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WAIGUO GUANGGAO SHEYING

外国广告摄影
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江苏美术出版社出版

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前 言

现代广告摄影的一个最为显著的特征,就是把商品摄影与艺术表现紧密地相结合。使商业广告摄影既强化了推销商品的功能,同时又具有较高的审美价值。

现代摄影家不再满足于仅仅是真实地反映商品,而是运用丰富的想象力,使商品真实而又“不真实”的再现于摄影作品中。这种矛盾空间手法的运用,是设计观念上的更新。从而使商业广告摄影打破了传统的、单一的表现商品的模式,走向了更为广阔的、优美的创造领域。

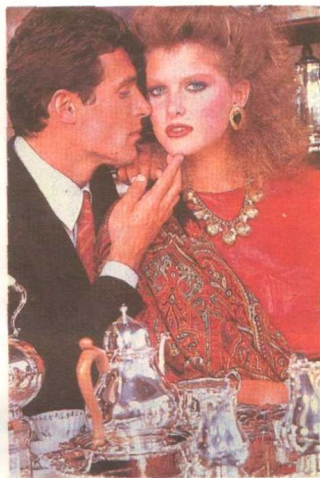
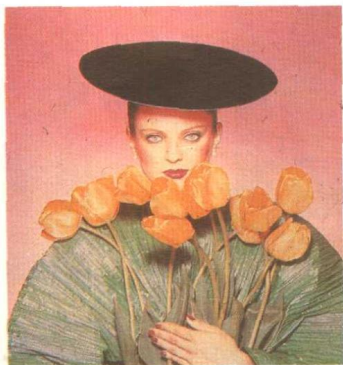
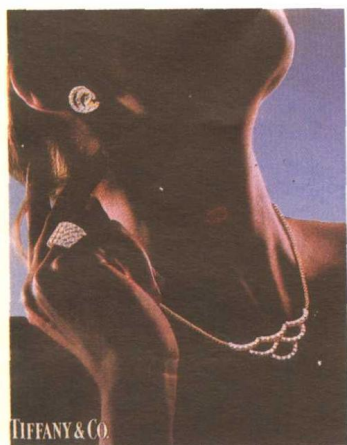
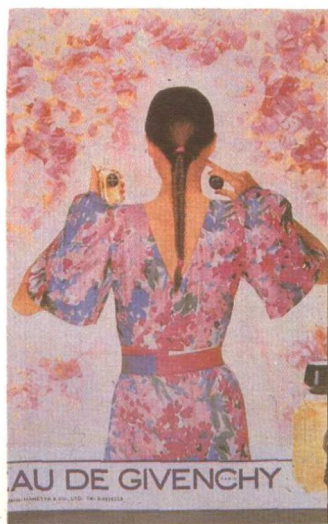
2 本书介绍的 350 幅广告摄影,是世界各国最优秀的摄影家的近作。这些作品是从数十本《世界广告摄影年鉴》及其它一些专业广告摄影画册中的近万幅名作中精选出来的。从这些优秀作品中,我们不难看出艺术家们无论在艺术构思、表现,以及技术上都是第一流的。也可以看出他们是如何尽最大的可能创造一种与众不同的商品形象的。这些作品,有的富丽,有的古朴,有的高雅,有的奇幻,无不以独特的构思,巧妙的处理,新奇的意境深深地打动着我们。

