

中国美术学院美术考级教材

第一届“东+西”大学生国际海报双年展作品集

Collection of works from the 1st "East+West" International College Students Poster Biennial

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第一届「东+西」大学生国际海报双年展作品集

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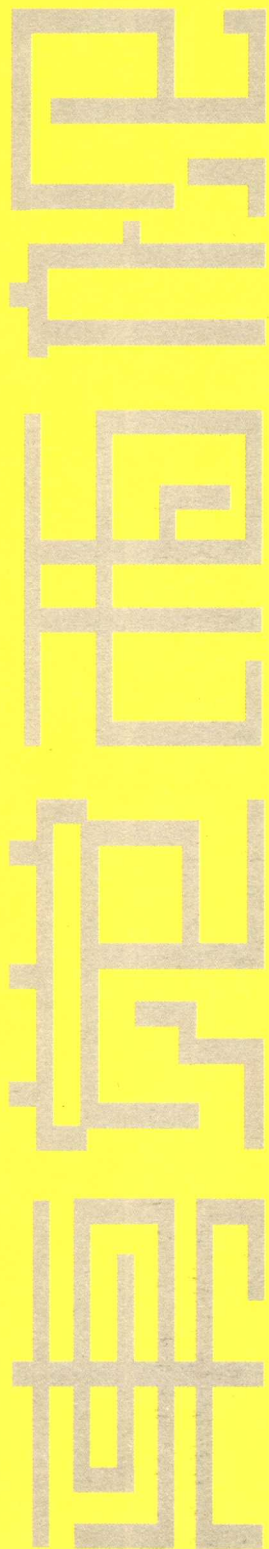
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第一届“东+西”大学生国际海报双年展是由具有 86 年办学历史，华中地区最高美术学院，全国八大美术学院之一的湖北美术学院主办。

武汉是华中重镇、九省通衢，湖北楚文化的中心，“东+西”交汇于此。

以“东+西”命名旨在伴随党中央“中部崛起”战略的实施，使中国东西部地区艺术设计教育互动起来，同时将东方传统文化与西方现代文化进行一次交流与碰撞，弘扬创新精神，推动中部地区的设计教育事业的蓬勃发展，以国际先进设计创意理念和具有本土精神的设计作品推动中国艺术设计事业的发展。

科學與藝術



序

徐勇民教授
教育部艺术类教学指导委员会委员
湖北省高校美术教学指导委员会主任
湖北省美术家协会副主席
湖北美术学院院长

在各级领导、社会各界的关心支持下，在校师生的共同努力下，“东+西”大学生国际海报双年展已顺利举行，并赢得了社会及文化界的普遍赞誉。

“东+西”大学生国际海报双年展是由我院在2005年开始倡议、策划的一次国际性大学生设计赛事活动。

本届活动自提议开始，即得到了国内外设计界及各艺术院校和大学学生的广泛关注与热情支持。自今年3月15日开始，经过4个多月的作品征集，组委会收到来自中国（含港澳台），韩国、美国、日本等国家的大学生海报作品共计2615件（套），其中有效作品2595件（套）。

初评工作已于8月25日在湖北武汉顺利完成，共评出322件（套）入围海报作品进入10月底的终评。

为了能把此项活动办成在国际上有一定影响的知名大学生设计赛事，我院从院领导到各系部老师都为此次盛事做了详细的安排和大量的前期准备工作。特别是以此活动为延伸的相关活动也同时启动。学院将举全院之力，团结一致，共同圆满完成此次海报交流盛会。

在此，感谢来自海内外充满热情的大学生汇集过来的作品与思想；

感谢国内外评审的辛勤劳动；

感谢我们组委会的老师及工作人员。

徐勇民

2006年秋于晏华林

Foreword

With the great success of the First "East + West" International College Students Poster Biennial (Wuhan, 2006), I hereby would like to thank people from all circles, in particular the HIFA leaders and its staff and students, for their support and efforts. The Biennial would not have won a high reputation from the art field without them.

The Biennial, curated in 2005, was organized by HIFA to be an international event of its kind for college students from all over the world. And it attracted a large number of students from foreign countries such as Korea, Japan and the United States, and from all parts of China including Hong Kong, Macao, and Taiwan.

Starting from March 15th, 2006, the Organizing Committee received totally 2615 entries for the competition, among them, 2595 being qualified. The preliminary evaluation was finished in Wuhan, on August 25th. And a total number of 322 entries were selected to enter the final round of competition at the end of this month.

