

韩国建筑世界有限公司/编  
郭冬梅 安忠国/译

# 标识设计 **1**

# Sign DESIGN



识



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1

韩国建筑世界有限公司 编  
郭冬梅 安忠国 译

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在21世纪的今天，标识被大众公认为与视觉沟通设计紧密相联，同时与建筑设计和室内装潢设计具有紧密的联系。

尤其是从简单的字母标牌起步的户外广告标牌，如今它已经被当做城市环境设计的一个独立的领域，吸取了文字设计和环境雕刻设计的精华。

越来越多的公司和商店渴望拥有设计高超的标牌，以便更好、更清楚地展示他们的产品和服务。

为了适应这个需求，同时使标牌设计者拥有更多学习的机会，特为读者呈现了《标识设计1》、《标识设计2》，书中以本领域内最重要的、并且受到大家足够赞誉的资料为基础。特别突出的一点是，那些商业界人士非常渴望了解的观点在两本书中得到了充分而深刻的论述。而这正是本书与其他杂志所不同的地方。

《标识设计1》收集了许多商店、时装店、咖啡馆、饭店、学校、研究机构、健身场所、文化场所所展示的各种各样的标牌。此外，在本书中你还可以找到许多按不同用途分类的尝试性标牌设计方案，以及一些正在使用中的标牌图片。

《标识设计2》介绍了旅馆、汽车旅馆、模特屋、公司、医院和药店的各种不同的标识设计。另外，还有以不同用途分类的尝试性标识平面设计和不同种类的CI，对它的介绍会有助于标识和标识语的设计。

《标识设计1》、《标识设计2》作为一套内容翔实并且十分实用的指南类书籍，将成为帮助读者了解当代标识设计潮流的一个重要途径。希望读者能从书中了解到有关标牌设计的信息，并且由此得到一些感悟。

最后，对数据资料提供者、标牌设计者和相关的企业表示衷心的感谢。

2004年1月

In the 21st century, Sign is understood having close relation with visual communication design as well as with architecture and interior design.

In particular, exterior advertising sign that started from simple letter sign is now regarded as an independent field of urban environment design, absorbing the parts of letter & environmental sculpture design.

More and more corporations and shops are eager to have their signs superiorly designed to inform their products and services more clearly.

To meet these needs and increase sign designers' understanding, presents 'Sign Design', based on enough recognition of the importance of this field. Especially, the very points that related business and persons have been anxious to know are introduced in depth in these 'Sign Design 1, 2' therefore, which are more differentiated and specialized than other magazines.

'Sign Design 1' includes various signs of shopping mart, fashion shop, cafe, bar, restaurant, school, institute, physical training facility, cultural facility. Besides, you can find lots of tentative sign plans classified by use and real pictures showing well-designed signs as well.

'Sign Design 2' includes various signs of hotel, motel, model house, company, hospital and drug store. Besides, you can find lots of tentative sign plans classified by use and a variety of CI, which will be a help to sign & logo design.

'Sign Design 1, 2', as a practical guidebook full of great materials, will lay a cornerstone of understanding the trend of contemporary sign design. It's my pleasure for you to get information and keen insight about sign design from these books.

Finally, I should like to express my gratitude for the help of many sign designers and related business in gathering precious data for completing these 'Sign Design' series.

**Jan. 2004**



## 标牌的种类和说明

那些从事社会活动并且有职业地位的人们会向别人递出自己的名片，我们也经常从其他我们所接触和认识的人那里得到名片。为了商务交际而向别人递名片的人希望他们自己给对方留下更深刻的印象，为了达到这个目的，他们把注意力集中在名片的个性化和设计的质量上。同样的原因，许许多多的公司和商家制作自己的标牌，以便更好地向市场上促销他们的产品和服务。公司、企业的标牌力图在吸引顾客的注意力和兴趣方面更具有竞争性优势，商家的标牌旨在比其他的商家吸引更多的消费者。

从我们离开自己的家门开始，就会看到并且经过许许多多的标牌，而我们因此直接或间接地、不知不觉地暴露在视觉信息媒体之中。在我们有意识地接触到的和无意识积累的信息的帮助下，很轻易地就会选择出最喜欢的商品制造商和他们的产品。比如，我们举一个助消化的药品Gashwalmyungsu的例子，这是一种当地药品公司销售状况最好的一种助消化药，药品的标牌竖立在一座建筑物的楼顶上。无论是白天交通高峰阶段还是晚间的时候，我们都会经过这个标牌，并且实际上并没有真正意识到我们的眼睛已经看到了这个标牌。不管怎样，当我们走进药店准备卖一种助消化药，并且需要向药剂师说点什么的时候，我们会发现自己在很顺理成章地说“我想买Gashwalmyungsu”。当我们在生活中要购买其他商品的时候，同样的情境往往会同样地发生在我们身上。

