

DESIGN  
&  
APPLICATION  
应用设计

*The Practical Design Of POP Sketching I*

手绘POP实用设计

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王猛 编著

辽宁美术出版社  
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## 序

自 20 世纪 80 年代以来,随着中国全面推进改革开放,中国的艺术设计也在观念上、功能上与创作水平上发生了深刻的变化,融合了更多的新学科、新概念,并对中国社会经济的发展产生了积极的影响。在全球一体化的背景下,中国的艺术设计正在成为国际艺术设计的一个重要组成部分。

艺术设计的最大特点就是应用性。它是对生活方式的一种创造性的改造,是为了给人类提供一种新的生活的可能。不论是在商业活动中信息传达的应用,还是在日常生活行为方式中的应用,艺术设计就是让人类获得各种更有价值、更有品质的生存形式。它让生活更加简单、舒适、自然、高效率,这是艺术设计的终极目的。艺术设计最终的体现是优秀的产品,这个体现我们从乔布斯和“苹果”的产品中可以完全感受到。“苹果”的设计就改变了现代人的行为方式,乔布斯的设计梦想就是改变世界,他以服务消费者为目的,用颠覆性、开拓性的设计活动来实现这一目标。好的艺术品能触动世界,而好的艺术设计产品能改变世界,两者是不同的。

这套《应用设计》汇集了中国顶尖高校数十位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。本丛书以“应用设计”命名,旨在强调艺术设计的实用功能,然而,艺术设计乃是一个技术和艺术融通的边缘学科,其艺术内涵和技术方法必然渗透于应用设计的全过程中。因此,丛书的宗旨是将艺术设计的应用性、艺术性、科技性有机地融为一体。本丛书收入 30 种应用设计类图书,从传统的视觉传达设计、建筑设计、园林景观设计、环境空间设计、工业产品设计、服装设计,延展到计算机平面设计、信息设计、创新 VI 设计、手绘 POP 广告设计等现代兴起的艺术设计门类。每种书的内容主要阐述艺术设计方面的基本理论和基本知识,强调艺术设计方法和设计技能的基本训练,着重艺术设计思维能力的培养,介绍国内外艺术设计发展的动态。此外,各书还配有大量的优秀艺术设计案例和图片。我们衷心希望读者通过学习本丛书的内容,能够进一步提高艺术设计的基本素质和创新能力,创作出优秀的设计作品,更好地满足人们在物质上、精神上对于艺术设计的需求,为人类提供适合现代的、更美好的生活环境和生活方式。



With the deepening of reform and opening up in a comprehensive way since 1980s, Chinese artistic design has also experienced profound changes in ideas, functions and creation. An increasing number of new subjects, new concepts are integrated, which has a positive effect on China's economic and social developments. Under the background of globalization, Chinese artistic design is becoming an important part of the international artistic design.

The most obvious characteristic of artistic design is applicability. It creatively changes the way of life in order to provide a possible new life for human beings. Artistic design aims to make people find more valuable and of high quality forms of survival, whether applied to business activities for information delivery or applied to the way of act in daily life. It can make life simpler, more comfortable, natural and efficient, which is also the ultimate goal of artistic design. The ultimate manifestations of artistic design are excellent products, which we can fully feel from Steve Jobaloney and his “Apple” products. Taking serving consumers as the ultimate goal, Jobs creates subversive and pioneering design activities to achieve his dream—change the world, and accordingly changes the way of act of modern people. It indeed works. A good work of art can touch the world, while a good artistic design product can change the world. That's the difference.

