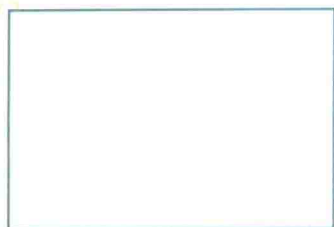


版式设计艺术



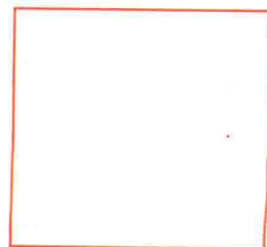
版式设计艺术

New Design



方十圆 / 编

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编者的话

Z 21 世纪是新经济的世纪，科学技术的发展与交流，使大量信息需要各类媒体进行传播。现代版式设计就是根据特定的功能需要将文字、图片按照平面的构成原理，编排组合在一起。它的功能及应用范围大，包括从传统的书籍、期刊、报纸、广告、招贴、产品样本到互联网网页、展览、交流展示等的版面设计直到现代信息社会中一切视觉传达。版面设计作为技术与艺术的结合，是信息视觉传达的重要手段。

E 当前，版面设计与经济和商品互动，商业的繁荣促使了版面设计的竞争，高科技的发展为版面设计提供了丰富的表现手段。高品质的版面设计也是文明社会追求高品质生活质量的体现。

I 本书精选了不同类型，不同风格的当代国外优秀的版式设计 600 余幅。精彩多变的设计作品，应是所有从事版式设计者的构思源泉之一，亦是探索版式前景的可能性和变化趋向的极有价值的参考书。

N 本书是 NEW DESIGN 系列之一。

代序

不再传统

——谈版式设计艺术

现代版式，不再是传统意义上的“版式”。

现代版式，是一种流动形态，在当代文化现象中的信息间不断运转，它需要一种易变的灵活性。

自走上桌上时代一刻起，它改变了前人的运作方法。排字工人辛辛苦苦把手铸的字母一个个用手排的时代已经一去不复返了。数字排印的变化反映了从纸张到荧屏，从持久性到显示性的一个根本转换。

在屏幕上重生，犹如光通过计算机代码，旧的铅字在不尽的伪装和变形中更生。生气、优美、动感、充盈是现代版式及其数字图像间相互运用的显著特点。数字时代永久改变了版式设计的视觉前景。Mac使设计者能够更快地试用更多的构想，创造他们自身的形象。

当今，我们被不断冲击我们意识的视觉形象牢牢攫住，不论书籍、杂志、报纸、广告、招贴还是互联网、展览展示等。无疑，其中版式设计作为Text主题，它将成为视觉美术的重要部分，为平衡清晰易读与更具审美目的，以及要求接受不断创造出来的新风格，版式设计常常实验性地提出挑战。在今天分门别类的社会里，版式设计的多样化不应互相排斥，而应该共存共用。我们深信版式设计的知识及规则对优秀的版式作品的创造是至关重要的。

版式设计是一种视觉语言，像其它任何一种语言一样，它在不断地发展，并受到技术和文化的影响。中国是千年文明古国，在悠悠岁月中，中国的书籍版面结构经历了漫长的演变过程，确立了自身传统的设计语

言。对我们来说,更重要的是在接受传统文化的基础上,在多样的设计元素碰撞中产生新的活力,以强烈的变化和更新意识为特点,那是一种不敬和反叛的设计语言,这需要设计者的勇气。

无疑,随着Digital Press的实战性导入,使版式设计走上更尖端、更敏感、更富张力的时代。在人类的思考方式、直感能力、创作要素方面来看,对版式设计的价值面的评判,主要以信息传达的速度和包容力,以及它的亲和力来衡量,设计者的能力也在对时代的敏感反映方面划出优劣。在表现技巧上,规则/不规则、规范/不规范、秩序/反秩序的点、线、面的巧合到组合都将达到造型的极至。

