

The Chinese Design Education Practice

中国设计教育实践

创 意 设 计 思 维 训 练

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ORIGINALITY DESIGN THINKING TRAINING II

解 勇 等 编 著

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艺术设计教育改革是我国目前创新体系建设中极为重要的组成部分，艺术设计对于创新体系发展来说具有基础性的作用。设计无处不在，创新催生设计，国家的发展创新体系需要艺术设计教育培养出更多具有创新意识和创造能力的艺术设计人才。只有拥有创新能力强的设计人才，才能拥有繁荣昌盛的经济产业链。

现代设计学科必须注重成果转化，走教学、科研、开发一体化之路。设计学科作为应用学科要想得到更大的发展，必须与社会发展、与经济生活紧密对接，无论哪一种设计，如果得不到实践的检验，都不是完整意义上的设计，学以致用，才是设计教育的终极目的。

教育是一种有目标、有计划的文化传递方式，它所完成的任务有两个方面：一是要传递知识和技能；二是接受教育者身心状态得以提升，进而使接受教育者在为社会创造财富的同时实现自身价值。

然而，长期以来，我们的艺术设计教育模式一直未能跟上时代发展的步伐，各类高等院校在培养设计人才方面一直未能找到理论与实践、知识与技能、技能与市场、艺术与科技等方面的交汇点，先行一步的设计大家已经在探索一条新的更为有效的教育方法，在他们对以往的设计教育模式进行梳理、分析、整合的过程中，我们辽宁美术出版社不失时机地将这些深刻的论述和生动的成果集结成册，推出了一系列具有前沿性、教研性和实践性且体系完备的设计系列丛书。

本丛书最大的特点是结合基础理论，深入浅出地讲解，并集结了大量的中外经典设计作品，可以说，是为立志走设计之路的学子量身定制的专业图书。

Educational reform on art design is an integral part of current innovation system in China. Art design is of fundamental significance for the development of innovation system. Design can be found everywhere and innovation hastens the birth of design. The development of innovation system requires art design education to cultivate more talents with innovation consciousness and creative ability, for only by having such talents can our country have flourishing economic industrial chain.

Modern design discipline shall lay emphasis on achievement transformation and insist on the integration of instruction, scientific research and development. As an applied discipline, design discipline must be closely connected with social development and economic life if wishing for further development. No matter which design it is, if it is tested by practice, it's arguably not a complete design. Applying what one has learned is the ultimate goal for design education.

Education is a targeted and planned culture transmission mode, which accomplishes two tasks: First, transmitting knowledge and techniques; second, those who receive education can get improvement physically and mentally and thus achieve self-worth while creating wealth for society.

However, our educational mode for art design hasn't kept pace with the development of the times for a long time. Various institutions of higher education haven't found an intersection point for theory and practice, knowledge and technique, technique and market as well as art and technology in terms of cultivating design talents. However, masters who have moved one step forward in design are exploring a new and effective education method. While they are sorting out, analyzing and integrating previous design education modes, Liaoning Fine Arts Publishing House takes this chance to organize their profound achievements into books, releasing a series of innovative, instructional and researching and practical design books with complete systems.

The most important feature of this series is its combination with basic theories so as to explain profound classic design works both at home and abroad in simple language. It's arguably a professional book series specially created for students who are determined to commit themselves in design.

