

国外优秀 广告摄影

荟萃

■ 文 生 叶 子 涂国柱 林 平 选编



■ 海潮摄影艺术出版社

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■ 一九九二年·福州

编 者 的 话

当今时代，科学技术的发展日新月异，商品的竞争愈加激烈和残酷，优胜劣汰。如何赢得顾客的好感，是商品竞争的焦点。广告宣传——正是赢得顾客的最佳手段。

广告，可以说是一种心理战术。如何从消费者“瞬间的一瞥”开始，以强烈的吸引力从视觉上直接打进人们的心灵，建立起基本情感，从而取得大众的信赖。这正是设计者思考的问题。

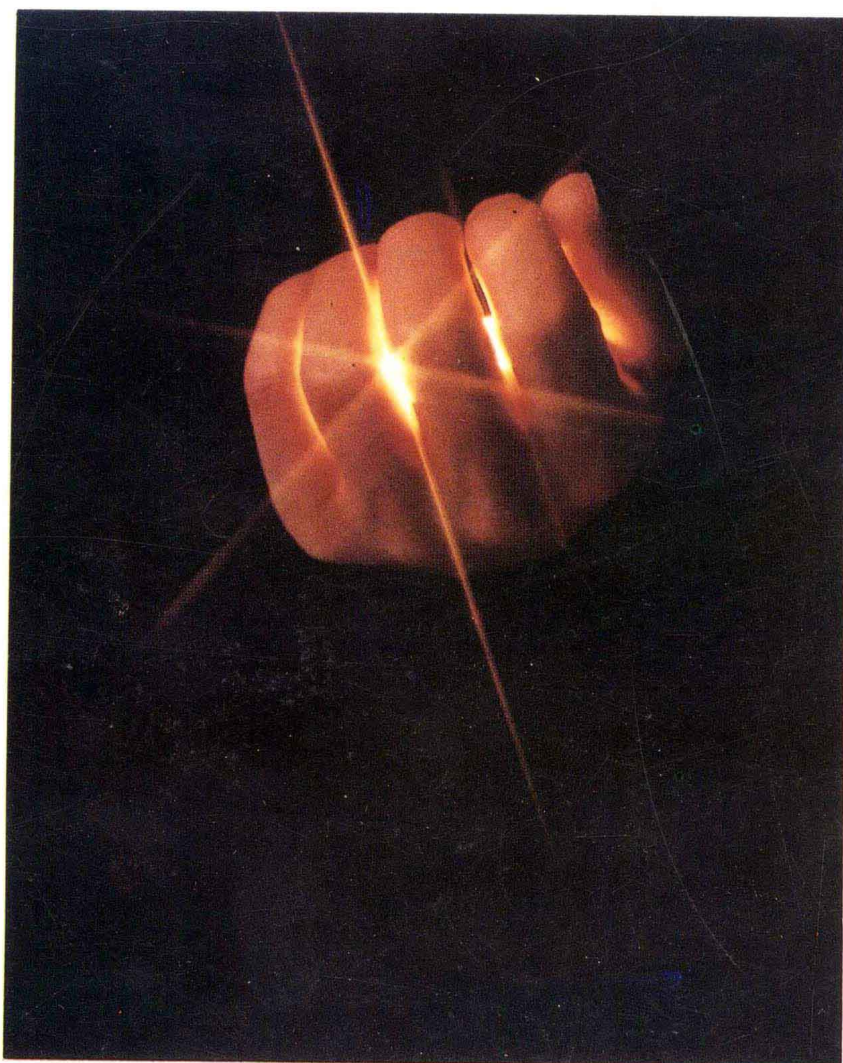
确切地说广告设计，正是要通过感人的艺术形式，明快准确地传递信息，有力地树立企业形象和促进商品的销售。

随着社会的发展，人们的思想观念千变万化，广告宣传，必然要以新的姿态迎接挑战。

本书遴选国外商业广告摄影作品200多幅，有些作品构思新颖奇妙，充分体现了90年代设计思想的新变化，大胆创新，极富无穷的想象力。相信这些奇妙的构思能对我国的广告设计工作者有所启发，这便是我们的心愿。



