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by Patrick & Marion McMahon

OUWE
FENGMIAN
SHEJI

欧美封面设计

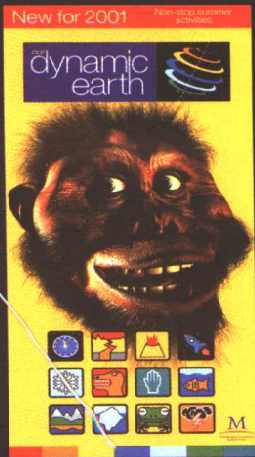
朱天明 主编

百家出版社

BAIJIA CHUBANSHE

"Lakeland Scene"
hand engraved by
Patrick McMahon

百家大印象



OUMEI FENGMING SHEJI

8 平面设计系列
PINGMIAN
SHEJI
XILIE

欧美封面设计

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EDINBURGH
ZOO



Wonders Never Cease

EXMOOR




EXMOOR HOLIDAYS

Farm & Country

2001

ENVIRONMENTAL PARK

ZOO



PAIGNTON


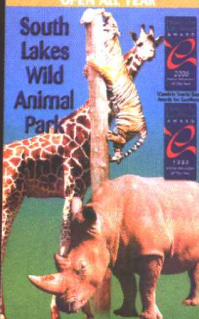
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Animal
Park





伦敦，作为世界广告业中心，其在平面设计理念上的领先成就，着实令世人瞩目。这里荟集了一大批欧美出类拔萃的平面设计艺术家，他们设计的作品：在构图的表现上，创意新颖；在色彩的应用上，大胆活泼；在字体的选择上，稳中有变；在图片的处理上，细腻清晰；在表现技巧上，风格各异。几乎达到令人无法挑剔之程度。

当有幸身临其境感受这一切时，兴奋之余，忽然产生了这样的念头，如果把欧美各种平面设计风格介绍给国内同行，那无疑是一件极有意义的事。于是，我便收集了大量的相关作品，回国后又进行了细致的整理和遴选，汇编成册。

艺术是没有国界的。相信这些小册子能给我们带来一种审美的享受和创新的启迪。

需要说明的是：这些平面设计作品的收集和拍摄，均来自美术馆、旅游点、商店和户外随意免费索取处。

对于这些不知名设计师们的艺术作品所带给我们的艺术享受和创作灵感，在此表示真诚的感谢。

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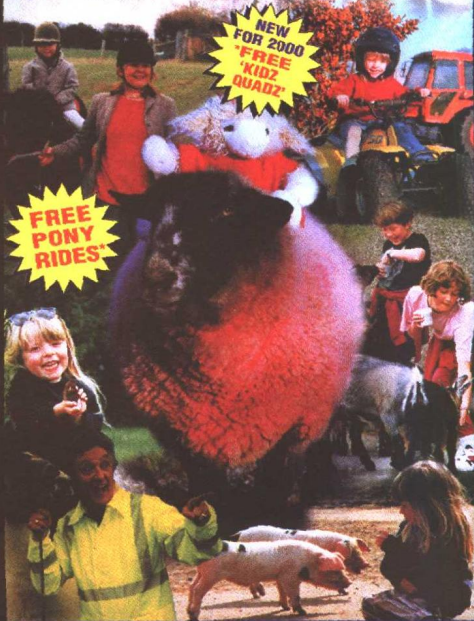
MORLAND
PENRITH



NEW
FOR 2000
FREE
'KIDZ
QUADZ'

