

THE
COMPLETE WORKS OF CHINESE
ART DESIGN CLASSIFICATION

手绘POP精选

ART DESIGN

中国美术·设计分类全集

【设计基础卷】

辽宁美术出版社

LIAONING FINE ARTS PUBLISHING HOUSE

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序言

POP广告是POINT OF PURCHASE的英文缩写，中文译为“购买点”，意为凡在消费者购买商品的销售点所展示的广告统称POP广告。换句话说，在商店内外，为争取消费者的视线，诱导他们进入店内，进而激发其购买欲望而策划、设计的一切小型宣传品都属POP广告。POP广告起源于美国的超级市场、折扣店等自助式商店的店头广告，目前在欧美和日本很流行，20世纪80年代在我国开始普及。其实类似POP的表现在中国并不是新鲜事，比如过年时贴在门窗上的“福”字，逢有喜庆时张灯结彩等，又如酒店门外悬挂的酒旗，武馆门外斜立的刀枪，理发店门外的旋转灯等，都是人们所熟悉的，今天则可称为POP广告。

手绘POP广告是一种低成本改善销售的广告方法，它代替销售员向顾客传达情报，表现商品和服务的优越性，作为一种活跃销售的低成本促销工具，可以轻松容易地重新设计和修改。

手绘POP广告和其他广告形式的目的都是为了促销，但它的表现方式又是十分独特的。它的特殊性在于其特殊的造型和所使用的图形语言大都轻松活泼、幽默夸张，色彩也相应的强烈。即使是广告就必然具备一般广告的所有特点，从造型的角度看，同样包括广告造型的文字、图形和色彩三大平面广告构成的要素，并遵循着平面设计领域的形式美法则。手绘POP的主题文字应具有醒目简洁、通俗易懂的特点。手绘POP的图形语言一般分具象图形、抽象图形、混合图形三类。手绘POP广告的色彩应用主要体现人对色彩的心理反映，广告主需要选择合适的色彩方案来反映商品的特点，尽量使色彩显得饱和、鲜艳，避免不明确、含蓄、不易分清的现象，在整体上要有强烈的视觉冲击力。

本套图书包括插画精编①、插画精编②、标题字精编①、标题字精编②四个篇章列举了大量经典案例，较为全面地展现了手绘POP广告中所涉及的插图和标题字技巧和书写方法，是工具书性质的速查手册，使读者不但能直观地学习到各种装饰手法的实践应用，更能为今后的工作和创作中积累素材，触发灵感，实用性比较强。

Preface

POP is the abbreviation of POINT OF PURCHASE, meaning the advertisements displayed at point of sales for customers. In other words, POP advertisements are all the small promotional items that are planned and designed to attract the would-be purchasers into the shops with a strong desire to buy goods. POP advertisement, originated from on-site advertisements in such American self-service stores as supermarkets and discount stores, is now very popular in Europe, America and Japan. It has been widely accepted in China since 1980s. Items similar to POP are not actually new in China. We are familiar with many items which are now called POP advertisements, such as, the “Fu” character we stick to the door on the Chinese New Year, the decoration with lanterns and festoons for celebration, the banner of wine shops, the weapons leaning outside martial clubs, and the revolving light of barber shops.

Hand-painted POP advertising is a promotional method which can offer information and present the advantages of goods and service to customers at low cost. This method can activate sales and can be revised easily.

Hand-painted POP advertising, like other forms, is designed to promote sales, but is unique in its

presentation of goods. It is specially shaped with light and humorous words and bright colours. As a form of advertising, it possesses all the features of advertisement. From the aspect of form, it has the three components of print advertisement: words, graphics and colours, and follows the formal beauty rules in the design of print advertising. Words of hand-painted POP advertisement should be concise and simple, and its graphics should be concrete, abstract, or mixed. The colour used in hand-painted POP advertisement is people's psychological reflection of colour. As proper colour scheme should be designed to display the characteristics of goods, saturated and bright colours should be used to avoid implicitness and indistinctness and to produce visual impingement.

This series includes Illustration Concise①, Illustration Concise②, Headword Concise①, Headword Concise②, all together four chapters. In these books, many classic cases are listed to present how to illustrate and write letterheads in hand-painted POP advertisements. They are practical and functional reference books which show readers the application of various decoration methods, and offer them material and brainstorming in their future work.

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编著/王 猛



本书由泰山手绘POP工作室创立人泰山(王猛)精心编著。全书以当今较为流行和实用创意插图实例为主,作者历时三年呕心编写创作插图万余款精心筛选或汇编此书。

本书涵盖现今较为常用的多类题材及风格的创意插图实例,使读者不仅可以学习掌握技法,还大大激发了自身潜在的创意思维,可以说是集多种技法之大全、数种表现于一身的不可多得的手绘POP宝贵书籍。

本书不仅是手绘POP爱好者不可多得的教材,同时也为广大广告创作工作者提供了一个很好的参考教材。

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