

VISUAL
COMMUNICATION
DESIGN

视觉传达设计

CALENDAR
日历设计

平面设计编辑组 编 常文心 译

辽宁科学技术出版社

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Calendar is a strong social tradition, a modern totem. It serves a sacred but naive purpose to win the battle over the daily chaos. Of course, it is a big fat illusion. Humanity will never overcome the randomness; we can not take control of the time. Nevertheless, calendars are among the earliest manifestations of culture. Their shape changed as the ages passed, but the essence is still the same—to organise time, to navigate us through time.

Calendars are changing with the development of technology. Right now at my sight I have several modern calendars fighting for my attention: my phone, my laptop, even in my old school notebook I have two calendars. Obviously, calendars will become more and more technological objects, like watches, but like for watches there will always be a place for beautiful and not necessarily functional things. iCal, no matter how well it is drawn, will never win the nomination "Most Lovable" over the hand-painted wooden calendar which was made 200 years ago.

As for me, calendars are a very personal issue. I create them, so no longer I can think that a calendar is just a simple utilitarian object (I know too much).

How do I create a calendar? Postcard with a calendar grid on it—this is not what I want to present to a client. I have nothing to say against the classic concepts, but it's getting pretty hard now to surprise anybody with just a beautiful picture. My partners and I always try to make an outstanding job. It's one of the core principles of our studio—do not make a trivial concept. As far as any of our design objects is concerned, the calendar should have a remarkable mnemonic touch. This means that it must have something that makes it memorable. Sex. (I just wanted to use this word here.)

Actually to come up with something original is not so difficult. If you are tuned in a right way, the only problem will be to overcome your own laziness. The biggest difficulties always arise at the moment of technical implementation. Production details will be driving you crazy. At this very moment there is no project of mine with the production of which I would be satisfied for 100%. I know how to improve any of

日历是一个强大的社会传统，是一种现代的图腾。它行使着一个神圣而纯真的职责，即令混乱的日常生活井然有序。当然，这仅仅是一个丰满的“幻想”而已。人类将永远无法阻挡不可预测的事件的发生。我们不能掌控时间。尽管如此，日历依然是最早的文化表现之一。随着时间的推移，日历的形式也发生了革命性的变革，然而，其精髓却是亘古不变的，即为人类合理地安排时间，帮助人类在时间的长河中井然有序地生活和工作。

日历随着科技的发展正发生着日新月异的变化。现在摆在我面前的就有几个充满现代气息的日历：电话、笔记本电脑甚至以前读书时的笔记本中处处都有它们的身影。显然，日历正在逐渐发展成如手表般的工艺品。但是，手表有时仅仅作为装饰之用，人们对其功能性并不作过多的要求。而对于互联网日历来说，无论其绘制得多么漂亮，它永远也不会战胜200多年前手绘的木质日历，而获得“最可爱”的提名。

在我看来，日历是一个非常私人化的物品。因为我本身就是日历设计师，我从不认为日历仅仅是一个简单的实用性物体（我知道其中包含了很多东西）。

那么，我是如何创建日历的呢？我不喜欢送给客户的是一个附着在明信片上的日历。这并不是对传统的设计理念进行否定，而是如今仅仅凭借一幅优美的图画已经难以吸引人们的眼光。我和搭档一直致力于新颖创意的打造。我们工作室的设计原则之一就是突破传统的设计理念。就我们设计的作品而言，其首先应该具备非凡的助记格调，也就是说，它必须拥有令人难以从心头抹去的特色、性感（这里我只想用这个词来形容）。

其实提出新颖独特的创意并不是一件非常困难的事情。选对正确的方向，唯一的问题是要克服自己的懒惰。最大的难题往往出现在技术开始实施的时刻。制作的细节会令人抓狂。到现在为止，还没有一部能令我完全满意的作品。我深知如何改善自己的作品。很庆幸，日历并不是一把椅子，不需要满足结构上的要求。它也不是一个计算器，不需要教授人们使用的方法。

my projects. We are fortunate enough that the calendar is not a chair, we don't have to try to meet the anatomical needs. It is not a calculator either, so we don't need to teach people how to use it. And since we always aim at the segment of "just interesting things", we can afford the luxury of disregarding the original classical form and function and give more attention to the process of involving the consumer.

