



视觉语言丛书·美国户外广告

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出 版: 广西美术出版社

发 行: 广西美术出版社

社 址: 广西南宁市望园路 9 号(530022)

经 销: 全国新华书店

印 制: 深圳雅昌彩色印刷有限公司

开 本: 889 mm × 1194 mm 1/64

印 张: 1

版 次: 2002 年 1 月第 1 版

印 次: 2002 年 1 月第 1 次印刷

书 号: ISBN 7-80674-104-6/J·85

定 价: 10.00 元

美国，聚集了大批创作  
欲极强的外来者，显得  
生机勃勃，这是它的魅  
力。对于世界各地的创  
作人来说，美国是他们  
的实验室。且不管好  
坏，起码是什么都有。  
美国的街头就好像是巨  
型商品目录一样。





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**Working together to be the Best!**

Electricians  
Local # 134

and  
Metropolitan Pier and Exposition Authority  
Electricians and Operators of  
Metromark, Pier and Navy Pier



A cartoon character of an electrician wearing a yellow hard hat, a red shirt, and blue overalls, carrying a yellow toolbox.

INFINITY

OLD NAVY  
**Techno Chino**  
PANTS

OLD NAVY

4th & Market



The advertisement features a blue background with a pattern of colorful hexagons. The text 'Techno Chino' is in a stylized, outlined font. Below it, 'PANTS' is written in yellow. At the bottom, 'OLD NAVY' is in a white oval, and '4th & Market' is in white text on a red background.

Planned  
Professional



end less time  
in traffic.  
e time in Hawai'i.

*Aloha*  
Airlines from Oakland International

**Sterling**



**bank  
& trust**

We Create Solutions  
4 July '84

9:30



WALK

Lines are

INFINITY



THIRSTY?  
VISIT THE  
*Miller Time*  
WHERE IT'S  
ALWAYS



SOUTH BUILDING  
GRAND CONCOURSE  
LEVEL 2.5 RETAIL AREA

4th & Market

SONY  
ve got Rhythms DSL  
RHYTHMS  
High speed networking solutions keep your business in tune

Gates B45 to B61  
Red Carpet Club East ↑

Gate B44 ↗

itza wrap!  
itza bowl!!  
International Wines  
The Best  
of Beer



08 13 39  
Ariston



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Put The Power Of  
Rayovac To Work  
For You!

**RAYOVAC**

Visit Us At  
Booth 11801

Search Web, Click Folder, Hear Chirp of  
**ANGELS SING HALLELUJAH.**

Hardward Light.com South England

Boogie Board  
 Snowboard  
 Never Bored

**PONTIAC**

meet **ALTEX**

**YOUR CABLE BILL  
IS A CROC!**

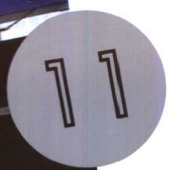
SWITCH TO DISH NETWORK!

**dish** NETWORK

**1-800-333-DISH**

← Gates B35, B37  
 Customer Service Center

↑ Baggage Claim  
 Terminal  
 Food, Shops, Restrooms





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When Jason Pacific  
starts business, he  
starts for all brands.

The answer is the power  
of *Jason Pacific*.

A road to a world with  
no borders, no boundaries, no flags,  
no countries. Where the heart  
is the only passport you need.

...the only passport you need

A new breed of  
**Road Warrior.**

...the only passport you need

Lines 9<sup>AM</sup> 9<sup>AM</sup> 9<sup>AM</sup> 15

INFINITY

Celebrate the  
**soul**

front of the line

...the only passport you need

...the only passport you need

UNCH • DINNER

BEE

Lines 9x 9x 15

INTELLECT

**Violence is learned.  
It can be unlearned.**

**AMERICAN HISTORY X**

Edward Norton

When a young man joins a white supremacist skinhead gang, he must learn to unlearn the hate he has learned.

Directed by **Anthony Quinn**

Rated R

100%

**THE EDGE OF TOMORROW**

Tom Cruise, Emily Blunt

Always. Always. And always. And always.

Directed by **James Cameron**

Rated PG-13

**PowerToGo**

What if the market takes off  
at the same time you do?

1-888-710-1177

Now Presenting

**HEARST CASTLE:  
BUILDING THE DREAM**  
on the Giant Screen

**NATIONAL  
GEOGRAPHIC  
THEATER**

HEARST CASTLE™

Red Carpet  
Food, Shops, P





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