TED演讲者: Christoph Niemann | 克里斯托夫・尼曼

演讲标题: You are fluent in this language (and don't even know it) | 你能流利地使用这种语言(甚至不知道它的存在)

内容概要: Without realizing it, we're fluent in the language of pictures, says illustrator Christoph Niemann. In a charming talk packed with witty, whimsical drawings, Niemann takes us on a hilarious visual tour that shows how artists tap into our emotions and minds -- all without words.

插图画家克里斯托夫·尼曼说,我们没有意识到自己能流利地使用图像语言。在这场令人兴致盎然的谈话中,尼曼利用一幅幅诙谐的、异想天开的图画,带领我们体验了一次有趣的视觉旅程,展示了艺术家们如何 挖掘我们的情感和思想——一切都是无言的。

挖掘规则的情感和思想———切都是无言的。	
www.XiYuSoft.com	锡育软件
I'm an artist.	 我是一位艺术家。[00:12]
Being an artist is the greatest job there is.	成为一名艺术家,是最好的工作。[00:15]
And I really pity each and every one of you who has to spend	大我很同情你们每一个人,得花时间去发现新的星系,
your days discovering new galaxies or saving humanity from	
global warming.	
(Laughter) But being an artist is also a <b>daunting</b> job.	(笑声) 但作为一名艺术家,也是一项艰巨的工作。[00:26]
I spend every day, from nine to six, doing this.	我每天从9点到6点都是这样的状态。[00:32]
(Laughter) I even started a side career that <b>consists</b> entirely	(笑声) 我甚至开始了一个副业,完全为了抱怨创
of complaining about the difficulty of the creative process.	作过程的艰辛。[00:37]
(Laughter) But today, I don't want to talk about what makes my life difficult.	(笑声) 但是我今天并不想谈论这些困难,[00:45]
I want to talk about what makes it easy.	
And that is you and the fact that you are fluent in a language	e 那就是你们,和你们能理解的流利语言,而你们可
that you're probably not even aware of.	能都没有意识到这一点。[00:53]
You're fluent in the language of reading images.	 你能流利地阅读图像语言。[01:01]
<b>Deciphering</b> an image like that takes quite a bit of an	解读这些图像 需要运用相当多的智力。[01:06]
intellectual effort.	
humanity: n.人类;人道;仁慈;人文学科 daunting: adj.使人畏缩的;使	人气馁的;令人怯步的 consists: v.由构成;由组
成(consist的三单形式) aware: adj.意识到的;知道的;有方面知识的;	
(decipher的ing形式);解释;辨认	
But nobody ever taught you how this works, you just know it	. 但没有人教过你怎样做, 你天生就知道。[01:10]
College, shopping, music.	大学、购物和音乐。[01:15]
What makes a language powerful is that you can take a very	使语言变得强大的是, 你从中能领略复杂的想法,
complex idea and communicate it in a very simple, efficient	
form.	
These images represent exactly the same ideas.	这些图像代表着完全相同的想法。[01:25]
But when you look, for example, at the college hat, you know	,但是,当你看到,例如毕业帽,这并不只是代表在你
that this doesn't represent the <b>accessory</b> you <b>wear on</b> your	被授予毕业证书时 戴在你头上的配件, 而是象征着
head when you're being handed your diploma, but rather	大学教育这个整体概念。[01:30]
the whole idea of college.	
Now, what <b>drawings</b> can do is they cannot only	图画可以做的,是它们不仅可以传达图像, 甚至可
communicate images, they can even <b>evoke</b> emotions.	以激发情感。[01:41]
Let's say you get to an <b>unfamiliar</b> place and you see this.	假设你在一个陌生地方看到这个图像,[01:48]
You feel happiness and relief.	就会感到快乐和宽慰。[01:52]
(Laughter) Or a slight sense of <b>unease</b> or maybe <b>downright</b>	(笑声) 或是有点不安,甚至全然的恐慌。[01:53]
panic.	
accessory: n.配件;附件;[法]从犯/adj.副的;同谋的;附属的 wear on	:缓慢地进行;时间消逝 diploma: n.毕业证书,学位
证书;公文,文书;奖状/vt.发给毕业文凭 drawings: n.图纸;图示;提用,[金融	到提款(drawing的复数) evoke: vt.引起,唤起;博得
unfamiliar: adj.不熟悉的;不常见的;没有经验的 unease: n.不安;不舒服 d	ownright: adj.明白的;直率的;显明的/adv.完全,彻
底;全然	
(Laughter) Or <b>blissful</b> peace and quiet.	(笑声) 又或是幸福和宁静。[02:01]
(Laughter) But <b>visuals</b> , they're of course more than just	(笑声) 但在视觉方面,它们又不仅仅是图像符
graphic icons.	号。[02:07]
You know, if I want to tell the story of modern-day struggle, I如果我想讲述现代斗争的故事, 我会从飞机座椅之	
would start with the armrest between two airplane seats and	] 间的扶手开始, 还有两个互不相让的胳膊肘。
two sets of elbows fighting.	[02:13]
What I love there is this universal law that, you know, you	我喜欢一个通则,在30秒内,谁占有了扶手,谁就可
have 30 seconds to <b>fight it out</b> and once it's yours, you get	以在其余的飞行时间里拥有这个扶手。[02:21]
to keep it for the rest of the flight.	