A few boring details about the stages of our work on the calendar:

1. We try to start in spring. Creating the initial idea takes several weeks. All this time we do search for a unique essence, which mostly describes our client. The picture with the numbers—it's not something I want to give to the client. As I said earlier, we always try to create something incredible. Unfortunately, not all our ideas find the client's positive response. We don't give up. We just find another client. So, in the end every idea finds its perfect client.

2. Once the concept is formed and approved by the client we are immersed into the long process of selection of possible technical solutions. This phase sometimes stretches for several months. Working out the details, consulting the production experts, preparation to the production takes a tremendous portion of our time.

3. And finally, the production. Very important stage, where the smallest error in a moment can ruin the work of several months of your life.

The book you hold in your hands is a competition of brilliant minds in one specific industry. It's a search for the original solution in the field where these solutions were founded for ages. It is always a challenge. And only the most courageous and confident are ready to take it!

— Sergiy Chebotaryov



因为我们一直关注的是其“趣味性”的一面，因此，设计的目标是更好地从消费者的角度突破常规，改变日历的传统形态和功能。

有关日历设计过程中出现的一些令人头疼的细节：

1. 我们通常在春季开始设计。创意理念的提出往往需要几周的时间。这段时间我们所要做的是提出一个能够彰显客户特色的独特主题。我们不希望呈现给客户的仅仅是一幅印有数字的图片。正如我之前所说，努力打造一个非凡独特的设计是我们一直所追求的目标。然而，有时我们的创意并不会被所有的客户接受，但是我们并不会就此沮丧。我们将一如既往地寻找下一位能够接受我们的客户，从而在最终使每个客户能找到最适合自己的产品。
2. 在设计理念形成并被客户采纳之后，我们很快就进入到漫长的技术解决方案筛选阶段。这一阶段有时会长达数月。细节的规划、对加工专家的咨询、加工前的准备占据了我们绝大部分时间。
3. 最后是加工阶段。加工是非常重要的阶段，因为这一时期一个极小的错误也可能导致我们之前几个月的努力付诸东流。

现在，您手中的这本书是一个特殊行业经典创意的集中展现。它以探寻该领域的最佳设计策略为宗旨，挑战长期以来积累的解决方案。书中设计师敢于突破传统设计的勇气和信心将带给您许多启迪。