考虑到这种情况，我们可以知道标牌实际上在传递信息方面扮演了一个非常重要的角色。因此，与标牌产生的巨大影响力相比，无论如何努力去系统地学习和研究并体会标牌设计的艺术都不为过。由此，我建议应该找个机会来了解标牌设计的种类、它的象征意义以及标牌与城市美观设计的关系。

### 1. 标牌的种类

正如我们大家都知道的，户外广告无论在种类、形式和使用的材料上都各不相同。当然，一些看起来与众不同的广告实际上是属于同一类别的，同时尽管一些广告属于同一类型，但它们却使用了自己独特的与众不同的材料。我们可以说标牌在某一方面相同，但在其他方面不同，反之亦然。至于广告的分类，我们可以采用一些划分标准，如地点、用途、内容、形式和主题等等。但广告的划分标准如此之多，以至于我们不能在本书中将其全部囊括。因此我更乐意描述一些最基本的标牌类型，这些类型的标牌都是顾客很容易想到，并且在城市地区经常会见到的。在城市的闹市区，我们经常可以看到的比较流行的广告标牌包括闪烁着普通矩形标牌，有灯光照射着的、突起的、字母形状的字母标牌，还有没有灯光的字母标牌如橡胶字母标牌。

#### 1) 普通标识牌，标牌的同义词

我们经常会看到的、最流行的标牌式样就是价格公道的普通标牌，它是按照下面的步骤被制作出来的：1)将一块化纤油布拉紧并系在铝或不锈钢的标牌板上，2)设计不同颜色和图案的画布块，3)将不同颜色和图案的画布裁剪好，并将其贴在化纤油布上。普通标牌后面的框架内安装上花灯，在夜间的时候，这些灯光就可以将标牌照亮。标牌的外部框架是规则的或者是完美的正方形。标牌的框架通常是标准化的形状，一个广告标牌与其他标牌不一样的地方只局限在字母的设计和数字的设计方面。当普通标牌只有一面被固定在建筑物的高墙上时，它被称作“朝前型普通标牌”。两面都被固定并且被安置在建筑物某个角的标牌被称作“升起型普通标牌”。

## **Signboard, a decisive factor for a fine view of a city, its kinds and interpretation**

Those, who are engaged in social activities and have occupations, give their business cards and we also receive them from people we get to know. Business card givers want themselves to appeal to the memory of others more strongly. To achieve this desired end, they focus on more characteristic and quality of design. As such, plenty of corporations and stores produce their own signboards to promote marketing items and services. Signboards of corporations serve to have more competitive edge in drawing attentions and interests of customers and those of stores do to draw more customers, compared to other stores.

From the very moment we get out of our private place, we see and pass through lots of signs and we are, directly and indirectly, exposed to the visual information medium without our knowing. Aided by information we consciously come in contact with and unconsciously accumulate, we choose our preferential manufacturer and its item without much effort. For example, we can imagine a signboard for Gashwalmyungsu (a best-selling digestive drug of a local pharmaceutical company) set up on a roof top of a building. Passing through the signboard during rush hours of daytime and nighttime, we don't actually realize that our eyes caught the sign. However, when we go to the pharmacy to purchase a digestive and need to say something to the pharmacist, we come to find ourselves saying "I would like to buy Gashwalmyungsu" in a natural way. This kind of experience is likely to reoccur to us whenever we buy other items as well as Gashwalmyungsu.

In this regard, signboards are taking their place as an important tool to deliver information and message. However, compared to its enormous effects, a systematical study, education and the level of awareness are not enough to be equivalent to its effects. Accordingly, I would like to suggest that we take an opportunity to deal with types of signboards, meaning of its symbol and interrelation of signboard to a fine view of a city and design.

### **1. Classification of signboards**

As we are aware well, outdoor advertisements are various in terms of types, forms and applied materials. Of course, several ads among seemingly-different ones belong to the same classification and in despite of their similarity in the classification, they depend on its own materials distinctive from others. We can say signboards are similar in one way but different in other way, vice versa. For the classification of advertisement, we can adopt criteria ranging from the location, purpose, contents, forms and themes of advertisements. But these criteria are such a wide range that we can't cover them fully in this article. So I would like to review basic types of signboards which clients know from their normal common sense and we easily come across at a downtown area. The most prevailing type of outdoor advertisement we can see easily in an urban area is flex sign with rectangular florescent lights, letter-type signboard with raised letter shape flashing light (channel) and letter-type signboard with no light (rubber letter sign ; skasi).

