

招始為新

CREATIVE FOR THE FIRST 山西出版集团 口山西人民出版社

图书在版编目(CIP)数据

招贴·创意为先/刘东霞著.--太原:山西人民出版社, 2010.4

ISBN 978-7-203-06802-0

I. ①招··· Ⅱ. ①刘··· Ⅲ. ①宣传画—设计 Ⅳ. ① J218.1

中国版本图书馆 CIP 数据核字 (2010) 第 068181 号

招贴・创意为先

著 者: 刘东霞 责任编辑: 张福林

装帧设计: 吴朋波

出版者: 山西出版集团・山西人民出版社

地 址: 太原市建设南路21号

邮 编: 030012

发行营销: 0351-4922220 4955996 4956039

0351-4922127(传真) 4956038(邮购)

E-mail: sxskcb@163.com 发行部

sxskcb@126.com 总编室

网 址: www.sxskcb.com

经 销 者: 山西出版集团・山西人民出版社

承印者:太原市金容印业有限公司

开 本: 787mm×1092mm 1/12

印 张: 6

字 数: 200千字 印 数: 1-2000册

版 次: 2010年4月 第1版

印 次: 2010年4月 第1次印刷

书 号: ISBN 978-7-203-06802-0

定 价: 55.00元

如有印装质量问题请与本社联系调换



作者简介

刘东霞 1976年生,山西武乡人。1999年,毕业于山西大学美术学院装潢艺术系。2005年,山西大学美术学院授予硕士学位。现 为太原理工大学轻纺工程与美术学院设计艺术系副主任。

近几年的主要成果:

- 《仲夏星雨》荣获"全国纺织品图案大赛"银奖。
- 《插画》入选"第二届华人平面设计大赛"。
- 《设计让我们生活更美好》入选第五卷《中国设计年鉴》。
- 《家》荣获"国际华人青年美术大赛"优秀奖。
- 《3·15权益日》荣获"山西·设计"优秀奖。
- 《夜合花开》获"中国之星大奖赛"优秀奖。
- 《电话卡设计》入选第六卷《中国设计年鉴》。

主编21世纪高等院校艺术设计专业规划教材《色彩构成》,多篇论文发表于《艺术与设计》、《艺术教育》、《理论纵横》、《新美域》、《电影评介》等专业性杂志。

The author introduces

LIU Dong-Xia, was born in 1976 in WuXiang of ShanXi province.

Graduated from Department of Decorative Art in Academy of Fine Arts of Shanxi University in 1999. In 2005 master's degree was awarded in Academy of Fine Arts Shanxi University. Now she is the deputy Director of the Department of Design Art in the College of Textile Engineering and Art of Taiyuan University of Technology.

Major achievements in recent years:

Midsummer Star Rain won the Silver Medal of the National Council of Textile Designs Contest.

Illustration was selected for the second session of the Chinese Graphic Design Competition.

Designing makes our life better and other works were selected by the professional volume V of Chinese Design Yearbook.

Home won Award of Excellence of International Chinese Youth Art Competition.

3.15 Consumer Rights Day won Shanxi Design Excellence Award

Magnolia Flowers All Opening and other works won Excellence Award of China's Star Grand Prix Contest.

Calling Card Design was selected by Volume VI of China Design Yearbook.

Color Constitute was edited that is art and design of professional planning materials of colleges and universities in the 21st century. Papers were published in the Art and Design, Art Education, Theory of Vertical and Horizontal, New Horizon, Movie Review and other professional journals.

