

设计

感觉

有限预算条件下的
平面设计



A.R 米勒 J.M. 布朗 编著
宋君龙 译

 中国轻工业出版社

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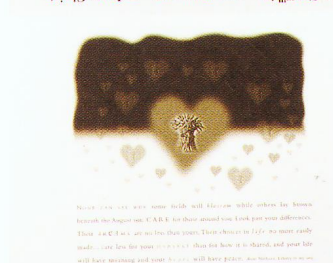
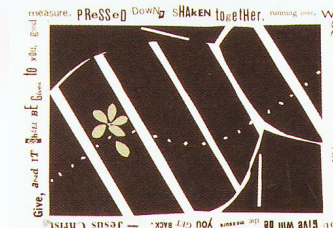
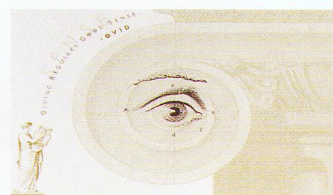
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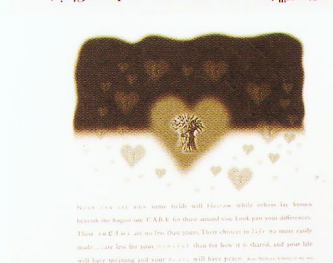
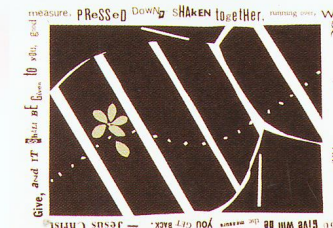
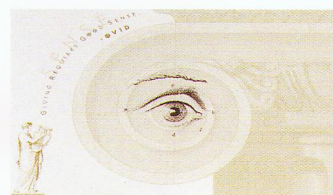
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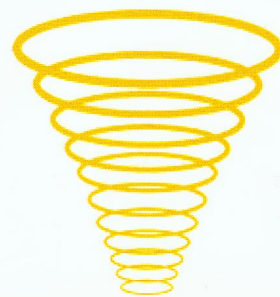
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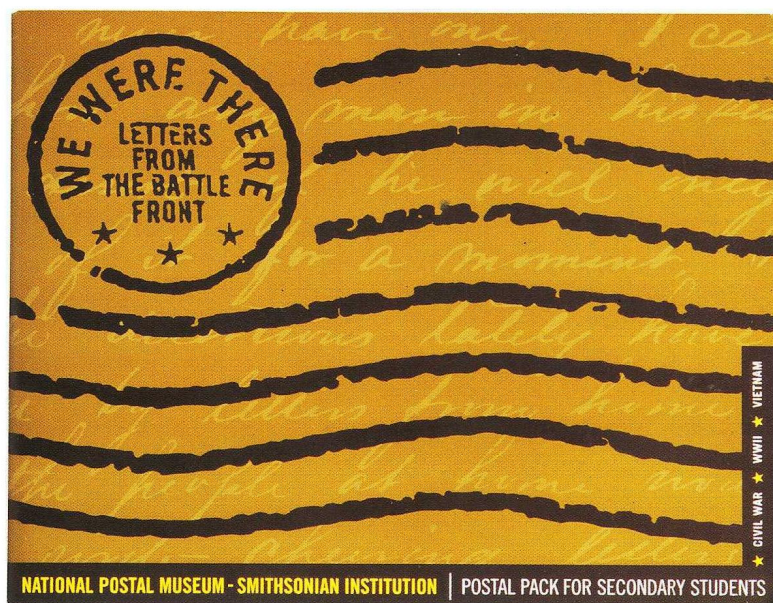




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前言

在每一项设计工作中,有三个要素必须要协调好,即时间、质量与金钱。如果只强调其中一个要素,则势必影响另外两个要素。如果加快工作进度,则你的成本会升高,质量会下降。如果占用了特别多的时间,虽然质量会提高,但它的成本也同时上升。如果你能够在保证质量和时间不受影响的情况下就能降低预算,那你必将受到客户的青睐。

每一个专业的平面设计者都曾面对这样一些热情的客户,他们的希望和梦想非项目预算所能达到。不仅如此,每一位客户还应该清楚,“低预算”并不意味着一份广告小册子,一张招贴画,因为项目的经济性必须是设计者愿意接受的,而且甚至要达到能够激励他们去做的目的。在设计和生产阶段,只有将设计者的直觉、机敏和创造力与客户的坦诚和客观公正相结合,才能在不牺牲宝贵的时间、质量和金钱的情况下获得令人惊奇的效果。