#### **1) Flex, synonym for signboard**

The most prevailing type of signboard we see frequently is Flex with the most reasonable price range. It is produced, going through a series of procedure 1) pulling tight and fixing, a chemical compound cloth with oil, to an aluminum or stainless signboard, 2) designing various types of color sheet into various patterns 3) cutting and attaching them to Flex. A florescent light is set inside of a frame behind Flex and it is illuminated through Flex for



我们平时所说的“朝前型普通标牌”和“升起型普通标牌”就可以这样来定义。对升起型普通标牌来说，两面都可以用来设计广告。然而，这种标牌一般被安置在道路旁。要在道路旁设置这样的标牌需要行政当局的批准，并且标牌的尺寸和形状都要受到限制，道路的情况和周围建筑物的位置也对标牌的设置产生影响。

## 2)醒目的“字母型” 标牌

这种标牌在韩文中还有其他的叫法，如字母标牌等，但它们都不是正规的词汇，在这里比较适当的名称还应该是“字母型” 标牌。

字母型的标牌是将一块金属板或不锈钢板制作成一个字母形状的立方体模型而形成的。标牌的制作过程是这样的，首先，用氩弧将金属板焊接成立体字母形状，用喜欢的颜色上色，最后，将霓虹灯管灯放置在其中，并且组合成具体的模型。字母型的标牌可以被分成前置灯光照明型标牌和后置灯光照明型标牌，这由霓虹灯是在字母前闪烁还是在字母后闪烁来决定。在前置灯光照明型的字母型标牌中，亚克力板是否盖住霓虹灯决定着字母型标牌是开放型的还是遮盖型的。对后置灯光照明型字母标牌来说，字母的开放部分被设置在后面，从霓虹灯上发出的灯光就得到了扩展和放大。开放型的标牌让霓虹灯暴露着，这样无论霓虹灯的内部质量如何，都可以得到一个很强烈的灯光效果。遮盖型的标牌有一个亚克力制的透明盖，上面有一块与字母颜色相同的布。这种标牌的灯光亮度没有其他标牌的亮度高，但可以得到一种更精美的感觉，并且比较经久耐用。对那些需要大规格标牌的公司企业，或者当公司或商家需要目标顾客在很远的距离之外就可以看到其名称的时候，采用字母型的广告标牌要比普通标牌更为有效。事实上，普通标牌在大型建筑物上比较容易看得到。

关于这种标牌安装的方式，1)在一个建筑物楼顶或高速公路路旁安装金属框架户外广告，2)设立在郊区饭店的支撑型标牌是比较常见的情况。将布或数字印刷材料放置在窗户或玻璃幕墙上的窗户标牌是另一种比较常见的形式。一个金属的框架或支撑架需要一个地基来支撑标牌，这样就需要在地面或水泥地面上挖掘。这一过程被称作“KISO”。在这一过程中，支撑标牌的地基被准备好，一块标牌会被设置在这个地基上。所有种类的标牌的设立都要经过这一阶段，包括普通广告，霓虹灯广告，字母型或橡胶字母型广告标牌。橡胶字母型广告牌有一个框架，框架上有一块铝板，铝板被安放在一块橡胶板上，将两块板切割成想要的字母形状，然后用粘合剂将其粘在墙面上。铝和橡胶合成的板的厚度可以通过调整橡胶板的厚度进行调整，每种规格的标牌既可以用在室内，也可以用在室外做广告。橡胶广告牌本身并不发光，因此必须在广告牌的上面或下面安装照明灯，以便在晚间的时候发挥作用。

上面提到的广告牌类型都是我们经常看到并且很容易遇到的广告牌类型。目前，与这些比较流行的广告牌不同的实物规格的立体广告牌也能够看到了。它的主要优势是，实物规格的模型向人们鲜明地展示了商品的形态，不是使用字母，而是用实物的形状向人们传递信息。然而，安装这种广告有很严格的限制。这种广告高昂的费用和较长的制作周期也是一大弊端。

## 3)关于室内标识牌

室内标牌的主要功能就是指明办公室的地点。简单的模式和较小的规格是室内标识牌的主要特征。室内标识牌保持它的规格和大小，也可以被用来作室外广告，但一般人们都避免这样做，因为从视觉和形象效果来看，室内标识牌和室外标识牌是完全不同的。最具代表性的室内标识牌包括悬挂牌、直立牌、标记牌和描述设置。用来制作室内标识牌的材料大多数

nighttime. The basic outer frame is a regular or perfect square. The frames are normally standardized in its forms and distinctive features which make one differentiated from others are limited to only letter design and digital printing. When only one side of Flex is fixed to the upper wall of building, it is referred to 'front-type flex signboard'. And Flex with both sides fixed and set at the corner of a building are named 'raised-type flex signboard'. 'Front or raised type of flex we normally mention are exactly above-mentioned definition. In case of a raised-type flex, both sides tensioned can be used for design. However, it tends to be raised toward a roadway. Accordingly, getting an approval from an administrative authority for the partial use of a roadway is required and also it is restricted by size, shape of signboards, road conditions and the location of a relative building.