(Laughter) Now, commercial flight is full of these images.	(笑声) 在商业航班里充满了这些图像。[02:30]
If I want to illustrate the idea of <b>discomfort</b> , nothing better	如果我想说明不舒服的想法, 没有比这些颈枕更好
than these neck <b>pillows</b> .	的了。[02:36]
They're designed to make you more comfortable	它们旨在让你更舒适——[02:42]
(Laughter) except they don't.	(笑声) 但常常事与愿违。[02:45]
(Laughter) So I never <b>sleep on airplanes</b> .	(笑声) 所以我从不在飞机上睡觉。[02:48]
blissful: adj.充满喜悦的 visuals: n.图形部分;外观改装;可视教具(visual的	
modern-day: adj.当代的;今日的 armrest: n.扶手;靠手 fight it out: 据	
处/vt.使不舒服;使不安 pillows: n.枕头(pillow的复数);靠垫/v.靠(p留下;留待第二天解决 airplanes: n.(美)[航]飞机(airplane的复数)	
What I do occasionally is I fall into a sort of painful coma.	偶尔我会陷入一种痛苦的昏迷状态。[02:54]
And when I wake up from that, I have the most terrible taste	当我醒来时, 我口中会有一种最可怕的味道。
in my mouth.	[02:58]
It's a taste that's so bad, it cannot be described with words,	这是一种很糟糕的味道, 难以用文字来形容, 但可以把文字, 也可
but it can be drawn.	以把它画出来。[03:05]
(Laughter) The thing is, you know, I love sleeping.	(笑声) 问题在于,我喜欢睡觉。[03:09]
And when I sleep, I really prefer to do it while <b>spooning</b> .	当我睡觉时,更喜欢揽着太太。[03:18]
I've been spooning on almost a pro level for close to 20 years	S,近20年来,我儿子一直保持看专业的姿势,但我从
but in all this time, I've never figured out what to do with the	It木思过 任下面的于肯怎么办。[U3:22]
bottom arm.	(*************************************
(Laughter)	(笑声) [03:31]
(Applause) And the only thing the only thing that makes	(掌声) 唯一的事情—— 唯一让睡眠变得比在飞机,既是 还要用来的 目光你有了小孩。[02:23]
sleeping even more complicated than trying to do it on an	机上睡着 还要困难的, 是当你有了小孩。[03:33]
airplane is when you have small children.	他们会在凌晨4点走到你的床边,编造一些借口,比
They show up at your bed at around 4am with some <b>bogus</b>	如 "我做了一个恶梦。" [03:46]
excuse of, "I had a bad dream."	(笑声) 你当然会为此感到难过, 毕竟是亲生的孩
(Laughter) And then, of course you <b>feel sorry for</b> them,	子, 就让他们上床吧。[03:53]
they're your kids, so you let them into your bed. fall into: 落入;分成 coma: n.[医]昏迷;[天]彗形像差 spooning: v.搂抱(sp	
的/n.伪币 <b>feel sorry for:</b> 为感到难过	DOOTHOUNGED 问》/TI.侧近式 <b>Dogus.</b> auj.假的/沙坦
And I have to admit, at the beginning, they're really cute and	
warm and shildly	
warm and <b>snugly</b> .  The minute you fall back asleen, they inexplicably	
The minute you fall back asleep, they inexplicably	但当你再睡着的那一刻,不知怎的,[04:03]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。
The minute you fall back asleep, they inexplicably	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的 意识中, 只需要比较少的细节, 就能触动情绪的反
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中, 只需要比较少的细节, 就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction.  (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的 意识中, 只需要比较少的细节, 就能触动情绪的反 应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者, 擅长于填补缺失的部分。 [04:30]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的 意识中, 只需要比较少的细节, 就能触动情绪的反 应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者, 擅长于填补缺失的部分。 [04:30]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的 意识中, 只需要比较少的细节, 就能触动情绪的反 应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者, 擅长于填补缺失的部分。 [04:30]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction.  (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中, 只需要比较少的细节, 就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者, 擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space.  And the idea is, that instead of drawing the actual object,	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space.  And the idea is, that instead of drawing the actual object, you draw the space around it.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.锐不清的;无法说明地;令人难以理解地 rotating: adj.[i]	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 藏地,贴身地;紧密地 The minute: 一就 机]旋转的/v.旋转;轮流(rotate的ing形式) etched:
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction.  (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.[iadj.被侵蚀的;风化的/v.[治][印刷]蚀刻(etch的过去分词) consciousness: respectively.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 蔽地;贴身地;紧密地 The minute: 一就几]旋转的/v.旋转;轮流(rotate的ing形式) etched: 加.意识;知觉;觉悟;感觉 emotional: adj.情绪的;易
