,但按照中国报纸版面的编排标准来衡量,在空间安排的技术上显得粗糙了些,画像只是一个剪影,没有背景,画像本身没有明确的边



图 3

缘。这种情况下本来需要和其他模块穿插咬合以取得整体效果，当然最好的方法是改变文字块的完整性，恰恰相反，文字块是完整的矩形，出现了几块大面积的空白无法解决，结果不得不在画像左侧使用了一条纵向细线生硬地作为图像的边线，同时人为

地切割空白空间。总之，这个版面外实中空，画像就像自行车轮子的轴，外面有轮圈，中间却没有辐条，外圈与轴的连接出了问题。也许，该版的编辑是突出画像而有意为之吧。西方有些报纸重局部处理胜过整体结构，也不失为一种风格；再者，版面规则都是相对的，只有好坏，没有对错，读者的个性化阅读也会影响到价值评判。

同《科普斯克里斯蒂蒂角时报》一样，《阿克伦灯塔新闻》(图 3)的画像也没有明确的边界，但粉红色的背景解决了问题，再加上文字模块右侧的参差不齐，与画像的齿状边缘形成若即若离的咬合，从而避免了《科普斯克里斯蒂蒂角时报》布局上的尴尬。《阿克伦灯塔新闻》的画像是几幅插图中心绘画性最强的一幅，创作的痕迹明显，其中体现的主观色彩也最浓。《摘梅因纪事报·星期天刊》(图 4)使用的是巨幅画像，其蓝本是里根的



图 4

Class of action
 The year's action scenes
 ranked in a first round
 by critics
 April 19/20

That smarts!
 Audiences with their own
 list to the American Sports 4/21

Renaissance
 A new year
 of a new generation of
 movie stars
 Bill & Simonson 4/21

Richmond Times-Dispatch

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[Richmond Dispatch 1911-2004]

The Great Communicator



Reagan's 40th president
 will be honored in a special
 at 10:00 a.m. on April 20

THE GREAT COMMUNICATOR
 Ronald Reagan's 40th anniversary of his presidency will be celebrated in a special program at 10:00 a.m. on April 20.

Ronald Reagan's 40th anniversary of his presidency will be celebrated in a special program at 10:00 a.m. on April 20. The program will feature a special message from the President and Vice President, as well as a special message from the people of the United States.

The program will be broadcast on the Richmond Times-Dispatch television channel. The program will be a special message from the President and Vice President, as well as a special message from the people of the United States.

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"When the Lord calls me home, wherever that may be, I will leave
 with the greatest love for this country of ours and renewed optimism for the future."

By L. M. Simpson, Richmond, Va.

[FOUR PAGES OF COVERAGE AWAY]

SUNDAY
 The Great Communicator
 April 19, 2007
 10:00 a.m. - 11:00 a.m.
 10:00 a.m. - 11:00 a.m.

Do you
 know the biggest secret?
 April 19, 2007
 10:00 a.m. - 11:00 a.m.

Do you
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标准照,绘画突出了里根的温和、亲切和智慧,比照片表现的内容更丰富。这幅画像由于面积大而且比较方正,如果按常规用在版面的视觉中心位置,就会使版面过于呆板,缺少活力,所以编辑反其道而行之,大胆用其制造了一个完全打破对称均衡原则的版面。这种做法在审美心理理论中被称为“视觉新奇”,我们来具体分析一下。画面中里根的脸是向右侧的,放大之后在版面上的视觉指向性很强,依照我们所熟悉的传统设计规范,应该将其重心置于版面纵向中线的左侧才地保证整个版面的均衡。却放在了右侧;既然主要的、可变性较小的版面元素已经失衡,下一步应该在其左侧想办法化解和弥补。然而编辑反而“变本加厉”,两个人密度的文字块紧贴图片,几乎与图片形成一体。文字的左侧是两条瘦长的提要式文字,而且还有两块起弱化作用的留白,更加将版面的视觉中心向右推移。这样,整个版面的“势”从右往左由强变弱,一个可能会很静态的版面就“动”了起来。这是版面设计中的“逆向思维”,它告诉我们,一切原则仅仅是原则而已,关键是看我们怎样理解、运用。

