



Art and Graphic Design
Professional Development

平面设计艺术与 专业化发展研究

牛东辉 © 著

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电子科技大学出版社

图书在版编目(CIP)数据

平面设计艺术与专业化发展研究:英文/牛东辉著

—成都:电子科技大学出版社,2016.5

ISBN 978-7-5647-3626-2

I. ①平… II. ①牛… III. ①平面设计—研究—英文
IV. ①J506

中国版本图书馆CIP数据核字(2016)第097348号

平面设计艺术与专业化发展研究

出 版: 电子科技大学出版社(成都市一环路东一段159号电子信息产业大厦 邮编:610051)

策划编辑: 谭炜麟

责任编辑: 谭炜麟

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发 行: 新华书店经销

印 刷: 四川经纬印务有限公司

成品尺寸: 185mm×260mm 印张 9.625 字数 174千字

版 次: 2016年5月第一版

印 次: 2016年5月第一次印刷

书 号: ISBN 978-7-5647-3626-2

定 价: 58.00元

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◆ 本社发行部电话: 028-83202463; 本社邮购电话: 028-83201495。

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Foreword

In recent years, the rapid development of art and design related industries to promote the great progress of the whole society and economy, to improve the added value of products to enhance the level of development of the manufacturing sector, it has played a very important role. Plane constitute an important part of art and design, design widely used in graphic design, advertising design, packaging design, industrial design and other services, and in all areas of social, economic, and market, high levels of plane composition exhibits strong vitality and vigorous development trend for art and design creativity and innovation has played a unique and magical effects.

Plane Formation artistic techniques although many, but common tools and color than less. Learn plane constituting need calm, manual dexterity, have ideas, be patient, so as to complete an excellent work. At first contact plane configuration, there is a "wild horse bareback riding, bare hands to catch Black Snake 'feeling. Plane constituting the design basis for a very important part in the learning process to be prudent. only with a quiet, distant, simple mind, in order to create better works.

This book is the author of many years of hard work in the condensation plane composition teaching in the preparation process, absorb and carry forward the outstanding achievements of peers, reflecting the efforts of the plane constitute good practices in the field of achievement and development trend in recent years, so that readers in learning basic At the same theory, to achieve the unique combination of theory and design plane constituting practice.

This book is suitable for ordinary art lovers, art designers, design painting class students in reading learning and teacher professional reference book involves more components of forms to meet the needs of different types of artistic creativity. From the theoretical introduction to the application instance, simple and succinct, avoid boring theoretical analysis, to enhance the interest and deserve to have pictures and explanations of information that can help readers deepen awareness of plane configuration and enhance operational capacity.

Owing to time constraints, limited level, in the preparation process will inevitably lead to omissions, we urge readers to give criticism and peer.

Niu Donghui
Baoji College of Fine Arts
February 2016

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In the long-term history, human has formed an understanding and feeling of nature. Nature has many rich and beautiful forms. From the exploration of these forms, we will find a variety of forms, which again impact our vision, which our hearts so that we feel the image of the great nature. For the human form constitutes a work of art has also an understanding of nature, the

Chapter One Plane Constitution Introduction

Planar structure, in other words constitute the language plane visual arts. Visual art is to conquer the audience through visual means, in particular the use of the active role of vision of color, line and composition, with the overall work force to evoke visual perception of the audience, the audience sense of beauty, and works resonate. Visual Arts does not rely on redundant plot and narrative stories attractive, it is the pursuit of a strong intuitive visual experience, works with a direct role in the human visual senses. Therefore, we do not have to always put his right ins and outs, but should try to use clear and simple "intuition convey", with a particular art form to convey the concept of the author to express the spirit and content. No matter what kind of expression of ideas and spiritual content is bound to through art "form and constitute" Therefore, the visual arts for the entire system, it has its forms constitutes a special status and function.

The so-called "a form of constitution" short refers to the appearance and organization of the work of art, the structure of the way, it "Content" closely linked and mutually reinforcing. The nature of visual communication, that is, by the visual power transfer to the psychological force. Concept and spirit of the work of the "content" to convey the work, is the sum of all the psychological force of a work conveyed; "a form of constitution " is the expression of the structure and expression of visual elements, the work is to express a comprehensive visual force. While the artist is to be based on the content and purpose of the work, using a variety of visual elements constituting "a form of constitution ", creating a visual force that evokes the visual force and just right to specific psychological feelings for the audience.