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.隐inexplicably: adv.的/v.[治][印刷]蚀刻(etch的过去分词) consciousness: r激动的;感动人的 incredibly: adv.难以置信地;非常地 bowls: n.碗;保起	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 蔽地;贴身地;紧密地 The minute: 一就几]旋转的/v.旋转;轮流(rotate的ing形式) etched: 加.意识;知觉;觉悟;感觉 emotional: adj.情绪的;易
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.[adj.被侵蚀的;风化的/v.[台][印刷]蚀刻(etch的过去分词) consciousness: r激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保收动;平稳快速移动(bowl的第三人称单数形式)	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 被地,贴身地;紧密地 The minute: 一就 机]旋转的/v.旋转;轮流(rotate的ing形式) etched: n.意识,知觉;觉悟;感觉 emotional: adj.情绪的; 易徐球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction.  (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.[iadj.被侵蚀的;风化的/v.[治][印刷]蚀刻(etch的过去分词) consciousness: r激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保健动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 被地;贴身地;紧密地 The minute: 一就则旋转的/v.旋转;轮流(rotate的ing形式) etched: n.意识;知觉;觉悟;感觉 emotional: adj.情绪的; 易冷球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction.  (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.[iadj.被侵蚀的;风化的/v.[治][印刷]蚀刻(etch的过去分词) consciousness: r激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保健动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 蔽地;贴身地;紧密地 The minute: 一就机]旋转的/v.旋转;轮流(rotate的ing形式) etched: n.意识;知觉;觉悟;感觉 emotional: adj.情绪的; 易龄球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty. at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.能自读被侵蚀的;风化的/v.[治][印刷]蚀刻(etch的过去分词) consciousness: r激动的;感动人的 incredibly: adv.难以置信地;非常地 bowls: n.碗;保超动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void. www.XiYuSoft.com	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 蔽地;贴身地;紧密地 The minute: 一就几,旋转的/v.旋转;轮流(rotate的ing形式) etched: 加.意识;知觉;觉悟;感觉 emotional: adj.情绪的;易冷球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑但黑色的墨水会促使 你将食物投射到空间中。 [04:49]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty. at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.[adj.被侵蚀的;风化的/v.[治][印刷]]蚀刻(etch的过去分词) consciousness: r激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保健动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void.  www.XiYuSoft.com  What we see here is not a owl flying.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 被地;贴身地;紧密地 The minute: 一就即,定转的/v.旋转;轮流(rotate的ing形式) etched: n.意识;知觉;觉悟;感觉 emotional: adj.情绪的; 易冷球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑组食的墨水会促使 你将食物投射到空间中。 [04:49] 锡育软件 这里看到的并不是飞行的猫头鹰。[04:56]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地;隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.说 adj.被侵蚀的;风化的小。[治][印刷]蚀刻(etch的过去分词) consciousness: r激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保地动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void.  www.XiYuSoft.com  What we see here is not a owl flying.  What we actually see is a pair of AA batteries standing on a	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 被地,贴身地;紧密地 The minute: 一就 机, 放转的/v. 旋转;轮流(rotate的ing形式) etched: n.意识,知觉;觉悟;感觉 emotional: adj.情绪的; 易龄球,木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑但黑色的墨水会促使 你将食物投射到空间中。[04:49] 锡育软件 这里看到的并不是飞行的猫头鹰。[04:56] 实际上是一对 AA 电池 放在一张荒诞的画上, 我通
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先,从一开始,起初,从头开始 snugly: adv.舒适地,隐inexplicably: adv.说不清的;无法说明地,令人难以理解地 rotating: adj.很 adj.被侵蚀的;风化的/v.[治][印刷]蚀刻(etch的过去分词) consciousness: n.碗;保超动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void.  www.XiYuSoft.com  What we see here is not a owl flying.  What we actually see is a pair of AA batteries standing on a nonsensical drawing, and I animate the scene by moving my	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 被地,贴身地;紧密地 The minute: 一就 机, 放转的/v. 旋转;轮流(rotate的ing形式) etched: n.意识,知觉;觉悟;感觉 emotional: adj.情绪的; 易龄球,木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑但黑色的墨水会促使 你将食物投射到空间中。[04:49] 锡育软件 这里看到的并不是飞行的猫头鹰。[04:56] 实际上是一对 AA 电池 放在一张荒诞的画上, 我通
