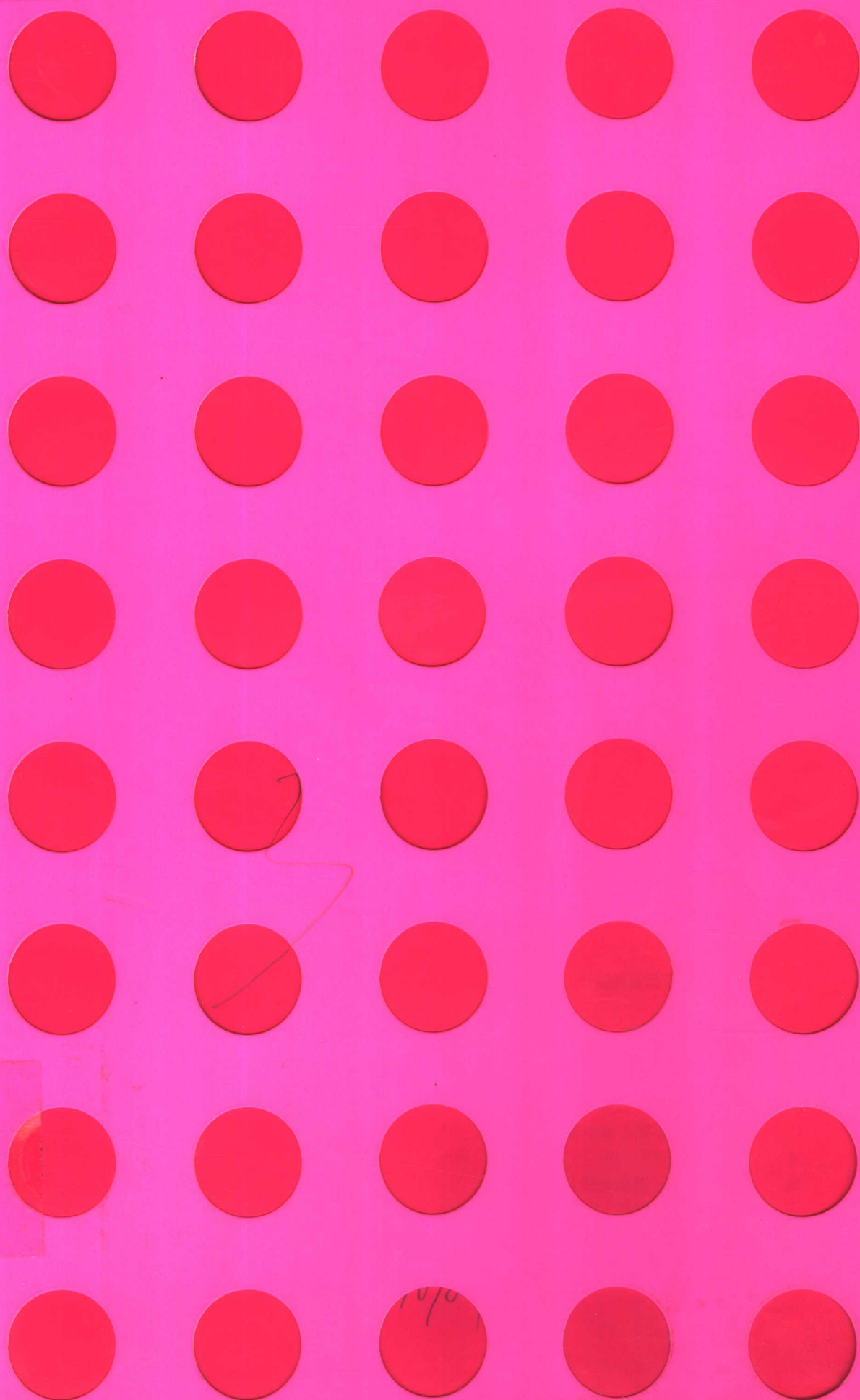


国际视觉设计 | 平面设计



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翻阅着这套由中央美术学院设计学院肖勇教授编著的《2006国际视觉设计》，不知为何突然让我想起二十五年前在学校学设计时的情形。那时难得见到介绍国际设计的书籍，偶尔借到几本日本的设计杂志，大家视若珍宝，同宿舍里的几个人分头挑灯夜战，用水粉临摹杂志上登载的外国海报或是其他的设计作品，然后将临摹好的作品一张张剪好贴在相片簿内。这样一本本相片簿慢慢出现在同学们的床头。很长一段时间里，这些临摹的外国设计集成为我们时常翻阅的宝贵资料，以至今天仍可以回忆起其中一些作品的细节。现在资讯发达，书店内有大量的设计书籍，设计师不再生活在过去那个闭塞的时代，大家是否还会像二十多年前的设计学生一样有着同样的热情去欣赏好的设计作品？我想也许还会，但是不会再花大量时间像我们过去那样仔细欣赏手边仅有的一些作品。大家有更多的选择，只是过多的美食佳肴会不会让我们失去饥饿时饱餐的快乐？人在饥饿时特有的敏感会不会不复存在？