CONTENTS

THE CHINESE DESIGN EDUCATION PRACTICE

／ 总目录

01

导向设计

解 勇 等 编著

1……94

02

文字创意

解 勇 等 编著

1……94

03

版面结构

解 勇 编著

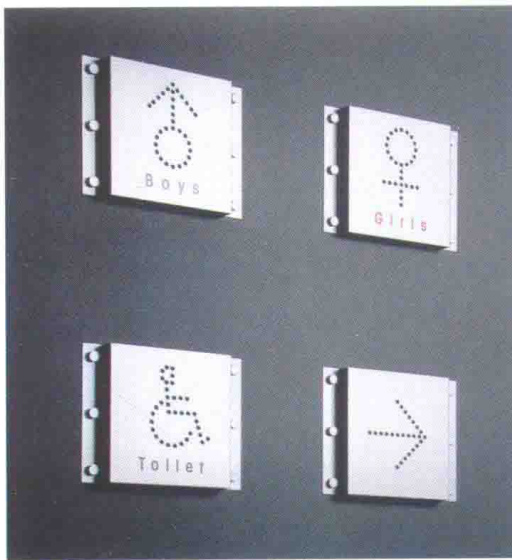
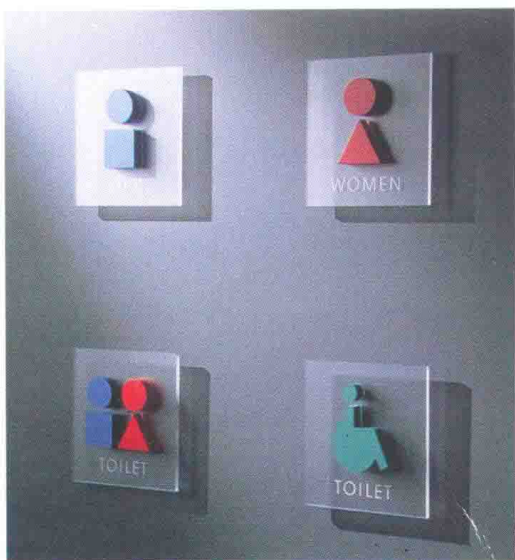
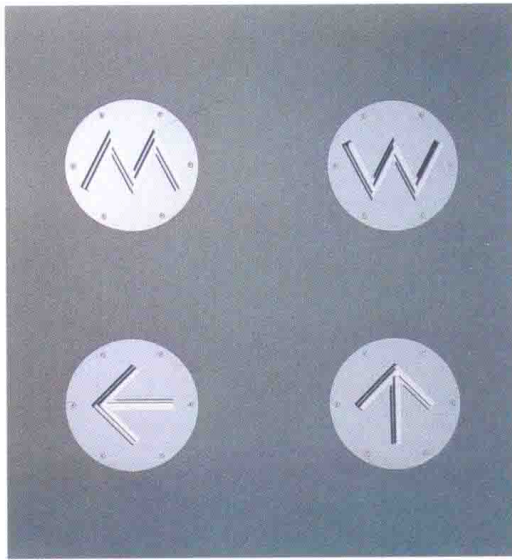
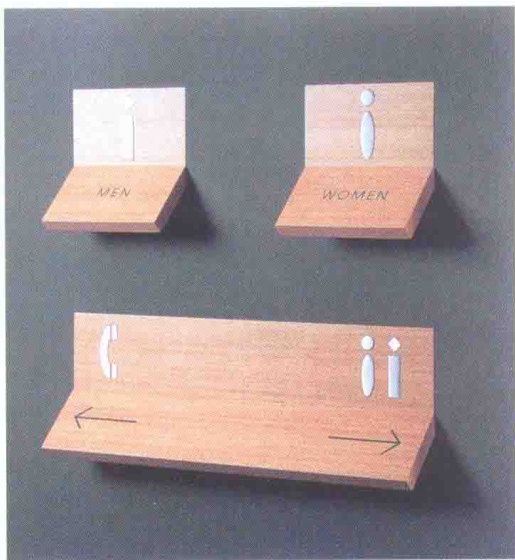
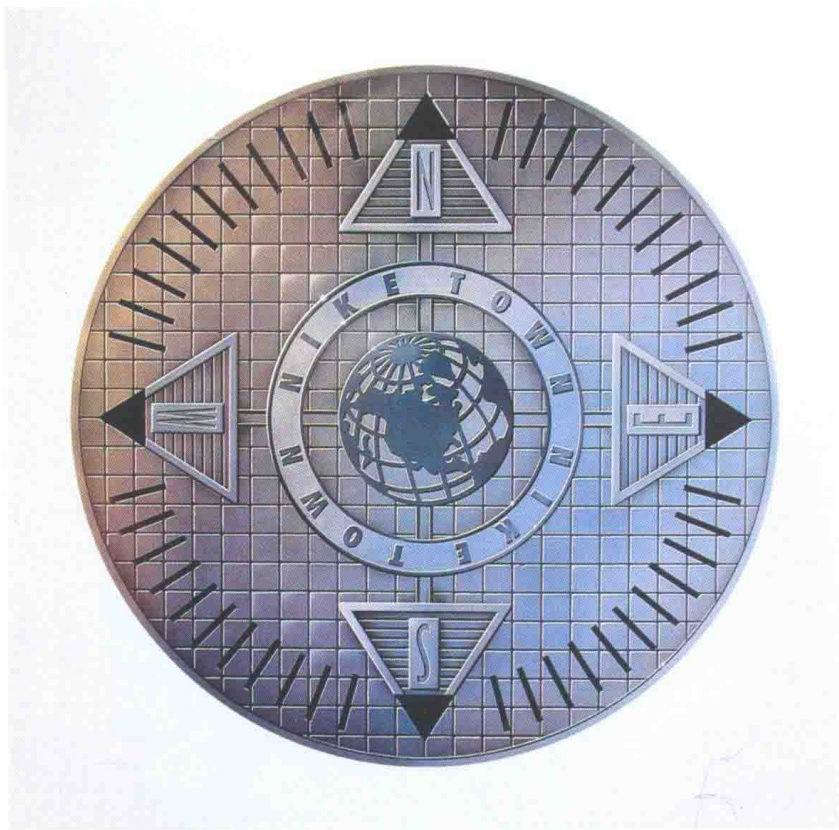
1……94