看着眼前沉甸甸的书稿, 我特别为刘东霞的成长和收获而高兴。

设计艺术是一门讲究的艺术,它的每一个创意都包含了我们反复不定的思考与斟酌;设计艺术也是一门情感的艺术,它的每一个符号都凝结了我们发自内心的感悟与理解;设计艺术更是一门思想的艺术,它的每一个形象都充满了我们钩深探微的总结与创造。

东霞的招贴是讲究的,富有情感的,更是具有一定思想的,这对于一个年 轻的高校教师而言是非常难能可贵的。

除此以外,她还能够在理论层面积极探究招贴艺术的原理与经典作品的魅力所在,这是需要相当的勇气和积累的。可见,东霞对学术、对教学、对人生是积极上进的,要求甚高的。

这种品质将会成为她永远的财富, 我坚信。\



2009年12月8日

从人类开始用图形和文字表达自己的思想以来,我们经历了一个包括经济、文化、 科学等诸方面漫长发展与积累的阶段。现在,我们正处在一个新的时代,对于我们而 言,这个时代是一个信息的时代、交流的时代、创新的时代。而设计作为特有的时代文 化、它更是人类感悟自然、感悟社会、感悟人性的载体之一。

在现代设计中,招贴凭借其独有的思想性及艺术性,在视觉传达设计这一五彩缤纷的花园中独树一帜,并散播着自身特有的芬芳。即使是在科技一日千里的今天,也许我们表达自己的思想或行为,可以有许多的方法及手段,但是,只要看看我们视线所能涉及的范围,我们就能发现,招贴一直是平面设计中不可或缺的重要设计手段之一。

它的魅力就在于集社会学、经济学、心理学、美学、文学、广告学、符号学、绘画、摄影、电脑特效、印刷等诸门类的知识与技能于一身,相互渗透,交融并存。正是基于这些,招贴设计也是国内外艺术设计院校最重要的专业课程之一。

在本书中,除了对一些优秀设计家作品的介绍外,都是本人对近年来或参加主题海报大赛、或有感而发的一些招贴作品与习作做了一次整理。有时因受教学任务、行政事宜影响,很难有灵感捕捉的刹那,有时受某些主题的时效等限制,不能够用太长时间反复推敲、修改。总之,很多作品创意上不够成熟,只是希望结合自己的教学心得和对招贴设计方面的拙见,与专业学生、教师相互切磋,使我们的招贴设计多一些理想、多一些率真的成分。



Since human begin to express their ideas by graphics and texts, we have experienced a long stage, including economy, cultural, science and other aspects of development and accumulation. Now, we are in a new era that is an informative, communicative and innovative for us. Design, as a unique era of culture, is one of the vehicles for human to sense nature, society and human nature.

In modern design, the poster, with its unique ideological and artistic, is spreading by its own unique fragrance in this colorful garden that is visual communication design field. Even today, with advances in technology, perhaps we express our thoughts or behavior by too numerous methods and means. However, when we have a look at the referred scope, we can notice that poster has been one of important means in graphic design.

Its charm lies in a set of sociology, economics, psychology, aesthetics, literature, Advertising, semiotics, painting, photography, special effects, printing and other various categories of knowledge and skills and in a mutual infiltration and blending co-exist. According to these exactly, poster design is one of the most important professional courses in the domestic and international art and design schools.

In this book, except for some excellent works of designers' presentations are introduced, are my posters in recent years, or belong to participations in competitions, or are of what have some of the posters made a finishing works and exercises or sometimes due to the teaching tasks and impact of administrative matters. It is difficult to capture the moment of a sense of inspiration, and sometimes subject to certain constraints such as the theme of limitation, then there is not enough time to deliberate and modify them repeatedly. In short, a lot of works are not mature enough on creativity, I just want to combine their own teaching experiences and the humble opinion on poster design, and communicate with professional students and teachers, so that our poster design could have more ideal and more outspoken elements.



