

《Graphis Advertising 2009 (Graphis系列广告年鉴2009) 》

书籍信息

版次：1
页数：232
字数：
印刷时间：2009年02月01日
开本：大16开
纸张：铜版纸
包装：精装
是否套装：否
国际标准书号ISBN：9781932026528

内容简介

Graphis Advertising Annual 2009 spotlights the year's best print advertisements from New York to New Delhi. In this edition, Adrian Pulfer and Lynn Dangel of Dangel Advertising explain the latest, logo-driven Crate and Barrel campaign, Jay Marsen and Alexei Beltrone of DeVito/Verdi, a hot new Manhattan agency, answer questions about their unique Legal Sea Foods mock-newspaper ads, and Jim Prior of The Partners discusses the inspiration behind a groundbreaking outdoor exhibition for The National Gallery. The 2009 Annual features over 300 full-color, Graphis Gold and Platinum winning advertisements from top agencies like TM Advertising, Percept H Pvt. Ltd., The Martin Agency, MacClaren McCann, Bates David Enterprise, The Richards Group, and Team One.

作者简介

B. Martin Pedersen, the creative director and CEO of Graphis, is a member of AGI and has been elected into the Art Directors Hall of Fame. Winner of the AIGA Gold Medal in 2003, he lives in New York City.

目录

InMemoriam
PlatinumCaseStudies
Automotive
AutoProducts
AwardShows
Beauty&Cosmetics
Beverages
Billboards/Outdoor
BroadcasUTV
Computers/ElectronicsCorporate
Corporate
Creditcards
Education
Events
Fashion
Film
FinancialServices

Food
Furniture
Healthcare

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