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty. at the beginning: 首先,从一开始,起初,从头开始 snugly: adv.舒适地,隙 inexplicably: adv.说不清的,无法说明地,令人难以理解地 rotating: adj. [adj.被侵蚀的,风化的/v.[治][印刷]]蚀刻(etch的过去分词) consciousness: r激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保遗动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void.  www.XiYuSoft.com  What we see here is not a owl flying.  What we actually see is a pair of AA batteries standing on a nonsensical drawing, and I animate the scene by moving my desk lamp up and down.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 蔽地;贴身地;紧密地 The minute: 一就几,旋转的/v.旋转;轮流(rotate的)ing形式) etched: n.意识;知觉;觉悟;感觉 emotional: adj.情绪的;易论球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑但黑色的墨水会促使 你将食物投射到空间中。[04:49] 锡育软件 这里看到的并不是飞行的猫头鹰。[04:56] 实际上是一对 AA 电池 放在一张荒诞的画上,我通少过上下移动台灯的光线,让场景动起来了。[04:59]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地,隐; inexplicably: adv.说不清的;无法说明地。令人难以理解地 rotating: adj.很 adj.被侵蚀的;风化的/心门门即刚蚀刻(etch的过去分词) consciousness: r激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保遗动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void.  www.XiYuSoft.com  What we see here is not a owl flying.  What we actually see is a pair of AA batteries standing on a nonsensical drawing, and I animate the scene by moving my desk lamp up and down. (Laughter) The image really only exists in your mind.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 被地;贴身地;紧密地 The minute: 一就即,连转的/v.旋转;轮流(rotate的ing形式) etched: n.意识;知觉;觉悟;感觉 emotional: adj.情绪的; 易冷球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑但黑色的墨水会促使 你将食物投射到空间中。[04:49] 锡育软件 这里看到的并不是飞行的猫头鹰。[04:56] 实际上是一对 AA 电池 放在一张荒诞的画上,我通对过上下移动台灯的光线,让场景动起来了。[04:59]
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty. at the beginning: 首先;从一开始;起初;从头开始 snugly: adv.舒适地隐inexplicably: adv.说不清的;无法说明地;令人难以理解地 rotating: adj.耐 adj.被侵蚀的;风化的小心门间刷时独刻(etch的过去分词) consciousness: n激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保健动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void.  www.XiYuSoft.com  What we see here is not a owl flying.  What we actually see is a pair of AA batteries standing on a nonsensical drawing, and I animate the scene by moving my desk lamp up and down. (Laughter) The image really only exists in your mind. So, how much information do we need to trigger such an	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 被地,贴身地;紧密地 The minute: 一就机,旋转的/v.旋转;轮流(rotate的ing形式) etched: n.意识,知觉;觉悟;感觉 emotional: adj.情绪的; 易徐球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑但黑色的墨水会促使 你将食物投射到空间中。[04:49] 锡育软件 这里看到的并不是飞行的猫头鹰。[04:56] 实际上是一对 AA 电池 放在一张荒诞的画上,我通火过上下移动台灯的光线,让场景动起来了。[04:59] (笑声) 图像只存在于你的脑海中。[05:07] 那么,需要多少信息 才能触发这样的一个图像?
The minute you fall back asleep, they inexplicably (Laughter) start rotating.  (Laughter) We like to call this the helicopter mode. (Laughter) Now, the deeper something is etched into your consciousness, the fewer details we need to have an emotional reaction. (Laughter) So why does an image like this work?  It works, because we as readers are incredibly good at filling in the blanks.  Now, when you draw, there's this concept of negative space. And the idea is, that instead of drawing the actual object, you draw the space around it.  So the bowls in this drawing are empty.  at the beginning: 首先:从一开始:起初:从头开始 snugly: adv.舒适地,隐; inexplicably: adv.说不清的:无法说明地;令人难以理解地 rotating: adj.很 adj.被侵蚀的;风化的/v.[治][印刷]蚀刻(etch的过去分词) consciousness: r激动的; 感动人的 incredibly: adv.难以置信地; 非常地 bowls: n.碗;保遗动;平稳快速移动(bowl的第三人称单数形式)  But the black ink prompts your brain to project food into a void.  www.XiYuSoft.com  What we see here is not a owl flying.  What we actually see is a pair of AA batteries standing on a nonsensical drawing, and I animate the scene by moving my desk lamp up and down. (Laughter) The image really only exists in your mind.	但当你再睡着的那一刻,不知怎的,[04:03] (笑声) 他们就开始摆出横七竖八的姿势。 [04:06] (笑声) 我们喜欢称之为直升机模式。[04:09] (笑声) 另外,有一些更深入的东西 被刻进了你的意识中,只需要比较少的细节,就能触动情绪的反应。[04:14] (笑声) 为什么像这样的图像能引起共鸣呢? [04:25] 因为我们做为阅读者,擅长于填补缺失的部分。 [04:30] 当你画画时,有一种负空间的概念。[04:36] 其核心做法不是绘制实际的物体,只是画出它周围的空间。[04:40] 所以图中的碗是空的。[04:45] 被地;贴身地;紧密地 The minute: 一就即,旋转的/v.旋转;轮流(rotate的ing形式) etched: n.意识;知觉;觉悟;感觉 emotional: adj.情绪的;易冷球;木球;大酒杯(bowl的复数形式)/v.玩保龄球;滑但黑色的墨水会促使 你将食物投射到空间中。[04:49] 锡育软件 这里看到的并不是飞行的猫头鹰。[04:56] 实际上是一对 AA 电池 放在一张荒诞的画上,我通对过上下移动台灯的光线,让场景动起来了。[04:59]

	# B = 11 = 1 = 1 = 1 = 1 = 1 = 1 = 1 = 1
My goal as an artist is to use the smallest amount possible.	艺术家的目标是用尽可能少的信息。[05:17]
I try to achieve a level of simplicity where, if you were to take	
away one more element, the whole concept would just	整个概念都会崩塌。[05:22]
collapse.	