In the long-term history, human has formalized understanding and feeling of nature. Nature has many rich and beautiful forms. From the exploration of these forms, we will find a variety of forms, which again impact our vision, shook our hearts so that we feel the magic of the great nature. For the human form constitutes a work of art but also as understanding of nature, the



ability to acquire and develop the understanding of the constitution in the long cycle of artistic practice. By constructing the form of the work we will be able to identify a person's artistic style, just as we have an expression in life, a voice will be able to identify a person. Of course, we will not only by styling itself Morphological Associative feel for telepathic constitution, but also from the shape of organizational relationships and status, on the effect of disclosure, such as: light, heavy; illness, rigid, flexible; sparse, dense, etc. On both need to convey the spirit of the content, but also need to form; only exists in the form of performance, but also in the framework of rules and forms, and that in modern art and contemporary design which was particularly prominent.

Today, all the body's senses hear, see, smell, touch, taste, etc. will also be the object of our study, imagine, if these abstract forms of representation from among find something in common, and the use of some form of rational to carry out the new design, perhaps we will have a greater harvest. The plane is the abstract symbol elements constituting the existing natural form of points, lines, surfaces and other arts with the aesthetic rule, inductive and deductive put them in the two-dimensional plane exploded in a certain order and rules, restructuring, reached a new ideal form of conception.

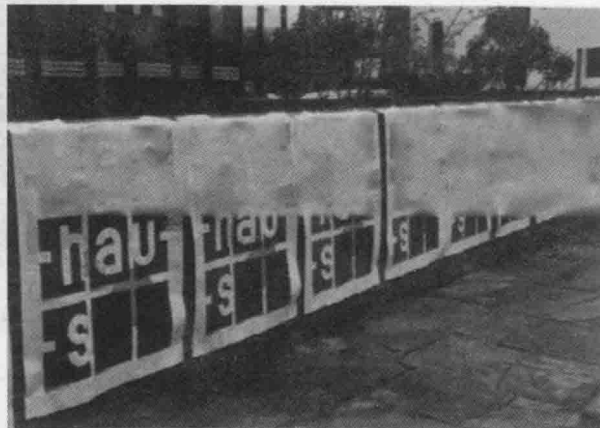


Learning plane constituting depends not only on the fleeting elusive inspiration, but also requires us to have a good visual representation basis, therefore, we should continue to encourage young students to experiment and create their own "basic vocabulary."

As other disciplines, such as application design, graphic design gives the modern theory and manifestations. It not only expands the visual arts aesthetic, but also enriches the thinking and performance tools which designed to shape a new concept to the art and design life injected fresh blood. Emotional expression laws of the objective world and the subjective world through this particular visual aesthetic. Famous Japanese educator Mr. constitute Asakura Naomi said: "A good design artists need to have a keen sense of beauty and a wealth of ideas, the most important thing is to have innovative thinking." Plane Formation in the study the process of how to create two-dimensional plane and beautify the image of the plane showed that the ultimate goal of learning that constitute the culture of innovative thinking and development of basic aesthetic.

With the development of technology, people's ideas are constantly updated change course teaching necessarily constitute a plane and when Jin Ju also required. Plane Formation from the Bauhaus era Kandinsky point line to face the outset emphasis on innovation, in order to cultivate and improve the creation of the United States have the ability to form the mean. If the design is the golden key to open the chain, innovation is the soul of the design. Develop students

'creativity; to explore students' artistic talent is a plan constitutes the central idea of teaching the eternal.