The HIFA leaders and teaching staff contributed a lot during the preparation period to make the Biennial an international event. Besides the event for college students, HIFA initiated certain extended events of the Biennale in order to make it an internationally influential one. And it is hoped that more success will be achieved with the support of the HIFA leaders and teaching staff.

Here again,

I would like to thank all student participants for their wonderful ideas displayed in their entries, all judges in the preliminary evaluation committee for their expertise, all media for their coverage of the event, and all members of the Organizing Committee for their patient efforts.

XU Yongmin
President, Hubei Institute of Fine Arts
2006.10

双年展简介

A

活动缘起

武汉是华中重镇、九省通衢，湖北楚文化的中心，「东+西」交汇于此。以「东+西」命名旨在伴随党中央「中部崛起」战略的实施，使中国东西部地区艺术设计教育互动起来，同时将东方传统文化与西方现代文化进行一次交流与碰撞，弘扬创新精神，推动中部地区的艺术设计教育事业的蓬勃发展，以国际先进设计创意理念和具有本土精神的设计作品，推动中国艺术设计事业的发展。

B

湖北美术学院介绍

湖北美术学院是中国华中地区最高美术学院，她坐落在长江之滨的中心城市武汉，现址为武昌中山路三百七十四号（原昙华林）。湖北美术学院的前身是私立武昌艺术专科学校，由曾参加过辛亥革命的蒋兰圃先生、唐义精先生及徐子珩先生等数位热衷于艺术教育事业的有志之士于一九二〇年创建。八十六年来，我院师生创作了大量优秀的美术作品，并参加国内外美术展览和设计展示活动，多次获得国家级金、银奖章和其他重要奖项，部分作品被中外美术馆和博物馆收藏，出版了大量的专著和画集等。经过几代人的努力，湖北美术学院形成了自己兼收并蓄的教学特点和锐意创新的艺术风格。

学院设计学科为省级重点学科，一九五八年建系。作为中南地区最高艺术专业学府和华中设计的摇篮，近五十年来，学院坚持以继承和发扬民族传统文化为宗旨，坚持设计理论教学与实践相结合，在设计专业上，更是取得了令人瞩目的成绩。

Origin

The first "East+West" College Students International Poster Biennial Schools has 86 years of history. It was organized by Hubei Institute of Fine Arts, which is the one of eight National Academy of Arts and the highest fine arts academy in central China. Situated at the crossroads of central China Wuhan is a transportation hub for air and the central of Hubei Chu cultural, where is the "East+West" Passing. Named "East+West" is accompanied by the Party Central Committee named the "rise of the central and western regions," the implementation of the strategy. The aim is to enable China's eastern and western regions together interactive art design education, and also let the oriental traditional culture intercommunicate with the modern Western culture, so as to promote the development of the art design education in the central region and the development of Chinese art design cause.

Background information

"East+West" College Students International Poster Biennial was proposed, schemed and sponsored by Hubei Institute of Fine Arts. Since the activities were proposed, national design profession and the majority of college students concerned with the enthusiastic support immediately. In order to let this activity can have some influence in the design of well-known events; organizing committee has already done a lot of work.

Hubei Institute of Fine Arts is the highest fine arts academy in central China. It located at the shore of the Yangtze River, the central city of Wuhan. The address is Wuchang site Zhongshan Road 374 (formerly With Tanhualin). Hubei Institute of Fine Arts has a long history of school. It is the only comprehensive, multi-discipline, multi-level College of Art in the central part and one of the eight National Academy of Arts. Department of design is the provincial level key disciplines, built between 1958, as South region top professional institutions and central design of the cradle of art. In The past 50 years, the Institute adhered to inherit and carry forward the traditional culture of ethnic minority groups for the purpose, and combined the teaching the theory and practice. In the design profession, it is even made eye-catching achievements, for example, the first Chinese artist from the design landscapes in the world completed, the internationally renowned designers Chenfang was graduated from Hubei Institute of Fine Arts.

The ancestor of Hubei Institute of Fine Arts is Private Wuchang College of Arts, which was created by Jiang Lanpu, Tang Yijing, Xu Ziyang and many people who keen on art education in 1920. For decades, our teachers and students have created a lot of artworks, and have participated many art exhibitions at home and abroad and design display, and have won the national gold and silver medals and the other major prizes. Some of their works were collected by Chinese and foreign art galleries and museums and many of them have published a lot of treatises and other albums.

