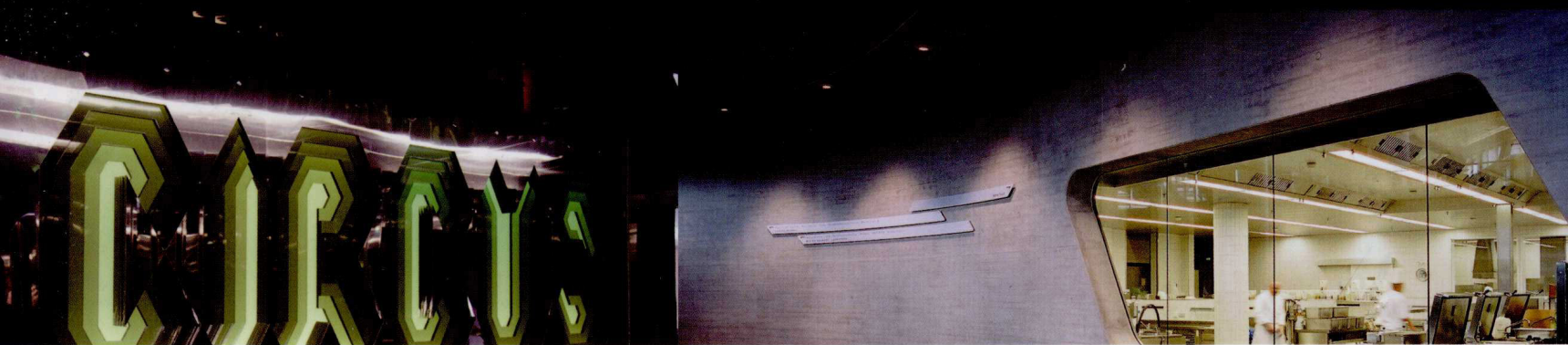


Amen Gestaltung
Amy Sprague
Anastasia Gerali
Anton Studer
Arthur Schreiber
Base Design
Beki Bessi Karavil
Boy Bastiaens
Brandimage
Butterfly Storke, Inc.
Casa Rex

Edgar Bak
Fabien Barral
Fabrica
Flavia Oliveira Design
Florent Carlier
GK Design Group
Graphics and Design, inc.
Hat trick design
Heidi Chisholm
Hiromura Design Office
Homer Mendoza

Johan Hemgren
Juli Shore Design, Inc.
Kayla Jang
Kutchibok
Lemon Yellow
Leonardo Sonnoli
Lindsay
Magpie Studio
Mark Pernice
Mate Olah
Mattmo design

Minato-Ku Minato
Mind Design
M-M Design
Monique Kneepkens
Creative Spice up
Dan Alexander&Co.
Danish Lecture
David Guarnieri



Cover design by Lin Cao 封面设计/曹琳
Foreword by Marc Atlan 前言/马克·阿特朗

INTERNATIONAL VISUAL COMMUNICATION

国际视觉交流

周洁 关木子 高哲 王丽颖/编 贺 丽/译



辽宁科学技术出版社

Managed
port
x 365
t Response
onitoring

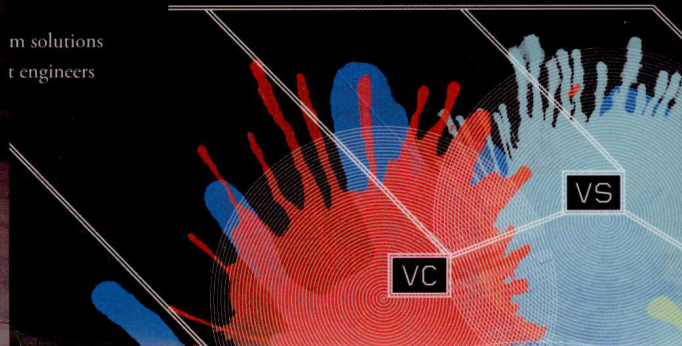
m solutions
t engineers

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- » Instant scalability
- » On-demand servers
- » Choose from three global markets

VoxSERVERS
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Foreword by Marc Atlan 前言/马克·阿特朗

INTERNATIONAL VISUAL COMMUNICATION

国际视觉交流

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Preface //

前言

"Design is like creating small architectures. From visual identity & branding to graphic systems & packaging design, from signage to window displays, everything you design can and will provoke emotion and induce substance from nothing. What you will find in this book will inspire significance, uniqueness and meaning."