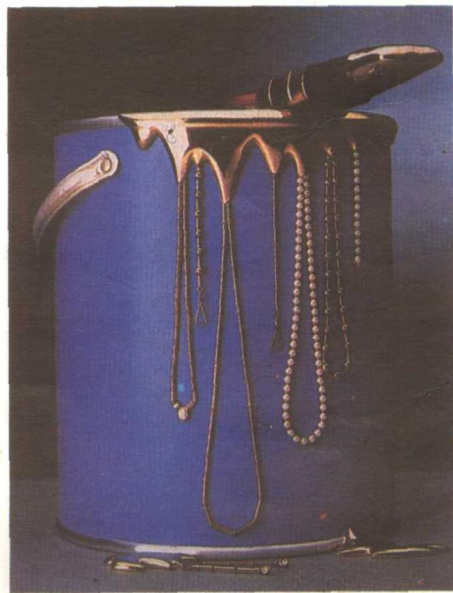
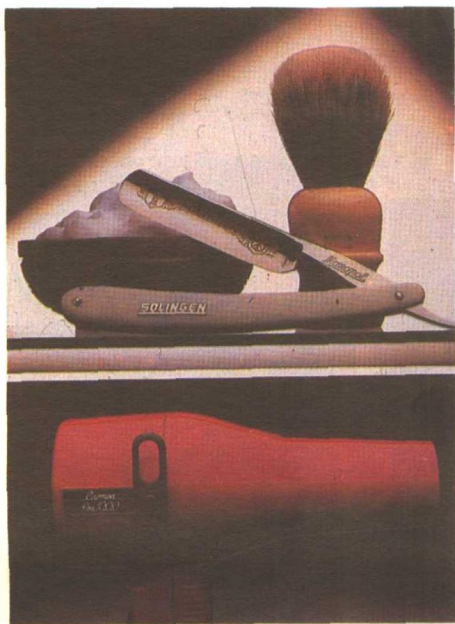
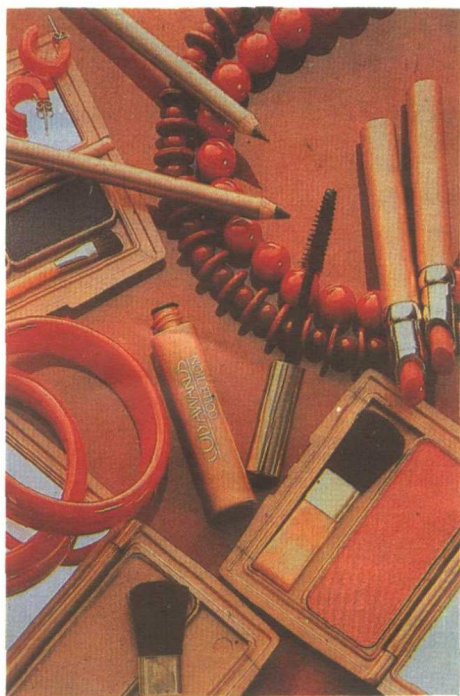
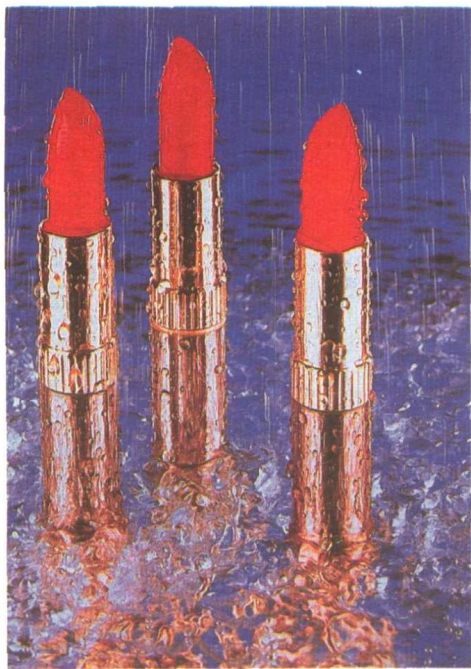
随着我国商品经济的发展,摄影广告越来越显示出它在商品推销中的重要作用。商业摄影,作为一种表现手段,自身也在不断地发展和提高。我们及时借鉴国外的优秀作品,分析其艺术规律,可以得到多方面的启发,让平常而又熟悉的商品,在自己的作品中,显示出诱人的魅力,使广大消费者乐于接受。从中既得到商品信息,又得到艺术美的享受。

