

图书在版编目(CIP)数据

版式设计博览 / 白云工作室编. — 上海: 上海科学普及出版社,
2005.12

ISBN 7-5427-2569-6

I. 版… II. 白… III. 版式—设计—作品集—世界 IV. TS5881

中国版本图书馆 CIP 数据核字 (2005) 第 128997 号

责任编辑 毛增南
装帧设计

版式设计博览

白云工作室 编

上海科学普及出版社出版发行

上海中山北路 832 号

邮政编码 200070

<http://www.pspsh.com>

各地新华书店经销

上海精英彩色印务有限公司印刷

开本 889 × 1194 1 / 16

印张 6.5

2005 年 12 月第 1 版

2005 年 12 月第 1 次印刷

印数 1 — 3100

ISBN 7-5427-2569-6/J·80

定价: 38.00 元

本书如有缺页、错装或损坏等严重质量问题
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创意设计丛书 第二辑

白云工作室 编

版式设计

博览



CHUANGYI SHE II CONGSHU



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ISBN 7-5427-2569-6



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定价: 38.00 元

目 录

前言

4

图片版面

5-30

图文配合

31-44

边框分割

45-62

文字设计

63-82

色彩运用

83-96

目录集锦

97-104

前言

视觉传达设计中最广泛和最基本的就是平面设计。图书、杂志、报刊、海报、样本、包装等都是平面设计的载体。在商用平面设计中，我们尤其需要用艺术的手段来传递信息，用有创意的效果来反映个性。

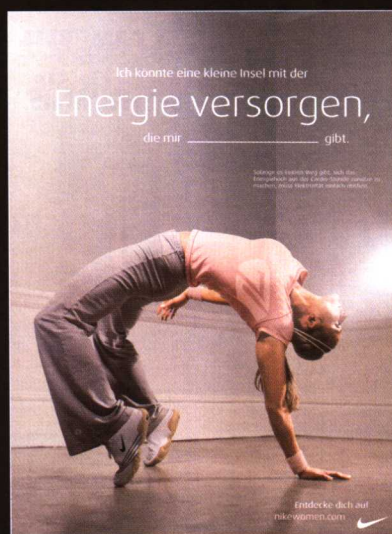
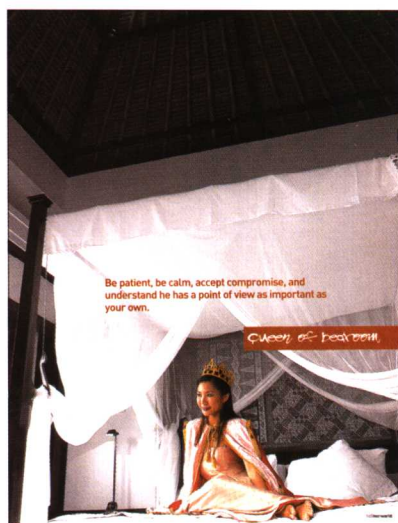
所以，平面设计的创意和艺术必然会直接反映视觉效果，一个平面设计作品的成功与否就在于是否能吸引受众的目光，是否具有易被受众接受的亲和力，是否能有效地传播必要的信息，是否能给受众以美的享受。这就是设计师策划、构思和创意的本意与目标。

