

Dialogue
对话

03

03

肖勇工作室视觉丛书

对话03 Dialogue03

主编：肖 勇 Xiao Yong

编委：英 格 Inger Merete Skotting

艾丽玫 Elle-Mie Ejdrup Hansen

巴纳巴斯 Barnabas Wetton

湖南美术出版社 Hunan Arts Press

图书在版编目 (CIP) 数据

对话03/肖勇主编. -长沙: 湖南美术出版社, 2004

(肖勇工作室视觉丛书)

I. 对... II. 肖... III. 平面设计 IV. J506

中国版本图书馆CIP数据核字 (2004) 第050888号

肖勇工作室视觉丛书 对话03 Dialogue03

主 编: 肖 勇

编 委: 英 格 艾丽玫 巴纳巴思

责任编辑: 黎 丹 陈秋伟

责任校对: 徐 盾

设计指导: 肖 勇

设 计: 赵一峰

出版发行: 湖南美术出版社

(长沙市雨花区火焰开发区4片)

经 销: 湖南省新华书店

印 刷: 深圳彩帝印刷实业有限公司

开 本: 889×1194 1/24

印 张: 6

印 数: 1 - 4000册

版 次: 2004年6月第1版第1次印刷

书 号: ISBN 7-5356-2080-9/J·1941

定 价: 49.00元

【版权所有, 请勿翻印、转载】

邮购联系: 0731-4787105 邮编: 410016

网 址: <http://www.arts-press.com/>

电子邮箱: market@arts-press.com

如有倒装、破损、少页等印装质量问题, 请与印刷厂联系调换

03

中国丹麦对话03——文化互动（代前言）	1
China Denmark Dialogue-Cultural Exchange(Foreword)	
第一组 字体、符号、标志的不同意义	4
Group1 Fonts, Signs, Logos of Different Meanings	
第二组 交通与运输	26
Group2 Traffic & Transportation	
第三组 城市-时间（早、中、晚）	56
Group3 City-Time(Morning-Afternoon-Evening)	
第四组 体育-锻炼与人	70
Group4 Sports-Exercise & People	
第五组 市场-买与卖	90
Group5 Marketing-Selling & Buying	
第六组 家、房子、人-不同的生活方式	119
Group6 Homes, Houses, People-Ways of Living	
各小组活动区域示意图	134
Diagram of Each Group's Action Area	

中国丹麦对话 03 ——文化互动(代前言)

对话双方:

中国中央美术学院设计学院第七工作室学生

丹麦科林设计学院平面、插图与多媒体专业学生

指导教师:

肖勇, 平面设计师, 中央美术学院设计学院第七工作室导师

英格, 丹麦科林设计学院平面、插图系主任

艾丽玫, 丹麦科林设计学院互动媒体系主任

来自丹麦科林设计学院和中国中央美术学院设计学院第七工作室的 34 名学生进行了为期两周的面面对面的“对话”。学生分别来自中国、丹麦、芬兰、挪威、孟加拉等国。北京的相聚, 进一步延伸了“对话”的课题, 更突出了人与人、人与文化、文化与文化的思想沟通。两校学生根据课题分为六个小组工作, 由于学生来自平面、插图、多媒体等不同的专业, 使得设计语言更加多元和灵活。各小组同学们采用招贴、印刷、插图、摄影、摄像、多媒体等多种表现手法展开此次课题。六个课题清晰地呈现出小组学生的思考和探索:

第一组: 字体、符号、标志。从深度与广度上进一步探讨视觉符号的意义, 并有趣地用故事进行串联。

第二组: 交通与运输。从动态的角度反映了城市动脉的运作和城市人们的动态。

第三组: 城市 - 时间。为空间画上时间的刻度。

第四组: 体育 - 锻炼与人。用运动和锻炼来发现生活的活力, 从文化的角度发现差异。

第五组: 市场 - 买与卖。反映出生活状态、消费习惯和文化习俗的差异, 身临其境地感受我们熟悉的市场流通。

第六组: 家、房子、人 - 不同的生活方式。以人和家庭为单位寻求不同的生活方式。

课题代表了生活与环境的方方面面, 从平面视觉到立体空间, 促使学生重新看待我们的生活环境和生活方式, 在课题中进一步感受东西方不同文化的差异, 通过视觉语言与设计进一步促进文化的融合和思想的共鸣。整个课题过程强调设计的过程, 这为思想、文化和创新方式的进一步融合提供了可能。课题中每天都有课程总结报告和小组讨论, 使得每个学生不仅仅是独立的设计师, 而且是团队整体中的一份子, 从而加强了整体凝聚力和集体合作意识, 提高了策划和组织能力。课程期间穿插讲座、考察、讨论, 使得学习过程充满生气与乐趣。

