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Title

Date/Time/Number of pages

To

Department

From

视觉语言丛书·书装设计·5

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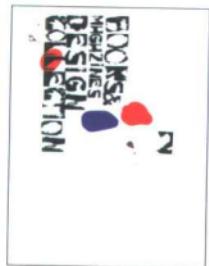
The viewpoint where people'eyes are aimed is the mirror of their emotions. It is consecutive, changeable and unfixed. Such as a multifarious viewpoints should be caused for an object by different time and place. The viewpoint is neither definite nor disciplinary.

——Zhu E

视觉语言丛书 朱 钺 主编、设计

视点是情绪的反映，因时空而异，没有固定的轨迹可寻，即使是对同一个对象，在不同的时间、不同的地点也会产生不同的视点，视点没有规律性，但有连续性。

——朱 钺



书装设计与海报不同。  
书是三维的，如同建筑物有六个面，在设计过程中，  
每个面都要求设计师去考虑到，  
缺一不可。  
书装设计首先要有感染力，  
有能打动人的魅力。  
这种魅力来自用纸的手感，  
书体的轻重，  
尺寸的大小，  
文字的形态，  
色彩，  
以及  
贯穿全书的天头，  
地脚，  
切口的余白的宽窄。  
书装设计不能强加于人，  
是否能真正引起读者的阅读兴趣，  
是它全部存在的价值所在。

朱锷

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在设计师的头脑中总是会重复着这些问题：到底什么是杂志？到底什么是书？它们看起来应该如何？在形式上还有没有另外的可能？如何用摄影的手段和其他方法一针见血地诉说出整本书或杂志要传达的概念？在今天这样一个随意可以获得大量信息的电子时代，能从货架上脱颖而出的也只有那些蕴涵着更深概念的封面了。

书籍或杂志的封面设计其实也可以说是一种说服读者购买的广告行为。在没有任何偏好的读者面前，如何使得他们能够“一见钟情”，并决定“与之相伴”，正是每一位设计师冥思苦想的问题。这 8 本书中所向大家介绍的封面设计师的作品，从某种角度讲，他们都是在展现对传统接受能力的挑战，并将自己的独特观念通过封面的视觉感受来传达给众人。

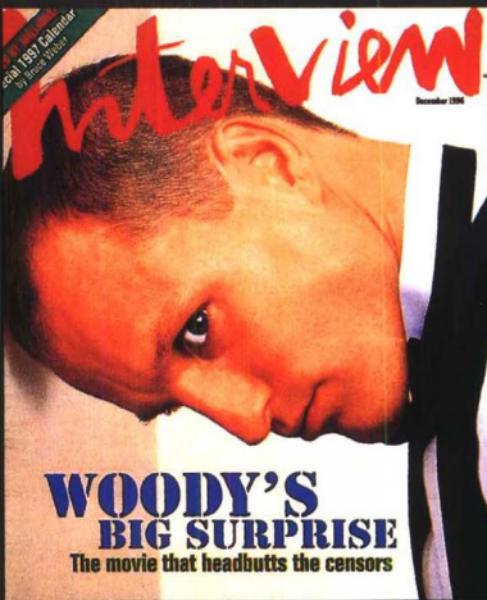
目前有很多关于未来的推测：下一个时代里由于网络的影响，杂志和书籍将逐渐被废弃？！而我却坚信，即便未来人手一台电脑，很多事情都可以借助互联网的力量来解决，书籍和杂志仍然不会失去它的魅力。到那时侯，印刷会变得更为精美，摄影会变得更富表现力，设计也将会更有创造性和说服力！

# 1-800-TRY-CASH

Country's coolest highwayman, Johnny Cash, once again rides rock's rails on his transcendent new album, *Uncutted*. Here he talks with his daughter Rosanne Cash, who is herself no stranger to walking the line.

Interview by Rosanne Cash. Photography by David Barnes







A photograph of Clint Eastwood, shirtless, leaning against a wall in a doorway. He is holding a bottle of beer in his right hand. The image is framed by large, bold, blue text: "JAZZ OF CLINT EASTWOOD" at the top and "AMERICAN" on the left side.



# THE ALL-AMERICAN

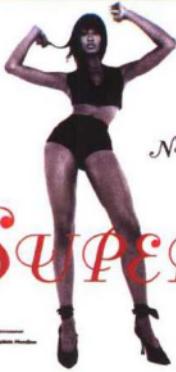
Talk about  
staying power!

