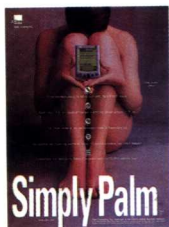


Xiaodian Zhaotie
现代设计小典丛书 Sheji

招贴广告设计小典



福建美术出版社



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招贴广告设计小典

精 值 编

福建美术出版社

序言

Zhao He guang gao SHE JI xiao dian



编者 2001年6月

划,小到日常生活用品,无不贯穿着设计的理念,不论是广告、包装、VI,还是标志、书籍、文字的设计,无不需要独特的创意、奇巧的构思和现代技术的融合。在信息时代,设计这种高度知识密集型的创造活动,在开发产品、消费诱导、提高商品的竞争力,以及创造新的生活时尚、促进企业的发展方面起着越来越重要的推动作用。

本书精选当今中外设计领域的成功之作,力求通过这些优秀设计作品,传播现代设计的新观念、新思维 and 技巧,以飨读者。





装帧设计：精
信
责任编辑：士
心

现代设计小典丛书

6

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JENNIFER KAUFMA

The advertisement features a large, close-up portrait of a man's face. The skin of his face is replaced by a detailed map of the United States, showing state boundaries, major cities, and a network of roads. His eyes are looking directly at the viewer. To the left of the face, a small, dark-colored Ericsson '96 mobile phone is shown. The phone has a small screen displaying '96 ERICSSON' and a numeric keypad. Below the phone, the text 'Actual Size' is printed. The overall composition suggests global connectivity and the phone's portability.

You are everywhere.

Now there's a phone that works everywhere too. The Ericsson '96 is the smallest "Go-Everywhere"™ anytime phone around. Which means you get unsurpassed coverage in all 50 states and a phone that fits in your shirt pocket. And as small as the '96 is, it has the ability to store up to 200 numbers, plus voicemail, paging and the ability to clone when you get a call. So you can be reached discreetly and still make yourself heard.

Ericsson

For more information, visit www.ericsson.com/us/phones

Nokia 5000 Series wireless phones feature Xpress-on! faceplates. These stylish covers snap on and off for a quick change of color to help you adapt to any environment!



NOKIA
CONNECTING PEOPLE







GUERLAIN
PARIS

SAATCHI & SAATCHI • BERGENDORFF & GOODMAN

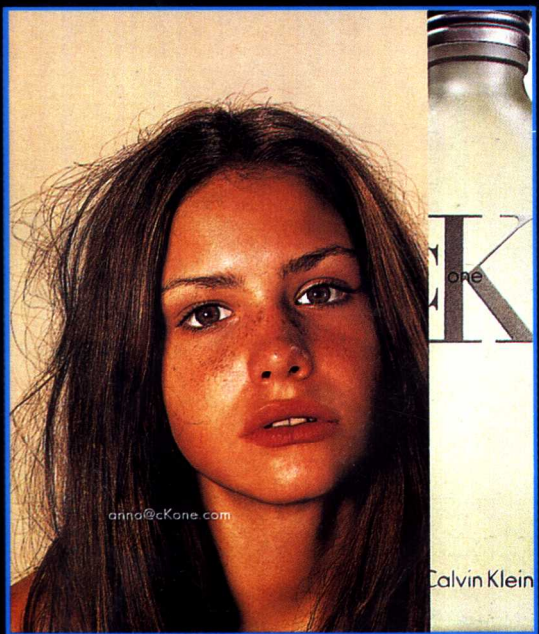
(a fashion moment)

Yes, covering the shows live from a speeding satellite was precarious.
But Arnie knew she could get better odds with a little distance.

BERGENDORFF GOODMAN
THE NUMBER 1 STORE SINCE 1907

Introducing
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GIVE HER A VIRTUAL KISS

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...phao tu quang gao shi ji xiao dian...