经过两周满负荷的工作和学习, 中国—丹麦对话 Dialogue03 互动课题于 2003 年 4 月 5 日圆满结束。公开的报告会展示了六个小组的课题过程和结果, 作品展览同时在中央美术学院设计学院展厅展出。课题汇报完毕, 尽管大多数同学都已经两三天没休息了, 中丹两校师生仍兴致盎然地进行了一场男女混合组队的篮球比赛, 作为课程的结束。

交流课题给我们带来不同的发现和体验。我们将继续这一有趣的课题, 使之更深入, 给设计教学带来新的积极的动力。

肖 勇

China Denmark Dialogue-Cultural Exchange

(Foreword)

Xiao Yong

34 students from Central Academy of Fine Arts in Beijing and Designskolen Kolding of Denmark attended the two-week face to face dialogue. Gathered in Beijing, they extend the spirit of people to people dialogue, sharing the ideas of Person to Person, Person to Culture and Culture to Culture communication. Separated into six groups. Thanks to the different forte of the students, this dialogue became more interesting and fruitful. They use many methods to express their skills: poster, printing, illustration, still pictures, moving pictures and multimedia. These six subjects of dialogue brings out the best in their ways of thinking and creativity.

Group 1: Fonts, Signs & Logos

Discuss the meaning of the visual symbol, and story telling to illustrate the connotation of each symbol.

Group 2: Traffic & Transportation

Interpreting human movement in relations to the movement of the city traffic and transportation system.

Group 3: City-Time

Carve up the time scale in space.

Group 4: Sports-Exercise & People

Discover the power of life by sport exercise, and find out the difference in cultural background.

Group 5: Marketing-Selling & Buying

Reflect the situation of life, the difference of consumption characteristic, feel the circulation of marketing personally.

Group 6: Homes, Houses, People-Ways of living

Let Person and Family as one unit, try to find the difference in habitual life.

The subject represented the association between life and its surrounding, from a two-dimensional view to three-dimensional reality, enabling one to reevaluate our living and living style. Understood the differences between Eastern and Western Cultures, enabling cross-cultural appreciation and understanding of different ways of thinking. The dialogue also emphasized the process of designing, It opens the roads to combination of ideas, culture and innovative methods. At the end of the day, all students would provide a report and summary of the dialogue. This created better teamwork and diminished the feeling of individuality, promoting the strength of teamwork and increasing creativity. During this time, students took turn for presentation, review and discussions, creating the atmosphere filled with interest and fun.

Through the two-week of hard work and study, China - Denmark Dialogue03 Task was ended on April 5, 2003. The end report showed the process and the results of six groups dialogue. All the art works were displayed at the exhibition hall of CAFA. Tired without rest for days, both teachers and students from both parties still enjoyed a friendly basketball match at the end of this dialogue.

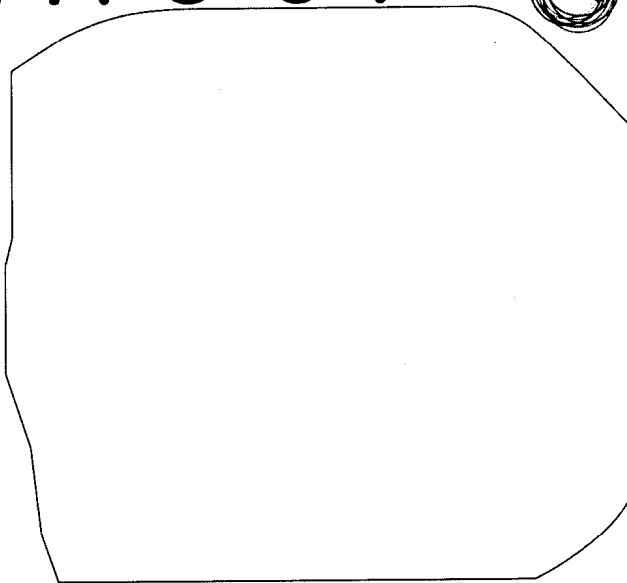
Communication brings us a different kind of discovery and experience. We shall continue similar, interesting dialogue and event in the future. Bringing the new power of teaching of the Designing.

