

大字体

INCLUDING OVER 200 EXAMPLES OF
GROUNDBREAKING WORK WITH
DESIGNERS' COMMENTS AND ANALYSIS

200多个设计范例以及设计者们
的评论和分析

主编：[英]罗杰·沃尔顿

翻译：韩春明

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[illegible]

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FOREW

《大字体》可能未必“名副其实”。本书是一部以设计要素为主导的设计作品集。字体本身有大有小，事实上，本书证明了微小的字体往往要比最大的字体更具震慑效果。《大字体》是设计灵感的根本源泉。它收集了世界各地设计工作室和艺术学院中最发人深思、最精妙和最具灵气的作品。在称颂设计风格多样性的同时，本书也肯定了字体在数字时代毫不削减的影响力。

字体传播无处不在，以致我们中的多数人都忽视了它的存在。然而，对于图形设计者来说，那些每次出现在日常生活中的字体——无论是在汽车票、杂志或是电视节目字幕中——都能传情达意。这部作品集展示了各式各样可以用于传达思想的字体，既有传统的印刷字体和用于正式场合的中规中矩的字体，又有条状物体拼接构成的字体和机器加工的金属字体，还有让文字交织于城市景观中的独特设计。但是，本书的每一页都证明了，真正独具慧眼的字体能够充分体现设计的意图。因此，请翻开《大字体》细细探索，去寻求艺术享受和创作灵感，感受字体所蕴含的力量。

罗杰·沃尔顿

[illegible]

作品

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z a b
c d e f g h i j k l m n o p q r
s t u v w x y z 1 2 3 4 5 6
7 8 9 0 ! & ' : ; " "