多年来，肖勇教授在国际设计界十分活跃，足迹遍布世界各地，有着宽阔的国际视野，在设计交流中也结交了很多中外优秀设计师。在他编著的这套《国际视觉设计》中既有大家熟知的名家作品，也有新近展露才华的新秀的力作，更值得称道的是其中包括了一些中国青年设计师的优秀作品，从某种程度上反映了中国设计飞速发展的现状。今天的中国平面设计界已经涌现出一批具有国际水准的设计师，他们的作品让读者看来更为亲切，他们近在眼前，他们就在身边，他们也许比洋设计师更能引起大家的关注。通过这套丛书，大家会体验到当今世界设计发展的脉动，也会分享到设计同行为解决设计问题时所注入的智慧与创意。每个人会从这套丛书中得到不同的收益，但我希望会有人从中得到我们二十多年前翻阅与临摹外国设计作品时的激动与快感，应该会有！

王 敏 中央美术学院设计学院院长/教授

I was flipping through "A Collection of Modern International Design" compiled by Professor Xiao Yong of Central Academy of Fine Arts, and somehow my thoughts were suddenly brought back to 25 years ago when I was studying design at the Zhejiang Academy of Fine Arts. Back then, it was very difficult to have any access to books on such a topic. Once someone borrowed some Japanese design magazines. They were very rare at the time and thus very cherished, read and shared by everyone at the dorm. We often painted with watercolor foreign posters or other design pieces from any foreign magazines we can have access to and clipped and pasted these paintings onto albums. They accumulated by our beds as something being looked at every now and then, and became a very precious learning resource for us. To this day some details of these design pieces are still vivid in my mind.

Nowadays, a time of information and multimedia age, a great deal of sources and books on design can be found through internet or in bookstores. Designers no longer live in the enclosed age that I once lived. However, will students still appreciate good design works with the same kind of passion or level of compassion as those students had 20 years ago? I suppose they would, but probably would not spend the same amount of time enjoying doing that. More alternatives are available to us now, and we somewhat lost the same kind of excitement of seeing food in a stage of hunger. Has this kind of sensitivity and desire to learn left us forever? Not at all.

Having been an active figure in the international design scene in recent years, Professor Xiao Yong traverses through different regions of the world, expands his visions over international horizons, and acquaints himself with prominent designers home and abroad through design exchanges. Prominently known design pieces are compiled with designs done by younger generation artists in Xiao Yong's book. Especially worth mentioning are some outstanding designs done by young Chinese artists. It reflects the fast development and sophistication of design in China. A group of internationally claimed Chinese designers come into being today. Their works appeal to the audience in a more personal way and they are just by our side. These new Chinese designers may deserve even more attention from the public than renowned foreign designers. This book collection lets us feel not only the pulse of international design, but also the intelligence and creativity infused and shared by an international community of designers in solving design problems. Reading this book series will benefit anyone who is interested in design, though each reader will perceive it differently. I also hope that some young readers will experience the same joy and excitement we experienced over 20 years ago when they read these books. I think they should, and I believe many will.

Wang Min, Central Academy of Fine Arts

平面设计是我们视觉文化的一部分，在知识经济的背景下，它在文化与商业传播中的价值正在得到提升。信息的传播形式和方式与媒介和技术的发展产生着互动，从传统的印刷媒介到数码时代的发展，平面设计的应用领域已在不断扩展并演绎出新的语言和风格。

中国已经加入世界贸易组织，意味着即将成为世界经济市场的重要部分。这也为我国经济持续稳定的发展带来了历史性的机遇，同时对我国各个产业的发展带来了新的挑战。在白热化的品牌竞争的市场环境中，中国的设计体现出特有的时代文化属性，视觉设计在产品设计和品牌形象、环境设计、新媒体中都起着影响甚至决定市场的关键作用。

文化、商业、社会及活动的设计丰富着我们的视觉文化，也同其他视觉艺术一样，映射出时代发展与审美的变化。平面设计语言越来越丰富并充满着变数，不同国家的设计师展现出个人和地区风格，在多元形态的传播中，风格化和个性化的形象塑造成为新的设计现象。设计需要文化的融合，这将有力推动设计意识的交流。

设计在商业、文化、社会中的价值正逐步体现。传统的平面设计面临挑战与应变，它应沟通思想，传达信息，改善生活品质。本书集结了国际上最新的平面设计作品，可以展示出时代发展的一个侧面，希望给业界以借鉴和交流。