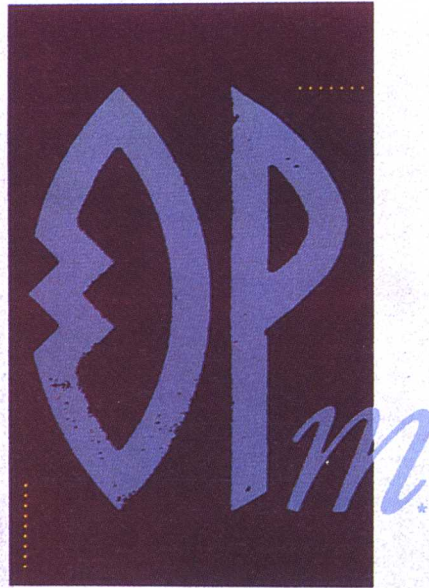
版式设计艺术家将用极具个性化的表现方式把普通的近乎习以为常的主题进行延伸和扩展,不拘于平和的表达而更强调艺术的表现,这是时代精神的需要。

版式设计作为信息传媒的主要部分,带有强烈的大众倾向。合理地、有计划地,创造性地将版式设计艺术扩大化和普及化是重要的。

在反省我们的现状时,我们必须不断地去进行探索与实验,无论是对设计概念的把握,还是技术上的更新,都要求不断积极思考。

面册中的作品,犹如打开了无数扇门,能够让读者对当今版式世界有所了解。

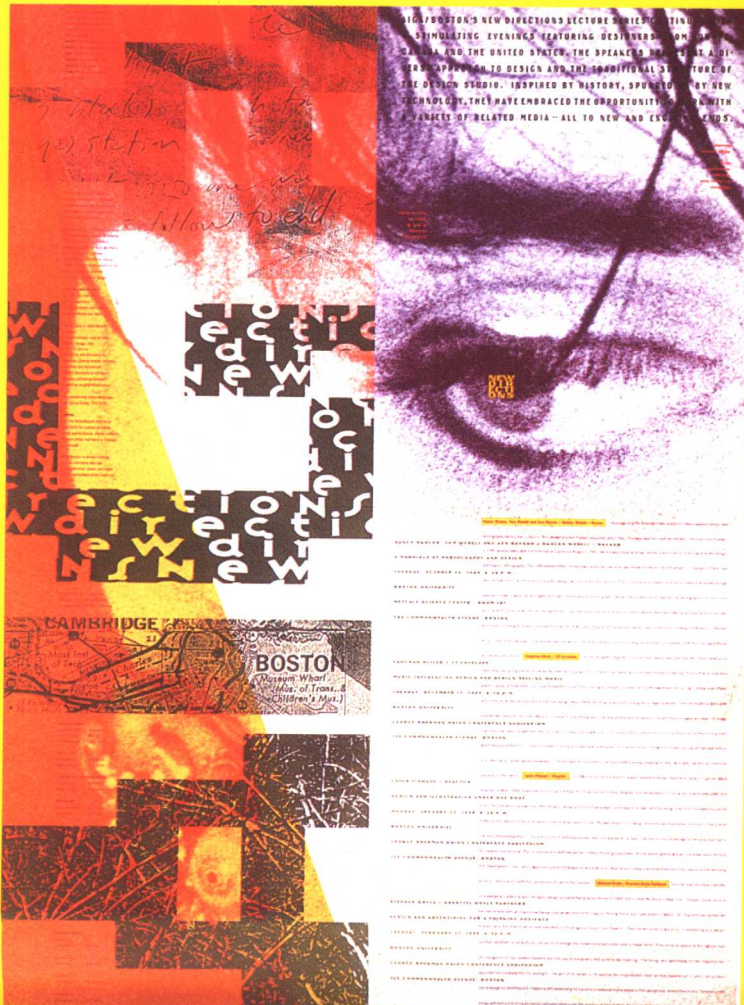
寻求独特的版式设计语言去设计,是版式设计充满魅力的核心。

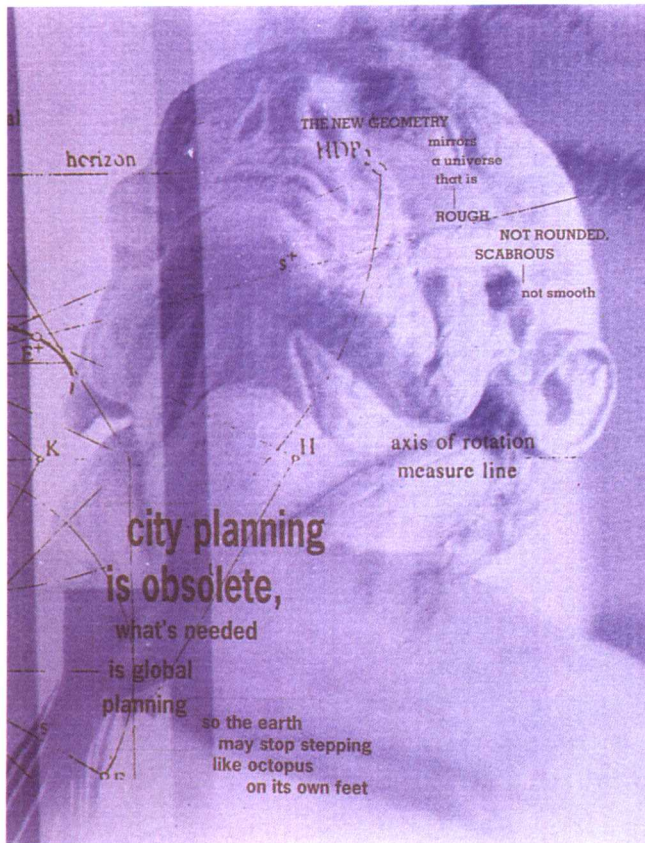


WITHIN THE COUNCIL OF STATE GOVERNMENT EDUCATIONAL AND CULTURAL ADMINISTRATION COMES UNDER THE MINISTRY OF EDUCATION. THE MINISTRY'S WORK CAN BE SAID TO RELATE TO THE WHOLE LIFESPAN OF AN INDIVIDUAL AND INCLUDES THE FOLLOWING: BASIC GENERAL EDUCATION, VOCATIONAL TRAINING, HIGHER AND ADULT EDUCATION, SCIENCE AND RESEARCH, THE ARTS, YOUTH AFFAIRS, SPORTS, FINANCIAL SUPPORT OF STUDENTS, COPYRIGHT, AND ECCLESIASTICAL AFFAIRS. FINLAND'S PARTICIPATION IN INTERNATIONAL EDUCATIONAL, CULTURAL AND SCIENTIFIC COOPERATION IS ALSO ADMINISTERED BY THE MINISTRY OF EDUCATION. THE ANNUAL STATE BUDGET