WORK

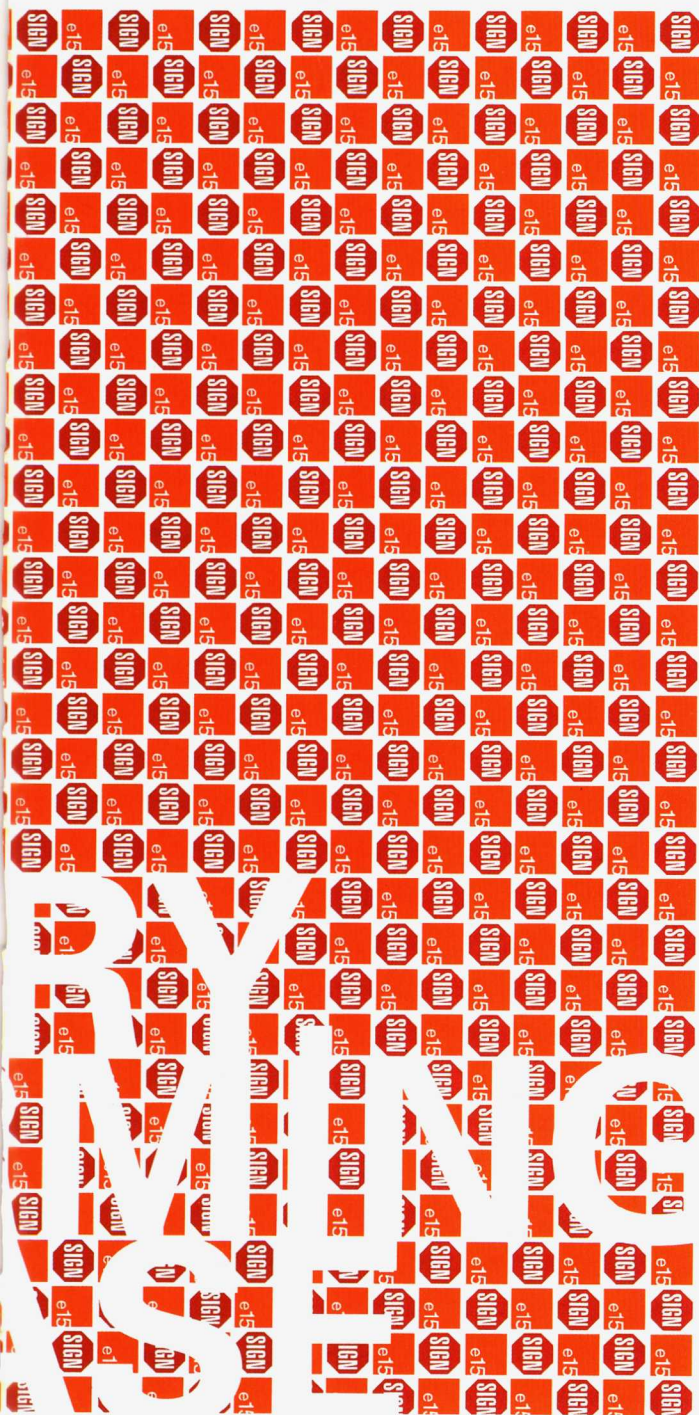


26. 04. 2002 SIGN KOMMUNIKATION UND E15 LADEN EIN.

17.00 BIS 20.00 UHR BOOK RELEASE. SIGN: ON THE INSIDE/ IN THE OUTSIDE, VERLAG HERMANN SCHMIDT MAINZ, BEI BERG
AB 19.00 UHR FEIERN SIE MIT UNS IN DEN NEUEN RÄUMEN VON SIGN. GEPLANT UND EINGERICHTET VON E15. OSKAR-VOI

E15 和标识：请柬和宣传册（包括 12-13 页）

这两家公司——家具和图形设计公司——的微型标识构成了请柬的背景纹理，该请柬用于两家公司共同制作的宣传册的投放。宣传册（12-13 页）本身也基于并保持了这一风格。标题字体没有行间距，其他字体布置均匀且都采用大写：这就使字体产生了一种强烈的块状感，映衬出这种家具强烈的几何形状。



MAN, KAISERSTR. 23, 60311 FRANKFURT AM MAIN
MILLER-STR. 14, 60325 FRANKFURT AM MAIN

设计：

Antonia Henschel

艺术指导：

Antonia Henschel

设计公司：

SIGN Kommunikation

国家：

德国

作品说明：

请柬(左)

宣传册(12-13页)