肖勇 2006年1月于北京

GRAPHIC DESIGN — REFLECTION OF THE VISUAL CULTURE

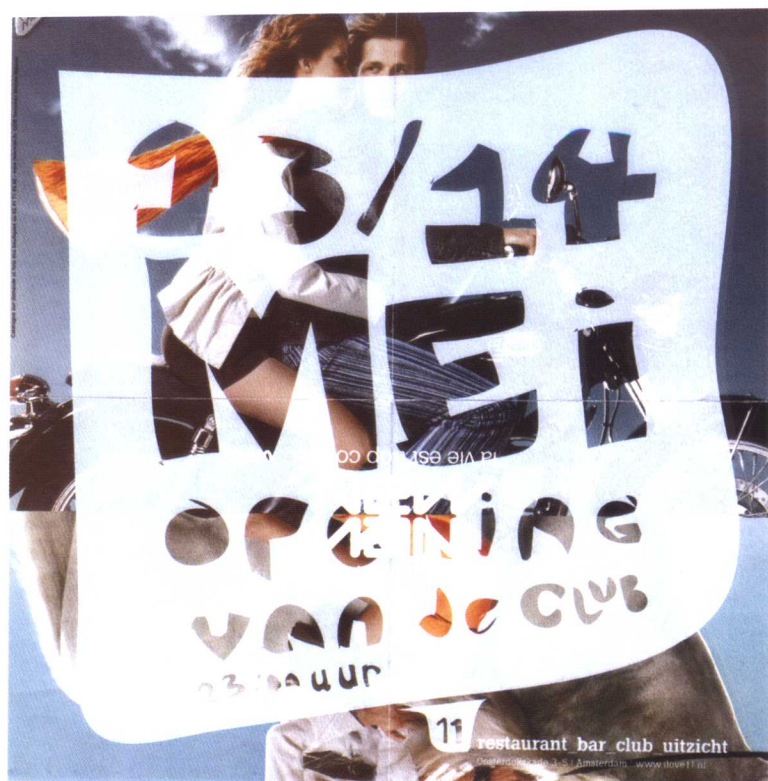
Graphic design is part of our visual culture. Under the big climate of knowledge based economy, its importance is being promoted within the scopes of cultural and commercial communication. The way information is being spread is having an interaction with the development of media and technologies. With the transition from the traditional print media to digital media, graphic design embraces more applications and develops new languages and styles.

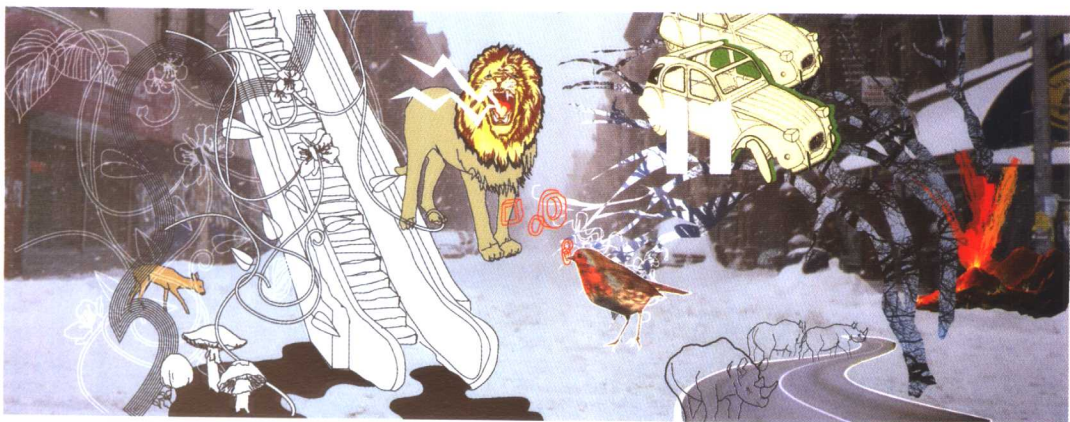
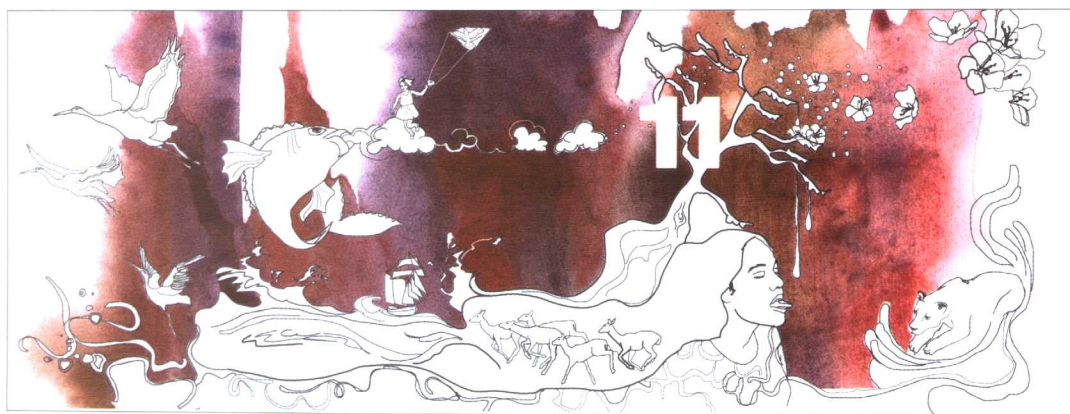
Having been part of the WTO, China becomes an important part of the world market. This brings a historical opportunity for its continuous economic development, but also poses a new challenge for the development of different industries. In an extremely competitive market, Chinese design shows a unique cultural property of our time. Visual design makes a key difference or is even decisive in marketing, in the scopes of product design and branding, environmental graphic design, and new media.