《成功的平面设计：为客户创造性地降低成本》(Rockport 出版社，1995 年)一书的成功清楚地表明：只要应用新的观念、生产技术和新的发布方案，就可以设计出一幅既经济又有效的宣传画或销售广告。然而，设计界正发生着翻天覆地的变革，三年前，引入了成本 - 效率法则，产生了许许多多媒体项目，用软盘或光盘的形式加以传播。现在，万维网的出现更创造了一种奇迹，传递真彩色(甚至带有动画)的信息到世界的任何一个角落，所花的成本竟然比在一份小城镇的报纸上刊登传统的黑白广告的价格还要低。

而且，近年来设计有一种回归趋势：重新去发现流行于 20 世纪 80 年代和 90 年代初的朴素风格，并使它们更富有生机。这条道路的选择部分是由于计算机、网络、彩色喷墨打印机、数字打印、DVD 和其他的各种电子通讯产品的突然融入而引发的。由于电脑也能做出光滑的、专业的和不怎么乏味的设计，设计者要寻找真正的美学就必须到手工染色的相片、手工调色和整理的小册子或者手工装订的广告册中寻找了。而且，他们要想让作品出类拔萃，还必须愿意花费数小时来提高他们的手工技巧。

当你浏览此书时，你将很快发现“金钱不能代表一切”这句格言的真谛。而且你还将清楚，能够获得在有限预算条件下的成功设计方案很多，是没有种类和条件限制的。



布告与请帖

特殊活动的请帖和布告是吸引观众的有力工具。然而,即使是低于500份的小型印刷材料和一便给人以深刻印象的小型宣传品也常常使产品的成本上升。除了控制设计费外,许多设计者还到一些供应特殊纸品的商店搜寻常规的卡片和信封。他们与速印店签订合同把作品

以PMS色印刷,或者与服务局签订合同把作品用数字印刷机印成四色。一些设计者甚至还配备了专用的图像处理装置,在屋里就可在黑白或彩色照相复制机和激光打印机上复制作品。

现在设计成标准尺寸102mm×152mm的真彩色明信片有复苏之势。这是

由于明信片在特殊的印刷机上印刷,而且常常与其他项目的工作结合在一起而成本低廉。DIY(do it yourself)也有复苏之势,它可以使图像制作室和客户都参与到整理和装订的整个工作中。

3rd Annual Job Fair

AIGANY
145 West 45 Street
New York, New York 10018

Date

Thursday, May 1, 1997

Time

10am to 4pm

Location

Granny Sachs Educational
Fashion Institute of Technology
230 West 45th Street

Admission

AIGANY members and
FIT Students with valid ID Free
All others \$5

For more information

AIGANY Chapter
Tel: 866-456-4566
New York, New York 10018-3428
Tel: 212-245-7500 weekdays
Tel: 212-245-8211 fax
Tel: 212-245-7543 hotline

About the Job Fair

Here is your best opportunity to
impress people who are in the
market for creative talent. Over 30
New York design firms, in-house
corporate design studios and
related companies will be available
to discuss job opportunities.

We strongly recommend you
bring no more than 5 of your best
pieces to show. To leave a lasting
impression, make photocopies of
your work and staple them to your
resume. You should have at least
25 photocopies sent to leave
behind. It will be impossible for
potential employers to review or
decide long comprehensive
portfolios.

A list of participating firms will be
provided when you register.

Who should attend?

All Directors, Senior Designers,
Junior Designers, Entry level
Designers, Multimedia Designers,
Web Designers, Multimedia and
Web Production Specialists,
Computer Tech Experts, Interns,
Freelancers, Studio Managers,
Post Production Specialists and
Traffic Coordinators.

Employers will be looking for full-
time and part-time staff positions
as well as freelancers.

No advance approval. Come early
and stay late. Trying to see just one
firm or to see as many as you can.

No photographer or business card
will be admitted.

No photographer or business card
will be admitted.