FREE
PONY
RIDES

4



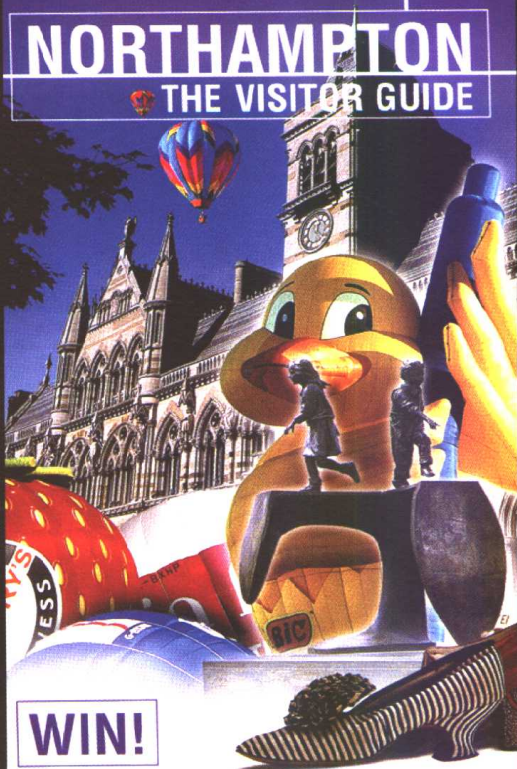
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ENGLISH

NORTHAMPTON

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break**

see inside for
details...

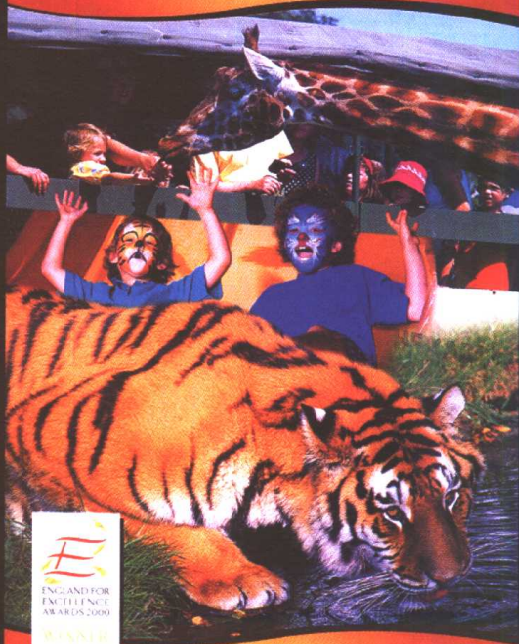


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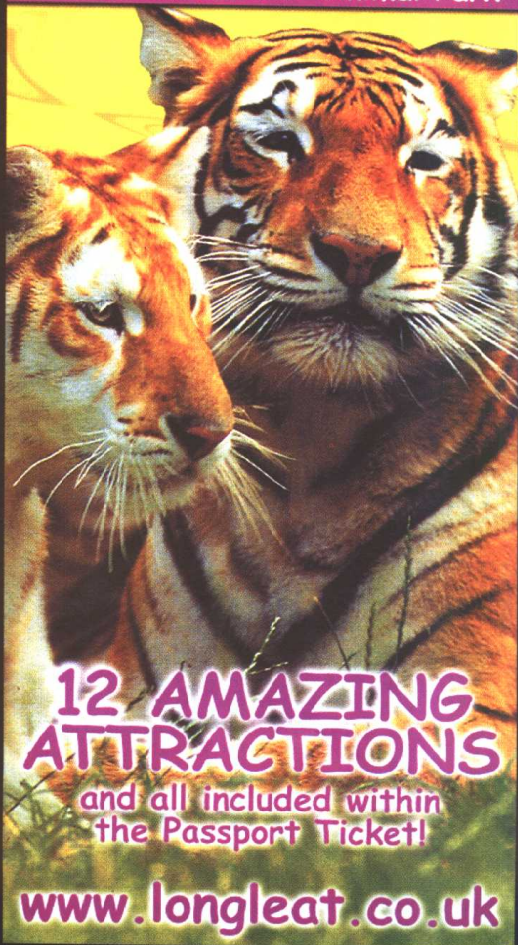