第一篇 招贴,创意为先 002
The first part the poster, creative for the first

一、招贴 002 Poster 002

006二、公益招贴 Public poster

01

四、在招贴中注入本土文化的设计理念 022 The local culture into design concepts in the Poster

C目录ontents

028 第二篇 作品解析 The second part the Analysis of work

O28设计主题:《和而不同》设计让我们的生活更美好Design theme: and the rather different design make our lives better

032设计主题: MY FACE I DO
Design theme: MY FACE I DO

034设计主题:《责任·家庭》 Design theme: Responsibility Family

036设计主题: Be Imprisoned Design theme: Be Imprisoned

1038设计主题:《我们的生活》 Design theme: Our Lives

> 040设计主题:《保护水资源》 Design theme: *Protection Of Water Resources*

> > 044设计主题:《3·15消费权益日》 Design theme: 3·15 Consumer Rights Day

> > > 046设计主题:《生命·生活》 Design theme: *Life·Lives*

148设计主题:《民间考察设计展》、《民间艺术展》 Design theme: Civil Visit Design Exhibition, Folk Art Exhibition

-050设计主题:《十二生肖再设计》 Design theme: *Zodiac Re-design*

054设计主题: 《我们将面临》、《我们有信心》 Design theme: We Will Face, We Have Confidence

056设计主题:《适者生存》 Design theme: Survial Of The Fittest

第一篇 招贴, 创意为先 POSTER creative for the first

第一篇 招贴,创意为先 POSTER creative for the first

一、招贴/POSTER/

"招贴"从中文角度解释,"招"是召声,呼唤。本义是打手势叫人来。招者,召也。《楚辞·招魂序》:"以手曰招,以言曰召。"《荀子·劝学》:"登高而招,臂非加长也,而见者远。""招"有招迎、招引、招求、招揽、招诱、召唤、招呼、理睬等很多意思包含在内。"贴"就是粘附、附着。所以"招"就是招引注意,"贴"就是张贴,即"为招引注意而进行张贴"。

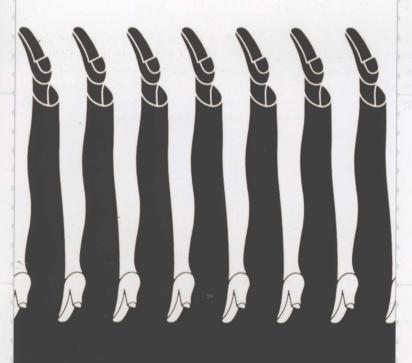
"Poster", from the Chinese point of view, means that "zhao" is zhaosheng, huhuan Original meaning: to tell others to come by gesture. Zhao zhe, zhao ye. Chuci Zhaohunxu: "Yi Shou Yue Zhao, Yi Yan Yue Zhao". Xunzi • Encouraging Learning: "Climb the high mountain, but arm is non-extended, while those can see far. "Zhao", here it refers to welcome, lure, seek, solicit, recruit, induce, call, greet, ignore, and so forth. "Paste" is the adhesion and attachment. Therefore, the "trick" is to draw attention, "paste" is to post, that is, "to draw attention to post."



冈特·兰堡 为杂志《Egoibt》设计的招贴

林磐耸 地球的呼唤

福田繁雄 1982地球日快乐



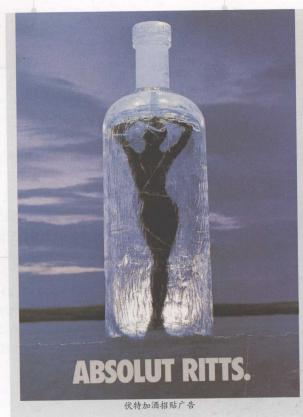
"招贴"从英文角度解释,有以下一些意思,包括: handbill, 传单,招贴; show bill,广告海报; show card,广告、招贴、 (演戏等的)海报。

"poster"是"招贴"通常使用的英文名字,在《牛津英语词典》里意指展示于公共场所的告示(Placard displayed in a public place)在伦敦国际教科书出版公司出版的广告词典里,poster意指张贴于纸板、墙、大木板或车辆上的印刷广告,或以其他方式展示的印刷广告,它是户外广告的主要形式,广告的最古老形式之一。

"招贴"在 我国 还 叫"海报"。 我 国 清 朝 时期 有洋人以海 船载洋货于我国沿海码头停泊,并将poster张贴于码头沿街各醒 目处,以促销其船货,沿海市民称这种poster为海报。依此而发 展,以后凡是类似海报目的及其他有传递消息作用的张贴物都称 之为"海报"。

