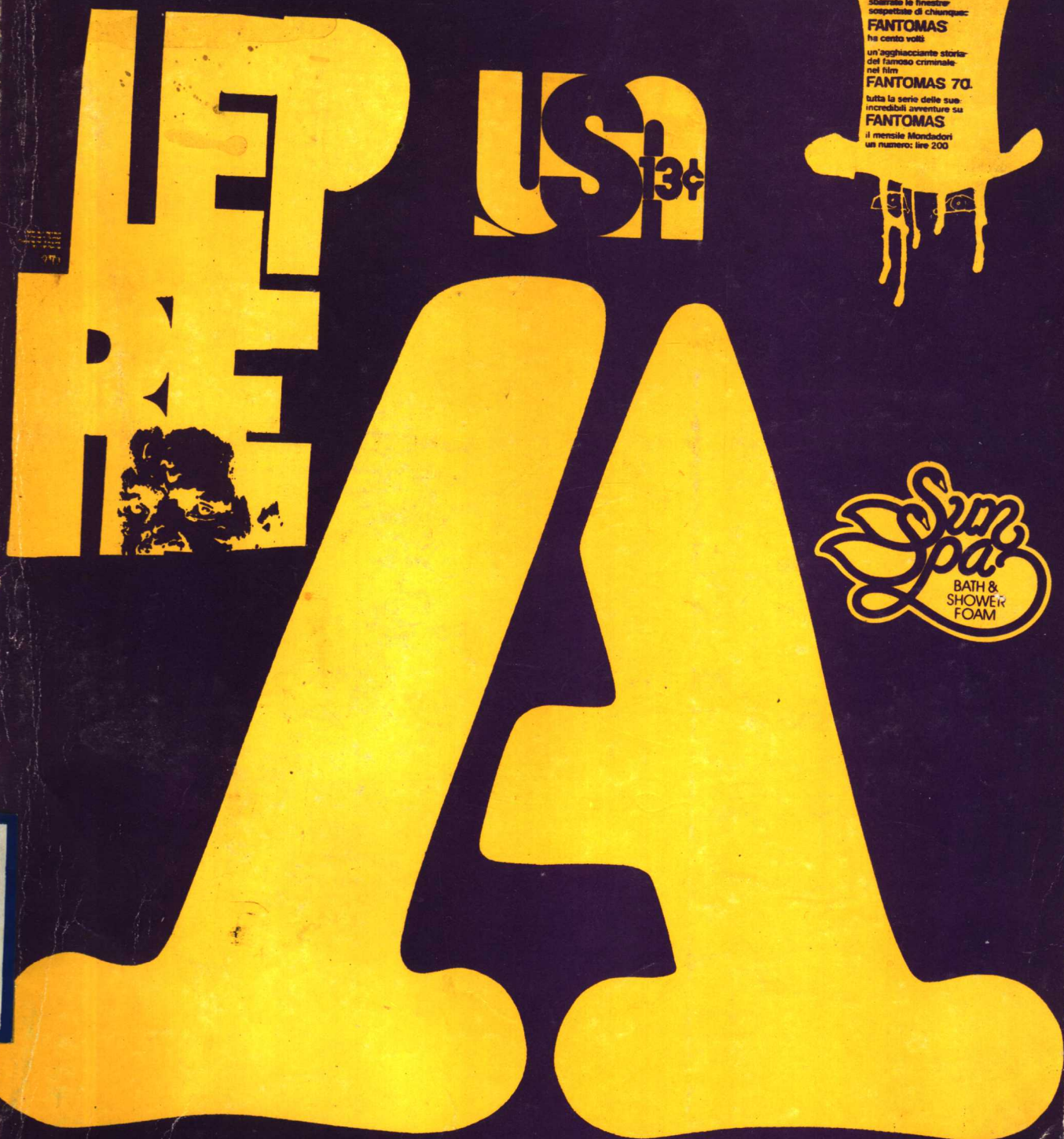


现代文字图形设计大系①

XIAN DAI WEN ZI TU XING SHE JI DA XI

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广西美术出版社



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吴玲

史艺

授宏

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☆

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序

那年，我从日本留学回来，带回来了十多箱东西，海关先生打开一看，全是书，他微微的摇了摇头，甚为不解。之后，和编辑女仕说及此事，女仕灵机一动，劝我编辑成书，好让更多的设计家拥有这笔“财富”。一年间，我从书堆里精选了这批东西，虽不敢说洋洋大观，但也规模相当。可称为现代设计之精品的荟萃。