我们认为最精彩的创意之一是《里士满时报》(图5),其整体风格可用“空灵”这个中国古典美学的重要概念来表述:标题字号不大,字体清秀,还有大面积的留白;整组稿件加了细线框,上下各有一个朴素的、开放式的装饰性文字块(上面的内容为“罗纳德里根 1911-2004”,下面的内容为导读页码);线框与版芯边线之间有留白;画像没有明确的边界,调子也是朦胧氤氲的,有一种虚幻的美。总之,“空”创造了意境。当然,最值得说的还是这幅画像。在美国,“西部”不仅仅是一个地理概念,还有着独特的文化内涵。出生在中部地区的平民子弟里根,正是在西部演绎了他的传奇人生——从好莱坞明星到加州州长,再到入

图 5

Into the sunset

CLINT EASTWOOD
IN A FILM BY JOHN DAHL

Ronald Reagan, the actor who played the role of Abraham Lincoln in the 1930 film "Lincoln," is the subject of a new book by the author of "The American West." The book, "The American West: A History," is a collection of essays by the author, which includes a chapter on Reagan's role in the film "Lincoln." The book is published by the University of California Press.

A SOLDIER'S STORY



In the heart of the desert, a small town is the home of a soldier's story. The town is the home of a soldier's story, and the story is the heart of the town. The town is the home of a soldier's story, and the story is the heart of the town.



A SOLDIER'S STORY

图 6

主白宫，退休后又回归西部。这的确是比影视剧还有戏剧色彩的当代西部传奇。作者抓住这一情节，将里根画成了西部牛仔的形象，从服饰、色彩、表情等几个方面强化了他的“西部”特征。画像的素材是里根晚年西部装扮的一幅特写照片。有趣的是，《奥兰治县纪事报》(The Orange County Register, 图6)采用了这幅照片，而且同样是西部主题(其主标题“Into the sunset”，意为“临日落之地”，这是西部

的一个诗化指代)，甚至版式结构也有相似之处。现在我们就图片和画像来作一个有趣的比较：一样的主题，一样的版式，《里士满时报》的版面效果比《奥兰治县纪事报》要好，感染力要强很多。产生这种差别的主要原因就是新闻照片和画像的不同。

——调(色调)。从审美的角度来看，“调”是一个目前尚未为大多数中国的报纸版面设计人员所充分认识的元素。调本是音乐术语，后来被画家们借用，在大多数情况下专指色调。色调的审美功能是非常明显的。英国美学家、艺术批评家赫伯特·里德认为，色调是一种极其微妙的视觉效果，一般产生于冷暖色之间的关系，明暗对比中的层次变化与空间氛围等因素，并提出把色调问题当作一个技术发展问题来处理(《艺术的真谛》，王柯平译，中国人民大学出版社)。报纸版面上的调主要有两个决定性因素：装饰性颜色和照片的颜色(黑白也是设计范畴中的色彩)。上面提到的两张报纸所用的照片和画像中，红是照片的调，但在画像中，红色被大大降低了，绿色取而代之。绿色代表着平静和清新，也是生命力的象征。编辑选择绿色作为主色调显然是富有深意的，它令人想到里根的性格和作风，也令人想起西部的自然淳朴。绘画是艺术创作，作者对绿色最有创造性的地方有两处：一是将橙红色的帽子变为绿色，一是给人像加了想象的绿色背景，并且采取了渐变和开放式的边缘，赋予了绿色无限延展的空间效果。我们看到，绿色以底部的自然色(里根的衣服)为原点往上延伸，呈现出不同层次和纯度，甚至脸部肌肉的光影中也透出深深浅浅的绿色，整个面部表情被温暖的绿色所笼罩。朦胧表达的是神秘的传奇色彩，这和整组稿件的调子是吻合的，比如右下角一篇转载文章的标题就是一个“神秘的人”(A mystery man)。画像下方的两行斜体字则是里根十年前面对疾病折磨发出公众视野时留下的古希腊神话英雄式的“遗言”：现在我将开始进入我生命中黄昏阶段的旅程。我知道对于美国来说，前面永远有一个灿烂黎明。

