

广东省设计师作品选

WORKS SELECTION OF GUANGDONG DESIGNERS



图书在版编目(CIP)数据

广东省设计师作品选: 1994~1999/李向荣主编

—广州: 广东人民出版社, 1999.9

ISBN 7-218-03055-6

I. 广...

II. 李...

III. ① 产品 - 装潢 - 设计 - 广东 - 作品集

② 实用美术 - 设计 - 广东 - 作品集

IV. J524 (65)

广东省设计师作品选

出版发行: 广东人民出版社

经 销: 广东省新华书店

制 版: 伟龙镭射分色有限公司

印 刷: 东莞新扬印刷有限公司

开 本: 889×1194 毫米 16 开本

印 张: 17 印张

插 页: 2

版 次: 1999 年 9 月第 1 版

印 次: 1999 年 9 月第 1 次印刷

书 号: ISBN 7-218-03055-6/J 131

定 价: 人民币 190 元

责任编辑: 张力平

责任技编: 孔洁贞

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WORKS SELECTION OF GUANGDONG DESIGNERS

Published and Issued By Guangdong People's Publishing House.

Sell by Guangdong Xinhua Bookstore

Plate Made by Great Dragon Laser Graphic Co.Ltd

Discovery Printing Company (Dongguan) Limited

889 X 1194 mm 16 Format

17 Standard Printing Paper 2 Additional pages

The First Time Edition in September. 1999.

Printing Order: the First time in September. 1999.

ISBN7-218-03055-6/J 131

Price: RMB ¥190

Editor-In-Chief: Zhang Liping

Design Maker: Kong Jiezheng

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主办:

Conducted by

广东省包装技术协会设计委员会

Designing Committee of Guangdong Packing Association

支持:

Sponsored by

广东省广告协会

Guangdong Advertising Association

广州市广告协会

Guangzhou Advertising Association

广东省工业设计协会

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广东省服装设计师协会

Garment Designer's Association of Guangdong Province

深圳平面设计协会

Shenzhen Graphic Design Association

协力:

Co-ordinated by

广东创意广告实业公司

Guangdong Creativity Advertising Company

鸣谢:

Acknowledgments

广州美术学院设计分院装潢艺术设计系

The Depart of Designing on Packing Arts of the Designing institute
of the Guangzhou Academy of Fine Arts

广州大学艺术设计系

Arts & Design dept of Guangzhou University

广东轻工职业技术学院工业设计系

The Dept of Industrial Designing of the Institute of Professional
Technology of Light Industry of Guangdong

《广东省设计师作品选》

Works Selection of Guangdong Designers

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DESIGNERS

of Guangdong

目 录 CONTENTS

序(一) 2
Foreword (I)

序(二) 4
Foreword (II)

广东省设计界大事记 6
Important Events of Guangdong Designing Community

广东省设计师及作品名录 17
The designers from Guangdong and their works' name list

《广东省设计师作品选》通讯录 264
Address book for "Works Selection of Guangdong designers"

编后 268
AfterWord



序 (一)

FOREWORD (I)

《广东省设计师作品选》经精心编辑，现已正式出版。用名录式定位介绍设计师出专集的方式，在国内尚属首次，因此值得庆贺。

作品选不仅介绍了广东的设计师，树立了广东设计界的群体形象，同时也是一次与省内外乃至国内外设计界进行交流所架起的一座桥梁。我国的设计无疑是要向外国学习优秀的方面，但同时也要宣传我们自己，让国人、世人了解我们的设计文化，这也是我们设计界的责任。

广东省从历史上看，工商业比较发达，因此美术设计，尤其是工商业美术设计有良好基础。改革开放以后，迅速发展起来的新兴城市——深圳，以特区这一特殊环境，吸引了一批外来的设计力量。他们都很年轻，富有创业精神，较少保守，面对市场经济的激烈竞争，以他们自身的实力，树立了形象，赢得了社会的认定。设计是生产力，要强国，必须重视设计。不能想像经济发达国家而设计是落后的。经济的大国，必然也是设计的强国。21世纪将是我国经济大发展并成为发达国家，那么设计自然也要与之相适应。人说德国是“设计之国”，设计意识极强。设计水平很高的德国人，以设计创造了现实生活中不无存在的方方面面，人们享用着设计带来的物质和精神种种成果。设计使得人类更聪明了，社会更文明进步了，这就是设计的作用。

With elaborate editing work, the formal publication of the book "Works Selection of Guangdong Designers" eventually comes. To deliver a collection to introduce & position designers by name

list is the first time in Mainland China. The fact deserves all the congratulations. The book not only introduced designers from Guangdong and established the group image of the designing community in the province, but also set up a bridge for designing exchange between provinces in Mainland China and even between countries. No doubt, we should study and learn the advantages from foreign designing. At the same time, we must promote ourselves to enable people both in our country and from outside world to understand our designing culture, which is the responsibility of our community.

The quick development of industry and commerce in Guangdong enjoys a long history, which entitled designing for industry and commerce with a solid foundation. After the reform and the opening to the outside world, Shenzhen, a completely new city with fast development, attracts a powerful designing group from outside of the city with its special conditions of the special economic zone. The group is young, with more creativity and less conservation. Confronting the fatal competition in market economy, the group established its social image and gains recognition from the society by their own abilities and hard work. Designing, as a kind of productivity, must be taken seriously in order to empower the country. It's hard to imagine an economically powerful country with poor development of design. A country with strong economy must be powerful in its designing ability. The economy in our country is going to have a leap in the 21st century and the designing industry must meet the requirements of economic development undoubtedly. Germany is known as "a nation of designing" since her citizens have strong intention in designing. With the strong power in designing, people in the country create and enjoy the life brought by their works. Designing enables wiser people and advancing of the society.

陈汉民先生：中央工艺美术学院教授。

Mr. Chen Hanmin, professor of Central Arts Institute, is the director of the Designing Committee of the National Packing Association. He is also a consultant of the magazine "Packing & Designing".

如果说,我国在计划经济的年代,美术设计发展缓慢,设计的真正价值未能充分体现,那么现在市场经济条件下,发展设计有了良好空间。改革开放20年,是辉煌的20年,也是设计事业日渐繁荣的20年,但要实现设计水平的全面提高,则需要一定时间。有些理论上的问题需要达到共识。只有理论上的指导,才有可能在实践上的成功。

You may blame the low development and the fact that designing hadn't created anything valuable to the society on the planned economy. With the conditions of market economy now, designing has found a much larger space for itself. The 20 years after the reform and opening to the outside world policy is glorious both in economy and designing industry. Still we need more time and a common knowledge of some designing theories to promote the overall development of designing. Only with the instruction of advanced theory can we succeed in the practice.