ILLUSTRATES WELL THE EXTENT AND RELATIVE IMPORTANCE OF THE EDUCATIONAL AND CULTURAL ADMINISTRATION. THE APPROPRIATION OF THE MINISTRY OF EDUCATION IS THE SECOND LARGEST IN THE WHOLE GOVERNMENT. IN RECENT YEARS THE EDUCATIONAL AND CULTURAL BUDGET HAS TOTALLED 25 BILLIARD MARKS, WHICH IS ABOUT 17% OF THE WHOLE ANNUAL STATE BUDGET.

THE MINISTRY OF EDUCATION HAS TACKLED SEVERAL MAJOR CHALLENGES IN RECENT YEARS, SUCH AS THE REFORMS OF BASIC GENERAL UPPER SECONDARY AND HIGHER EDUCATION. IMPORTANT FUTURE TASKS ARISING FROM THE CHALLENGES OF THE 1990'S WILL CONSIST OF THE DEVELOPMENT OF VOCATIONAL ADULT EDUCATION AND ART EDUCATION. THE PRESENT TECHNOLOGICAL PROGRESS AND THE SUBSEQUENT SOCIAL CHANGES ARE REFLECTED IN A NUMBER OF NEW ISSUES FACING THE MINISTRY AT PRESENT, SUCH AS A GROWING NEED FOR INSTRUCTION RELATED TO INFORMATION TECHNOLOGY AND ITS DEVELOPMENT. THE DEVELOPING MEDIA CULTURE ALSO MAKES NEW KIND OF CHALLENGING BUT INTERESTING DEMANDS ON THE MINISTRY.