——细节。细节是最富有表现力的。照片的脸部光滑柔和，缺少层次；而画像的脸部肌肉轮廓清晰，棱角分明，并为此淡化了衣领和帽子的形，特别是经过艺术加工的眼神，名副其实的点睛之笔，丰富的表现力一下子使照片相形见绌。

——主观性主题。照片表现的是生活真实，读者看到的是一个活生生的人的形象；而绘画表现的是艺术真实，它要让读者看到的是附加在实体之上的东西。画

像中各组成部分的结合部位和容易造成切割的轮廓线被锐化,再加上渐变的边缘、撕裂的四角等,魔幻开拓了想象的空间,从而给读者的深刻参与和深度卷入提供了可能。这种参与和卷入表现在读者对画面透出的历史沧桑的情感认同和原始粗犷的西部性格的文化联想等方面。

肖像照片型——以里根肖像为创意视点

中国读者熟悉的领导人让而通行处理方式有两个:一是生平文字配标准像,二是不用彩色。西方报纸虽然也最终离不开包括上述两种方式在内的基本表现手段,但它们显然没有那么多既定规则的束缚,所以版面语言富有变化,八仙过海,各显其能,都有自己吸引读者的绝招。

只用一张肖像照片,将文字简化到最低限度,真可谓“此时无声胜有声”。我们推荐四个这类版面,对开报纸和四开报纸各两个。《莫德托蜜蜂报》(The Modesto Bee,图7)在头版上除了图片,只有一句话“罗纳德·里根 1911—2004”。其他版报纸的特别报道(special report)的导语被安排在报头上。长岛《新闻日报》(Newsday, Long Island,图8)的构思基本一样,只是选择的题材不同,装饰性稍强而已,但仍然属于返璞归真的风格。纽约《每日新闻》(Daily News, New York,图9)擅长表达浓烈的情感主题,极尽渲染铺张之能事,这次依然故我,整版铺上了纯黑的底色,其他版面元素反白处理,虽然人物面部是彩色的,但黑与白的强烈对比给整个版面以不同凡响的视觉冲击力。编辑们选用的照片也与众不同,充分表现了里根风趣幽默、平易近人的一面,自然也不会忘记再作一个煽情的标题:“永别了!”(Farewell)。查利斯顿《邮快报》(The Post and Courier,图10)采用典型的三分竖列式版式,将里根的照片铺满底居中,尽管占的版面面积比前三个版要小得多,但思路如出一辙,只是照片下面多了两行文字,内容为“冷战的领导者,伟大的社会活动家,里根改变了现代世界”(Cold War leader and great communicator, Reagan helped shape the modern world)。

简单主义音乐的一位代表人物曾经说过,简单即深刻。如果对里根具体的作品来理解,这句话还是相当有道理的。从审美的角度来观照,那么它应该是这样的逻辑:大巧若拙—朴素之美—自然情感。这令我们想到中国武侠小说中的经典话语之一:无招胜有

招。的确,此类版面选择的大幅照片均不是所谓的标准照,而是富有浓郁的个性特点和生活气息,人物的音容笑貌仿佛要跳出版面。相比较,“您永远活在我们心中”这样的语言就显得苍白无力了。

综观这几个版面,我们还会发现一个共同特点,即没有出现任何“里根去世”或者类似的文字,也就是说,连基本的新闻事实都没有。实际上,这几家报纸的主要读者群有着共享性信息背景,谁都知道发生了什么,绝不会有误读的危险。(即使这样,在我国报纸中也是绝对不允许的。试想,只有一张大头像,所谓的新闻要素即几个“W”几乎都没有交代,这还算新闻?有意味的是,恰恰最讲究纯新闻的西方报纸这么做了。)但关键的不在这儿,而是它们根本就忽略甚至在回避新闻事件本身。我们可以得出这样的结论:许多报纸(《纽约时报》、《华尔街日报》这样的少数主流大报除外)对像里根去世这样的新闻,并不是仅仅要通过版面向读者传递事实性信息(其实这一新闻的动态信息量很小,本文开头新华社电稿就基本上概括了动态信息),更注重的是通过版面表达报纸对新闻事件的主观态度,事实性信息反而显得不重要了。编辑们为何如此“胆大妄为”?这是一个涉及隐性信息的话题。报纸通过版面所要表达的对新闻事件的主观态度和评价,就属于隐性信息的范畴。里根驾鹤而去,大多数美国人对他的怀念和赞颂,其实更多的是在重温昔日的辉煌,呼喊在里根身上得到充分体现的民族精神,所以,许多报纸抓住这样宏大的主题(爱国主义?),以此来求得读者的共鸣。事实说明,这的确是一条赢得读者和市场的捷径。我们认为,传播隐性信息是现代报纸版面的重要功能,特别是在承受新媒体挤压、自身优势萎缩的情况下,想在显性信息上有所作为对报纸来说日益艰难,所以隐性信息正在成长为一些报纸的新卖点。

