

Asian Graphics Now!



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從印度孟買到日本東京，提供最佳和最新的廣告活動、海報設計、品牌設計項目、企業識別規劃設計、包裝設計、書籍編輯設計、展覽設計等等。憑藉獨特的文化傳統和前瞻性的觀點，亞洲設計促進了世界各地的創意發展，書中收錄豐富而多元的亞洲視覺設計，內容主要分為五大類(Advertising+Poster廣告及海報設計、Branding品牌行銷、Editorial書籍編輯、Non-commercial非商業、Packaging包裝設計)，每個設計案例均附有詳細資料

，包含設計項目、國家、年份、設計公司團隊、設計師，書中附有五位專業人士的評論散文，及完整的設計工作室和設計師索引，ASIAN GRAPHICS NOW！是任何在創意產業工作的專業人士及相關科系學生都必需的實用視覺指南。

A visual exploration of graphic design from Mumbai to TokyoFeaturing the best and the most recent advertising campaigns, posters, brand-design projects, corporate identity, package design, and editorial design, Asian Graphics Now! is the ultimate guide to creativity for the whole of Asia, from India to Japan, serving as both an inspirational and a practical guide to any professional or student working in the creative industries. With roughly 60% of the world's population, around 4 billion people, the continent covers less than 9% of the world's surface, yet still includes over 50 countries. With China and India leading in growth and Japan being the most technological place on the planet, Asian graphic design has a lot to contribute to creativity around the world. With a unique blend of tradition and a forward-looking approach to contemporary culture, the aesthetics that have developed in the region cannot be seen anywhere else. Although less well known than Japan and China, countries like Korea, Singapore, India, and Thailand also offer a very individual take on the use of graphics, typography, and many other in many related areas. This publication will present works by category, with a full index of design studios and designers at the end.

作者介绍:

Julius Wiedemann was born in Brazil, studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. His many TASCHEN digital and media titles include Illustration Now!, Advertising Now, Logo Design, and Brand Identity Now!

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评论

99%新，4鎊在HBMV買的，unbelievable。印刷精美，但超級厚超級沉

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