THE CHINESE BEST OF EDUCATION FOR PRACTICE

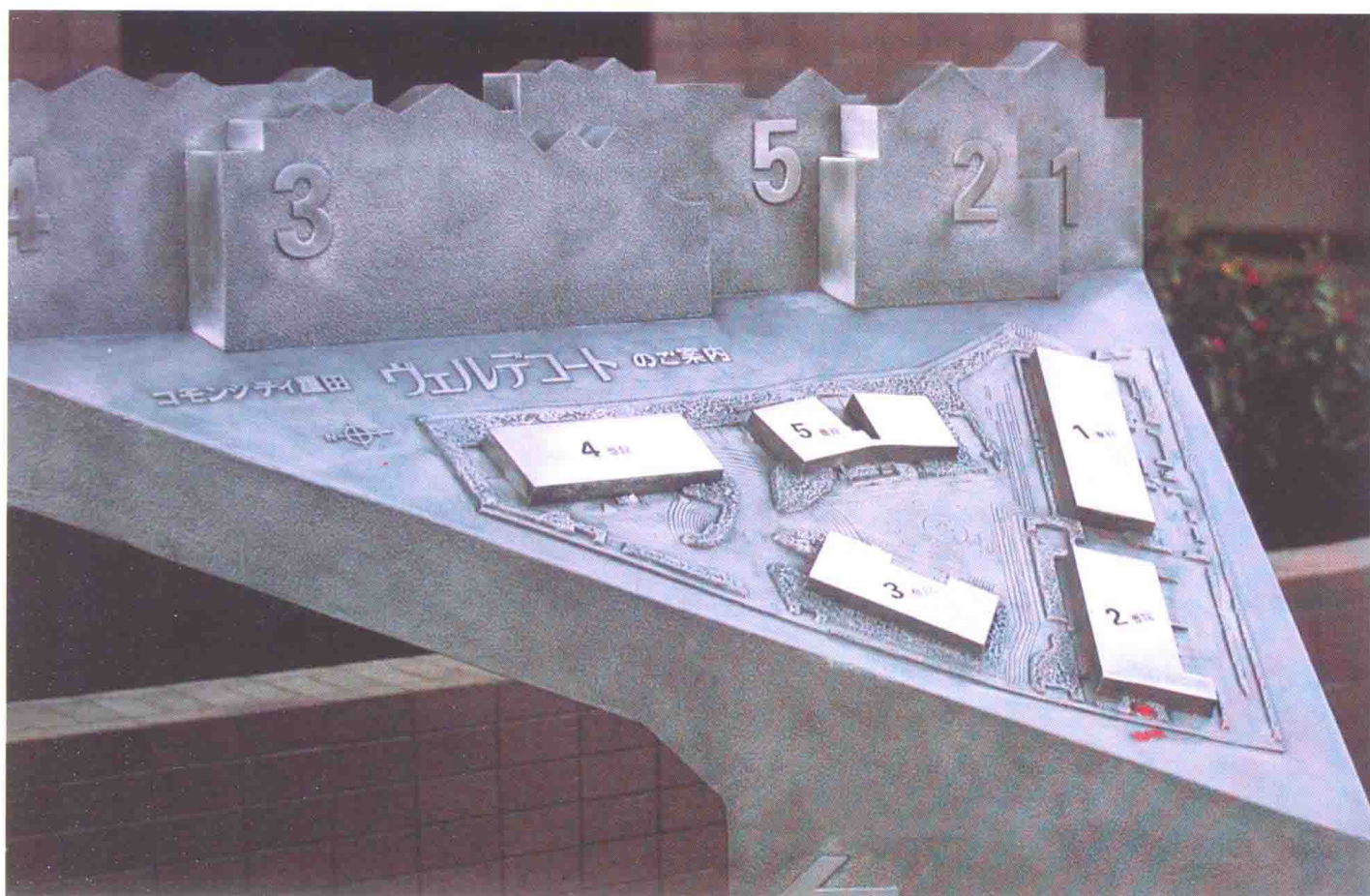
01

导向设计

解 勇 等 编 著

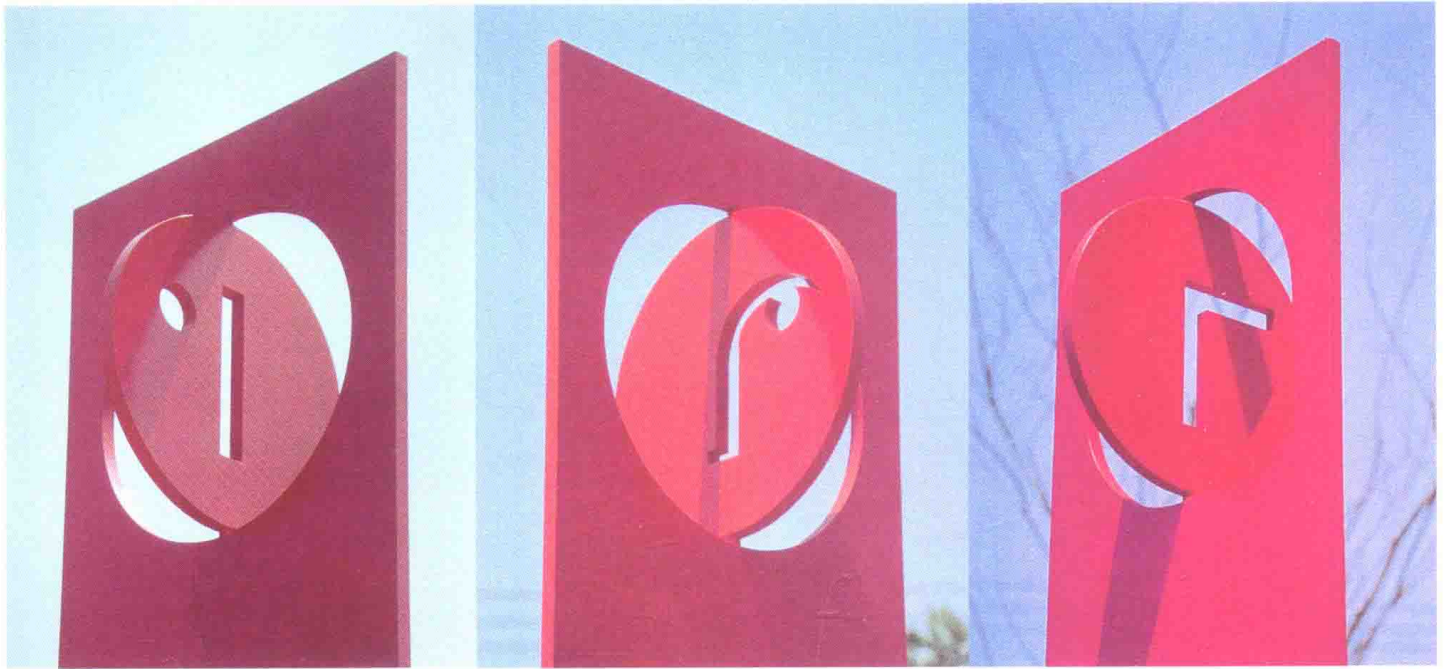