历史事件型——

与人物有关的重要历史事件的典型瞬间

《奥古斯塔纪事报》(The Augusta Chronicle,图11)选择的历史事件为一主一副两个,均通过图片形式来表现。主打图片被安排到主标题下方正中视觉中心的位置,是里根卸任后离开白宫的椭圆形办公室,走向白宫柱廊尽头的背影。这张照片寓意权贵、告别。主打照片下方右侧的黑白照片实际上是导读的一部分,内容为1983年里根在奥古斯塔国家高尔夫俱乐部打球

The Modesto Bee



图 7



图 8



图 9



图 10

The Augusta Chronicle

Vol. 114, No. 100,000

1000 North Central Avenue, Augusta, Georgia 30901

Monday, August 11, 1989

Local, State, National, International

MOURNING IN AMERICA

By Bill Arnold



Bill Arnold is a staff writer for The Augusta Chronicle. He has written for the paper for more than 20 years.



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Bill Arnold is a staff writer for The Augusta Chronicle. He has written for the paper for more than 20 years.



Reagan dies at 93 after battle with Alzheimer's

President Ronald Reagan died at 93 after a long battle with Alzheimer's disease. The president's death was announced by his son, President George H.W. Bush, on Friday, August 11, 1989. Reagan had been in poor health for several months, and his death was a national tragedy. The president's death was a loss to the world, and his legacy will live on for generations to come.

LEAH M. HARRIS



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A delay that proved costly

The delay in the construction of the new bridge over the Savannah River has cost the state millions of dollars. The bridge is a vital link between the two states, and its completion is a top priority for both Georgia and South Carolina.

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时，一名肇事者冲进俱乐部将里根的汽车撞坏的场面。这只能算是一个花絮，画面也不精彩，编辑选择它可能仅仅是因为这一事件发生在奥古斯塔，当然可读性还是有的。最能体现编辑创造性的是亦有一组三张配文图片。左边的栏题为“里根语录”(His own words)，照片分别为里根发表讲话时不同瞬间的表情，三段文字都是里根的经典讲话片段。其中中间一段为里根1987年柏林墙拆除时的现场演讲。右边的栏题为“领导人的反应”(Leaders react)，为三位美国政坛人物对里根逝世所发表的言论，最上面的一位理所当然是现任总统布什，他对里根的评价是：“美国历史上一个悲恸的时刻，(他)离开了，留下一个在他手中复兴的国家和一个他曾经倾力挽救的世界。”[A sad hour in the life of America (He) leaves behind a nation he restored and a world he helped save]，线揽整组稿件的主标题通栏，为“美国举国哀悼”(Mourning in America)，其上方有一行引子型标题。整个版面笼罩着怀旧、伤感的气氛，除了有雅组织此类材料之外，色彩的运用对营造这种气氛也起到了重要作用。这组稿件的组成元素尽管不少，但只有黑、灰、黄三色，特别是主打照片的黄色，令人联想到萧瑟的秋天或者落日的余晖，和內容相得益彰。