Section 1 Concept and development of constitution

First: Composition and Design

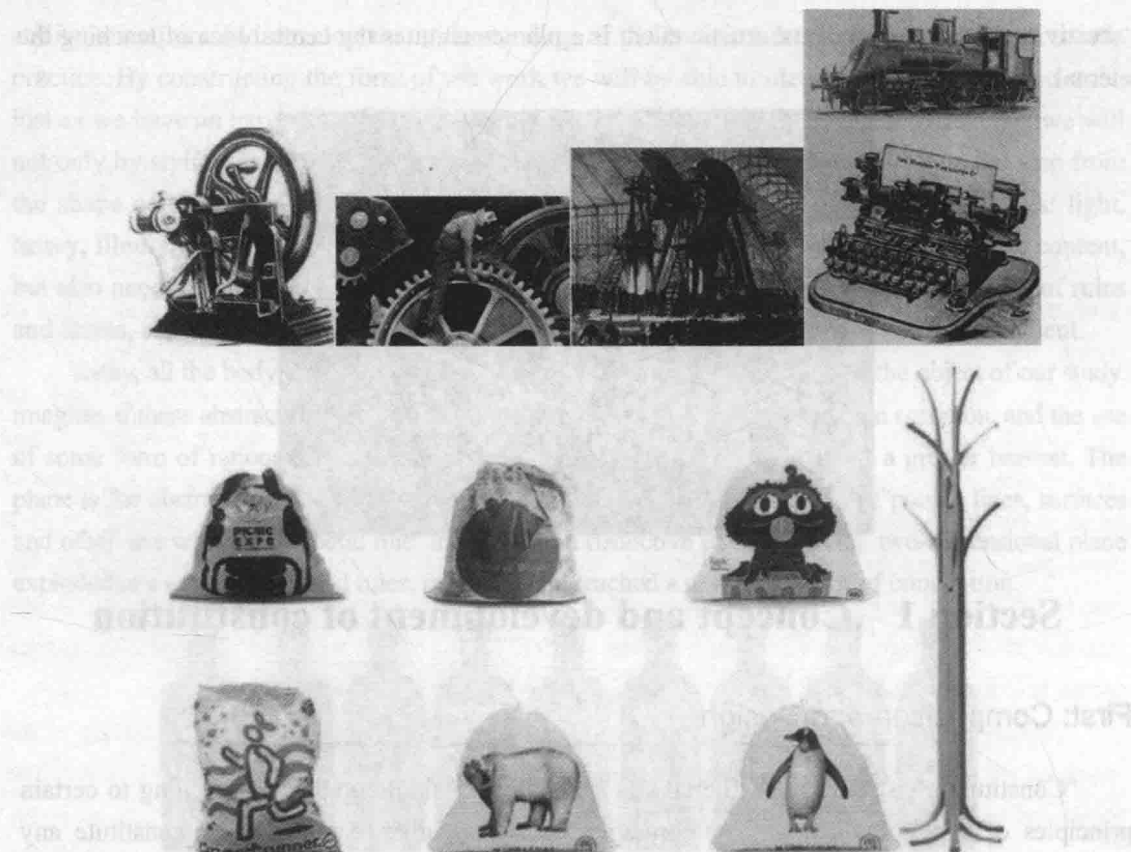
"Constitution" is understood literally as a plurality of single graphics, according to certain principles of the reorganization, the formation of a new unit. Exclude works constitute any representation and narrative expression depict the objects deconstruction, decomposition, reduced to pure form or geometry, and then follow the laws of vision, mechanics, psychological characteristics, aesthetic and other internal rules of logic and structural relationships, reorganization having a sense of order, in the form of a new sense of visual form. Modern design to form composition attaches particular importance, constitute not only can effectively convey the concept of modern design, and the designer's concepts and thinking expression more clear. Thus, in many areas constituting designs it has been widely used.

Modern design is the beginning of the industrial revolution in Europe in the future. Constitution belongs to the category of modern design, from the Russian Constructivist movement, and with the fusion of modern design and gradually formed its own meaning and content.

Where modern design and social background composed mainly generated by the following three components, namely:

1. New production methods

After the industrial revolution, large-scale machine production has replaced the traditional manual labor. Mass-produced products require new forms to replace the United States mainly in the form of decorative handicraft era.



2. New way of life

The formation of a large numbers of middle class and the emergence of the consumer society, so that goods not only practical, but also to become a quality of life support. A lot of production also requires various forms of product promotion and advertising.