## 2) Highly conspicuous to read 'letter-type signboard'

They are normally referred to as 'Channel, Jannel, etc' in Korean. But those are not officially registered technical terms and 'letter-type' signboard might be a proper vocabulary in this context.

The letter type signboard is produced by making a metal or stainless plate into a letter-shaped cubic model. The signboard production procedure starts from welding a metal plate with argon into a cubic forms, painting with desired colors, and ends in a stage where a neon tubes are put in an empty space in between and assembling into a specific model. The letter-type signboard can be classified into front-illumination and back-illumination, depending on whether the neon light is flashing before letters or behind letters. Also in case of front-illumination signboard, whether the acrylic plate is covered on the neon tubes decides the classification of an open and folder type. For the back-illumination letter signboard, the opening part of letters is set at the rear part and the letter lights originating from neon light are seemingly spreading to a wide area. The open type has the neon light directly exposed and strong illumination effects can be expected in spite of an inferior quality of illumination from neon itself. The folder type has a acrylic-made transparent cover, on which a color sheet same with the printing color of letters is attached. The intensity of illumination is lower than other signboard types but more sophisticated and a high quality of signboard with high durability can be expected. For a large scale of signboard for corporations, or when a firm or trade name needs to be more noticeable from a long distance to targeted customers, letter-type signboards rather than Flex is more preferred. Actually, the flex signboard is easily seen at a large building and structure.

In terms of installation methods, 1) a metal frame outdoor advertisement at the roof of a building or at a side of express highway and 2) a prop type of signboard set up at suburban restaurants are a major classification. Also a window sign (referred to as sun ting) with sheet or digital printing materials put on a window or glass wall is another main category. A metal frame or prop type need a foundation to support signboards by digging out ground or cement. This procedure is called 'Kiso'. In this Kiso stage, a foundation to support signboards is prepared and a signboards is set up at this foundation. The signboards going through 'Kiso' include all types of ads such as flex, neon, letter-type or rubber-letter type signs. The rubber letter type (referred to as skash) signboard is a frame where an aluminum plate is put on a rubber plate, cutting the unit into a desired lettershape and fixing them to a wall by bond. The thickness can be adjusted by a rubber plate and each size of signboard can be used for indoor as well as outdoor advertisement purpose. The rubber letter (skash) sign itself doesn't emit light and floodlight should be set to an upper or lower part of a signboard for night time advertisement effects.

The above-mentioned signboards are what we frequently and easily come across. Currently, a life-size of cubic signboard differentiated from those prevailing signboards also can be seen. Its main strength is that a life-size model demonstrates its image, depending on not letters but on forms. However, it is severely restricted by installation guidelines or surroundings. Its high price package and a long production period are also troublesome matters.

都是塑料和亚克力。制作悬挂牌的主要材料包括不锈钢板、铜板、铸铁材料和夹层亚克力等等，而那些悬挂牌的尺寸通常是400mmX300mm，被挂在办公室入口的左侧或右侧墙边，或者挂在门口，这种室内标识牌的制作和安装都非常简单。在过去，锈迹斑斑的悬挂式标识牌经常被大家所使用，如今将丝质印刷字嵌入亚克力标牌板制作而成的亚克力式标识牌非常流行，这些标识牌上有带装饰的螺丝，可以被很方便地固定起来。比起那些容易生锈的金属标识牌，这种亚克力标识牌有一种更加精美和洁净的感觉。部门标识牌、具体方位的指示性信息以及描绘性的标识都可以被制作成一种新型的标识牌，并且通过大规模生产的此类产品已经投放到市场中了。

#### 4) 价格合理并且用途广泛的告示牌

告示、标语牌被分为以下几类，它们分别是数字印刷类、热导印刷类和其他印刷形式的种类。告示牌的规格可以很灵活，即可以做得很大，也可以做得很小。然而，相关的法律法规却对告示牌的使用和安放作了非常严格的规定，无论是室内还是室外，这种告示牌只能被安放在指定的位置上。竖立式的告示牌会引起相当危险的状况，比如对行人和机动车形成障碍，因此这种竖立式告示牌一般都被看作是非法的标识牌。

## 2. 标识牌的设计

标识牌的设计分类可以从两个不同的角度划分，从视觉角度可以划分为两类，从工业角度可以划分为三种设计。工业设计可以分为产品设计、汽车设计和灯光设计。标识设计属于工业设计的范畴吗？当然属于，标识牌是一种完全意义上的产品，因此它的设计可以算是工业设计。然而，如果给标识牌设计一个严格的定义的话，它属于一种交叉设计，既与工业设计相联，又与视觉设计相关。我们已经描述了标识牌的分类，通过这部分内容我们就可以看到，标识牌在形状和制作方式上各不相同，种类繁多，既有平面的也有立体的。