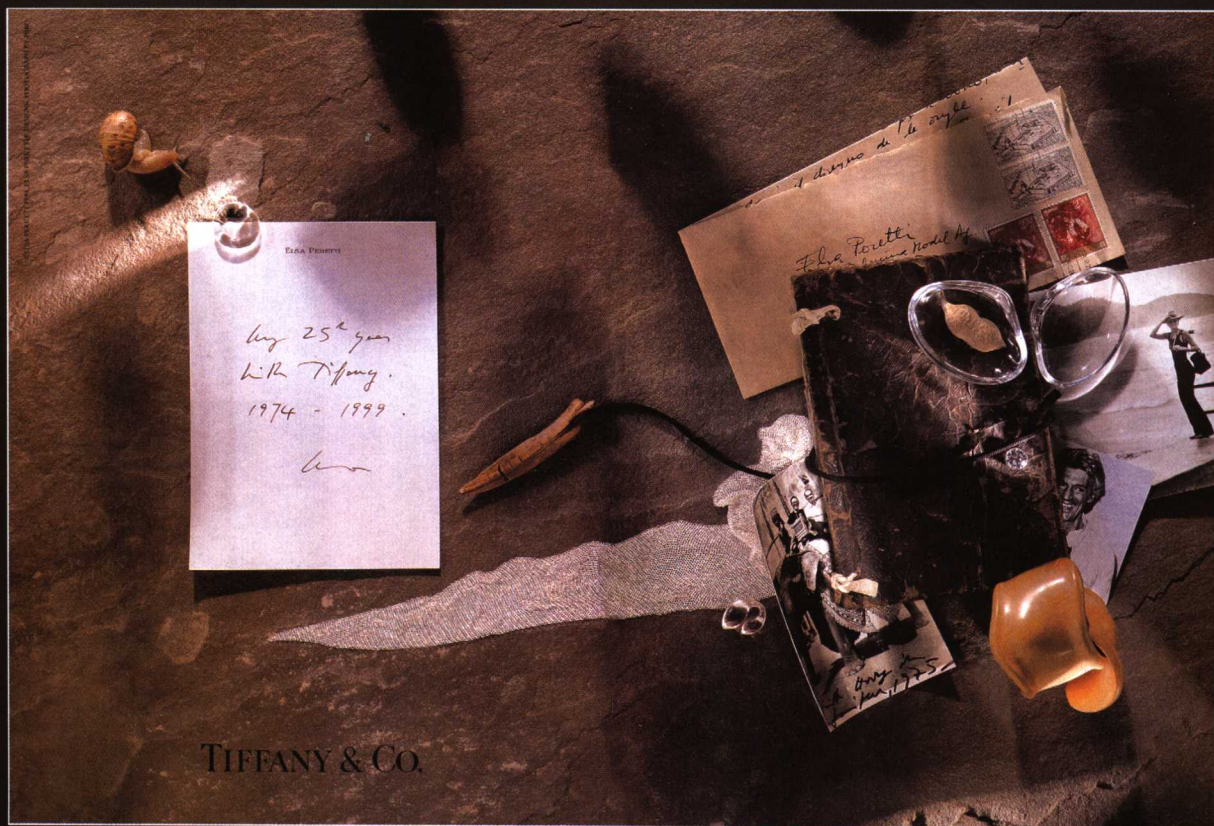
就像一幢楼房，无论是现代的、传统的、古老的还是新建的，只要经过精心设计和装潢，常常可以达到面目一新的效果。高水平的装潢可以使原本普通的楼房容光焕发、身价倍增，而蹩脚的装修却会把原本优秀的建筑变得不堪入目，令人遗憾不已！

平面设计中，书籍的封面设计、版式设计和插图就同建筑的外观效果、结构布局和室内装潢同样地举足轻重。如同建筑图纸和模型不是建筑本身那样，作者提供的完成稿件并不是“书”，只是一部“书稿”。只有经过精细地编辑校对，精心地装帧设计，精致地印刷装订等一系列后续工作后，才能使之成为一本真正意义上的“书”。所以成功的装帧能使一本书真正体现它的品位与价值，而糟糕的设计却让一本好书身价大跌。