03

GROUP

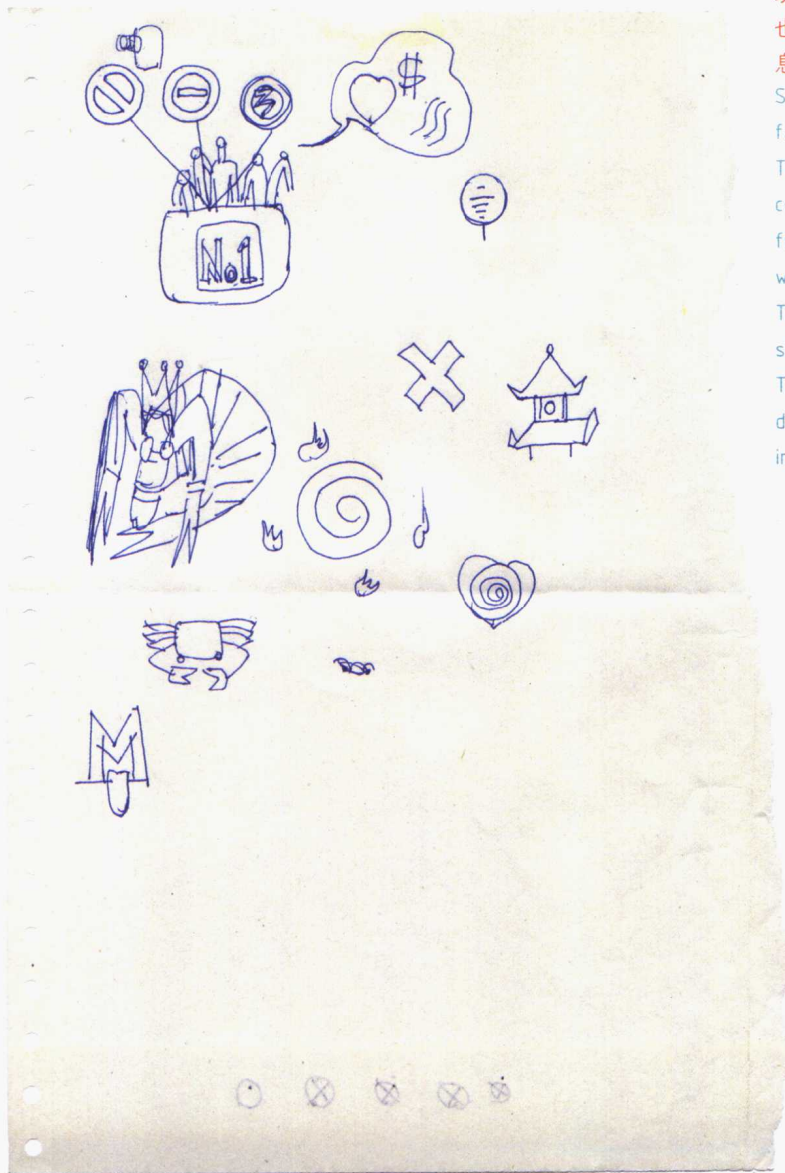
1

-) Fonts, Signs, Logos
-) of Different Meanings
-) 第一组 字体、符号、标志的不同意义



)
Kathrine Højris Nielsen
)
Julie Bagger
)
安妮
)
舒倩
)
吴铭
)





标识图形是一种国际通用的视觉语言，也是我们在生活中常接触到的。我们发现：标识在具有实际相同的作用时，同样也具有区域特色；另外，在传达相同的信息内容时，设计表达方案是多样化的。

Signs are an international visual language, familiar to our daily lives.

To get a better understanding of environmental communication, we collected fonts and signs from streets in Beijing and compared them with fonts and signs in Denmark.

The different characteristics between the signs with similar functions were unambiguous. This strengthens the notion that there are different ways to deliver the same information.

中国、丹麦，相似之处是什么？
哪些是两国公认的？
有哪些不同？
字体、标识、商标的不同含义。
被公认的=共鸣！
差异：文化、历史。

① - WHAT ARE THE
SIMILARITIES BETWEEN
CHINA/DENMARK?