—— 谢尔盖·柴伯特拉伊

COMBINATORIO

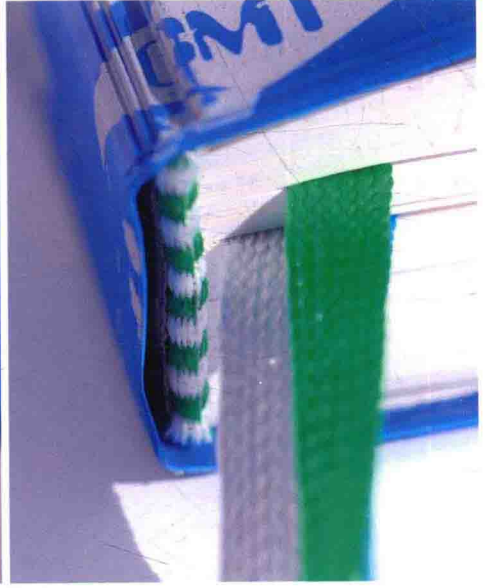
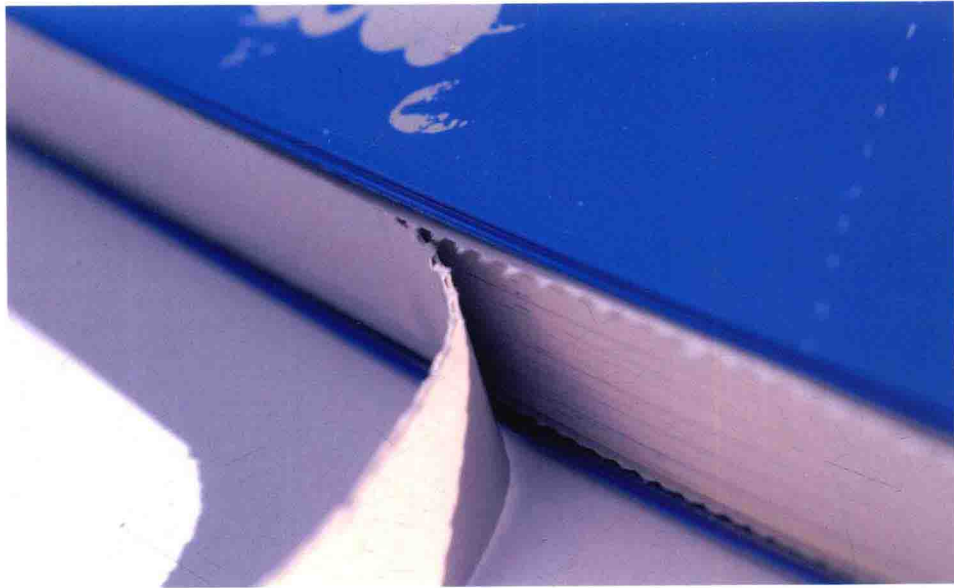
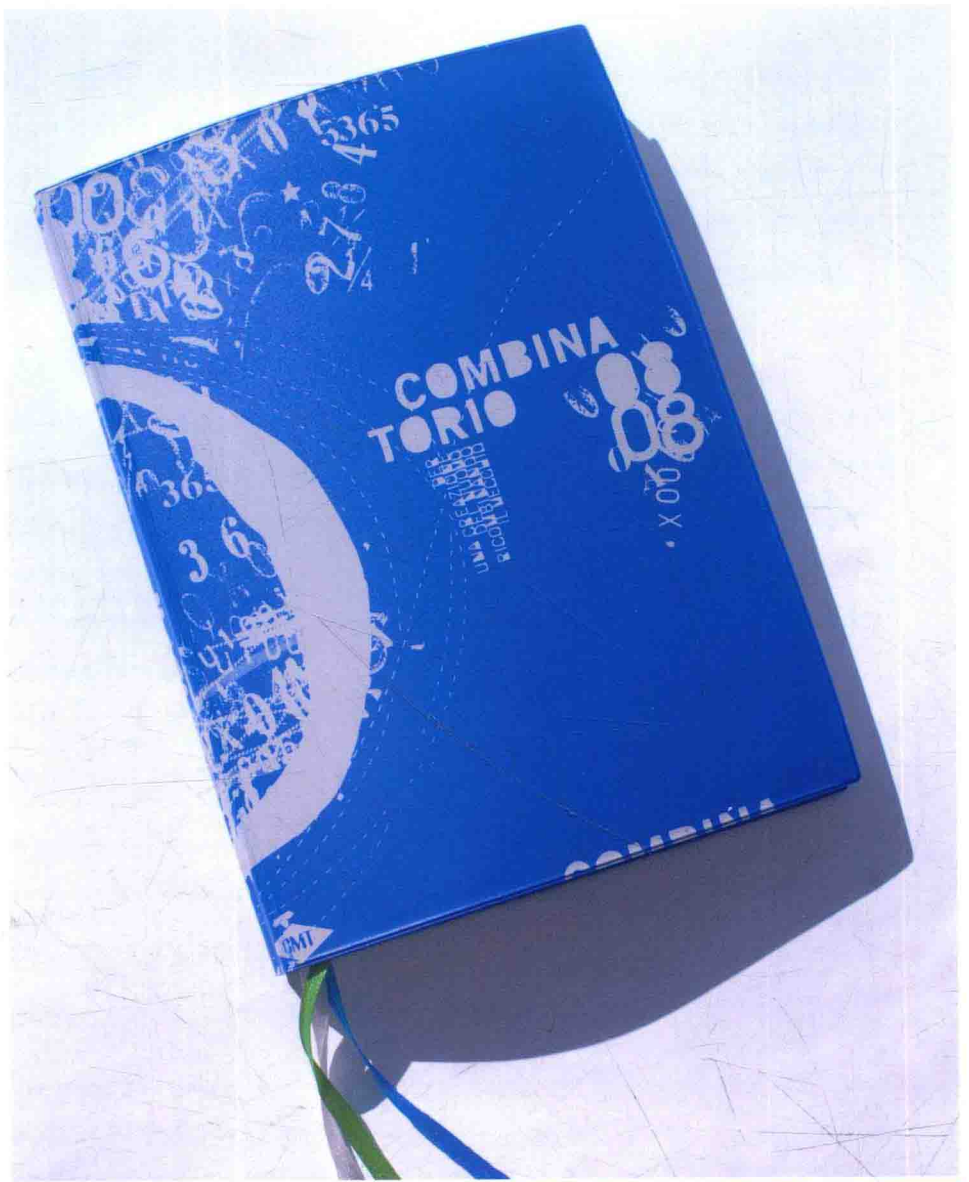
TITLE: Combinatorio
DESIGN AGENCY: LLdesign
PRODUCTION DATE: 2008
CREATIVE DIRECTOR: Lorella Pierdicca
DESIGNER: Lorella Pierdicca
CLIENT: CMT
NATIONALITY: Italy

