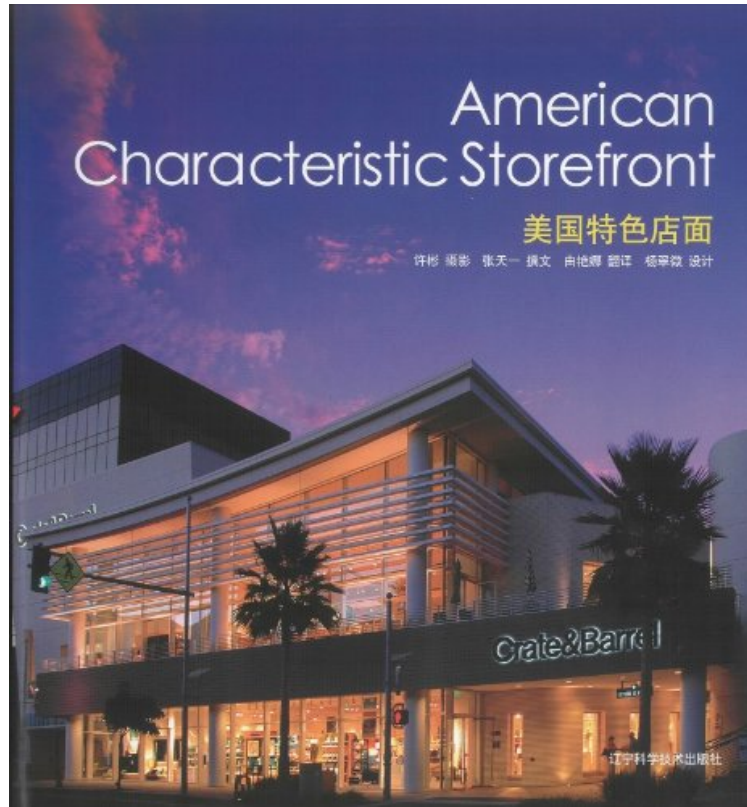


American Characteristic Storefront

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Liaoning Science Technology Publishing : American Characteristic Storefront before purchasing it in order to gauge whether or not it would be worth my time, and all praised American Characteristic Storefront:

America bestows upon the world a lot, and shop front design is one of them. American shop front design originates from Europe. And different patterns of shop front design are still influencing the world nowadays. Originating from Europe, American shop front design lasts for a long time. The joys and sorrows of many American generations have been reflected in shop front design and have become a touchable history that changes the images of American cities, and is a treasure of America for one to ponder and chew over. American shop front design is ancient but not old-fashioned. The designers try every possible means to make use of new technology to increase its artistic value and visual impact; on American streets, it attracts more attention than any network or commercial advertisements. With the development of science and technology, more and more forms of shop fronts have emerged and can display day and night without costing too much. Low cost and high exposure to the public enable it to grow at a fast rate, even faster than traditional media like television, newspaper and magazines. The shop fronts introduced in this book will be examined from three aspects, environmental protection, aesthetic tastes in different areas and originality. American shop front design concerns about environmental protection. According to the urban planning of cities, shop front

design art is suitable for business areas, but not for administrative areas and parks. To protect and beautify the environment, regulations are laid down in city administrative laws to limit and standardize the content and scope of shop front design. As a part of the planning, shop front design and distribution should be a decoration to the city, and help to make it a more beautiful place. These designs take different peoples aesthetic tastes in different areas into consideration, and there may be differences between large cities and small towns, even between neighboring cities. Besides, shop front designs should be avoided in those places where there are too many designs, and they may cause visual overload which could interfere with the accurate and clear transmission of information. Instead, places where the light at night will not interfere with the transmission of messages should be better places for shop front. A clear aim, a creative idea and an effective marketing method will achieve the expected results. Shop front design art is a visual art, which attaches importance to originality and turns marketing language into a graphic one containing aesthetic connotations and denotations. Aimed at peoples visual instinct which is interested in something stimulating, the eye-catching headlines, simple patterns and bright colours will surely attract people.