

**BOOKS
& MAGAZINES
DESIGN
COLLECTION**

IN

Title

Draft no./number of pages

Applicant

To

Department

From

视觉语言丛书·书装设计·5

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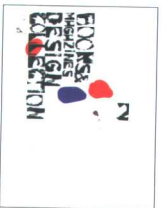
The viewpoint where people's eyes are aimed is the mirror of their emotions. It is consecutive, changeable and unfixed. Such as a multifarious viewpoints should be caused for an object by different time and place. The viewpoint is neither definite nor disciplinary.

—— Zhu E

视觉语言丛书 朱 锴 主编、设计

视点情绪的反映，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 锴



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

贯串全书的天头、
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。

朱锸

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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。

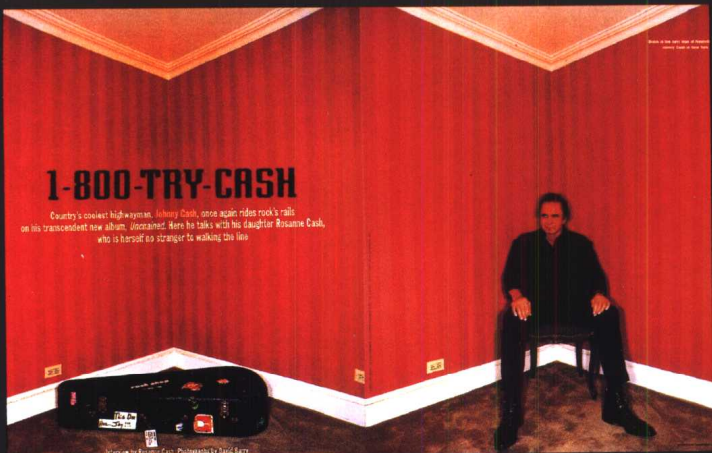
目前有很多关于未来的推测：下一个时代里由于网络的影响，杂志和书籍将逐渐被废弃？！而我却坚信，即便未来人手一台电脑，很多事情都可以借助互联网的力量来解决，书籍和杂志仍然不会失去它的魅力。到那时候，印刷会变得更加精美，摄影会变得更富表现力，设计也将会更有创造性和说服力！

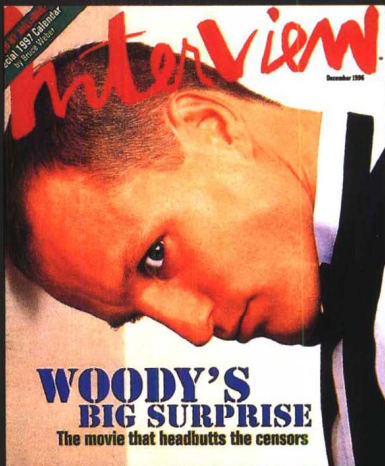
1-800-TRY-CASH

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

Interview by Rosanne Cash. Photographs by David Laury

Photo © The New York Times. Photo © The New York Times





THE TEXAN WHO BECAME DEBBIE REYNOLDS





Once the icon anyone could take home to mother, she now appears in *Mother*

By Mark Kishor. *MOTHER* is a sentimental comedy starring Debbie Reynolds. It's the sort of movie that makes you want to hug the screen. Reynolds is wonderful. She's got a beautiful smile and a beautiful voice. She's got a beautiful body. She's got a beautiful heart. She's got a beautiful soul. She's got a beautiful life. She's got a beautiful death. She's got a beautiful everything. She's got a beautiful everything.

THE ALL-AMERICAN JAZZ OF CLINT EASTWOOD





Talk about staying power!

It is one of the oldest props in the movie, but it goes to show that the guitar is a timeless symbol of American music. Clint Eastwood is a master of the guitar. He's got a beautiful smile and a beautiful voice. He's got a beautiful body. He's got a beautiful heart. He's got a beautiful soul. He's got a beautiful life. He's got a beautiful death. He's got a beautiful everything. He's got a beautiful everything.

THE AMERICAN SOUL OF NINA SIMONE





You Al Capone, I'm Nina Simone!

Nina Simone is a soul singer. She's got a beautiful smile and a beautiful voice. She's got a beautiful body. She's got a beautiful heart. She's got a beautiful soul. She's got a beautiful life. She's got a beautiful death. She's got a beautiful everything. She's got a beautiful everything.

WANTED

ALIVE!

