

Design and Expression
设计与表达
手绘POP
设计与应用 ②
王 磊 编著

辽宁美术出版社

DESIGN
AND
EXPRESSION
设计与表达

*Design and Application
of POP Sketching II*

手绘POP设计与应用②

王 猛 等 编著

Liaoning Fine Arts Publishing House
辽宁美术出版社

图书在版编目 (C I P) 数据

手绘POP设计与应用. ② / 王猛等编著. -- 沈阳:
辽宁美术出版社, 2014.2

(设计与表达)

ISBN 978-7-5314-5708-4

I. ①手… II. ①王… III. ①广告-宣传画-设计
IV. ①J524.3

中国版本图书馆CIP数据核字 (2014) 第024964号

出 版 者: 辽宁美术出版社

地 址: 沈阳市和平区民族北街29号 邮编: 110001

发 行 者: 辽宁美术出版社

印 刷 者: 沈阳新华印刷厂

开 本: 889mm×1194mm 1/16

印 张: 22.5

字 数: 360千字

出版时间: 2014年2月第1版

印刷时间: 2014年2月第1次印刷

责任编辑: 洪小冬 王 楠

装帧设计: 范文南 洪小冬

技术编辑: 鲁 浪

责任校对: 徐丽娟

ISBN 978-7-5314-5708-4

定 价: 172.00元

邮购部电话: 024-83833008

E-mail: lnmscbs@163.com

http: //www.lnmscbs.com

图书如有印装质量问题请与出版部联系调换

出版部电话: 024-23835227

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.

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王 猛/ 编著

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王 猛/ 编著

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手绘POP设计——实战宝典

王 猛/等 编著

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DESIGN the experience

01

手绘POP设计——白底海报

王猛 编著

第一章 手绘POP基础

1. 手绘POP概念
2. 手绘POP分类
3. 手绘POP工具的应用





1. 手绘POP概念

在学习手绘POP之前首先让我们先来了解什么是“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，提供相关的商品信息，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。

那么POP的具体含义又是什么呢？其实POP是英文“Point of Purchase”的缩写，可以翻译成“购买点的广告”，又可以称为“店头广告”；它可以说是当今很流行的新兴广告媒体。

POP起源于上世纪30年代的美国，第一次世界大战后，全球经济普遍低迷，市场也为之萧条不振，广告费用成为厂商及卖方极大的负担，再加上美国超市如雨后天春笋般地兴起，因此，在经济、速度、机动性以及人力的考虑下，POP式广告逐渐攻占其他媒体，节庆需要它，售卖商品需要它，店面布置需要它，可以说它是一种最为实际、最为有效的广告形式。

上世纪60年代，POP传到日本、韩国等亚洲国家；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呈现生动活泼的气氛。

在我国古代，早已经有了类似于现代POP的广告，如古代客栈外挂着的灯笼、旗子等，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钥匙等，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，它们在带来先进的经营理念的同时，也促进了国内POP行业的发展。

雨后春笋般发展起来的百货商场、超市、购物中心等都以其独特的POP广告形式吸引着消费者的视线，它已经成为商家必不可少的促销手段之一。

POP广告是商家最为有效的一种广告形式，可以宣传商品，又可以提升店面整体形象。



现今，我国商家对POP广告尤为重视，无论是店招还是内部装饰，都张贴着各类POP广告。

那么什么是手绘POP呢?下面就让我们了解一下手绘POP的基本概念。

手绘POP的概念

何为“手绘”?英文为 handwiting,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,我们都可以称为“手绘POP广告”。

手绘POP广告的功效是广受肯定的,以下便针对其优点做一番介绍。

(1) 制作成本低:手绘POP的制作成本远比印刷制品少,能让卖方接受。

(2) 迅速、机动性强:手绘POP不必等待或者配合印刷厂作业,可缩短整体制作时间,在时效上、商场规划上有较大的弹性空间。

(3) 具有亲和力:手绘POP不同于一般的印刷制品,因采用手工制作,所以作品流露出较佳的亲切感,更能拉拢消费者的心。

(4) 传达信息力强:商场上的POP可直接对消费者传达信息,告之促销内容、价格、产品推荐等,以达成购买效果。

(5) 时效性佳:手绘POP易学易做,不需要投入太多时间忙于构思、设计、制作,所以更能体现时间就是金钱的概念。

(6) 配合商场装饰:手绘POP能配合商场整体格调的搭配,不但有助产品的推销,更能营造最佳气氛。

手绘POP广告是现今商家使用率较高、成本较为低廉的一种促销广告。





2. 手绘POP分类

手绘POP有很多种类，我们可以按照其制作工艺和题材进行区分。

按制作工艺分类

手绘POP按照制作工艺可以分为白底手绘POP海报、彩底手绘POP海报、异型手绘POP海报、立体手绘POP海报等。

白底海报是在白色的铜版纸上直接书写的一种手绘POP广告形式，也是本书重点为大家进行讲解的。

铜版纸是现实生活中运用最为普遍、取材也最为方便的一种纸张，铜版纸表面非常光滑，可以把马克笔的颜色充分地表现出来，所以对于手绘POP学习者或制作者来说，都是一种不错的练习和创作纸张，本书为大家讲解的手绘POP白底海报也都是以铜版纸作为主要纸张进行制作的。



经典味道餐厅

味道

大众消费经典口味...
山城特色独此一家...

辣得过瘾
香得过瘾

套餐组合
全场8折



经典味道餐厅

味道



彩底手绘POP海报用彩色纸张制作，是先在铜版纸上绘制标题字和插图，再剪裁下来粘贴到彩纸上。

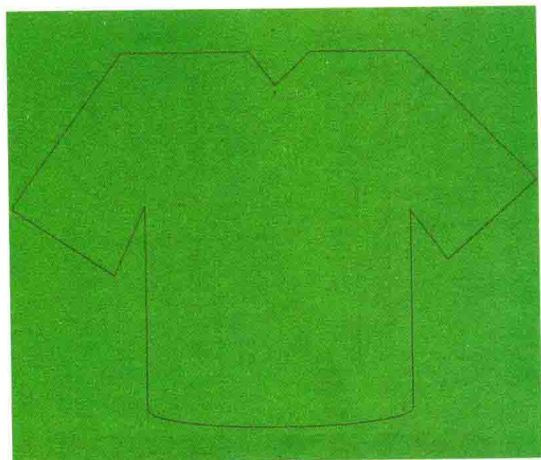


「汉堡+可乐+鸡块」

快乐上市



异型手绘POP海报就是利用背景纸制作出和主题相贴切的造型，从而打破传统的手绘POP制作形式。



新款上市
倾情热卖



我们可以在彩色纸张上用铅笔绘制出草图，用剪刀将其剪裁下来，再在铜版纸上绘制和书写标题字及促销信息，然后用剪刀将其剪裁下来，用双面胶将其粘贴到彩色纸张上，这样形式制作的手绘POP广告无论从造型上或是视觉角度上，都可以很好地营造出POP广告氛围，从而更好地表现出手绘POP的独特魅力。

立体手绘POP海报就是利用KT板等装饰材料把标题字及插图等部分裁剪成层次感较强的立体形式。



采用KT板等材料制作的手绘POP海报给人的视觉冲击力较强，同时也解决了POP海报摆放的问题，也延长了手绘POP的使用寿命，可谓是一举多得。