And that's why my personal favorite tool as an artist is	我作为艺术家, 最喜欢用抽象做工具。[05:31]
abstraction.	
I've <b>come up with</b> this system which I call the abstract-o-	我想出一个称之为抽像仪表的系统, 这是它的工作
meter, and this is how it works.	原理。[05:36]
prompts: n.[计]提示;提示性语言(prompt的复数形式) void: adj.空的;无	
nonsensical: adj.无意义的;荒谬的 animate: vt.使有生气;使活泼;鼓舞;推	
down: 上上下下;到处;前前后后;来来往往 abstraction: n.抽象;提取;抽象	
上	Milliant Tention of the section of t
	你会甘山
So you take a symbol, any symbol, for example the heart and	之为爱情的象征,我是艺术家,可以把它画出来,并
the arrow, which most of us would read as the symbol for	以任何现实或抽象的程度来呈现。[05:40]
love, and I'm an artist, so I can draw this in any given degree	以任何现实现佃家的住皮未主观。[05.40]
of <b>realism</b> or abstraction.	
Now, if I go too realistic on it, it just <b>grosses</b> everybody out.	如果它过于现实, 就会让所有人难以接受。[05:53]
(Laughter) If I go too far <b>on the other side</b> and do very	(笑声) 如果我做得太抽象,就没人能看懂了。
abstract, nobody has any idea what they're looking at.	[05:57]
So I have to find the perfect place on that scale, in this case	所以我必须找到平衡点, 位于仪表标尺上接近中间
it's somewhere in the middle.	的某处。[06:05]
Now, once we have reduced an image to a more simple form	
all sorts of new connections become possible.	, 能性,[06:11]
And that allows for totally new angles in <b>storytelling</b> .	出现不同的,讲故事的新角度。[06:20]
(Laughter) And so, what I like to do is, I like to take images	(笑声) 因此我喜欢做的是, 从很偏远的文化区域
	拍摄图像,并将它们整合在一起。[06:24]
from really remote cultural areas and bring them together.	
Now, with more daring references	更大胆的参考资料——[06:35]
realism: n.现实主义;实在论;现实主义的态度和行为 grosses: adj.总共的;	
数 on the other side: 另一面;在另一边 storytelling: n.讲故事;说谎话/s	
胆量,勇气/v.敢(dare的现在分词) references: n.[图情]参考文献;参照;推荐	言(reference的复数)/v.附以供参考;把引作参考
(reference的三单形式)	
(Laughter) I can have more fun.	(笑声) 使我可以获得更多的乐趣。[06:38]
But of course, I know that eventually things become so	但最终事情变得太模糊, 就会让你们中的一些人失
obscure that I start losing some of you.	去兴趣。[06:43]
So as a designer, it's absolutely key to have a good	因此,作为设计师,关键是要 对关于观众视觉和文化
understanding of the visual and cultural vocabulary of your	的词汇 有着很好的理解。[06:48]
audiana	H3 N 3 / L 13 / L 100/3 H3 - L 10 [ 0 1 1 1 1 ]
audience.	Habare to this was trained for the last
With this image here, a comment on the Olympics in Athens	
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker"	s,这张图片评论了雅典奥运会, 我默认《纽约客》的 读者[06:57]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art.	5,这张图片评论了雅典奥运会, 我默认《纽约客》的 读者[06:57] 对希腊艺术有些基本的了解。[07:05]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.	5,这张图片评论了雅典奥运会, 我默认《纽约客》的 读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work. But if you do, you might even appreciate the small detail, like	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work. But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> .	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 空如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work. But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 2 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声) 我与杂志编辑们一起反复讨论过——他
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience,	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声) 我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work. But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声) 我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work. But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for. And the only thing I find <b>frustrating</b> is that they often seem	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声) 我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work. But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声) 我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe.	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分 老套的视觉图像,认为这样做很保险。[07:35]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分 老套的视觉图像,认为这样做很保险。[07:35]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe.	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的;退化的:残遗	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work. But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for. And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的;初步的;退化的;残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的;初步的;退化的;残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式) You know, it's the businessman climbing up a <b>ladder</b> , and	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35] 约;未发展的 vase: n.瓶,花瓶 recurring: adj.循环v.跳跃;急速进步(leap的三单形式) frustrating:
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的;退化的;残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式) You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a ">stock market graph	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35] 约;未发展的 vase: n.瓶,花瓶 recurring: adj.循环v.跳跃;急速进步(leap的三单形式) frustrating:
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的;退化的:残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式)  You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a ">stock market graph and anything with dollar signs; that's always good.	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35] 的;未发展的 vase: n.瓶,花瓶 recurring: adj.循环v.跳跃;急速进步(leap的三单形式) frustrating: 比如商人爬上梯子,然后梯子移动,变成股票市场1,图,任何有美元符号的东西;这些总是好的。[07:44]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的;退化的;残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式)  You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a "> <b>stock market</b> graph and anything with dollar signs; that's always good. (Laughter) If there are <b>editorial</b> decision makers here in the	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35] 的;未发展的 vase: n.瓶;花瓶 recurring: adj,循环v.跳跃;急速进步(leap的三单形式) frustrating: 比如商人爬上梯子,然后梯子移动,变成股票市场,图,任何有美元符号的东西;这些总是好的。[07:44]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的;退化的;残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式)  You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a ">stock market graph and anything with dollar signs; that's always good. (Laughter) If there are <b>editorial</b> decision makers here in the audience, I want to give you a piece of advice.	(文法图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35] 的;未发展的 vase: n.瓶,花瓶 recurring: adj.循环v.跳跃;急速进步(leap的三单形式) frustrating: 比如商人爬上梯子,然后梯子移动,变成股票市场1,图,任何有美元符号的东西;这些总是好的。[07:44] (笑声)如果观众中有编辑决策者,我想给你们一些建议。[07:53]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的;初步的;退化的;残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式)  You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a "> <b>stock market</b> graph and anything with dollar signs; that's always good. (Laughter) If there are <b>editorial</b> decision makers here in the audience, I want to give you a piece of advice.  Every time a drawing like this is published, a baby panda will	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声) 我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分 老套的视觉图像,认为这样做很保险。[07:35] 的;未发展的 vase: n.瓶;花瓶 recurring: adj.循环v.跳跃;急速进步(leap的三单形式) frustrating:比如商人爬上梯子,然后梯子移动,变成股票市场1,图,任何有美元符号的东西;这些总是好的。[07:44] (笑声) 如果观众中有编辑决策者,我想给你们一些建议。[07:53]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的:退化的:残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式)  You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a ">stock market graph and anything with dollar signs; that's always good. (Laughter) If there are <b>editorial</b> decision makers here in the audience, I want to give you a piece of advice.  Every time a drawing like this is published, a baby panda wildie.	(美書(06:57) 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] ((笑声) 我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分 老套的视觉图像,认为这样做很保险。[07:35] (方:大发展的 vase: n.瓶;花瓶 recurring: adj.循环v.跳跃;急速进步(leap的三单形式) frustrating: 比如商人爬上梯子,然后梯子移动,变成股票市场,图,任何有美元符号的东西;这些总是好的。[07:44] ((笑声) 如果观众中有编辑决策者,我想给你们一些建议。[07:53]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的:退化的:残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式)  You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a ">stock market graph and anything with dollar signs; that's always good. (Laughter) If there are <b>editorial</b> decision makers here in the audience, I want to give you a piece of advice.  Every time a drawing like this is published, a baby panda wil die. (Laughter) Literally.	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35] (为;未发展的 vase: n.瓶;花瓶 recurring: adj.循环v.跳跃;急速进步(leap的三单形式) frustrating: 比如商人爬上梯子,然后梯子移动,变成股票市场1,图,任何有美元符号的东西;这些总是好的。[07:44] (笑声)如果观众中有编辑决策者,我想给你们一些建议。[07:53] [每次发布这样的图片时,就会有一只熊猫宝宝死掉。[08:00]