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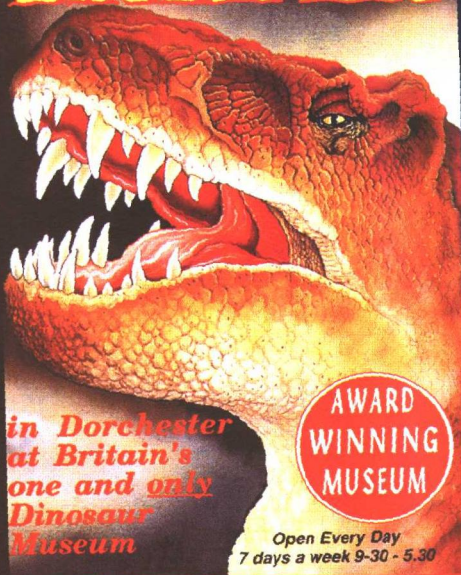
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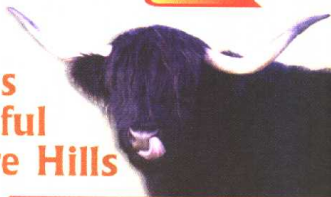
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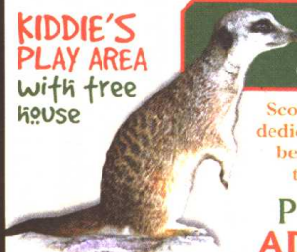


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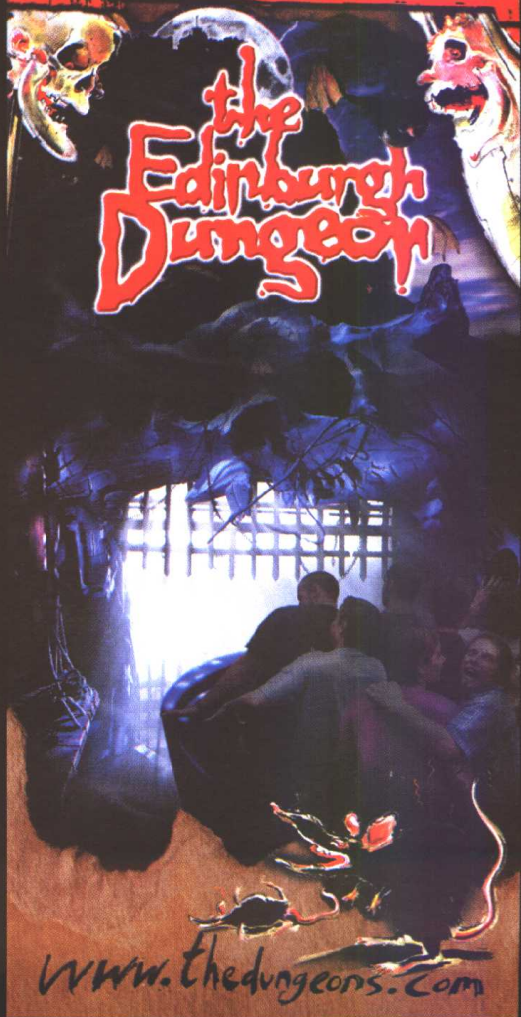


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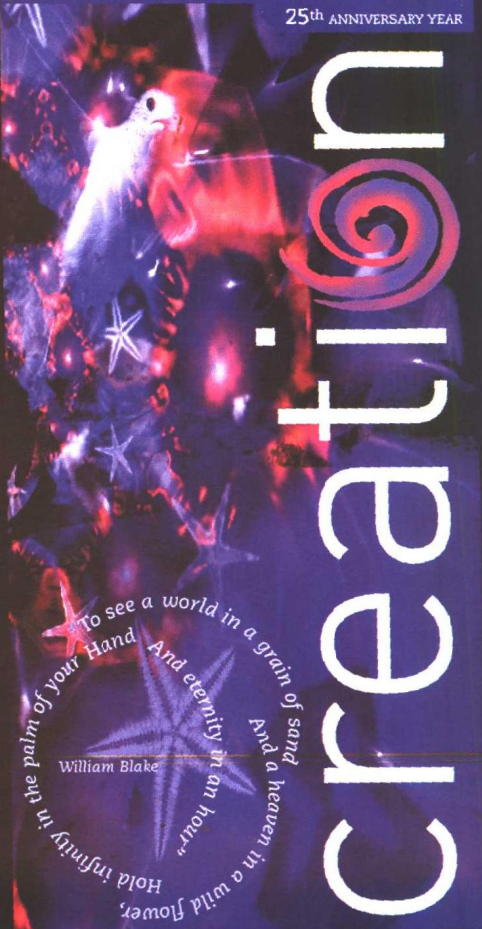
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And eternity in an hour—
William Blake
And a heaven in a wild flower,
And a grain of sand

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