



PINGMIAN SHEJI XILIE

百家大印象

平 / 面 / 设 / 计 / 系 / 列



Zhu Tianming Zhubian

欧美版式设计

OUMEI BANSHI SHEJI

朱天明 主编

百 家 出 版 社
BAIJIACHUBANSHE

3

平面设计系列
PINGMIAN SHEJI XILIE

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欧美版式设计

朱天明 主编

北方工业大学图书馆



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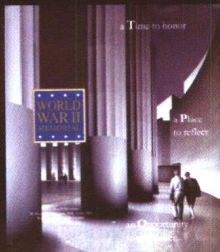
BAIJIACHUBANSHE

百家出版社

平面设计中的创意表现：从抽象思维到形象思维，对于设计者来说，无疑是一种飞跃。表达意念的视野、构图和色彩的处理，是再现艺术家灵魂的视觉语言。

而设计中的空间想象和超时代的灵感，也许可以从优秀的作品中获得。

▶▶ W. HY TMZDS 朱天明



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，他们的设计作品：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，如果能将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、旅游景点、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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Greenwich. Where time begins

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DLR Tower Gateway

DLR Shadwell

DLR Island Gardens

Greenwich

LONDON

See overleaf for more details on Docklands and Greenwich

1. Tower of London
2. White Tower
3. Tower Bridge
4. London Bridge
5. St Paul's Cathedral
6. Big Ben
7. Houses of Parliament
8. Westminster Abbey
9. St James's Palace
10. Buckingham Palace
11. Horse Guards
12. Admiralty Arch
13. Trafalgar Square
14. Nelson's Column
15. Piccadilly
16. Regent Street
17. Bond Street
18. Oxford Street
19. Tottenham Court Road
20. Euston Road
21. Finsbury Park
22. Regent's Park
23. Hyde Park
24. Kensington Palace
25. Kensington Gardens
26. St James's Park
27. Green Park
28. Victoria Park
29. Regent's Park
30. Hyde Park
31. Kensington Palace
32. Kensington Gardens
33. St James's Park
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93. Hyde Park
94. Kensington Palace
95. Kensington Gardens
96. St James's Park
97. Green Park
98. Victoria Park
99. Regent's Park
100. Hyde Park

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Simply Appetising

Whatever whets your appetite, it's all in this gastronomic guide to the finest cuisine in London compiled with the help of the experts at Time Out Magazine. Explore the capital's culinary delights, by Tube and bus, and indulge your taste buds in anything from the wares of Berwick Street Market to the delicacies of Fortnum & Mason or the exotic flavours of Oriental City. Whether you're an experienced chef or simply a lover of good food, there is something here for everyone.



Simply East London

With this in hand you'll see East London in a new light. Having reinvented itself, East London is now one of the most popular parts of the capital. This intriguing look eastwards features famous attractions such as the Gitty Sark and

Greenwich as well as the lesser known Royal Docks Water Ski Club and the Lotus Chinese Floating Restaurant. Then there's Brick Lane Market, where you can buy everything from mountain bikes to jellied eels.

Simply 2000

A lively guide to help you make the most of the year. Paying particular attention to the London String of Pearls Millennium Festival, it's packed with ideas for great days and nights out. There's the New Tate Gallery and the BFI London Imax Cinema. On a global note there's Feet First 2000, a festival of dance styles from around the world. So there'll be plenty to remember this historic year by.



Simply Fashion

Style gurus strut around the fashion capital by Tube and bus. This unique guide puts together a collection that ranges from the funky attire of Portobello market to the haute couture of Harvey Nichols and boutiques of Bond Street.



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 2 nights B & B £44.00 up • 3 nights B & B £59.00 up • 4 nights B & B £76.00 up

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 Strikingly individual • Stone and brick • Sea views • Varied menu • Dogs! (friendly)

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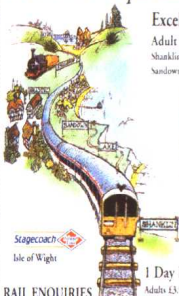
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Shanklin to West Cowes

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Shanklin to Ryde

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RAIL TRAVEL

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Our inter-island bus services will take you to all the major towns and resorts, beaches, historic bus villages, scenic attractions, points of interest and sightseeing tours. And, don't forget our great value Island Rover Tickets.