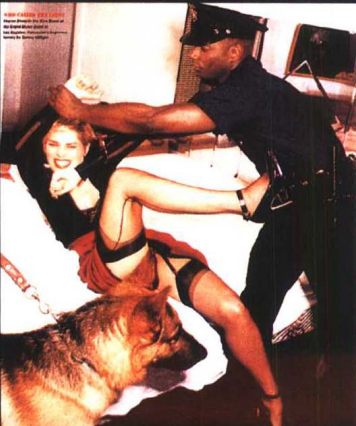
COVER GIRL SHARON STONE, FOR TRUSTING HER INSTINCTS

you want it like this? What is it that you want out of the whole experience? It's a little bit of the thrill, it's a little bit of the danger, it's a little bit of the excitement, it's a little bit of the... (The rest of the text is cut off or illegible)

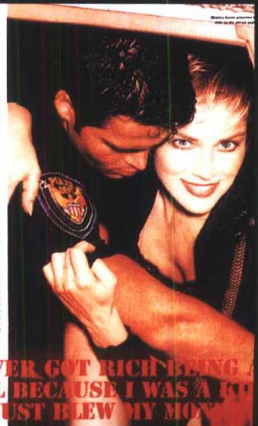
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"I NEVER GOT RICH BEING A MODEL BECAUSE I WAS A PU WHO JUST BLEW MY MON"

Naomi

SUPER

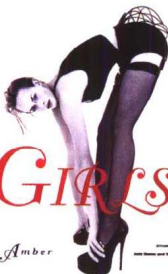
JOHN ISAACS



GIRLS

Amber

JOHN ISAACS



the unlikely lads



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



JOHN ISAACS' ART
IS A COMMENT ON
THE CHAOS OF
SCIENCE IN THE
MODERN WORLD.
HE ASKS IF THE
WORDS "NATURE"
AND "PROGRESS"
NOW MEAN ANYTHING.

JOHN ISAACS

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

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ISSN 0264-6191

John Travolta
Underworld
Irvine Welsh
Juliette Lewis

pharcyde
goldie
Bruce Lee
the X-Men
Johnny Depp
r.kelly

TOP GEAR!
SPRING FASHION
PREVIEW

ALRIGHT

Why nine
out of ten
cats prefer
Supergrass



0264-6191
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Dying for it: the state of Britain's **e** culture

THE FACE

IT'S A TRICKY WORLD

The hidden
past and
future
sound
of tricky
and
sacred

CARS, PUP
AND BORN
IN CHINA

IS MICHAEL
JACKSON
HUGO?

SEX IN THE
90s
THE FACE FILE

Kevin Spacey
Pet Shop Boys
Sasha



WEEK FASHION appeared as knee-length denim, rather than the jeans, the pants, and even like a single-layered, slightly loose and given that a more "long wearing" denim number takes it to the full emergency is generally decreasing to be more work, from thick synthetics and per- through legs to the understated elegance of its look. Prada has married simplicity and sophistication to define what it deems fabric should be in the Nineties.

Beyond the fashion classic

The Prada Belt

OBSSESSIONS NUMBER 3

The Guiti Obsessions

OBSSESSIONS NUMBER 4

Beyond the fashion classic

LOVED BY many, Gucci's denim jeans are a perfect example of the brand's ability to bring all the way up to the latest in fashion. The jeans are made of a soft, stretchy material, which is not only comfortable to wear, but also makes them a perfect choice for the fashion-forward. The jeans are made of a soft, stretchy material, which is not only comfortable to wear, but also makes them a perfect choice for the fashion-forward. The jeans are made of a soft, stretchy material, which is not only comfortable to wear, but also makes them a perfect choice for the fashion-forward.

OBSSESSIONS NUMBER 4

OBSSESSIONS NUMBER 1

Beyond the fashion classic

IF THERE'S a central principle to what Gucci's fashion label is doing, it's not really for casual modernism. Perhaps the most famous from these collections are the shoes, which are made of a soft, stretchy material, which is not only comfortable to wear, but also makes them a perfect choice for the fashion-forward. The shoes are made of a soft, stretchy material, which is not only comfortable to wear, but also makes them a perfect choice for the fashion-forward.

The Sporange Swatch

OBSSESSIONS NUMBER 1

OBSSESSIONS NUMBER 2

Beyond the fashion classic

THE JACQUELINE KOBIN Ring

OBSSESSIONS NUMBER 2