

<<日历.集>>

图书基本信息

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### 内容概要

calendar has been so common that you can look at it in your daily; accessories such as mobile phones and watches, but a creative calendar is always able to bring a smile of appreciation and fun in your face whenever you look up it in a good or bad date of the year. although it is impossible to deviate contemporary calendar from its strict ancient time keeping system, the designs and types of calendar have highly developed in present day.

to designers, calendar design is nothing to do with years, months and days, but creativity and aesthetics. this book, based on the idea of time movement, starts from the beginning of a year, ends at the end of a year. the contents comprise extremely innovative calendar designs of recent years, applied eye-catching illustrations and distinct typography, as well as thematic contents. it means to attract your immediate attention and provide you with surprise and refreshment in your calendar design process.

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oscar diaz  
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### 章节摘录

版权页：插图：DescriptionAt the request of a client in pharmaceutical business, we made a proposal on a project of creating something to give away to hematology specialists and leukemia patients. We thought 'Time' is the most precious thing to people who are having terminal illness. We combined the concept of 'Time is a gift' into the design of this present. We brought up the bold idea of a nine-year calendar to our client. In Chinese culture, number nine has a metaphorical meaning of 'Long lasting' because of the pronunciation. We then decided to make a unique nine-year calendar which is overthrowing the traditional ones.

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