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编著：解 勇

设计热点丛书—layout

辽宁美术出版社



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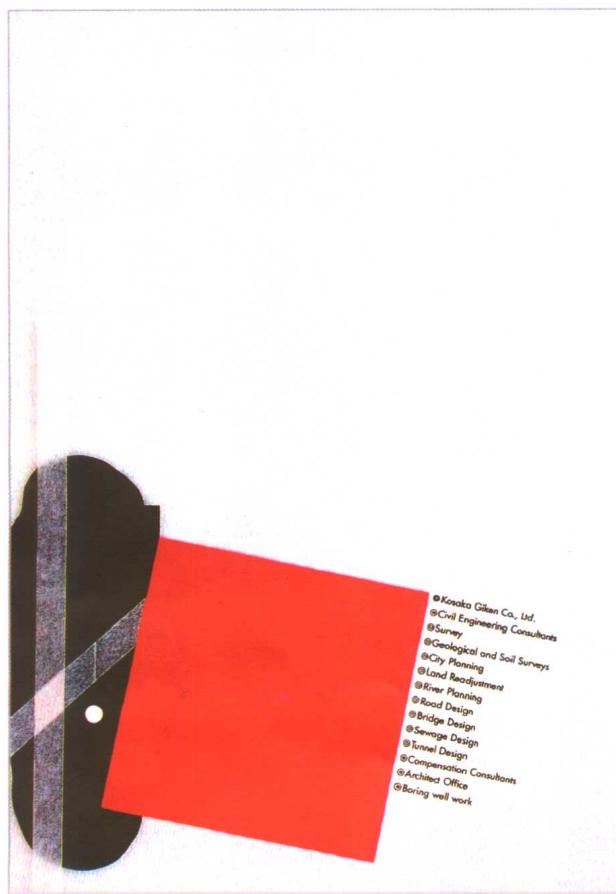
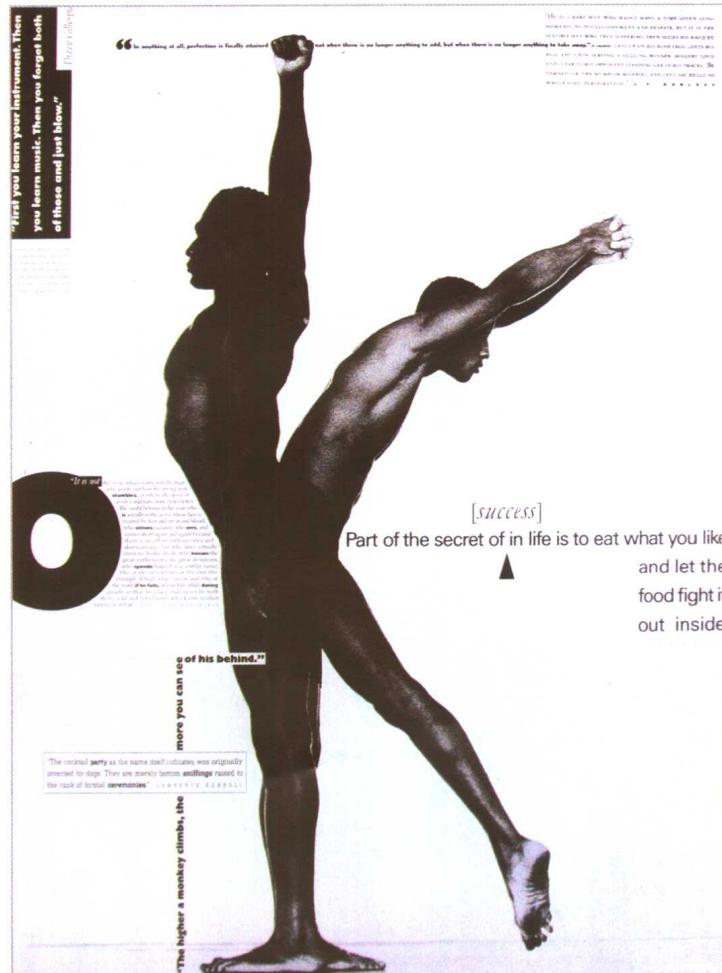
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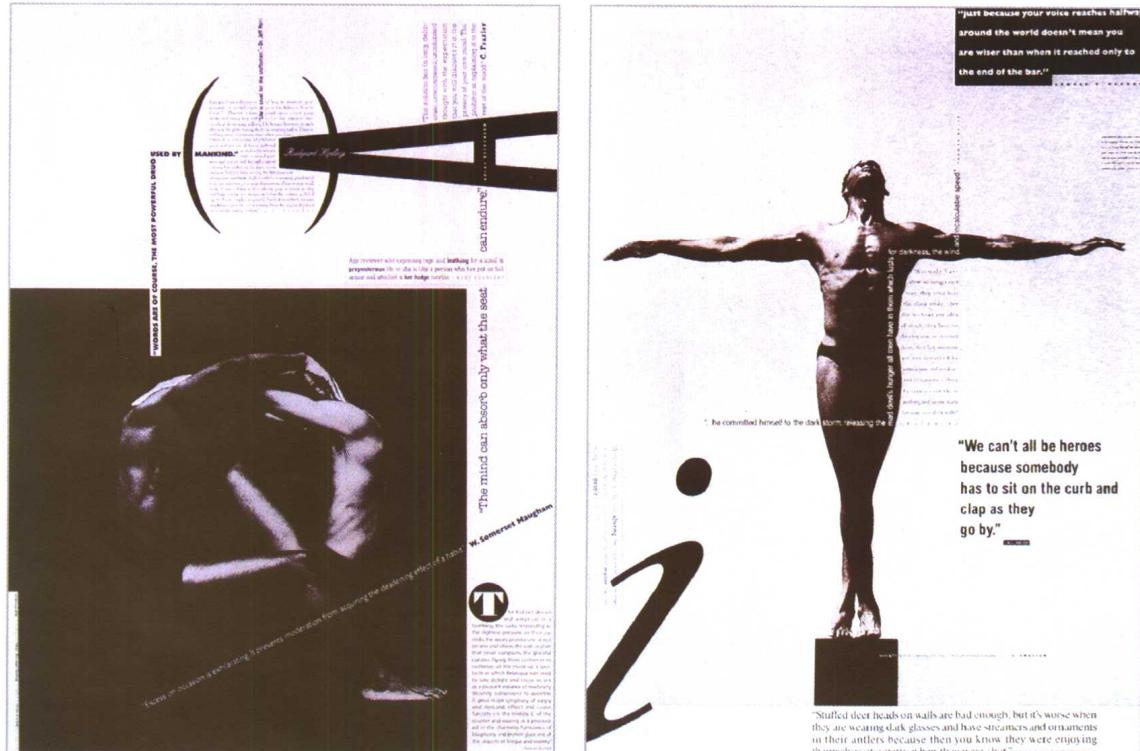