本书把设计资料分成两大部分，第一为欧美部分，这一部分作品渗透着西洋文化之血液，洋溢着科学的、计算机的气息；第二部分为亚洲部分，它以亚洲文化为基础，设计气派、潇洒、飘逸、温馨、充满了感情色彩。二者相比各有千秋，前者表现为理性的、精密的尺度美，而后者则相对自由的，变有法于无法之中。全书作品大都出于世界名家之手，其中包括美国设计大师罗伯特、瑞士的罗宾、意大利的弗兰克、以及日本的汉字设计大师田中一光先生的得意之作。大师们的设计风格风靡着世界，他们的设计思想影响着世界设计潮流。

关于设计潮流，留日时，我曾和导师矶田尚男谈及过，他说：“潮流就是造型的简练、色彩的鲜明。”说起来简单，我领悟这句话却用了三年的时间。在修行中，我带着形形色色的问号在书海中遨游，这本集子便是书海中的浪花与闪光。

编者草于三角书斋

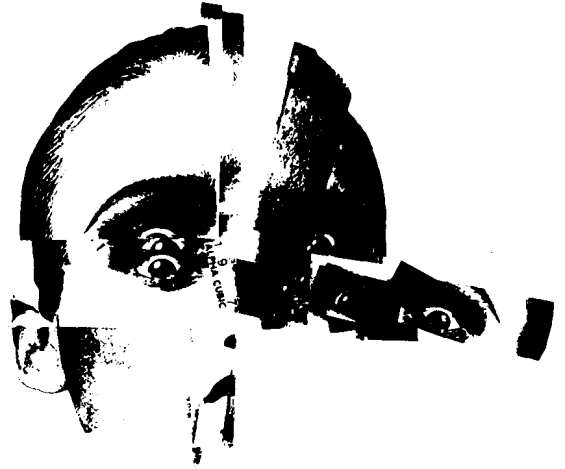
1993. 春



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欧美部分/英文与图形设计 (1)

欧美部分/实用新潮英文字 (90)



We're looking for men.

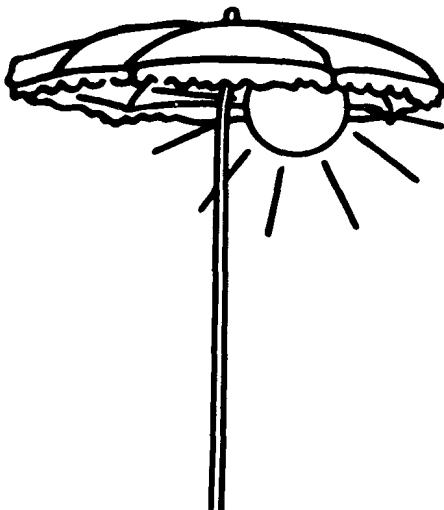
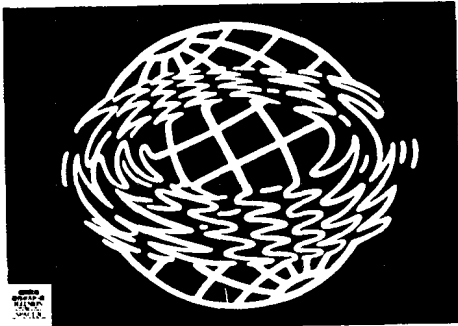
But our business is women. Their hair, their lips, their eyes, their complexion... their per-
fuming that makes them so desirable to us, and that we take pleasure in glorifying.