设计是一种文化。因此就要考虑如何把握方向,走中国自己的设计道路,那种简单提出所谓我国的设计要与世界接轨的观点是不全面的,因为各国文化背景不同,形成了价值观念的差异,“接轨”是难以接上的。现代设计仍然需要从自己的国情、民情、人情为出发点,没有这个基本点,将会失去中华民族的文化。事实上,世界各个国家和民族都在不同程度上强调在文化上要立足本国,走向国际。因此才显出这个世界文化的丰富多采。

Since designing is also a kind of culture, we need to keep the right developing direction and go along our own way of developing designing in China. The simple concept to keep the developing steps with the world trends isn't completely proper since each country has its own cultural background that leads to a different concept of value. It wouldn't be easy to keep singularity. Modern design must set its foundation upon the conditions of the country and the people. Chinese culture will be lost without the foundation. Actually, countries and peoples go global after they set their foundation upon their own culture and the fact brings complexity to the world culture. I think this may be the explanations for Lu Xun's words of "Those belong to the world must have its nationality."

鲁迅先生说的“只有民族的,才是世界的”,我想就是这个道理吧!

The promotion on designing is carried out by continual exploring and practicing since designing

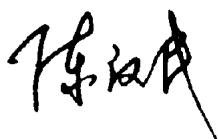
设计是一种创造性活动。设计水平的提高是在不断探索的设计实践过程中体现的,处理好三者关系是必要的。如在设计者、委托者和大众接受者之间尽量作到三位一体,相互尊重,彼此沟通,团结协作形成共识,这是达到高水平设计的基本保证。

is a kind of creativity. How to deal with the relations between designers, authorizers and receivers is important. If they can keep consistency, show respects to each other, keep communicating with each other, united together to and achieve a common foundation, the promotion for the designing of our country will surely be no problem. So we hope the designing community will take the responsibility and strive for the promotion of the designing achievement of China.

在此,愿设计界为实现时代赋予我们的光荣使命,提高我国整体设计水平而共同作出努力。

We also hope that the publication of " Works Selection of Guangdong Designers " will achieve healthy effects for the society.

愿《广东省设计师作品选》的问世,将取得良好的社会效果。



Chen Hanmin

February, 1999

1999年2月



序 (二)

FOREWORD (II)

2000年转眼将至，社会亦随着时代进步，

由过去只注重生产以应付市场需求，忽略产

品外观设计、包装和宣传推广，演变至今时

今日，产品不但讲求质量，着重美观外形和

包装得体外，广告宣传效应也倍受重视。公

司企业亦纷纷开始顾及其企业形象。因此，

设计师的角色亦明显地日趋重要。

设计界的不同范畴蓄势朝着新方向迈进，

发展一日千里，电脑辅助设计已承辅着这个

趋势成为必要的设计工具。设计业的新方向

更改变了设计师的角色，崭新手法，数码媒

体和多范畴组合为设计工作带来莫大影响，

最终令设计业绽放新的期望。

With the coming of the year 2000 and the progressing of the society, the

fact that manufacturers stress only on production amount to meet market

requirements, ignoring external design, packing and promotion in the passed

years has been alternated to the fact of stressing on product quality, external

design of products, the packing and, at the same time, advertising and

promoting of the products have also been taken seriously. Enterprises

have been investing more on its social image. Thus, the importance of

designers in the society is increasing.

The different parts of the designing community are moving forward towards

the new direction with dramatically fast development. Computerized design

has taken the trends and become the necessary tool for the community. The

new direction leads the change of designers' role. New methods, digital

media and multifunctional compound have dramatically effected designing

and bring new hopes for the industry.

李德志先生：TDG设计集团主席、英国特许设计师协会终

身会员、1996~1997届英国特许设计师协会（香港分会）

主席、香港理工大学设计学院顾问委员会委员、香港贸易

发展局专业服务顾问委员会委员、中国工业设计协会专业

顾问。

Mr. Li Dezhi, chairman of TDG Designing Group, is a lifelong member of British

Specially Entitled Designers Association and chairman of the association in

1996 -1997. He is also the member of the Consulting Committee of the Designing

College of Hong Kong Institute of Technology, member of Professional Service

Consulting Committee of Hong Kong Trade Developing Bureau, professional

consultant for China Industrial Designing Association.

新兴设计类别不断诞生，足以显证市场
的新需求，专业设计师必须达到新订水准。
随着市场对优质设计的需求日趋殷切，设计
师必须发挥更大潜能，加倍努力满足市场需
要，更值以提高设计师在社会上的地位。
此专集作品充分体现了广东设计各领域
的水平，展示了设计师的实力，反映了各专
业设计师的个性和风格，反映了广东的商业
文化风貌，反映了广东设计界近年来积极参
与国际设计活动，取得的不俗成绩以及本次
名录式推介设计师的专集出版，表明广东的
设计交流已迈向国际化。
在此，我希望日后粤港两地设计师能进
一步互相交流，引领新设计潮流，验证新设
计方案，务求开创新颖的设计领域。

More and more new designing classifications are coming and this fact shows
requirements of the market. Professional designers must meet the require-
ments and make use of their abilities. They have to produce qualified works
to establish and enforce designers' social status.
The collection shows achievement of different parts of the designing
community and the abilities & style of the designers in Guangdong. The
book also reflects the commercial culture. The active participating in the
international arena of designing, the marvelous achievements they have made
and the publication of this collection with the order of name list to introduce
the designers in the province are showing that the designing community in
Guangdong is going global.
So I hope there will be more exchange and communication between
designers from Guangdong and Hong Kong to create new designing trends,
examine new designing plan to develop the designing into a new stage.

