

摄影语言丛书

广告摄影创意语言

夏 放著



浙江摄影出版社

广告摄影创意语言

夏 放著

浙江摄影出版社

责任编辑：余 谦
封面设计：邱东皓

广告摄影创意语言

夏 放 著

出版：浙江摄影出版社

（杭州市葛岭路1号）

发行：浙江摄影出版社发行部

经销：全国新华书店

印刷：浙江印刷集团公司

开本：850×1168 1/32

印张：3.25 插页：32

字数：50000

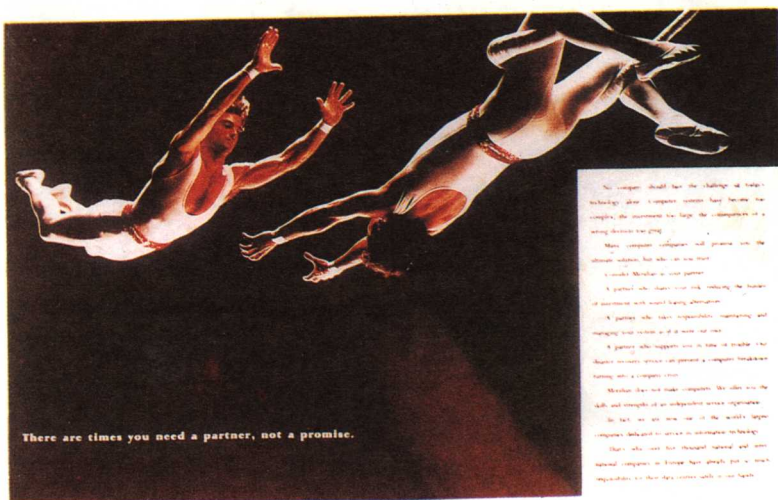
印数：0001—7000

1996年10月第1版

1996年10月第1次印刷

书号：ISBN7-80536-386-2/J·178

定价：18.50 元



彩图 1



彩图 2



彩图 3



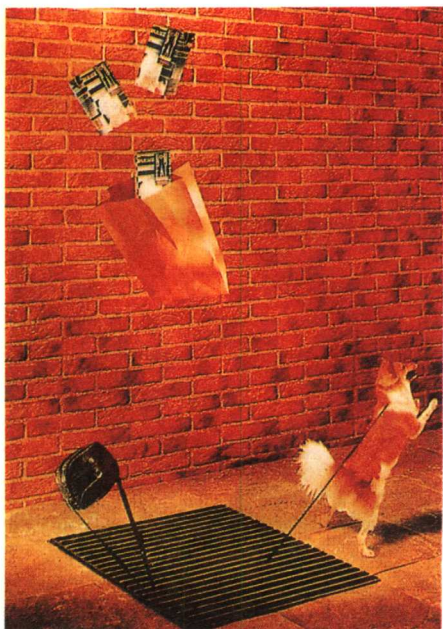
彩图 4



彩图 5



彩图 6



彩图 7



彩图 8

Remarkable...



you really get the flavor of fresh-perked coffee from a jar of Taster's Choice.