版面组织

编著 — 解 勇



版面组构即版面的构成形式，它是平面设计中很重要的一部分，是设计师在对设计内容诠释后的抽象表现，其作品往往能反映出作者的审美取向及艺术修养。同时版式设计的风格还受时尚、流行趋势的影响。



CLASSIC EXPEDITION

The Expedition is the ultimate expression of SCUBAPRO's stabilizing jacket design. This latest version of the industry standard preserves the Classic's fit and durability while providing new features demanded by today's active divers.

This design allows the diver to rotate and move around a "buoyancy bubble", making every movement easier and more precise.

Front Backed Integrated Weights

Integrated Weight System

Hand Glued Finsel Seam Construction

Double Neoprene Coated 420 Denier Fabric

Soft Back Design

Integrated Inflation/Deflation System

Standard Rear Pull Dump

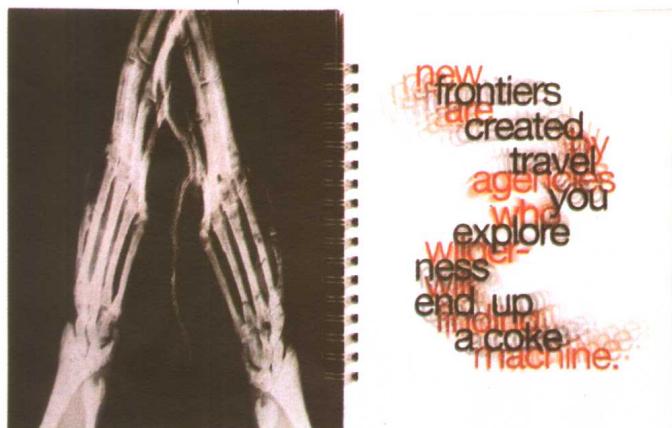
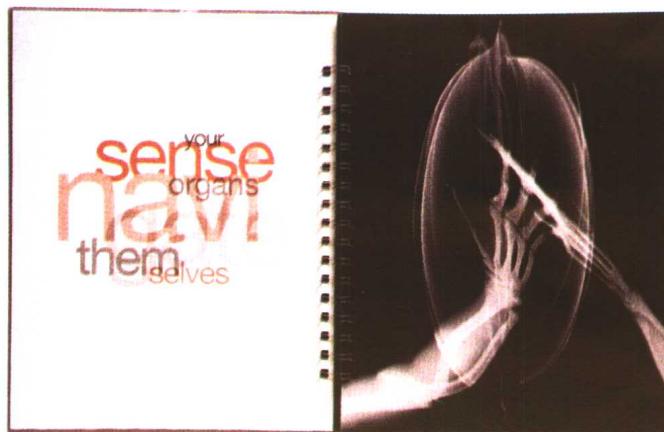
All SCUBAPRO BC's accommodate either the A.I.R. 2 or Balanced Inflator for ultimate flexibility.

SCUBAPRO A.I.R. 2

QUICK RELEASE BALANCED INFLATOR

Buoyancy Compensators

风格严谨、朴素大方、简洁淡雅、讲究对称式的古典风格在现代版式设计中受很大的冲击，设计师把现代人的激烈、跳跃、互动、侧重感性的情绪融入到版面的设计理念中来，形成了新的设计风格。



HERB

Lubalin

STINK MOTHER

eclectica

The graphic design is a bit more like abstract painting. It gives visual expression to the poetic message in the products. The essence of Lubalin's work is that it is always original and enduring. He avoided the temptation of over-decoration. His creative designs are important to a large field of design. He has a unique ability to find the right combination of form and color to give the product its own identity.

