



台湾小说选



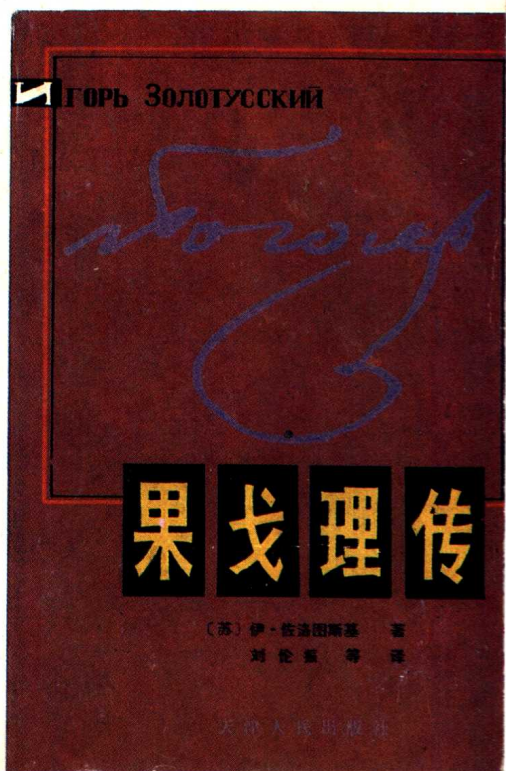
书籍封面设计选



徐扣根 侯献平 编
苏 亮

①

北京工艺美术出版社



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北京工艺美术出版社
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编 者 的 话

当我们完成这本集子的选编工作，并奉献给广大读者的时候，真有一种从一座充满艺术魅力的百花园中走出来的感觉。……

书籍是一种特殊的商品，是精神食粮。而书籍的封面则是每本书给人们的第一印象。一幅好的封面设计是对书籍内容的概括和再创造，它可以使读者从封面设计的内涵看到全书的精髓和意境。一本书价值的高低，固然取决于它的内容，但是一个和谐统一、鲜明完美、独具特色、内涵深刻、具有文化的气质和艺术感染力的封面却可以起到引路人的作用，它可以引导读者在美的享受中，去浏览、去阅读书籍内容，从而达到更好的效果。

伟大的革命家、思想家、文学家鲁迅先生对书籍封面设计、装帧艺术是很重视的，他不仅以自己文章鲜明的观点、犀利的笔锋、深刻的内容、深厚的文学功力去打击敌人、教育人民，而且还亲自动手用他变幻无穷的书法、金石、美术字、花边图案，设计了《呐喊》、《坟》、《引玉集》、《凯绥·珂勒惠支版画选集》以及《萌芽月刊》、《朝华》、《奔流》等不少深深打动读者之心的书刊封面，这些封面帮助文章的内容发挥了威力，几十年过去了，鲁迅先生设计的那些书籍的封面依然深深地印在读者的脑海中。

建国三十多年来，书籍封面设计艺术并没有得到应有的重视。有的意见认为：读书主要是看内容，封面设计是无所谓的事；也有的意见认为：文艺书籍的封面设计要讲究些，科技书的封面就不必讲什么艺术性了；……尽管如此，许许多多从事书籍封面设计

的同志仍在默默地、勤恳地耕耘，以他们一颗热爱封面艺术的心，在深入理解书籍内容、特点、气质、作者意图的情况下，经过反复构思，描绘出一幅幅充满艺术感染力、给人以美感、脍炙人口的优秀封面设计作品。这本选集中汇集的几百幅封面设计作品，仅仅是这百花园中的一束。

目前全国性书籍装帧封面艺术作品的展览、评选以及相应组织的建立，都在推动着书籍封面艺术的发展，优秀作品不断涌现，但我们与国际的一些出版、印刷事业发达的国家相比，还有很大差距。世界上规模最大的法兰克福国际书展的各个展厅，就象一座座艺术之宫，许多国家在这里展示了具有本国独特风格的精彩作品，观后令人感到钦佩。然而我们深信，我们这个具有悠久历史和文化、印刷术源远流长的国家，封面艺术也必将会放射出更加灿烂的光华！

