

THE
COMPLETE WORKS OF CHINESE
ART DESIGN CLASSIFICATION

手绘POP素材库

ART DESIGN

中国美术·设计分类全集

[设计基础卷]

辽宁美术出版社

LIAONING FINE ARTS PUBLISHING HOUSE

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序言

自20世纪80年代始，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，并对中国社会经济的发展产生了积极的影响。作为发展中国家，中国当代艺术设计不可避免地受到西方和日本设计的影响，同时中国艺术设计的起步也明显地受到我国香港、台湾地区的直接影响。经过短短二十余年的努力，中国艺术设计水平得到了惊人的提升，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。

近年来，中国艺术设计领域也在不断演化、更新，融合了更多的新学科、新概念，艺术设计教学也不断开拓、不断细化、不断整合。其形态范畴从传统的建筑设计（包含环境艺术设计）、产品设计、视觉传达设计、服装设计延展到动画设计、信息设计、多媒体设计、设计管理策划、设计批评等诸多方向。

实用与完美结合的设计观念始终是艺术设计宗旨和终极目标。我社精心推出的图书馆配书《卡通人物资料图库》《卡通动物资料图库》《卡通生活用品资料图库》《卡通食品资料图库》便是有很强实用价值的卡通设计类系列丛书。这些卡通设计作品不是简单的信息罗列、空间再造、产品功能或图形文字的构成，而是大多结合其文化背景和实际商业需求来进行艺术设计创作，其手法也是多样的，从直观到隐喻，从抽象到具象，从无序到有序，力求把美感与功能达至完美的统一。读者可以从本套丛书中领略到这些卡通设计作品是如何与受众沟通交流的。他山之石，可以攻玉，也许我们能在这些优秀的卡通设计作品中得到借鉴和启迪。

Preface

Since 1980s, along with fully reforming and opening up in China, Chinese artistic designing has undergone profound changes from concept, function as well as creation level. It also makes an active effect on economic development in our society. As a developing country, of course, our modern artistic designing is influenced by Japan and Western countries, at the same time; our artistic designing is also influenced directly by Hong Kong, Taiwan. Only after about 20 years' efforts, the level of Chinese artistic designing has been improved by surprise. In the social background of global integration, Chinese artistic designing has been being an important part of International artistic designing.

In recent years, Chinese artistic designing has experienced a constant evolution, being renewed with more new subjects and new concepts, at the same time, artistic designing teaching has development, specification and integration continuously, the formation category of which has been extended from traditional Architectural Design (including environment artistic designing), product designing, Visual Communication Designing, costume designing to animation designing, information designing, multi-media

designing, design planning management, design criticism etc.

The purpose and the final target of artistic designing are to connect perfect designing idea with practical use. Our agency published elaborately for library called "The information gallery of animation figures" ; "The information gallery of Cartoon Animals" ; and "the information gallery of living objects" , as well as "the information gallery of cartoon goods." Belonging to a series of artistic design book, all of which are full of strong practical value. These artistic designing products are not simply listed information, reconstructing space, describing the functions or showing pictures together. They are the creative artistic design based on their culture background and real commercial requirements with various designing methods from intuition to obscure vision, from abstraction to specification, from disorder to order, trying to connect sense of beauty and function perfectly. Readers could understand how these artistic designing products communicate with audience.

"Stones from other hills may serve to polish jade." We would get some enlightenment and learn some significance from these excellent artistic designing products.

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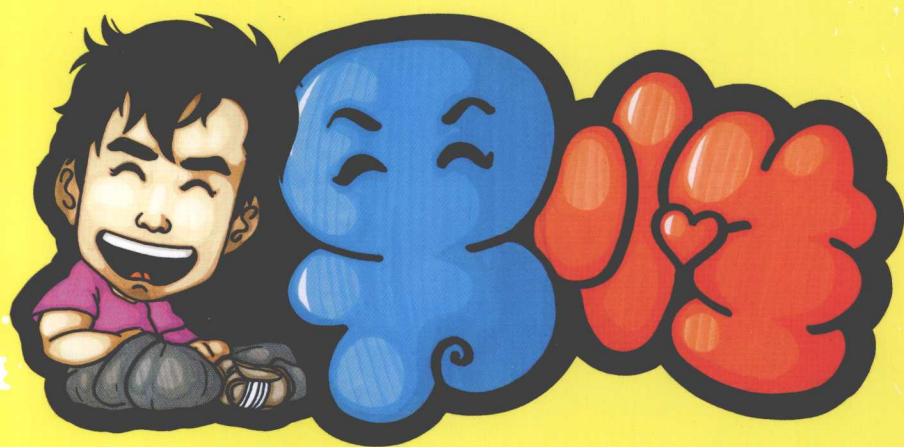
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The Complete-
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编著/王 猛



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