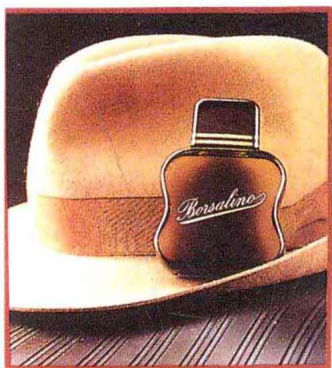
调料广告



灯泡广告



调味品广告



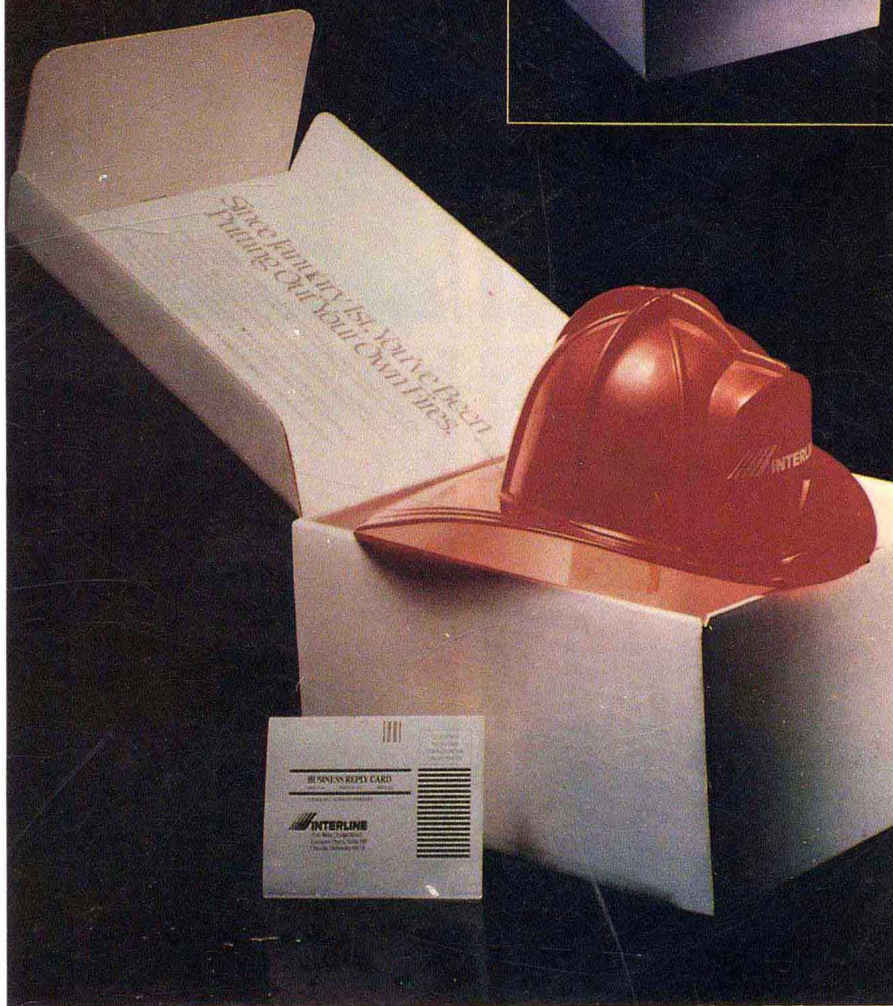
香水广告



香水广告

Title: Foreman's Hat
Art Director: Dean Hanson
Copywriter: Rod Kilpatrick
Design Agency: Fallon McElhugot Rice
Client: Interline

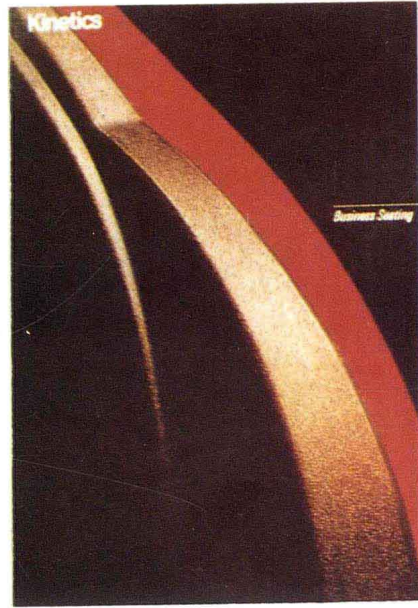
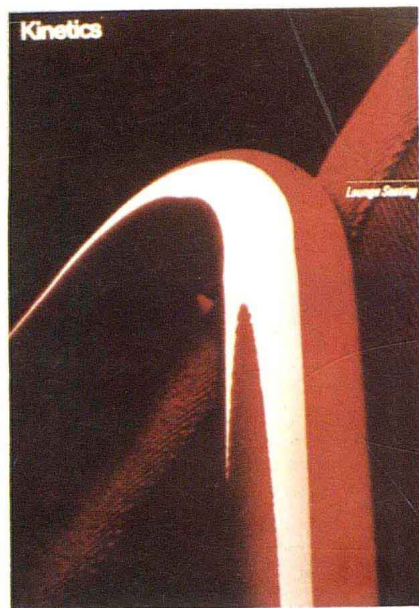
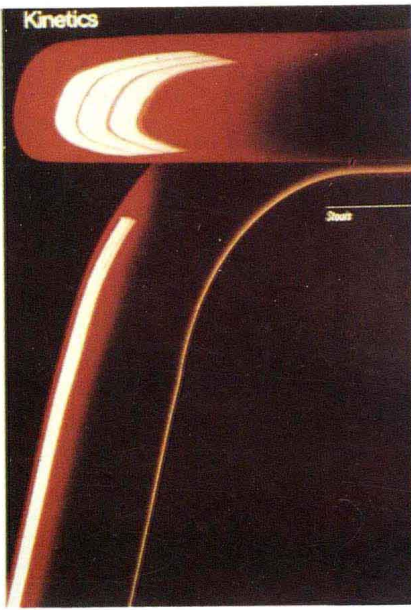
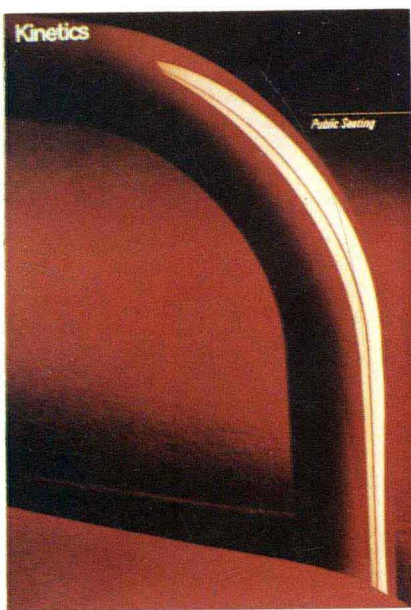
The makeup of A&T deprived corporate communications managers of their major source of information and support. Interline wished to emphasize the consequences of this change to the managers and to offer itself as a single source telecommunications support service. The mailings were sent to telecommunications managers of the Fortune 500 companies.