愿我国的商业设计早日赶上世界先进水平,这就是我们选编这本书的目的。

编 者

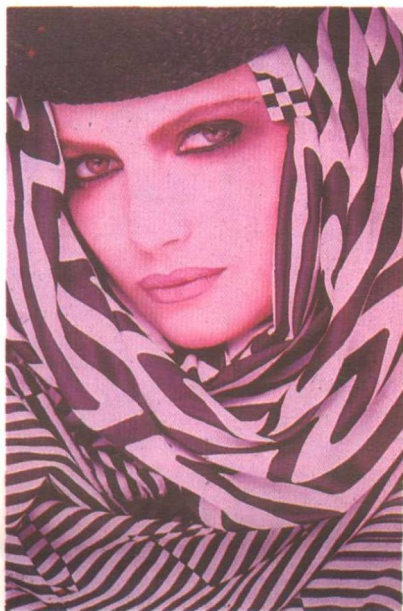
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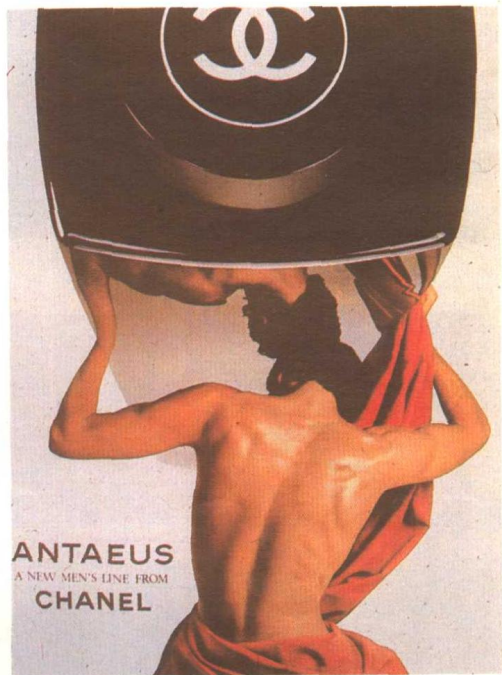
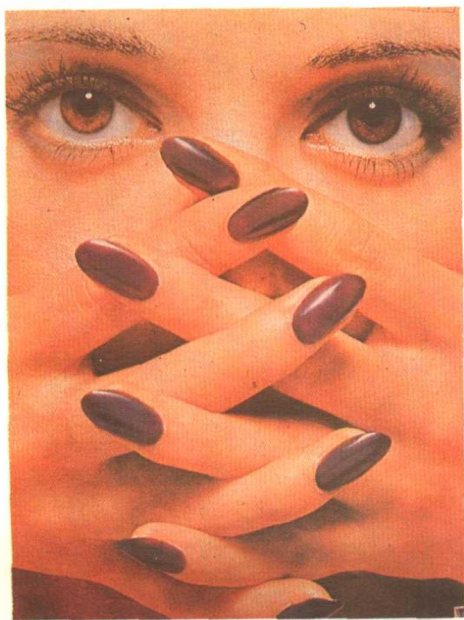
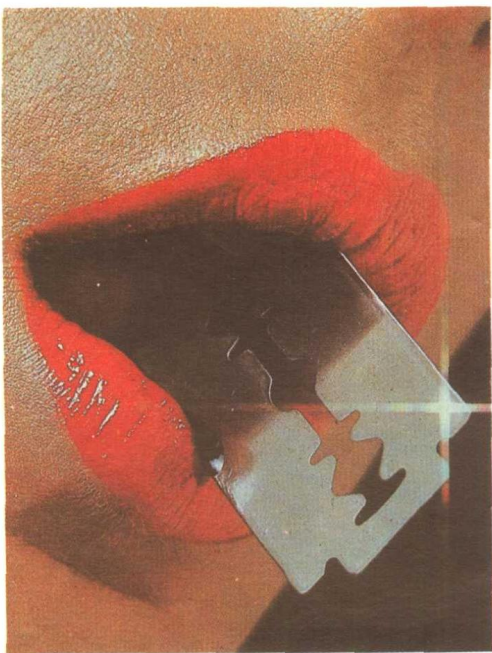
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项链·美容用品