李德志
1999年2月

Li Dezhi
February, 1999

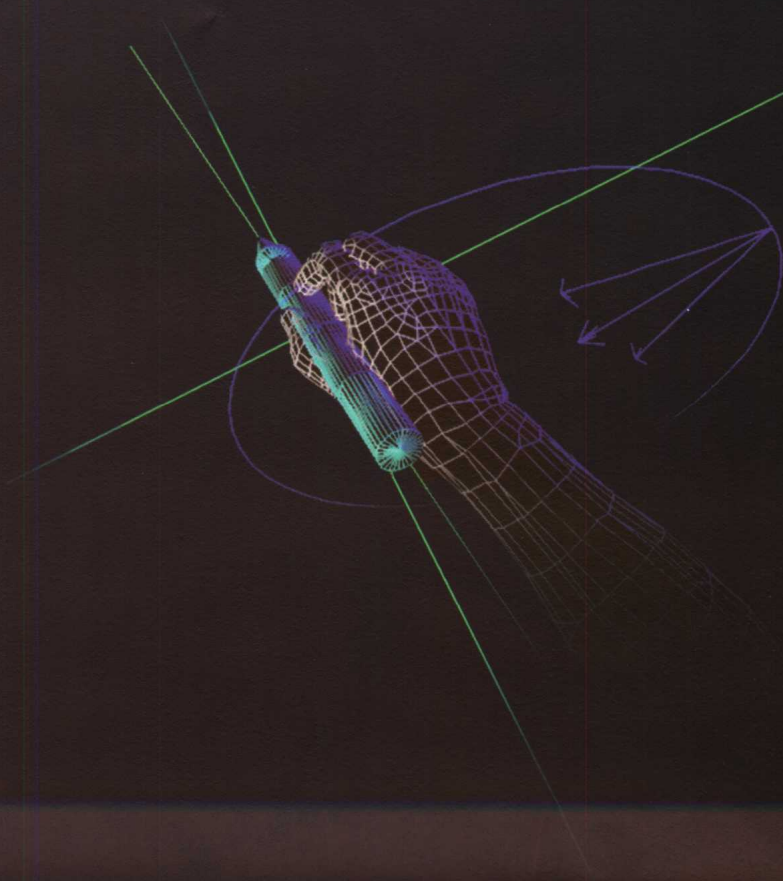


DESIGNERS

of Guangdong

广东省设计界大事记

Important Events of Guangdong Designing Community



- 1964 • 1月,广州市轻工局成立广州轻工美术设计公司,成为我省建国以来第一个有规模的专业设计公司。
- 1965 • 广州市二轻局成立广州市二轻美术设计公司。
• 9月,广东省轻工业厅成立轻工产品设计室(广东省工艺美术包装装潢工业公司前身)。
- 1971 • 在省经委领导下成立了以广州美术学院高永坚为首的广东省包装装潢联合调查组,赴上海参观学习,并在广州举办“广东省包装装潢对比展览”及设计人员训练班。
- 1972 • 11月,广州市一轻、二轻美术设计公司发起组织“7地区16单位装潢设计学术交流”,至1979年轮办了7次交流会。
- 1973 • 7月,中国包装进出口广东公司《包装与设计》杂志创刊。
- 1974 • 11月,广东省工艺美术包装装潢工业公司牵头组织“14省、市轻工系统包装装潢设计交流活动”,至1980年共举办了5次展评活动。
- 1974~1979 • 省工艺美术包装装潢工业公司和市一轻、市二轻美术设计公司坚持每年组织设计人员参加全国两个群众性设计交流活动,并参与联名写信给国务院领导,反映我国包装设计现状,要求尽早成立国家管理包装的专门机构。
- 1976 • 由广州市一轻、二轻美术设计公司、天津美术设计院联合举办的全国首次设计公开展览先后在广州、天津展出。
- 1977 • 广州美术学院设计系会同省、市轻工设计部门,在湛江联合举办了为期1年的设计人员培训班。
- 1978 • 省轻工业部门在省轻工业学校举办了广东省优质瓶酒包装设计研究班,对16种省优质酒包装进行改进设计。
- 1980 • 广州市包协,市一轻、二轻设计公司邀请香港设计家王无邪来穗讲学,在国内首次介绍设计三大构成等理论。
• 12月,国家经委主持中国包装技术协会成立大会,推选了广东施之华、丁为美、陈波等为第一届包协理事,委托上海陈明、广东丁为美负责筹备组建中国包协包装装潢设计委员会。
• 12月,丁为美的《关于企业统一化设计战略的初探》在全国轻工系统包装设计交流大会上发表,被认为是国内第一篇CI理论。
- The "Designing Company of Guangzhou Light Industry Bureau", the first sizeable professional designing company in the province since the foundation of the nation, was established by Guangzhou Light Industry Bureau on January.
- The "Designing Company of the Second Light Industry Bureau of Guangzhou" was established by Guangzhou Second Light Industry Bureau.
- The "Designing Sector of Light Industry Product" (which was turned into "Guangdong Techniques Arts Packing & Decorating Company" later) was established by Guangdong Light Industry Bureau on September.
- The "United Surveying Group of Guangdong Packing & Decorating" led by GaoYongjian from Guangzhou Academy of Fine Arts, was established by the Provincial Economic Committee and the group visited Shanghai for further study. Then the group hosted the "Exhibition of Guangdong Packing & Decorating Comparison" and the "Training class for Designers" in Guangzhou.
- Both designing companies of the First Light Industry Bureau of Guangzhou and the Second Light Industry Bureau of Guangzhou started to organize the "Academic Exchange on Decorating Design of the 16 Organizations of Seven Regions" on November. The academic exchange had been held seven times till 1979.
- The magazine "Packing and Designing" was first issued by China Packing Import & Export (Guangzhou) Company on July.
- Guangdong Arts Packing & Decorating Industry Company initialized and organized "Exchange on Packing & Decorating Design of the Light Industry System of Fourteen Provinces and Cities", which had been held for five times till 1980.
- Guangdong Arts Packing & Decorating Industry Company and the designing companies of the First Light Industry Bureau of Guangzhou and the Second Light Industry Bureau insisted on organizing designers to participate in the two mass national exchange on design each year. The companies wrote a letter to the leaders of the State Council to show the situation of packing and design at that time and ask for a special organization to administer packing.
- The first national open exhibition on design was held at Guangzhou and Tianjin by the designing companies of the First Light Industry Bureau of Guangzhou, the Second Light Industry Bureau of Guangzhou and Tianjin Designing Institute.
- A training course for designers which lasted for one year was held at Zhanjiang by the Designing Department of Guangzhou Academy of Fine Arts and the designing departments of light industry bureaus of the province and Guangzhou.
- A class researching packing & design for wines with outstanding quality was held at Guangdong Light Industry School by Light Industry Bureau to improve the packing design of sixteen wines with outstanding quality.
- Guangzhou Packing Association, the designing companies of the First Light Industry Bureau of Guangzhou and the Second Light Industry Bureau of Guangzhou invited Mr. Wang Wuxie, a designer from Hong Kong, to introduce theories such as the three composing parts of design for the first time in mainland China.
- On December, the Economic Committee of the country hosted the conference for the setup of China Packing Association. Shi Zhihua, Ding Weimei and Chen Bo from Guangdong were elected as the trustees of the first association. Chen Ming from Shanghai, Ding Weimei from Guangdong were entitled to prepare for the foundation of the Committee of Designing of Packing & Decorating of China Packing Association.
- On December, "A Brief Research on the Strategies of A United Design of Enterprises" of Ding Weimei was issued during the Exchanging Conference of Packing Design of the National Light Industry System. The article was regarded as the first one on CI theory in mainland China.