《阿比林记录者报》(Abilene Reporter-News, 图2)组织素材的思路和《奥古斯塔纪事报》非常相似。它选择的主打照片是1984年在法国举行诺曼底登陆40周年纪念活动时，里根和夫人南希手持鲜花走过诺曼底奥马哈海滩美国阵亡士兵墓地，也富有象征意义和暗示性。右下的图片是1976年4月里根在阿比林一个煎饼俱乐部摊煎饼的情景，展示的是里根生活化的一面。其标题由三部分组成：引题、肩题和主标题。引题是里根的一段“豪言壮语”，充满激情和力量：“我们每个人都梦想成为英雄；有人说自己处在一个没有英雄的时代，那是他们不知道英雄何在。”(We have every right to dream heroic dreams. Those who say that we're in a time when there are no heroes, they just don't know where to look.)这段话的隐性信息是：里根是一位英雄。“英雄主义”是这个版面的

基图,文字稿件(标题是“里根是美国政治舞台上的巨人”)也是紧扣这一基图。在色彩上,只用黑白两色,一是突出历史感,一是渲染悲愤的情感。

这两个版面给读者的审美感受是独特的。是什么给了读者这样独特的感受?我们不妨来探讨一下技术背后的东西。

我们尝试在报纸版面设计中引入造型艺术和审美心理学领域的一个概念:移情。美学家沃林格受到格式塔心理学理论的影响,发展出了这一概念。作为原初的艺术心理理论,它是指“在被观看对象中的物理力或形状与观者的心理反应之间,存在着强有力的联系”。(保罗·C·韦茨,阿诺德·B·格里姆奇尔,《现代艺术与科学》,引自《艺术的心理世界》,周宪译,中国人民大学出版社)结合上述版面中的具体元素,理解这一定义就简单了。比如《奥古斯塔纪事报》所用照片中的黄色,令人联想到秋天或者落日余晖,而秋天和落日引起读者心理的反应是伤感、悲凉、怀念等复杂的情感。《阿比林记录者报》所用照片中墓地密布的十字架,让人联想到死亡,从而产生与此有关的心理反应。德国雕塑家阿道夫·希尔博勃兰特在其艺术史论著作《造型艺术中的形式问题》(孟耀昌等译,中国人民大学出版社)中,从造型艺术审美的角度对这一心理过程作了简述:我们知道,自然在变化时,她的形象也发生变化。我们理解并接纳其形象中最易理解的方面,作为自然过程的特征与标志。想象中,我们暗示了这个过程,于是对这些标志的感受给我们揭示了整个过程的观念,并且把这种内在的行为理解为外在形象的原因。

我们还可以引入“色彩关联域”(即“色彩背景”)的概念来帮助理解,为什么报纸版面在处理新闻时大量使用黑色,深浅不同的灰色可被视为纯度不同的黑色。法国的玛面·诺斯·博丹内在《视觉心理学》一文中对这一概念有如下阐述:由于着色对象被感知为一个有意义的形体,因此,一个基本的样式必须通过色彩张力来感知。某种色彩在某种传统中有一种意义,因为它呈现在特定的色彩结构中;但在不同的背景中,它会呈现出相反的意义。这里,背景(或译作关联域)是反映文化媒介和物质媒介的表现

SUNDAY

Abilene Reporter-News

"We have every right to dream heroic dreams. Those who say that we're in a time when there are no heroes, they just don't know where to look."

1911 RONALD REAGAN 2004

MOURNING IN AMERICA



Reagan had colossal role on U.S. stage

Reagan had colossal role on U.S. stage

WASHINGTON (AP) — Ronald Reagan was the most powerful and popular president in American history, a man who led the nation through its darkest hours and emerged as a symbol of hope and courage.

Reagan's leadership was defined by his unwavering commitment to freedom and his ability to inspire the American people. He was a man of great faith and conviction, and his words and actions continue to inspire us today.



Reagan, master of the stage, was a powerful force in American history.

Photo: David J. Phillip/AP

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Photo: David J. Phillip/AP

8-DAY RETROSPECTIVE



BIG COUNTRY



Dairy dream
Farmers in the West are looking for ways to make their land more productive.

SPORTS



Racing again
Horse racing is back in vogue, with many new tracks opening up.

BUSINESS



Life
The economy is showing signs of improvement, with many businesses reporting growth.

LIFE



Lightning
A major storm system is moving through the region, bringing heavy rain and strong winds.