<p>The Three Arts Club of Chicago presents our eighth annual Landmark Jazz Series: eclectica</p>	<p>It is with great pride that we reveal that we score with our friend Jackie Christian. After long, steady labor, Christian has kept the best jazz company recording with jazz groups from Gert, Lewis Young, Coleman Hawkins, and Oscar Peterson, to name just a few. Downbeat Magazine says, "Christian offers the straight-ahead, purist musical side of jazz... lyrics with a crystal touch in the heart and soul of his art."</p>	<p>karl montzka quartet November 18, 1998</p> <p>Karl Montzka brings his Hammond organ and his innovative quartet for an evening of smooth and swingin' jazz. Montzka is emerging on the local scene as a gifted band leader, organist, arranger and composer, exploring everything from street beat grooves to bright swing. Joining Montzka in the quartet are his brother Eric on drums, guitarists John McLean and Greg Schulte on bass trumpet.</p>	<p>patricia barber January 27, 1999</p> <p>Patricia Barber is noted for her gracious voice, depth of vision and fresh, innovative interpretations. A leader on the local scene for the past decade, Ms. Barber was named the #1 "Female Jazz Vocalist Delivering Water Recognition" by Downbeat's International Critics Poll. Thomas Conrad of Stereo Review magazine wrote of her work, "If you've heard it yourself, you can sing it people... and they will not only love it, they will need it."</p>	<p>brian goephart March 24, 1999</p> <p>This acoustic jazz quartet delivers what David Hiltner of the Chicago Sun-Times calls "... foot-tapping, delightfully raw and rollicking meditations by a band that deserves to go places." Leaders Brian Goephart, Christopher and Terri Long trumpet and reed by Ken Macleod, set trap and Mark Olson drums. All of these artists have outstanding reputations for their work, both locally and nationally, and together they deliver an evening of extraordinary jazz.</p>	<p>audrey morris May 20, 1999</p> <p>Recipient of the 1998 Rock Forest Blues award for outstanding achievement, Audrey Morris graces landscape jazz with her commanding vocal and piano talents. The former resident piano teacher for Mr. Kelly's and a member of the residence trio at the legendary London House, Morris has played with such luminaries as Dean Peterson, Carmen McRae and Walter Reed. However, Reed, writing for the Chicago Tribune said, "A local treasure by any standard, Morris deserves her place at the pinnacle of seasoned chapter pianists with utterly unaffected, haunting readings of standards."</p>
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D ESSERTS & BEVERAGES

DESSERTS

Classic Chocolate Malt Cake
Three layers of moist chocolate fudge cake
with a creamy chocolate malt icing. \$3.45
With ice cream add 50¢



Snap Decision
A brandy snap case filled with fresh fruit
and vanilla cream. Topped with strawberry
sauce, mounds of whipped cream, almonds
and fresh strawberries. \$4.35

Chocolate Brandy Mousse
A chocolate cream and brandy whipped to
a light airy texture. An elegant, light creamy dessert.
\$3.25

Mocha Mud Pie
Frozen, chocolate custard layered with
chocolate almond mousse and coffee
ice cream. Topped with hot fudge and
toasted almond slices. \$4.35

Carrot Cake
Sweet and nutty old fashioned cake with
carrots, coconut, pineapple and thick cream
cheese icing. \$4.35

Friday's Oatmeal
A slice of warm Classic Chocolate Malt
Cake, heaped with vanilla and chocolate
ice cream, strawberries, mounds of
whipped cream and finished with chocolate
Simply outrageous! \$3.85

Friday's Sundae
Vanilla ice cream topped with hot fudge and
caramel nuts and whipped cream. \$3.65

Ice-Cream
Vanilla or Chocolate \$1.95
Orange Sherbet.
\$1.45



BEVERAGES

Pepsi, Diet Pepsi, Ginger Ale,
Lemonade \$1.30

Mineral Water

Sparkling or still \$1.20

ORANGE ST.

Naturally refreshing fruit drinks. \$1.95

Friday's Smoothies
Healthful, non-alcoholic frozen fruit drinks.
\$2.70

Milkshakes and Malts \$1.95
Banana Coconut
Cherry Peach
Chocolate Strawberry
Chocolate chip Vanilla
Chocolate fudge

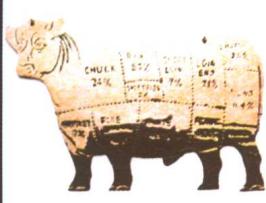


Coffee
All freshly brewed
Cappuccino \$1.30
Regular or Decaffeinated \$9.50
Iced Tea
Freshly brewed \$9.50
Hot Tea
Earl Grey or English Breakfast \$9.50
Fruit Juices
Orange, grapefruit, pineapple, cranberry,
grape, papaya, tomato, apple or V-8
\$1.75
Milk
Plain or chocolate \$1.75
Hot Chocolate \$1.25



H ENTREES

All entrees include seasonal fresh vegetables



Mushrooms, Steak and Mushrooms
Charbroiled choice sirloin topped with
sautéed mushrooms, onions and melted
Mozzarella cheese. Served with fried
mushrooms and a loaded baked potato.
\$12.50

New York Strip 12oz
Seasoned and charbroiled to your taste,
with your choice of onion butter or
sautéed mushrooms in Burgundy wine
sauce. Served with a loaded baked potato.
\$12.50

Filet Mignon Reg
Seasoned and charbroiled to your taste,
with your choice of onion butter or
sautéed mushrooms in Burgundy wine
sauce. Served with a loaded baked potato.
\$12.50

Blackened-Cajun Filet Mignon
Three tournedos of choice tenderloin
seasoned with Cajun spices and blackened
on a cast iron skillet. Served with spicy
black beans with brown rice. \$12.45

SEAFOOD

Broiled Scallops
Sea scallops sautéed with sherry
butter and garlic, then topped with
seasoned breadcrumbs and broiled.
Served with brown rice pilaf. \$8.75

Salmon Friday
A thick salmon fillet in a rich
cream mushroom sauce.
Accompanied by brown rice pilaf.
\$10.95

Charbroiled Salmon Fillet
A thick salmon fillet
marinated in butter, lime,
white wine and spices.
Charbroiled and topped with
lemon herb butter. Served
with brown rice pilaf. \$10.25



CHICKEN

Chicken Onion
Sautéd with white wine, herbs and Dijon
mustard, covered with ham and melted
Swiss cheese. Served on a bed of spinach
and accompanied by brown rice pilaf. \$10.25

Blackened-Cajun Chicken
Breast of chicken seasoned with Cajun
spices and blackened on a cast iron skillet.
Served over brown rice and topped
with a herb cream sauce. Accompanied by
spicy black beans. \$9.95

Mushrooms, Chicken and Mushrooms
Deep-fried and topped with sautéed
mushrooms and Mozzarella cheese. Served
with fried mushrooms and a loaded baked
potato. \$9.95