- 1981 • 3月, 中国包协包装设计委员会在北京成立, 广东丁为美当选为第一届副主任委员。
- 7月, 中国包协包装设计委员会中南地区领导小组在广州成立, 潘效良任第一任组长。
- 9月, 广东省包协包装设计委员会成立, 潘效良当选为第一届主任委员。

1982 • 2月, 广州市经委、广州包协举办了“广州市包装设计展览”。

- “全国广告、装潢设计展览”在广州巡展, 并举办学术交流会, 丁为美作了《关于设计中视觉流程的探讨》演讲。
- 8月, 省包协设计委员会与全国轻工包装科技情报站联合举办一期全国轻工包装设计研究班, 邀请了广州美术学院、香港大一艺术学院、香港李惠利工学院教师共8人讲课。
- 9月, 省包协设计委员会选送了800多件包装设计作品参加全国包装展览。

1983 • 省包协设计委员会、广州美术学院设计系、广州市包协设计委员会联合邀请香港理工学院王无邪、靳埭强等专家来穗, 在省博物馆举办“香港设计展”, 这是香港设计作品第一次在国内展出。

• 3月, 省包协设计委员会邀请日本、新加坡、菲律宾等国家有关包装设计专家来穗讲学。

1984 • 4月, 省包协设计委员会年会期间邀请了香港理工学院泰勒教授、李德志讲师, 天田国际公司刘勇武设计师, 广州美术学院尹定邦、王受之等专家在省科学馆作了为期3天的“工业设计与包装设计”学术讲座。

• 广东丁为美的论文《视觉流程设计的原则和方法》被中国包协设计委推荐参加第一届北京国际包装学术讨论会。

• 12月, 广东省广告协会成立。

1985 • 7月, 省包协设计委员会接待来华访问的美国纽约包装设计友好代表团, 在广州举行学术交流, 并邀请美洲《华侨日报》美编朱晨光为设计骨干培训班讲课。

• 7月, 省包协与广州美术学院设计系在省二轻职工大学联合举办“设计骨干培训班”。

• 王受之主编的《世界工业设计史》一书出版, 成为中国第一部现代设计史著作。

• 11月, 省包协设计委员会举办“广东星奖”包装设计评比, 共评出获奖作品41件, 同时选送作品参加在郑州举行的第一届“中南星奖”展评会, 共获得了13个奖项。

- The Committee of Designing of Packing & Decorating of China Packing Association was founded at Beijing on March. Ding Weimei from Guang Dong was elected as one of the deputy director.
- The managing group in charge of Southern and Central China of the Committee of Designing of Packing & Decorating of China Packing Association was founded at Guangzhou on July. Pan Xiaoliang was elected as one of the director.
- The Committee of Designing of Packing & Decorating of Guangdong Packing Association was founded on September. Pan Xiaoliang was elected as the director.
- "Exhibition of Guangzhou Packing Design" was held by Guangzhou Economic Committee and Guangzhou Packing Association on February.
- "The National Exhibition of Design of Advertisement and Decoration" was held in Guangzhou and an academic conference was held at the same time. Ding Weimei issued his lecture of "A Research on Visual Processing of Design".
- The Committee of Designing of Packing & Decorating of Guangdong Packing Association held the "researching class on national packing design of light industry" together with the Department of the Science & Technology Information of the National Light Industry Packing. Eight Lecturers from Guangzhou Arts Institute, Hong Kong Dayi Arts Institute and HongKong Li Huili Science Institute delivered their speeches for the class.
- The Designing Committee of Guangdong Packing Association selected more than 800 pieces of packing design for the national packing exhibition on September.
- The Designing Committee of Guangdong Packing Association, the Department of Design of Guangzhou Academy of Fine Arts and the Designing Committee of Guangzhou Packing Association invited Wang Wuxie, Jin Daiqiang from Hong Kong Science Institute to Guangzhou to preside at Guangdong Museum the Exhibition of Hong Kong Design, which is the first time for designs from Hong Kong to be exhibited in mainland China.
- On March, the Designing Committee of Guangdong Packing Association invited designing experts from Japan, Singapore and Philippines to lecture in Guangzhou.
- On April, during the yearly conference of the Designing Committee of Guangdong Packing Association, Professor Tylor, Lecturer Li Dezhi from Hong Kong Science Institute, Designer Liu Yongwu from Tian Tian International Corporation, Lecturer Yin Dingbang, Wang Shouzhi from Guang Zhou Arts Institute were invited to give academic lectures on industrial design and packing design for three days at Guangdong Science Museum.
- The thesis "The Principle and Method of Visual Processing Design" of Ding Weimei from Guangdong was recommended by the Designing Committee of the National Packing Association to the First International Packing Academic Conference in Beijing.
- Guangdong Advertising Association was founded on December.
- The Designing Committee of Guangdong Packing Association met Delegation of New York Packing Design and got academic exchange at Guang Zhou on July. Zhu Chenguang, an editor on arts for Daily of Overseas Chinese was asked to give lectures to the training class for major designers.
- "Training class for major designers" was held on July at the Employees College of the Second Light Industry Bureau of Guangdong by Guangdong Packing Association together with the Department of Design of Guangzhou Arts Institute.
- The book "History on Global Industrial Design", edited by Professor Wang Shouzhi, was published. The book is the first one on modern design history in mainland China.
- The Designing Committee of Guangdong Packing Association initialized the "Guangdong Star", a competition on packing designing, on November. Forty-one pieces of the competition were awarded and they were recommended to the first "Southern Central Central China Star Award", that held in Zhenzhou. The selected pieces got 13 awards of the exhibition.

