

最新

NEW FASHION ILLUSTRATIONS

时装广告画技法

各部比例画法

熊谷小次郎



天津人民美术出版社

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HOW TO DRAW A FIGURE

天津人民美术出版社

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前言

对于想成为插图画家(儿童画家、漫画家)、服装设计师的人,当然也包括现在活跃在此项工作领域中的专业服装设计师们,绘制时装广告画是必不可少的。并且,作为时装画家和设计师,如不能描绘女性和男性插图,就不能说是最好的。

本书,从基础到应用完整地总结了男性和女性时装广告画的绘画技法。以此书为范本,如果认真从基础开始学习的话,不管是谁,尽管原来不擅长绘画的人也能够掌握时装广告画的绘画技巧。

这本书的特点是,借用实际的人物模特,具体说明女性与男性身体比例的差异以及面部、手、脚、鞋等局部的绘画方法。并且就衣领、花样、衣纹的基本画法,不同绘画材料的应用以及着色技巧进行了使初学者至高水平人士都能易于理解的说明。

成功的诀窍首先是信心。就是自觉的每天一点一滴的描绘练习。当你得到了这本书,就请马上开始尝试吧!

那正是迈向一流插图画家、服装设计师成功的第一步。

Introduction

To be able to draw fashion illustrations is a requisite not only to those aiming to become illustrators (children's book illustrators, cartoonists) and fashion illustrators, but also those thinking about becoming professional fashion designers (or those already working as professional fashion designers).

Moreover, to become a first-class fashion illustrator or designer, one must be able to draw both male and female bodies.

This book is about the basics of female and male bodies illustrations and their applications to a particular objective. If you use this book as a text and practice diligently from the basics, you will be able to master the art of drawing (even if art is not your favorite subject).

The uniqueness of this book lies in the detailed explanations about the differences in male and female bodies, ways to draw details such as face, hand, leg and shoes by referring to models. Moreover, it also offers easy-to-understand explanations to both beginners and advanced learners about basic drawing techniques of collars, patterns, and creases, drawing techniques by material, coloring techniques and such.

The key to improvement is perseverance. Dedicate a fraction of your day to drawing. Now, take this book in your hand and get going with your art lesson!

That is the first step towards becoming a first-class illustrator or fashion designer.

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时装广告画

所谓时装广告画

从一般意义上讲,尽管融入了表现服装美的描绘,但是仍然可以分为以下两种类型。

●服装效果画

服装设计师为了将考虑好的新式服装的设计及形状转化为实际制作需要,必须在纸上以图的形式做具体的说明,这被称为服装效果画。

图中清楚地标明了服装的轮廓、省及裁剪线,起着如同建筑施工图的作用。

如果服装设计师在大家(顾主)的面前,能用服装制作效果图充分表现出自己设计思想的话,那么设计意图便能顺利地传达给对方。

●时装广告画

所谓时装广告画,用于服装制造商的广告(宣传画、小册子)插图,或为服装店以及与时装有关的商场布置橱窗所作的装饰画,统称时装画。这种画不仅包含着有关的说明,但更强调其绘画及艺术的表现力和感觉。

时装广告画的学习

在服装效果图中,尽管强调了服装的理念,但对于一个插图画家,人物的描绘是非常重要的,时装广告画的技法,则特别注意这一重要的基础。

想到美术学校、专科学校学习的人,即使真的进了学校,任凭老师如何,自己不能自觉地绘画练习,是不能提高的。要想达到一定水平,不只限于理论和讲解,最重要的是拿起铅笔,用手中的笔不停地作画。

知识与才能某种程度上可以起到一些作用,然而不努力便不能如愿以偿。

克服三天打渔两天晒网之弊病,坚持每天练习画画,这比什么都重要。

比才能更重要的就是“努力”。

作为一个插图画家的条件

插图具有着摄影表现不了的人间温暖的独特魅力。

然而,绝不能只追求自己在绘画上的满足,必须抓住顾主的需求是十分重要的。

由此看来,可以说广告画象征着其时代背景的作品。如同服装的流行,必须时刻养成把握时代脉搏的能力。因此,希望不要失去你的好奇心,在与各种事物的挑战中磨炼自己的感觉。

What is a fashion illustration?

Fashion illustration

Generally speaking, fashion illustration is a portrayal of the beauty of an outfit.

Fashion illustration roughly falls into the following 2 categories.

● **Fashion-related drawing**

It is something a fashion designer needs when he wants to embody the new outfit design or silhouette that he has created. It refers to the explanatory sketch that expresses the design in detail on paper.