SIDE ORDERS

Friday's Fries \$1.95

Friday's Thin Onion Rings \$1.95

Parmesan-Garlic Rolls \$1.25

Fresh Vegetable Selection \$1.65

Friday's House Salad \$2.85

Friday's Cole Slaw \$1.65

Brown Rice Pilaf \$1.15

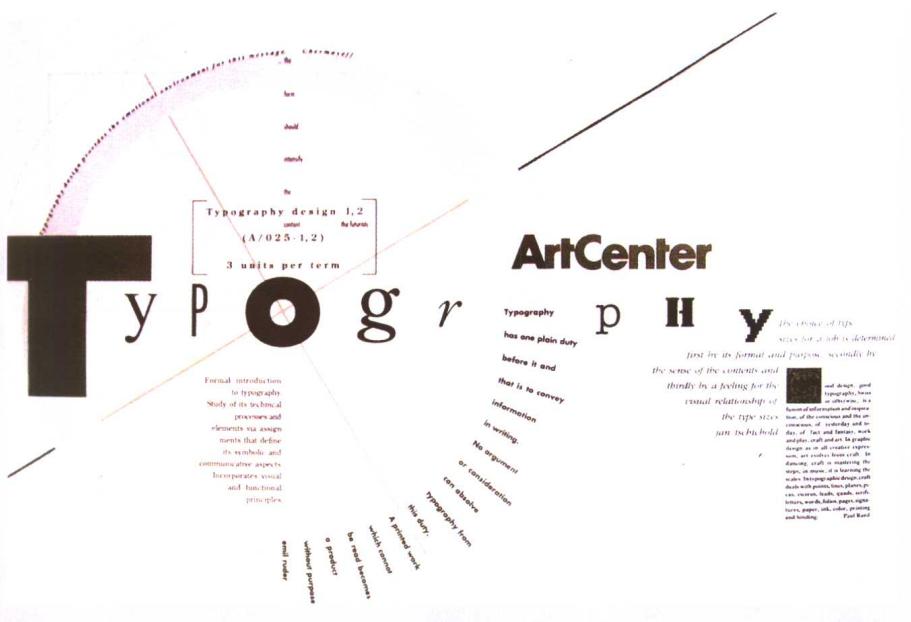
Black Beans and Brown Rice \$2.25

Baked Potato \$1.65. **Loaded** \$1.65

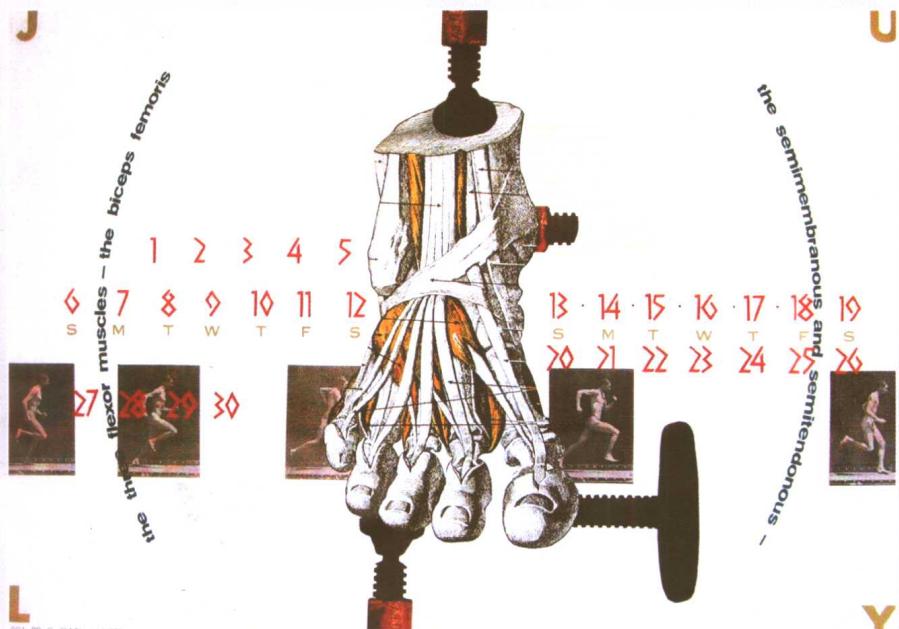


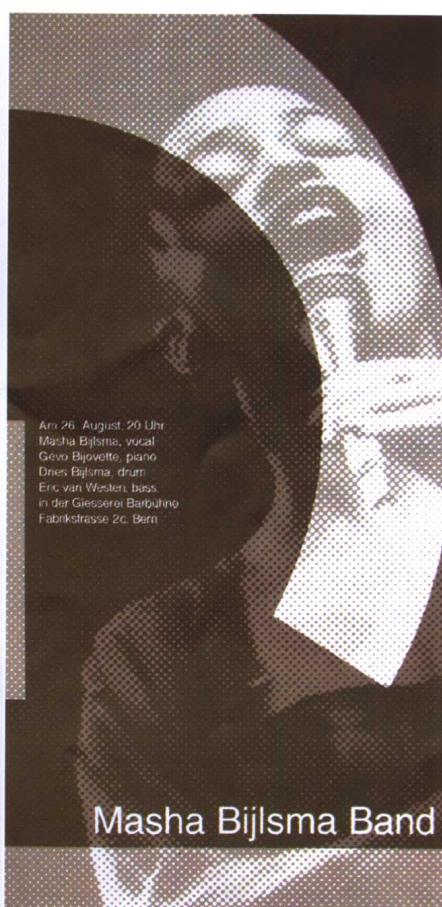
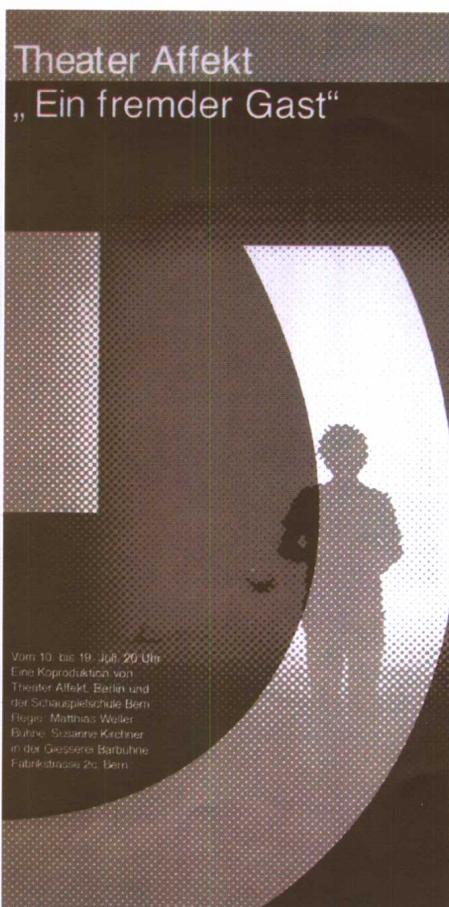
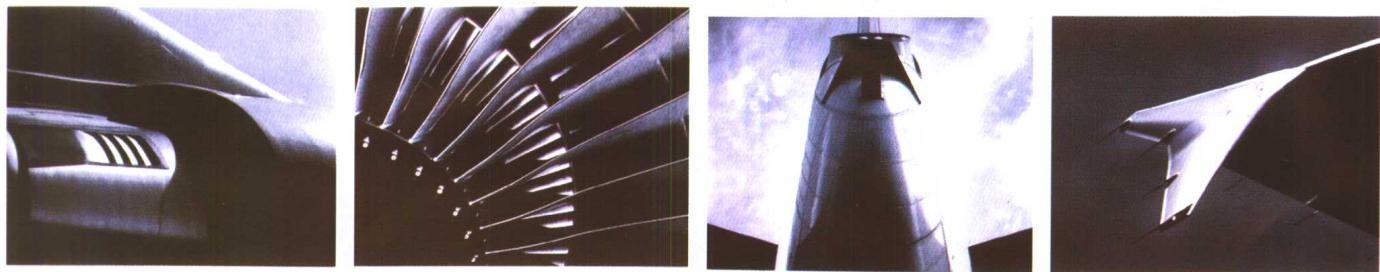
侧重版面的功能，追求不对称，大胆运用强烈的面积对比，利用大面积的图片给观者以视觉冲击，整体版式不呆板，充满活力。