消防头盔广告

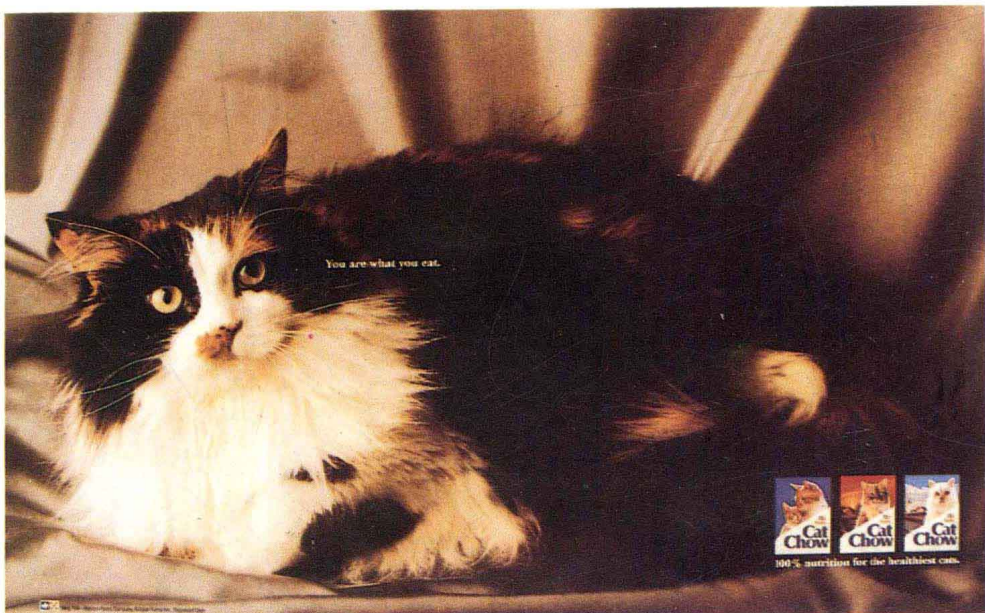


香水广告

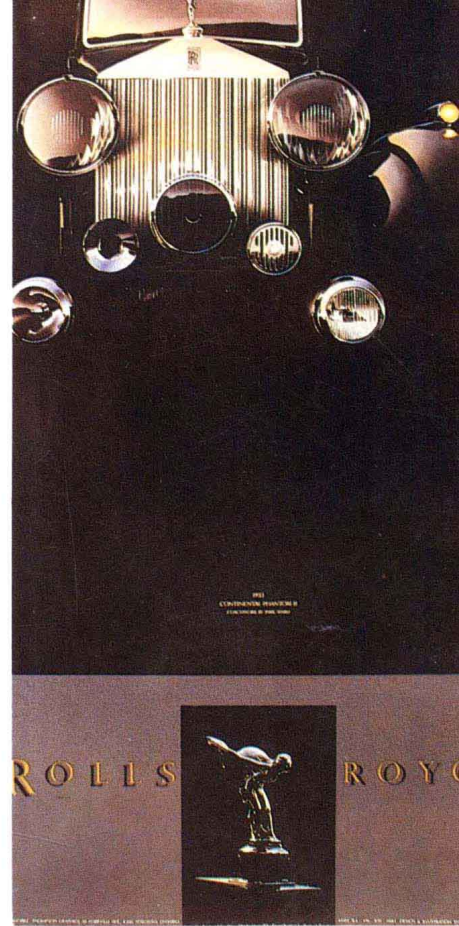
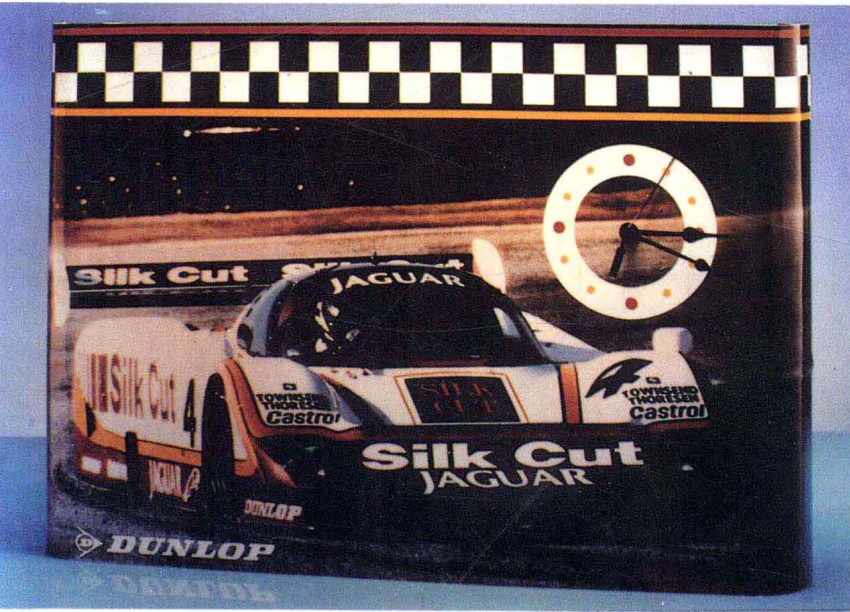
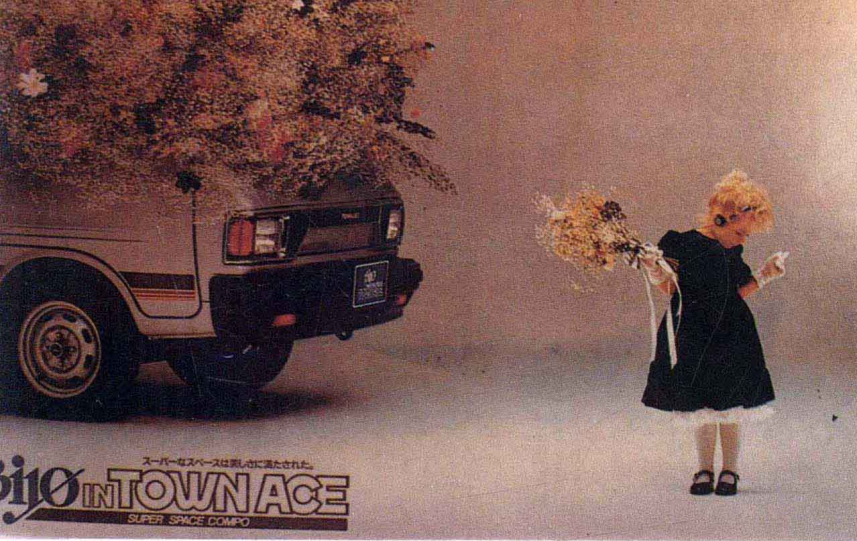


化妆品广告

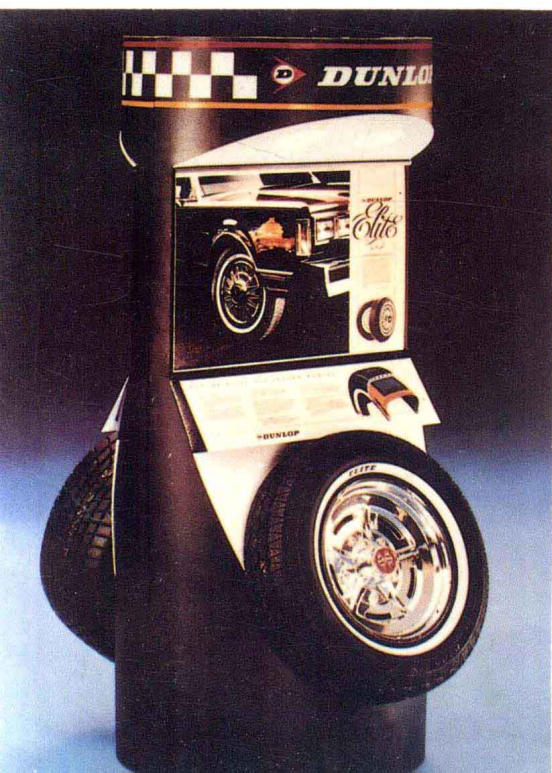
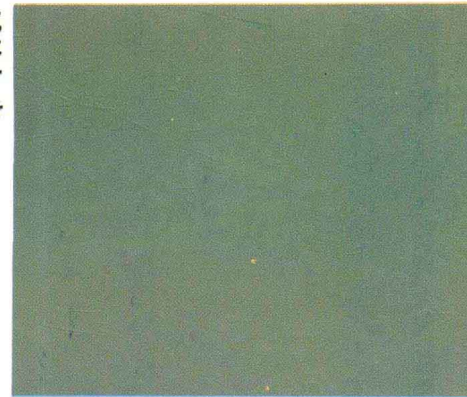
椅子广告



