

<<时尚吊牌设计>>

图书基本信息

书名：<<时尚吊牌设计>>

13位ISBN编号：9787561154069

10位ISBN编号：7561154062

出版时间：2010-3

出版时间：大连理工大学出版社

作者：深圳市艺力文化发展有限公司 编

页数：277

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### 内容概要

“ Just as It is possible to distinguish one person from another thanks to their physical features , products can also be recognized and are considered pleasant , serious or absolutely unacceptable depending on their appearances. The presentation of a product is a true art. Labels , tags and packaging help products to take shape and be recognized among the others. The easier it is to pick them out , the more successful they will be : this is how I approach my work. Another aspect that I believe is important is coherence between the image and the materials : if a product has a ” 1930s ” appearance , I like to seek out materials used back then ; if the product is aged , I make sure it really looks that way. The empathy that is developed through these materials is the boundary of a creative artist's skills.

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