—— Marc Atlan

“设计犹如构建小型建筑。从视觉识别系统与品牌打造到平面系统与包装设计，从标识设计直至橱窗陈列，无一不承载了设计师独特的艺术情怀，并最终化无形为有形。该书风格独具，意蕴隽永，相信定会带给读者深刻的领悟。”

—— 马克·阿特朗

Editor's Note //

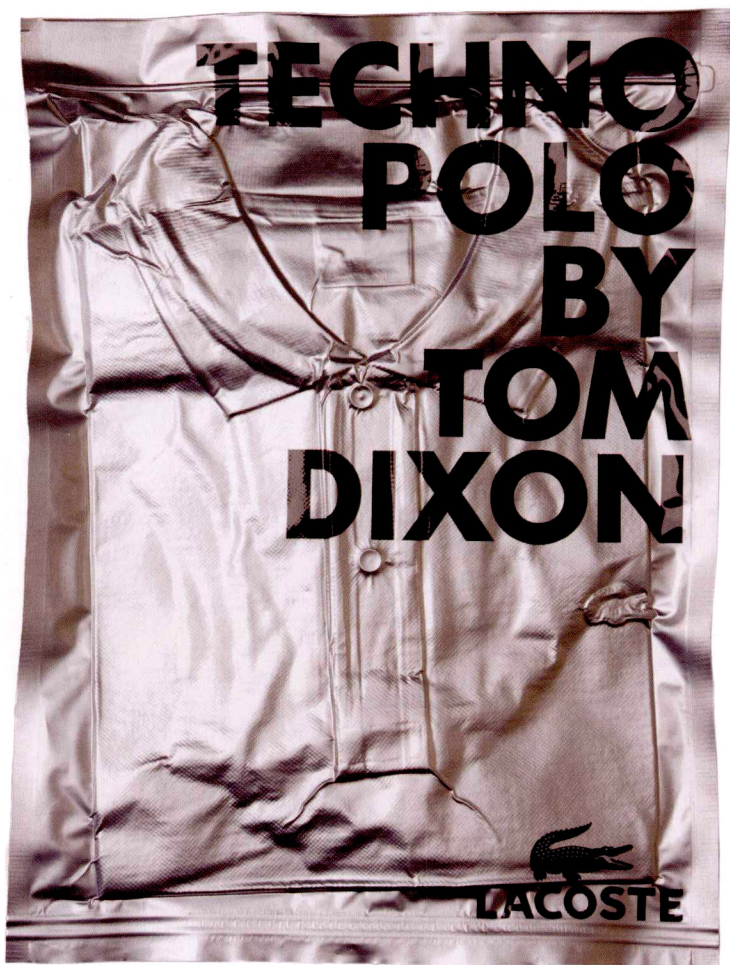
编者的话

With the unique composition of point, line and surface as well as different textures and various colour matchings, visual arts always create intriguing images and give people fresh feeling. Along with the rapid development of the photography, graphic art, computer technology and the material technology, the expressive form and medium of visual arts are also undergoing tremendous changes. They are gradually transformed into symbolic and independent design vocabularies from the simple surface decoration features, and have directly set up connections with different societies, races and cultures.

This book themed with the cohesion and expression of the visual arts has carefully selected 347 remarkable masterpieces from over 30 countries, referring to the packaging design, layout, VI design, poster design, illustration design and guides design. We believe that it will provide readers with an excellent feast visually, and meanwhile, encourage them to think over the unique creativeness of each project by juxtaposing different projects.