室内引导设计是整体环境设计的亮点，其材质与质地是十分重要的，木质给人以亲切感，玻璃的通透与金属的光泽又极具时尚气息。

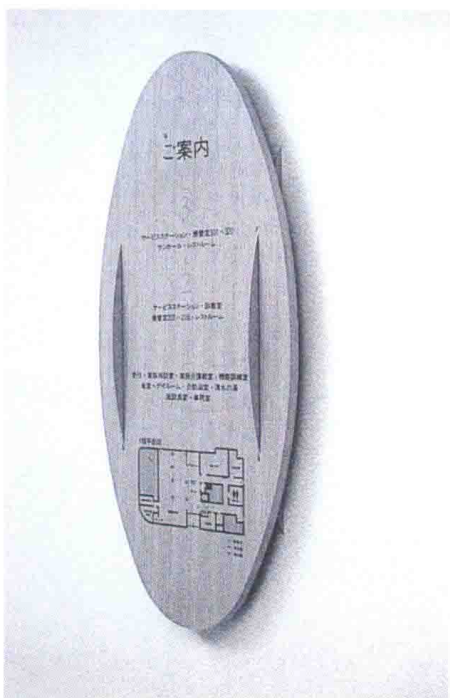
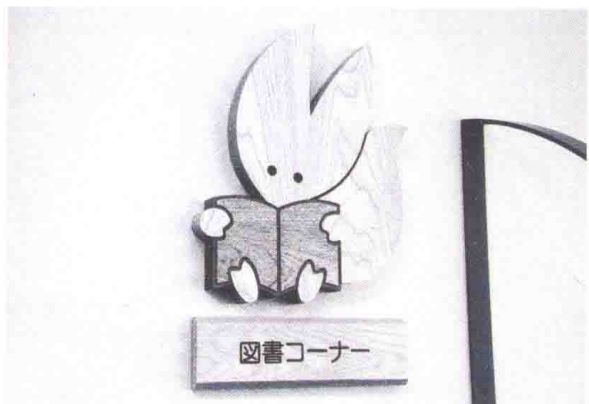