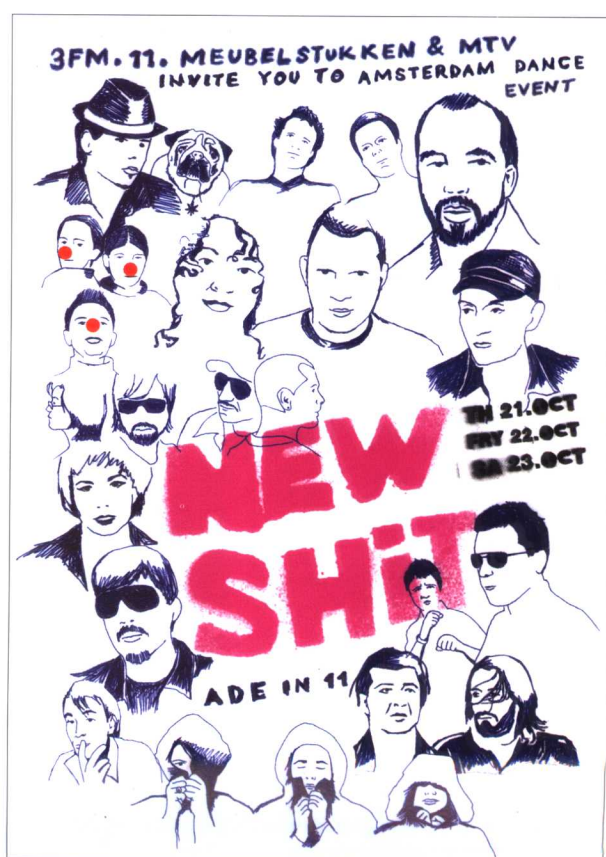
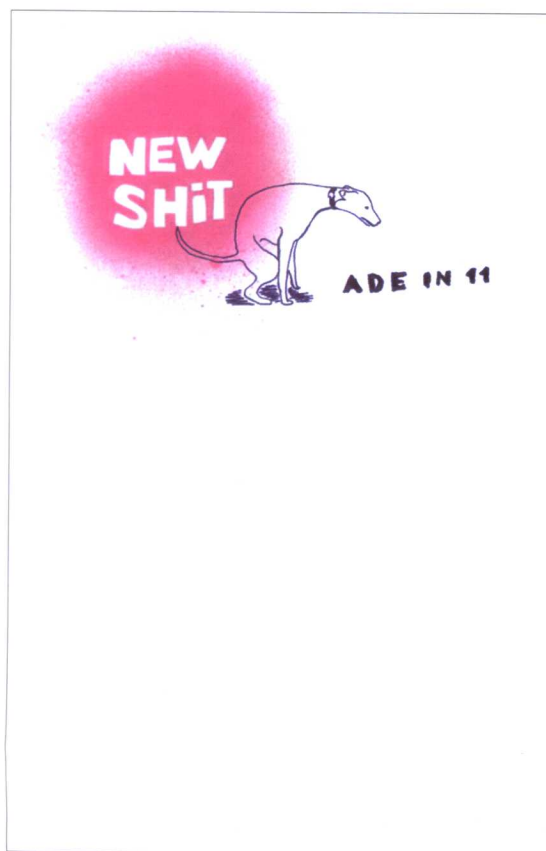
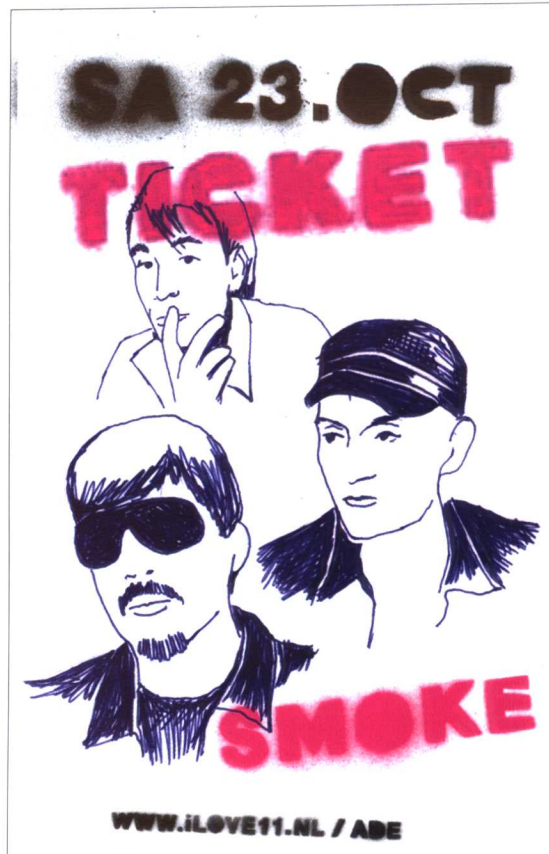
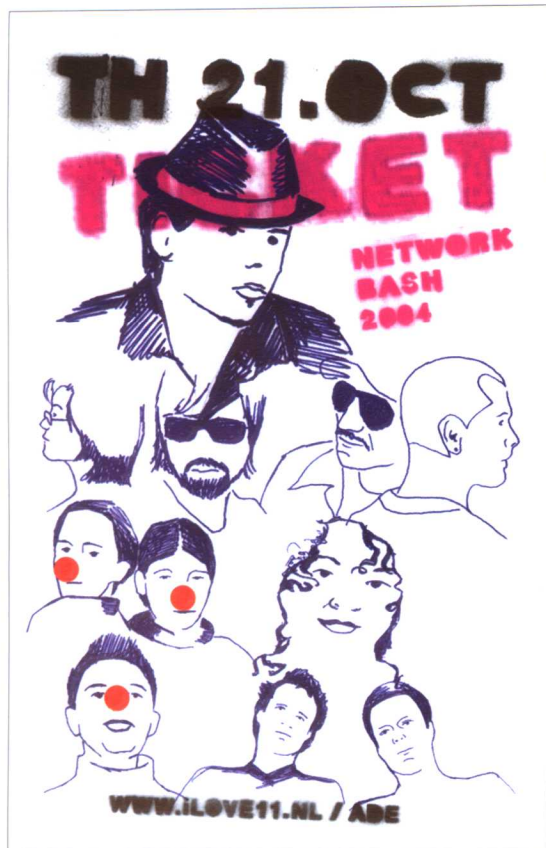
Graphic design in the fields of cultural, commercial, social events and organizations enriches our visual culture and, like any other visual culture, reflects the development of time and changes of aesthetics. The language of graphic design develops a more and more eclectic vocabulary and is full of variants. In the pluralities of communication methods, style and individuality are the main ingredients in molding the image. Design needs the fusion of cultures, and this will promote the exchange between different thinking about design.

