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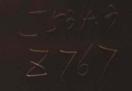
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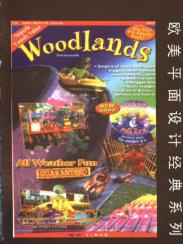
# 广告设计百例经典

**GUANGGAO SHEJI BAILI JINGDIAN** 

创意策划: ▶▶▶ **W.HY** 雪儿创作室(U. K) 主编\_:朱琳珺\_\_

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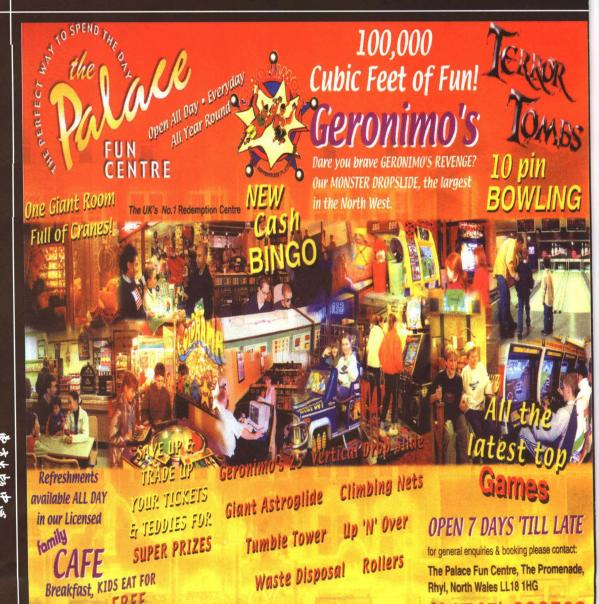




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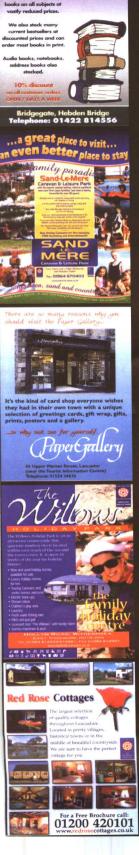


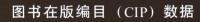
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对于旅游, 也许是喜欢摄影的关系, 十 分热情。无论是在国内, 还是国外, 每到一 个景点,大自然给予人类的魅力往往让我忘 记了一切, 而那些设计新颖、内容丰富的景 点导游图册, 也成为我收集的新目标。从设 计的角度来说, 其特有的异国设计风格和设 计构思, 无疑是学习的好范本。

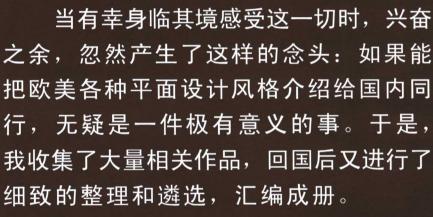
欧美, 作为世界广告业发达地区, 其在 平面设计理念上的领先成就,着实令世人瞩 日。这里汇集了一大批欧美出类拔萃的平面 设计艺术家,他们的设计作品:在构图的表 现上, 创意新颖: 在色彩的应用上, 大胆活 泼:在字体的选择上,稳中有变;在图片的 处理上,细腻清晰;在表现技巧上,风格各 异,几平达到令人无法挑剔的程度。

GUANGGAO

SHE

BAILI

JINGDIA



艺术是没有国界的。相信这些小册子 能给我们带来一种审美的享受和创新的启 迪 。

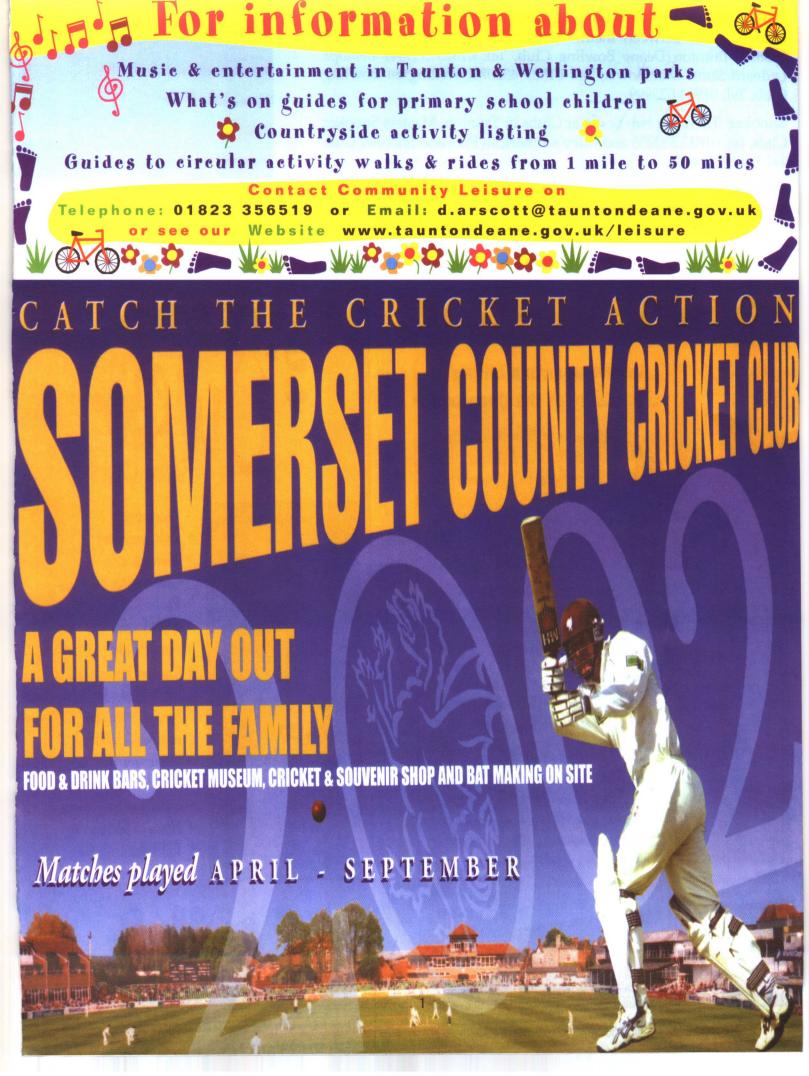
需要说明的是,这些平面设计作品的 收集和拍摄,均来自美术馆、旅游点、 商店和户外随意免费索取处。