视觉艺术具有自身独特的表现力，它依靠点、线、面的构成形式以及不同材料的质感与色彩的搭配，创造出风格迥异的图像，不断的刺激着人们的眼球。随着摄影技术、印刷技术、电脑技术以及材料技术的飞速发展，视觉艺术的表现形式与媒介也发生着巨大的变化。从单纯的表面装饰功能逐渐过渡为具有象征性的、独立的艺术造型语汇，并且以最为直接的交流方式架起了一座连接不同社会、不同种族、不同文化间的桥梁。

这本书紧紧围绕着视觉艺术的这种凝聚力与表现力，从全世界30多个国家精挑细选出了347个最新的具有代表性的优秀作品，其内容涵盖了包装设计、版式设计、视觉识别设计、海报设计、插画设计与导视设计，除了为读者提供了一场视觉的盛宴之外，还以不同作品并置的方式引导读者亲身发掘作品背后持久而鲜活的创造力。



Lacoste Eco - Techno Polo by Tom Dixon

Design Agency: Mind Design

Concept: Tom Dixon

Designer: Holger Jacobs

Client: Tom Dixon

Creating Date: 2007

Information: Collaboration with Tom Dixon. Packaging and launch graphics for two special edition polo shirts commissioned by Lacoste. Tom's concept was to explore two very different materials and the technology used in the production process of the garment. The most eco-friendly way to package the eco polo was not to print on the packaging at all but to use embossing instead. The techno polo is vacuum-packaged in screen-printed foil.

法国鳄鱼品牌数码T恤衫设计——汤姆·迪克森

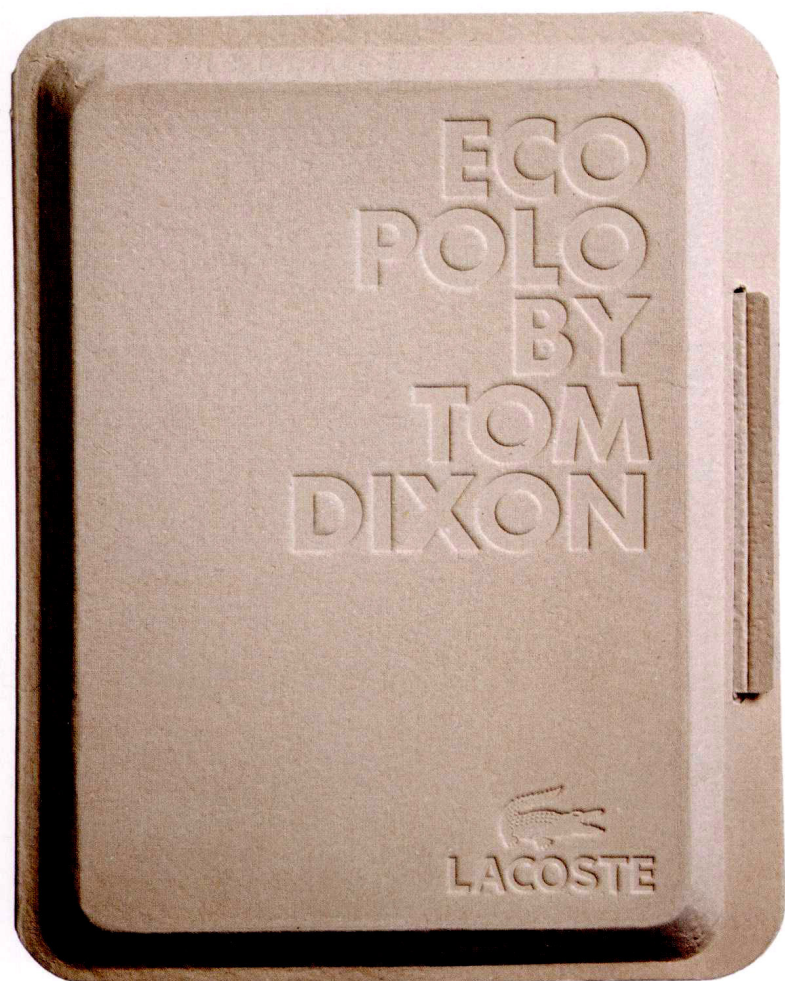
设计机构：心灵设计事务所

创意总监：奥尔赫·雅各布

客户：汤姆·迪克森

创建时间：2007年

资料：设计师汤姆·迪克森与印度宝莱坞画家联合为法国鳄鱼品牌两个特别版T恤衫进行包装与平面设计。对于两种产品的设计，汤姆运用了不同的材料和制作手法。新颖的压花设计取代了传统的印刷方式，更为环保。T恤衫采用丝网印刷铝箔真空包装。



Promotional Japanese Denim Packaging

Design Agency: Boy Bastiaens

Creative Director: Boy Bastiaens

Photography: Bert Jansen

Client: Atelier LaDurance

Creating Date: 2008

Information: The promotional Japanese Denim packaging is used as a site specific medium and developed for the retail environment. Its design is associative by means of an elegant simplicity that shows product and packaging, becoming one object.