AIGANY Mission

The mission of the New York
Chapter of the American Institute of
Graphic Arts (AIGANY) is to
identify and define career paths to
the membership and the graphic
design profession, to explore and
clarify these issues for the purpose
of helping to remove the obstacles
of graphic design business
practice and the art of graphic
design to create a forum for the
exchange of information, ideas,
styles and techniques among
those engaged in the profession.

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The AIGANY Chapter
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significant contributions
and continuing support of
our educational programs.

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HEL WANT

AMERICAN INSTITUTE OF GRAPHIC ARTS • NEW YORK CHAPTER • 3RD ANNUAL JOB FAIR • MAY 1 1997 • 10AM TO 4PM

P
ED

117 BINSKY ROOM • 27TH STREET AND EIGHTH AVENUE • NYC

Frank Owens and Margaret Burke are pleased to announce that their daughter Audrey has been joined by a new baby brother

Francis Sylvester Owens IV
Two Twenty One pm
Seven Pounds Four Ounces
February Twenty Fifth
Nineteen Hundred Ninety Six
Mount Sinai New York City

寻求帮助

设计公司: J. Graham Hanson 设计公司
公司地址: 纽约州, 纽约市
客户: 美国快递公司
客户地址: 纽约州, 纽约市
设计者: J. Graham Hanson
发行量: 3500 份, 区域发行

尽管设计者在该项目的设计过程中降低了设计费用, 但真正降低成本的地方却在生产上。这块标志牌的创造性在于它的孔容易钻, 圆角容易磨光, 这就省了制造特殊的模具来复制生产相同产品的成本。

OWENS 与 BURKE 的生日布告

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公司地址: 纽约州, 纽约市
客户: Frank Owens 和 Margaret Burke
客户地址: 纽约州, 纽约市
设计者: J. Graham Hanson
发行量: 100 份, 区域发行

在这个项目中, 节省设计费用仅仅是一系列节约措施的开始。设计者在生产阶段继续降低成本。他们选用常规的纸板和采用文本设计的概念, 完全由文字构成图形, 不依赖于其他的任何图像元素就有很强的视觉效果。

春天小夜曲

设计公司:亚特兰大设计公司

客户地址:康涅狄格州,西哈特福德

客户: Wadsworth Atheneum

客户地址:康涅狄格州,哈特福德

设计者: Stacy W. Murray

发行量:1000 份,区域发行

在这个项目中,客户的预算只够两色印刷。设计者把原有的彩色照片进行半色调处理,并且选择一种有金属光泽的金色油墨作第二种颜色,来突出高雅的主题。这份请帖还附有回执卡,要求听众自己邮寄,因此进一步降低了公司邮寄的成本。

The Wadsworth Atheneum presents

Eugenia Zuckerman and Dennis Helmrich

in *Spring Serenade*

Saturday, March 23, 1996
at 8 p.m. in the Aetna Theater
at the
Wadsworth Atheneum

A Special Evening

Arnold C. Greenberg, Chair of the Aetna Theater Advisory Committee,
and the Board of Trustees of the Wadsworth Atheneum

invite you to join The Friends and Enemies of the Aetna Theater
by attending a special evening with Eugenia Zuckerman.

8 p.m. *Spring Serenade Concert*
followed by
a *Dessert Reception*

Your membership in the museum's newest society, *The Friends and Enemies of the Aetna Theater*, entitles you to admission to the *Spring Serenade Concert*, a post-show reception with Eugenia Zuckerman and Dennis Helmrich, and one free pass to the entire 1996 Summer Film Series at the Wadsworth Atheneum.

Become a member: Eugenia Zuckerman's *Spring Serenade Concert* is a members-only event. If you are not a museum member, our special offer allows you to become one now and attend the *Spring Serenade Concert* for only \$120—a \$15 savings. Offer includes: individual museum membership (a \$15 value), admission to the concert (\$100 value) and membership in *The Friends and Enemies of the Aetna Theater*.

Internationally renowned flutist Eugenia Zuckerman makes a rare Hartford appearance to launch *The Friends and Enemies of the Aetna Theater*. Accompanied by pianist Dennis Helmrich, Eugenia Zuckerman performs a program of classical music to celebrate the opening of classical music to the city in spring. Ms. Zuckerman who was raised in Hartford is a contemporary musician as well as a successful writer, recording artist, and television star. She has performed in North America, Europe, the Orient, and the Middle East. Ms. Zuckerman can be seen on television as an art commentator for CBS's *Sunday Morning*.

