



版面结构

编著：解 勇

设计热点丛书—layout

辽宁美术出版社

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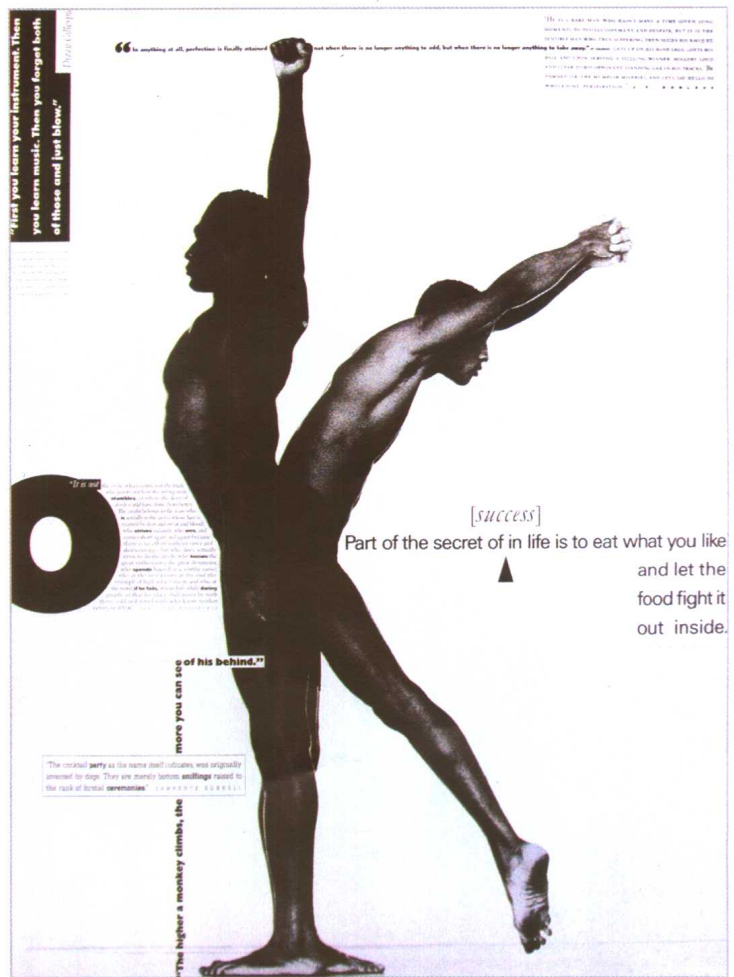
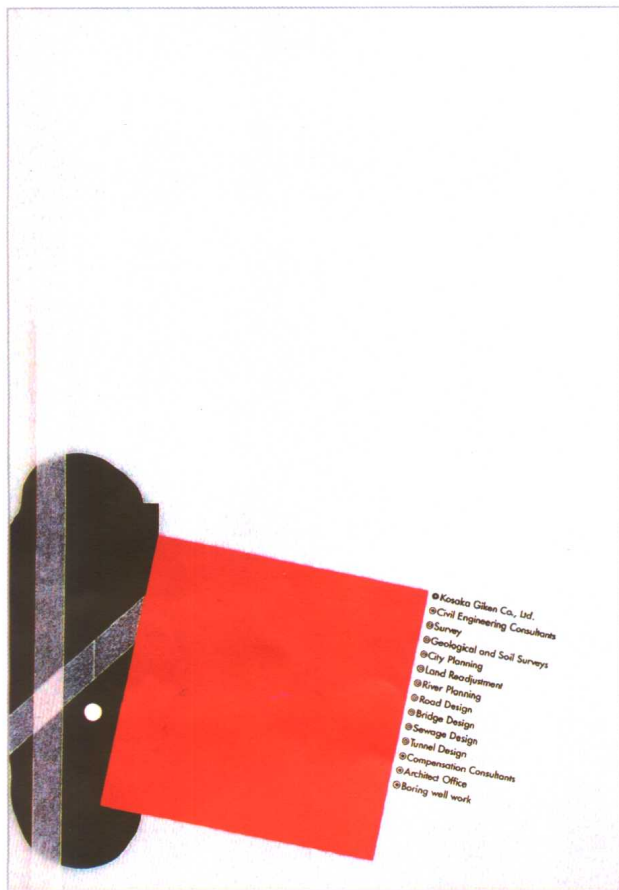
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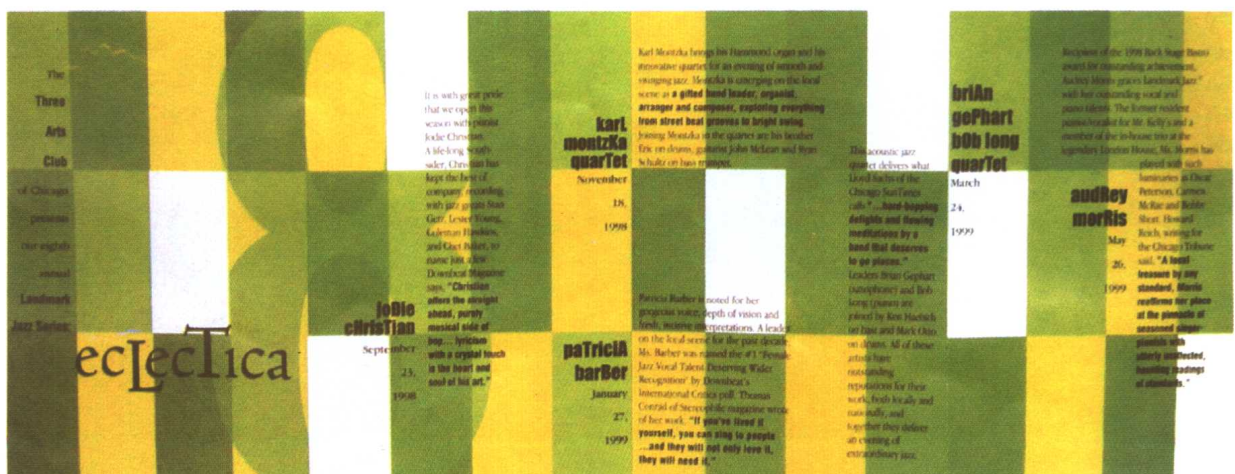