- 中国包协设计委在苏州市创办中国装潢刊授大学，广东丁为美、尹定邦被聘为刊大副校长。
- 1986
 - 11月，省包协设计委员会与省包装进出口公司、广州美术学院联合举办了“日本、美国、香港设计展示会”，展出日、美、港设计作品1000多件，委员会副主任尹定邦主持了与香港靳埭强等三位设计师的学术交流的会议。
 - 王受之主编的《二十世纪世界时装》出版。
 - 11月，广州市广告协会成立。
- 1987
 - 省包协设计委员会主持省包装设计评比，评出了省优秀设计作品52件，并连环推荐作品参加在广西举办的第二届“中南星奖”，广东获30个奖项。
 - 王受之主编的《现代广告艺术》出版。
 - 中国工业设计协会在北京成立，广东高永坚、尹定邦、丁为美分别当选为副会长、常委和理事。
 - 7月，广东省装帧艺术研究会成立。
 - 12月，省包协设计委员会推荐李向荣的论文《关于包装设计行业管理体制改革的设想》入选全国首届包装经济研讨会，并在会上获奖。
- 1988
 - 2月，省包协设计委员会邀请荣获世界之星的湖南外贸设计师龙兆曙来穗交流。
 - 6月，省出版协会、省装帧艺术研究会主办了广东省第一届粤版图书装帧设计评比大会。
 - 6月，省包协设计委员会接待法国巴黎黑方块设计公司设计师DISI先生在广州举行学术交流，介绍电脑设计原理等。
 - 9月，中国包协设计委员会推荐我省姜田田的《包装装潢设计美学探微》，李向荣的《包装设计与价值工程》，林长武的《关于包装聚焦视觉功能的探讨》三篇论文入选第二届北京国际包装学术讨论会。
 - 9月，省包协设计委员会组织考察团赴港对香港包装设计行业进行考察，访问了香港工业总会设计委员会设计及包装中心、香港广告制作中心、香港正形设计学院等，之后曾向省经委汇报并提出我省今后包装设计的工作意见。
 - 9月，省包协设计委丁为美带队赴法考察引进复合纸罐包装项目，同时访问了巴黎黑方块设计公司。
 - 10月，中南五省（区）书籍装帧设计第五周年会在河南省郑州市举行，我省46种优秀作品获奖。
 - 11月，省包协设计委员会主持了首届粤港澳包装博览会的学术交流，包括论文发布、设计评比及香港汪恩光、广州童慧明等专家学术讲座。
- China Decoration Correspondence College was founded at Suzhou by the Designing Committee of the National Packing Association. Ding Wei mei, Yin Dingbang was elected as deputy principles of the college.
- "An Exhibition on Designs from Japan, U.S.A., and Hong Kong" was held on November by the Designing Committee of Guangdong Packing Association, Guangdong Packing Import & Export Company together with Guangzhou Arts Institute. More than 1000 pieces of designs from Japan, U.S.A., and Hong Kong were shown at the exhibition. Yin Dingbang, deputy director of the committee, presided the academic exchanging conference for Jin Daiqiang from Hong Kong and other two designers.
- The book "International Fashion of 20th Century", edited by Wang Shou Zhi, was published.
- Guangzhou Advertising Association was founded on November.
- The Designing Committee of Guangdong Packing Association held a provincial competition on packing design and awarded 52 designs. The selected designs were recommended to the Second Southern Central China Star Award that held in Guangxi and they won 30 awards.
- The book "Arts in Modern Advertising", edited by Wang Shouzhi, was published.
- The National Association of Industrial Design was founded in Beijing. Gao Yongjian, Yin Dingbang and Ding Weimei from Guangdong Province was elected as deputy chairman, standing member of the committee and trustee respectively.
- Guangdong Researching Institute on Binding Arts was founded on July. "Proposal on the Reform of Managing System of the Industry of Packing Design", thesis composed by Li Xiangrong, was recommended by the Designing Committee of Guang Dong Packing Association to the first National Conference on Packing Economy on November and it was awarded.
- Long Zhaoshu, a designer on Hunan foreign trade who won International Star, was invited by the Designing Committee of Guangdong Packing Association on February to Guangzhou for academic exchange.
- The First Competition on Binding of Books Published in Guangdong was held by Guangdong Publishing Association together with Guangdong Researching Institute on Binding Arts on June.
- The Committee of Designing of Guangdong Packing Association met Mr. DISI, a designer from Black Square Designing Company of Paris. Mr. DISI presided an academic exchange and introduced theories of computer-aid design.
- "Research on Aesthetics of Design of Packing and Decorating" by Jiang Tiantian, "Packing Design and Value Engineering" by Li Xiangrong and "Research on Visual Function of Packing Focus" by Lin Changwu from Guangdong were recommended by the Designing Committee of the National Packing Association to the Second International Academic Conference on Packing held in Beijing on September.
- The Designing Committee of Guangdong Packing Association organized a delegation to study the designing industry in Hong Kong on September. They visited the Designing and Packing Center of the Designing Committee of Hong Kong Industry Committee, Hong Kong Advertisement Editing Center and Hong Kong Zhengxing Designing Institute. Then the delegation made a report to Guangdong Economic Committee and gave some proposals on packing and designing for the province.
- Ding Weimei from the Designing Committee of Guangdong Packing Association led a delegation to France to import Packing of compound paper case "on September. The delegation also visited Black Square Designing Company of Paris.
- The Fifth Yearly Meeting on Binding Design of Southern and Central China was held in Zhengzhou, Henan province on October, 46 pieces of design from Guangdong were awarded.
- The Designing Committee of Guangdong Packing Association hosted the first Academic Exchanging Activity on Packing of Guangdong Province, Hong Kong and Macao on November. There were thesis delivery, design competition, and lectures delivered by Wang Enguang from Hong Kong and Tong Huiming from Guangzhou.

- 11月,“广东省首届书籍封面设计展”在广东省中山图书馆举行。
- 广东专业职称评审工作开始,由于高级评委会全为特种工艺,专业组成缺少包装、平面设计专业评委,省职改办同意暂由设计委员会组成评审小组协助高评委工作。
- "The First Exhibition on Book Cover Design in Guangdong" was held at Zhongshan Library in Guangdong Province.
- The examining and approving for vocational title began. Since the Advanced Committee of Examining and Approving is composed of members on special arts, and there was no members specializing on packing and graphics design, the Vocational Titles Reforming office of Guangdong decided that the job could be done by the Examining and Approving Group organized by the Designing Committee, together with the Advanced Examining and Approving Committee.

1989 • 7月,省装帧艺术研究会推荐的六篇论文:

- 苏家杰的《整体风格的价值》、杨石友的《他山攻错拓新筌》、赵克标的《创造·独立·制约》、曹磊的《扬起现代观念的风帆》、丘庆璇的《思维方式与装帧设计》、王建国的《画报版面设计的形式美》,获“全国首届装帧艺术论文与研究成果”奖。
- 省包协设计委员会丁为美、庄永治应邀担任广州军区后勤部军需包装委员会包装评比会评委。
- 省包协设计委员会受省工业编志办委托,由李向荣执笔编写《广东省包装装潢设计志》。
- 7月,省包协设计委组织我省设计作品参加“全国包装设计展评会”,获金、银、铜奖共9项。
- 11月,省包协设计委举办全省包装设计评比,共评出获奖作品86项,获奖设计论文3篇。
- 12月,省包协设计委推荐设计作品参加在武汉举办的第三届“中南星奖”评比,广东获奖44项。
- 省包协设计委驻港委员、《设计与交流》杂志主编王序赴美,采访了多位著名设计家,并在当年委员会年会上作了采访报告。
- The six thesis recommended by Guangdong Researching Institute of Binding Arts won the award of "Achievement on Academic Thesis and Research of the First National Binding Arts" on July. The thesis are: "Value of Overall Style" by Su Jiajie, "Creation, Independence and Balance" by Zhao Kebiao, "Taking the Modern Concept" by Cao Lei, "Idea Generating and Bookbinding Design" by Qiu Qingxuan, and "Improving & Developing" by Yang Shiyu.
- Mr. Ding Weimei and Zhuang Yongqia from the designing committee of Guangdong Packing Association were invited to be judges for a competition held by the Munitions Packing Committee of the Department of Logistics of Guangzhou Military Area.
- Entrusted by the office of Guangdong Industry History, Mr. Li Xiangrong from Guangdong Designing Committee edited the Designing History of Packing and Decorating in Guangdong.
- The Designing Committee of Guangdong Packing Association sent designs from Guangdong Province to the National Competition of Packing and Designing and they won 9 awards in July.
- The Designing Committee of Guangdong Packing Association hosted a provincial competition on packing design and 86 designs and 3 thesis were awarded in November.
- The Designing Committee of Guangdong Packing Association sent designs to the Third Competition of "Southern Central China Star" and 44 designs were awarded in December.
- Mr. Wang Xu, one member from the Designing Committee of the Packing Association of Guangdong who stations at Hong Kong, also the major editor of the magazine "Design and Exchange", visited the United States of America, interviewed many famous designers and made a report on interview at the annual conference of the Designing Committee of the Packing Association of Guangdong.