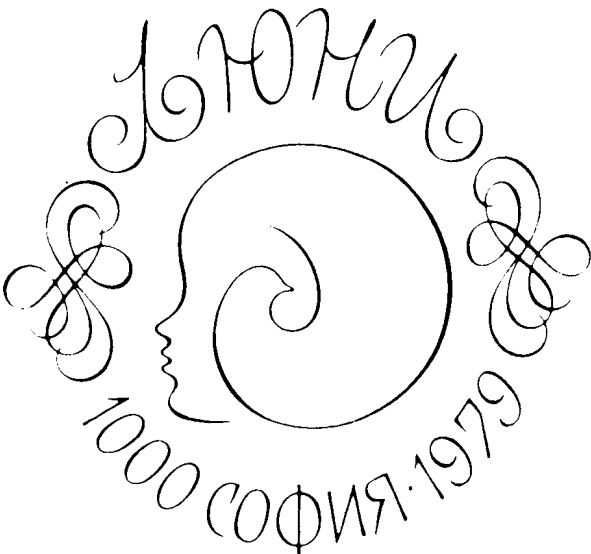
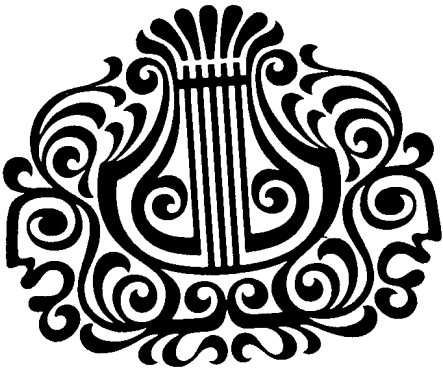
Woman changes often. Very often. Our products change with her. For her. Our turnover
...so does the very structure of our business. And it will keep changing.

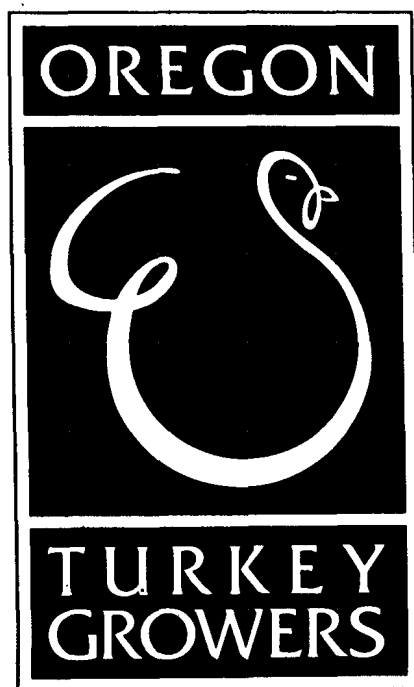
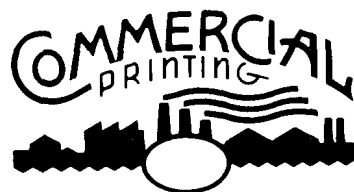
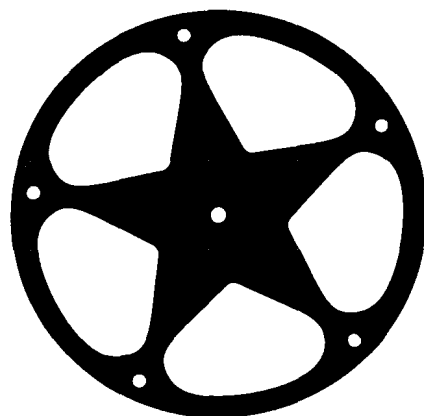
That's why we're looking for men who can adapt to change, and who can adapt by turns
our products, if need be; who can think up others. Men who never lose their ambitions. Their drive.

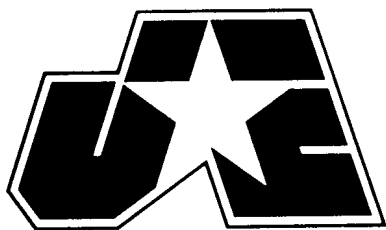
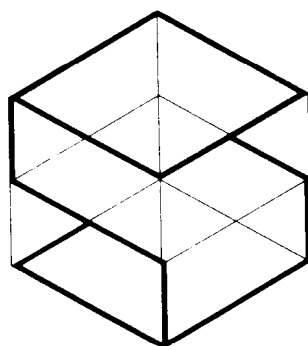
Because even though we are already the largest European manufacturer of cosmetic and
products, we're far from through growing.

