

DESIGN  
&  
APPLICATION  
应用设计

*The Practical Design Of POP Sketching II*

手绘POP实用设计

②

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。

## 总目录

01 手绘POP插图精编1

王猛 编著

02 卡通食品资料图库

王猛 编著

03 卡通动物资料图库

王猛 编著



# Preface

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.



# DESIGN

01

手绘POP插图精编<sup>1</sup>

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