猫食广告

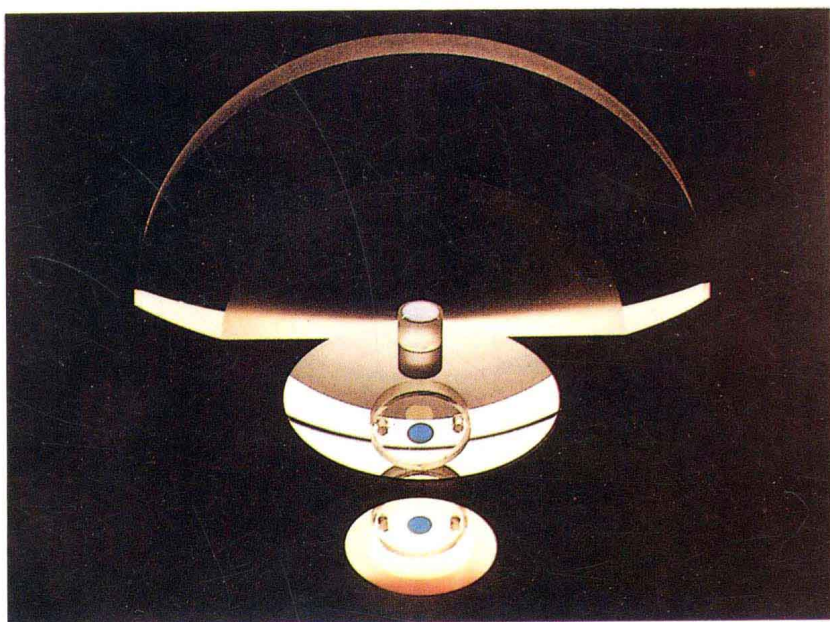


汽车广告



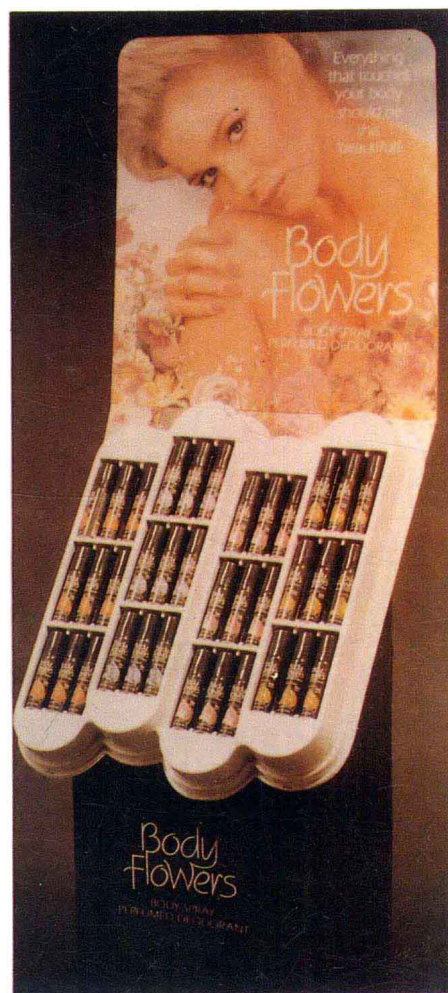
轮胎广告





香水广告

化妆品广告

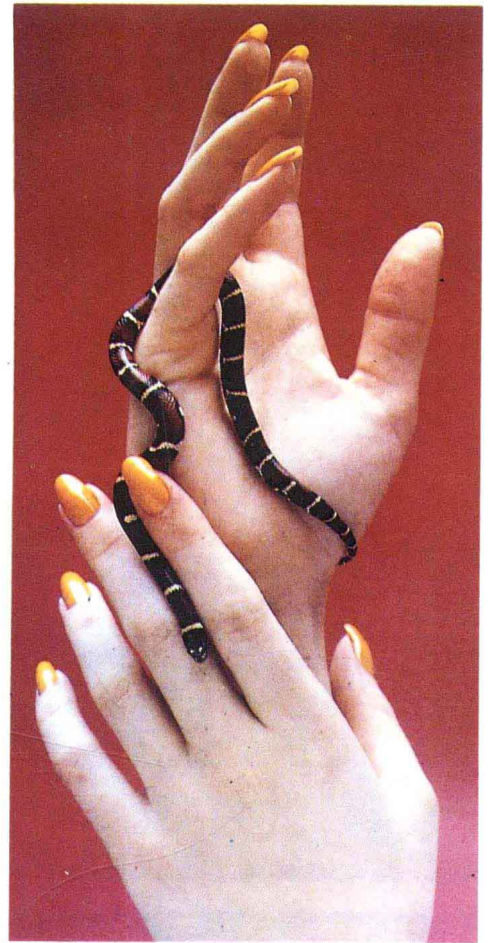


洗面奶广告

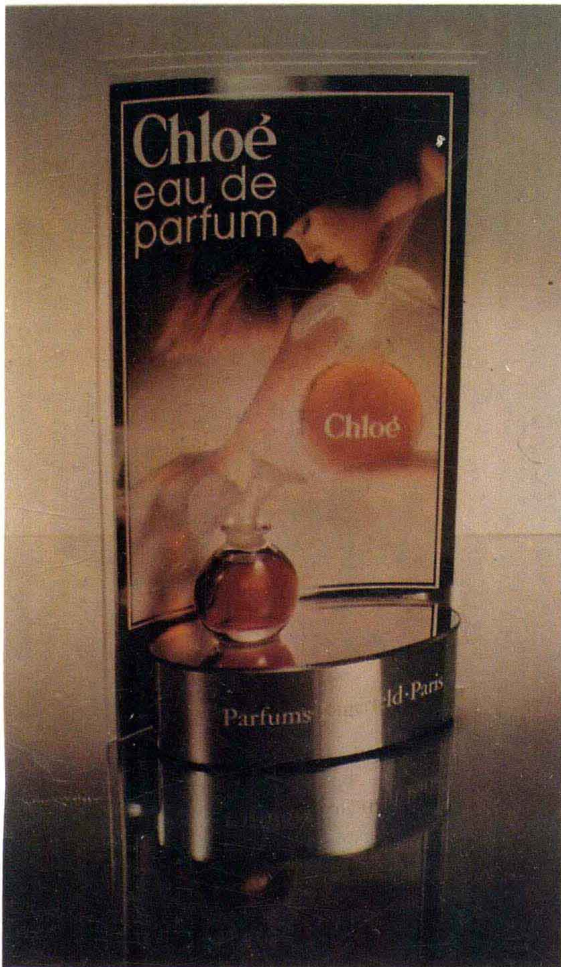