3. New media technology

Means of production photography, printing, multimedia design and other media so that the expression and dissemination of functional enhancements, more modern design forms.

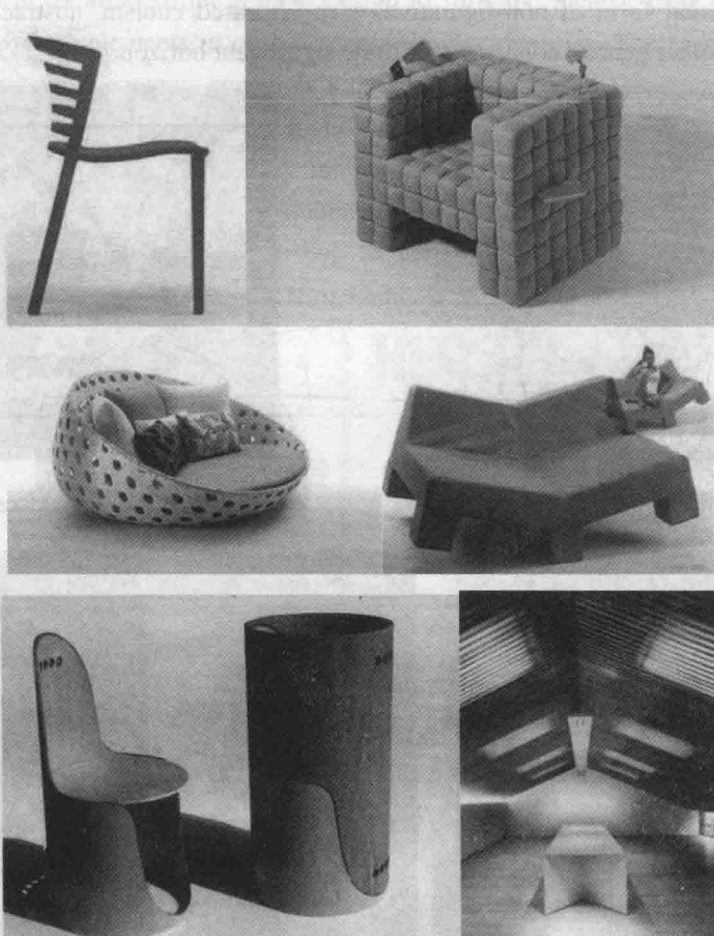
Second: From germination to composed Design

Understanding constituted from the development of natural science and epistemology of the 20th century, built on the basis of quantum mechanics on the latest developments in micro epistemological make people more concerned about the internal structure of things, recognize that the macro to the micro deepening of understanding, but also It influenced the development of plastic arts laws.

Constitute the concept of early Western painting to emerge, then constantly improve the development of the German Bauhaus School of Design, form a complete system of teaching



modern design basic training, which also laid the constitution design concept in modern design and training applications status role.



Since the 1970s, the plane constituted as a design basis, it has been widely used in industrial design, architecture, graphic design, fashion design, stage art, visual communication and other fields.

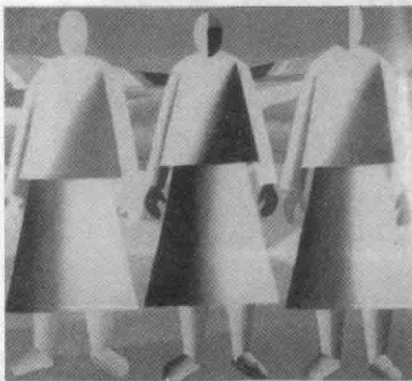
1. Sprout of constitute Concept

Late 19th century post-Impressionist Cezanne was the first representative of the modernist art taken from figurative abstract form of painter, his understanding of art is very incisive. His concept: "restore the natural cylinders, cones and spheres of three basic shapes" is the understanding of the impact of the birth of Cubism, which has led to the development of abstract art. Cezanne became the modern western formalism mainstream art ancestor, is known as the "father of modern art." His works, depicting scenes are very simple, but full of geometric mean. He said: For a painter, only the color is real.