Pianist Dennis Helmrich, accompanying Eugenia Zuckerman, has given stages around the world, working with many great artists, including Kathleen Battle, Placido Domingo, Richard Strauss, and Robert Schumann. He is currently teaching at the Hartt School of Music.

The Museum Cafe will be open for a sumptuous à la carte meal before the concert. For dinner reservations, call 728-3989.



The Eugenia Zuckerman concert is a co-production of the Wadsworth Atheneum, Hartford, and the Hartford School of Music.

Spring Serenade

a special members-only event

R.S.V.P. by March 20, 1996

Name _____
Address _____
City _____
State _____
Zip Code _____
This Phone _____
Number of _____
• member tickets _____ at \$100 _____
• special offer new museum membership/conc. tickets _____ at \$120 _____
☐ Check Money Order
☐ MasterCard
☐ VISA
Card Number _____
Exp. Date _____

Signature _____
Your membership in *The Friends and Enemies of the Aetna Theater* will be mailed to you. It will arrive as your ticket to the *Spring Serenade Concert*.

Send this form, with payment to:
Aetna Theater
Wadsworth Atheneum
600 Main Street
Hartford, CT 06103



OUT - OF - THE - BOX 销售公司 1997 年年历

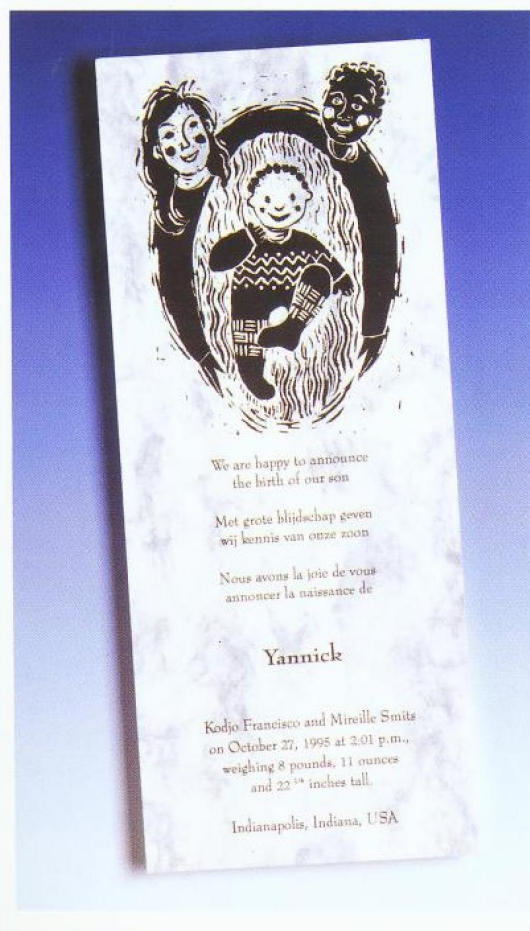
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 艺术指导: Allison Hafti
 设计者: Jim Lange
 插图者: Jim Lange
 发行量: 1000 份, 当地发行

为了更大地降低劳动成本, 客户公司从老板到员工都亲自投入到这把 18 张卡片组装成日历和假日布告的工作。

YANNICK

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 公司地址: 印第安纳州, 印第安纳波利斯
 客户: Kodjo Francisco 与 Mireille Smits
 客户地址: 印第安纳州, 印第安纳波利斯
 设计者: Mireille Smits
 插图者: Mireille Smits
 发行量: 200 份, 全球发行

这份单色的生日布告是用照相复制机印制在一种常备的特殊纸板上。在每一张 216mm × 279mm 的单张印刷纸上同时印刷两张卡片, 以便进一步节约生产费用。





圣诞卡

设计公司: *Sagmeister 设计公司*

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客户: *现代艺术博物馆*

客户地址: *纽约州, 纽约市*

艺术指导: *Stefan Sagmeister*

设计者: *Susanne Poelleritzer*

插图者: *Susanne Poelleritzer*

发行量: *1 万份, 全国发行*

其他的节日卡依赖于四色彩图, 镀金属箔和附加其他的一些复杂东西, 而这张圣诞卡只用了一种颜色和模压技术, 创造出了很不错的效果, 使它成为一份很好的礼物。