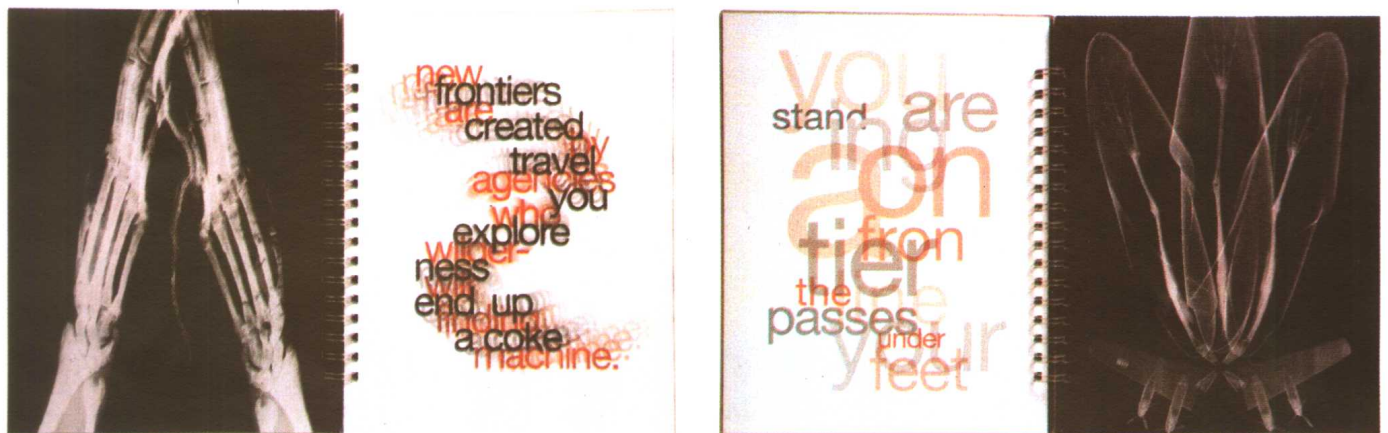
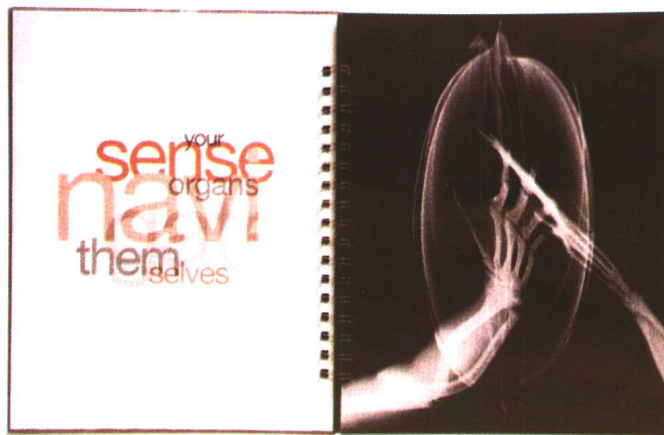
全套 6 册定价: 240.00 元

版面结构

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。



DESSERTS & 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 .50p.