② - WHAT IS RECOGNIZABLE?

~~WHAT ARE THE DIFFERENCES
BETWEEN THE TWO COUNTRIES?~~

- TYPES, SIGNS, LOGOS
OF DIFF. MEANINGS
→ RECOGNIZABLE IN BOTH
CHINA AND DENMARK
= SIMILARITY!

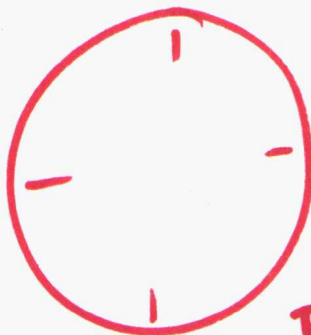
DIFFERENCE:

- 2 CULTURES
- DIFFERENT HISTORY

时间:
不同的数字
不同的时区
用时钟来比喻不同

- Time : - DIFFERENT
NUMBERS

- DIFFERENT
ZONES



- ~~THE~~ THE

CLOCK

IDEA TO

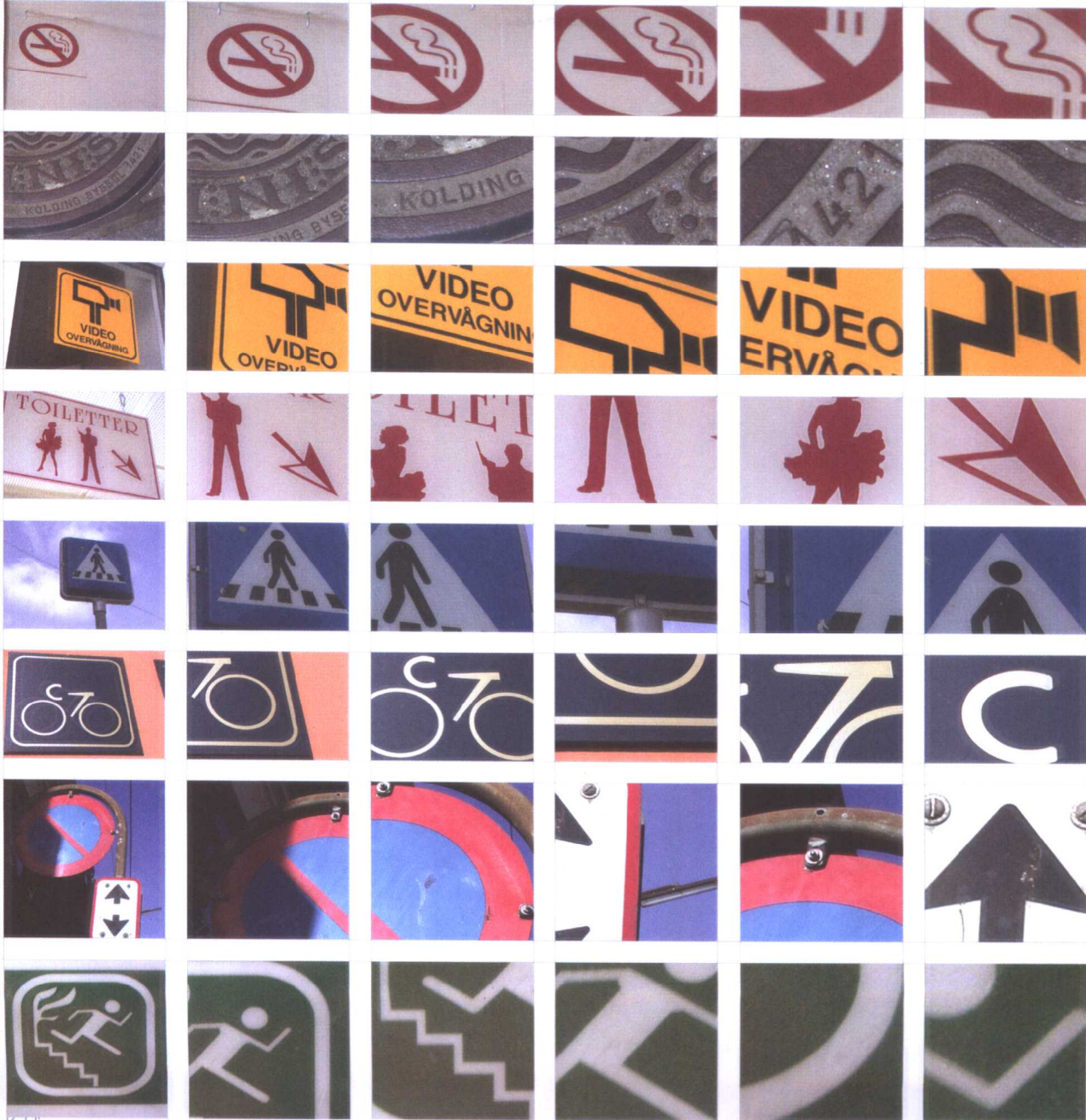
RESEMBLE
THE DIFFERENC-
ES!