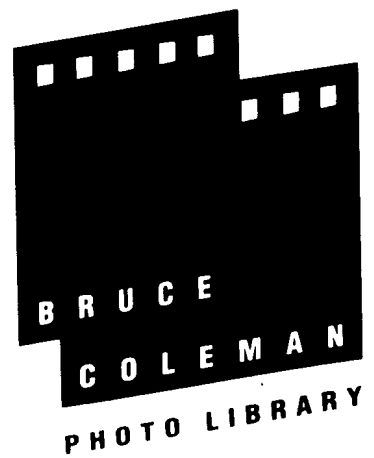
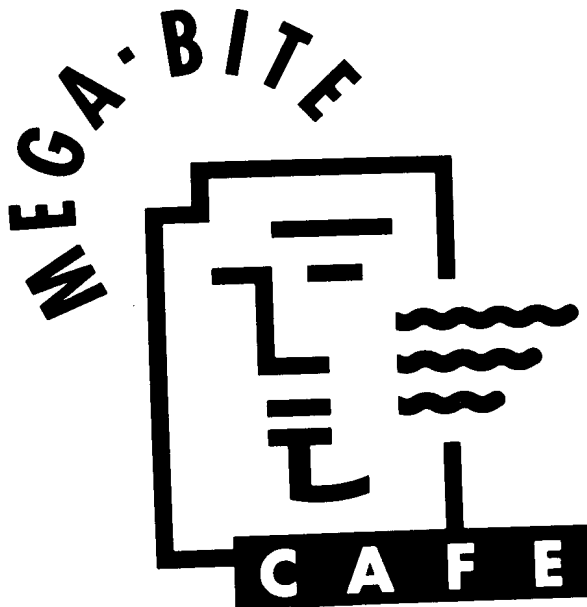
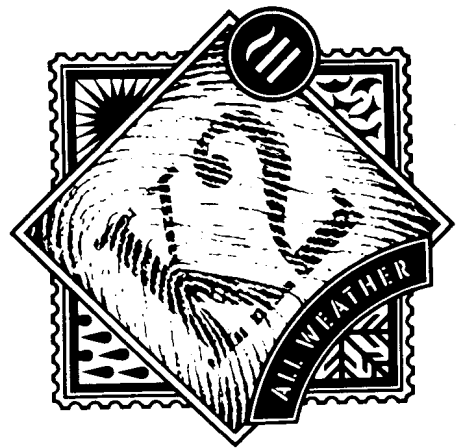
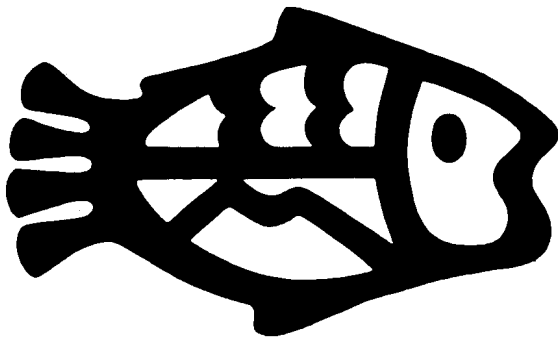
A career where the action is, in a European company? Here are our qualifications: our
present size, our future... Up to you to judge. And to risk (maybe) for the new fields of old Europe.