Snap Decision

A brandy snap cake filled with fresh fruit and vanilla ice cream. Topped with caramel sauce, mounds of whipped cream, almonds and fresh strawberries. \$3.35.

Chocolate Brandy Mousse

A chocolate, cream and brandy whipped to make an elegant, light creamy dessert. \$3.25.

Mocha Mud Pie

Frozen, chocolate rum cake layered with chocolate almond mousse and coffee ice cream. Topped with hot fudge and toasted almond slices. \$3.35.

Carrot Cake

A moist and nutty old fashioned cake with carrots, coconut, pineapple and black cream cheese icing. \$3.35.

Friday's Outrageous

A slice of warm Classic Chocolate Malt Cake, topped with rich 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

\$2.15.



Pepsi, Diet Pepsi, Ginger Ale

Lemonade \$1.30

Mineral Water

Sparkling or still \$1.20

ORANGE ST.

Friday's Flings
Naturally refreshing fruit drinks. \$1.95.

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

Milkshakes and Malts \$1.95

Banana Cinnamon
Cherry Peach
Chocolate Strawberries
Chocolate chip Vanilla
Chocolate fudge



Coffee

All freshly brewed
Cappuccino \$1.30
Regular or Decaffeinated .95p.

Iced Tea

Freshly brewed .95p.

Hot Tea

Earl Grey or English Breakfast .95p.

Fruit Juices

Orange, cranberry, pineapple, strawberries, grape, papaya, tomato, apple or V 8. \$1.25.

Milk

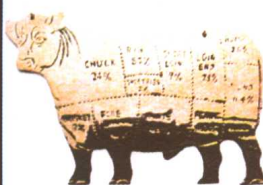
Plain or chocolate. \$1.25.

Hot Chocolate

\$1.25.

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. \$10.75.

New York Strip 12oz

Seasoned and charbroiled to your taste, with your choice of mushroom butter or sautéed mushrooms in Burgundy wine sauce. Served with a loaded baked potato. \$12.45.

Filet Mignon 8oz

Seasoned and charbroiled to your taste, with your choice of mushroom butter or sautéed mushrooms in Burgundy wine sauce. Served with a loaded baked potato. \$12.45.

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

Six scallops seasoned 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.

BIRCHEN

Chicken Diion

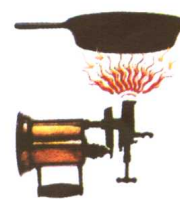
Sautéed with white wine, herbs and Dijon mustard, covered with ham and melted Swiss cheese. Served on a bed of spinach and accompanied by brown rice pilaf. \$10.75.

Blackened-Cajun Chicken

Breast of chicken seasoned with Cajun spices and blackened on a cast iron skillet. Served over brown rice pilaf and topped with an 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 \$2.95

Parmesan-Garlic Rolls \$1.25

Fresh Vegetable Selection \$1.65

Friday's House Salad \$2.95

Friday's Coleslaw \$1.65

Brown Rice Pilaf \$1.45

Black Beans and Brown Rice \$2.25

Baked Potato \$1.95/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，整体版式不呆版，充满活力。

Typography design 1.2
 (A/025-1,2)
 3 units per term

T y p o g r a p h y

Formal introduction to typography. Study of its technical processes and elements via assignments that define its symbolic and communicative aspects. Incorporates visual and functional principles.

ArtCenter

Typography has one plain duty before it and that is to convey information in writing. No argument or consideration can shake typography from its duty. A designer must study content before he begins to design.