1990 • 2月,“全国首届书刊封面设计大赛”颁奖仪式在北京举行,我省装帧艺术研究会有20人获得奖项。

- 2月下旬,省包协设计委组团赴港考察,先后参观香港展览中心、香港贸易发展局设计部、靳埭强设计公司等单位。
- 7月,我省推荐7件装帧设计作品到北京参加“中日书籍装帧艺术展”。
- 11月,中南六省(区)装帧设计第6次年会在湖南大庸市举行,我省分别获得51个奖项。
- 12月,广东省、广州市包协设计委员会邀请湖南省包协设计委员会在广州举办设计联展,湖南带来曾获“世界之星”的6项设计作品参加展出。
- The Awarding Ceremony for the First National Competition on Cover Page Design for Books & Magazines was held in Beijing in February. Twenty members of Guangdong Binding Arts Association got the award.
- A group from the Designing Committee of Guangdong Packing Association went to Hong Kong for academic exchange at the end of February. The group visited Hong Kong Exhibition Center, the Designing Department of Hong Kong Trade Development Bureau, Jai Liqiang Designing Company, etc.
- Seven designs on binding from Guangdong were recommended to "Exhibition on Japanese & Chinese Arts of Bookbinding" which was held in Beijing in July.
- The Sixth Yearly Conference on Binding Design from the Six Provinces (Regions) of Southern and Central China was held in Dayong, Hunan, in November. 51 awards were given to works from Guangdong.
- The Designing Committee of Guangdong Packing Association and of Guangzhou Packing Association invited the Designing Committee of Hunan Packing Association to hold a Design Exhibition at Guangzhou in December. Six designs which were awarded as "World Stars" were brought to the exhibition by the Designing Committee of Hunan Packing Association.

1991 • 4月1日,广东省工业设计协会成立。

- 省工业设计协会在广州、中山、肇庆市举办“工业设计”讲座。
- 省工业设计协会组织会员在广州美术学院与香港理工大学设计系主任林衍堂先生进行学术交流。
- Guangdong Industrial Designing Association was founded on April 1.
- Lectures on "Industrial Design" were delivered at Guangzhou, Zhongshan and Zhaoqing by Guangdong Industrial Designing Association.
- Guangdong Industrial Designing Association sent some of its members to hold academic exchange with Mr. Lin Yantang, Dean of the Designing Department of Hong Kong Science and Technology College at Guangzhou Arts Institute.

- 11月, 省包协设计委员会举办全省包装设计评比, 共评出获奖作品66项, 获奖设计论文5篇。
- 11月, 省包协设计委推荐设计作品参加在长沙市举办的第四届“中南星奖”评比, 广东获奖19项。
- 12月, 省广告协会举办了广东省第三届优秀广告作品评比, 评出获奖作品53件。
- A provincial competition on design was held by the Designing Committee of Guangdong Packing Association in November and sixty-six designs and five articles on designing were awarded.
- The Designing Committee of Guangdong Packing Association recommended some designs to "The Fourth Competition of Southern & Central China Star" that was held in Changsha in November and nineteen of the designs were awarded.
- Guangdong Advertising Association held the Third Competition of Outstanding Advertisement of Guangdong in December and fifty-three designs were awarded.

1992 • 5月, 省广告协会在广州文化公园举办“广东省广告优秀作品展”, 展出10年来我省参加全国各类评比获奖作品350多件。

- 省包协设计委员会与省包协纸制品委员会联合参加“'92北京CIP国际包装展览”。
- 8月, 省工业设计协会举办“广东工业设计展”, 平面设计和产品设计共70多个项目展出。
- 9月, 省包协设计委员会、省广告协会、省贸促会联合在珠江宾馆举办“'92广东国际包装装潢、广告设计研讨会”, 来自美国、英国、法国、德国、日本、新加坡、台湾、香港及国内的15位专家作了学术演讲, 并举办了外国作品观摩展览。
- 11月, 应香港生产力促进局邀请, 工业设计协会组团考察了香港产品创新设计中心、香港理工大学设计系、刘东利设计集团、靳埭强设计公司。
- 深圳嘉美设计有限公司发起主办“平面设计在中国”'92展活动, 首次导入国际专业评比规范, 邀请国际专家当评委, 共评选出174件获奖作品, 120件入选作品, 并编辑成专集出版。
- 丁为美的论文《中国现代设计之反思与今后的发展道路》被中国科协选入《工业设计发展战略与工业现代化》论文集, 同年应邀参加全国工业设计发展战略及应用学术讨论会, 并作发言。
- Guangdong Advertising Association held the Exhibition on Outstanding Advertisements from Guangdong at the Cultural Park of Guangzhou in May. More than 350 pieces of works that got national awards were shown at the exhibition.
- The Designing Committee of Guangdong Packing Association attended " '92 Beijing CIP International Packing Show" together with the Committee of Paper Products of the association.
- Guangdong Industrial Designing Association held the "Guangdong Industrial Designs Show" on August. More than seventy items on graphic design and product design were shown.
- In September, the Designing Committee of Guangdong Packing Association, Guangdong Advertising Association and Guangdong Trade Promoting Committee held the " '92 Guangdong International Forum on Packing & Decoration and Advertising Design" at Zhudao Hotel. Fifteen experts from the U. S. A., Britain, France, Germany, Japan, Singapore, Taiwan, Hong Kong and Mainland China delivered their speeches. There was also an exhibition of foreign designs for attendants to research.
- In November, invited by Hong Kong Productivity Promoting Bureau, a working group sent by Guangdong Industrial Designing Association visited the "Creative Designing Center for Hong Kong Products", the Designing Department of Hong Kong Science & Technology Institute, Liu Dongli Designing Group and Jin Daiqiang Designing Company.
- Jiamei Designing Co, Ltd from Shenzhen initialized and hosted " '92 Exhibition on graphic Design in China" which introduced international professional judging standard. Judges were international experts. About 174 designs were awarded and another 120 designs got recommendation for the award. All these designs were selected for publishing.
- The article "Introspection on Chinese Modern Design and Its Future Development" of Mr. Ding Weimei was selected for the book "The Developing Strategy of Industrial Design and Industrial Modernization" by China Science Association. Mr. Ding Weimei was invited to "The National Symposium on Developing Strategy of Industrial Design and Application" and delivered a speech.
- Information Times provided a special page "Advertising Tide" every Sunday for people from advertising industry and designing industry to do some research and exchange experiences. The column has been stuck up to today and some articles from the column were selected and edited into four books, which were bestsellers within the industry.
- Guangdong Industrial Designing Association invited Professor Wang Shouzhi from Los Angeles Arts Academics of America to make a report on the industry.
- Fourteen designers selected by the Industrial Designing Association went to Hong Kong to attend the "Design and Commerce" International Symposium on Industrial Design that organized by British Specially Entitled Designers Association, Hong Kong Branch.
- Organized by Yin Dingbang (deputy director of the Designing Committee of Guangdong Packing Association, deputy director of Guangdong Industrial Designing Association and Vice President of Guangzhou Academy of Fine Arts), Guangzhou Academy of Fine Arts, Guangdong Advertising Association, the Designing Committee of Guangdong Packing Association, Guangdong Industrial Designing Association and Guangdong Indoor Designing Association and other organizations initialized to edit and publish "Yearly Book on Guangdong Designing in April".