尺寸：

请柬

11 1/2 × 8 1/4 英寸

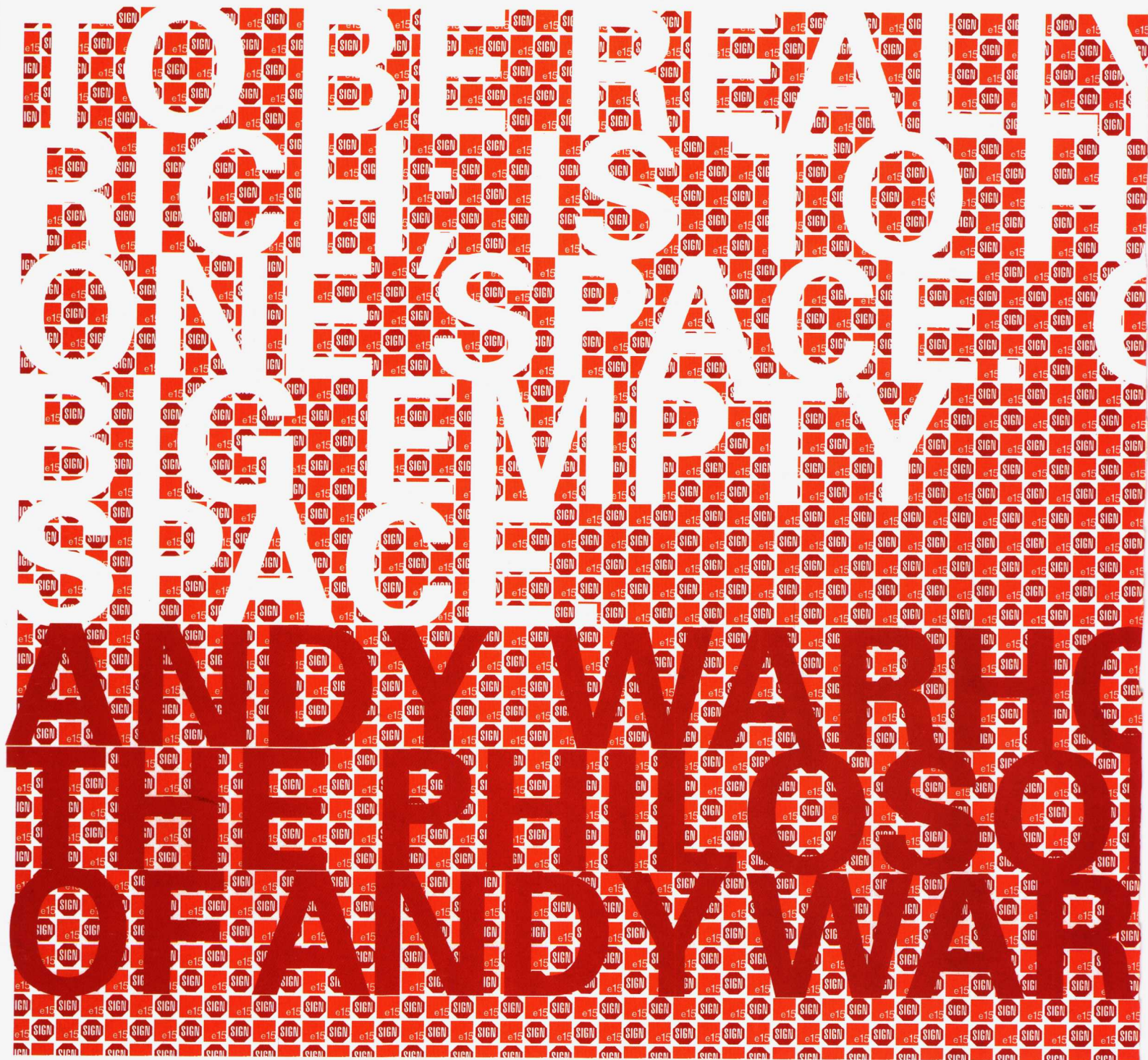
297 × 210 毫米

宣传册

6 1/2 × 9 1/2 英寸

170 × 240 毫米





SIGN UND E15 LADEN EIN

A photograph of a minimalist office interior. The room features a large, textured, brown wall with several small, dark rectangular openings. A long wooden desk is positioned against the wall, equipped with two adjustable desk lamps and a black office chair. A white wall is visible on the left, and a wooden partition is in the foreground.

THOMAS MARCHECH (KÖCH) AUF SEINER KUNSTWANDLUNG. DAS FEST ZU IHREM 30-JÄHRIGEN GEBURTSTAG FEIERT DIE HANAUER FÜR DEN KUNSTINSTITUTION STÜTZT MIT KLASSISCHEN FRANKFURTER GALERIEN FREUNDEN ZUNEBEIT VON KUNSTLER-KÖCH ODER KUNSTLERN THOMAS MARCHECH, DER SEIT 3 JAHREN AUCH DER WEISSKANTEN DER THERMISCHE NACHRICHT AL DER CASSELLASTRAßE 30 SEIN KUNST PROJEKT BETRIEBT.

[illegible]

**MEHR UNTER:
WWW.SIGN.DE
WWW.E15.COM**

TV OR NOT TV

LA FREEWAVES PRESENTS ITS TENTH ANNIVERSARY PROJECT: TV OR NOT TV

< MEDIA ARTS IN LOS ANGELES >

> 3 HALF HOUR PROGRAMS OF ARTIST INTERVIEWS AND EXCERPTS
> 1 HOUR COMPILATION OF SHORT ART VIDEOS
> CURRICULUM GUIDE

tv or not tv: 教科书

LA Freewaves 是一个媒体艺术网，它鼓励艺术性和社会性的表达。此书是学习数字媒体的指南。其标题字体、贯穿全书的设计手法，以及图像处理都体现了早期数字演示和电影技术特征的遗风；而与之形成鲜明对比的、传统的正文字体则最大限度地增加了纸面文字的易读性。

<001>

VOICES UNHEARD

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Curriculum by Susan Boyle

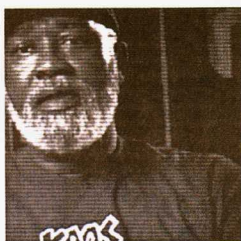
Susan Boyle is a media studies and English teacher at Roosevelt High School.