MASSO

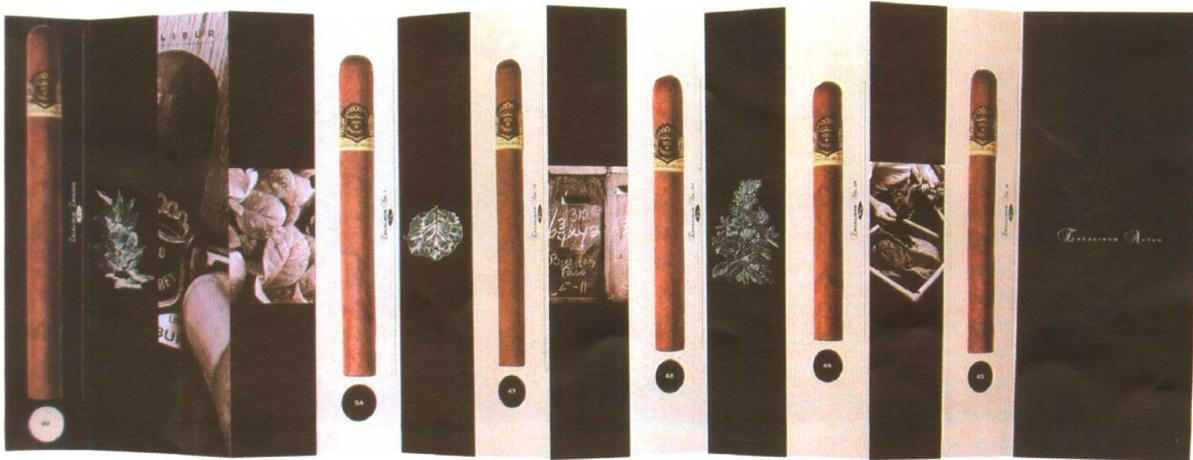
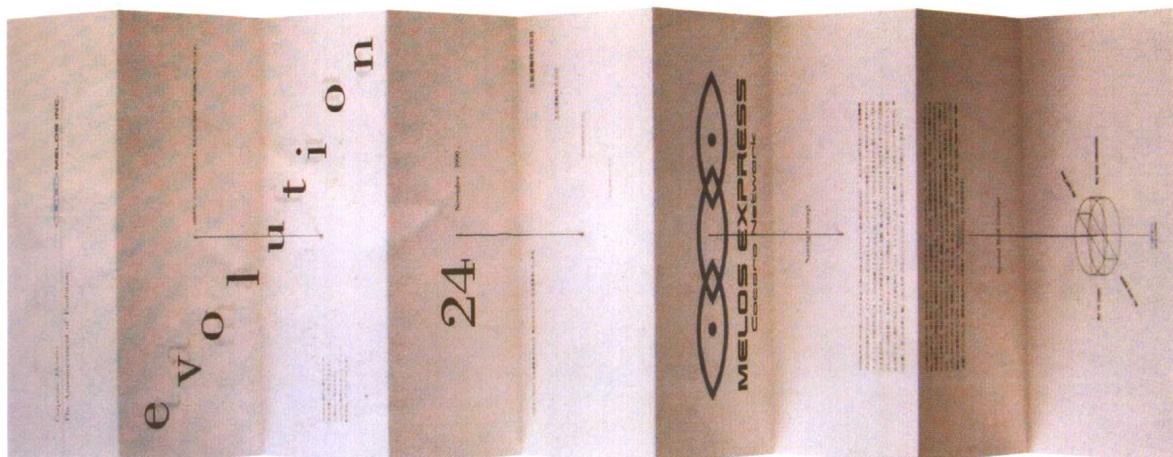
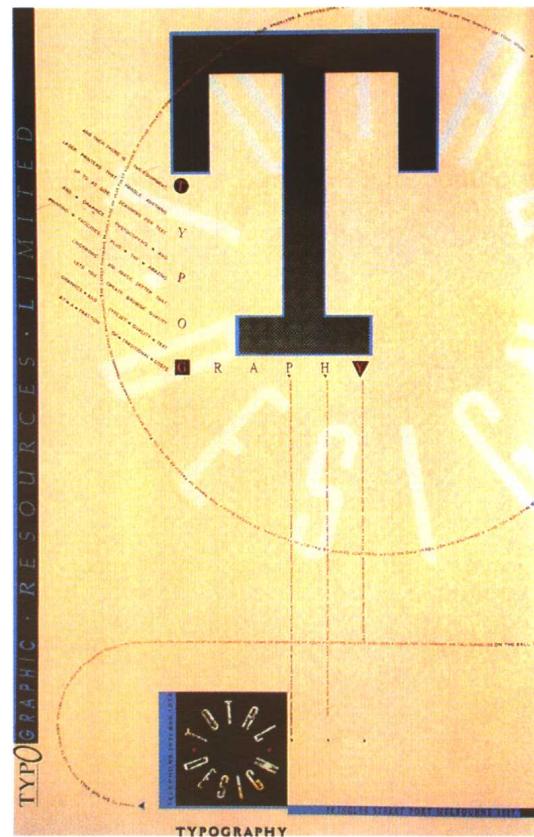
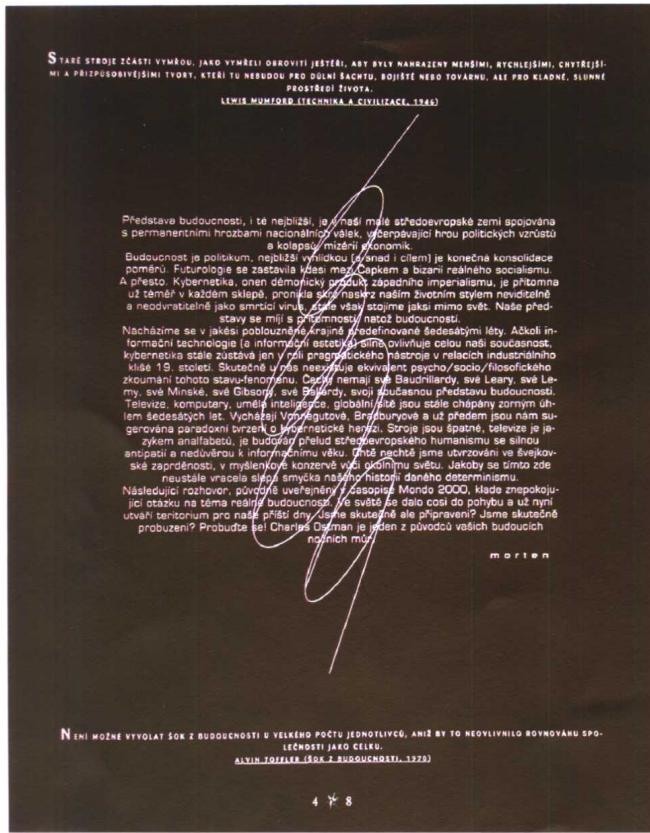


曲线、富有变化的文字排列使画面充满跳动、活跃的动感和韵律感。





现代的排版、印刷技术为版式设计创造了更为广阔的领域，尤其是文字在排版中可随意大小、倾斜、扭曲，使设计师能自由灵活地发挥其想象力，但随意不等同于混乱，版式的功能始终是第一位的，因此版式中的视觉引导与视觉流程是非常重要的。





MEETINGS

This year's symposium is designed to be a more intimate affair than last year's, with a maximum of 100 attendees. My request is that they be seated in rows by category.

FOUR PRACTITIONERS OF THE SWEET SCIENCE DEMONSTRATE THAT POWER IS NOTHING WITHOUT CONTROL.

PHOTOGRAPHS BY BEN WAITS

The magnificence of boxing lies in the diverse methodologies used by its champions to execute a single mission: to defeat an opponent. But the sport itself has changed. Before the hands are wrapped with tape and laced into gloves, the cerebral subtleties of the sweet science must combine strength and speed. And most important, they must have willpower.