Design gradually sees its values being reckoned in commercial, cultural, and social fields. The traditional graphic design profession is facing a major challenge. People in this profession should communicate thoughts and information so as to improve people's life. This book collects the latest graphic design works in an international scope in an attempt to suffice the reference of our profession.

Xiao Yong
Beijing, January, 2006







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SMOKE

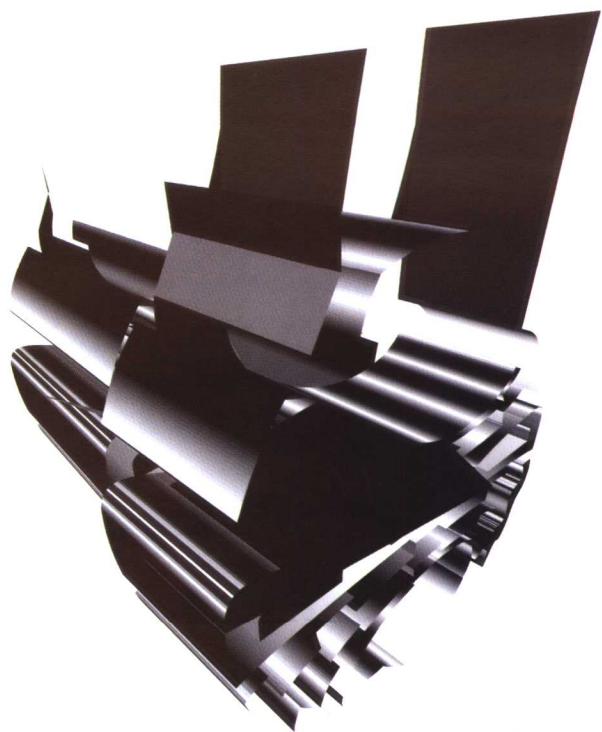
3FM, BARKERS AGENCY, MEUBELSTUKKEN & MTV
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**THE FIRST
ANNUAL
NETWORK
BASH
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LIFT!