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的;退化的;残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式)  You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a ">stock market graph and anything with dollar signs; that's always good. (Laughter) If there are <b>editorial</b> decision makers here in the audience, I want to give you a piece of advice.  Every time a drawing like this is published, a baby panda wil die. (Laughter) Literally. (Laughter)	(文法图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35] (方:45)(1)(1)(1)(1)(1)(1)(1)(1)(1)(1)(1)(1)(1)
With this image here, a <b>comment on</b> the Olympics in Athens I assumed that the reader of the "New Yorker" would have some <b>rudimentary</b> idea of Greek art. If you don't, the image doesn't work.  But if you do, you might even appreciate the small detail, like the beer-can pattern here on the bottom of the <b>vase</b> . (Laughter) A <b>recurring</b> discussion I have with magazine editors, who are usually word people, is that their audience, you, are much better at making radical <b>leaps</b> with images than they're being given credit for.  And the only thing I find <b>frustrating</b> is that they often seem to push me towards a small set of really tired visual clichés that are considered safe. <b>comment on:</b> 对评论 <b>rudimentary:</b> adj.基本的:初步的:退化的:残遗的;再发的/v.返回(recur的现在分词) <b>leaps:</b> n.跳跃,剧增,急变(leap的复数)/adj.令人沮丧的/v.使沮丧(frustrate的ing形式)  You know, it's the businessman climbing up a <b>ladder</b> , and then the ladder moves, morphs into a ">stock market graph and anything with dollar signs; that's always good. (Laughter) If there are <b>editorial</b> decision makers here in the audience, I want to give you a piece of advice.  Every time a drawing like this is published, a baby panda wil die. (Laughter) Literally.	5,这张图片评论了雅典奥运会,我默认《纽约客》的读者[06:57] 对希腊艺术有些基本的了解。[07:05] 否则,图像就不起作用了。[07:08] 如果你有一定的理解,甚至会欣赏那些细节,就像花瓶底部的啤酒罐图案。[07:10] (笑声)我与杂志编辑们一起反复讨论过——他们是文字方面的行家——他们的观众,也就是在座的各位,能够赋予图像比其原本所要表现的意图更加跳跃式的含义。[07:16] 而唯一让我感到沮丧的一件事是,他们经常迫使我设计一小部分老套的视觉图像,认为这样做很保险。[07:35] (为;未发展的 vase: n.瓶;花瓶 recurring: adj.循环v.跳跃;急速进步(leap的三单形式) frustrating: 比如商人爬上梯子,然后梯子移动,变成股票市场1,图,任何有美元符号的东西;这些总是好的。[07:44] (笑声)如果观众中有编辑决策者,我想给你们一些建议。[07:53] [每次发布这样的图片时,就会有一只熊猫宝宝死掉。[08:00]

	roo oo;
It's a fine line	[08:08] 有一个准则。[08:16]
It's a fine line. And it really depends on the story.	这取决于故事背景。[08:18]
In 2011, during the earthquake and the <b>tsunami</b> in Japan, I	2011 年,在日本的地震和海啸期间, 我正在构想一
was thinking of a cover.	个封面。[08:21]
And I went through the classic symbols: the Japanese flag,	审视经典的符号: 日本国旗, 北斋的 "大浪",是有
"The Great Wave" by Hokusai, one of the greatest drawings	史以来 最伟大的绘画之一。[08:27]
ever.	。 永好后执事亦了,
And then the story changed when the situation at the power plant in Fukushima <b>got out of hand</b> .	然后故事变了,惟句电》的情况大控。[00.55]
ladder: n.阶梯;途径;梯状物/vi.成名;发迹/vt.在上装设梯子 editorial:	adi.编辑的;社论的/n.社论 <b>tsunami:</b> n.海啸 <b>got</b>
out of hand: 摆脱控制	
And I remember these TV images of the workers in hazmat	我记得这些穿着 防护服工人的电视画面, 仅仅是走
suits, just walking through the site, and what struck me was	过那地方, 那种宁静和安祥的感觉 却令我印象深刻。[09:42]
how quiet and serene it was.	刻。[08:42] 55以升相创选— 人类联协力进网会 [00:51]
And so I wanted to create an image of a silent <b>catastrophe</b> . And that's the image I came up with.	所以我想创造一个静默的灾难图象。[08:51] 这就是我设计的画面。[08:56]
(Applause) Thank you.	(掌声) 谢谢。[08:58]
(Applause) What I want to do is create an aha moment, for	(掌声) 我想为各位,为读者们 创造一个顿悟时
you, for the reader.	刻。[09:01]
And unfortunately, that does not mean that I have an aha	不幸的是,这并不意味着 当我创造这些图像时,正
moment when I create these images.	处于灵光乍现的时刻。[09:10]
I never sit at my desk with the <b>proverbial</b> light bulb going of in my head.	TX坐住外公桌前的时候,脑海中家征灭感的灯泡外不会熄灭。[09:15]
What it takes is actually a very slow, <b>unsexy</b> process of	它需要经历一个缓慢的,难熬的过程, 为最细微的设
minimal design decisions that then, when I'm lucky, lead to	
good idea.	到一个好主意。[09:21]
So one day, I'm on a train, and I'm trying to <b>decode</b> the	有一天在火车上,我正在尝试解读 窗玻璃上水滴的