#### 1) 作为城市美观的一个重要因素的标识牌

正如我们所了解的，标识牌拥有字母形式的信息，包括一家商店的名称，其售卖的商品和服务的项目，这些信息以被放大的字母标牌形式置放在商店入口的高处。它的重要目标就在于产生使顾客记住商店并再次光顾的广告效应。从这个意义上来看，自己的标识牌应该比其他商业竞争对手的标识牌更醒目，更与众不同。标识牌可以被做成每家商店经过放大的商务名片，并且竖立在自家门前。但更重要的是，在某一特定的时期，它像一面镜子一样，反映了整个城市的面貌。如果我们把文化定义为许多人共同的生活方式的话，标识的景观就是文化的一个以立体为突出特色的表现形式。因此，我们相信自己可以通过分析景观来读懂我们的文化。标识牌是构成美丽景观的一个非常重要的因素，我们可以通过标识牌来了解某个时期的文化。然而遗憾的是，标识牌正在严重地损害着一座城市的美丽，因为越来越多的城市居民、不断膨胀的城市和商业的迅猛发展都导致了越来越多的标识牌的使用，而且更为严重的是，不考虑过分拥挤和复杂的城市环境，标识牌就被随便地竖立起来。为了正确地处理这种状况，标识应该被当作另一种社会语言的符号来设计和制作，因此我们从主观上应该对提升文化空间的质量加倍努力，同时还应该更加主动积极地创造一个更加美观的城市环境。

### 3) Regarding indoor signboards

The indoor signboards function to simply indicate the location of office. And its small size and simple format are main features of indoor signboards. The indoor signboards can be produced for outdoor advertisement purpose, maintaining its scale and size but it is avoided because indoor and outdoor signboards are different in its visual effects and image. The most representative indoor signboards include a hanging board, standing board, marker and delineation device. Materials applied to make indoor signboards are mostly plastic and acrylic. Main materials to make a hanging signboards are classified into stain plate, brass plate, cast-iron ware, sandwich acrylic, etc and those hanging boards, whose size are normally 400 $\times$ 300 $\times$ 3 $\sim$ 5, are attached to the right or left wall side of an entrance of office or put on a door and its production and installation is very simple. In the past, corroded plate hanging signboards were frequently used and currently, acrylic panel type produced by applying silk printing to an engineered acrylic plate and fixing them with a decoration bolt is preferred. Compared to corroded plate, it gives more sophisticated and purifying image. The department marker, information materials for a specific location, delineation sign can be produced into a new types of signs and items manufactured in a mass volume are already in the market.

### 4) Widely-used placard with reasonable price

The banners are classified into digital printing, heat transfer printing and printing in terms of its printing method. The banner size is very flexible from a small to a large size. However, the relative regulation imposes a tough restriction on its installation and it can be only in designated places regardless of indoor and outdoor banners. The standing type of placard can cause risky conditions, as obstacles to passengers and vehicle traffic, and it is severely regulated as an illegal signs.

## 2. Design of signboard

The design part can be divided into two dimensional visual design and three dimensional industrial design. The industrial design can break down into a product design, car design and lighting design. Does the sign design belong to an industrial design? Of course, the signboard is one complete product and it can belong to an industrial design. However, to define more correctly, it is an intersecting part connecting industrial design to visual design. As dealt with in the explanation part of the signboard classification, signboards are diversified in shapes and production methods from plane to cubic signboard.

### 1) Signboard as a decisive factor for a fine view of a city

As we are aware well, signboards have letter type of information, including a name of shop, available items and service items, indicated in a large-sized and set to the upper part of an entrance. It focused on advertisement effects for consumers to remember them or visit. In this regard, signboards should be more conspicuous than those of business competitors and also differentiated. Signboards can be simply an enlarged business card of each shop and building but more importantly, it functions as a mirror of one specific era like a mirror and affects an entire view of a city. If we define culture as a mutual lifestyle of lots of people, a scenic view is a spatial-focused representation of culture. So we believe we can read our culture by analyzing it. Signboard is an important element forming a scenic

## 2) 标识牌的功能

城市是由人造的建筑物还有无数的人造商品构成的。单独的建筑物作为一类独立的实体成为表达一个城市的思想和文化的一种语言。在地面上，这种定义和文化形象是通过人造建筑物来体现出来的，也就是创造者根据自己对美感，对文化的理解力，对保护历史的意识等方面的体会而表现出来的。因此，一座城市的视觉语言是最纯粹也是最真实的东西，也就是通过我们上面提到的因素表现出来的东西，而视觉语言的具体体现正是标识牌设计。