日本牛仔促销包装

设计机构: Boy Bastiaens 设计事务所

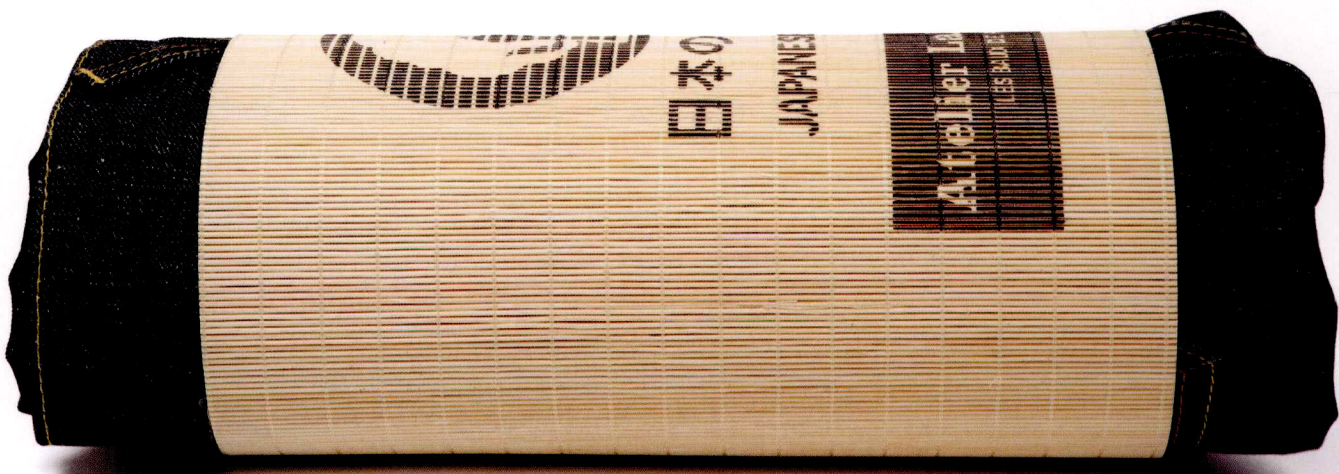
创意总监: Boy Bastiaens 设计事务所

摄影: 贝尔·詹森

客户: LaDurance 工作室

创建时间: 2008年

资料: 日本牛仔促销包装针对零售环境研发而成, 简约、优雅包装手法充分体现了产品的特征, 从而实现促销的目的。



Leather Belt Packaging

Design Agency: Boy Bastiaens

Creative Director: Boy Bastiaens

Photography: Boy Bastiaens

Client: Atelier LaDurance

Creating Date: 2008

Information: The leather belt packaging is actually a sheet of 300 grams white machine coated board, folded around the belt and attached with two brass splitpins (attaches parisiennes). Easy to open and easy to close. With just one single print run for the logo and sizechart (marked with ballpoint pen) the simple result is nothing short of a premium packaging.

皮带包装日本牛仔促销包装

设计机构：Boy Bastiaens 设计事务所

创意总监：Boy Bastiaens 设计事务所

摄影：Boy Bastiaens 设计事务所

客户：LaDurance工作室

创建时间：2008年

资料：皮带包装实际上是将一个约为300克的白色机压涂布纸板绕着皮带进行折叠，上面附着两个铜质铆钉，方便开合。简明的标识印刷搭配圆珠笔尺寸标记彰显简约、华贵之气。





Wrapping Paper

Design Agency: Boy Bastiaens

Creative Director: Boy Bastiaens

Photography: Bert Jansen

Client: Atelier LaDurance

Creating Date: 2008

Information: The printing of the repeating pattern of 20 big images of different Atelier LaDurance branding items on a 22 grams Italian sulphite paper was a delicate job. However, the bitmap conversion into "scraperboard like" images, helped in keeping the repeating pattern crisp while printing, and avoiding the ultra thin paper from absorbing too much ink and getting too stiff.