1993 • 《信息时报》每个星期天提供一个专版《广告潮》, 作为广告界、设计界交流的园地, 坚持至今, 并已把有关发表的文章结集出版了四辑, 成为业内畅销书。

- 省工业设计协会邀请美国洛杉矶艺术学院王受之教授作学术报告。
- 工业设计协会组织14名设计师赴香港, 参加由英国特许设计师协会香港分会组织的“设计与商业”国际工业设计研讨会。
- 4月, 省包协设计委副主任、省工业设计协会副理事长、广州美术学院副院长尹定邦牵头, 由广州美术学院、省广告协会、省包协设计委员会、省工业设计协会、省室内设计协会及部分设计机构发起, 编辑出版了《广东设计年鉴》。

- 5月,省包协设计委员会、省广告协会、省包装装潢设计实业公司联合邀请日本CI理论权威稻垣行一郎和曾振伟先生在广州宾馆举办了《从世界名牌看CI设计的发展》讲演。
- 6月,中南六省(区)书籍装帧设计第七次年会在广西南宁举行,我省获56个奖项。
- 7月,广东省包协设计委员会举行了1993年广东省包装设计评比会,评选出省包装设计金、银、铜奖共58项。
- 8月,受全国包协中南领导小组的委托,广东省包协设计委在广州文化公园主办了第五届“中南星”展评会,广东在评比中获得了金、银牌数第一,总奖牌数第一的好成绩(共获奖44项)。
- 12月,省装帧艺术研究会组织首届广东省书香节书装展。
- 深圳嘉美设计公司王粤飞设计的海报获“第七届巴黎国际海报展”最佳作品奖。
- The Designing Committee of Guangdong Packing Association, Guangdong Advertising Association and Guangdong Packing & Decoration Design Industrial Company invited Mr. Zeng Zhenwei and Mr. Inakagi Koichiro, a Japanese authority on CI theory, to deliver the speech of "Judging the Development of CI Design from Global Brands" at Guangzhou Hotel in May.
- The Seventh Yearly Conference on Bookbinding Design from the Six Provinces(Regions) of Southern and Central China was held at Nanning, Guangxi in June. Fifty-six awards were given to works from Guangdong.
- The Designing Committee of Guangdong Packing Association held the "93 Competition on Guangdong Packing Design" in July. About 58 awards including golden, silver and bronze medals were given.
- Entrusted by the organizing group of Southern and Central China of National Packing Association, the Designing Committee of Guangdong Packing Association held the Fifth Competition of Southern & Central China Star at Guangzhou Cultural Park in August. Guangdong as the first on winning gold medals and silver medals and was the first of total medals (44 awards altogether).
- Guangdong Binding Arts Committee organized the first book binding exhibition at Guangdong Books Fair in December.
- One poster of Wang Yuefei from Shenzhen Jiamei Designing Co., Ltd won the Best Design Award on the Seventh International Posters Exhibition in Paris.

1994 • 4月,省工业设计协会在广州美术学院举办美国刘天民教授的学术报告会。

- 4月,童慧明教授访美参观了七所美国最著名设计学院和四间设计公司,拜访了当代世界著名的后现代主义设计大师罗博特·文图里。
- 5月,省包协设计委员会、省广告协会联合邀请日本专家在广州花园酒店举办《日本成功导入CI实例》讲演会。
- 9月,省工业设计协会在广州美术学院举办德国工业设计专家ALBPECHT GRAF GOERTZ先生的学术报告会。
- 陈颖娟、黄励的《中国名茶》包装设计获世界包装组织“世界之星”奖,郭湘黔曾于1989、1992、1994年获得5项“世界之星”奖。
- Guangdong Industrial Designing Committee invited Prof. Liu Tianmin from the U.S to deliver speeches at Guangzhou Academy of Fine arts in April.
- Prof. Tong Huiming visited seven well-known designing institutes and four designing companies during his stay in America in April. He also visited Mr. Robert Wentury, a world-known master designer of after modernism.
- The Designing Committee of Guangdong Packing Association, together with Guangdong Advertising Association, invited Japanese experts to have a speech on Japanese successful examples of CI introduction at the Garden Hotel of Guangzhou in May.
- Guangdong Industrial Designing Association invited Mr. Albpecht Graf Goertz, an industrial master designer from Germany, to have a symposium at Guangzhou Academy of Fine arts in September.
- The packing design for Well-known Chinese Tea by Chen Yingjuan, Huang Li won the International Star of the International Packing Organization of UN. Guo Xiangqian won 5 packing awards of International Star during 1989, 1992, 1994.