对于这些匿名设计师们的艺术作品所 带给我们的艺术享受和创作灵感,在此表 示真诚的感谢。



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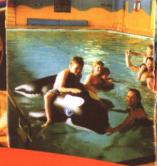
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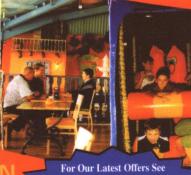
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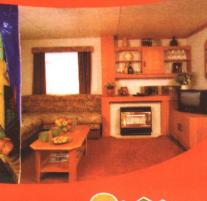
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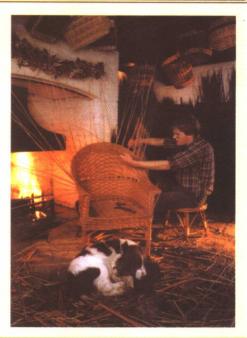
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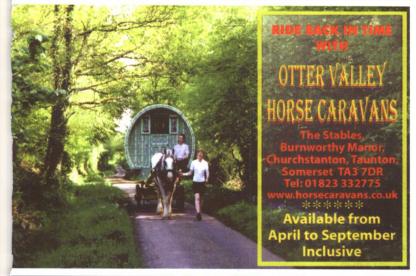
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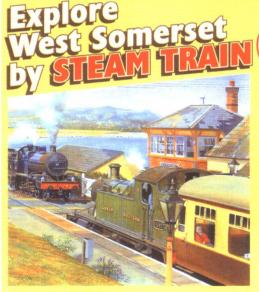


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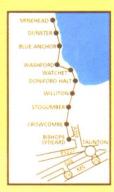
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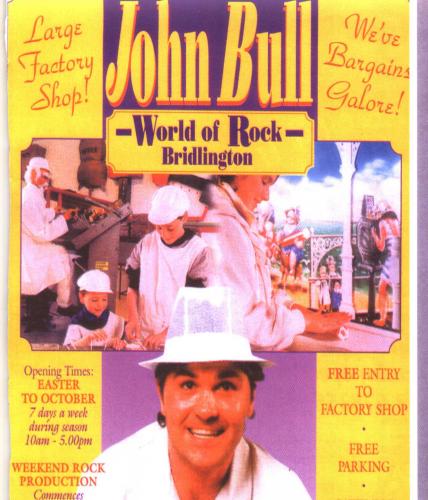
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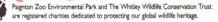
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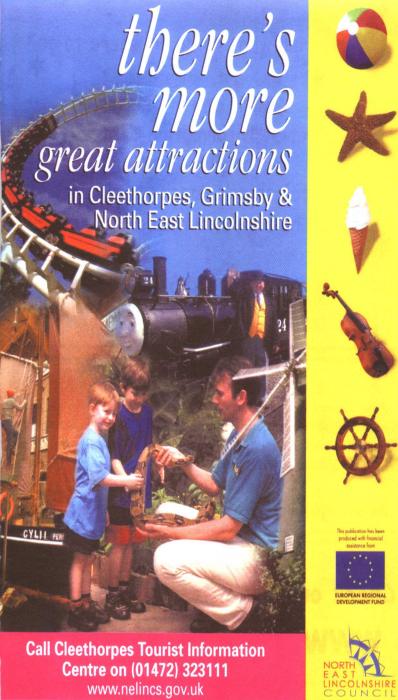
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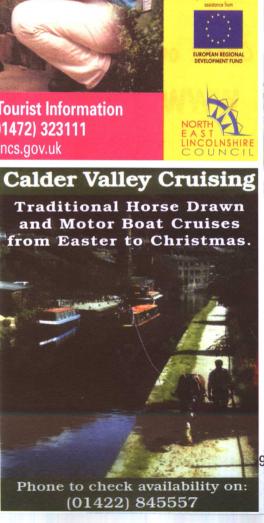


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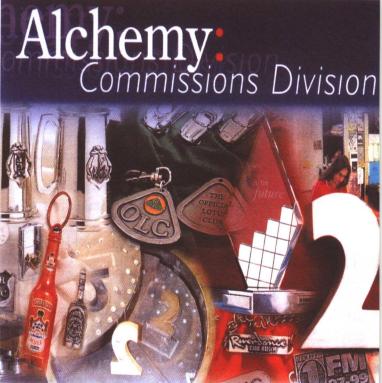
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