立体的造型配以突起的文字和浮雕化的规划分布展示，给人以全新视觉感受。

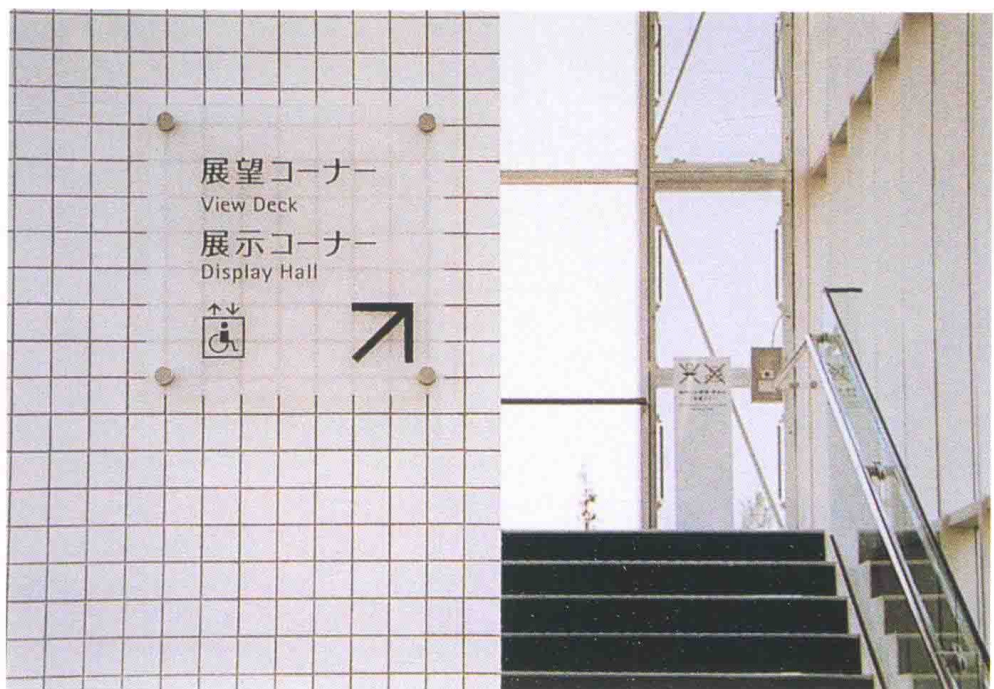
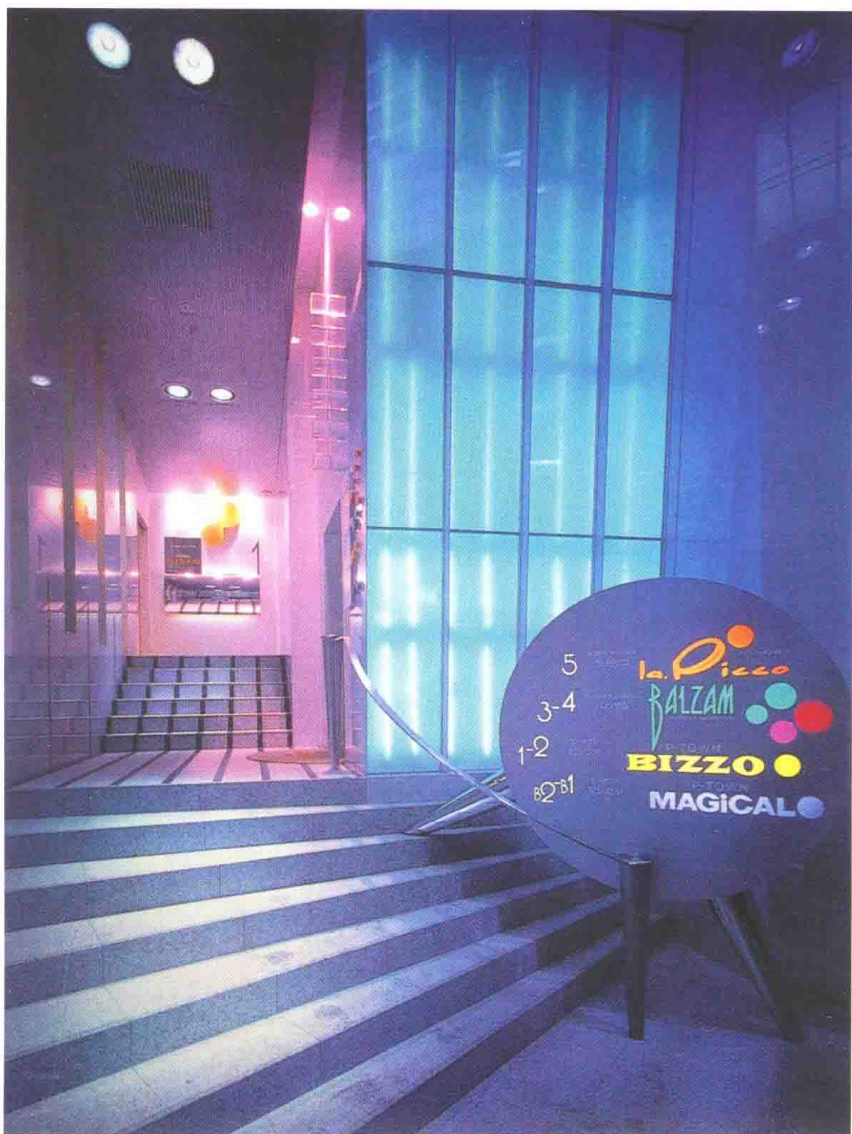