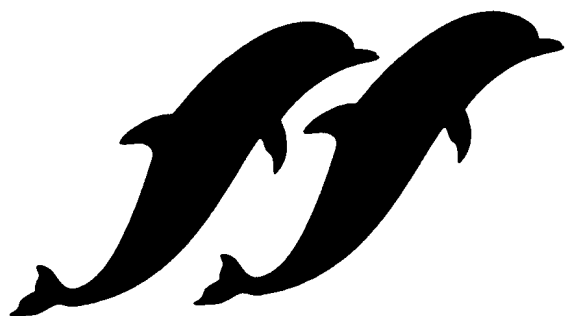






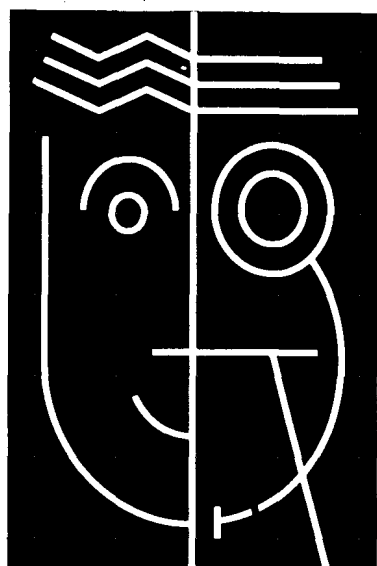




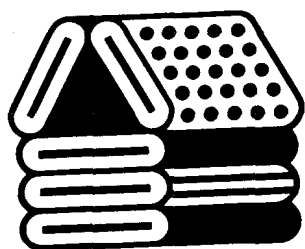


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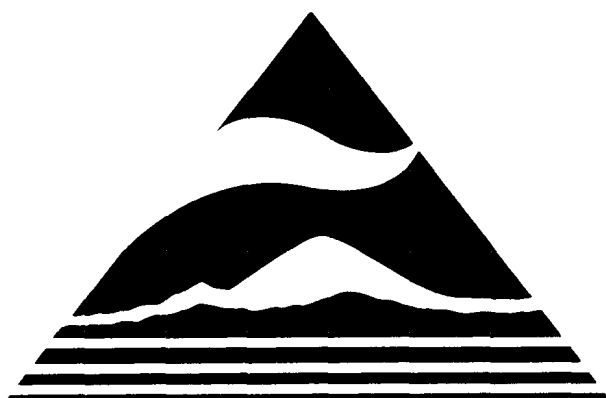
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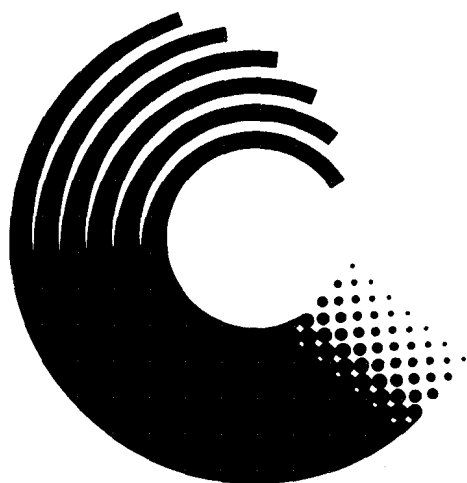


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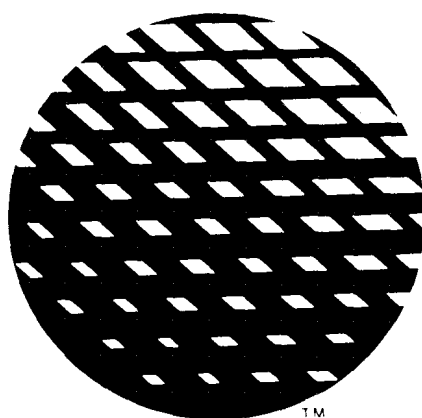