包装纸

设计机构: Boy Bastiaens设计事务所

创意总监: Boy Bastiaens设计事务所

摄影: 贝尔·詹森

客户: LaDurance工作室

创建时间: 2008年

资料: 将20个LaDurance工作室品牌工具图片在重约22克的意大利硫酸盐纸上进行重复式印刷, 无疑是一项精致、微妙的工作。然而, 为确保图案重复印刷的质量, 设计师巧妙地将位图转换成刮板式图像, 以避免纸张太薄导致吸收墨水过多, 印刷效果过于僵硬。

Polo Packaging

Design Agency: Boy Bastiaens

Creative Director: Boy Bastiaens

Photography: Bert Jansen

Client: Atelier LaDurance

Creating Date: 2008

Information: The idea for the polo packaging was to develop a re-usable packaging. The choice of material is a very inexpensive loose woven cotton cloth, known as cheesecloth which was originally used as a wrapping for pressed cheese. Today it is available in seven different grades, from open to extra-fine weave. The white silkscreen print with the Fleur de Lys design and Vichy check pattern gives the envelope style bag a distinctive look.

T恤衫包装

设计机构: Boy Bastiaens 设计事务所

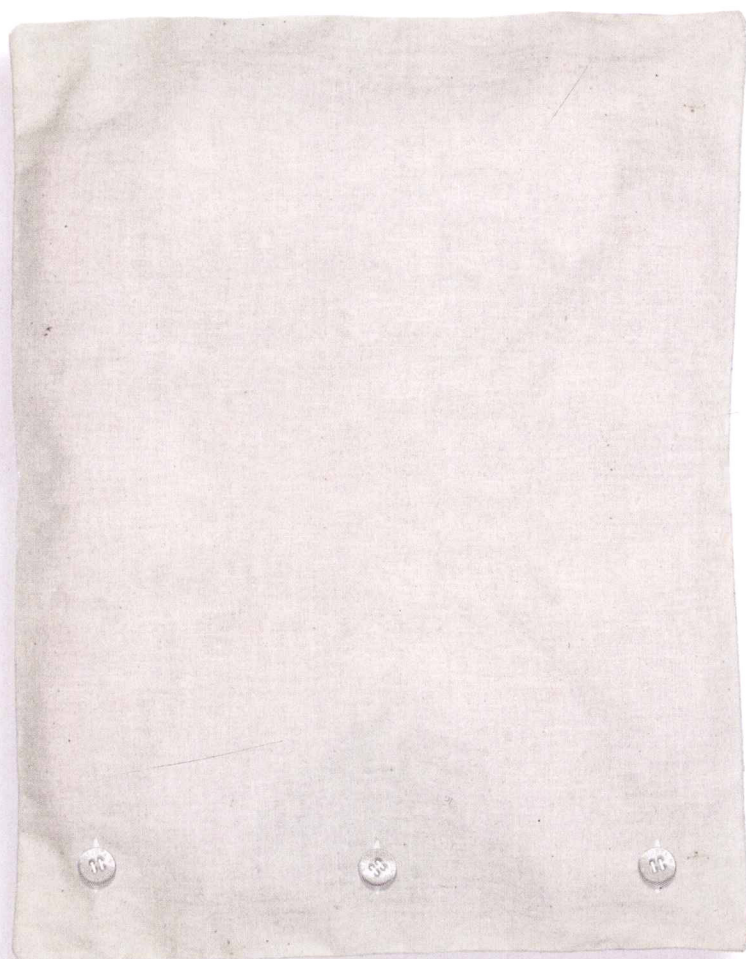
创意总监: Boy Bastiaens 设计事务所

摄影: 贝尔·詹森

客户: LaDurance 工作室

创建时间: 2008年

资料: 该项目的设计理念旨在构建一个可循环利用式包装。材料选用了价格低廉的宽松梭织棉布。该棉布最初用于包装压缩奶酪, 现如今根据不同的织法, 分为7个等级。白色丝网印刷搭配弗勒·德·利斯设计和维希格子图案令整个包装分外引人注目。