为了交流封面设计的经验，促进封面设计水平的提高，我们打算从现在开始，把《书籍封面设计选》陆续地编印出版。限于我们资料搜集的局限性和本书篇幅的限制，更由于我们的水平所限，肯定还有许多佳作未及选入本集，为此，敬请广大书籍封面设计家、美术编辑、美术工作者、有关院校的师生以及美术爱好者们原谅，并希望我们携起手来，共同浇灌这块刚刚开垦的处女地，使它开出更加绚丽的花，结出更丰硕的果。

欢迎朋友们支持、帮助我们，并真诚地希望听到您的意见和建议。

1985. 10. 1

EDITOR'S NOTE

As we finished editing this selection to present to our readers, we felt as if we were taking leave of a flowery garden of great artistic charm.

Books are a special commodity, a form of nourishment for the spirit. The cover of a book provides the first impression for readers. A well-designed cover distills a book's content, revealing to people its quintessence and artistic conception. Although it is true that a book's value depends on its contents, a cover characterized by unity and harmony, clarity and perfection, distinctive features and profound implications, and the makings of culture and artistic power can serve as a guide, enhancing the reader's pleasure with its beauty.

Lu Xun, the great revolutionary, thinker and writer, attached enormous importance to books' cover design and binding. He attacked the enemy and educated people by writing with his sharp pen articles which are clearcut in viewpoint and penetrating in content. In addition, he designed striking covers for "Call to Arms," "Grave," "Selection of Yin Yu," "Selected prints of Kathe Kollwitz," "Monthly Bud," "Zhaohua," "Benliu" and so on with different types of calligraphy, inscriptions from bronzeware and stone tablets and decorative borders. These covers helped reveal the contents of the books and magazines. Lu Xun's covers remain fresh in the minds of readers even after several decades.

Unfortunately, the art of the cover design has not received the attention it deserves over the past thirty years or so since the founding of the People's Republic of China. Some people think that the content of a book is paramount and that it makes no difference whether a book's cover is well designed. Others think that fine cover design is appropriate for art and literature but not for books on science and technology. Nevertheless, comrades engaged in the cover design pur-

sue their work quietly and industriously. With the love for the art of cover design and based on a deep understanding of the content and distinguish features of books and the intentions of authors, they have designed a number of top quality covers which are full of artistic charm and sense of beauty, and are widely loved by the people. The hundreds of covers contained in this selection represent only a bouquet from the garden of cover design.

The current National Exhibition of Book Binding and Cover Design, the comparison and appraisal of the works at the exhibition and the establishment of organizations on the subject are spurring the development of the art of cover design. As a result, fine works are constantly emerging. Yet we are aware that we lag far behind the advanced countries in the press and printing. At the world's largest international book fair in Frankfurt, each showroom is like an art gallery where many countries display their finest cover designs with their own unique styles. We were greatly impressed by these works. We are convinced that the art of cover design will shine with dazzling splendour in China which has a long history and culture and the art of printing which can go back to the ancient times.

To exchange experiences and raise the level of cover design we are planning to compile, print and publish a series of "Selected Book Cover Designs". Undoubtedly many excellent pieces have not been included in this selection due to limitations in our collection, of space, and, what is more, of our ability. For this, we apologize to the teachers and students concerned and lovers of art. It is hoped that we will join together to tend this newly cultivated virgin land to help it blossom and bear more fruit.

We welcome the response of our friends and sincerely hope to hear their opinions and suggestions about our work.

美国革命作家史沫特莱在这部著作里，通过对朱德同志六十岁以前所走过的伟大道路的叙述，展现了中国人民为谋求解放而英勇奋斗的光辉历程。这本书同斯诺的《西行漫记》一样，成了有关中国革命史的名著。

史沫特莱热爱中国，同情和支持中国人民的革命斗争。写过许多有关中国的作品。从一九二九年踏上中国的土地起，到一九五〇年五月不幸逝世，她作为中美人民的友谊不懈工作。“我一直告诉了我不是一个中国人”——她这样说。