香水广告



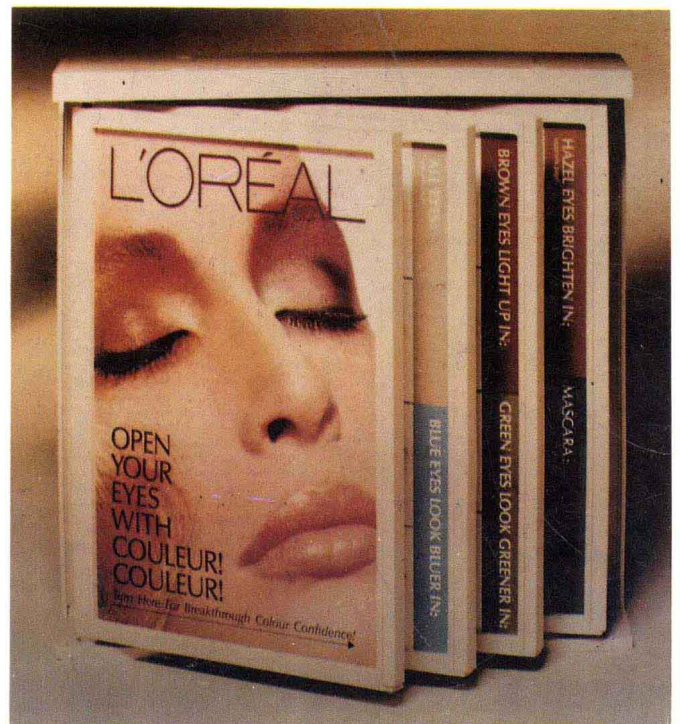
女性化妆用具广告



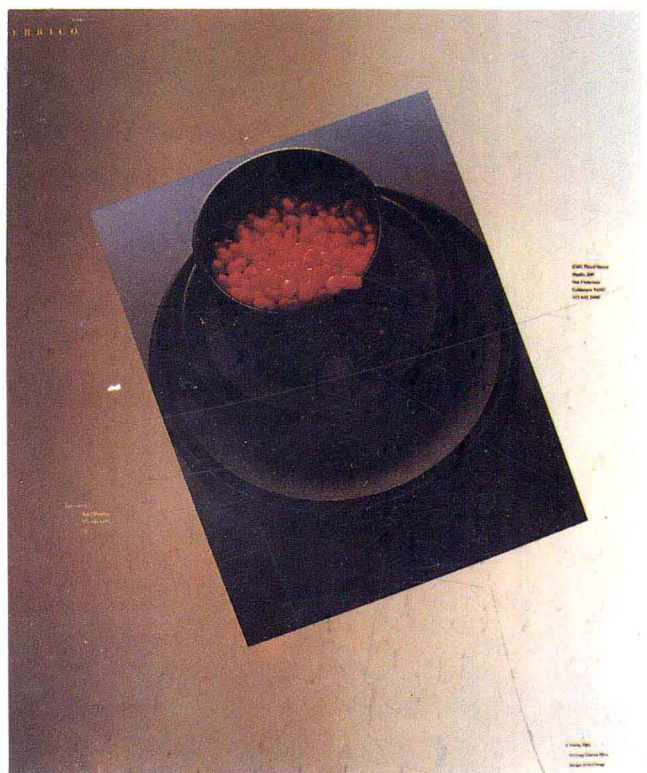
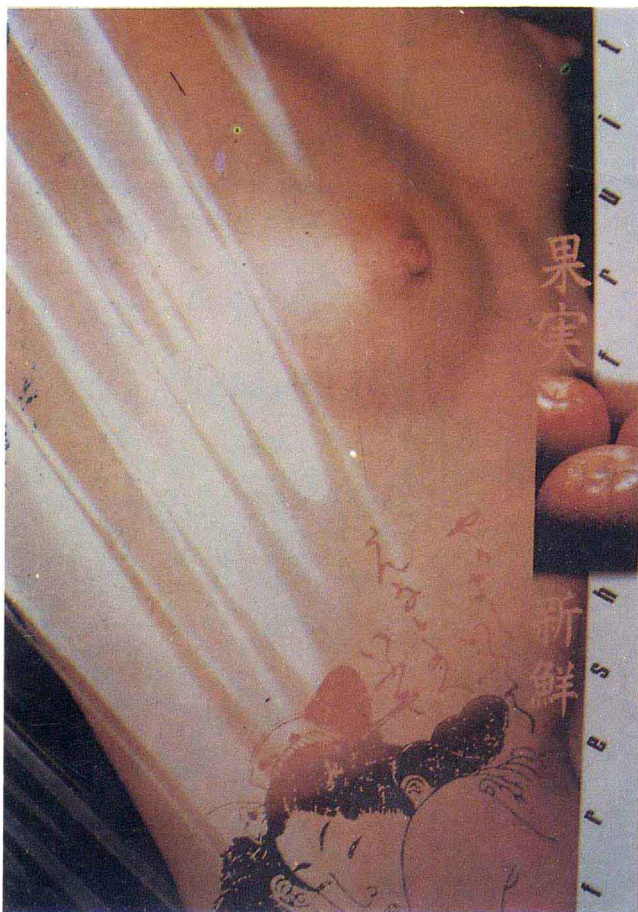
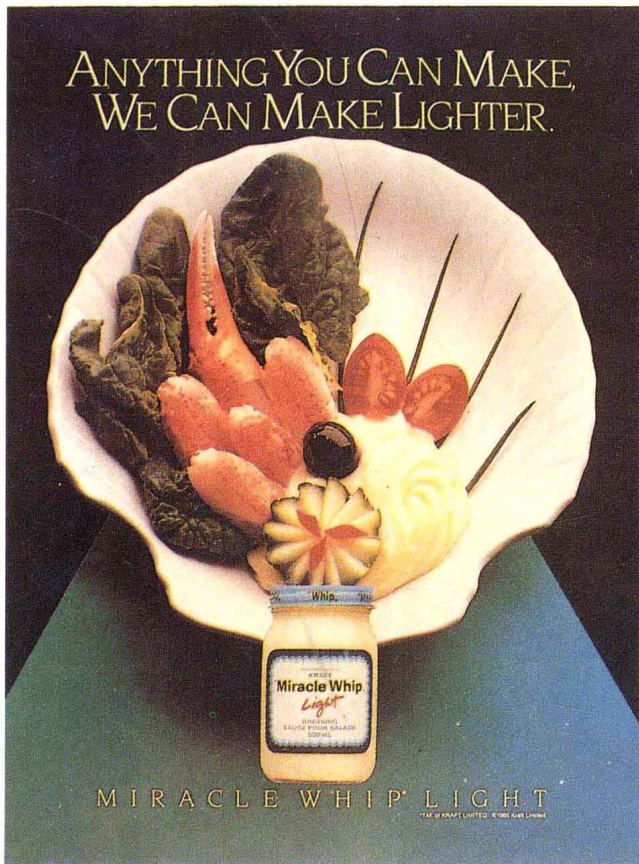
指甲油广告