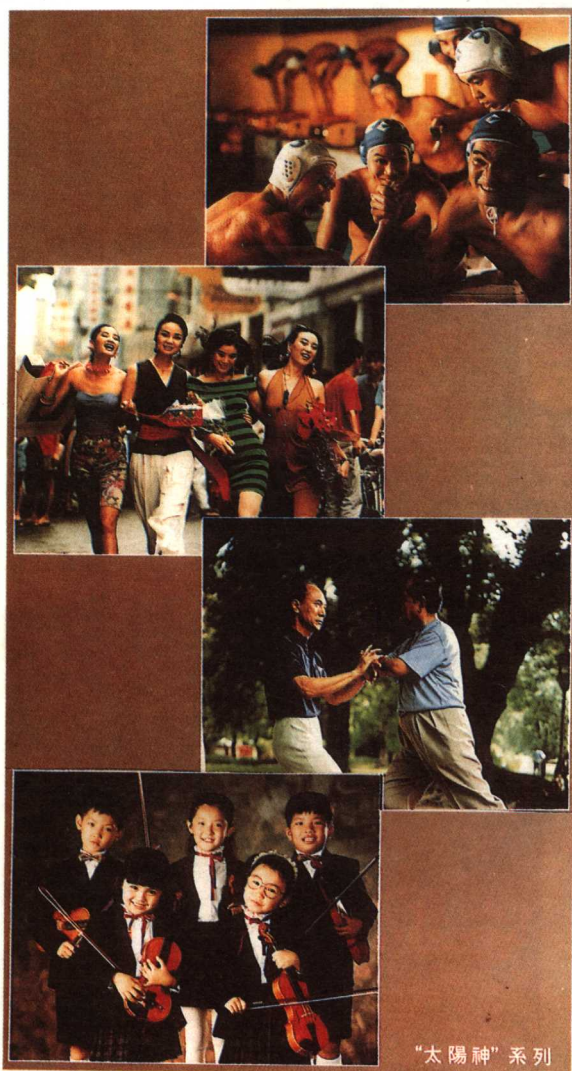


Taster's Choice® 100% Freeze-Dried Coffee. It really does look, smell and taste like ground roast coffee.

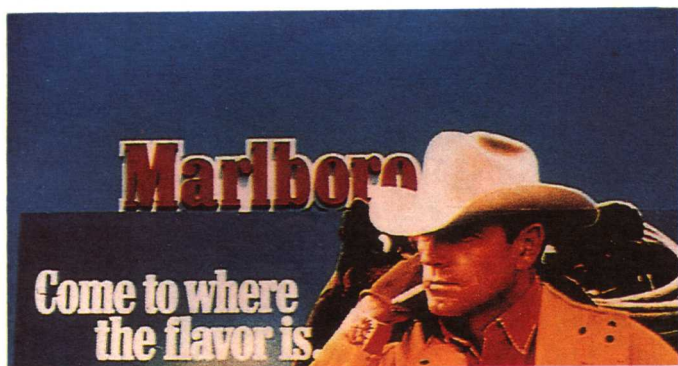
彩图 9



彩图 10



彩图 11



彩图 12



彩图 13



彩图 14



彩图 15



彩图 16

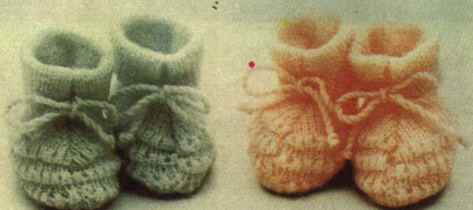
彩图 17





彩图 21

Guess which one will grow up to be the engineer:



As things stand now, it doesn't take much of a guess. Because by and large, **he** is encouraged to excel in math and science. **She** isn't.

Whatever the reason for this discrepancy, the cost to society is enormous because it affects women's career choices and limits the contributions they might make.

Only 4% of all engineers are women.
Only 13.6% of all math and science Ph.D.'s are women.
And an encouraging, but still low, 31.3% of all professional computer programmers are women.

In the past ten years, IBM has supported more than 90 programs designed to strengthen women's skills in these and other areas. This support includes small grants for pre-college programs in engineering, major grants for science programs at leading women's colleges, and grants for doctoral fellowships in physics, computer science, mathematics, chemistry, engineering, and materials science.

We intend to continue supporting programs like these. Because we all have a lot to gain with men and women on equal footing.