It reveals all specifics including the silhouette of outfit, darts, panel lines and such. In short, it plays the role of a blue print (completion plan) for construction.

A fashion designer's image will be conveyed accurately to the client if he can reproduce his mental image on paper in the presence of the client. This also streamlines communication.

● **Fashion illustration**

Fashion illustration refers to an illustration used as a fashion-related manufacturer ad (posters, pamphlets) or that used for display purposes in boutiques and fashion-related outlets. In addition to carrying explanations about the outfit, these illustrations are pictorial and artistic with a strong sensory element.

To study fashion illustration

When we think about studying fashion illustration, fashion drawing springs to mind. However, an illustrator surely knows that fashion illustration is in fact the definitive foundation, because that's what gives him the know-how of drawing figures.

The ideal would be to study at an art or technical school, but progress will only come through repeated practice, not through reliance on the teacher. Studying theories and reading explanations are not the road to progress. To hold that pencil, that brush, is the only way.

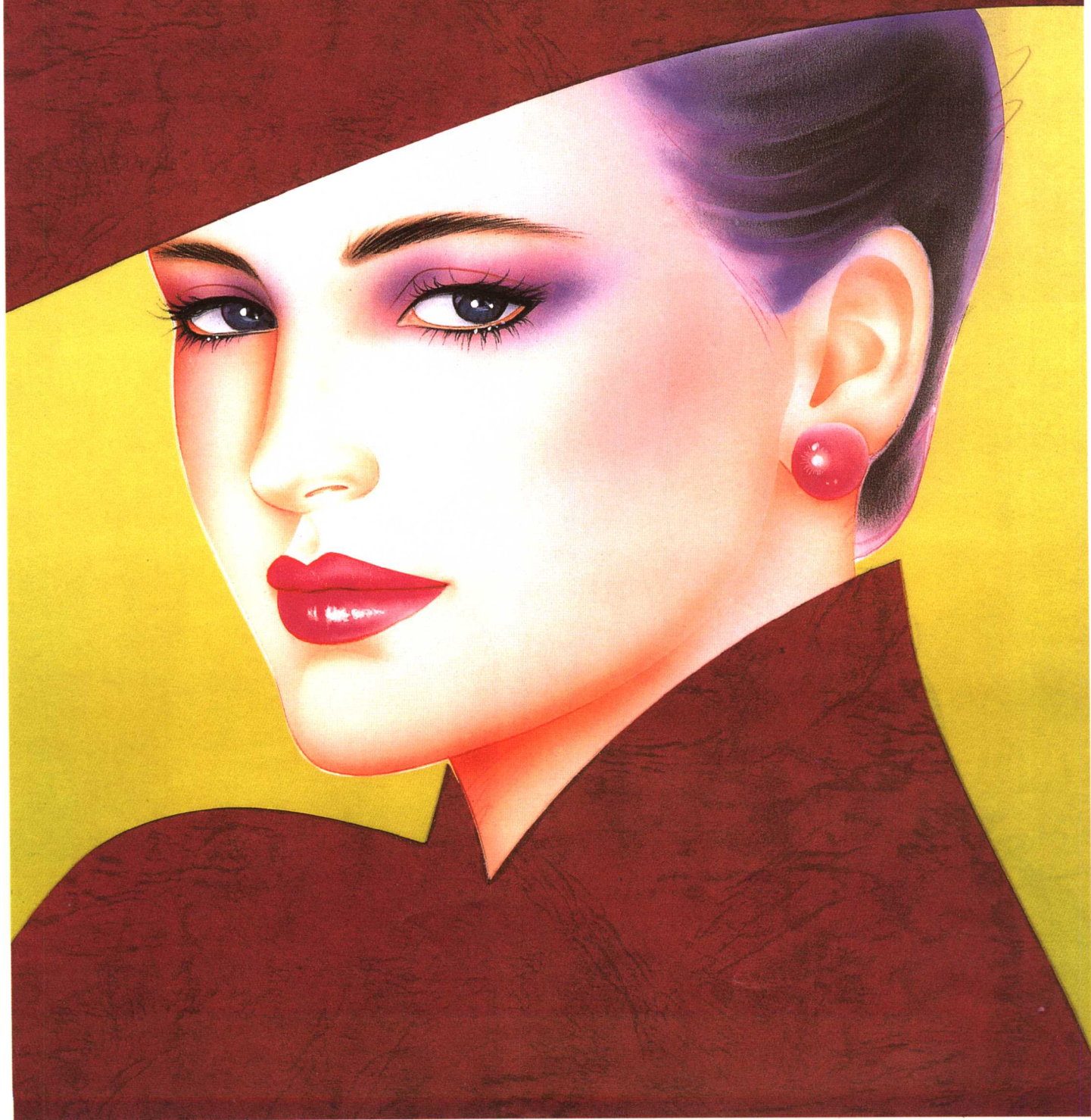
It helps to have knowledge and talent, but diligence is the most important. Don't be lazy. Practice every day. That is the most important thing. "Diligence" is more important than talent.

