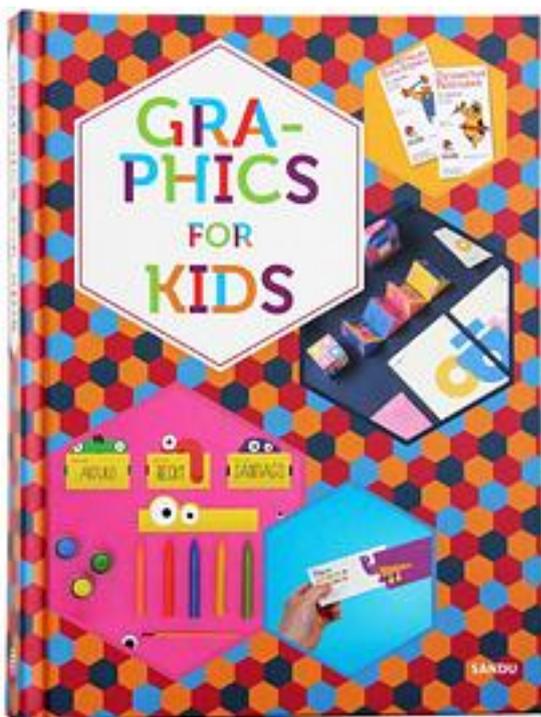


Graphics for Kids



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著者:

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在经济萧条的时候，或许没有其他消费市场能像儿童市场一样，继续蓬勃发展。儿童是一个庞大的消费群体。家长们总是非常愿意花钱在自己的孩子身上，例如吃穿、玩乐、教育等。为了迎合他们的喜好，商家们不仅重视自身提供的实际产品和服务，还花很大精力在品牌形象设计上。缤纷的色彩与有趣的图形总能吸引儿童的眼球，并促进消费。

《儿童平面》一书收集了100多个来自全球各地的儿童品牌案例。这些极富创意的项目包括玩具生产商、零售店、儿童博物馆及医疗机构等。通过品牌视觉、包装、产品与推广平面的展示，本书毫无保留地将成功的儿童品牌视觉形象传达给你！

Perhaps no other consumer market is as unaffected by economic trends as the children's market. Parents will always spend on their kids, putting their happiness and well being above that of family finances. Wooed by colorful or playful graphics that appeal to the growing population of design conscious, the identities of businesses that cater to children can often be as important as the actual products or services being offered. Graphics for Kids selects some of the best graphics in branding, packaging, product and promotion design from companies that cater to this market including toy manufacturers, retail shops, children's museums and even medical offices. Prepare to be eyemazed!

作者介绍:

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