彩图 22



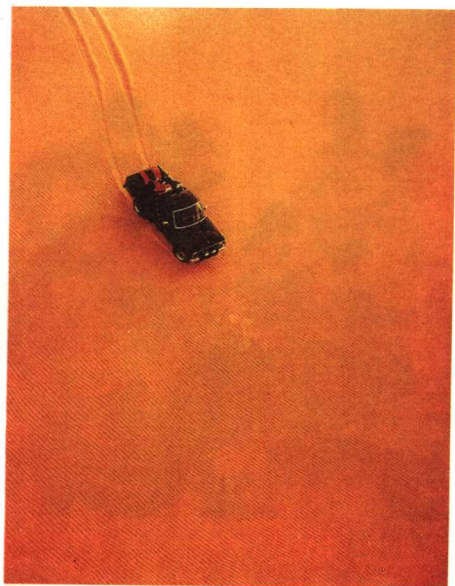
彩图 23



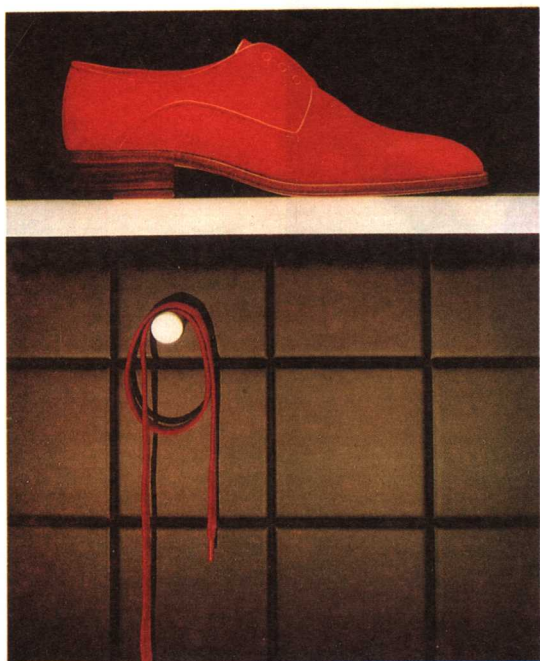
彩图 24



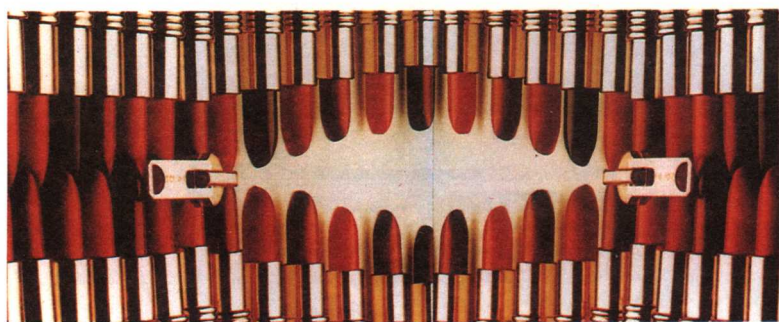
彩图 25



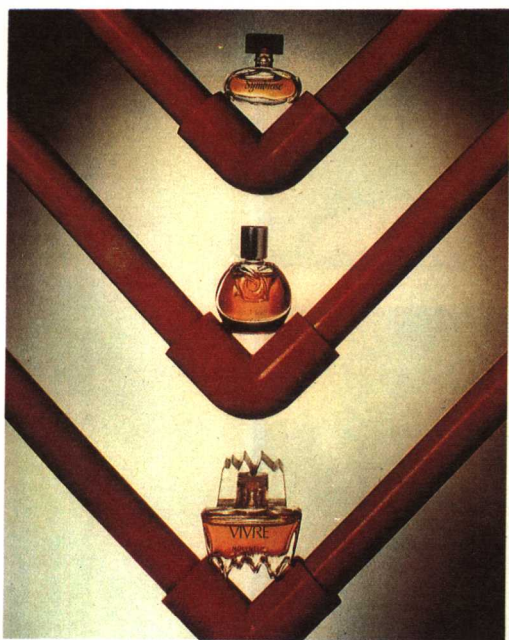
彩图 26



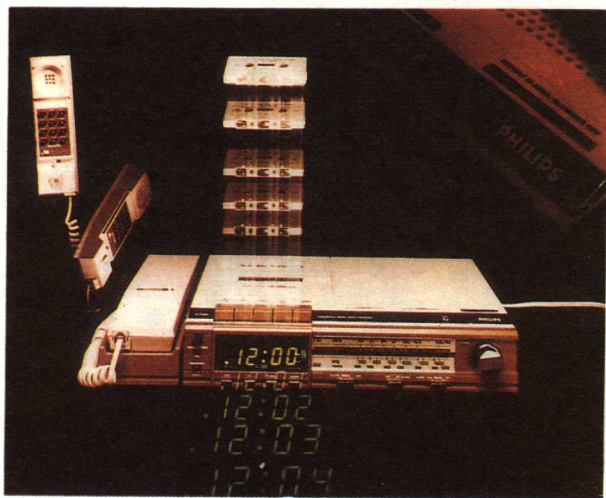
彩图 27



彩图 28



彩图 29



彩图 30