香水广告



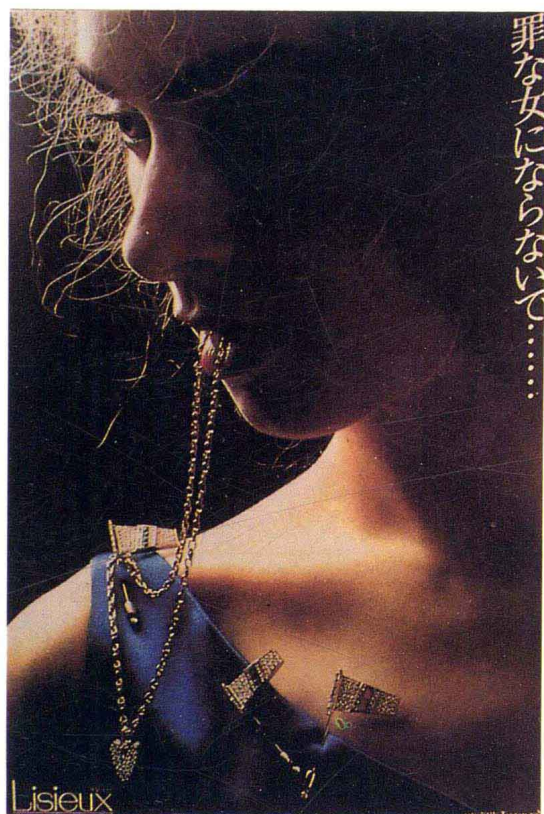
化妆品广告



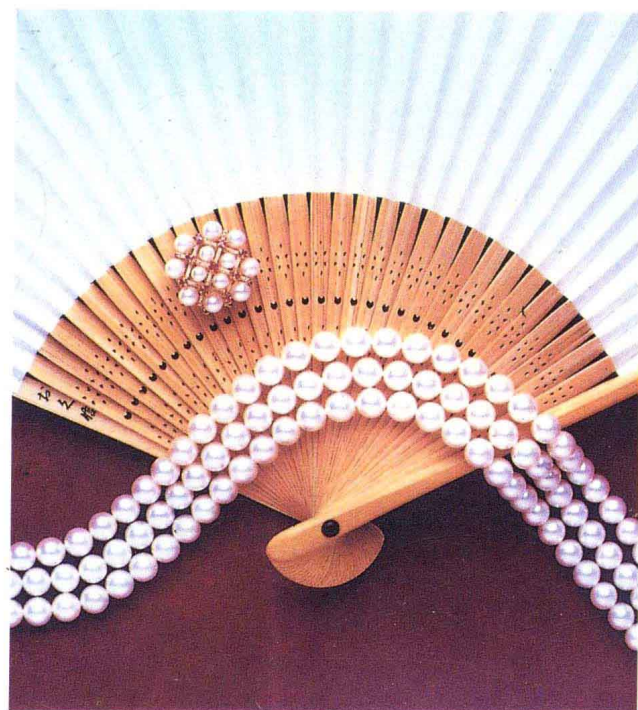
(上左) 蔬菜汁广告

(上右) 奶油广告

(下) 食品广告

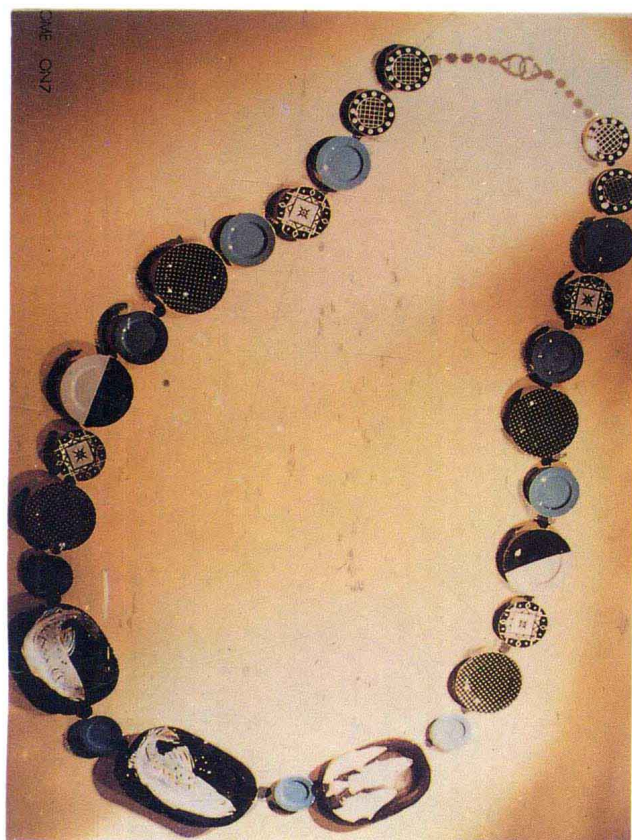


首饰广告