正如一句大家都知道的谚语“眼见为实”，现代人一般会从他所见到的东西来判断一切，这种流行的价值取向使得一座城市的所有因素都被综合为一个直观的视觉语言。这种综合因素极大地影响着一个城市的美观。大面积的人造建筑物被按规划好的方案建设，城市规划中甚至包括垃圾箱，街灯和交通信号标识的计划。然而，任何规划好的秩序和政策并不能在一个国家的成排的标识牌中得到体现。不管是否与其他人造因素相和谐，标识牌就这样被随随便便地摆放出来。因此，整座城市充满了各种各样视觉效果、不对称形状和大小不一的标识牌。这种现象之所以突出的主要原因是，人们更多注重的是标识牌所具有的广告功能，而忽略了其所具备的沟通及传递信息的功能，因此，越来越多的、一个比一个更大的标识牌出于竞争的目的出现了，整座城市也陷入了一片混乱和无序。为了解决由标识牌带来的无序问题，标识牌首先就应该被当作一个传递信息的工具来对待。

如果我们研究一下人体各个感觉器官的接受信息能力时就会发现，味觉神经接受的信息量占整个信息的1%，触觉占2%，嗅觉占4%，听觉占10%，而视觉占83%。根据这种研究结果，我们可以看到，视觉所接触的物体在一个人的生活中占有绝对重要的地位，并且具有很深刻的影响力。因此，与视觉相关的研究是非常必要的，了解物体与美观之间的和谐关系，以及这种关系对标识设计的影响也是非常重要的。对标识牌的设计由此已经不仅仅是一种简单的设计，而且变成了对城市环境美观的创造。

## 3. 标识牌和环境

呼吸着、移动着的城市是一个由物质和精神元素构成的复杂的实体。因此，城市内涵具有两个方面，一方面是文化，另一方面就是文明社会。更多地注重物质方面的现代化城市正在出现越来越多的严重问题，在这些问题中，与视觉文化相关的问题已经越来越变成一种无法解决的难题。在春季和夏季，当绿树成荫，枝叶繁茂的时候，城市被看作是充满活力的、生机盎然的城市。行人走在街道上，感觉到城市的脉搏在跳动，感觉到自己精神振奋，这是季节对人的作用；然而，秋季到了，树叶落地了，冬季显得更加凄凉和孤独一些。构成一座城市独特气氛的决定性因素除季节外，建筑物的外观和标识牌的设计是不可缺少的因素。如今，在许多相关的领域内，人们对着手解决由建筑物、城市、景观和人为造成的问题的必要性的认识已经十分普及。从一方面来看，物理环境的构成以及人类在一定环境领域内的活动已经成为人们进行研究的对象，而这其中，实质性的视觉方面的研究是一个重点。从另一方面来看，人类对物理环境构成的作用，或者说人类对环境的认知已经成为使研究人员最感兴趣的部分。人类对环境的反映是有很多方面的表现的，从直接的感应到相互作用方面各不相同，如形象、构成、评价和活动等等。

人类通过眼睛接收到了主要信息，这种事实说明在城市文化中视觉效果的重要性。人们本能地喜欢优美的环境，希望通过视觉接触到的物体达到这种需求。户外广告牌是一个城市视觉

beauty and we can see a culture of one era through signboards. Regrettably, signboards are severely injuring the beauty of a city, because an increasing number of urban residents, expanded city area and rapid development of commercial business led to an enormous increase of signs and, more seriously, signs were set up, not considering overcrowding and complex urban surroundings. To cope with this matter properly, the signs should be established as another social language code and more efforts should be put to enhance the quality of cultural space with a national subjectivity and also more positive move should be also initiated to create a fine view of city area.

## 2) Function of a signboard

The city is composed of artificial structures as well as countless goods. The individual structure as one separate entity becomes a language to express an impression and cultural image of one city, on the ground that such definition and cultural image are embodied by creator of artificial structures in terms of a sense of beauty, understanding of culture, historical consciousness for its preservation. Accordingly, the visual language of a city is the most purifying and true object, by which we can read above-mentioned factors, and the visual language is exactly design of signboards.

Like in a proverb "seeing is believing", modern individuals tend to judge all from what is seen and the prevailing value of judgment leads all elements of a city to one integrated view above languages. This integration move decisively affects a beauty of a city. The largest scale of artificial structures and building were all arranged in a planned order and the planning included even waste basket, street light and traffic signs. However, any planned order and policy can't be found in the nation's lined signboards. Denying harmonious coexistence with other artificial elements, signboards were set carelessly. So the entire city was full of optical illusions and unbalanced shapes and sizes of each board. This symptom was invited because more importance was put on advertisement function not on communication function and, as a result, an increasing number of signs with competitively-enlarged board size, the city fell into one large disorder. To solve disorder problems arising from signboards, signboards should be considered as a communication tool.