伟大的道路

〔美〕艾格妮丝·史沫特莱著

中国人民解放军战士出版社印刷

公用图书、家庭
团以上单位图书
馆或资料室



伟大的道路

朱德的生平和时代

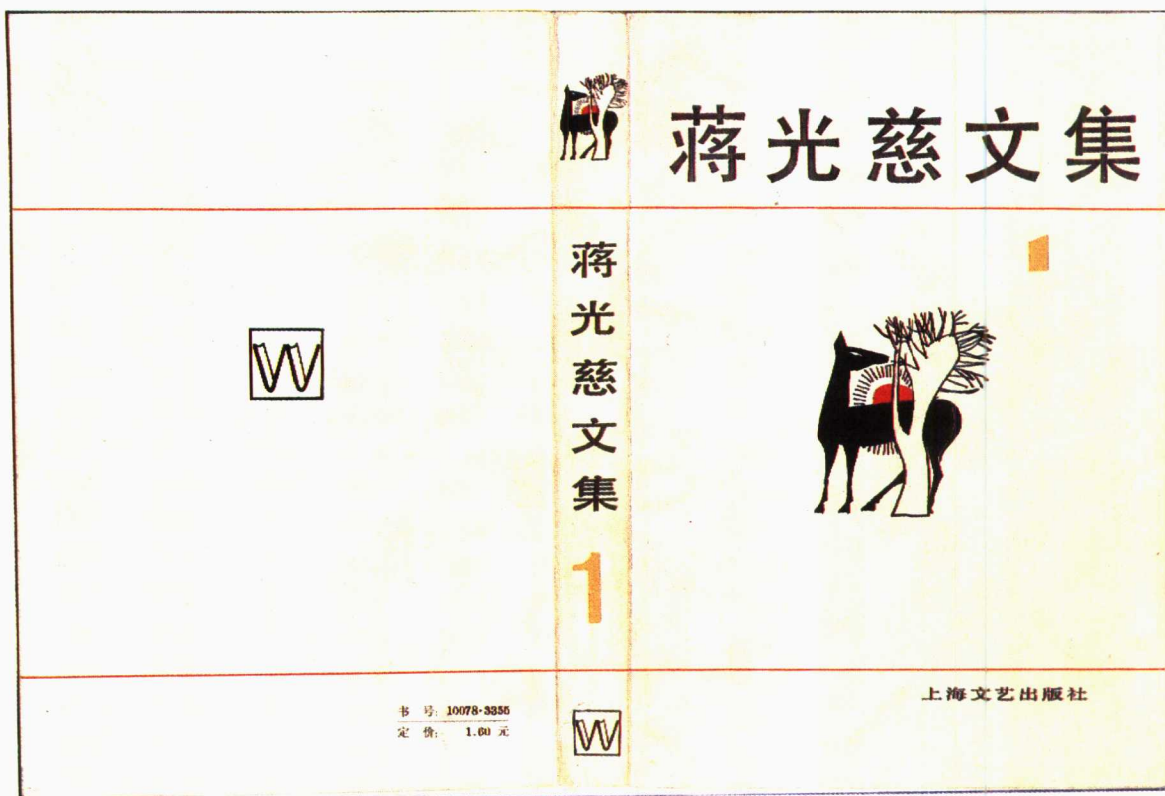
〔美〕艾格妮丝·史沫特莱著

周恩来青年时代诗选



周恩来青年时代诗选

书号：10019-2731
定价：1.20 元



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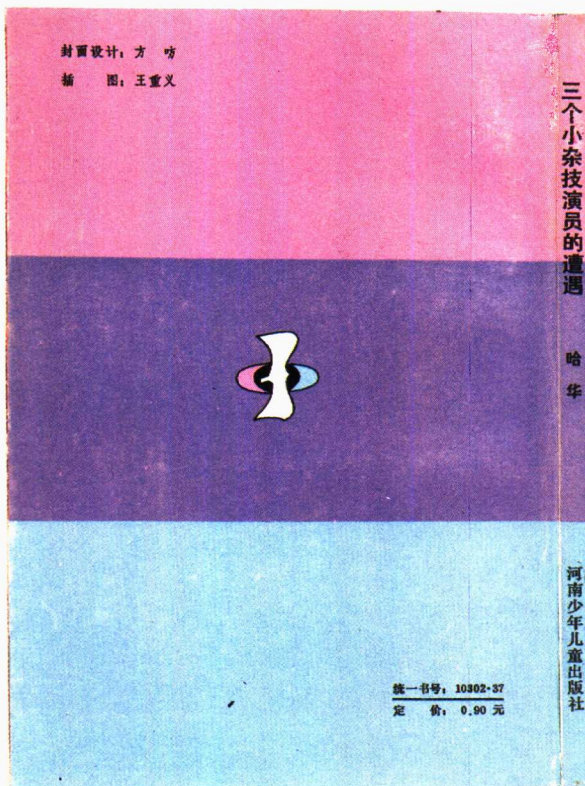


