

<<导视系统>>

图书基本信息

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前言

Signage is sometimes seen - wrongly - as a relatively narrow area of design. In fact : now more than ever : it is a highly dynamic specialism : spanning environmental graphics : building embellishment and a whole raft of branded communication : from branded retail fascias to directional signage and public information systems. There are a lot of exciting people out there presenting public information in particular in stunning new sculptural ways : as well as plenty of talented interior design teams who are creating ever more integrated signage : using the overall design language of an interior design concept. The impact of digital technology on signage is also in its infancy and points to an exciting future of touchscreen flexibility with complete control of information updates. Good signage should be seen and understood freely and easily. When it works well : it should be intuitive and never invasive. In a way it should almost be invisible. There is no excuse any more for signage that is tacked on in the later stages of a project or purchased in an off-the-shelf package.

内容概要

As a part of modern culture : visual sign system not only has its function in guidance : explanation and indication : to a large extent : it also plays an important role in environmental layouts : style and culture molding. This book collects works of well-known designers all over the world. Its mainly divided into two parts : environmental visual sign system and office visual sign system : while also including some parts of public visual sign system. The creativity and innovation of these designers will give you a comprehensive insight into visual sign system. The delicate molding of the designers to the shape : color and tactile sensation of different works and their overall control of the whole project will no doubt bring some freshness to our readers.

书籍目录

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