Since then, the development of abstract art makes artistic freed from the facsimile of nature,



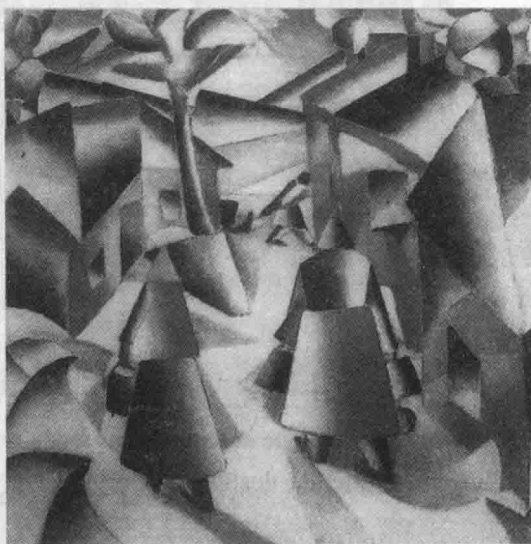
completely independent of the modeling language, color, line and gauge blocks have their own personality, rather than relying on the object they describe to communicate with viewers a. Also such a purely visual form of non-figurative, each appeared cubism, abstract, Dutch De Stijl, Minimalism and other genres, concepts constitute significant horizon.



Supremacist Malevich works



Cezanne "landscape"



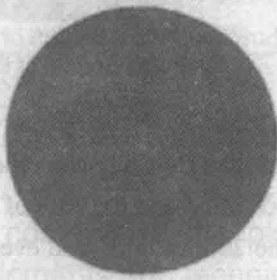
Mona "cathedral"

2. Development of Constructivism

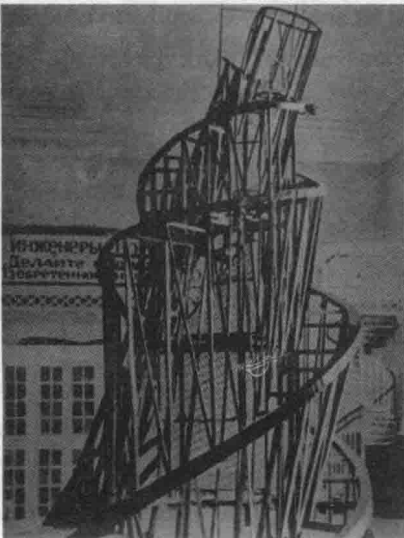
Constructivists, also known as structuralism. It emerged in 1917 after the Russian Revolution, until around 1922. Environment provides a cultural revolution embraced the concept and progress of constructivism opportunities arts, architecture and design practices, with the aim to transform the artist as "designer" (Designers). At that time, the design (Design) concept has not yet formed, so they take a different view: "Production Art" (Production Art). Russian Constructivist art held up anti-traditional positions, avoid easel painting materials, such as oil



paint, canvas, and pre-revolutionary image, but based on the ready-made objects, such as wood, metal, or photo paper. The artist's work is often seen as a simplified system or abstraction. Cultural activities in all areas, from graphic design to film and theater, their goal is through a combination of different elements in order to build the new realities. The Marxist theory of art and culture also constitute contents constitute a doctrine. Therefore, the traditional concept of art must be abandoned; in favor of mass production and industry, and this new society and a new political order are inseparable. Especially in the field of modeling, "constitute" principle is widely used, people will form into various elements, and then to study the relationship between these elements and between them, according to certain principles constitute formal beauty combined. Representative artists Lixisiji, Tatlin, Gabo.



Lixisiji layout



Tatlin "Third International Tower"



Constructivist posters



Gropius (1883-1969)

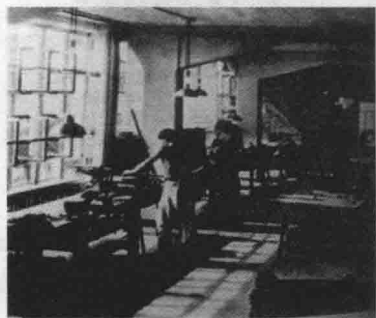


Bauhaus School of Design booth

Bauhaus founder Walter Gropius architect. The term "Bauhaus" is the coin out of Gropius, German Bauhaus is a transliteration from German Hausbau (housing construction) from the word upside down. It is the cradle of modern design to teach blind and the core of European modernist art camp, it advocates the idea of art and design of the 20th century, and even today's design had an indelible impact.