If we study the information receipt share of each human sensory organ, the gustatory nerve accepts 1% of entire information, the organ of touch does 2%, the organ of smell does 4% and the auditory organ does 10% and the visual organ deals with 83% of entire information. Like in this finding, visual objects are absolutely influential and important in a human life. Accordingly, the visual related study is inevitably required and also an understanding of a series of procedure from seeking an order between objects and endowment of beauty should be reflected to a signboard design. The design of signboards go beyond a simple sign and can become an initiative to creation an urban environment.

## 3. Signboard and environment

The living and moving city is a complex entity composed of physical and spiritual elements. Accordingly, the city is double-faced with a civilization and culture. The modern city with more focus on physical aspects is posing many serious problems and, among them, visual culture-related symptoms are more and more turning into a deadlock problem. In spring where trees thick with leaves, lining a street and summer, the city is approaching as more vivid and life-full appearance. Passengers walking on a street feel more dynamic and more refreshed, affected by season. However, the fall with leaves come off and winter looks more gloomy and lonely some. The decisive factors in forming a specific atmosphere of a city, are seasons and currently, the outer appearance of buildings and design of



文化的不可缺少的表现形式。正如机动车的出现使城市的交通得到了迅猛的发展一样，标识牌正在变得越来越大，并且被当作一种新型的视觉设计对象，建立了自己独特的视觉传播媒体的地位，标识牌的定义已经不足以描绘它的奇特性，它拥有了自己独特的含义。户外广告牌被划分为“市场营销媒体”和企业广告媒体类。广告形式具有移动性和地区限制的特性。

#### 安装在建筑物室顶的户外广告牌

a)它形成一座建筑物的外形并且影响建筑物在天空背景下的整个轮廓。

b)它还影响一座城市的形象，起到标志物的作用，还会以美学因素给一个城市环境增添鲜明的效果。

### 1)一座城市的形象因素

凯文·林奇是一位城市规划者和麻省理工学院的教授，在本书中他将城市形象因素划分为下面这些种类，即街道、建筑物间空地、街区、节点和标志物。

#### ①街道

街道指的是行人能够观察到或者经常有机会这样做的通道。人们经常以不断移动着的方式来观察一座城市的景观。沿着街道，城市所有的视觉因素都排列在那里。

#### ②建筑物间空地

指的是两座建筑物之间或墙面之间的地域，严格地说指的是没有相联部分的地方。

#### ③街区

指的是城市南北和东西区域的划分。

#### ④节点

指的是城市中非常重要的地点。它是观察者出发或去往的地点。或者说在这一地点，一种结构被转换成其他结构。

#### ⑤标志物

它也指城市的节点。观察者从外部能够看到这一点，而不是将自己置身于其中。标志物可以是一个实体，比如说一座完整的建筑物。户外广告牌也可以起到标志物的作用。

### 2)户外广告牌

户外广告牌经常被称作“标识牌”或“户外标识牌”。根据其安放的位置和地区，它可以被划分为户外广告、墙面广告和山丘广告。在韩国，安放在屋顶和山丘上的广告牌经常被称作户外广告牌。户外广告起源于人类在物物交换时代使用过的标识牌，经历了中世纪的传统和商业广告时代。历史上第一种广告是在古埃及用来赎卖奴隶时出现的，年代约为公元前1000年。相似的广告牌据说也出现在罗马的墙面上。在人类文盲时代，赎卖奴隶所使用的广告都是以图形的形式出现的。随着文字的被引入，大众也开始接受文字形式的广告了。正如机动车的出现使人类的交通迅猛发展一样，广告在它的表达形式方面也开始了简化过程。由于内容太多的广告牌与驾驶的迅速相矛盾，所以由于时间方面的限制，有太多内容需要读者阅读的复杂的广告牌自然被大众所摒弃，取代它的是那些画面优美的广告牌。因此，这种视觉代表物越来越需要规

signboard are additional factors for that. Today, a cognitivetrend to approach problems caused by all physical environments including architecture, city, landscape and human in more generalized and integrated viewpoint is found in many relative fields. In one hand, the formation of physical environment and human activities in a given environmentis studied, emphasizing concrete, definite and visual aspects. On the other hand, human contribution in the formation of physical environment or human perception on an environment are main interests. Human reactions to an environment are varied from immediate recognition and interrelated aspects such as image, formation, appraisal and activities, etc.

Human accept the largest portion of information througheyes. This fact supports importance of visual aspects at an urban culture. Human instinctively desires more aesthetic environment and want the expectation and desire met through visual themes. Billboard advertisement is an inevitable element out of an urban visual culture. As the advent of vehicles make a traffic flow speed up, the signboards are getting large-sized more and more and being recognized as a new type of visual design materials and have established themselves as peculiar visual information delivery medium, becoming independent from the definition of 'signboard' and having a unique meaning. The billboard advertisement is classified into 'advertisement medium for marketing' and corporation advertisement medium. The advertisement type has characteristics of drifting and regional restriction.