Jordan x Levi

Design Agency: I love dust Design

Designer: Shan Jiang

Creative Director: Mark Graham & Ben Beach

Design Director: Ben Beach

Client: Brand Jordan

Creating Date: 2009

Information: The designers worked with Brand Jordan to create the packaging and illustration for the collaboration between Jordan and Levi 501's. The packaging featured specially designed Jordan and Levis illustrations and graphics, as well as an illustrated T-shirt and Perspex split box dividers. Having been sent a pair of pristine Jordans 1s and a fresh pair of Original fit Levi 501's, they went ahead, scalpel in hand, to dissect the shoes and jeans with a tear in their eye! This helped them get to grips with how each product was made and helped develop an appreciation for the details and construction. They started to design an organic, elegant hand-drawn collage, inspired by individual details from both the products and famous iconic brand elements. They created individual designs for each facet of the box and clear dividers within this. This was a really special project – and one that was great for the designers to be involved with.

乔丹与李维斯

设计机构：I love dust设计工作室

设计师：姜珊

创意总监：马克·格雷厄姆与本·彼琪

设计总监：本·彼琪

客户：乔丹品牌

创建时间：2009年

资料：设计师与乔丹品牌联合打造了乔丹与李维斯501限量版产品的包装与插图设计。项目涉及乔丹和李维斯产品的插画与平面设计，T恤插画设计以及有机玻璃盒抽屉插图设计。在设计之初，设计师将乔丹第一代球鞋与李维斯501系列牛仔裤进行了“解剖”，深刻的研究加深了设计师对产品生产细节的认知，为项目的设计提供了有利条件。受到产品设计细节以及品牌因素的启发，设计师构建了一个有机的、优雅的手绘拼贴画，将鞋盒与其中的收纳抽屉的各个侧面进行个性化创意设计。如此巧妙、非凡的设计令设计师备感欣慰。





Orient Design Name Card Box

Design Agency: Orient Design Pte Ltd

Designer: Ms Regina Tan

Creative Director: Mr Jackie Tan

Client: Orient Design Direct Mail Project

Creating Date: 2009

Information: The designers wanted to design a package that would be interesting and useful for their clients—something that people could keep; unlike a flyer, which is usually thrown away. They came up with the idea of a namecard holder, with dividers to showcase their portfolio of clients in alphabetical order. Made from foldable cardboard, the name cardholder also serves to reinforce a Go Green message, a cause which Orient Design believes in. At the same time, green is a gender-neutral colour which also serves to brighten up one's workspace. The name cardholder proved to be a popular corporate gift among the clients, and is also available for personalised corporate adaptation.

Orient Design公司名片盒设计

设计师：里贾纳·谭女士

创意总监：杰基·谭先生

客户：Orient Design公司直接邮寄广告

创建时间：2009年

资料：设计师旨在为客户提供一个独特而实用的名片盒设计，确保设计新颖，耐人寻味，而不会像传单那样被人随手丢弃。首先，该设计采用了分层结构，并按字母顺序进行排列。该作品以可折叠式硬纸板为原料，绿色基调巧妙地传达出Orient Design公司所推崇的环保理念。此外，绿色作为一个中性色调，能够轻松的为办公桌增添一抹绿色。该名片盒也同样可作为客户之间馈赠的小礼物，彰显个性化企业特色。



Attiva

Design Agency: SeventhDesign™

Designer: Bruno Siriani

Creative Director: Bruno Siriani

Client: GA.MA Italy

Creating Date: 2010

Information: GA.MA gets SeventhDesign™ services to clarify a new brand identity and deliver an integrated consumer experience. Through the introduction of a new visual expression, Attiva re-engaged their target market and also broadened their reach. The significant deliverable from the project is an impressive product image at retail, expressed through a minimalistic visual vocabulary. Packaging for the complete new line prominently features the product's unique and visually appealing design.