Requisites for an illustrator

The distinctive appeal of an illustration is that it projects a humane warmth that a photograph cannot express. But do not draw simply for your satisfaction like you would for a picture. It is important to sense the wishes of the client.

From this perspective, it can be said that illustrations are the embodiment of the contemporary age. Just like fashion, they go through phases, so you must always be sensitive to the passage of time. For that, never lose your inquisitiveness and throw yourself into different activities to sharpen your sensitivities.

彩色作品



喷绘+色铅笔+色纸+革纹纸

Air-brush + colored pencil + pantone color paper + leather paper

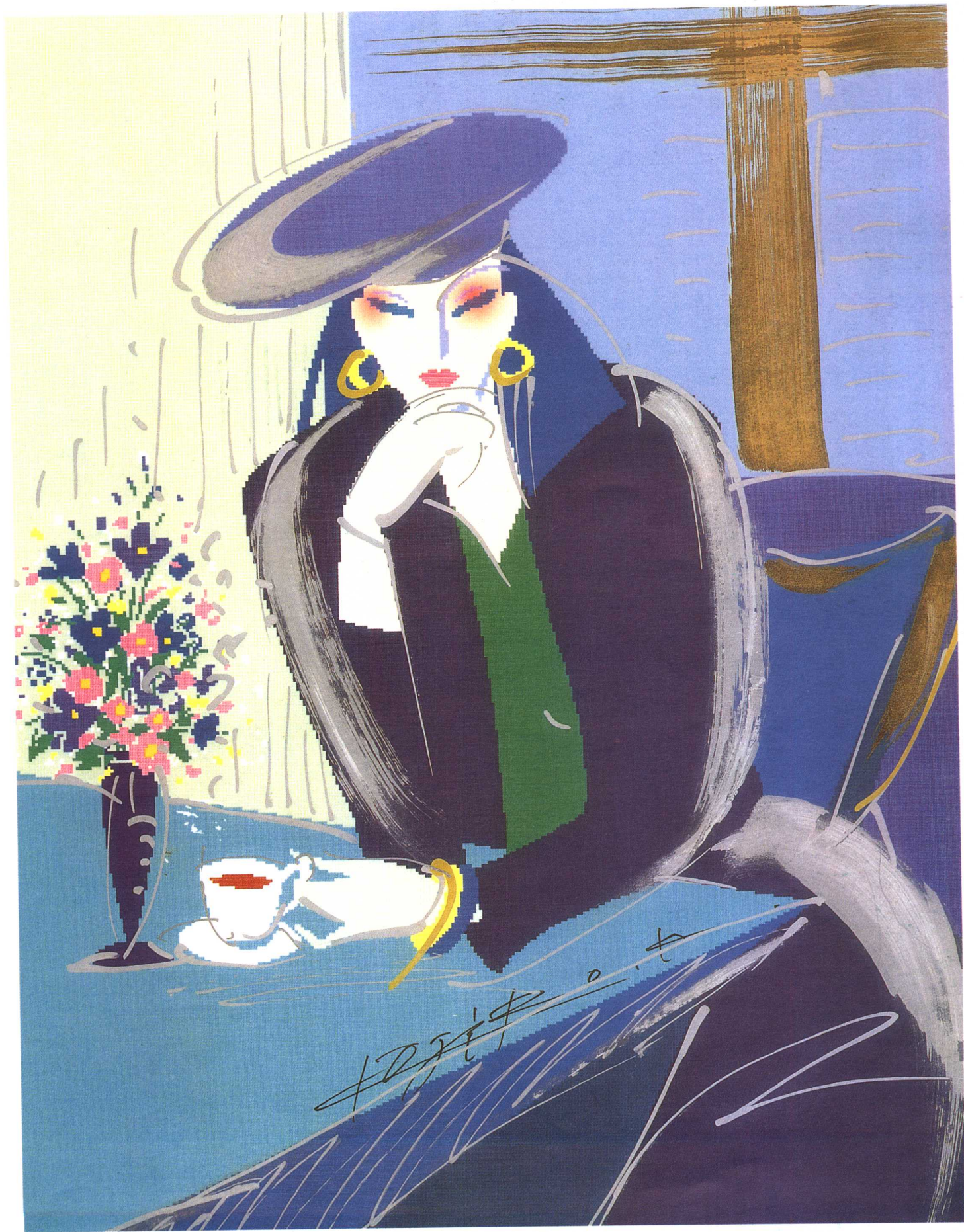
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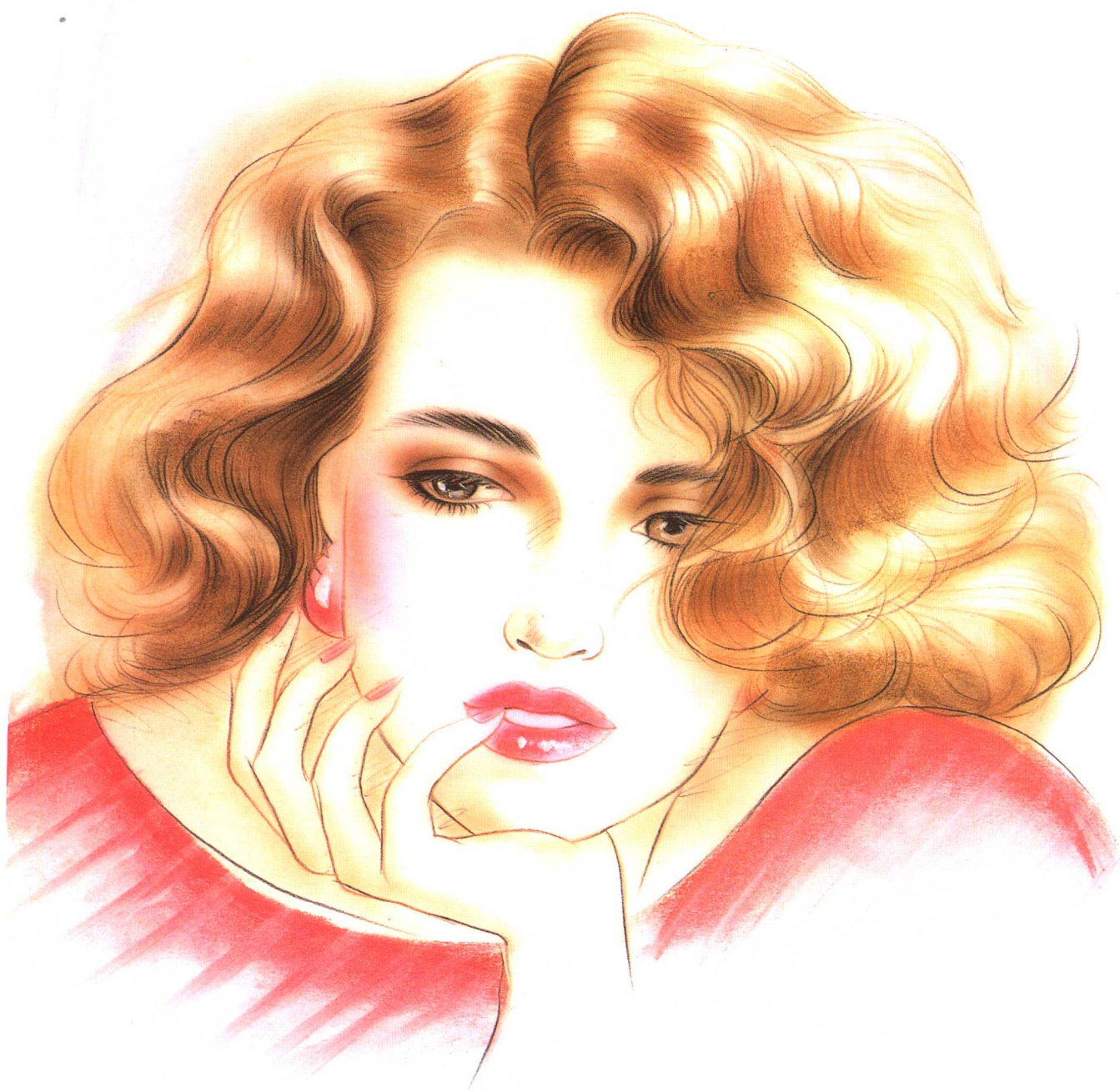


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喷绘+粉彩笔+色铅笔
Air-brush + pastel + colored pencil