**LET'S
ROCK THE
11TH
STOCK!**



兹伯特剧院 (机器、鸟、魔鬼) Zeebell Theatre (Machine, Bird, Devil)

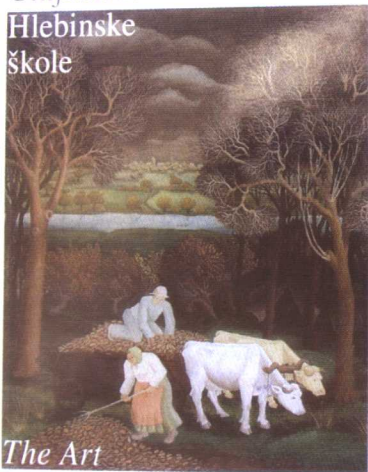




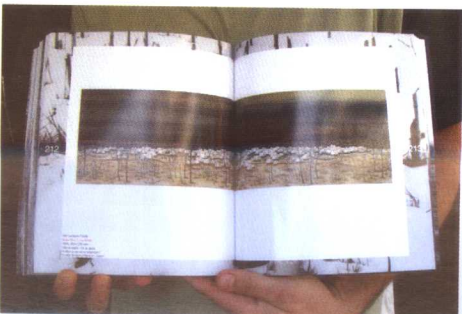
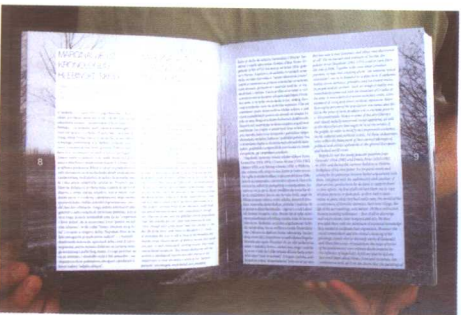
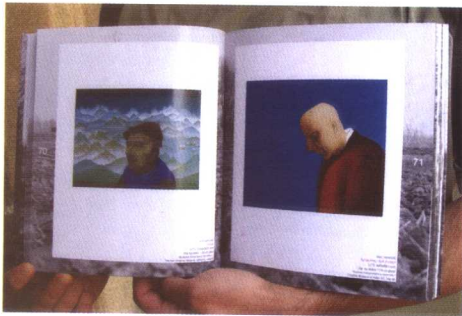
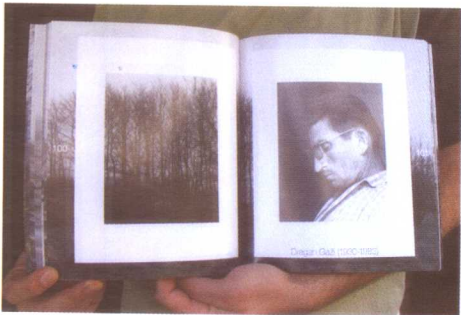
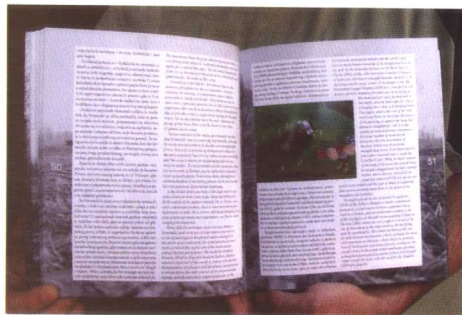