**think about  
staying power!**

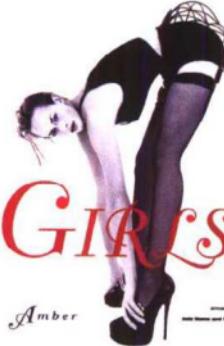
when 1000 apparently strong per cent interbreed. *Brachyrhynchus* finds this stage in the night that has a special biological performance time parameter. There may be something else about the timing of the night.

The communists became a significant force with the return of communism after 1945. The first thing on the party's agenda was to re-establish communist control of the state. This was done with the dissolution of the KPD.





Naomi



Amber

# SUPER GIRLS



JOHN ISAACS was once a biology student. He turned to art in order to

express his fear of the chaos he saw science causing in the modern world. And, in an age when scientists grow human ears on the backs of mice, and cows have been forced to become cannibals, he is asking if the words "nature" and "progress" now mean anything ▶



## weird science



TOM PATTERSON/NYT

# ARMY OF HER



Two years ago Björk drove herself into the nation's hearts with "Debut."

Now she's back with a new LP that's even **stranger** and more >>

# THE FACE

WEEKLY MARCH 1999 17 OCTOBER 1998 £1.50

John travolta  
underworld  
irvine welsh  
Juliette lewis

+ TOP GEAR!  
SPRING FASHION  
PREVIEW

pharcyde  
goldie  
bruce lee  
the x-men  
johnny depp  
r kelly

# ALRIGHT

Why nine  
out of ten  
cats prefer  
Supergrass



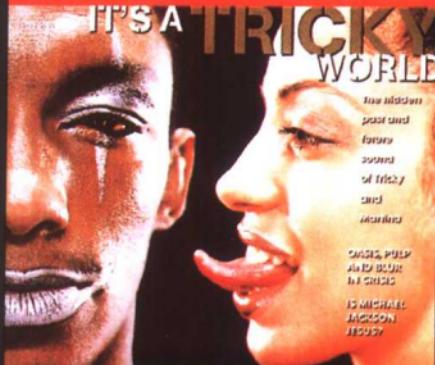
Dying for it: the state of Britain's e culture

# THE FACE

## IT'S A TRICKY WORLD

live Nation  
past and  
future  
sound  
of Tricky  
and  
Kanye

OMAR, PULP  
AND DURAN  
DE CHIC  
IS MICHAEL  
JACKSON  
ROUSTY?



# SEX IN THE 90s

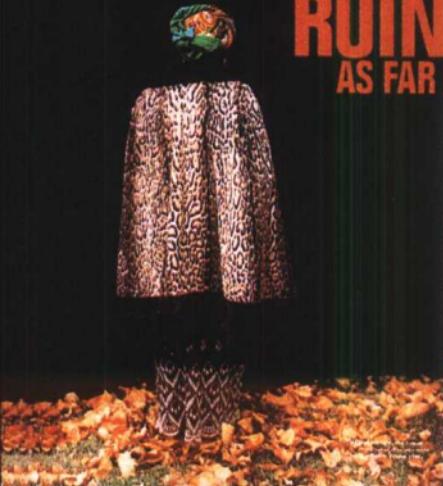
THE FACE FILES

Kevin Spacey  
Pet Shop Boys  
Sasha





**"I'VE ALWAYS BEEN KIND OF AN ESCAPE ARTIST. I THOUGHT THE DAY-TO-DAY REALITY OF THINGS WAS UNBEARABLY FLAT."**



"HAPPY PEOPLE HAVE  
**RUINED MUSIC**  
AS FAR AS I'M CONCERNED."

parties. I believe that the best way to do this is to have a few people who are well-organized, energetic, and experienced in the field of politics. These people should be able to work together to develop a plan of action and then implement it. They should also be able to communicate effectively with the public and other political parties. In addition, they should be able to handle any challenges or opposition that may arise during the campaign.

a) Do you think the message of zip is getting through?  
 b) Yes but I don't know who that message is addressed to.  
 c) One argument is that the message is destructive.  
 d) No, I think it's a positive message because it can help people to change their health behaviour.

or 100% do you think Black leadership has discredited, if indeed it has?

But why do you not use a new generation of hospital buildings?

for the Indians. They would have to take the full  
Latin Rite and therefore Latin Mass. There was  
the action of the Bishop of Boston in the thing  
they would have when the Indians came along. As  
was they would have the Melkite Rite, and  
then would give their response to them.

Intervi

A black and white photograph of a woman with dark skin, smiling broadly. She is wearing a light-colored headwrap and a dark, patterned garment. The photo is framed by a white border.

