

<<现场>>

图书基本信息

书名：<<现场>>

13位ISBN编号：9787561172056

10位ISBN编号：7561172052

出版时间：2012-9

出版时间：大连理工大学出版社

作者：善本图书有限公司

页数：303

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内容概要

进行展览活动的视觉形象设计时，除了对设计质量的要求外，更在意的应是精准传达展览的特质和内容，并透过视觉形象达到吸引民众的目的。

书中展示了多达111个全世界范围内近两年最优秀的会议、活动形象设计作品，共分为三大部分，分别是：活动、赛事与展览、会议。

每个作品在展示平面形象设计的同时，也充分地展示了这些活动的现场设计。

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