墙，草图，沟通

Wall with sketches. Students discussing ideas.





我们在王府井收集相关字体、标识、标志，并与丹麦城市中的字体、标识、标志的图片资料相比较，然后决定以标识作为这次交流课题的重点。

我们发现，用标识图形符号的视觉语言可实现无障碍

的沟通交流，互动式的游戏可以让解读标识为我们带来的图形语言成为一件有趣的事情。

Effective communication through signage is a keystone of this course. We can use this visual language to communicate quickly and without difficulties. To illustrate the effectiveness of this medium we created an interesting game.

GROUP ① TYPES, SIGNS AND LOGOS

IDEA: WE WANT TO TELL STORIES ABOUT CHINA & DENMARK - SHORT, HUMOURISTIC AND TYPICAL FOR EACH COUNTRY.

HOW: WE TELL THE STORIES IN EXISTING SIGNS

- CHINESE SIGNS
- DANISH SIGNS

WHY: WE USE EXISTING SIGNS THAT ARE INTERNATIONALLY UNDERSTOOD AND THEN BY PUTTING THEM TOGETHER WE WISH TO CREATE A LANGUAGE THAT CAN WORK AS A COMMUNICATION-GAME BETWEEN DIFFERENT CULTURES.

~~Wednesday~~ // 11 o'clock in studio 7

IDEA: TO TELL ^{SHORT FUNNY} STORIES ABOUT CHINA AND DENMARK * (TO SHOW DIFFERENCES.)
↓
WHY?

HOW: WE TELL THE STORIES IN SIGNS.

OUR METHOD:

① TOLD IN A SIGN → A CHINESE AND A DANISH STORY TOLD IN SIGNS THAT ARE USED INTERNATIONALLY.

②

① GET INSPIRED BY THE SIGNS → HAS ITS OWN STORY
→ MAKE THE CHINESE AND THE DANISH STORY

② CHOOSE SIGNS AND ^{collect} ~~choose~~ the signs TO TELL THE STORIES - MAKE NEW SIGNS IF NECESSARY

③ - DEVELOPMENT

④ FINISHING

⑤ FINAL PRESENTATION OF PROJECT

⑥ PARTY

当然首先，我们选定了两个在中国和丹麦都为人熟知的故事，一个是《花木兰》，另一个是《皇帝的新衣》；并试图用国际化的标识语言来描述它们。

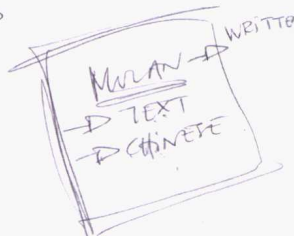
We chose two stories, which are well known both in China and in Denmark, to formulate the game. One was "Hua Mulan" and the other was "The Emperor's New Clothes" by H. C. Andersen. We can use signage as a tool to describe events in each of these stories.

2 FAIRY TALES :

- ① THE CHINESE → MULAN
- ② THE DANISH → KING'S NEW CLOTHINGS

→ ABOUT NOT BEING AFRAID OF
BELIEVING IN YOURSELF.

- TO STAND OUT FROM THE CROWD
- TO MAKE DECISIONS
- TO SPEAK OUT LOUD



- 2 STORIES - EMPEROR
- MULAN
- COMMUNICATION GAME
- SET OF RULES
- KEEP PLAYERS INTEREST!
- MORE SIGNS FOR THE GAME
- THE GAME IN PHYSICAL FORM
- PRESENTATION VIDEO
- DOCUMENTATION