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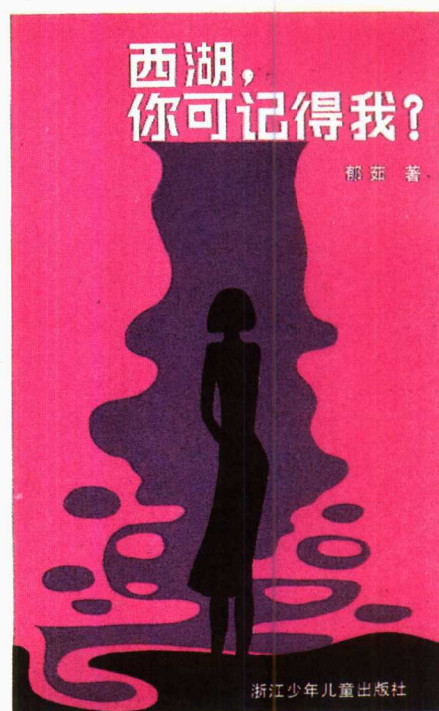
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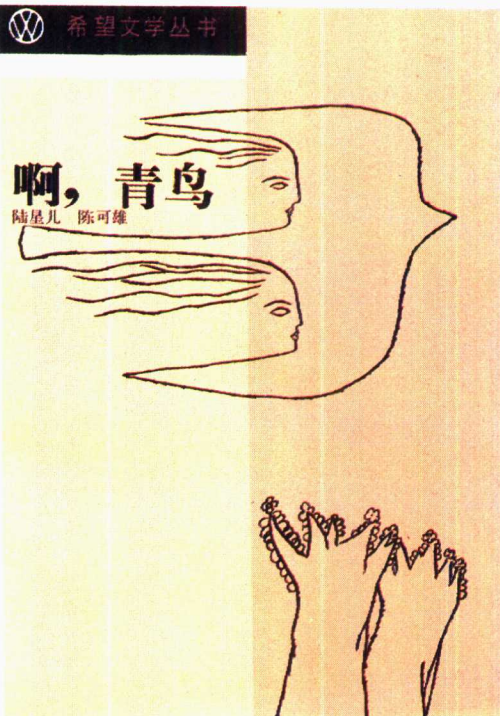
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啊，青鸟