Summary of Program

Voices Unheard expands our understanding of the television medium through dialogues with independent video artist in Los Angeles. In a city better known as a purveyor of dreams, these artists have, in their own way, used the video camera as a tool to explore personal realms outside Hollywood's paradigms. In an age where visual literacy is as important as reading and writing, these artists are redefining the language of video. Whether they use the camera to explore pop culture or to look within themselves, they tell us not only what television is, but what it could be.

TV OR NOT TV: ACCESS LA < 002 >

29



RUNNING TIME 00:05:00

KAOS

BEN CALDWELL

Includes excerpts from performances and animated works created by teens at KAOS Network.

Ben Caldwell, the creative force behind KAOS Network, has more than 20 years experience as a producer, director, editor, writer and teacher in the theatrical, documentary and television fields. KAOS Network has, since its founding in 1984, opened its doors to young people, creating a community of dedicated artists who are eager to learn new technologies and acquire employable skills. Each week, more than 150 entrepreneurs participate in workshops and programs in video, animation, digital arts, video teleconferencing, artist development, and drop-in performance/open mike programs.

This segment highlights activities at KAOS Network.

设计:

Brad Bartlett

艺术指导:

Brad Bartlett

设计公司:

Turnstyle Design

国家:

美国

作品说明:

教育录像系列“TV or Not TV”的配套教材

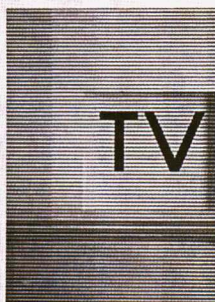
尺寸:

5³/₄ × 8¹/₂ 英寸

145 × 215 毫米

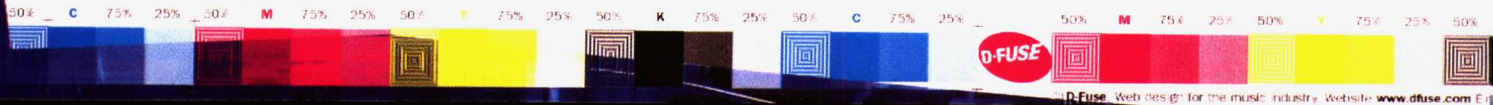
GENERAL PRINCIPLES IN MEDIA LITERACY

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GENERAL PRINCIPLES IN MEDIA LITERACY

WE KNOW ABOUT THE WORLD PRIMARILY FROM THE MEDIA. BUT THE MEDIA DON'T SIMPLY GIVE US THE WORLD. THEY INTERPRET REALITY, TAILOR IT, PERFORM IT. IN ORDER TO BE RESPONSIBLE CITIZENS, WE NEED TO BE MEDIA LITERATE. TO HELP YOU ENGAGE IN THAT PROCESS, HERE ARE EIGHT "KEY CONCEPTS" OF MEDIA LITERACY.



D-FUSE + X M A S P A R T Y

D-Fused 0.3

< Two nights, two formats, two environments.>
< Music, art, design.> < Updates - www.dfuse.com>
7.00pm 2.00am. £4.00/£3.00 (concs/advance)
15 Golden Square, London W1, UK. (Nearest Tube Piccadilly)
Tickets available from the venue (0171 287 2242) and Ambient Soho (0171 437 0521)

5.12.97
Circadian Rhythms [Language]
Eldir [Language]
Spongeboy & Trench [Worm Interface]
+ **Arron Liberator** [SUF]
Bit Tonic / Si-cut-dB [Sprawl]
Scat Hazard

12.12.97
Fila Brazillia [Pork Recordings]
Tony Thorpe [Language]
Tim Germ
Friendly Scientist
Plug Lazonby [Global Channel/Sublime]
Deep Art [Clear]

Visual Art
MPD [D-Fuse Art]
rawpawgraphics
AMID [Association]



The Stereo 97 Event will feature performances of work shown here. Tickets will include a London Music School/dB Fila Brazillia performance. Tickets 12.97 & 12.97. Visit www.dfuse.com for latest info.

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