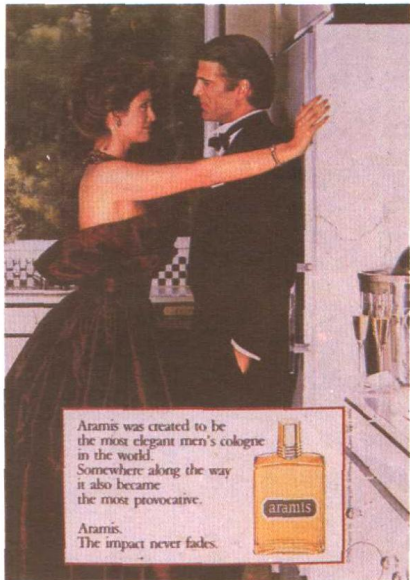
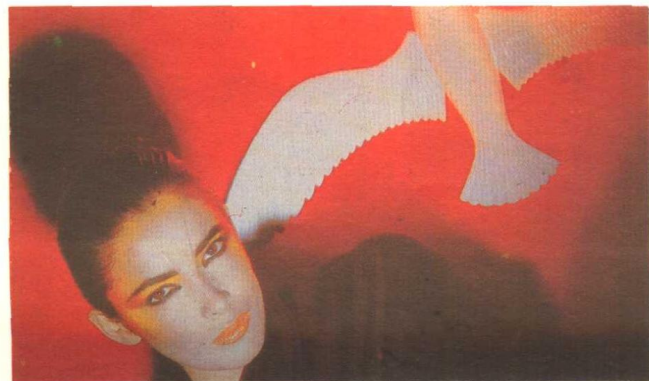
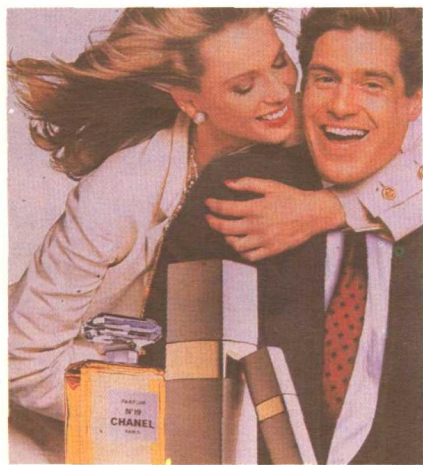
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首飾·化妝