陆星儿 陈可雄



曹玉振

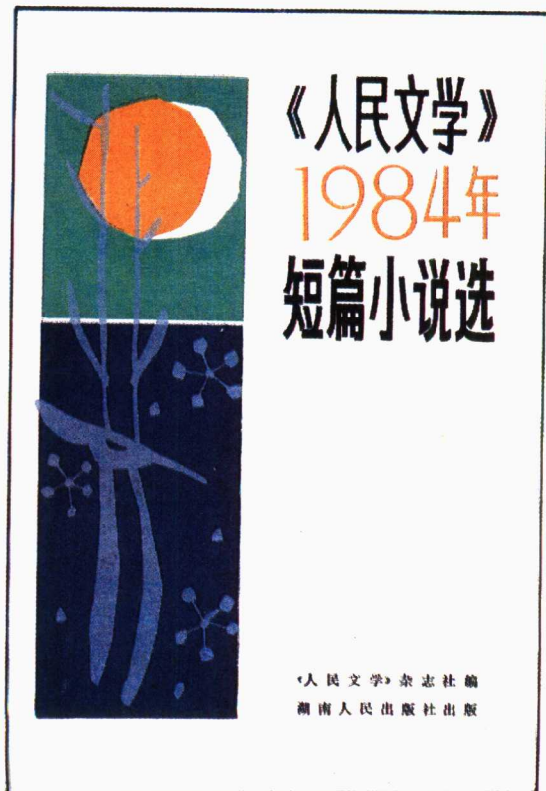


任斌武

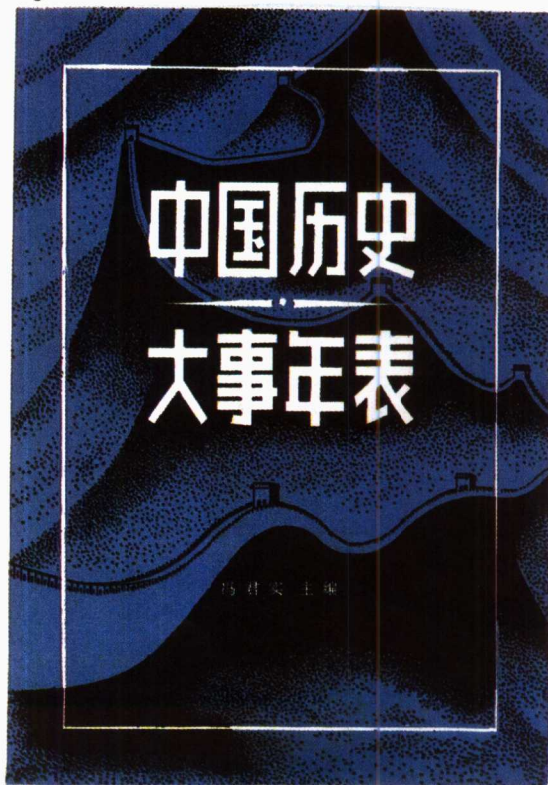
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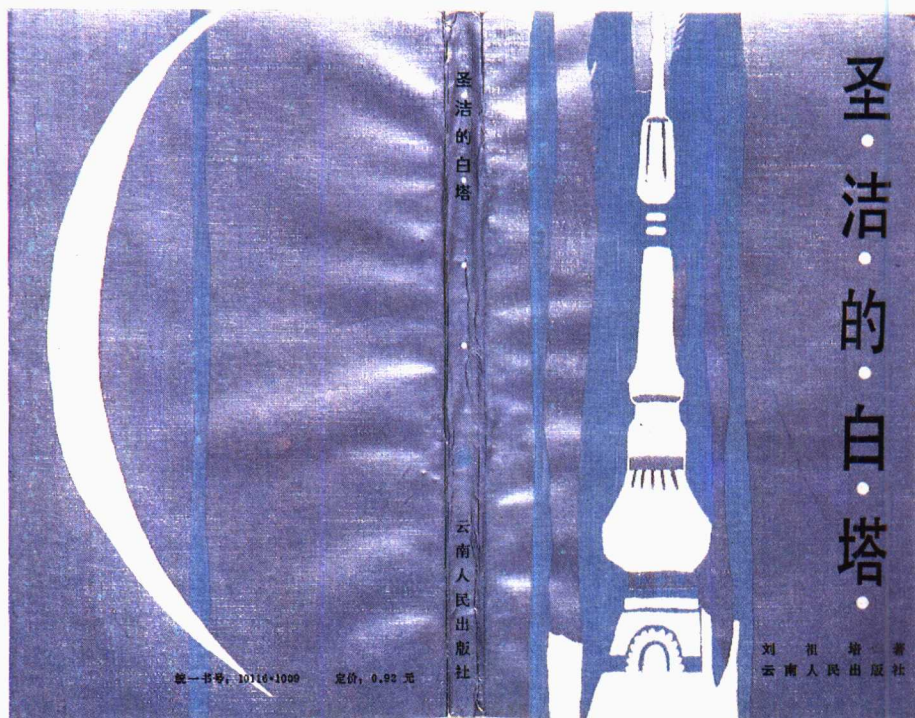