3. Constructivism Establishment

Bauhaus established itself constitutes designed to teach the blind. It was the first School of Design in the world, it was founded in 1919. Bauhaus design concept of education: ① technology and art should be harmony; ② visual sensitivity to the level of reason; ③ material, structure, texture, color have understanding of science, technology; ④ collective work is the core of the design; ⑤ artists, entrepreneurs, technicians should work closely; closely ⑥ student's work and enterprise project.



Bauhaus as a teacher trainee workshop



Gropius's Bauhaus design school



Bauhaus architecture by building teaching system, established as constituting Bauhaus basic course system, an important subject. While Hungary would constitute elements of the artist Nagy into the doctrine of basic training, emphasizing the form and color of objective analysis, note the relationship focus, line and surface. Through practice, students learn how to objectively analyze the composition of two spaces, and thus extended to three-dimensional configuration. These are for design education laid the foundation of the three components, the design also means starting from Deco steering rationalism. Bauhaus teachers Eaton, Klee, Kandinsky and other leaders of both modern art, but also its teaching system based tutorial particularly innovative practitioners. Consisting of research, although rigorous theory and practice also emphasizes the combination, which is characteristic of the Bauhaus Basic Course. After the Bauhaus, the design community will "constitute" into the design of research and teaching system, modern design them as thinking and ways and means to cultivate aesthetic judgment basis.

Section 2 Content and purpose constituted plane

First: The main contents of the plane formed to foster awareness design, familiar design elements and techniques

Plane Formation specifically, the use of points, lines, surfaces and other elements in a two-dimensional plane according to certain rules and laws of form form fabric, broken up and then synthesize and gain meaningful, creative beauty of plane figures. It is not simply imitate the image of a specific object, but in the perception and underscores the objective reality of the constitution law, the complicated nature of things to a point, line, surface form of deconstruction restructuring, in order to identify its inherent law. It is a strong emphasis on the activities of conscious rational, conscious re-creation process, the visual effects in graphical building space, to show movement.

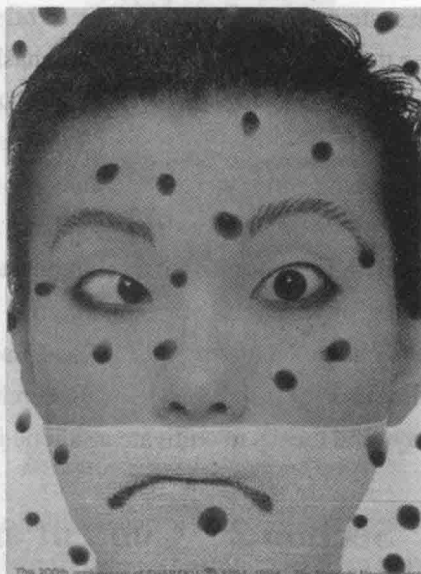
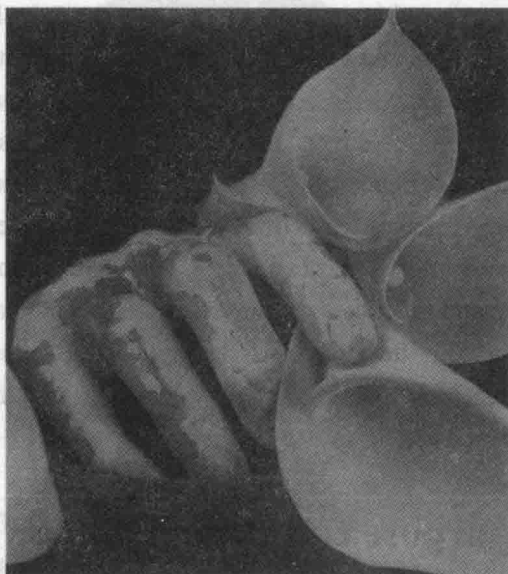
Plane constitute is the basis for curriculum design, emphasizing that the students thinking ability and image design creativity. Show abstract form formal beauty of simple elements, modeling ability and awareness training students of beauty, cultivate critical thinking of students. In fact, all human inventions are known elements of the reconstruction, large macro universe, small microscopic atomic world, people use a variety of possibilities to create a new look for their own use. It not only reflects the modern lifestyle and aesthetic ideal, and it is the only way for designers.