SHIGEO FUKUDA : May 2310 28.1975 🐯 KEIO DEPARTMENT STORE- SF ART GALLERY.TOKYO

福田繁雄 1979福田插图作品展



曾在一个时期内,与海报、招贴相似却又不同的另一种宣传载体 ——"宣 传画",一度成为我国政治及其他活动的宣传主角而如火如荼。宣传画一般没 有具体的商业要求,而有一定的政治目的,它也可被视为中国革命及"文革"等 时期的一种特殊的海报或招贴。

综上所述,更通俗的理解,招贴就是张贴在街头或公共场所,以达到宣传 目的的文字、图画。海报一词在《现代汉语词典》中解释为"戏剧、电影等演出 或球赛等活动的招贴。"因此,"招贴"这一名称在某种意义上说,比"海报" 更合理也更具广泛性。

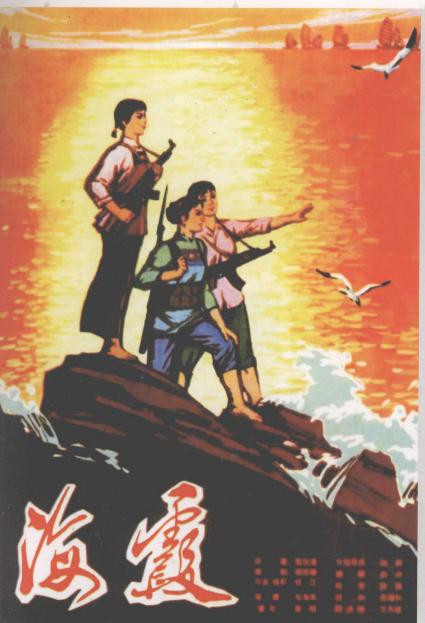


二战海报











20世纪30年代药品广告



"文革"时期宣传画



学校教育宣传画

《海霞》电影海报

二、公益招贴/Public poster/

招贴主要分为商业招贴(营利性)和公益招贴(非营利性)两大类型。 Posters can be divided into commercial poster (for profit) and Public poster (non-profit).







手机商业海报

商业招贴: 以营利为目的进行各种商品、劳务及服务等方面的宣传。商业招贴包括: 各类商品或服务的宣传、销售,如交通、运输、旅游、邮政、电信、保险、银行和各种存在商业利益宣传的新闻、出版、艺术活动、展览、演出等方面的广告。

Commercial poster: to give the publicity for profit to various goods, labor and services and so on. Commercial poster include: publicity and marketing for various types of goods or services such as traffic, transport, tourism, postal services, telecommunications, insurance, banking and Ads existing in commercial interests of all propaganda press, publishing, art activities, exhibitions, performances, etc.



AMNESTY INTERNATIONAL
Without Distinction - Attacks on Civillians by Palestinian Armed Groups

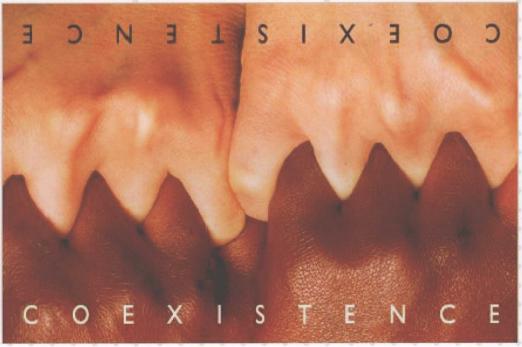


公益海报

公益招贴: 以维护人类社会健康发展为目的,进行的社会政治、思想、政策、法律、安全、公德及国家国际交流合作等方面的宣传。

Public poster: to safeguard the healthy development of human society, conducting publicity of the socio-political, ideological, policy, legal, security, morality, and the country's international exchanges and cooperation.





公益海报

公益海报

此为试读,需要完整PDF请访问: www.erto.77.book.com