WITH AN INCREASING AMOUNT OF FREE TIME AT THEIR DISPOSAL, CITIZENS EXPECT EVER MORE FROM CULTURAL PROVISION. THE BEST WAY TO RESPOND TO STRUCTURAL CHANGES IS THROUGH EDUCATION. THE EDUCATIONAL AND CULTURAL FIELDS WILL ALSO CREATE AN INCREASING NUMBER OF JOBS IN THE FUTURE.





city planning
is obsolete,
what's needed
is global
planning
so the earth
may stop stepping
like octopus
on its own feet

This is why
it can call an orange a fruit,
without taking time
to examine an orange
to see if it meets
all the definitions
which describe a fruit.
The key to logical thought is
taking a series of facts
and seeing if we can make
a new factual statement
using established principles.
If our final statement
can not be concluded
from the information given,
then it is considered illogical
based on the facts given.
Here is an example
taking a sequence of facts,
and then proving the conclusion
is logical, following
the rules of logic.
The purpose of this example
is to show the path
taken by logic,
and not to actually define
the logical rules.
If Bob goes to the movies
then he will have to pay
six dollars to get in.

THERE IS AN OLD CHINESE MAXIM THAT SAYS HE WHO GOES UP THE MOUNTAIN COMES BACK DOWN THE MOUNTAIN. THE TRUTH IS NOTorious FOR SUCH OBSERVATIONS, AND THIS ONE WOULD HARDLY SEEM TO BE A REVELATION UNLESS, OF COURSE, WE REMEMBER THAT OUR WESTERN HABITS OF THINKING ARE UNUSUALLY DESTINED TO BEAR UP THE MOUNTAIN, AND NOT BE ALL CONCERNED WITH BALANCING THE EQUATION BY COMING BACK DOWN THE OPPOSITE SLOPE. SINCE PLATO, CYCLES THOUGHT HAS BEEN CONSIDERED TO BE THE HIGHEST ACHIEVEMENT OF THE WEST. YET IN THE WEST DON'T LIVE IT WHEN THINGS BECOME AND MEET. IN SHORT, WE DO NOT BELIEVE THE PROSPECT OF "COMING DOWN" THE MOUNTAIN. IF WE REFUSE TO DO SO, HOWEVER

THE BEST BEACH BARS IN THE WORLD. PART ONE.



The best beach bar in the world.

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The Beautiful South-East of England has never had it so good. Young upwardly mobile phones aplenty, half a garage sells for the equivalent of two small factories in Aberdeen, the country is re- Thatched in July, bits of old dockland are suddenly prime development targets - it is now clear that God is from Surrey. Or is he? October says not - with a mother of all storms lashing across the prosperous end of the country exclusively. A hurricane by any other name, it notches up £300 million quidsworth of damage, fells a third of Kew Garden's trees, and tars the Meteorological Office forever. And then the Dow Jones index takes a dive. London's stock market gets downwardly mobile, in newspaper cartoons at least. Bitingly, it's the pain-down-to-earth, no-nonsense yokel from the Aussie outback who captures the nation's heart in 1987. **Crocodile Dundee** - no red braces on this man. Anyone read Spycatcher yet? Thought not. Ollie North says he has - but who believes him? Andy Warhol claims to have died. Don't believe that either.

Year of the Crocodile

1987

1989

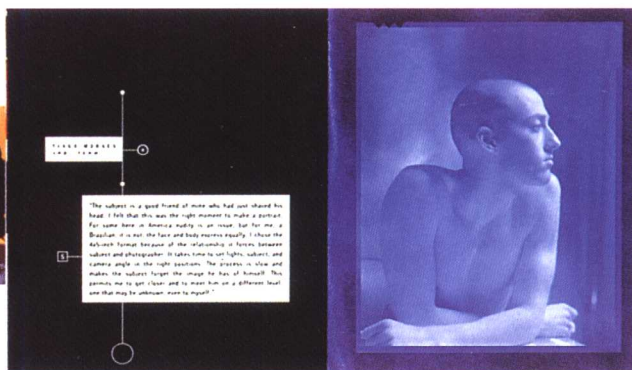
Year of the Dish

Ooops. The number of TV channels available to the British has not doubled, thanks to Mr. Murdoch and his Sky TV satellite for million well-spent mate. Author Salman Rushdie is spared anyway - he's suddenly found his spare time sitting around the house doing it. The comic Verses: "All those involved in publication who were aware of its content... shall go to death" - now that's what I call a bad review. There's a granny official. The ozone layer's got a hole. The captain of US oil tanker Exxon Valdez is charged with shedding for a reef off the coast of Alaska. Ooops. Topical acid-rock jokes. What do you get if a rottweiler starts making love to you? Jesus Jones. Fake an orgasm. Advertising hearings across the South East ask: "Eiffel, can anyone make sense of it?" The total number of people who have contracted botulism from hazelnut yogurts rises to 25 in June. One in three people in Glasgow have not paid their Poll Tax. Ooops. One wall without accompanying satellite dish comes down in Berlin. Pssst. Wanna buy some water? Is it ILE Bob?