USA/USSR, МОСКВА, МАЙ, 1991

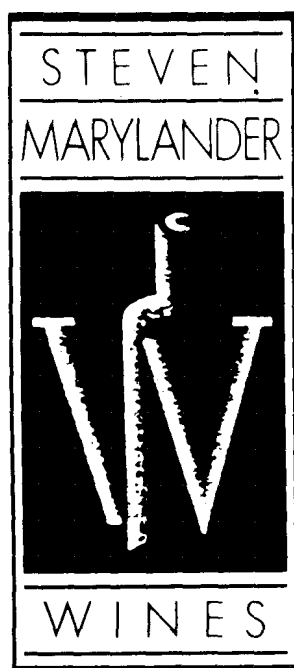


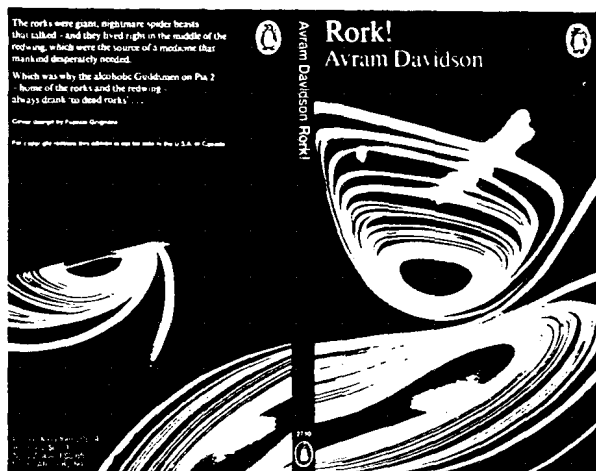


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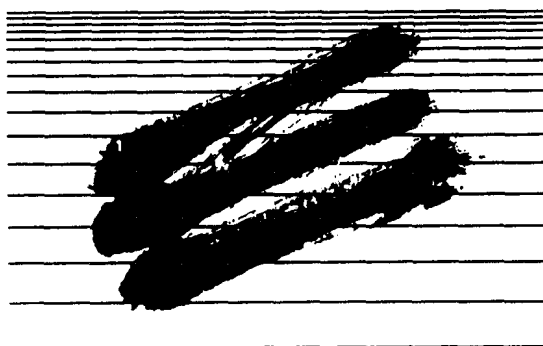


PSG

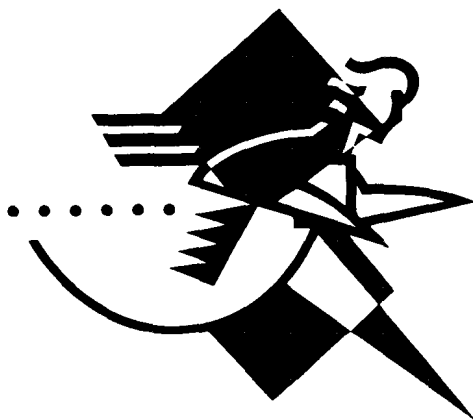


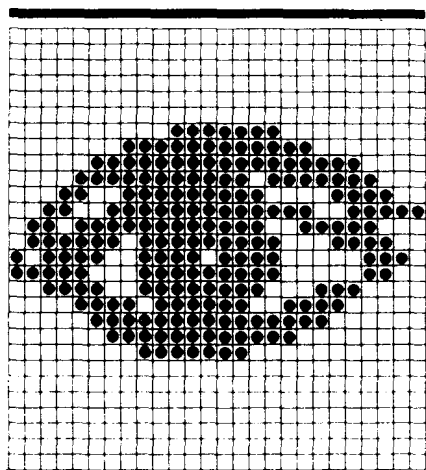


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G I R L



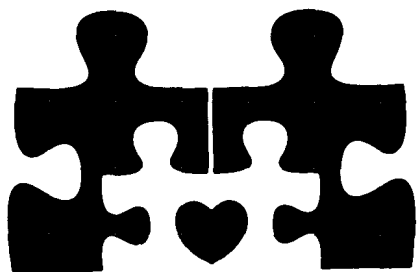
UCLA EXTENSION





EYE CARE

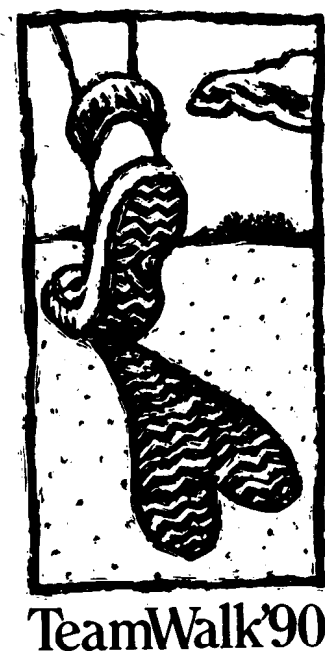
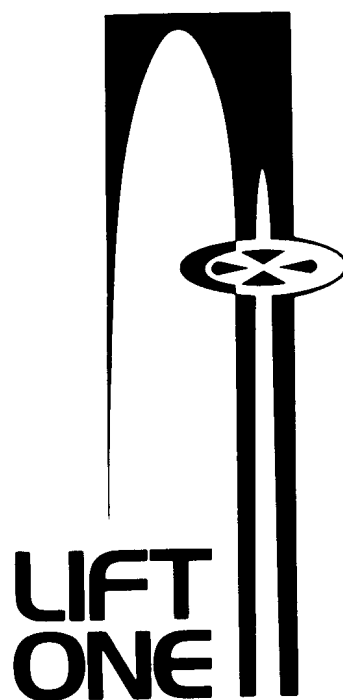
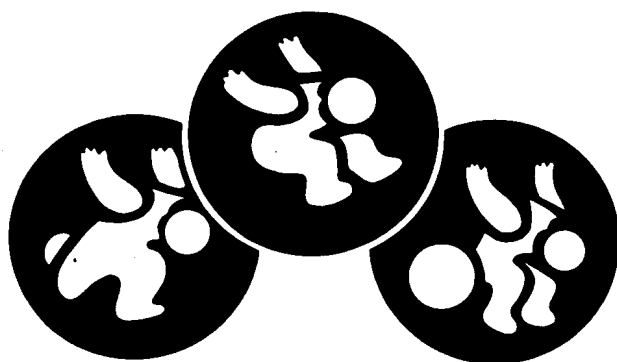
◆ physicians & surgeons ◆