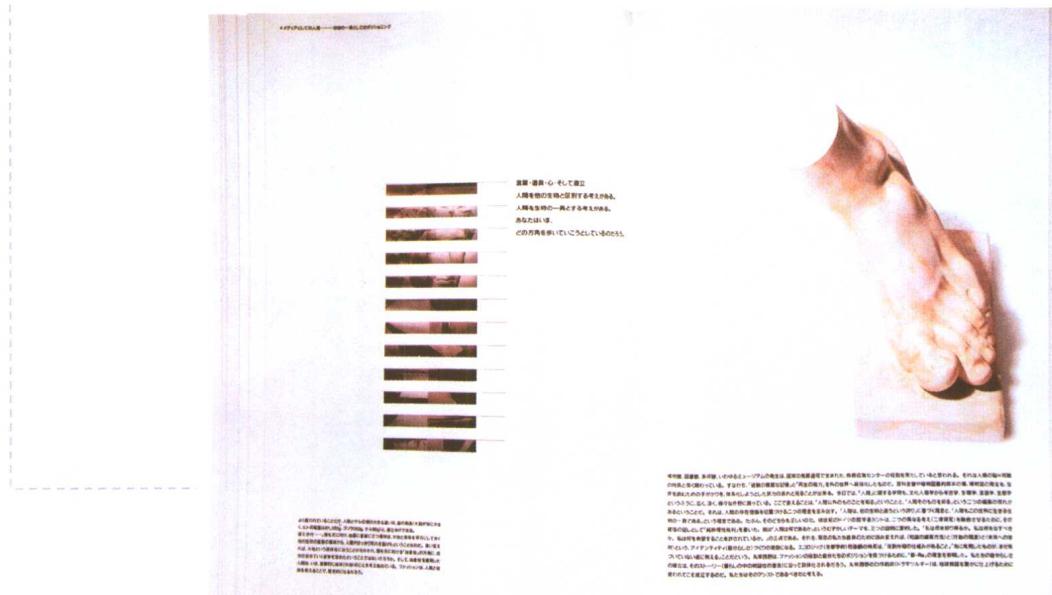
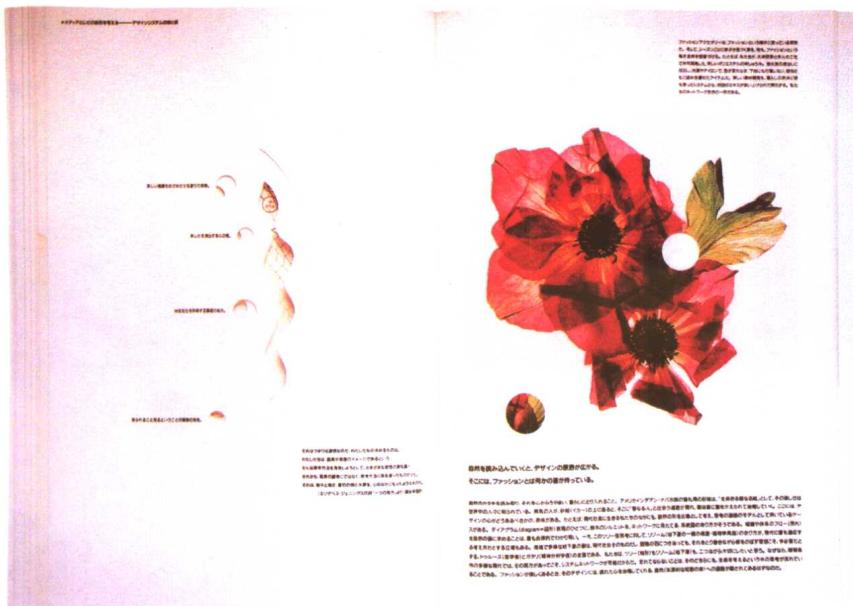
Oscar De La Hoya, Roy Jones Jr., Lennox Lewis, and Freddie Mercury share varying amounts of all these attributes, but that's where the similarities end. The heavyweight Lewis and Jones rely on bad intentions and powerful hitting. De La Hoya abuses opponents with barrages of complex combinations. And Mercury, who says he's been in the ring since he was 10, has a combination of blinding speed and lightning-quick reflexes. In their combined careers, the four men have won two gold and two silver medals, and compiled a combined professional record of 120 and 2. Moreover, they've KO'd 102 opponents and been awarded seven championship belts in five different weight divisions. When they enter the ring, someone's liable to go down. Hard.

