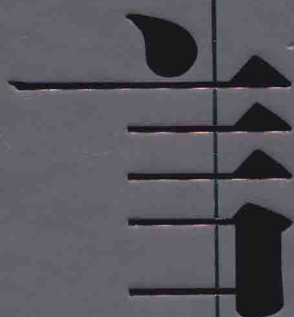


Design and Expression
设计与表达

手绘POP
字体设计

①

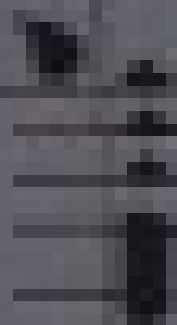
王世英 编著



辽宁美术出版社

设计与表达

设计表达



DESIGN
AND
EXPRESSION
设计与表达

Design of Sketching
POP Font 1

手绘POP字体设计①

王 猛 等 编著

Liaoning Fine Arts Publishing House
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序

设计是把一种计划、规划、设想通过视觉的形式传达出来的活动过程，是一种为构建有意义的秩序而付出的有意识的努力。最简单的关于设计的定义就是“一种有目的的创作行为”。而将艺术的形式美感应用于日常生活紧密相关的设计中，就是艺术设计。艺术设计不但具有审美功能，还具有实用功能。换句话说，艺术设计首先是为人服务的，是发展过程中物质功能与精神功能的完美结合，是现代化进程中的必然产物。

近年来，中国艺术设计领域在不断演化、更新，融合了更多的新学科、新概念，艺术设计教学也在不断开拓、不断细化、不断整合。其门类从传统的建筑设计（包含环境艺术设计）、工业产品设计、视觉传达设计、服装设计延展到室内设计、广告设计、动画设计、信息设计、多媒体设计等诸多方面。可说是大到空间环境，小到衣食住行。

艺术设计贵在表达，也就是创造活动与实践。这是设计者自身综合素质（如表现能力、感知能力、想象能力）的体现。当今，科技的发展给艺术设计提供了更多的辅助手段，电脑设计图示表达与传统的手绘表现相比显得更加精确和系统化，以至很多设计师越来越依赖电脑的操作而忽略了手绘的方式。但是，作为一名优秀的设计师，手绘表现又是一种必须掌握的绘画语言，设计师如果没有好的绘画基本功，就不可能画出好的构思草图，就不可能完整地表达出自己的设计理念。

基于对艺术设计与设计表达的认识，为适应普通高等院校艺术专业教育发展的需要和社会人员对艺术学习和欣赏的需求，我们组织编辑了《设计与表达》丛书。这套《设计与表达》丛书汇集了十几位中国顶尖高校设计精英从现实出发整理出的具有前瞻性的教学研究成果，是开设设计学科院校不可或缺的教学参考书籍。

本丛书涵盖了艺术设计的主要门类，重点讲述了设计理念、创意思维、设计要素、设计方法及表现特点，其中手绘表现内容占据较大的比重。本丛书共由 16 种书组成，具体书目主要有：《产品设计》《服装设计》《建筑风景》《建筑设计》《景观设计》《设计思维与徒手表现》《室内设计》《手绘设计》《手绘 POP 设计与应用》《手绘 POP 插图设计》《手绘 POP 字体设计》等。

本丛书最大的特点是结合基础理论，深入浅出地讲解，并采用了大量的优秀设计案例，是为学习艺术设计专业需要所配备的图书。

Design is a kind of active process in which planning, programming and conceiving are conveyed through visual forms. It refers to the efforts consciously paid out for the establishment of a meaningful order. The simplest definition for design is a purposeful creative act, while the application of the modality aesthetics of art into the design closely related to daily life can be called art design. Art design has not only aesthetic function, but also has practical function. In other words, art design firstly serves people and it is a perfect combination of physical and mental functions in the development process as well as the inevitable product of the modernization.

In recent years, the art design field in China has been evolving and updating, and it has integrated more new disciplines and new concepts. Art design education has also been constantly developed, refined and integrated. Its categories have extended from the traditional architectural design (including environmental art design), industrial product design, visual communication design and costume design to indoor design, advertising design, animation design, information design and multimedia design and so on, which means it includes the aspects from basic necessities of life to the space environment.

Art design should lay emphasis on the way of expression, i.e. the creative activity and practice and it reflects the comprehensive quality of a designer (such as performance ability, perception ability and imagination ability). Today, technological development provides art design with more aids. Compared with the traditional hand-drawn presentation, computer design graphical representation is more precise and systematic so that many designers increasingly rely on computer operation more and more but neglect the hand-drawn. However, as a good designer, hand-drawn performance is a drawing language that must be mastered. Without good basic skill of drawing, it is impossible for the designer to draw good idea sketches and to fully express their design concept.

Based on the knowledge about art design and design expression as well as to adapt to the need for the art education development of ordinary colleges and the learning and appreciation of social workers, we compiled *Design and Expression* series. This *Design and Expression* series collects the prospective teaching research results that a dozen top design elites of universities in China started and arranged from the reality, and they are indispensable teaching reference books for the establishment of design discipline in college.