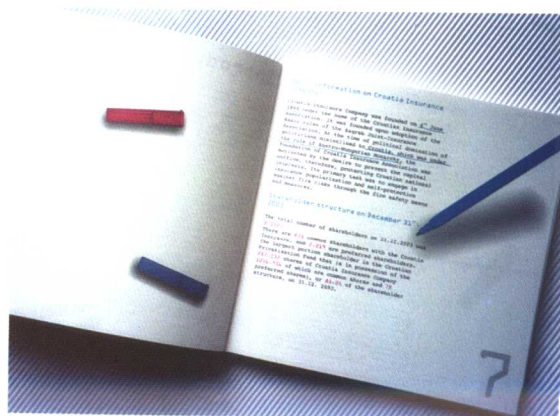
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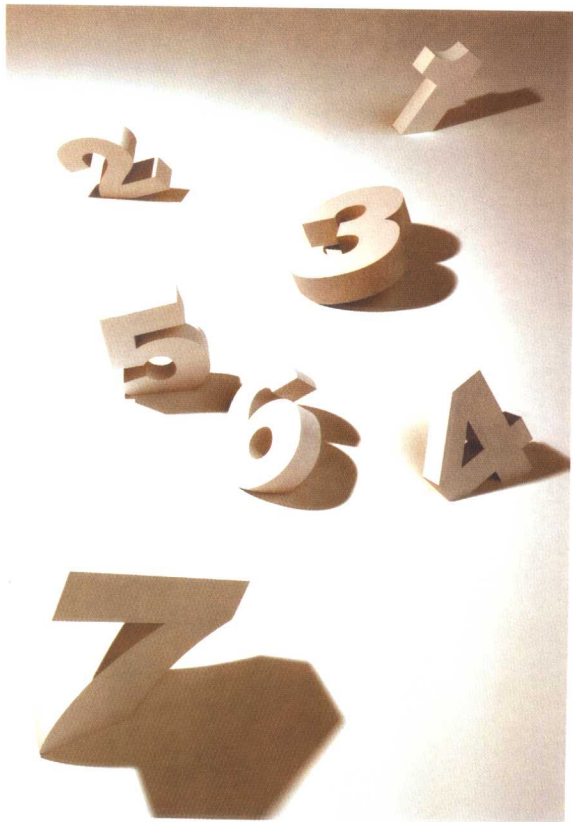
*The Art
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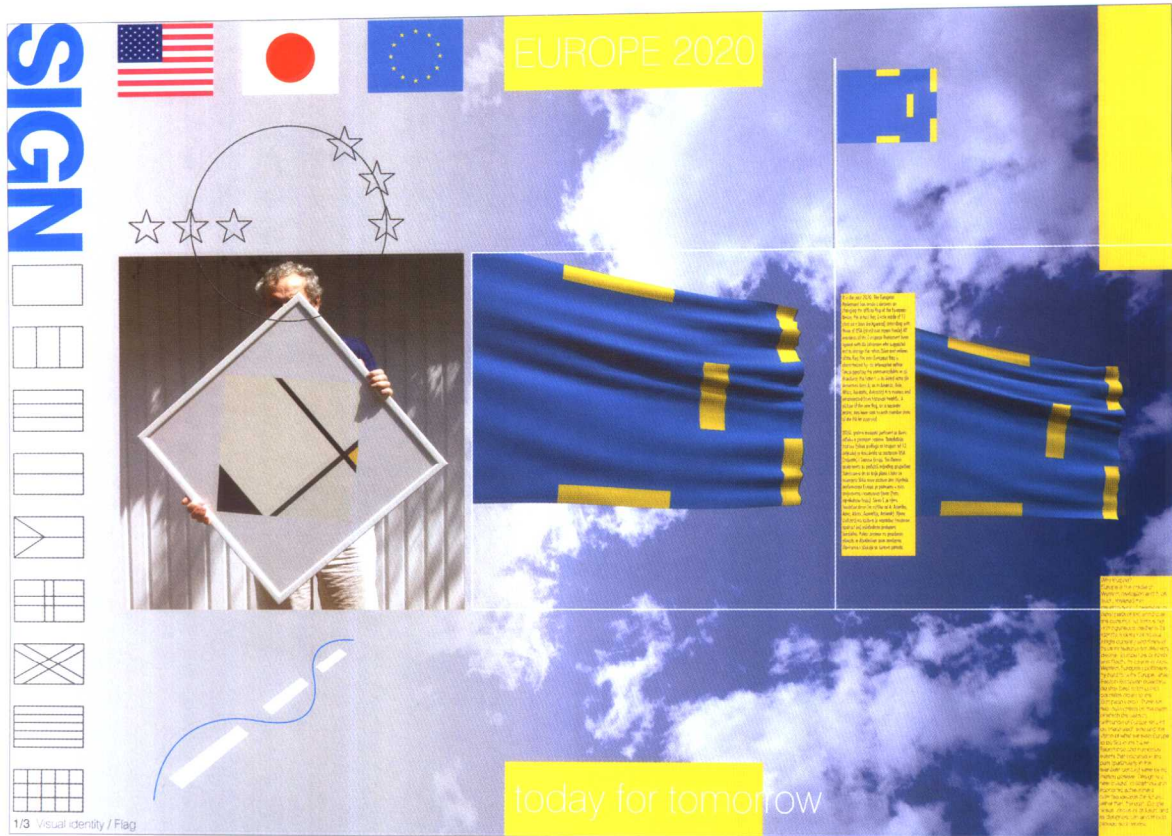


