

# Chinese Graphic Design in the Twentieth Century



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From posters and advertisements to book covers and magazines, this volume presents a dazzling panoply of graphics, brilliantly uncovered by the authors from long-forgotten sources, mostly in China itself, after surviving innumerable upheavals: natural catastrophes, war and revolution. Beginning with the basic traditions of Chinese graphics, the authors show how the writer and artist Lu Xun became the centre of cultural revival in the new China. We see Art Deco making its mark in the

Shanghai Style, and the birth of a national design aesthetic, born of Russian Constructivism and Chinas own drive for new technology. The Socialist Realist art of Mao in turn adopted folk traditions to fuel the Revolutionary machine, while the continuing search for a new identity can be seen in the graphic images of protest from the summer of 1989. Throughout, creative design ideas are expressed with a freshness and vitality that recalls the beauty and character of Chinas own traditions. The results are not only a clear commentary on Chinas recent history and culture, but a revelation for Western designers seeking to adopt traditional visual languages.

作者介绍:

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标签

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评论

解读很浅，选的材料也太少。按这本书的演绎，中国20世纪的平面设计全都是模仿西方既有的流派，欧美的Art Deco，苏俄的革命现实主义，无法归类的就是中国的folk art，年画剪纸这种...

由于要忙着向西方读者交代庞杂的政治和历史背景，只能草草介绍每个阶段的特点和代表人物。有助于了解脉络而没有什么深度。史与政掩盖了设计，但也许这也是中国平面设计史的最大特点吧.....

感觉在看政治书，有些痛苦

每个阶段都有每个阶段不同的形式风格，就好比如今央视姓党。中国传统民间艺术开始面临后继无人的尴尬处境，这是全中国人应该去关注的问题，而不是一味地发展经济。

当画册看吧，有基本历史知识的都不用看文字了

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书评

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