The choice of type sizes for a job is determined first by its format and purpose. Secondly by the sense of the contents and thirdly by a feeling for the visual relationship of the type sizes.

and design, good typography, however effective, is a means of information and expression. It is the conveyance of yesterday and today of fact and fiction, truth and error, and it is the graphic design as in all creative expression, art creates form itself. In design, craft is mastering the tools, as more it is learning the rules. In graphic design, craft deals with points, lines, planes, space, texture, light, shade, color, letters, words, design, paper, paper, paper, paper, paper, color, printing and binding.

Paul Rand

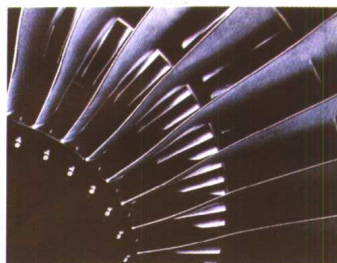
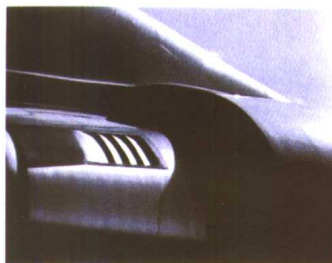
the biceps femoris
 the flexor muscles
 the semitendinosus and semimembranosus

1 2 3 4 5
 6 7 8 9 10 11 12
 13 14 15 16 17 18 19
 20 21 22 23 24 25 26
 27 28 29 30

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。

DANCES

The purpose of this book is to convey a sense of movement quickly and easily. The most popular form of dance is the ballroom dance. The most popular form of ballroom dance is the waltz. The most popular form of waltz is the Viennese waltz. The most popular form of Viennese waltz is the waltz.



3

4

7

10

**Tanzmusical
„Coming Together“**

von Alain Bouabli
und Michael Meister
vom 2. bis 30. Mai
20 Uhr in der Gieseler
Fabrikstrasse 20, Bern

**Theater Affekt
„Ein fremder Gast“**

Vom 10. bis 19. Juli, 20 Uhr
Eine Koproduktion von
Theater Affekt, Berlin und
der Schauspielschule Bern
Regie: Matthias Wipfer
Bühne: Susanne Kiechler
in der Gieseler Barthelemy
Fabrikstrasse 20, Bern

Am 26. August, 20 Uhr
Masha Bijlsma, vocal
Geyo Bijvoette, piano
Dries Bijlsma, drum
Eric van Westren, bass
in der Gieseler Barthelemy
Fabrikstrasse 20, Bern

Masha Bijlsma Band

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。

LEWIS MUMFORD (TECHNIKA A CIVILIZACE, 1946)

Budoucnost je politikum, nejbliží vyhlídkou (vysnad i cílem) je konečná konsolidace poměrů. Futurologie se zastává klasi: moudrým čapkem a bizaní reálného socialismu. A přesto. Kybernetika, onen demokrický produkt západního imperialismu, je přítomna už téměř v každém sklepe, proniká skrz naskrz naším životním stylem neviditelně a neodvratitelně jako smrtící virus, které však stojíme jaksi mimo svět. Naše představy se mluji s přítomností, natož budoucností.

[illegible]

