

<<艺术设计专业英语>>

图书基本信息

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内容概要

《艺术设计专业"十二五"规划教材:艺术设计专业英语》在内容选择上,书中文章均取材于原版设计专业书籍、国外著名设计院校、设计公司及专业设计网站等。

《艺术设计专业"十二五"规划教材:艺术设计专业英语》共分为5个单元30篇文章,编写顺序依据设计史、设计理论、设计大师、设计公司、设计院校的线索展开,意图为读者尽可能辐射到设计学习的各个层面。

书籍目录

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章节摘录

版权页：插图： 4. The Results The most effective designs satisfy an unmet need in both the individual consumer and the market at large, making the results twofold. For consumers, our products provide simple pleasures and life-changing advances. For clients, we raise revenue, stimulate markets, and inspire leadership. Our success has gained wide recognition within the business and design communities, earning us top awards, significant media coverage, and an ever-expanding client base. 5. The Clients We work with top companies in every sector, from entertainment to finance, electronics to media. The industry leadership represented by this client list - including Disney, GE, HP, Microsoft, Motorola, and MTV - brings our designs to a vast audience, making an impact across a variety of markets. For us, this diversity means taking on a different audience with every project, tackling fresh problems and identifying new potential improvements. It means never falling into the rhythm of old work and established method. 6. The Culture At Frog, we engage in a constant, collaborative dialogue - in meetings and at our desks, over lunch and at our afternoon coffee break - that helps us tackle the industry's toughest projects. Together, our design teams face the challenges of short timeframes and complex business problems. Individually, we are pushed to produce our best work ever. Frog asks for truly fresh ideas, new and groundbreaking possibilities. This level of challenge asks us to step up, time and time again, so we are constantly developing as designers, thinkers, and individuals. 7. The Growth Frog embraces change, a fact that has consistently positioned us at the forefront of the creative consulting field. Our capabilities have expanded beyond our industrial design roots to include software and UI design, packaging, branding, strategic planning, and in-depth business design. To accommodate these developments and the influx of new clientele, the company has more than doubled in size during the past two years alone. We have opened studios in eight locations internationally and formed a methodology to address higher-level corporate problems.

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《艺术设计专业"十二五"规划教材:艺术设计专业英语》部分内容直接来源于国外设计院校的教学资料, 目的在于最直接地让学生为留学做好预先准备。书中每篇文章并没有做全文翻译, 目的在于笔者不希望读者跳过英文原文直接阅读中文了解大意, 因此选择了部分重点词汇和语句进行注解, 以助读者掌握文章的主要内容。

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