Attiva美发产品

设计机构: SeventhDesign™设计公司

设计师: 布鲁诺·瑟里尼

创意总监: 布鲁诺·瑟里尼

客户: 意大利GA.MA 品牌

创建时间: 2010年

资料: 意大利GA.MA 品牌委托SeventhDesign™设计公司为其设计一个全新的品牌标识, 能够带给消费者非凡的体验, 同时, 通过新视觉传达的运用, 进一步锁定目标消费者, 扩大市场份额。该项目的设计理念是通过简约的视觉语汇打造意义深远的产品形象。独特而细致的包装彰显内部产品的精良。



Aquatus Hygienic Products

Design Agency: Fontos Graphic Design Studio

Designer: Mate Olah

Creating Date: 2008

3D modelling: Gabor Gloviczki

Client: Aquatus

Attiva美发产品

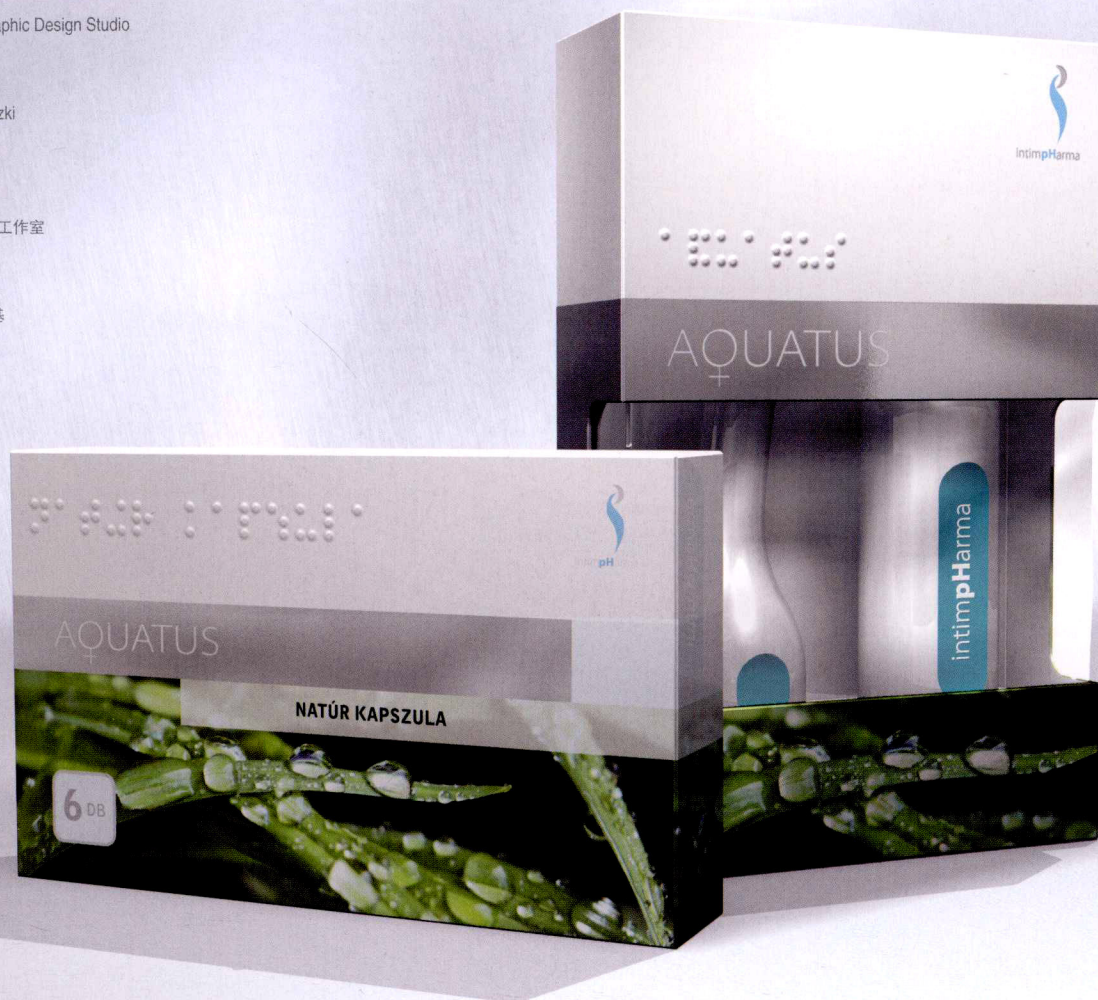
设计机构: Fontos平面设计工作室