**10. Do you think *conservation* would be better if the kind of practical results desired in the**

- Who was still important?  
Older and younger people were most often cited.  
Younger people would be more important than older people.
- Why wait? Do you think your job is done?  
Older people were more willing to continue their work  
than the younger people.

and so it is time to start thinking about how to do that very "Be-It-Yourself" kind of book. So I am going to speak of both *How to Write* and *The Middle-Grade Book* and *How to Write* and the *Middle-Grade Book* in terms of both fiction and non-fiction.

- In New Mexico, there's a leader young Americans know about—
- But he's not close enough to young Americans
- Do you see any elements of the party still with President still as much as the Shrub?

by Elissa Freedl Photographs by Thierry Le

- You're interested quite a bit and have lived in Africa, Europe, and the Caribbean. What do you best about American fitness diets?
- This is a state. Well, at least it's a state now and it's known as the state of all things. It's the home of the South of France, the south and the southwest, and every part of it has its own little gastronomic history.
- We have a huge gastronomic history for the most part, especially in the south.
- You have done very interesting work with

**QUESTION 10: WHO IS THE AUTHOR?**  
Well, here, there is a trial called with a witness.  
**ANSWER:** Who is the witness?  
It is the same man that is a witness before us before.  
So, probably, someone else has committed the  
murder.

Q10. Do you think the state of race relations in the U.S. is hopeful?

people. I like the skin you wash and the green apples you eat. I like eating the black people you paint on your walls. I think most of them are pretty too.

*...and those having poor working environments. I think the next will similarly, like an expert in his field, have the confidence, motivation and*

“Sir, you think glass is the strongest glass.”  
“Yes, you think glass is the strongest glass.”

With *F* so lucky that it has a place near him, it is no surprise that *M* must become the master of *F* under the eye of the world. His disappearance from the boardroom, however, is another major setback for *M*, as he must now

With the team leader, could I trust them? "There's no place where you should be black and you're to be white." But of course he was influenced by the KKK, and he was probably also, like Edwards himself, a racist.

**How to be responsible**

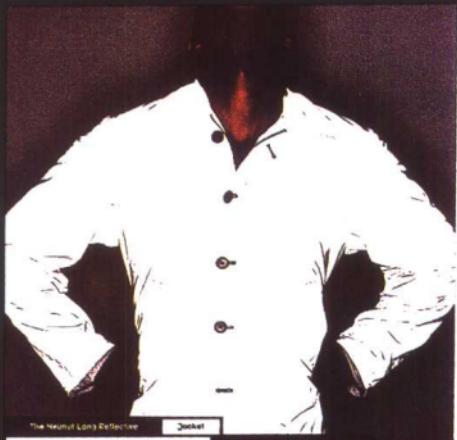
and the author of *The Life and Death of a Great Man*, and *What Every Woman Knows*. Her books have been translated into many languages.

• How can we make sure you don't do away with the old ones?

**Do you agree with Shylock?**  
Yes. You have the right to refuse an amount of the debt. You can make the debt nothing, as agreed when you took it out. This makes sense. Because you've got to

[See also](#)

Interview by Alison Powell | Photographs by Thierry Le Gouic



The Helmut Lang Reflective

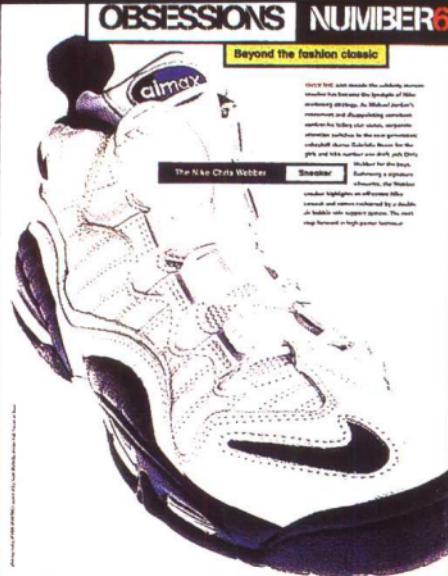
Jacket

## OBSESSIONS NUMBER5

Beyond the fashion classic.

**SUCH SMOOTHNESS** has only been achieved by a combination of leather technology and great craftsmanship. The jacket's smooth leather is a trademark of Helmut Lang's signature style. It's also the result of a unique production process developed by a team of experts in New York. The jacket is made from a single piece of leather, which is then cut and sewn together. This results in a jacket that is both comfortable and elegant. It's also very durable, as it can withstand the wear and tear of everyday life.