首饰广告

纽扣广告



首饰广告

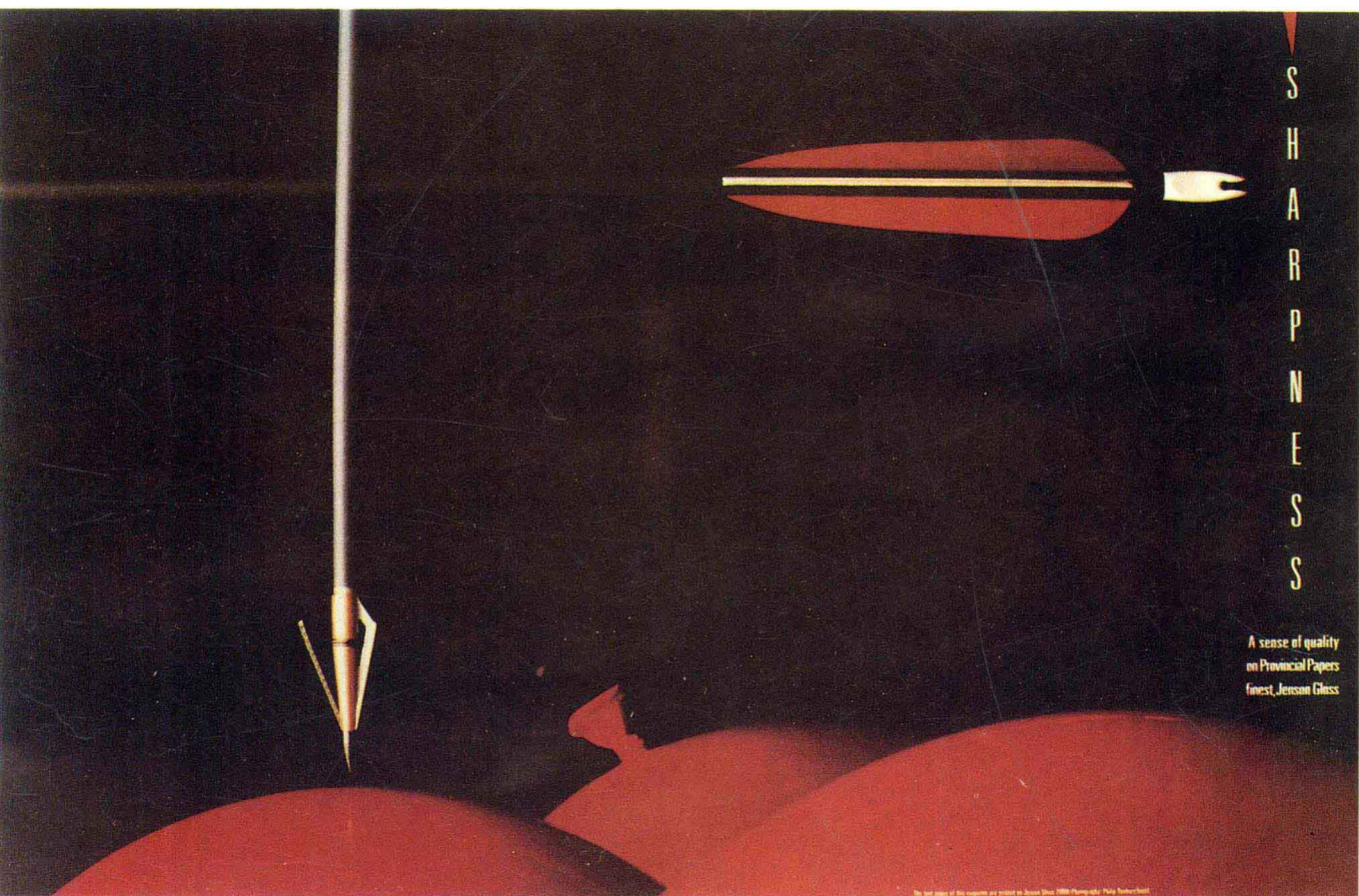




食品广告



食品广告



裁纸刀广告

(上左) 咖啡广告

(上右) 糖浆广告

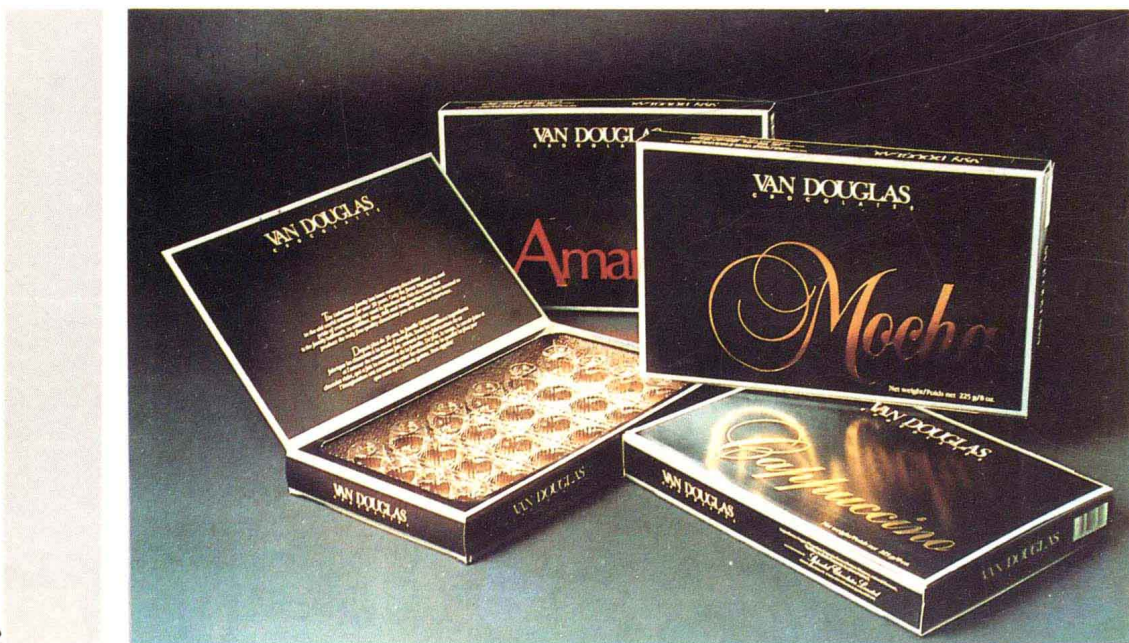


食品广告

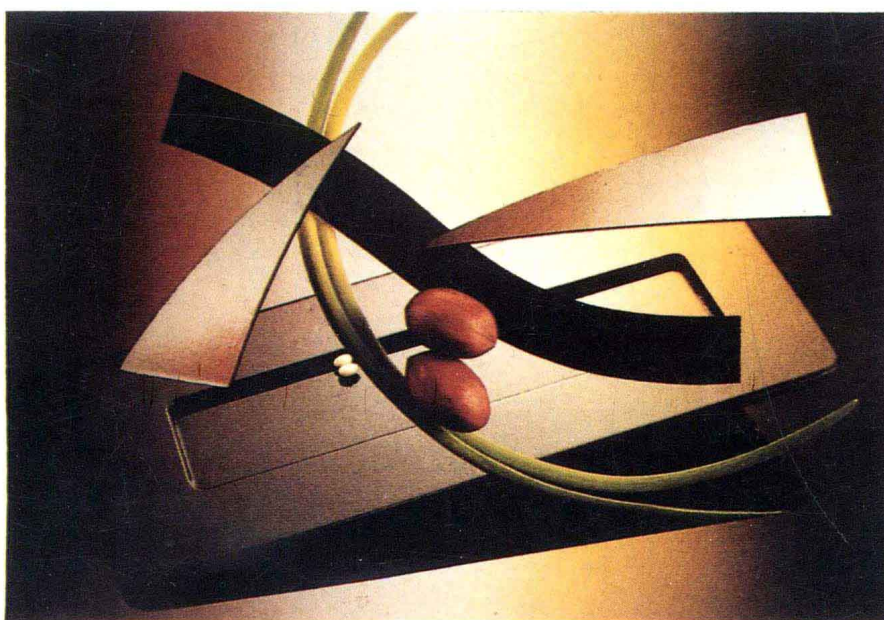