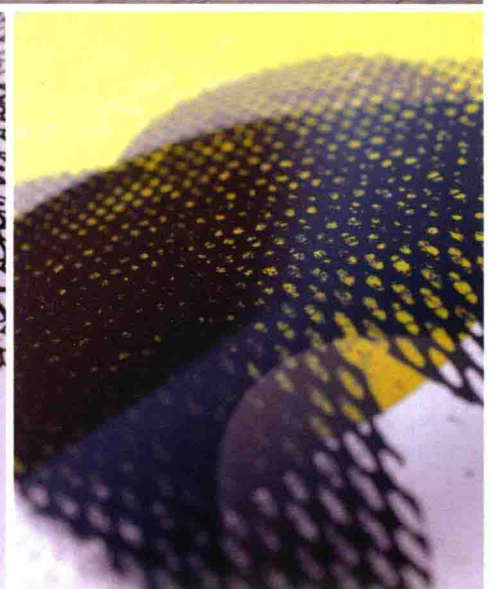
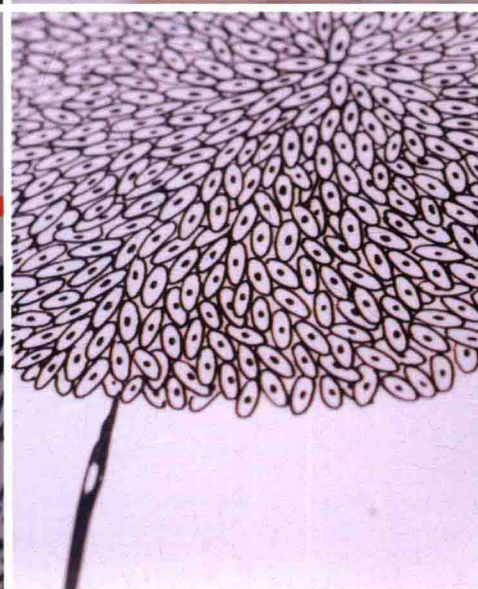
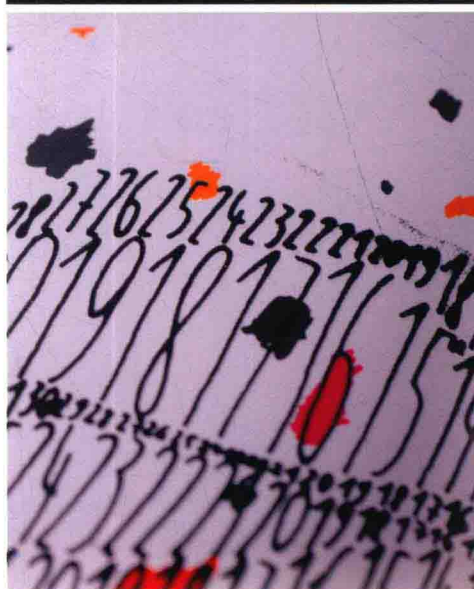
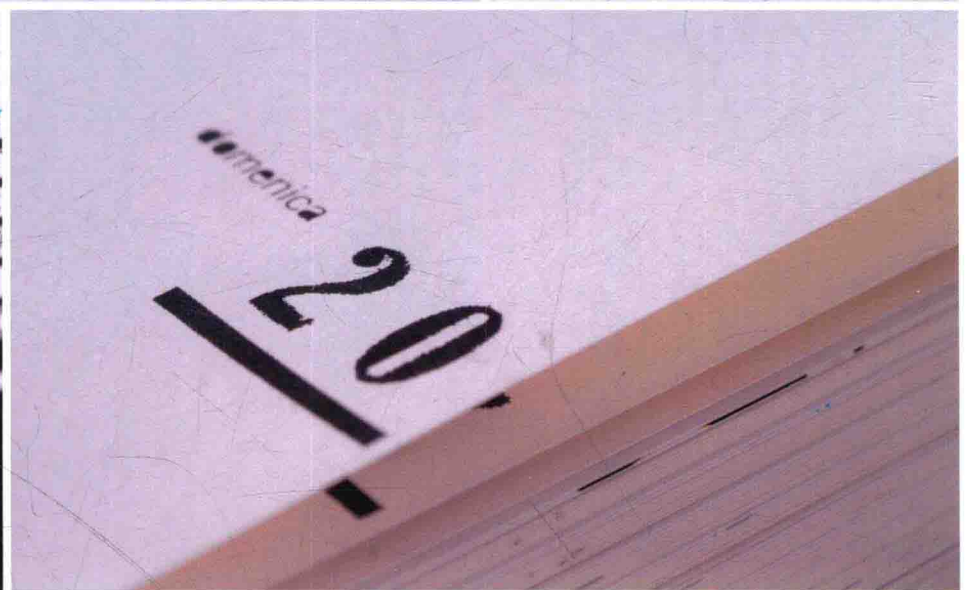
