

Design and Expression
设计与表达
设计思维与
徒手表现

三少斌等 编著

DESIGN
AND
EXPRESSION
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王少斌 等 编著

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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设计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.

「目录」

第一章 各种线的画法	
第一节 线的特点	008
第二节 线在不同空间中的表现	011
第二章 透视	
第一节 一点透视	028
第二节 两点透视	033
第三节 一点斜透视	040
第三章 几何形体的组合变化	
第一节 平面分割	045
第二节 二维平面分割创意训练	045
第三节 二维平面进入立体构成的组合变化	046
第四节 几何形体在空间中的应用	061

第四章 马克笔着色

第一节 工具的认识 066

第二节 笔触使用的基本方法 068

第三节 给物体着色 074

第四节 单体到具象物体的表现 088

第五章 陈设与空间

第一节 陈设的美感训练 094

第二节 空间的建立 107

第三节 空间创意表现赏析 110

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基础训练

赵国斌 主编

「目录」

第一章 各种线的画法	
第一节 线的特点	008
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第二章 透视	
第一节 一点透视	028
第二节 两点透视	033
第三节 一点斜透视	040
第三章 几何形体的组合变化	
第一节 平面分割	045
第二节 二维平面分割创意训练	045
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第二节 笔触使用的基本方法	068
第三节 给物体着色	074
第四节 单体到具象物体的表现	088

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第一节 陈设的美感训练	094
第二节 空间的建立	107
第三节 空间创意表现赏析	110

第一章

各种线的画法

线的练习是徒手表现的基础，线是造型艺术中最重要的元素之一，看似简单，其实千变万化。徒手表现主要是强调美感，线条变化包括线的快慢、虚实、轻重、曲直等关系。要把线条画出美感，有气势，有生命力，要做到这几点并非容易，要进行大量的练习。开始可以从直线、竖线、斜线、曲线等线练起，要把线画得有刚劲有力、刚柔结合、曲直并用的感觉。我们在教学中要求学生先画线，然后再画几何形体。其实也可以在一点透视、两点透视的课程中练

习，既练习了线又掌握了空间比例和透视关系，大有好处。要熟练地掌握一点透视的原理，并能够灵活运用。在空间中画几何形体基本凭感觉，而且还要注意线的美感。有些初学者开始练习画线非常小心，就怕线画不直，徒手表现所要求的“直”，只是感觉大体上“直”，平直有力就可以了，如果像用直尺画得那样机械、呆板，也就没有意义了，因为徒手手绘图也是一种艺术表现（图1-1~图1-3）。