This set of *Design and Application* boasts the forward-looking teaching research results compiled based on the reality by a dozen design elites from top colleges and universities across China. It is an indispensable reference book for teaching for colleges and universities which have set up design disciplines. This series is named as *Application and Design*, targeting at emphasizing the utility function of artistic design. However, artistic design, as a boundary science

# Preface

integrating technology and art, its artistic connotation and technical method definitely permeate into the whole process of application design. Therefore, the purpose of this series is to integrate applicability, artistry, and technology into a complete one. This series includes thirty kinds of books relating to application and design, from the traditional visual communication design, architectural design, landscape design, environmental space design, industrial design, costume design to recently developed artistic design categories such as computer graphic design, information design, creation VI design, hand-drawn POP advertisement design. Each of the books mainly elaborates the basic theory and knowledge on artistic design, emphasizes the basic training of design method and technique, focused on the cultivation of thinking ability for artistic design and introduces the development trend of artistic design at home and abroad. In addition, a large number of first-class artistic design cases and pictures are illustrated for each book. We sincerely hope readers, through the study of this series, can further improve their basic quality and innovation ability for artistic design and create excellent design works to meet people's spiritual and material need for artistic design and ultimately provide a more modern and beautiful living environment and lifestyle for human beings.



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手绘POP设计

——实战宝典

王猛 编著

With the deepening of reform and opening up in a comprehensive way since 1980s, Chinese artistic design has also experienced profound changes in ideas, functions and creation. An increasing number of new subjects, new concepts are integrated, which has a positive effect on China's economic and social developments. Under the background of globalization, Chinese artistic design is becoming an important part of the international artistic design.

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# DESIGN

01

手绘POP标题字——创意风暴

王 猛 编著





# 第一章 准备工作

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1. POP概述
2. 标题字创意的重要性
3. 工具选择



## 1. POP概述

POP广告是视觉传达和商业推广的重要艺术形式，越来越受到艺术设计教育界、美术设计工作者及商家的重视。就目前来讲，很多美术院校相关的专业均开设了POP广告设计课程，很多美术爱好者也根据自身的工作需要报班学习或看书自学POP设计；在世界的许多国家，中学时期就开始对学生进行POP设计训练，POP现在已经成为每个学生必须具备的实用美术技能和艺术修养。现今，POP广告也以丰富多彩的艺术形式充斥着各个领域，同时也为创作者提供了展示自己设计理念、个性和艺术创造能力的广阔空间。

在学习手绘POP之前首先让我们先来了解一下究竟什么是“POP”。

POP广告是商场促销最佳的一种广告形式，凡是应用于商场，提供有关商品信息，促使商品得以成功销售出去的所有广告、宣传品，都可以称为POP广告。

POP这三个英文的具体含义又是什么呢？其实POP是英文“Point of Purchase”的缩写，可以译成“购买点的广告”，又可以称为“店头广告”；它可以说是当今时尚流行的新兴广告媒体。

POP起源于20世纪30年代的美国，60年代，POP传到日本、韩国等亚洲地区；一般而言，美国的POP广告着重在制造商的市场，可提供商场的帮助较少，而日本及韩国的POP则是随着经济的快速发展而起步，POP的侧重点也以商场的POP广告为主，所以大街小巷的商场均能呈现生动、活泼的气氛。

我国大陆的POP形式，主要是从中国台湾传过来的，以其活泼、生动、价格低廉等优势，正慢慢占据着广告市场。

POP广告不但可以宣传和促销商品，而且可以把一些商家的优惠信息及时地传递给顾客。





其实,在我国古代,早就已经有了类似于现代POP的广告,如古代客栈、酒店外挂着的灯笼、旗帜等,打铁铺门前挂着的大刀、药铺门前挂着的膏药等,至今我们仍可以看见修车铺门口挂着的车圈、修锁铺门口挂着的大锁头等,都是具有该行业特色的广告宣传品。

我国的POP广告虽然起步较晚,但随着改革开放,大力引进外资企业,国外的零售业也纷纷抢滩中国市场,它们在带来先进经营理念的同时,也促进了国内POP行业的发展。雨后春笋般发展起来的商场、超市、购物中心、百货商店等都以其独特的POP广告形式吸引着消费者和顾客的视线,它已经成为商家必不可少的促销手段之一。目前进入中国内地的欧美日韩及中国港澳台知名零售商集团已近300家,在各大中城市开设经营点1400多个,加上地方性本土连锁型超市的迅猛发展,导致了零售商们对美工人才需求的急剧增加,据北京《人才周刊》《北京晚报》《娱乐信报》等报刊报道,仅北京市场就缺少POP美工3000多人,其求人倍率为10.08,也就是说一个美工人才就有十个职位等待他去选择,由此可见,POP的发展是非常有前景的。POP人才需求日益加剧,也使我国POP行业不断扩大,学校、书籍、网络等各种途径都可以让你掌握这一极具商业前景的技术。