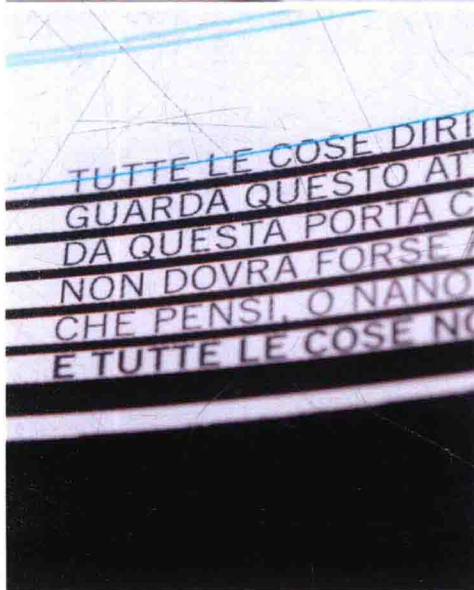
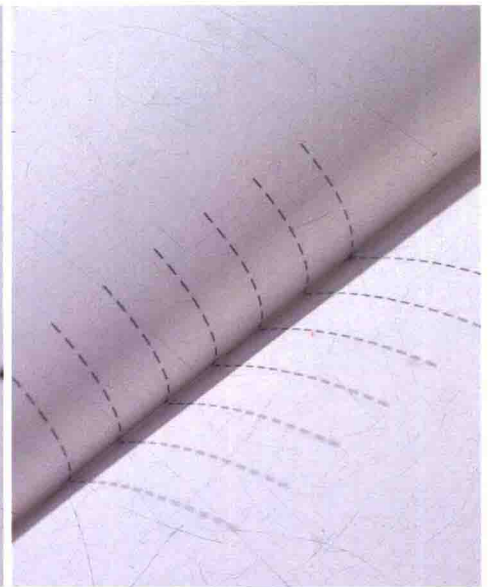
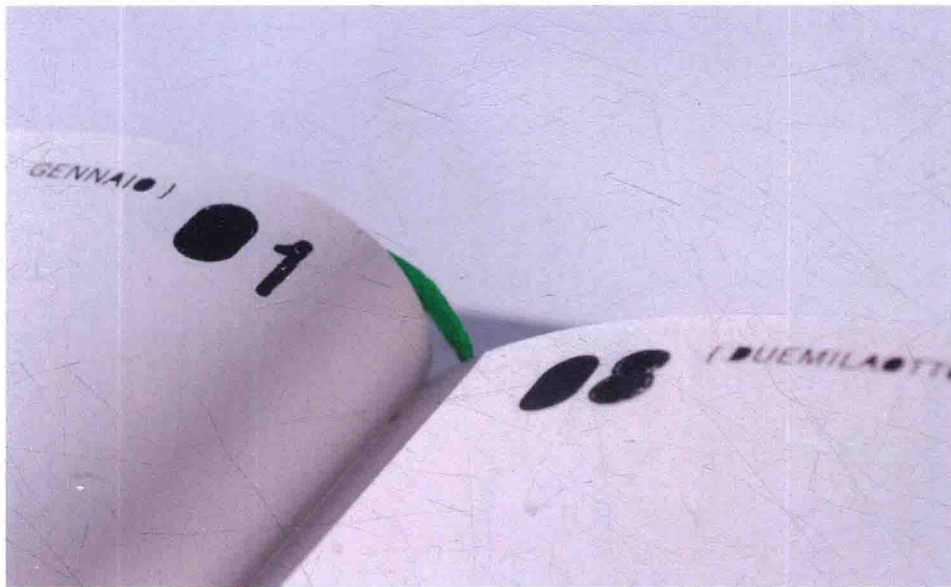
Weekly agenda that moves around idea of time.