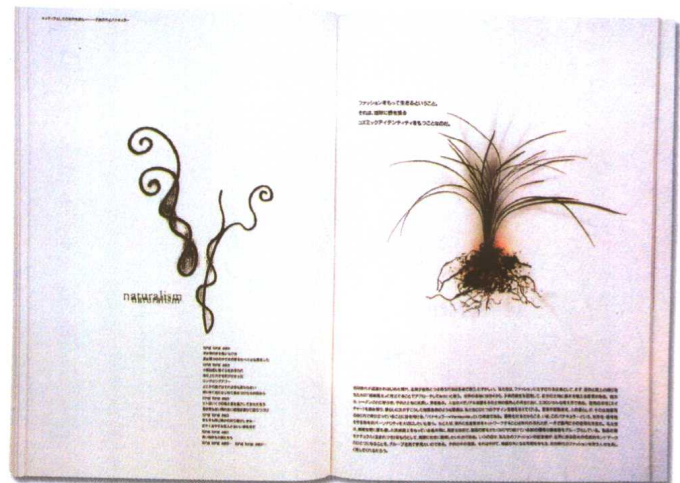
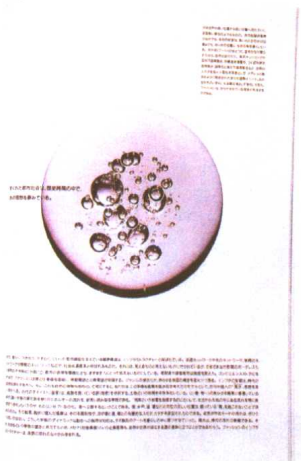
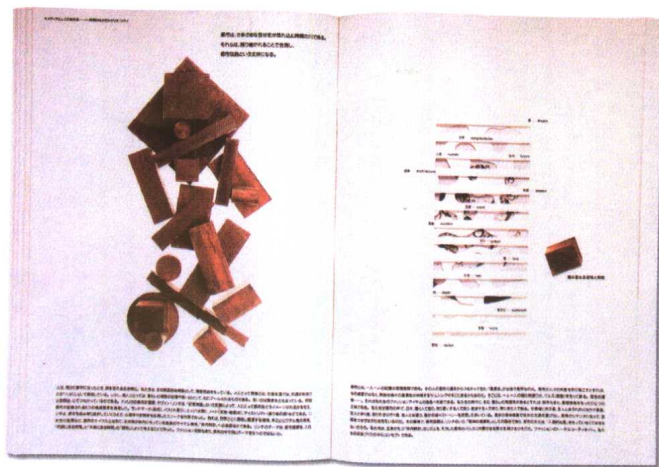
Následující rozhovor, původně uveřejněný v časopise Mondo 2000, klade znepekující otázku na téma reálné budoucnosti. Je světu se dalo cosi do pohybu a už nyní utváří teritorium pro naše příští dny. Jsme skutečně ale připraveni? Jsme skutečně probuzeni? Probuďte se! Charles Osman je jeden z předvodů vašich budoucích nových mýtů.

m o r t e n

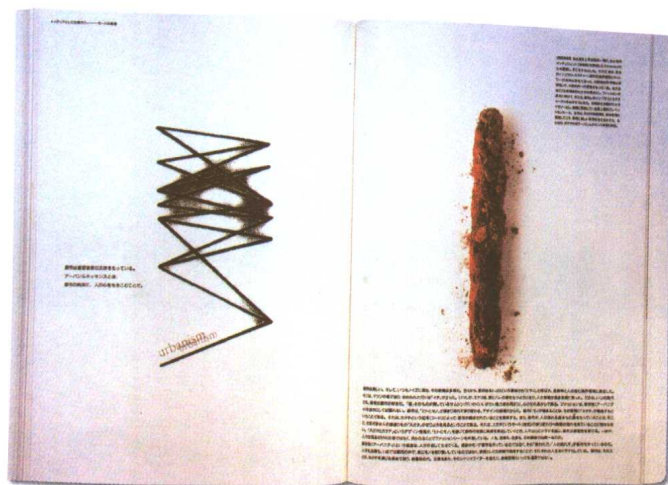
ALVIN TOFFER (50K I BUDUCHMOSTI. 1970)