我们在这套书中介绍了千余幅近期国外书刊优秀的封面创意、版式设计和插图艺术，希望能给从事有关专业的人士和学生在工作上和学习中有所启迪和得益。

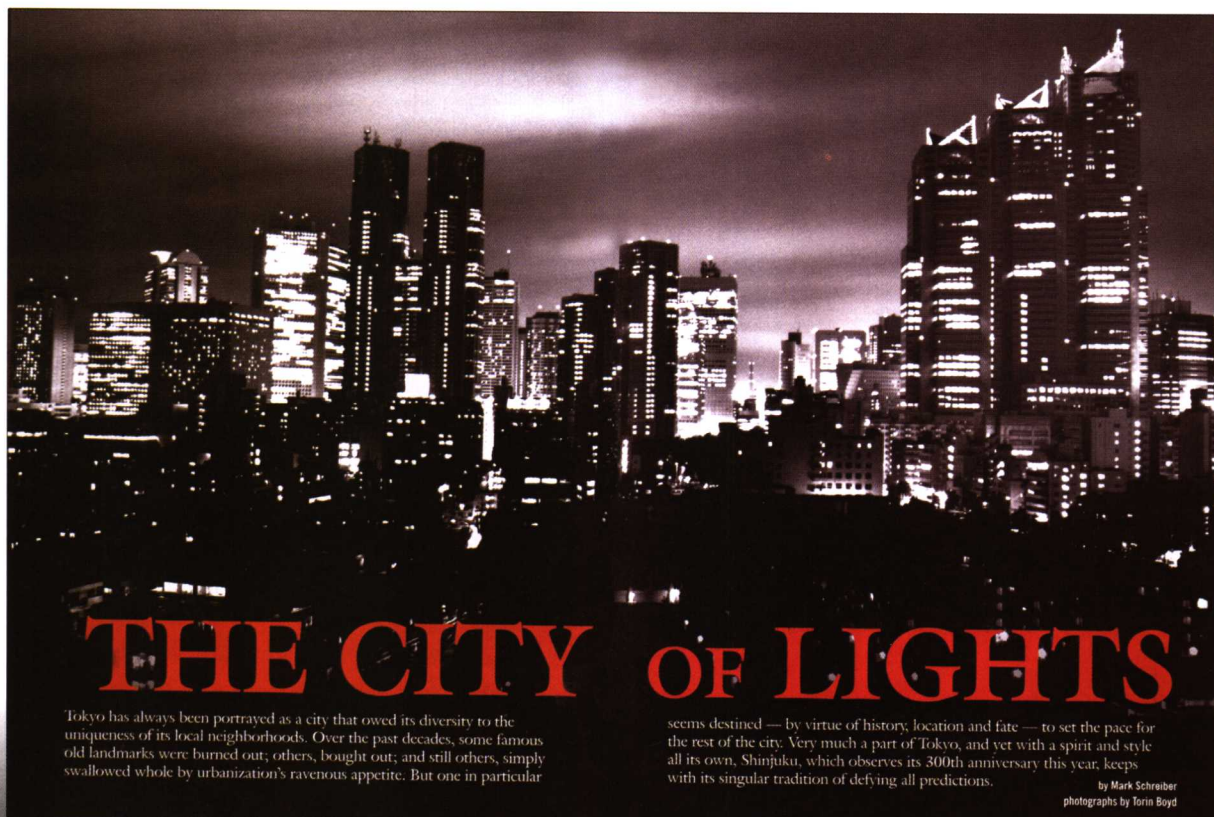
图片版面





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THE CITY OF LIGHTS

Tokyo has always been portrayed as a city that owed its diversity to the uniqueness of its local neighborhoods. Over the past decades, some famous old landmarks were burned out; others, bought out; and still others, simply swallowed whole by urbanization's ravenous appetite. But one in particular

seems destined — by virtue of history, location and fate — to set the pace for the rest of the city. Very much a part of Tokyo, and yet with a spirit and style all its own, Shinjuku, which observes its 300th anniversary this year, keeps with its singular tradition of defying all predictions.

by Mark Schreiber
photographs by Torin Boyd



OVERSEAS OPERATIONS

US OFFICE
The New Jersey office, our first overseas operation, was set up in 1967.

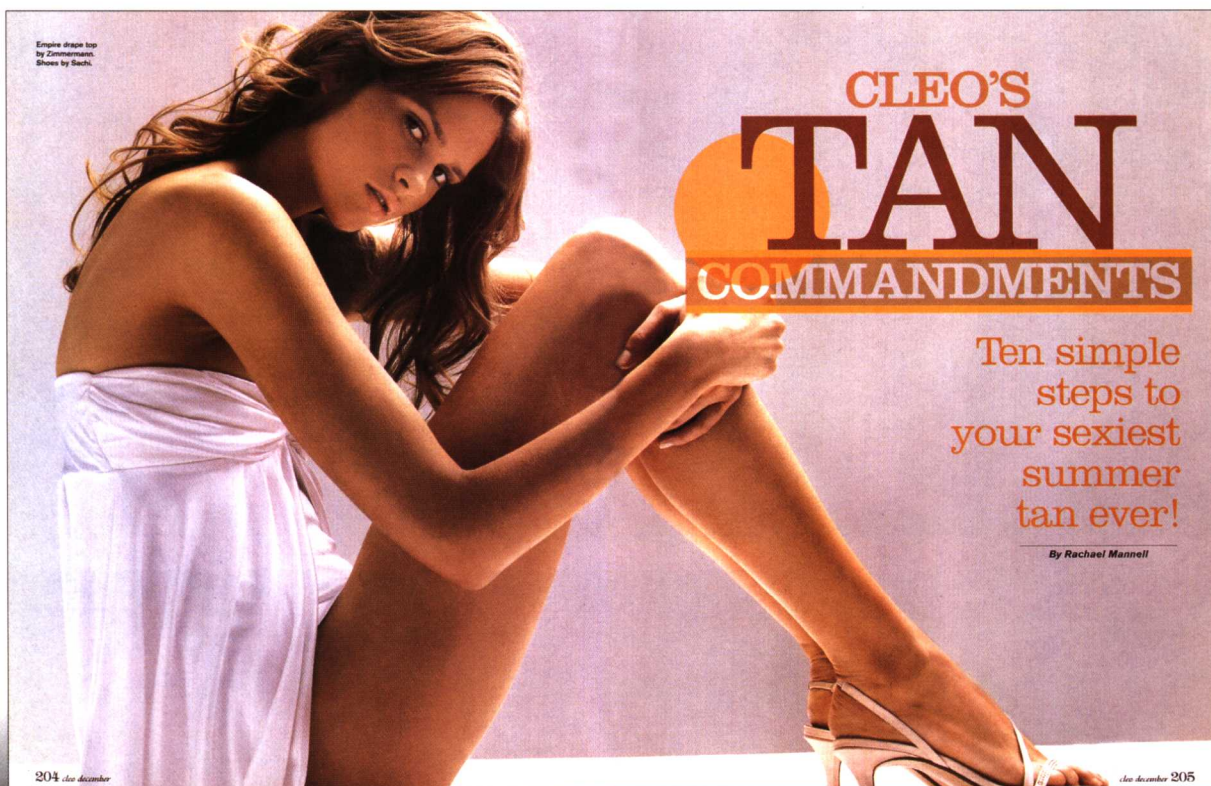
TAIWAN OFFICE
An office was set up in the capital city of Taipei in 1994.