Photography

Photography doesn't merely record what is visible; it makes visible. Whether it is used for an advertising campaign or a personal project, the camera is a tool of communication, limited only by the user's imagination. Working with a faculty of professional photographers, Art Center students learn that it is the care and skill exercised before the exposure is made that distinguish great images from ordinary ones.



Experience the exhilaration of 20/20 creative vision in Chicago. Plan now to attend the one conference that focuses on both the business and creative aspects of design. Focus on your success in graphic design

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You'll meet and share ideas with designers from around the globe. And you'll return to work inspired by the knowledge and wisdom of these world-class speakers: Primo Angeli • Ilise Benun • Joe Duffy • Patrick Fiorentino • Louis Fishauf • Joel Fuller • Mike Hicks • Alexander Isley • Judy Kirpich • Leslie Leventman • Rick Valicenti • John Waters

creative

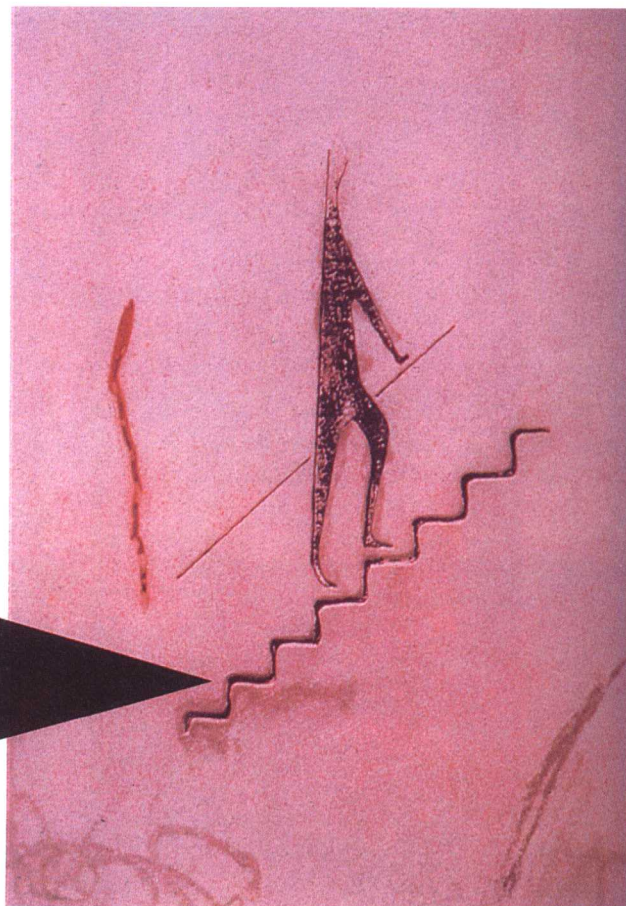
HOW

vision

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April 25th thru 28th, 1993. The Westin Hotel, **Chicago**, Illinois.



Graphic and Packaging Design

Graphic and Packaging Design

Graphic designers are communications specialists. Whether they are creating printed material, signage, video graphics, or computer imagery, their objective is to inform. And their language—with its vocabulary of color, symbols, type, and images—is truly global. Attaining fluency in that language is only one of the goals of graphic and packaging design majors at Art Center. Students learn to be researchers, analysts, and organizers as well as graphic artists.

"Our program was to present the periodic table of elements in a new way and to illustrate how the elements in the periodic table interacted with each other. I had a lot of ideas, but I had to find one that had all the elements I needed. It also had to be something that I could use in my composition. I placed the image of the train underneath my typographic so that the C in atomic, for example, overlaps the train's plume of smoke which contains carbon. This was an excellent exercise in composition, visual information, typography, color and texture."

Jurors' Consensus
Selections
 Lucienne Wild
 Rick Vermeulen
 Bruce Mau