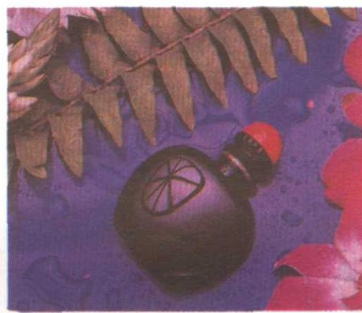
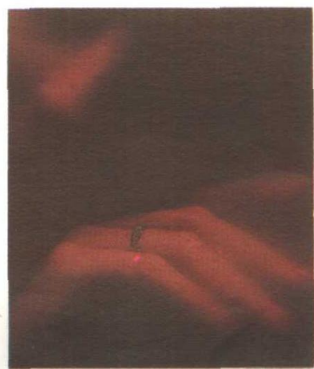
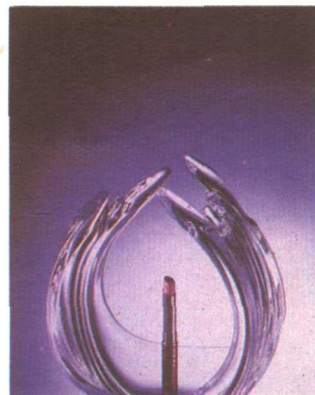
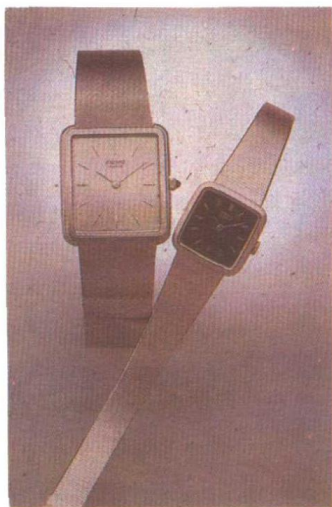
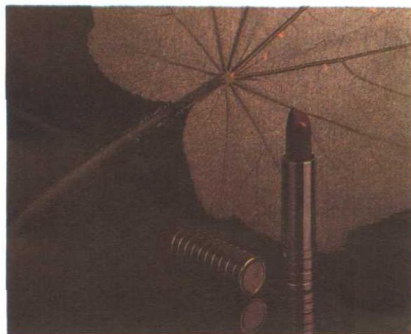
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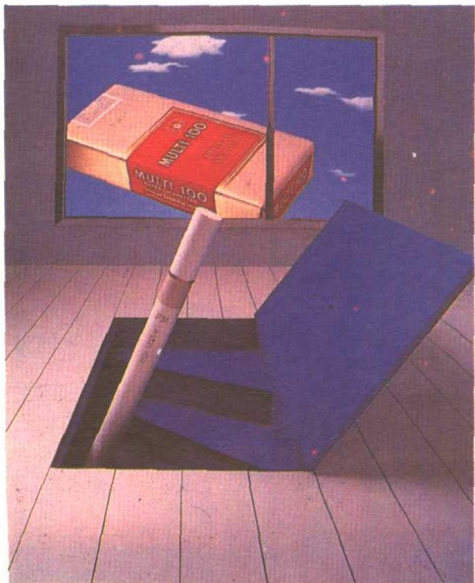
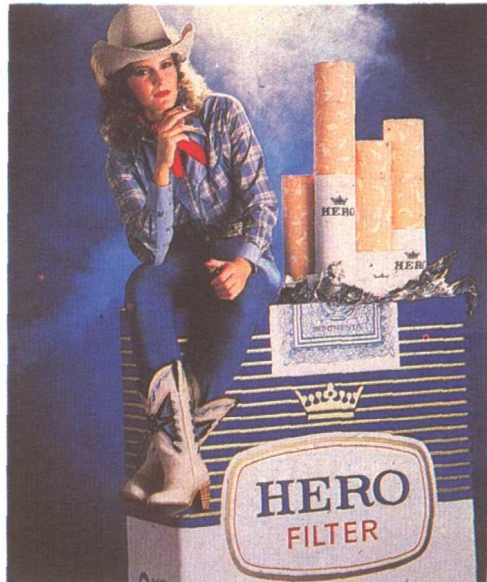
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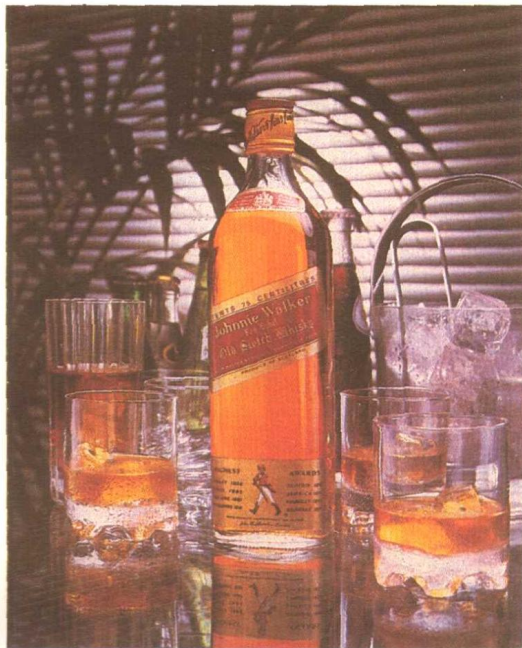
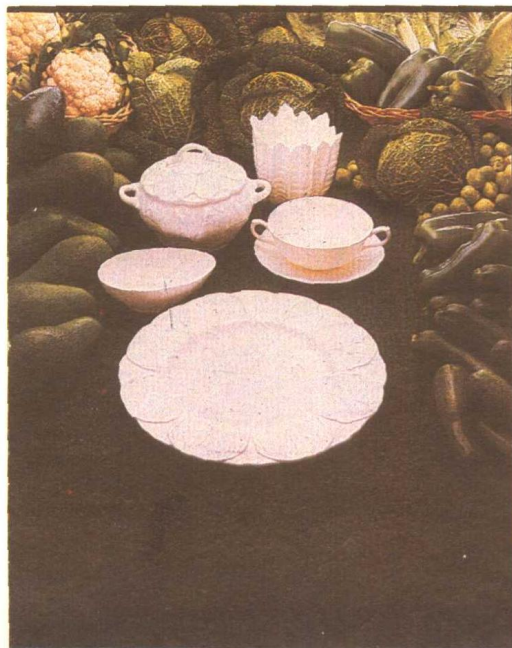
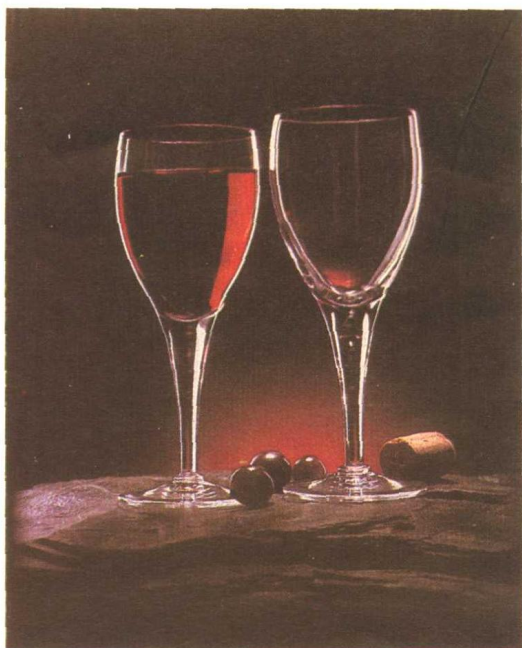
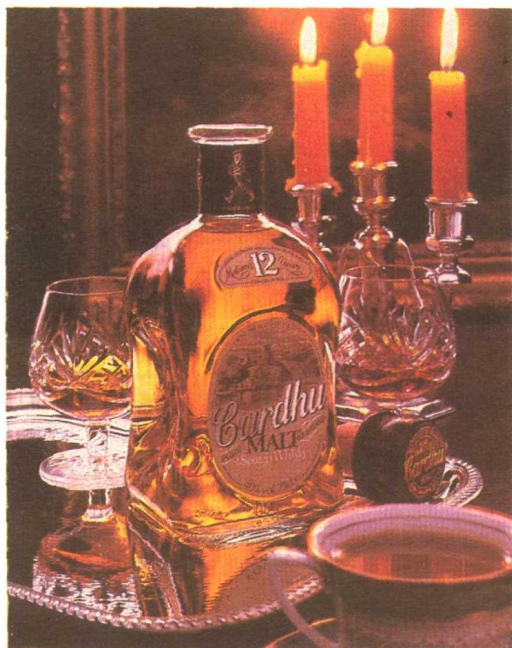


