

<<书形>>

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内容概要

王绍强编著的《书形：创意书籍和印刷物料设计》打破常见的书籍、册子和宣传物料的设计方式，带来超“悦”的印刷制品设计。设计师剖析印刷制品的形式、结构、色彩、温度、工艺等等元素，研究使用新工艺和新材料去制造各种阅读效果。

《书形：创意书籍和印刷物料设计》收录了100多个精美设计，读者可以从触觉和视觉出发，体验各种印刷制品包括书籍、册子、传单等物料带来的创意魔力。

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