The series covers the major categories of art design and focuses on relating the design concepts, creative thoughts, design elements, design methods and performance features, in which hand-drawn representation content occupies a larger proportion. This series is composed of 16 kinds of books, which are: *Product Design*, *Clothing Designing*, *Architecture Scenery*, *Architectural Design*, *Landscape Design*, *Design and Expression*, *Indoor Design*, *Sketching Expression*, *Design and Application of POP Sketching*, *The Design of POP Sketching Figure and Design of Sketching POP Font*, etc.

The greatest feature of this series is that it combines with basic theory, explains profound theories in simple language and adopts a large number of excellent design cases. This series is designed for the major of art design.

CONTENTS

Design & Illustration

总目录

01

手绘POP标题字配色宝典

王 猛/ 编著

02

手绘POP标题字创意风暴

王 猛/等 编著

03

手绘POP装饰字体全攻略——基础篇

王 猛/ 编著

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DESIGN

01

手绘POP标题字配色宝典

王猛 编著

第一章 手绘POP概述

1. 手绘POP简介
2. 手绘POP工具
3. 手绘POP结构分析
4. 手绘POP标题字在海报中的作用





手绘POP简介

POP是英文“Point Of Purchase”的缩写，译为“卖点的广告”，因为它是商品经过生产、包装等工序后进入到流通领域里的最后一种广告形式，所以它又被称为“终点广告”，早期POP广告形式比较单一，在我国古代就已经出现过，比如茶楼门前挂着的幌子、酒家墙上挂着的菜牌等，都属于POP的范畴。因为它最主要的作用是吸引人们的注意以及宣传产品，所以到了后来，美国等地的一些超市把它作为最主要的促销手段之一。

现今许多国家和地区都非常重视POP这种广告形式，比如在科技发达的日本，已经把POP作为一项专门考核新员工的标准，尤其在中国台湾地区POP的发展尤为鼎盛。目前国内POP行业发展也逐渐兴旺，很多大专院校艺术专业均开设了手绘POP课程，培养大量的POP设计人才，以适应市场需求。

POP广告包含很多种类，如喷绘POP、印刷POP、手绘POP等，其中手绘POP则是成本最低廉、制作最迅速的一种时效性POP广告形式。



何为“手绘”？英文为 Hand-painted，有手迹、书法之意，意思是“徒手亲自书写出来的文字或图案”。换句话说，以“手绘”方式表达促销之意的POP广告，都可以称为“手绘POP广告”。

手绘POP是商场或超市中，最为基本也是最为常用的一种促销广告形式。



制作手绘POP广告的方法很多，我们较为常用的主要是白底海报和彩底海报。

手绘POP白底海报

所谓白底海报，就是指在白色的纸张上绘制的手绘POP，它不但制作简单、快捷，也是初学者入门掌握的一种基础海报部分。

白底海报选用的纸张以铜版纸为主，表面光滑，我们所用的马克笔的鲜艳颜色都可以完全在铜版纸上表现出来，而且铜版纸的成本也不贵，全开的铜版纸大约在1~2元左右，经过裁切，可以制作出不同规格的白底手绘POP海报。



手绘POP彩底海报



手绘POP广告的另一主要制作形式就是彩底海报。所谓彩底海报，就是指在带有颜色的纸张上绘制手绘POP，因为纸张本身带有颜色，所以所达到的视觉冲击力也较白底海报强一些，在一些档次较高或要表现特殊题材的手绘POP海报时，彩色纸张制作的海报更容易烘托主题气氛，也更容易达到广告效应。

彩底海报制作，较为常用的彩色纸张以彩胶纸和皮纹纸为主。

彩胶纸也叫作彩色胶版纸，纸张本身带有颜色，表面比铜版纸略微粗糙一些，市场上销售的彩胶纸的颜色多达几十种，我们可以根据不同的需要选择不同颜色的彩胶纸进行制作。而皮纹纸比彩胶纸更厚一些，表面带有不同的暗纹。

2. 手绘POP工具

制作手绘POP海报的工具有很多种类，因为本书重点学习的是手绘POP标题字部分，所以我们这里以书写标题字的工具为主进行介绍。

书写手绘POP标题字最常用的笔材工具就是宽头油性马克笔、水性马克笔和记号笔，其中宽头油性马克笔具有挥发性较快、易干等特效。

宽头油性马克笔

油性马克笔笔头较宽，规格按笔头的宽度进行区分，主要有30mm、20mm、12mm、10mm、6mm。

这种笔头较宽的油性马克笔可以添加补充液进行反复使用，每种颜色都有相应的补充液，可以根据需要随时添加。因为这种马克笔的笔头使用寿命比较长，所以我们可以根据需要购买，然后配备补充液就可以。