Designer is an integrated body, to combine the use of the heart, hands, brain, perception of external things, thinking through the process to create a strange new design.

In addition, also constitute an effective means of training people for understanding visual elements and expressive. By learning constituted, we can more deeply understand the content of



the work, try to figure out the various elements of the work to convey to our spiritual core.



Second: Object constituted plane

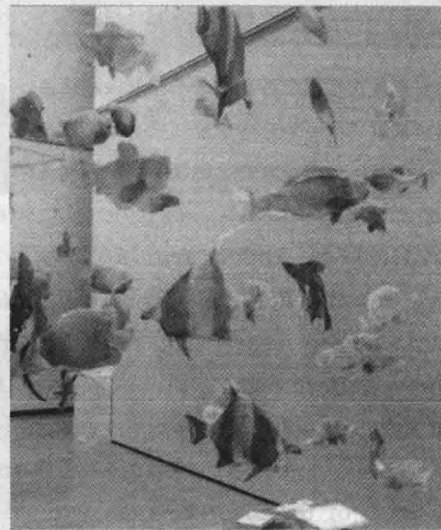
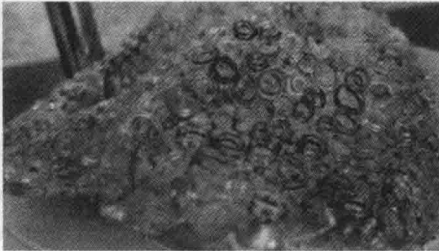
Plane Formation As a visual form of basic training, its purpose is to visual language and visual thinking two aspects of practice, so that students grasp certain initial vision theory, is a way to enter the state of Visual Arts.

Is the emphasis on the visual language of form and visual sense of formal beauty training exercise focuses on visual thinking and people's ability to innovate and design thinking. Meanwhile, the study also constitutes a plane to promote a better understanding of the materials, tools, techniques and other means of expression.

Moreover, the constitution also contains some common law principles of form and design, and we should take advantage of these principles continue to experiment, innovation and applied to life. Keen observation of life and nature, you will be inspired. Inspiration brought outside and the unusual things keen perception will be designed to provide a steady stream of nutrients.



Die 100 Besten Plakate des Jahres 1994



Chapter Two Analytical Elements of Plane Composition

Plane constituent are elements point, line, surface analysis process from within and outside the organization to form an integrated experience. This experience will generate two different results: physical and mental. Kandinsky said this is "internal" and "external" in two ways. Vastly different forms of nature constitute a rich and varied worlds, leading to differences between these forms of reason, is different, a different form of internal structure is the objective reality of the physical form of the internal organizational structure; and because the objective existence of these people the feeling is different, and have different morphological semantics. This chapter is from the physical and mental aspects of the two, stripped form the complicated look of the form of point, line, surface to study the principles of its existence and its symbolic meaning.

From the point to the line by line to face the changes were gradual circulation. Modeling elements in a critical position at the nexus, it is also adjacent respectively styling characteristics. At the same time, such as a triangle with its own stability, but also the characteristics of both "line" movement, so in household appliances, elevator control panels, are represented by the triangle start, fast forward, backward, up and down the indicative effect. Square and round features relatively, there is a square smooth features, round sports sex characteristics. Traditional Chinese culture emphasizes "hemispherical dome", you can see the unity of opposites relationship between the circle and square. The pentagonal, hexagonal, heptagonal, octagonal, square and other graphics by increasing the number line to the circular shape of the transition, more than pentagonal geometry can be seen as circular, but because the environment different needs, and each having a value of existence. From the "shape graded cycle diagram" We can see the whole process to complete the midpoint of the gradient circle shape, the circle continues to suffer degradation, and finally the formation of a new point