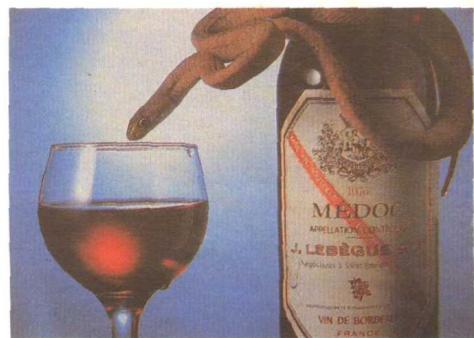
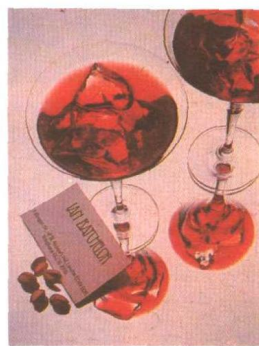
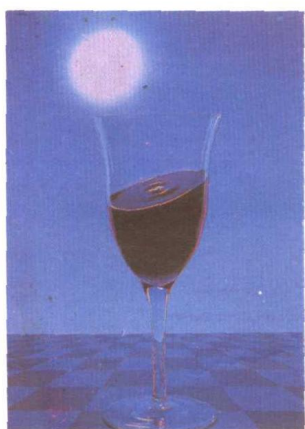
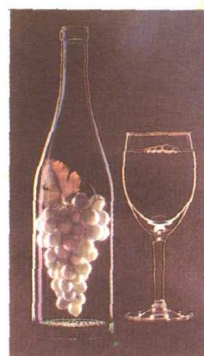
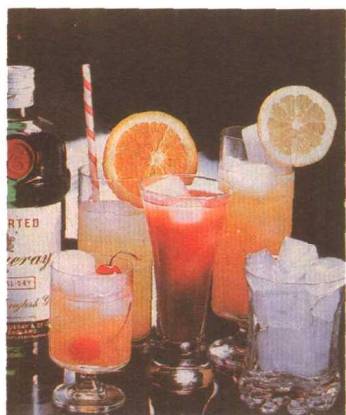
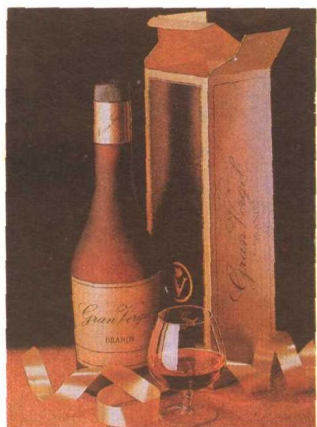
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the most elegant men's cologne
in the world.
Somewhere along the way
it also became
the most provocative.
Aramis.
The impact never fades.