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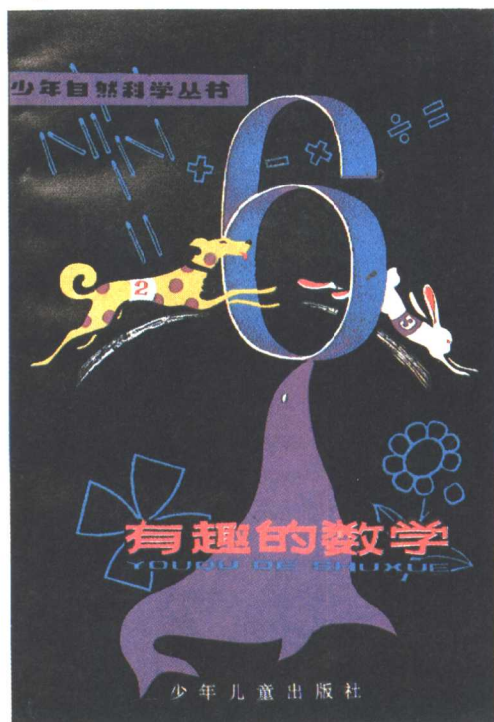




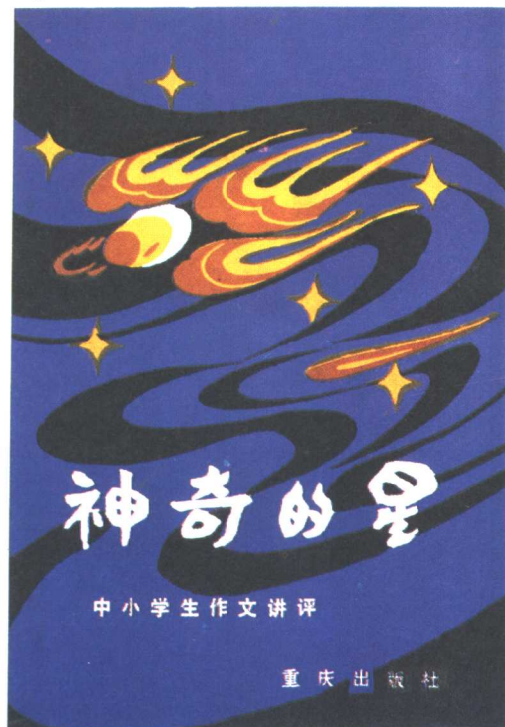
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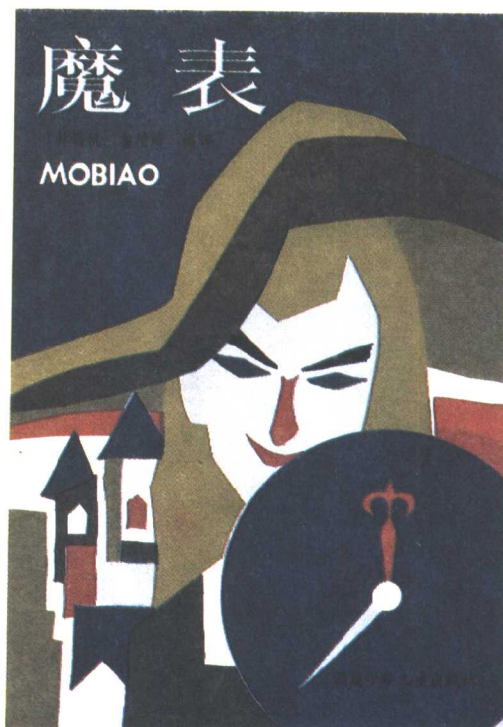
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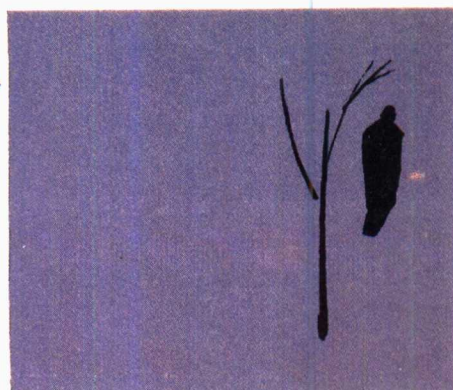


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十月



FASHENG ZAI HUOJIA DE SHI

发生在霍家的事

3



中国 1983 出版年鉴

简 编 本



中国出版工作者协会编
商务印书馆出版