#### Billboard advertisement installed at the roof of a building

- a) It forms the first contour of a building and affects the formation of skyline
- b) It also affects a city image, functioning as a landmark, and also gives vividness to a city environment with aesthetic factors.

### 1) Image factors of a city

Kevin Lynch, a city planner and MIT professor, divided image factors of a city into PATHS, EDGES, DISTRICT, NODES, LANDMARK in this book.

#### (1) Paths

The paths refers to a passage which observers often pass by or might have a chance to do. People view a scenery of a city, moving continuously. Along the paths, all visual element of a city are lined.

#### (2) Edges

The edges are boundaries between two buildings or wall and technically means disconnecting.

#### (3) District

It is a two dimensional area as a part of a city.

#### (4) Nodes

It is an important spot inside of a city. It is a point which the observers starts from or depart for. Or at this point, one structure is transformed into another structure.

#### (5) Landmark

It also refers to a point. Observers externally view the point, not putting himself inside of the point. It can be a physical object which might become one complete building. The billboard advertisement can function as a landmark.

格更大的牌子来展现。只有要合适的可用作广告宣传的空间存在，一种新型的标识牌就会被竖立起来。这就是户外广告牌的起源。

我们目前经常看到的简单明了的户外广告牌就是为了让人们马上辨认出来，而且由于机动车的出现，这个以高速为特征的时代将广告牌反推到具有文盲时代广告牌的特征。如今，户外广告牌被看作是一种新的视觉设计项目，极具象征意义的庞大事物，更进一步说，它已经被建设成为一个独立的、并且十分独特的视觉信息传递媒体。

### 3) 户外广告的形式

#### ① 营销媒体

制造商在广告方面最主要的策略就是注重下面两个方面的工作，一是企业的中心点是什么，二是如何吸引更多的消费者。在这个方面，户外广告牌可以可靠地展示企业的产品形象，并且从长远来看，广告一直在提醒消费者记住广告中的东西。

#### ② 企业形象媒体

为了获得消费者长期的信赖，企业正在努力树立这样一种形象，就是企业的使命是为大众谋利，而不是为了生产产品。

### 4) 环境设计的定义

在那些构成城市环境的诸多因素中，与广告有关联的因素是由除竖立在建筑物屋顶和附着在墙面上的广告外的其他各种各样的标识牌构成的。作为视觉物体的户外广告牌，它们已经成为街道的海报。在其他国家中，与环境设计有关的因素被看作超级平面造型艺术作品，并且这种观念在世界范围内得到推广。因此，这种超级平面造型艺术设计在其他地方也可以看得见。人们通过观察其周围的街道和环境中的事物来感受到艺术的存在。除了这些平面造型艺术因素外，字母和形状的和谐组合也会非常强烈地影响到以信息为主的广告的个性。户外广告牌超越了民族、国家和语言的限制，使交流成为可能，并且使整个城市充满了生机和活力。谈到设计，字母、形状、颜色和声音的和谐组合使得广告成为更具社会化特征的活动。生活在城市中的居民们需要更先进的颇具艺术气息的图案设计，这种潮流要求人们创造一种新型的户外广告牌。

### 5) 天际线

设置在建筑物顶端的户外广告牌构成了建筑物的外部轮廓，并且影响着建筑物在天空背景下的轮廓。地平线频繁的起落给人一种不安静的感觉，并且会使人在视觉上感到不舒服，更为严重的是，它们会使看到它们的人们讨厌再去看它们。为了在一座城市中使视觉效果和环境变得很和谐，考虑到天际线的效果后再设置和安放户外广告牌是十分必要的。凯文·林奇提出了城市地区的存在主义环境论，得到了许多赞同。他得到这样的结论，即提升一个城市的形象会最终创造一个良好的环境。标志物在城市景观中是最突出的视觉因素。比如，从远处就可以看到的各种各样的标志物，如汉城的NAMSAN塔，美国的帝国大厦，教堂的尖顶以及位于城市中心的标志物，如钟楼、喷泉、动物园中的雕塑、标识和纪念碑，所有这些都在来城市参观的人的头脑中留下深刻的印象，并形成对这个城市独特的记忆。因此，作为城市标志物的它们具有非常重要的作用。特别是到了晚上的时候，户外广告牌使城市变得更加壮观美丽。在白天的时候，城市中充满了生机，这主要要归功于城市的其他构成因素，当然也包括户外广告牌，但在夜间的时候，除了户外广告牌外，其他因素都由于黑暗的遮掩而不存在了。在夜晚的时候，霓