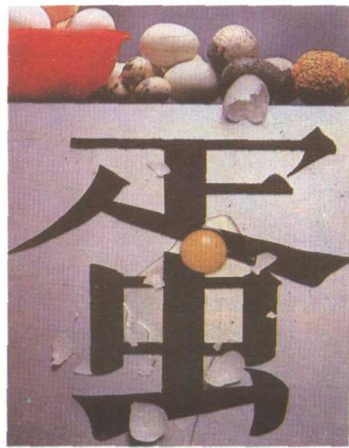
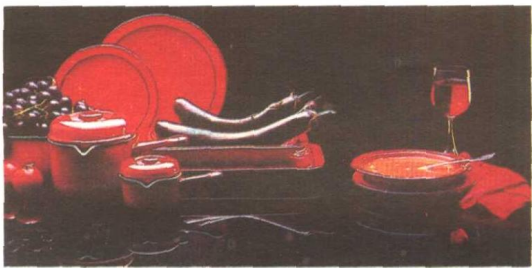
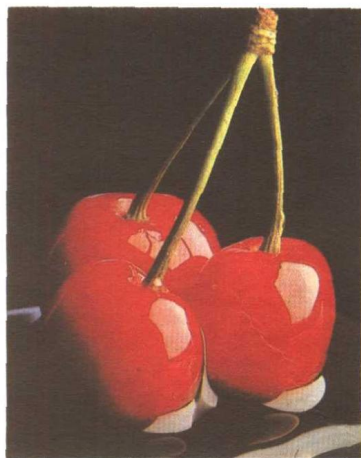
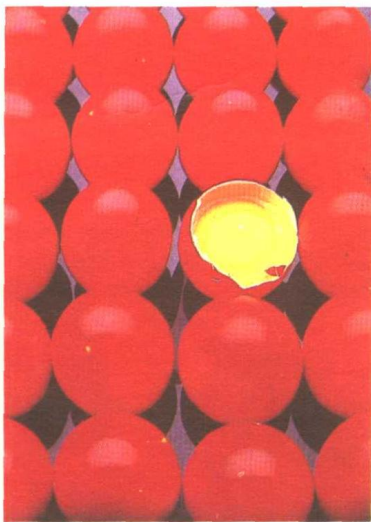
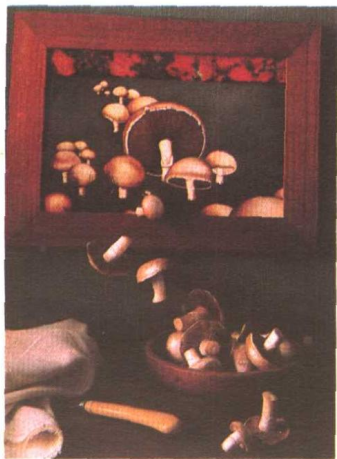


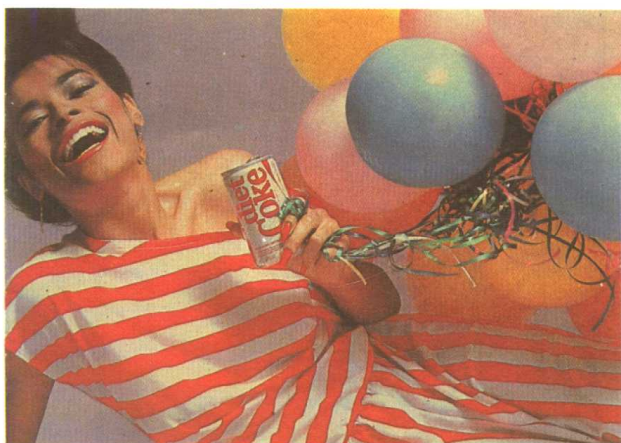
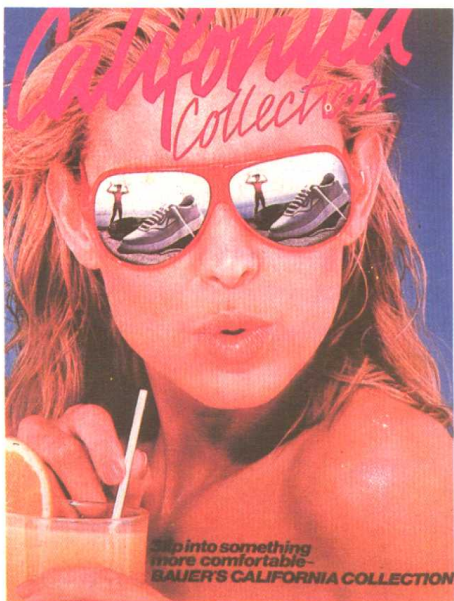












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饮料



