

<<平面时刻>>

图书基本信息

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## 前言

Most graphic designers will recall the moment when they discovered graphic design. They can remember that almost peculiar instant when they decide, with enthusiasm and determination, to become a designer. For some that moment comes swiftly. For others it takes years of trial and error, flirtations with other disciplines before making that leap at all. But when that instant strikes, it is hard to ignore. The imagination is ignited. The gaze widens. The landscape grows rich in meaning. To the would-be graphic designer, something invariably clicks inside. I was seventeen when I had this moment. I adored art growing up and found comfort in drawing and painting. But my fascination with communication, love of beautiful things, curiosity about technology and obsession with words came together and manifested as graphic design. My father shortly after introduced me to the only graphic designer he knew, Henry Steiner, who created iconic pink and black shopping bags in the 80's for Lane Crawford amongst numerous other commissions. I secured an internship at his namesake studio in Hong Kong, and spent my time pouring through his archive of Print magazines, and learning about the design process. I was intimidated but elated, trying to soak up as much as I could during the two-week period. One year later I was accepted into a degree program in New York. I found something I believed in, and I was on my way. I am lucky to be a graphic designer. I have loved every part of my journey- from working at a publishing company, to a photographer's studio, to an interactive agency to establishing Whitespace. Each experience along the way presented new challenges in design thinking and doing. Style is no more important than substance. Inspiration can come from the unlikeliest of sources. Typography is visceral. Relationships are everything. Some of my best moments came from making mistakes or working with difficult parameters, as often the results are better because of them. It takes a lot of energy to create resonant messages and beautiful design. At the end of day, the satisfaction comes from having someone turn a namecard in their hands, over and over, because they adore what you've done with it.

## 内容概要

Most graphic designers will recall the moment when they discovered graphic design. They can remember that almost peculiar instant when they decide : with enthusiasm and determination : to become a designer. For some that moment comes swiftly. For others it takes years of trial and error : flirtations with other disciplines before making that leap at all. But when that instant strikes : it is hard to ignore. The imagination is ignited. The gaze widens. The landscape grows rich in meaning. To the would-be graphic designer : something invariably clicks inside. I was seventeen when I had this moment. I adored art growing up and found comfort in drawing and painting. But my fascination with communication : love of beautiful things : curiosity about technology and obsession with words came together and manifested as graphic design. My father shortly after introduced me to the only graphic designer he knew : Henry Steiner : who created iconic pink and black shopping bags in the 80s for Lane Crawford amongst numerous other commissions. I secured an internship at his namesake studio in Hong Kong : and spent my time pouring through his archive of Print magazines : and learning about the design process. I was intimidated but elated : trying to soak up as much as I could during the two-week period. One year later I was accepted into a degree program in New York. I found something I believed in : and I was on my way. I am lucky to be a graphic designer. I have loved every part of my journey- from working at a publishing company : to a photographers studio : to an interactive agency to establishing Whitespace. Each experience along the way presented new challenges in design thinking and doing. Style is no more important than substance. Inspiration can come from the unlikeliest of sources. Typography is visceral. Relationships are everything. Some of my best moments came from making mistakes or working with difficult parameters : as often the results are better because of them. It takes a lot of energy to create resonant messages and beautiful design. At the end of day : the satisfaction comes from having someone turn a namecard in their hands : over and over : because they adore what you've done with it.

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