一. 线的练习

1. 直线：横竖斜线

画时轻重缓急，阴阳
曲折，有过渡感。

自然，流畅是徒手表现
线的基本追求。起笔
收笔是强调每字线的
视觉效果。

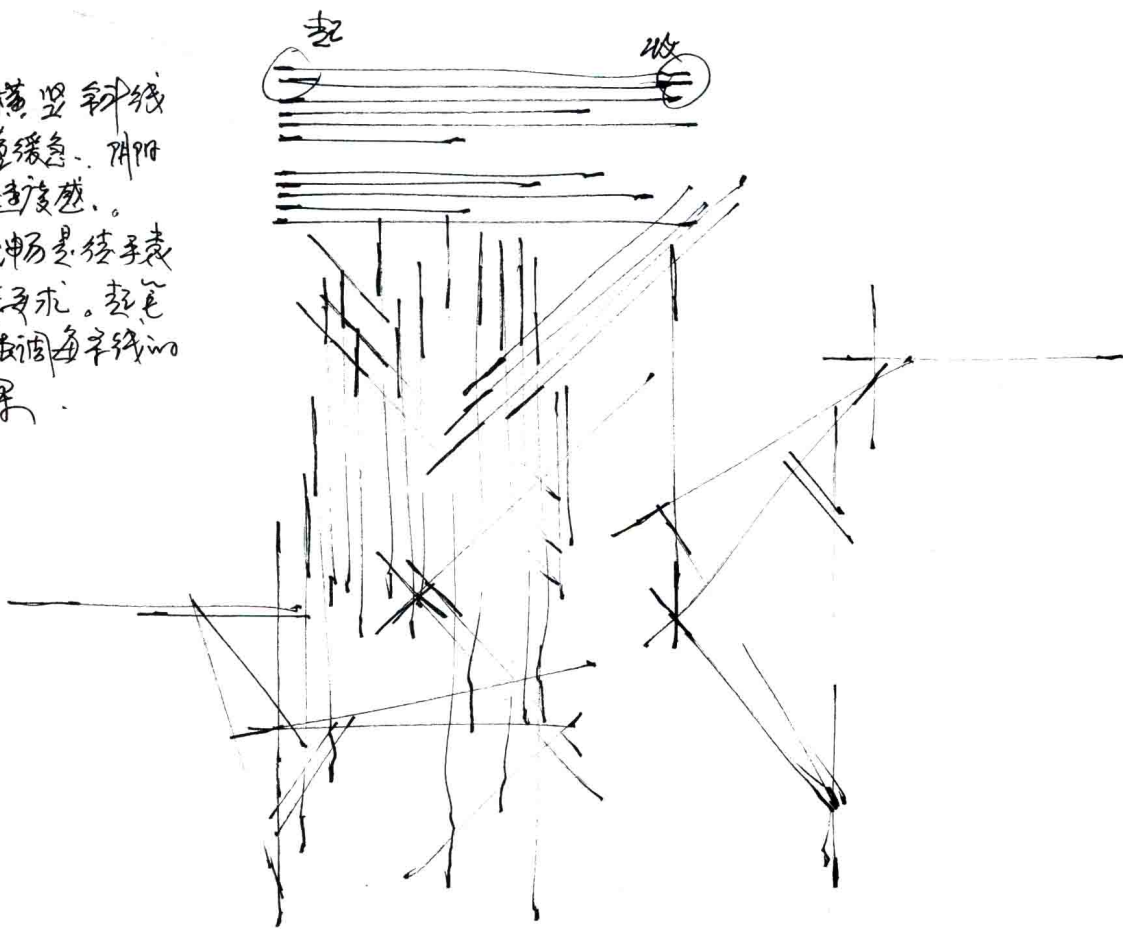


图1-1 直线的运用

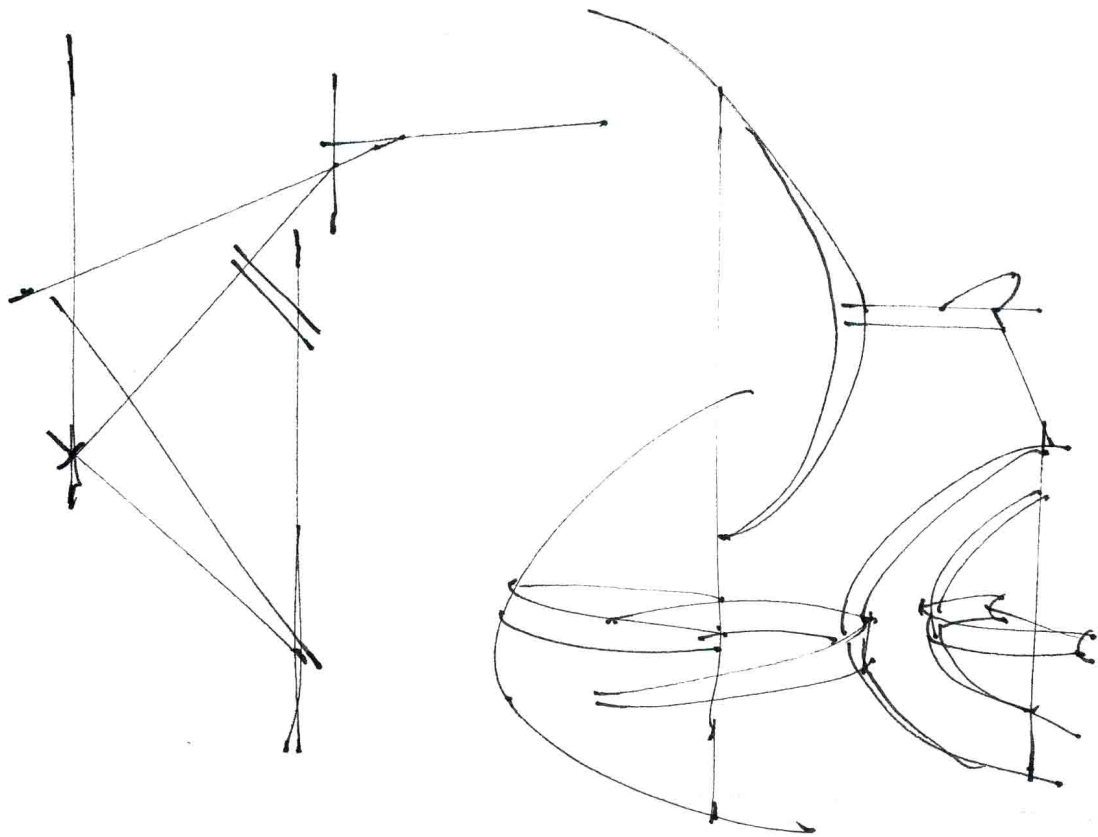


图1-2 直线和曲线的变化

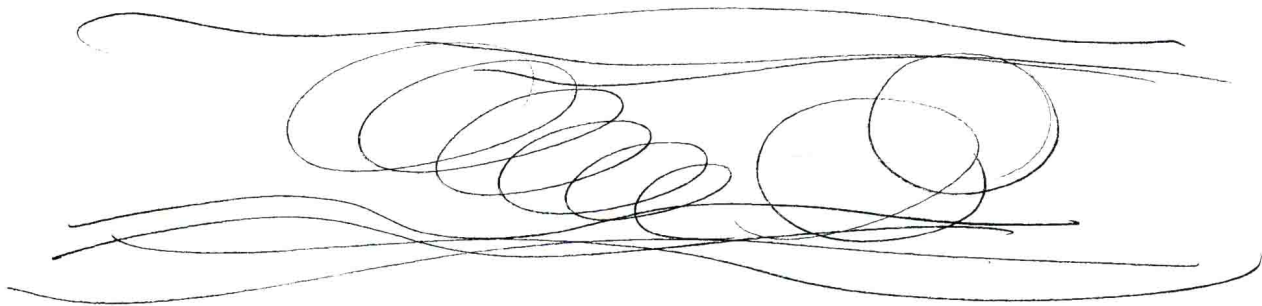


图1-3 曲线的变化

第一节 线的特点

直线：要有起伏笔、运笔、收笔，要有快慢、轻重的变化，线要画得刚劲有力，有“如锥画沙，入木三分”的感觉。

斜线：刚劲、有张力。

波浪线、曲线：优美、浪漫。

画线的过程中要注意有一定的技巧才能将画面表现得丰富饱满，经得住推敲、欣赏。

画线的基本方法，使用大臂带动小臂，手腕不

动，给予适当的压力，留下痕迹，正如线绳绷起来的感觉。运笔要有速度，画得要快，轻重缓急结合起来会产生很强的艺术效果，具有很强的视觉观赏性。线是骨架，画得要准确，笔笔到位，有实有虚。画者