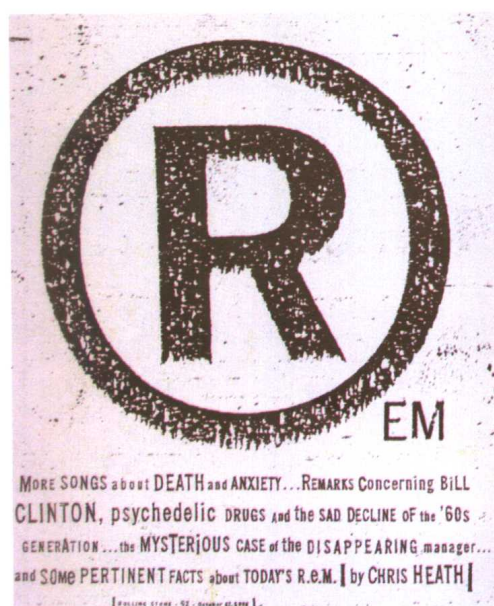
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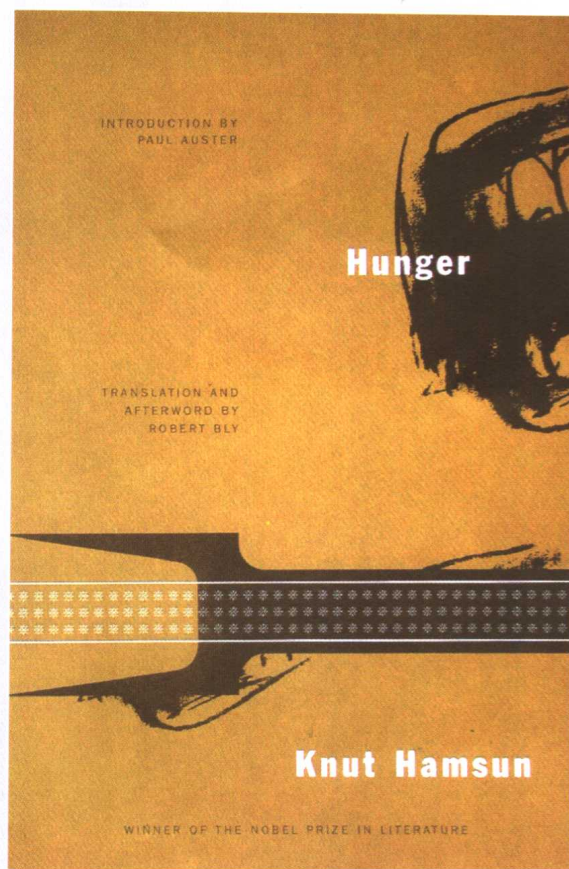
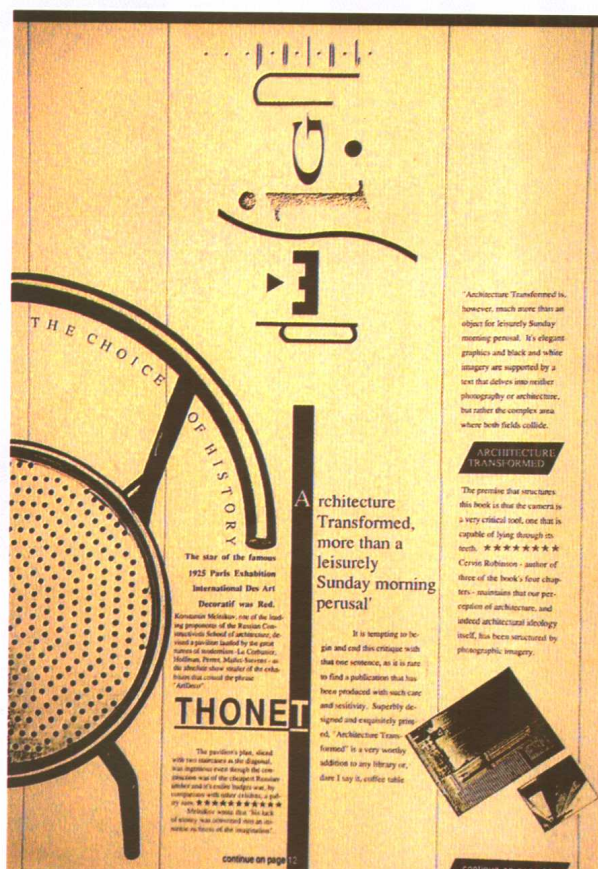


文字的版式排列与图形的结构相结合，在意念上延伸了植物的伸展，也方便了阅读，整体版式充满了轻松淡雅的气息。





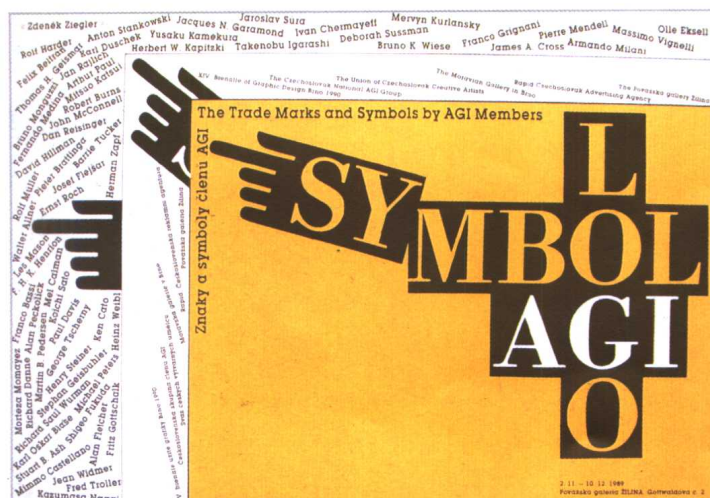
版式设计的首要问题就是内容与形式的高度统一，而由字体组成的图形就是最客观、明确、有效的视觉传达语言。