graphic rules for drops on a window.	图形规则。[09:31]
serene: adj.平静的;安详的;清澈的;晴朗的/n.平静;晴朗/vt.使平静 catastr	
众所周知的;谚语式的 <b>unsexy:</b> 很不性感 <b>minimal:</b> adj.最低的;最小限度解码/vi.从事破译工作	的 lead to: 导致;通问 decode: vt.[计][通信]译码,
And eventually I realize, "Oh, it's the background <b>blurry</b>	最后意识到,"哦,模糊不清,上下颠倒的背景,包含
upside-down, contained in a sharp image."	在了一幅清晰的图像中。 "[09:37]
And I thought, wow, that's really cool, and I have absolutely	我想,哇,真的很酷,但却不知道如何应用这种场
no idea what to do with that.	景。[09:43]
A while later, I'm back in New York, and I draw this image of	
being stuck on the Brooklyn bridge in a traffic jam. It's really annoying, but also kind of <b>poetic</b> .	在布鲁克林大桥上被困的图片。[09:47] 这个场景让人感到 心烦意乱,但也蕴含着诗意。
it's really almoying, but also kind of poetic.	[09:55]
And only later I realized, I can take both of these ideas and	后来我才意识到,我可以融合那两个想法,来得到
put them together in this idea.	一个新想法。[09:58]
And what I want to do is not show a realistic scene.	而我的目的并不是展现真实的场景。[10:04]
But, maybe like poetry, make you aware that you already ha	d 也计就像诗歌那样,让你意识到你已经拥有这个图象,但直到现在我才发掘出来,让你意识到它一直
this image with you, but only now I've <b>unearthed</b> it and made you realize that you were carrying it with you <b>all along</b>	
But like poetry, this is a very delicate process that is neither	但也就像诗歌一样, 这是一个非常微妙的过程, 既
efficient nor <b>scalable</b> , I think.	不高效,也不能随意 应用到其他场景中。[10:21]
blurry: adj.模糊的;污脏的;不清楚的 upside-down: adj.颠倒的;乱七八糟	
诗论 unearthed: adj. 采掘出的;未接地的/v. 发掘;破获(unearth的过去分词	]) all along: 自始至终,一直 scalable: adj.可攀登
的;可去鳞的;可称量的	世术空具素而的性能 地次喜的具用理心。[10:20]
And maybe the most important skill for an artist is really <b>empathy</b> .	艺术家最重要的技能 也许真的是同理心。[10:30]
You need craft and you need	你需要草图,你需要——[10:36]
(Laughter) you need creativity	(笑声) 你需要创造力——[10:39]
(Laughter) thank you to come up with an image like that.	(笑声) 谢谢—— 来构思出这样的图像。[10:42]
But then you need to <b>step back</b> and look at what you've	但是你还需要退后一步, 从读者的角度去看你做了
done from the perspective of the reader.	些什么。[10:47]
I've tried to become a better artist by becoming a better	我试着通过成为一个更好的观察者, 去成为更好的艺术家。[10:53]
observer of images. And for that, I started an exercise for myself which I call	为此,我开始锻炼自己,我称这个过程为周日草图,
<b>Sunday sketching</b> , which meant, on a Sunday, I would take a	
random object I found around the house	品,[10:59]

and try to see if that object could trigger an idea that <b>had nothing to do with</b> the original purpose of that item.	并尝试查看该对像 是否可以触发一个 这与该物品的设计初衷无关的想法。[11:08]	
And it usually just means I'm blank for a long while.	通常,很长一段时间里,我的大脑都是一片空白。 [11:16]	
And the only trick that eventually works is if I open my mind and <b>run through</b> every image I have stored up there, and see	最终唯一有效的技巧, 就是我能敞开心扉, 并浏览	
if something clicks. empathy: n.神入;移情作用;执着 step back: 后退,退后;无意义 Sunday:		
生画/v.画的草图(sketch的ing形式) had nothing to do with: 与无关		
And if it does, just add a few lines of ink to connect to	如果有,只需添加 几行墨水即可建立连接—— 紧握	
<b>preserve</b> this very short moment of inspiration.	住这个电光石火间的灵感。[11:30]	
And the great lesson there was that the real magic doesn't	我最大的收获就是,真正的魔法不会发生在纸上。	
happen on paper.	[11:40]	
It happens in the mind of the <b>viewer</b> .	它只发生在观众的脑海中。[11:45]	
When your expectations and your knowledge <b>clash</b> with my artistic intentions.	也就是,当你的期望和知识 与我的艺术意图发生碰撞时。[11:48]	
Your interaction with an image, your ability to read, question be <b>bothered</b> or bored or inspired by an image is as important as my artistic contribution.	n,你与图像的互动,你的阅读、提问、烦恼、厌烦或受图像启发的能力,和我的艺术贡献一样重要。 [11:55]	
Because that's what turns an artistic <b>statement</b> really, into a creative dialogue.	因为正是这一点让一种艺术陈述 真正变成了创意 对话。[12:07]	
And so, your skill at reading images is not only amazing, it is what makes my art possible.	所以,你理解图像的能力 不仅令人惊叹, 也是让我的艺术成为可能的原因。[12:16]	
And for that, I thank you very much.	为此,我非常感谢各位。[12:24]	
(Applause)	(掌声) [12:27]	
(Cheers) Thank you.	(掌声,站立) 谢谢。[12:30]	
(Applause)	(掌声) [12:37]	
preserve: vt.保存;保护;维持;腌;禁猎/n.保护区;禁猎地;加工成的食品 happ		
电视观众;[仪]指示器 <b>clash:</b> n.冲突,不协调;碰撞声,铿锵声/vi.冲突,抵触;砰地相碰撞,发出铿锵声/vt.使碰撞作声		
bothered: adj.烦(恼)的;感到讨厌的 statement: n.声明;陈述,叙述;报表,清单		

Warning:本文是由<锡育看电影学英语软件>生成导出,请用于个人学习,不要用于商业用途。