#### 手绘POP的优点。

**制作成本低廉:** 手绘POP的成本少则几元,多则十几元,而且工具可以反复使用,制作开销远远低于印刷或者喷绘;

**速度快、机动性强:** 手绘POP不需要等待或者配合电脑等作业,只需要笔和纸就能完成,可缩短整体制作时间,随时满足制作的需求;

**亲和力:** 手绘POP不同于一般的印刷制品,因为采用手工制作,所以作品流露出特别的亲切感,更能贴近消费者的心,也更能吸引和打动消费者;

**传递信息力强:** 商场里的POP可以直接对消费者传达信息,告之促销内容、价格、产品推荐等,以达到促使消费者购买的效果;

**时效性强:** 手绘POP易学易做,不需要投入太多时间忙于构思、设计、制作,简单的一些手绘POP几分钟内便可以完成,内容复杂一些的手绘POP制作时间在30~50分钟;

**活跃商场气氛:** 手绘POP能配合商场的整体格调,不但有助产品的推销,更能营造最佳气氛。







## 2. 标题字创意的重要性

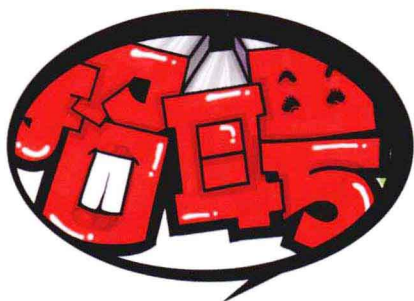
手绘POP海报主要由标题字、插图、正文、装饰图案等几个部分组成，其中，标题字是最为主要的，海报的其他组成部分都是围绕标题字服务的，标题字可以说是POP海报的中心思想，同时，也是一幅海报成功与否的关键所在。

手绘POP海报各个组成部分示意图



手绘POP海报中，不加创意和装饰的标题字，很难有视觉冲击力，也很难体现手绘POP真正的魅力。

我们在绘制手绘POP海报的时候，标题字部分通常所占的位置和面积都比较醒目，但是如果只简单地书写文字，会较为单调和乏味，很难吸引人的注意，同时也不够生动和活泼，很难体现手绘POP真正的魅力。

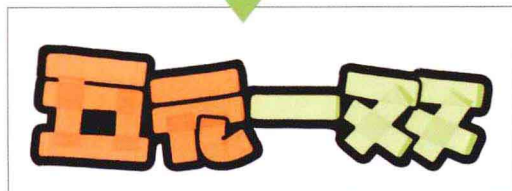


所以，为了让标题字部分更加具有视觉冲击力，我们要对其进行创意和装饰，创意的方法有很多种，只要根据字面的含义或所留的空间，发挥想象力，就会让标题字生动起来，让单调的文字变得富有活力和生命力。如本章实例里的标题字，“口”字可以把内部空白的空间创意成眼睛和眉毛效果。

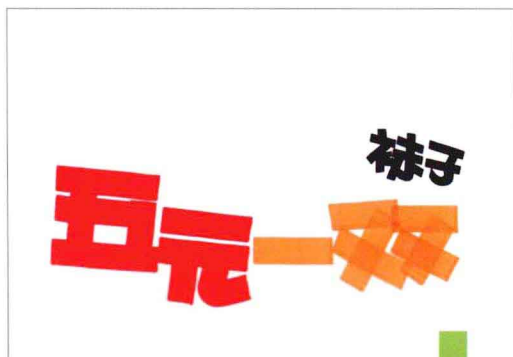




标题字进行创意后的效果，远远胜于普通文字的直接书写。



经过创意后的标题字，不但生动、活泼，而且更吸引人，具有较强的视觉冲击力和艺术效果。既可以宣传或促销商品，又可以美化或装饰店面；相反，如果只是简单地书写文字，给人以枯燥乏味、缺乏生动的感觉。



采用普通方式书写的标题字和经过创意的标题字实际效果对比。