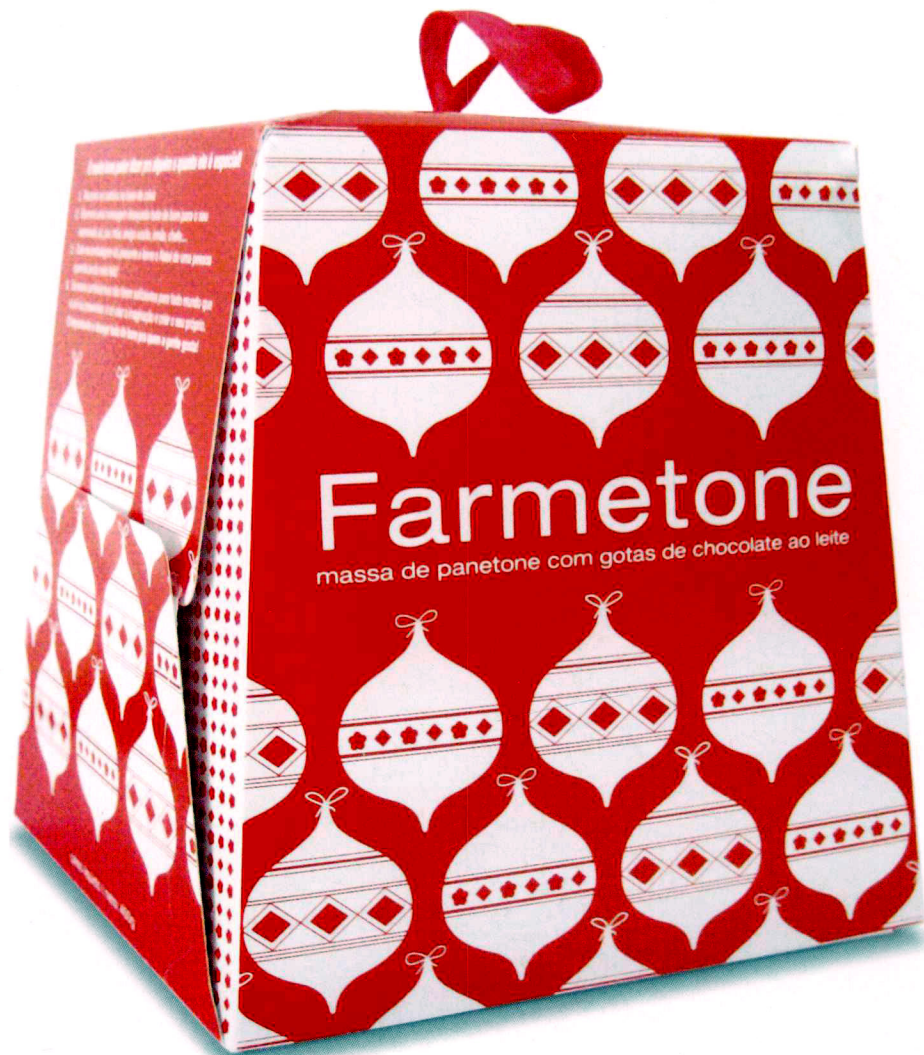
设计师: 梅特·奥拉

创建时间: 2008年

三维造型: 加伯·格洛维茨基

客户: Aquatus品牌





Farmetone

Design Agency: Flavia Oliveira

Designer: Flavia Oliveira

Client: Farm

Creating Date: 2010

Information: The package is used for packaging the Christmas chocolates. The original Christmas colours and graphics create a distinct visual effect.

Farmetone包装设计

设计机构: 弗拉维亚·奥利维拉

设计师: 弗拉维亚·奥利维拉

客户: Farm包装设计

创建时间: 2010年

资料: 该包装盒为圣诞节巧克力的礼物外包装, 色彩新颖, 图案简洁大方, 并且使用了圣诞节的传统色彩与图形, 视觉冲击力强, 并符合产品自身的特点。