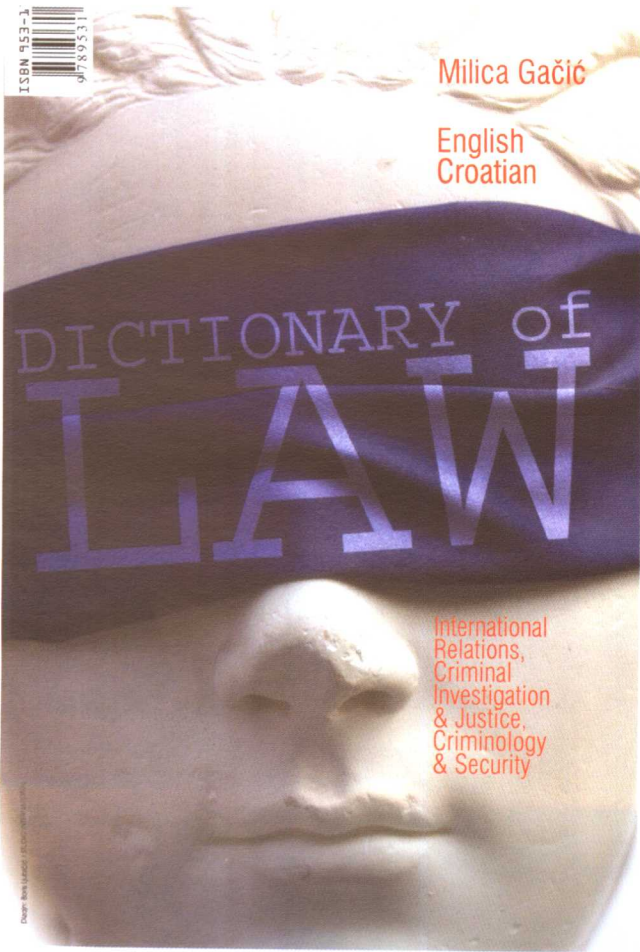
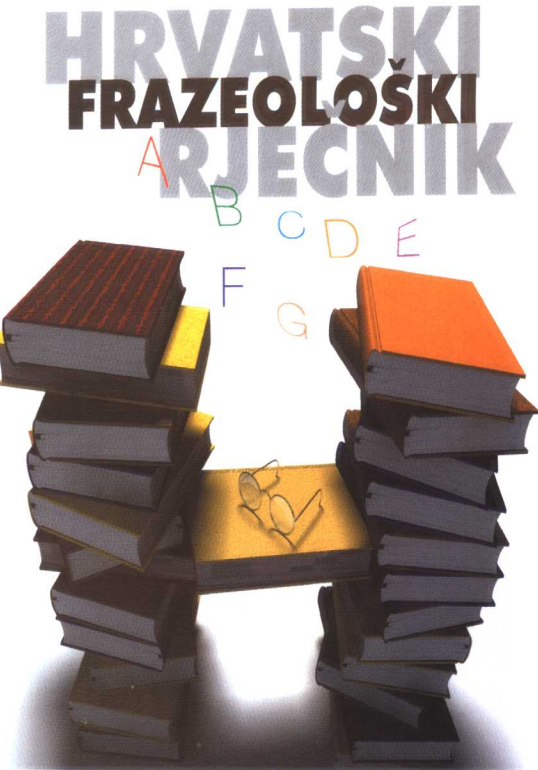
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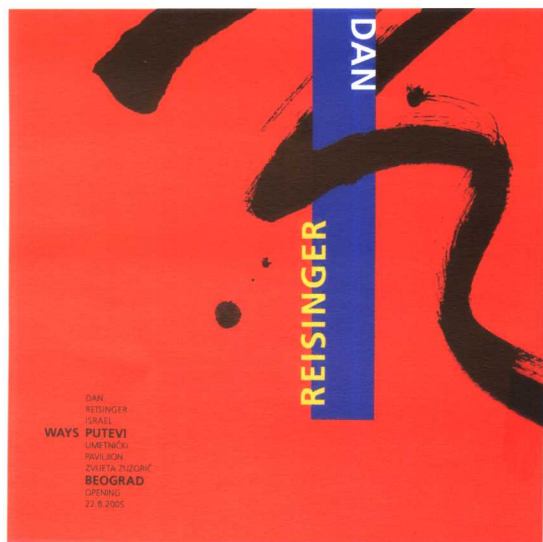


熟语词典，法典(书籍封面)
Phraseological Dictionary/ Dictionary of Law (Book cover)

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贝尔格莱德 Belgrade Cover

伊甸园之路 The Path to the Garden of Eden