结合

标题：结合
设计机构：LLdesign设计工作室
完成时间：2008年
创意总监：洛蕾拉·皮尔迪卡
设计师：洛蕾拉·皮尔迪卡
客户：CMT集团
国家：意大利

以时间为主题的周历。







FLIP BOOK CALENDAR

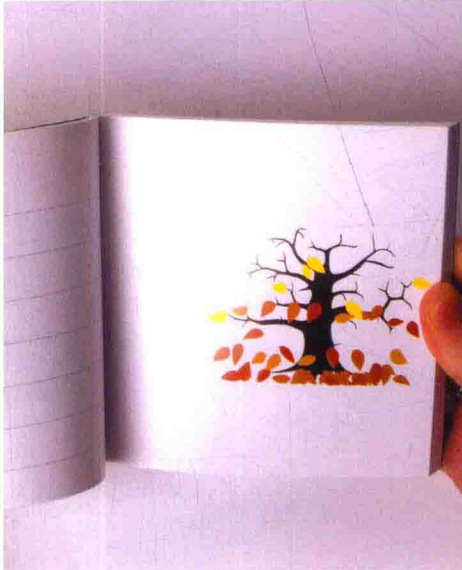
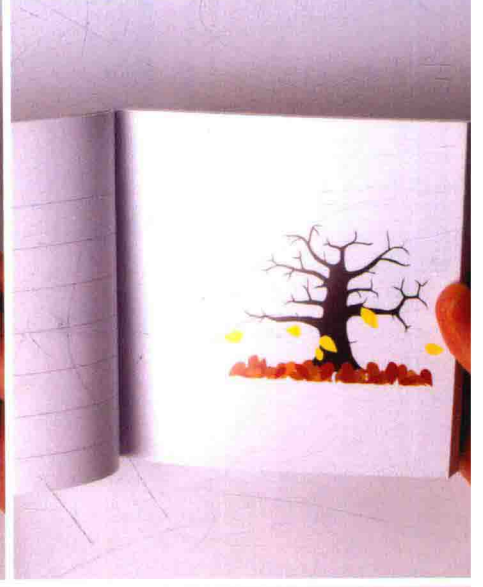
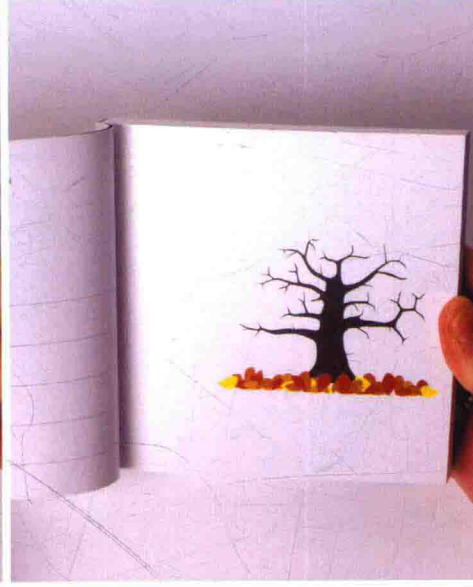
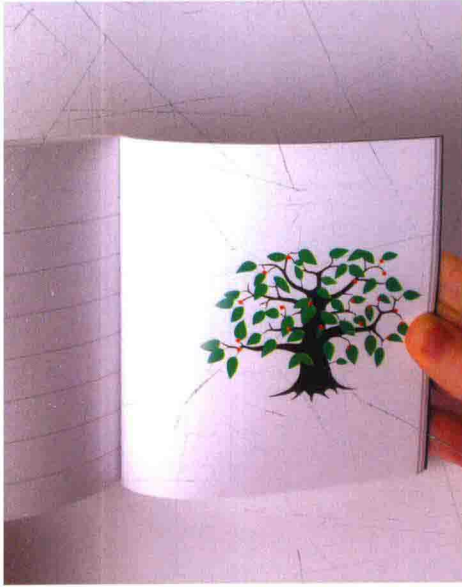
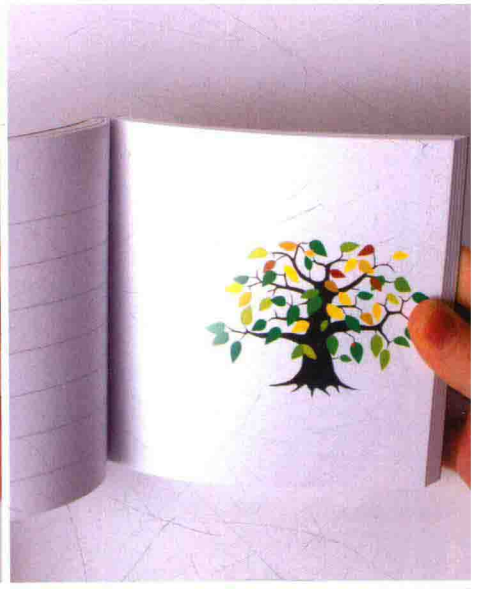
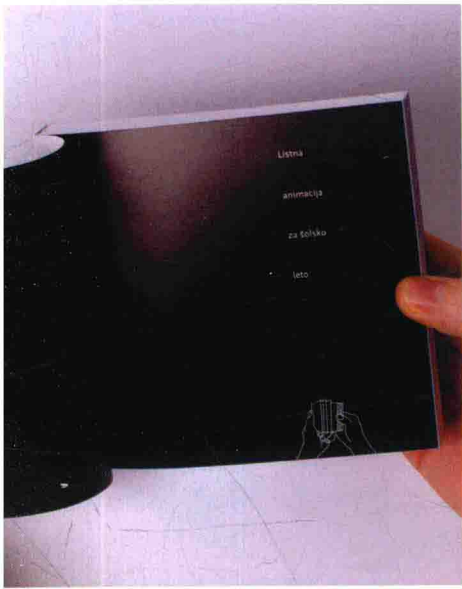
TITLE: Flip Book Calendar
DESIGN AGENCY: Tomato Košir s. p.
PRODUCTION DATE: 2006
CREATIVE DIRECTOR: Tomato Košir s. p.
DESIGNER: Tomato Košir s. p.
CLIENT: Youth Service Kranj
PHOTOGRAPHY: Peter Koštrun
NATIONALITY: Slovenia

A student calendar that starts in the fall and ends in the summer. The deciduous tree is a metaphor for student work—it starts as tabula rasa, in the process it gains leaves and at the end of the year it harvests the fruits of its work.