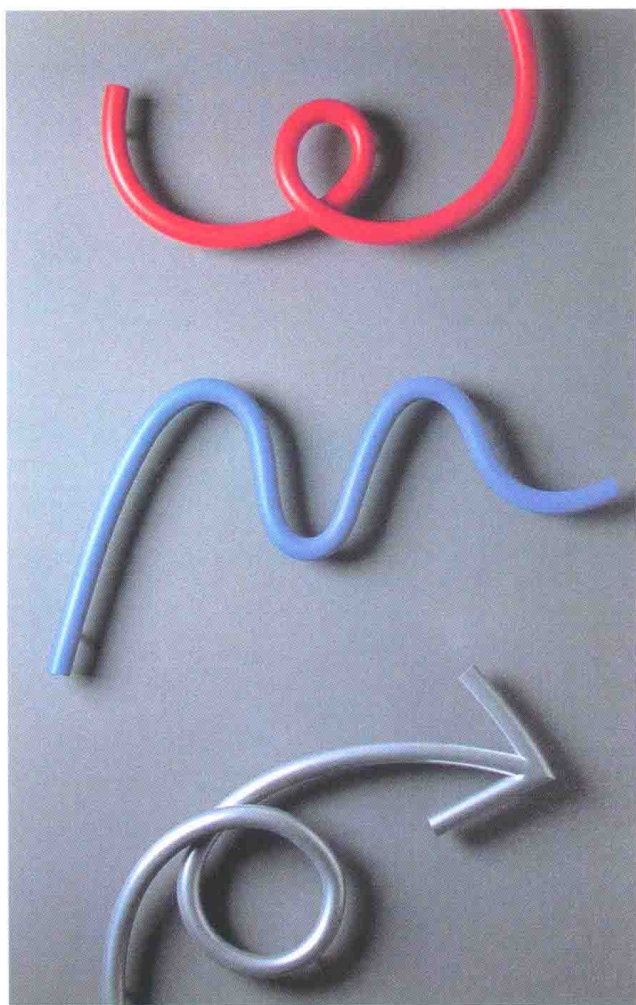


导向中的文字应力求简洁、清晰，其色彩也应较为悦目。



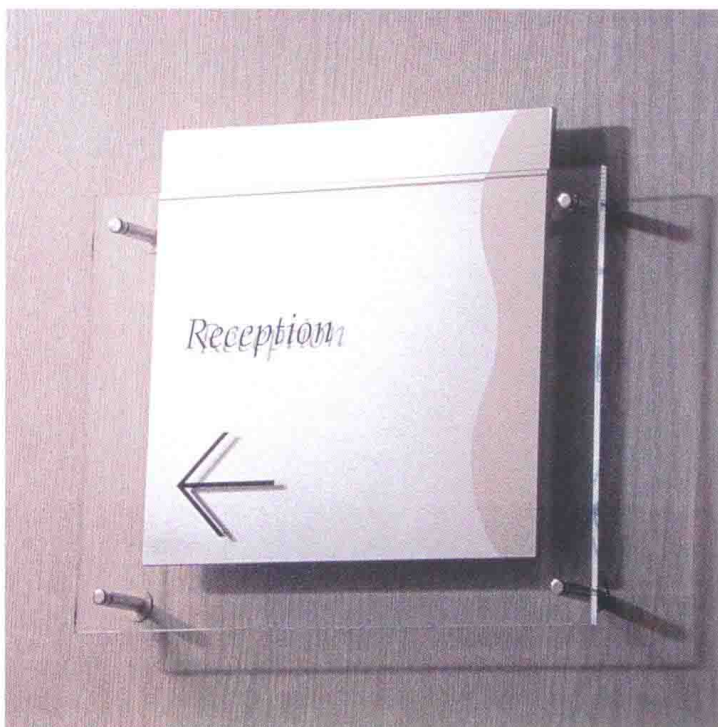
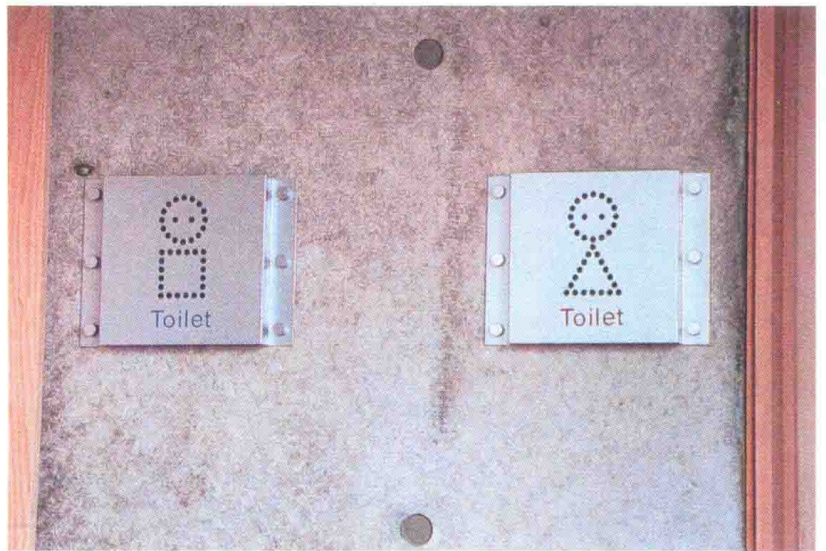
温馨的造型在心理上会拉近人与环境的距离。