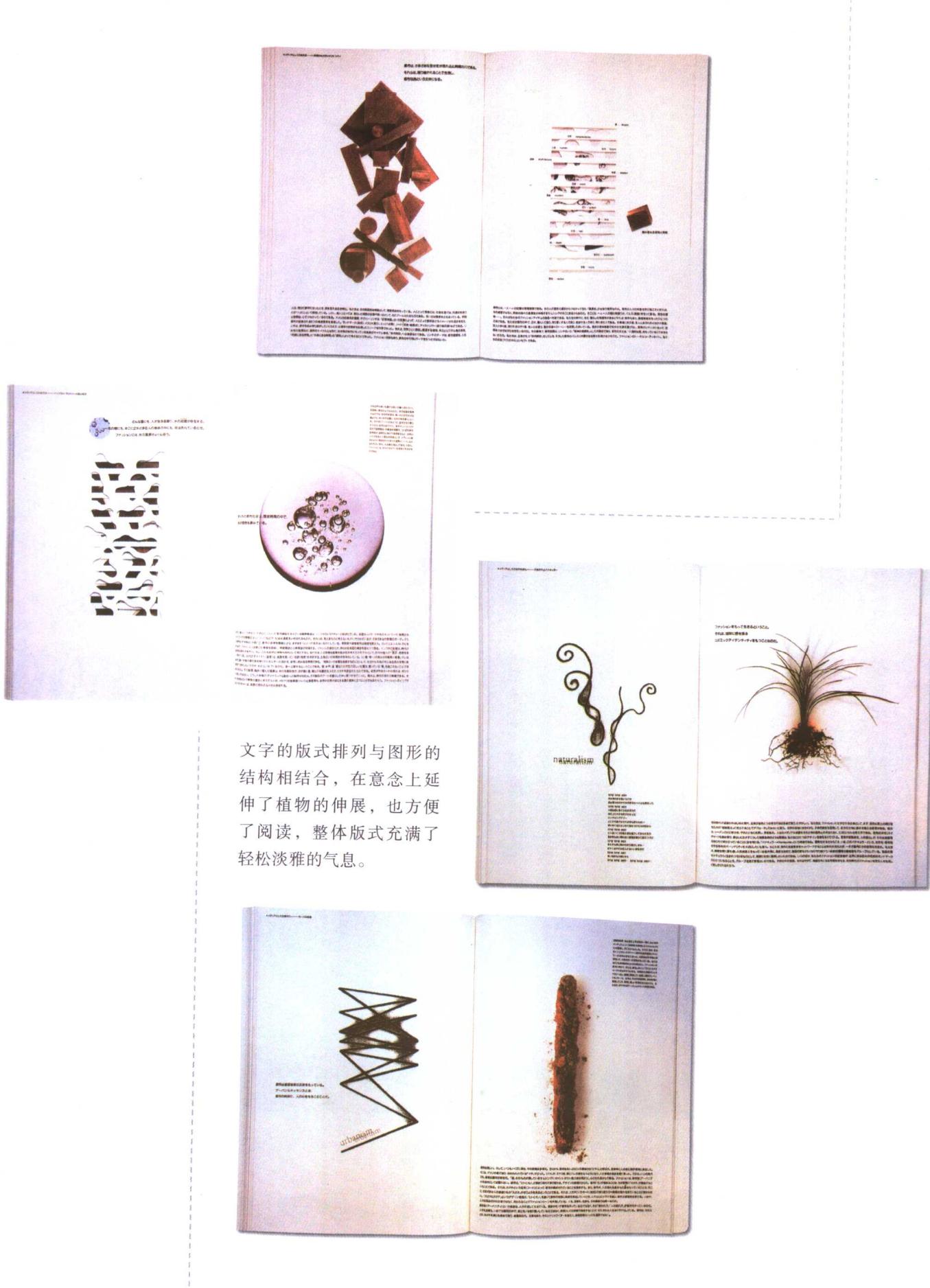
LENNIE LEWIS

"The hardest punch I ever threw was against Gary Mason. On a night when everyone expected me to lose, I remained motionless for four seconds from the force of it."

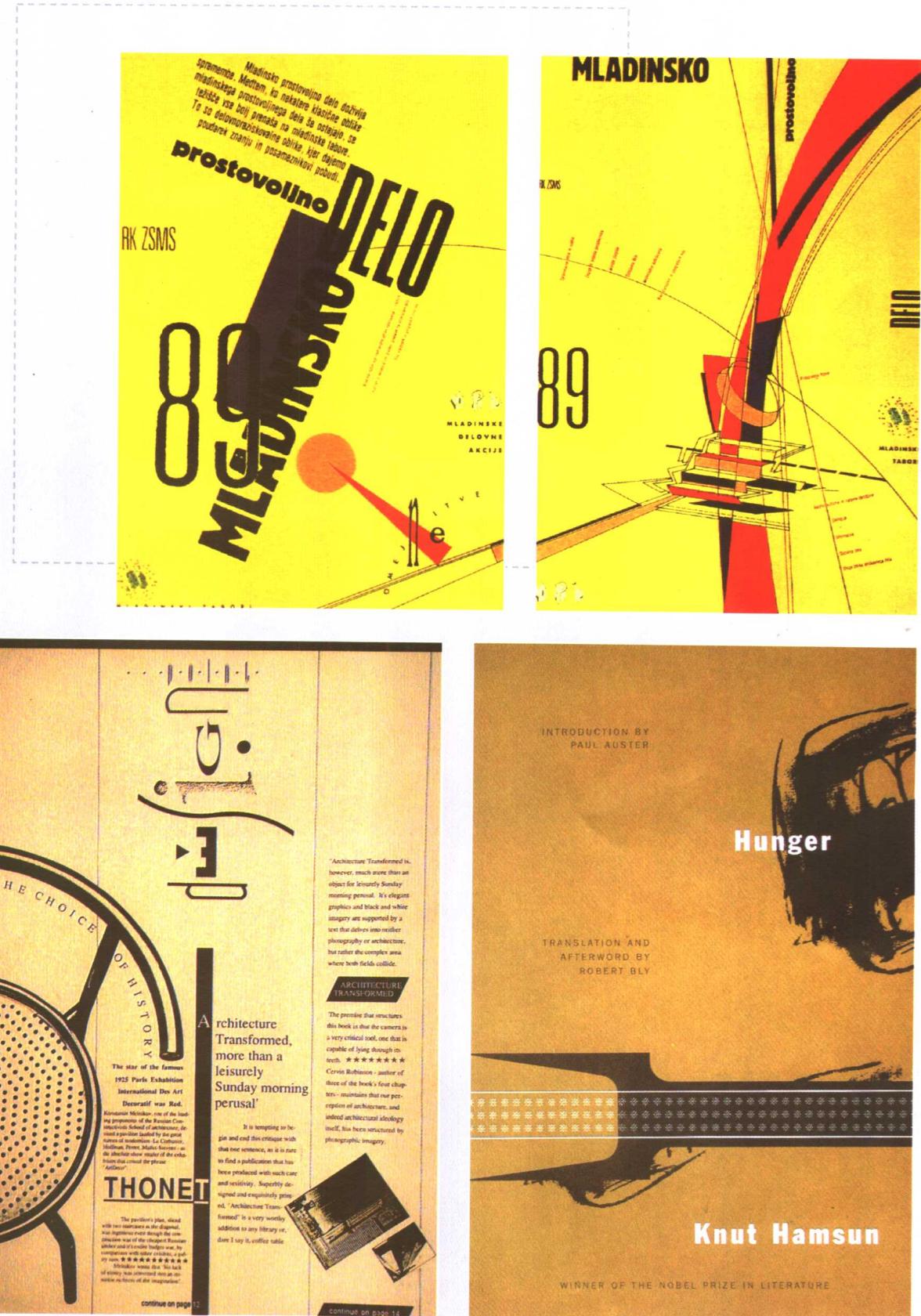
BAD INTENTIONS

画面中最醒目的位置就是人像目光的交点，作者抓住人们的视觉习惯，将很小的文字放在正确的位置上，使内容更注目、清晰。





文字的版式排列与图形的结构相结合，在意念上延伸了植物的伸展，也方便了阅读，整体版式充满了轻松淡雅的气息。



作者往往将精心设计的变形字放在最显要的位置，然后配上其它因素，以达到版面的高度和谐。这种随意、创新的设计给人以全新的视觉感受。



在版式设计中融入了视错与重叠的特殊效果，形成令人瞬间眩目、颤动的律动感，加深了美的联想与感受。