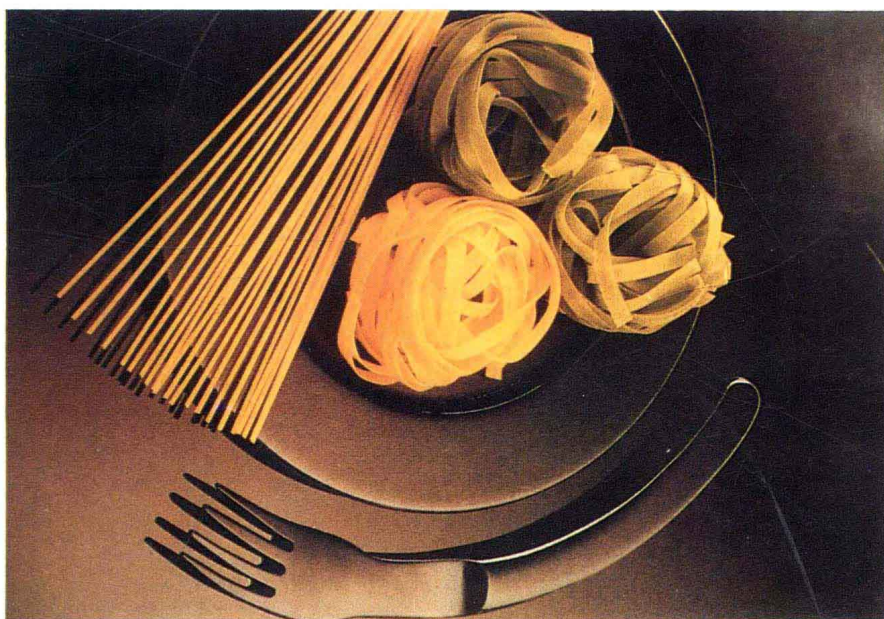
食品广告



食品广告



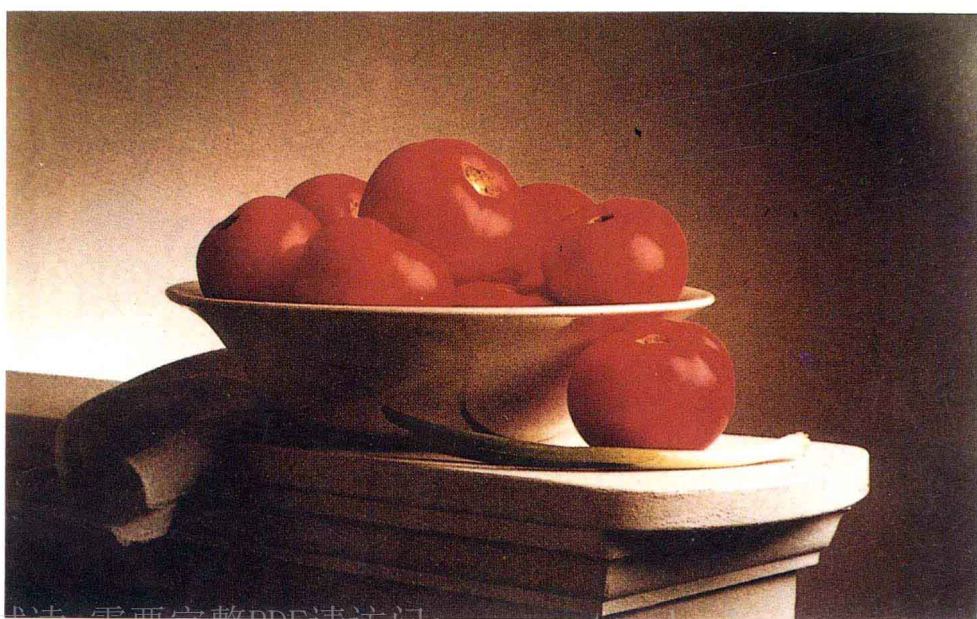
食品广告





MAKE YOUR IMPRESSION ON A DIFFERENT SURFACE.

口红广告



食品广告