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12

*Fuller, Smith & Turner's
Griffin Brewery in
Chiswick is London's
oldest brewery.
It nestles comfortably
between the River
Thames, and the busiest
junction in Europe, the
Hogarth Roundabout,
named after the 18th
century artist whose
house stands nearby.
History has it that a
brewery has stood on this
same Chiswick site since
the time of Oliver
Cromwell, perhaps that is
why Hogarth built his
house so close!*



Fuller's
Brewery House

Fuller's Brewery, as it is affectionately known, has been controlled by the Fullers, Smiths & Turners for over 150 years, with direct descendants of the founding families still involved in the running of the Company today. Fuller's has won more CAMRA Beer of the Year awards than any other brewery and you are invited to visit this West London landmark where the award winning ales London Pride, ESB and Chiswick Bitter are brewed.

It is also a Brewery where the writer Alexander Pope had a summer house, the remains of which are still visible; a Brewery that Dick Turpin regularly passed on his dastardly route to wreak havoc on carriages heading West and a Brewery where the oldest wysteria in the country clings lovingly to the brickwork.

*"Fuller's was a Brewery that
Dick Turpin regularly passed
on his dastardly route to
wreak havoc on carriages
beading West"*





De-clutter mind as well as body with simple relaxation techniques such as deep breathing exercise and meditation. Yoga incorporates both and gently stretches and tones the body.

Aim to eat at least five portions of fruit and vegetables every day and top up your supply of the ACE vitamins with an antioxidant supplement containing natural Vitamin E.

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ROBIN HOOD

by Robin Kingsland

A New Family Production for the Summer



Deep in Sherwood Forest, a band of men are waiting to lay an ambush. Camouflaged in Lincoln green they hide, their hoods pulled over their heads. Is the Sheriff of Nottingham coming this way? If so, there's trouble in store! Brave Robin Hood, great Little John, rofud Friar Tuck and wily Much the Miller wait to rob the rich and give to the poor, right under the noses of the Norman Lords.

One of the oldest and most popular of English folk tales, here for your delight is a boisterous and thrilling version of Robin Hood and his Merry Men - plus the doughty Maid Marian - who wait for King Richard the Lionheart to return to England from the Crusades and rescue his country from the tyrannous hold of bad Prince John

So, blow the horns, sharpen the arrows and prepare for all manner of thrills and scary spills under the Greenwood trees this Summer! Come and be an outlaw too!

Directed by **VICKY IRELAND**
Designed by **JASON DENVIR**
Music by **ANDREW DODGE**

Dates 22nd June to 19th August 2000
Duration 110 minutes, including interval
Suitable for Children from 7 to 12 and their Families

How to book

by telephone Mon 9.30am to 4.30pm
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website www.polkatheatre.com

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£5.50 Merton State Schools
£3.50 Previews
£32.00 Family Ticket (Sat & Sun)

Reduced-Price Previews

Thu 22 June 2.00pm & 7.00pm
Fri 23 June 10.30am & 2.00pm
Sat 24 June 5.30pm

Public Performances

Sat 24 June 2.00pm
Sat 1st July 2.00pm & 5.30pm
Sat 8 July 2.00pm & 5.30pm
Sat 15 July 2.00pm & 5.30pm
Tue 18 July 2.30pm
Wed 19 July 11.00am & 2.30pm
Thu 20 July 2.30pm
Fri 21 July 11.00am & 2.30pm
Sat 22 July 2.00pm
Sun 23 July 2.00pm
Tue 25 July 2.30pm
Wed 26 July 11.00am & 2.30pm
Thu 27 July 2.30pm
Fri 28 July 11.00am & 2.30pm
Sat 29 July 2.00pm
Sun 30 July 2.00pm
Tue 1 Aug 2.30pm
Wed 2 Aug 11.00am & 2.30pm
Thu 3 Aug 2.30pm
Fri 4 Aug 11.00am & 2.30pm
Sat 5 Aug 2.00pm
Sun 6 Aug 2.00pm
Tue 8 Aug 2.30pm
Wed 9 Aug 11.00am & 2.30pm
Thu 10 Aug 2.30pm
Fri 11 Aug 11.00am & 2.30pm
Sat 12 Aug 2.00pm
Sun 13 Aug 2.00pm
Tue 15 Aug 2.30pm
Wed 16 Aug 11.00am & 2.30pm
Thu 17 Aug 2.30pm
Fri 18 Aug 11.00am & 2.30pm
Sat 19 Aug 10.30am & 2.00pm