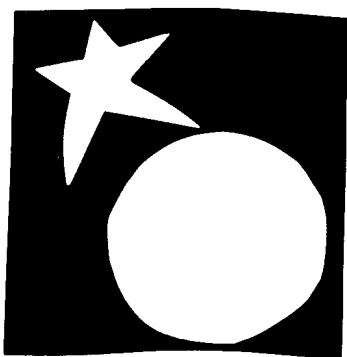
ROBIN McKNIGHT, Ph.D.

Licensed Marriage, Family and Child Counselor

PENINSULA PLACE



TeamWalk'90

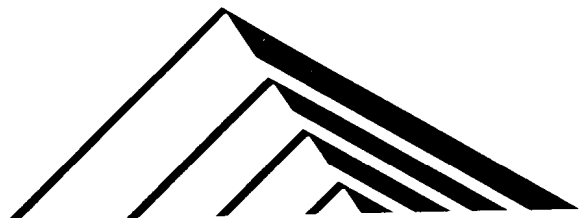
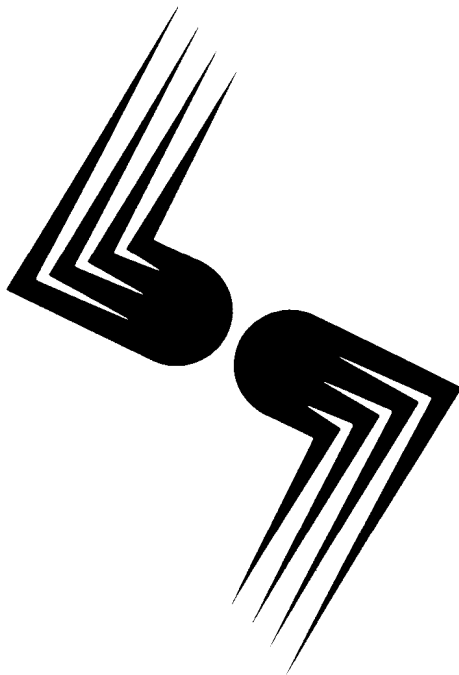
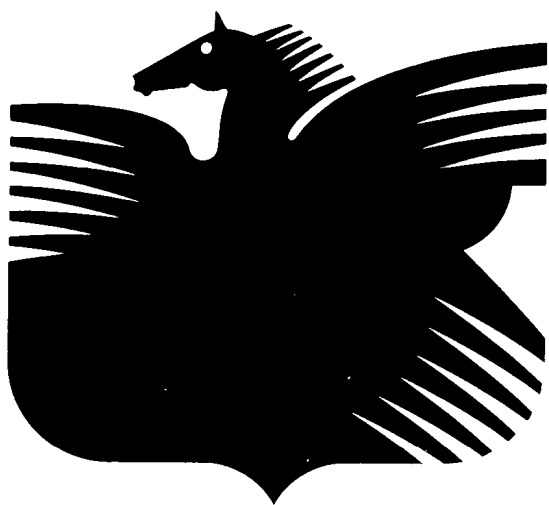


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