Through the efforts of several generations, Hubei Institute of Fine Arts has developed its own eclectic mix of features and innovation in the art of teaching style. Our school have trained a lot of students which now are in everywhere in the country. Some of them are well-known artists and some of them are professional art education or leadership posts. Currently, there are many middle-aged and youth teachers in our school. They are displaying their talents through teaching and training art talents.

Wuhan has nearly 3,000 years of history and Hubei also is the center of Chu culture. All this shows indisputable Wuhan has a unique geographical advantage and cultural origins, and "East+West" Passing this.

The significance of the "East+West" Biennial

Named "East+West" aimed at that enable China's eastern and western regions together interactive art design education, and also let the oriental traditional culture intercommunicate with the modern Western culture, so as to promote the development of the art design education in the central region. We hope that this event can influence the country's art colleges and gradually move toward the world. That we choose the east and west cultural focus as the theme aimed at enhancing our culture and design concept.

With introducing the new designers, we look forward to that the students can touch the most advanced culture, the most advanced design concepts.

何洁

问：作为第一届「东西」大学生国际海报设计大赛的评委，您是如何看待本次大赛活动的？

何：本次「东西」大学生海报设计比赛，反映了当代大学生对设计及设计作品的关注。随着近几年设计教育的发展，确实涌现了一批优秀的设计工作者，特别是青年设计师，他们在视觉传达语言上的积极探索和思考，给我们提供了坚强的后盾。在这些作品中，有相当一部分达到了一个很高的层次。此次参赛作品无论从传递的方式，还是从视觉的语言上，以及对中国传统文化和当今社会需求的探索，都反映了学生的思考意识已经将设计与社会相结合。

我认为本次大赛确实做到了组织严谨、安排合理，评审过程也反映出相当高的水平。

问：在二千六百多件参赛作品中，有您印象深刻的作品吗？你对此有何看法？

何：作品反映出设计者在设计过程中对设计的理解。其中，在自由主题类的入选作品中，有一幅选票较高的作品，它反映的是环保的主题，描写了人与自然间的关系。作者利用黑白的表现手法，在视觉语言上特别关注了视觉冲击，这正是海报设计中重要要素之一。这给我留下了深刻的印象。

彭程

问：如今初评的工作已经告一段落，您作为初评的评委，您是怎样看待这次「东西」大学生国际海报双年展的？

彭：从现在看来，此次大赛是非常有意义的活动，它为当今大学生提供了一个很好的学术平台。在此平台上，同学们对海报设计，甚至于对专业的理解，提供了一定的思考和实践。通过评比我们能看到，参赛的很多作品不管是从选题还是从主题内容，都充分反映出学生的想法，也体现出了一定的设计水平，但也出现了一些问题。从参赛作品看，看出我们的教育还停留在一个平平的、一般的、浅层的阶段，估计在一定时间范围内还不能够逾越。这需要我们教育者和教育主管部门去思考：当面对西方设计、现代平面设计的新思维、新变化时，设计教育该何去何从？这也是此次展览的成功处之一。

问：作为来自西部的协办院校的工作者，您对西部学生的作品有何针对性的看法？

彭：没错，我是来自于我国的西北部，古城西安。我认为每个学校都应该有自己的特色，特别是对地域、文化、资源上的利用。对于此次大赛主题「融」，我是这样理解的，融，融什么？如何融？把中国文化作为一棵大树，其冠为北京，则其根在陕西。但怎么从中国文化中发掘属于中国文化元素和视觉符号的东西，去理解西方与东方文化的交流与碰撞。其实有关这些，不光是学生，更引起了我们教育者、教育部门和机关的关注。中华文化是什么？中国人文思想是什么？这些都必须引起我们的足够重视。

本次大赛的招贴设计需要我们一方面能够结合对今天的中国产生重大影响的、经典的文化思想、哲学思想、天人合一思想观等，用此作为设计元素，其设计又是现代的，并利用国际语言与世界相适应。这才是东西方的融合。

母音字母

总顾问

Chief consultant

尹定邦 教授 博士生导师

2
中国现代设计开拓者

中国现代设计教育的奠基人之一

原广州美术学院副院长，设计分院院长

中国工业设计协会副会长

中华民族文化促进会荣誉委员

中国科协五届委员

广东工业设计协会会长

广东省美术家协会副主席

同时为武汉大学等三十所大学的教授或博导