UK OFFICE
The office in London was established in 1988. In 1994, it was moved from its original location in Tottenham in North London to Covent Garden in Central London.

INDIA OFFICE
The office in Bangalore was set up in 1991.

IMPERIAL COLLEGE PRESS
This is the latest branch of the Company tree. It was co-founded by World Scientific and Imperial College of the University of London, in 1995.

HONG KONG OFFICE
The Hong Kong office was set up in 1993.



Empire dress top
by Zimmerman.
Shoes by Gucci.

CLEO'S TAN

COMMANDMENTS

Ten simple
steps to
your sexiest
summer
tan ever!

By Rachael Mannell

204 *the december* *the december* 205

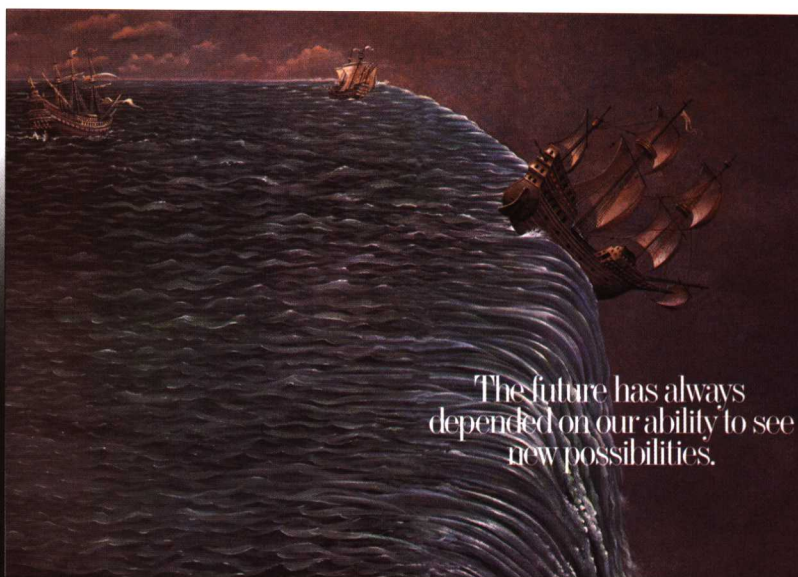


ADVERTISING FEATURE

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boiled cut jeans \$69

in the mood for blue

What's the one thing in every wardrobe? Jeans. But it takes a certain kind of jeans to make the cut above. And that's Lea. Want to know the greatest thing about Lea jeans? You can wear them any style, anywhere. Dress them up or dress them down. Wear a tee under or a jacket over. It's really living with a capital L.



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US Sprint.

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island dressing

lhuru? Ditch the sloppy gear and take your sexiest, most lavish dresses.

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MODEL: MONIKA LANGDON (DVA)

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EFFICACIA GARANTITA

TRATTAMENTI COSMETICI CHE PROMETTONO
IDRATAZIONE PER 24 ORE, DIMINUIZIONE DELLE RUGHE
O CAPELLI PIÙ LUCIDI: DIFFICILE RESISTERE ALL'ACQUISTO.
MA È UN ATTO DI FEDE O
UNA RAGIONEVOLE ASPETTATIVA?

PER RISPONDERE, VEDIAMO
CHE COSA PREVEDE LA LEGGE
EUROPEA IN MATERIA
DI PROVE DI EFFICACIA.

DI PAOLA GENTRINI

Il primo requisito che la legge europea intende garantire è la **sicurezza**. Il secondo è l'**efficacia**. In pratica, per la direttiva comunitaria, un cosmetico non solo non può essere dannoso, ma le sue proprietà devono essere scientificamente provate.

Non può essere imbrogliato, quindi, neppure l'acquirente più ingenuo. La documentazione a sostegno della proprietà vantata (dalla diminuzione delle rughe all'idratazione per 24 ore) deve essere sempre disponibile in azienda, sebbene non venga solitamente controllata prima dell'immissione in commercio del prodotto. Ma come avvengono queste prove? Capita spesso di leggere, sulle pagine pubblicitarie o sui foglietti illustrativi all'interno delle confezioni, frasi come "test in vitro" lo dimostrano, "cl clinicamente testato", o "testato su 100 donne per 4 settimane".

Ma in che cosa consistono, in realtà, questi test?





Idée forte IBM: les sciences et techniques trouvent toutes leur point d'application.