1995 • 1月,省工业设计协会邀请日本著名工业设计专家——三洋电器设计中心主任市川祥一先生来广州作学术讲座。

- 广东省白马广告有限公司的作品《家·中国人的故事》在第36届基奥CLOD(1995)广告大奖评比中获平面广告银奖。
- 3月,省包协设计委、深圳宝安区政府、红方格广告公司、深圳罗湖区商业广告公司联合邀请日本标识学会副会长佐藤优教授和曾振伟先生举办《现代都市视觉形象与标识系统》演讲会,在我省首次提出了都市形象与标识系统设计问题。
- 5月,省包协设计委员会、省广告协会、省企业管理协会、深圳艺术研究会、红方格广告公司邀请美籍华人王受之教授在省科学馆礼堂举行为期3天的讲座,内容是:借鉴美国经验,开拓中国市场,美国现代广告与CI策划,美国现代建筑与室内设计。
- Guangdong Industrial Designing Association invited Mr. Ichikawa Shdichi, a well-known Japanese expert on industrial designing and the director of Sanyo Electronics Designing Center, to Guangzhou to make speeches on the industry in January.
- The design "Home, Chinese Story" from Guangdong White Horse Advertising Co., Ltd. won the silver award of graphic design advertisement in the 36th CLOD Advertisement Competition.
- In March, the Designing Committee of Guangdong Packing Association, Baoan Government of Shenzhen, Red Squares Advertising Co. Ltd, Luohu Commercial Advertising Company of Shenzhen invited Mr. Zeng Zhenwei and Prof. Sato Masaru, deputy director of Japan Indications Association, to give lectures on "Visual Image and Indicating System of Modern Metropolis". This is the first time to propose designs on metropolis image and indicating system.
- In May, the Designing Committee of Guangdong Packing Association, Guangdong Advertising Association, Guangdong Enterprise Managing Association, Shenzhen Arts Researching Association, Red Squares Advertising Company invited American Chinese Prof. Wang Shouzhi to host a three day seminar at Guangdong Science Hall. The seminar was about how to develop Chinese market by American experiences, modern advertising and CI planning in America, and modern construction and indoor designing in America.

- 深圳市政府举办首届“深圳优秀工业设计市长杯”赛事。
- 中国包协设计委编辑出版首卷《中国设计年鉴》，省包协设计委推荐广东设计界54人入编，入编数量全国第一，入选率最高，作品水平也获编委好评。
- 深圳市平面设计协会成立。
- 7月，广东省第四届广告优秀作品评比在广州举行，评出获奖作品73件。
- 10月，广东省包协设计委员会举行了95年广东省包装设计评比会，评选出省包装设计金、银、铜奖78项。
- 11月，全国第四届装帧艺术展评会在京举办，我省参展作品50件均为优秀作品，获奖作品10件。
- 11月，第六届“中南星奖”展评会在海口市海南大学召开，我省获金、银、铜奖、优秀作品共40项，入选论文4篇。
- 12月，中南六省（区）书籍装帧设计第8次年会在广州举行，我省获奖作品共47件。
- 广州王序设计有限公司设计师王序应日本大阪DDD艺廊之邀参加“亚洲设计六人展”。
- The first competition on "The Mayor Cup of Outstanding Industrial Design in Shenzhen" was held by Shenzhen government.
- The Designing Committee of the National Packing Association edited and published the first edition of "Yearly Book on Chinese Designing". Fifty-four designers recommended by the Designing Committee of Guangdong Packing Association were recorded by the book. The numbers of designers from Guangdong who were included in the book is the number one in the country and their works got high appraise by the editors.
- Shenzhen Graphic Designing Association was founded.
- The fourth Competition on Outstanding Advertisements of Guangdong was held in Guangzhou in July and 73 advertisements were awarded.
- The Designing Committee of Guangdong Packing Association held the "95 Competition on Packing Designs of Guangdong" in October and about 78 designs were awarded gold medals, silver medals and bronze medals and other awards.
- The Fourth National Exhibition and Competition on Binding Arts was held in Beijing in November. The fifty designs recommended by Guangdong were regarded as outstanding products and ten of them were awarded.
- The Sixth Competition of Southern & Central China Star was held in Hainan University in Haihou. The designs from Guangdong got 40 awards of Gold, silver, bronze medals and awards of outstanding design. And four thesis were awarded, too.
- The Eighth Yearly Conference on Bookbinding Design from the Six Provinces (Regions) of Southern and Central China was held at Guangzhou in December. 47 designs from Guangdong were awarded.
- Mr. Wang Xu from Guangzhou Wang Xu Designing Co. Ltd., invited by Osaka DDD Arts Gallery of Japan, attended the "Exhibition of the Products of the Six Asian Designers".

1995~1999

- 广州美术学院童慧明教授、广州大学汤重熹教授在粤港信息日报发表工业设计文章百多篇。

1996

- 9月，第三届全国装帧艺术论文与研究成果评奖、颁奖暨学术研讨会上，曹磊、丘庆璇、陈维德的论文获奖。
- 深圳平面设计协会策划承办“'96平面设计在中国”展，并评审出入选作品212件，获奖作品42件，同时首次举办两岸四地命题海报展——《沟通》。
- 深圳平面设计协会参加香港设计'96展，共获15个奖项。
- 11月，广东省首届橱窗广告评比在广州举行，共评出获奖作品11件。
- 11月，广州地区综合性广告代理公司委员会（广州4A）举办第一届“广州4A创作奖”评比活动，共评出31件获奖作品。
- 汕头大学美术设计系副教授陈放设计作品荣获瑞士GRAPHIS国际设计竞赛奖。
- 《包装与设计》成立理事会，由全国10家著名设计机构组成，还邀请中央工艺美术学院教授陈汉民、高中羽、香港靳埭强先生担任顾问，邀请11所高等院校的教授担任特约编委，全面报道国内外设计界信息。
- 王序在第17届捷克布尔诺国际平面设计双年展中，获国际平面设计社团协会奖。
- Prof. Tong Huiming from Guangzhou Academy of Fine arts and Prof. Tang Chongxi from Guangzhou University have been publishing more than one hundred articles on designing in Yuegang (Guangdong & Hong Kong) Information Daily.
- Articles written by Qiu Qingxuan, Cao Lei and Chen Weide were awarded in the Third National Awarding and Academic Researching Symposium on Articles of Binding Arts in September.
- Shenzhen Graphic Designing Association initialized and hosted the exhibition of '96 Graphic Design in China. Forty-two of the two hundred and twelve selected designs were awarded. At the same time, a theme poster exhibition "Communication" on the four places of the both banks of Taiwan Strait was held.
- Shenzhen Graphic Designing Association participated in '96 Hong Kong Exhibition on Designing and it won 15 awards.
- The First Provincial Competition of Guangdong on Showcase Advertisement was held in Guangzhou in November. Eleven designs were awarded.
- Guangzhou Comprehensive Advertising Agency Committee (Guangzhou 4A) held the first competition of "Guangzhou 4A Designing Awards" in November and 31 designs were awarded.
- A design from associate prof. Chen Fang from the Arts Department of Shantou University won an award in the GRAPHIS International Designing Competition held in Swiss.
- The Board of Directors of "Packing and Designing" was founded and it was composed of ten well-known designing organizations in the country. Prof. Chen Hanmin from Central Arts Institute, Mr. Gao Zhongyu, and Mr. Jin Daiqiang from Hong Kong were invited to be the consultants for the magazine. Professors from 11 institutes were invited as special editors for the magazine, too. The magazine gave a comprehensive report on domestic and overseas news on designing.
- Mr. Wang Xu won the International Graphic Designing Association Award in the Seventeenth International Biyearly Exhibition of Graphic Designing held in Brno Czechoslovakia.
- Mr. Wang Xu edited and designed a set of 22 books on "the Designing Process of Graphic Designers" that introduced 22 famous master designers all over the world.

13