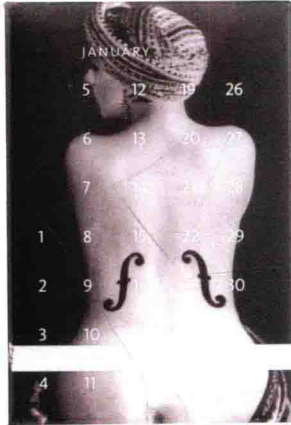
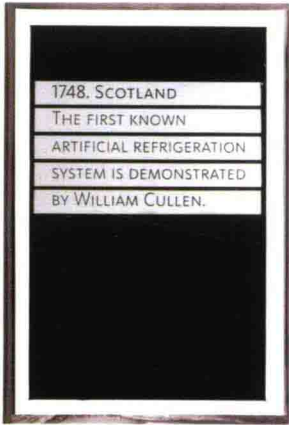
翻页书日历

标题: 翻页书日历
设计机构: Tomato Košir s. P.设计工作室
完成时间: 2006年
创意总监: Tomato Košir s. P.设计工作室
设计师: Tomato Košir s. P.设计工作室
客户: 克拉尼市青年中心
摄影: 彼得·科斯图恩
国家: 斯洛文尼亚

该项目为一个学生日历作品，日历的时间从秋季开始至夏季结束。落叶树的生根、发芽直至枝叶繁茂的过程暗喻了学生的知识从无到有直至博大精深的发展历程。



1855. USA
WHEN HIS WIFE BEGINS TO SUFFER FROM CRIPPLING ARTHRITIS, ANTONIO MEUCCI INSTALLS IN HIS HOME THE FIRST EVER TELEPHONE SYSTEM LINKING HER BEDROOM TO HIS WORKSHOP.



WORLD MOVING IDEAS

TITLE: World Moving Ideas
DESIGN AGENCY: AdmCom
PRODUCTION DATE: 2009
CREATIVE DIRECTOR: Manuel Dall'Olio
DESIGNER: Miriit Wissotzky
CLIENT: Pershing Yacht
PHOTOGRAPHY: Luca Capuano
NATIONALITY: Italy

"There is neither a starting point, nor an ending point. Ideas have always existed, and they always will. Each invention gives life to a future one. Great ideas are living among us; we just have to pause, look, touch and transform them into the next invention." Great ideas last forever. This is the insight that has inspired the 2009 Pershing calendar "World Moving Ideas" and its celebration of the power of ideas. The calendar presents 12 universally known objects and shows how many of the things that surround us today exist on account of important inventions in the past. Every object includes a month of the year 2009, plus a description of the original idea that led to its invention. For example, the iPod owes its existence to Thomas Edison who invented the phonograph in 1878, whereas magnets are a direct consequence of the refrigerator, invented in 1748 by William Cullen. Dedicated to Pershing customers and produced in a limited edition, the calendar has been sent to Pershing prospects and opinion leaders.

世界移动理念

标题: 世界移动理念
设计机构: AdmCom设计工作室
完成时间: 2009年
创意总监: 曼努埃尔·达尔·奥利尔
设计师: 梅里特·维索特斯基
客户: 博星游艇公司
摄影: 卢卡·卡普阿诺
国家: 意大利

"创意之花没有起点，也不会有终点，它们一直存在，而且永远都不会凋零。每一次创造将生活注入一丝新鲜的活力。伟大的创意就在我们的身边，我们能做的是停下来，观察、靠近然后将其转化为下一项发明。伟大的创意将永不磨灭。"这是2009年博星游艇公司日历“世界移动理念”概念提出的灵感来源。该日历通过12种人尽皆知的物体以阐释我们的日常生活与过去重要的发明创造具有密不可分的联系。每一个物体上附有2009年一个月的日历表，以及一个有关该物体最初发明理念的描述。例如，iPod苹果公司音乐播放器的发明要归功于托马斯·爱迪生在1878年发明的留声机；而威廉·卡伦在1748年发现的电磁原理则直接促使了冰箱的诞生。这一限量版日历发行的客户目标是博星潜在客户和意见领导者。