把户外导视立体化，使之与周围环境更相融，既醒目又美化了环境。

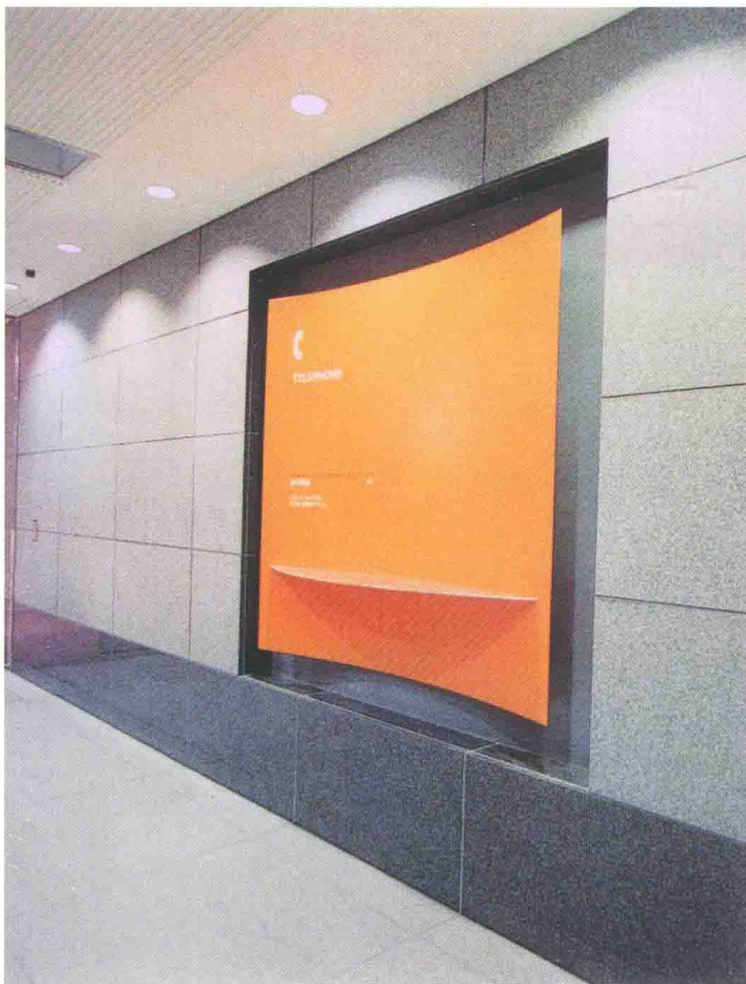






亮丽稳重的色彩与灰调的环境产生对比，使得导视显得格外的突出。

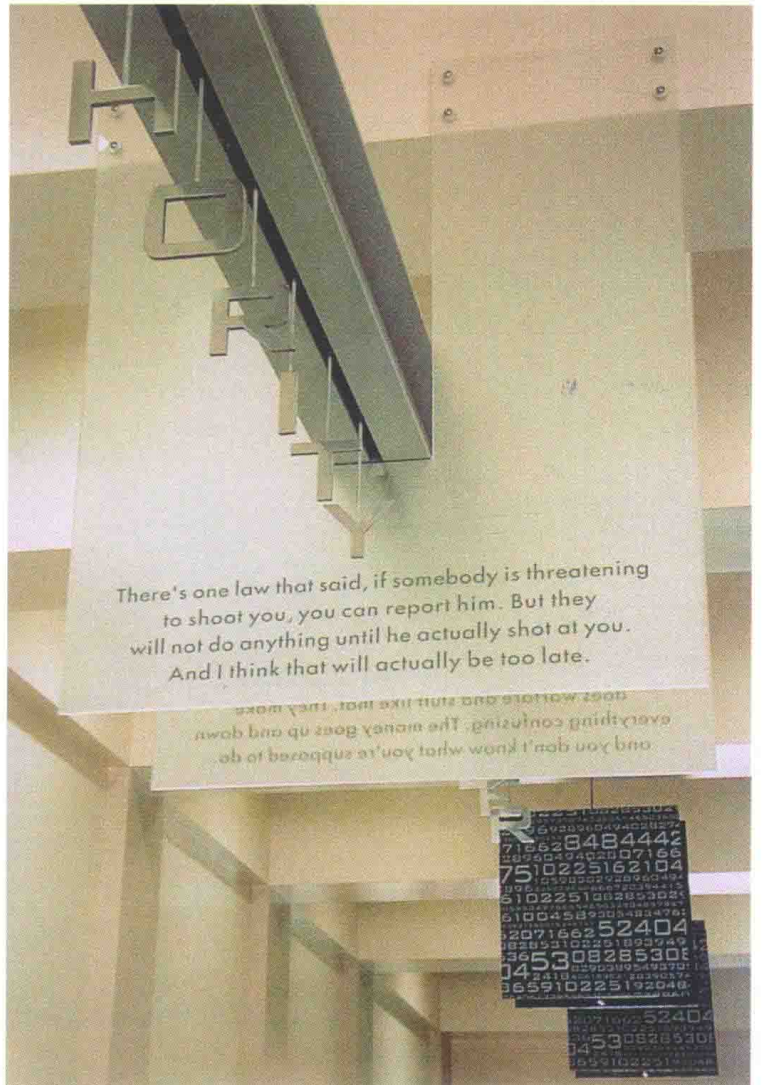




极具个性且风格统一的导向设计会提升整体环境的格调。



天然の材质，看似随意的文字，加上巧妙的组合，使导视已成为了大自然的一部分。



富有工业感的导视造型及个性的悬挂方式与简约的建筑环境搭配在一起，体现出设计师独到的审美取向。