黑色 土黄色 棕色 紫色 红色 深绿色



宽头油性马克笔专用补充液



深蓝色 黄色 浅绿色 浅蓝色 粉红色 橙色



水性马克笔

水性马克笔属于水性颜料，挥发性较慢，不易干；笔头宽度约为3mm，大多是一次性使用。



水性马克笔大约有60个颜色，笔头较窄，多为一次性使用，没有相应的补充液，但因为笔头选用较好的材质，多为进口，所以使用寿命也相对较长；对于其颜色的选择，为了节省成本，我们通常只配60种颜色中的30种就足够用了，常用的几个颜色可以多配几支，以备不时之需。

记号笔

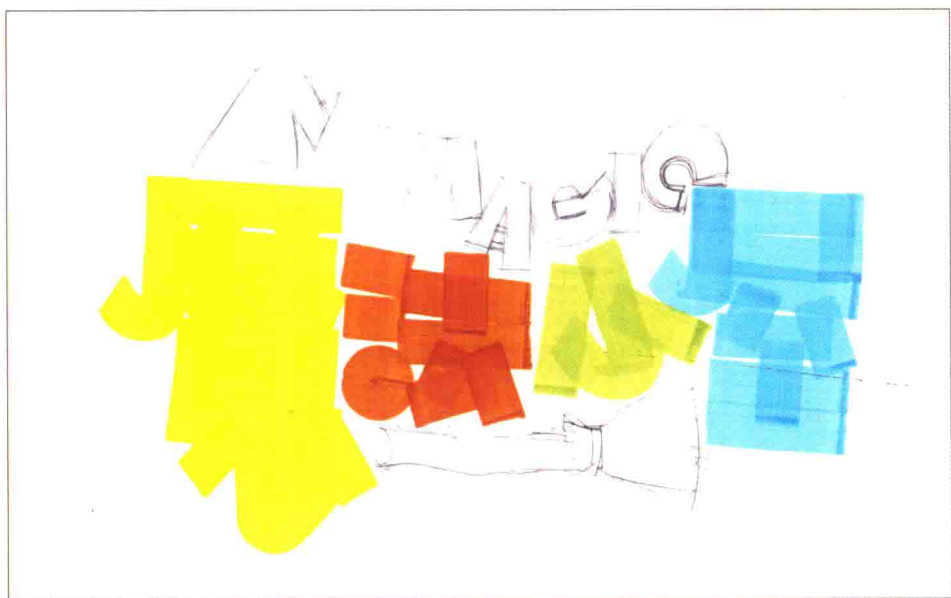
记号笔以双头油性为主，我们在绘制海报标题字时，多以黑色油性记号笔作为首选。

双头油性马克笔一端为5mm宽的斜方笔头。

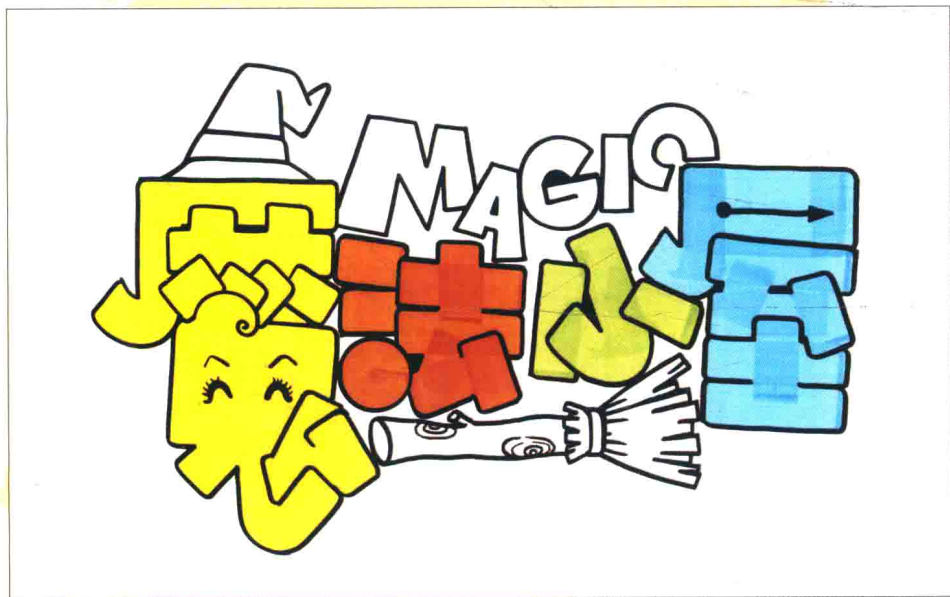
双头油性马克笔另一端为1mm宽的细尖笔头。



绘制手绘POP海报标题字需要以上几种工具以及其他辅助工具配合使用才能达到理想的效果。



首先用宽头马克笔书写标题字主要文字部分，根据字面含义进行创意，用铅笔在标题字附近绘制出和文字内容相关的插图及其他文字部分的基本轮廓。



然后用黑色油性记号笔细的一头，沿着标题字轮廓进行描绘，插图和其他辅助文字部分也要描绘出来，用橡皮擦干铅笔轮廓的痕迹。