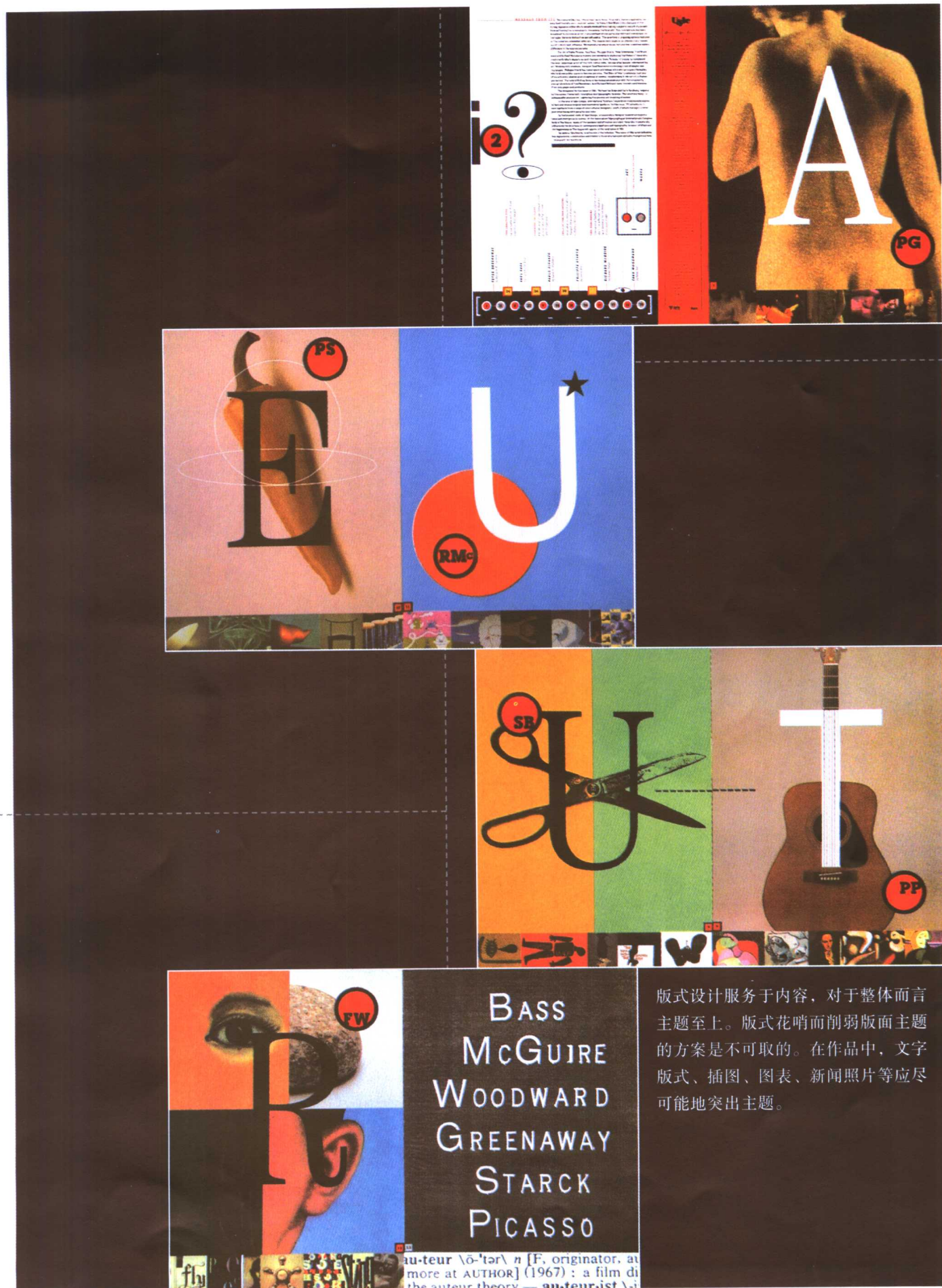


作者往往将精心设计的变形字放在最显要的位置，然后配上其它因素，以达到版面的高度和谐。这种随意、创新的设计给人以全新的视觉感受。



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。





版式设计服务于内容，对于整体而言
 主题至上。版式花哨而削弱版面主题
 的方案是不可取的。在作品中，文字
 版式、插图、图表、新闻照片等应尽
 可能地突出主题。