School Performances

Tue 27 to Fri 30 June
Tue 4 to Fri 7 July
Tue 11 to Fri 14 July

After-Show Talk

Thu 20 July 2.30pm

Special Deals on Coach Parties

The following companies offer discounts to Polka customers. Please contact them direct for further details:

Byeways 020 8942 8223
Chalkwell 01795 423982
Nostalgia Bus 020 8640 6668
Redwing 020 7733 1124



Windsor arts centre
St Leonard's Road
Windsor SL4 3BL
Box office 01753 859 336

Tickets per show
£8-£5 (members £4)
Preview pass
£12 (members £8)
Windsor arts centre
membership costs
£11 (£6 advantage card holders)

Windsor arts centre is a
registered charity with support
from Kidwell's Park Trust and



Windsor arts centre
Box office (01753) 859 336



STEWART LEE
COMEDY
Thu 27 July 9pm
STEWART LEE & ANDY ZALTSMAN

Star of This Morning with Richard not
Judy, Festival of Fun and Live & Harp's
First of Fun, Lee's razor-sharp comedy is
imaginative, extraordinary and irresistible

*'Always headspinningly funny...
a fine stand-up in his own right'*
New Musical Express

The enthusiastic Zaltzman will toss you
over with his fresh and funny look at life,
eggs and assorted papers! This scowly
red-headed has already reached the
giddy heights of the So You Think
You're Funny? 1999 Final.

Fri 28 July 7.30pm
**SPYMONKEY PRESENT
'STIFF UNDERTAKING'
UNDERTAKING**

Forbes Murderson gathers around him
a trio of undertakers to erect a moving
tribute to his departed wife and they are
determined to make a night of it! As a
cut-throat, let the show go on far
beyond the limits of good taste that it
comes out the other side again! Bad
bad, Spymonkey perform this rich black
comedy which demands a dark sense
of humour and appreciation of the
absurd and ironic.



DAVE GORMAN
COMEDY
Sat 29 July 7.30pm
DAVE GORMAN

Dave, double BAFTA winning songwriter
for The Mrs Merton Show, returns
following his successful and rather silly
show, 'Better World'. His act not only
has material is cunningly clever and his
standup routines are sharp.

*'Spontaneous, original and brilliant
teledoy Maker'*

*'Dave Gorman will
be massive'*
The Independent



Sat 29 July 9pm
**PETER SEARLES PRESENTS HEY
GRINGO - A CHILE CHRISTMAS**

Hilariously funny travel tales from a great
stand-up storyteller whose escapades
take him through shanty towns and smog
laden cities to a world of volcanoes and
forests. Travelogues combined with
shaggy dog tales are the order of the day
from the charismatic Peter Searles in the
latest in his Hey Gringo series.

'Like Indiana Jones on speed'
The Stage

**BACK BY
DEMAND**





The Tour

VISIT FULLER'S
GRIFFIN BREWERY

VISITOR INFORMATION

DAYS AND TIMES OF TOURS

Tours are held on:

Monday, Wednesday, Thursday & Friday
and commence promptly at
11am, 12noon, 1pm & 2pm

ADMISSION

Please call +44 (0)181 996 2063 for prices.

Visitors must be 14 or over.

10% discount for groups of 15 or more.

Maximum Group size 45 people.

Tours must be booked in advance.

You are advised to arrive at least 10 minutes
before your tour is due to start.

Late arrivals will have to wait for the next
tour to start, availability permitting.



FULLER SMITH & TURNER PLC
Griffin Brewery • Chiswick
London W4 2QB