可以通过手指微妙的退位变化得到理想的画面效果。如果线画得不够准确或明确，空间效果就会不稳定，无法清晰地交代画面的空间进深关系（图1-4~图1-6）。

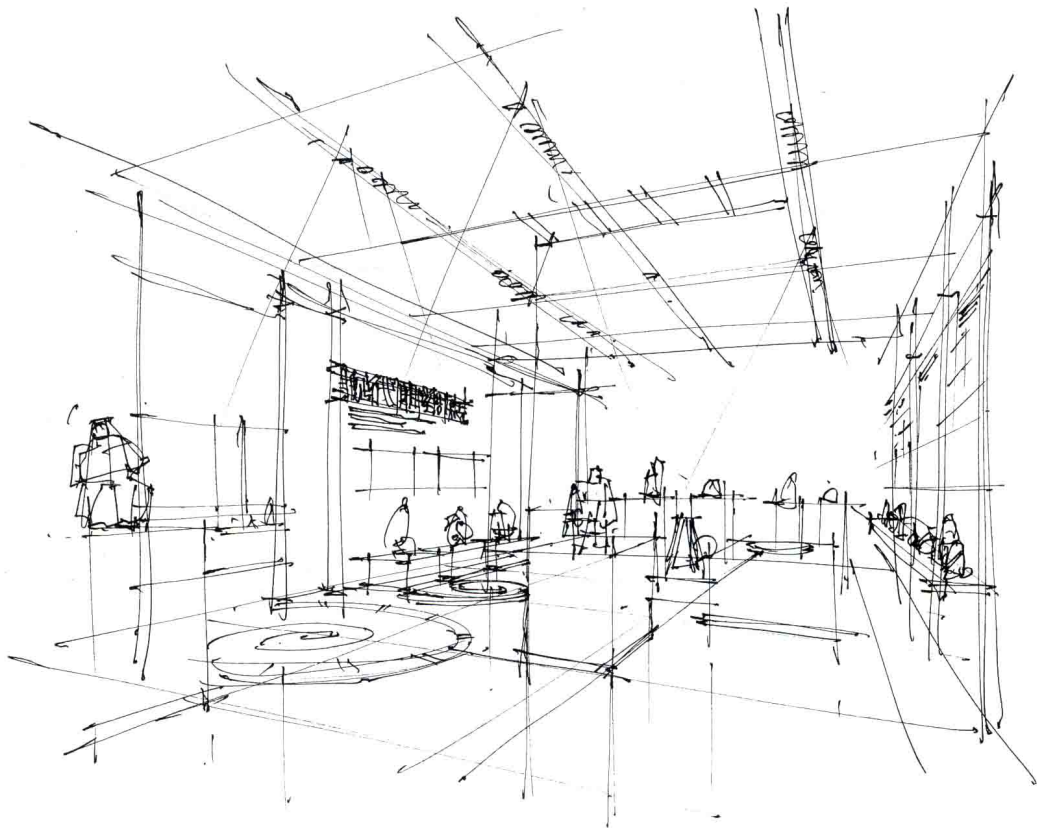


图1-4

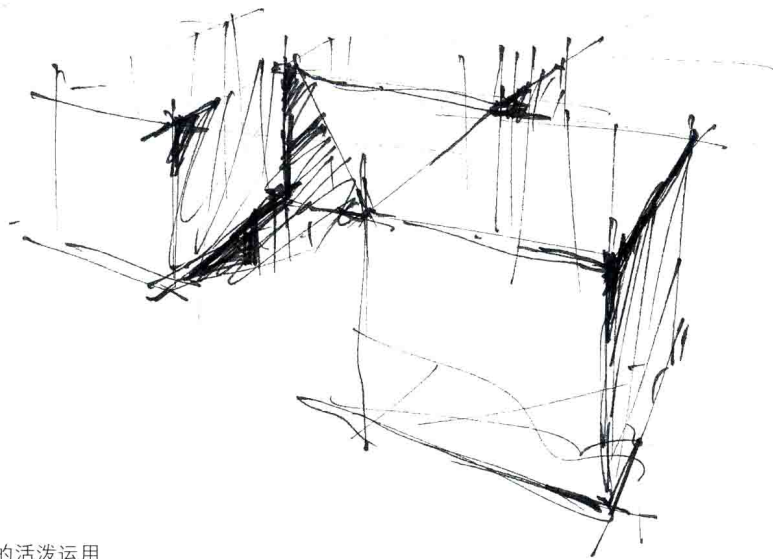


图1-5 线的活泼运用

这种线条虽然画得不够笔直，但是它十分活泼、生动。也是一种表现的方法。

正方形立方体的明暗表现

一画成:

强烈对比

活泼概括

夸张

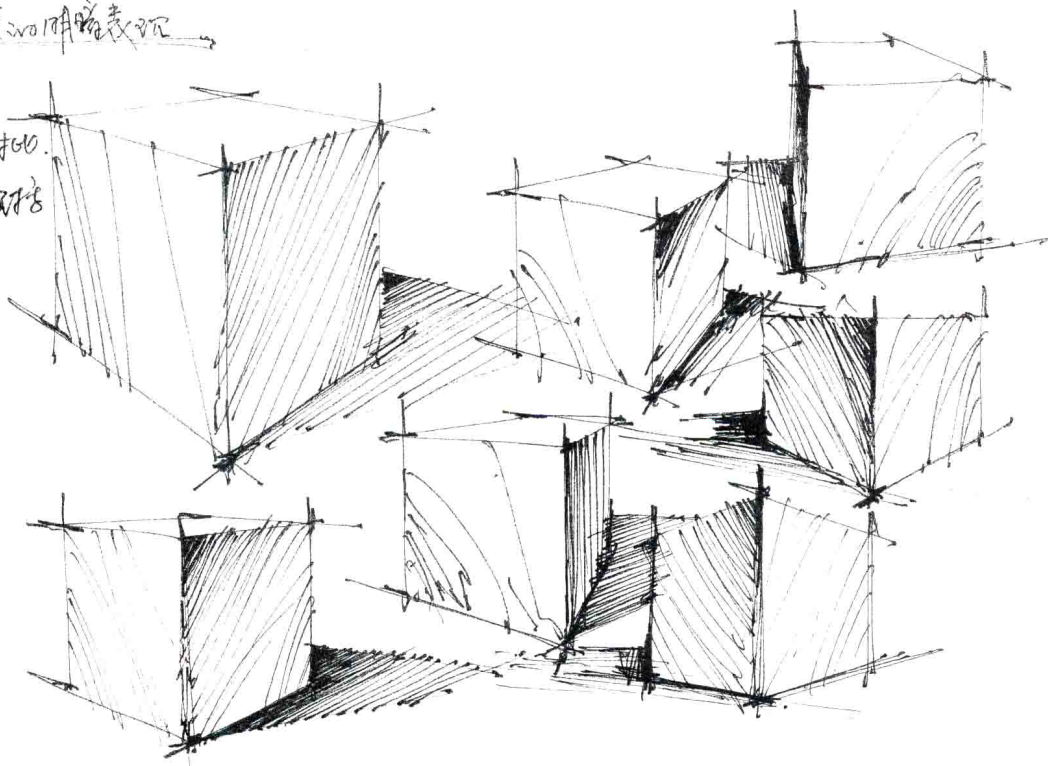


图1-6

两种不同的线，左面的两个沙发线条比较硬朗，右面的两个沙发线条活泼，表现方法各有千秋，看哪一种方法更适合自己（图1-7）。

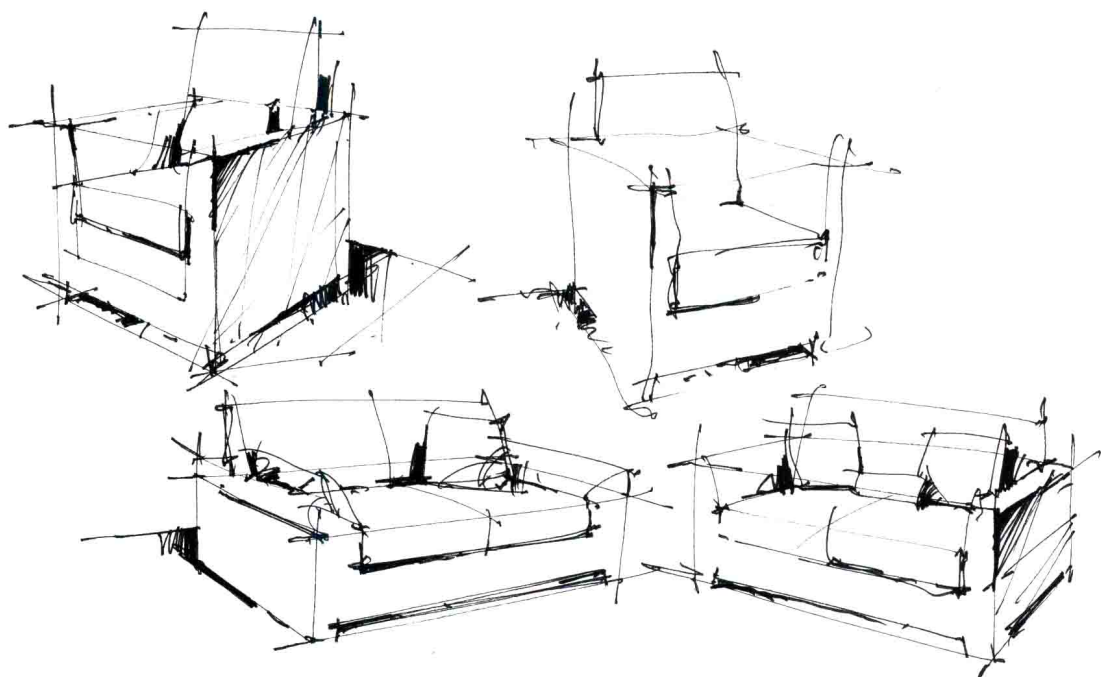


图1-7 线的对比