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The Nike Air Max Webber

Beyond the fashion classic

Since the late 1980s, Nike has become the leading brand in athletic apparel and accessories. The Michael Jordan's sneakers and basketball uniforms have become iconic symbols of success, elegance, and style. Now, Nike has expanded its product line to include casual apparel, such as hoodies, shirts, and pants. The Nike Air Max Webber is one such product. It features a signature color scheme of white and dark blue, with a thick, cushioned sole designed for comfort and support. The shoe is also designed for high impact activities.

## OBSESSIONS NUMBER7

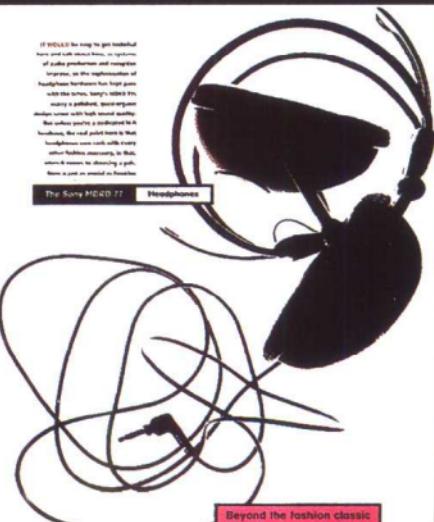
Beyond the fashion classic



**AN EYESHADOW** that has a striking effect on the world of makeup. The eye shadow creates a unique look that is both bold and delicate. It's perfect for creating a smoky eye or a soft, romantic look. It's also great for creating a dramatic look, without looking too heavy. And since it's fast, it's perfect for those who don't have time to spend on makeup. It's also great for creating a look that's both subtle and dramatic at the same time.

The Circus Eye Shadow

Gloss



The Sony MDR-11

Headphones

Beyond the fashion classic

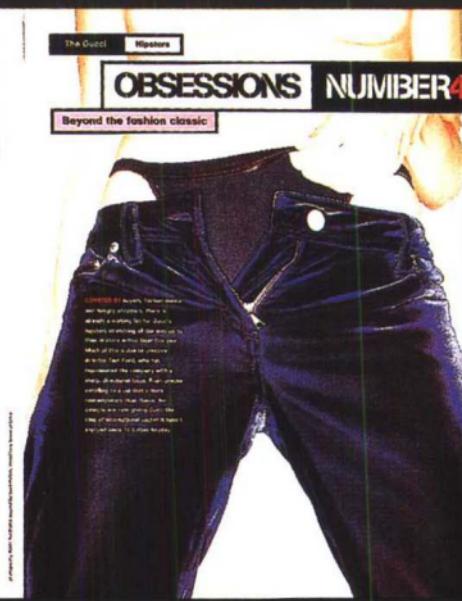
## OBSESSIONS NUMBER8



**OBSSESSIONS** **NUMBER3**

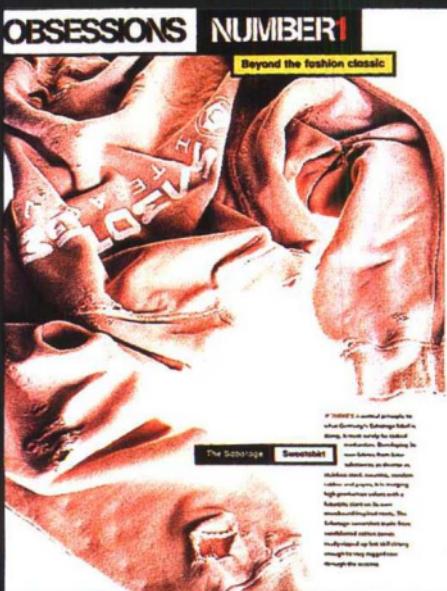
Beyond the fashion classic

The Price



**OBSSESSIONS** **NUMBER 4**

Beyond the fashion classic



**OBSSESSIONS** NUMBER 1

Beyond the fashion classic

100

**IF THAT'S** a central principle to what Germany's Erfolgsstrategie is about, it must surely be reflected in education. Encouraging more federal, more state, more local initiatives as a driver of educational reform; investing, monitoring and guiding. It is merging high-governance values with a subsidiarity intent to increase accountability without losing the autonomy of schools. The Erfolgsstrategie recognises that there are different cultures between municipalities up and still clinging to very different ways through the years.



OBSSESSIONS | NUMBER 2

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