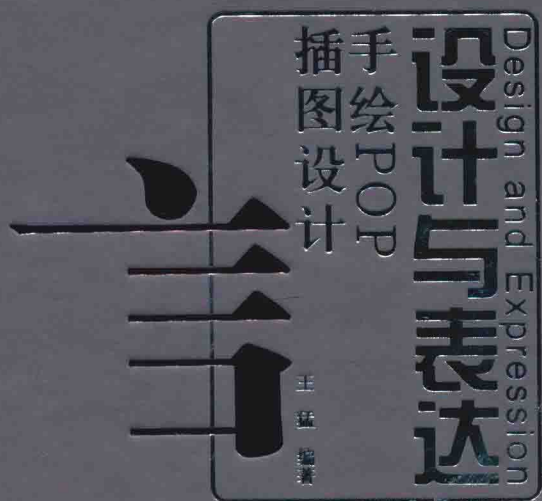




辽宁美术出版社

DESIGN
AND
EXPRESSION
设计与表达

*The Design of POP
Sketching Figure*

手绘POP插图设计

王 猛 编著

Liaoning Fine Arts Publishing House

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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.

CONTENTS

总目录

01

手绘POP插图10天速成

王 猛/ 编著

02

手绘POP插图精编1

王 猛/ 编著

03

手绘POP设计——创意插图1000例

王 猛/ 编著

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DESIGN

POP

10



王猛 编著
POP图例1000例

王猛 编著



第一章 基础准备

第一天 插图与POP的关系

第二天 插图的分类及工具



第一天 插图与POP的关系

在学习手绘POP插图之前，让我们先来简单了解一下什么是手绘POP。

POP是英文“POINT OF PURCHASE”的缩写，译为“买点的广告”，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POP作为最主要的促销手段之一。

现今许多国家都非常重视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，培养了大量的POP设计人才，以适应市场需求。何为“手绘”？英文为handwriting，有手迹、书法之意，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。



插图的定义

手绘POP插图是指插附在文字当中的图画，对正文内容起补充说明或增强艺术欣赏性作用。由于情报时代的来临，现代社会的发展，现代插画的含义已从过去狭义的概念（只限于画和图）变为广义的概念，“插图”就是我们平常所看的POP广告、各种刊物或儿童图画书里，在文字间所加插的图画，这些图画统称为“插图”，是用以增加刊物中文字所给予的趣味性，使文字部分能更生动、更具象地活跃在读者的心中。而在现今各种题材的手绘POP广告中，插图的重要性，早已远远地超过陪衬地位。它不但能突出主题，而且还会增强艺术的感染力。

手绘POP插图是一种艺术形式，也是现代手绘POP广告设计的一种重要的视觉传达形式。

插图的功能

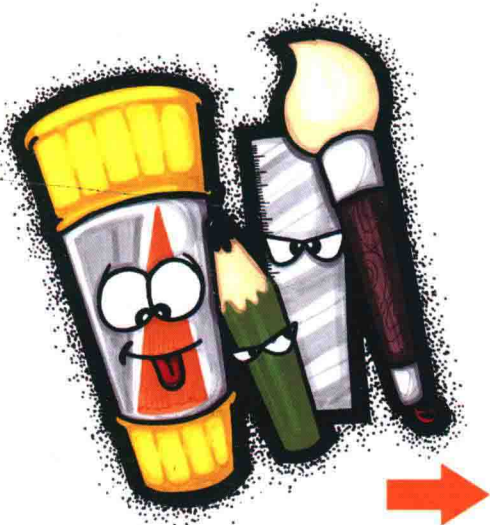
手绘POP广告插图的功能性非常强，偏离视觉传达目的纯艺术往往使现代插图的功能减弱。因此，设计时不能让插图的主题有产生歧义的可能，必须要做到鲜明、单纯、准确。

现代插图诉求功能：

- A. 展示生动具体的产品和服务形象，直观地传递信息。
- B. 激发消费者的兴趣。
- C. 增强广告的说服力。
- D. 强化商品的感染力，刺激消费者的购物需求。



在现代手绘POP广告中，插图往往是最先吸引观众的，也是最容易打动消费者或顾客的。



手绘POP插图以其直观的形象、真实的生活感和美的感染力，在现代手绘POP广告设计中占有特定的地位，已广泛用于手绘POP的多个题材，涉及文化活动、社会公共事业、商业活动、影视文化等方面。

泰山手绘POP
美+增+训+地
暑期令新年课
基础班800元
精英班1500元
讲师班2000元
招生电话: 07908276488 / 07904446488
新生陆上
地址: 辽宁省沈阳市和平区皇寺广场东栋六层601

第二天 插图分类及工具

在插图领域里，有很多种类别，我们可以按照不同的功能对其进行分类。

插图的分类

按现在市场的定位分类有矢量时尚、卡通低幼、写实唯美、韩漫插图、概念设定等；根据制作方法分类有手绘、矢量、商业、新锐（2D 平面，UI 设计，3D）、像素；按插画绘画风格分类有日式卡通插画、欧美插画、中国香港插画、韩国游戏插画、中国台湾言情小说封面插画；另外还有手工制作的折纸、布纹等，各种风格都有，并驾齐驱。

通常应用到手绘 POP 广告里的手绘插图主要有两类，一类是写实类，另一类是卡通漫画类。

写实类

就是把人物或物品等具体地表现出来，往往着重刻画细节部分，由于它要求必须真实、生动，需要创作者具备一定的艺术基础，要对绘画里面的明暗和立体关系掌握得非常好才能达到要求。

写实类风格的插画较为精致，也具有较强的视觉冲击力，但对于初学者来说，难度较大。



手绘 POP 广告里写实类风格的插图要求比较严格，对于没有美术基础的创作者来说表现极为困难，所以其应用也极少。



卡通漫画类

就是通过夸张、比喻或讽刺的手法加上简单的线条把人物或其他物品等表现出来，它的风格是幽默、诙谐、活泼，手绘POP海报的风格也是如此。

卡通漫画类风格的插画轻松活泼，对于初学者来说，在较短的时间内就可以掌握其技巧和绘制方法。



现代手绘POP广告制作简单、迅速，而且对于制作者来说不需要有较强的美术功底，所以卡通漫画类风格的插画因其易于上手而得到广泛的应用，可以说是人人都可以掌握的一种快速的插画形式，这也是本书重点为大家介绍的。

插图的题材

手绘POP 插画题材，主要有人物题材、食品题材、物品题材、动物题材、植物题材等，本书也重点以这几类题材为主为大家进行逐一的介绍和讲解。

各种简单、可爱的卡通插画造型可以为手绘POP 海报增添活泼、愉快的气氛，使其更有亲和力。

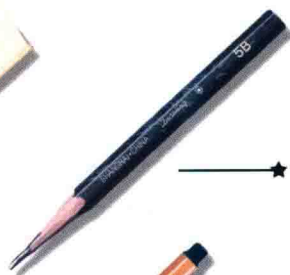


插画的工具

漂亮、活泼的手绘POP插画需要工具及载体来表现，下面就让我们看一下绘制手绘POP插画的一些常用基本工具。



橡皮★



★ 铅笔



勾线笔★



★ 记号笔



★ 水性马克笔