

DESIGN
&
APPLICATION
应用设计

The Application Of POP Sketching III

手绘POP应用

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王猛·编著

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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。

序

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。

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 aboard. 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.

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手绘POP设计——精致海报

王猛 编著

02

手绘POP设计——白底海报

王猛 编著

03

手绘POP海报分类精编

——生活娱乐
王猛 编著

04

手绘POP海报分类精编

——节日庆典
王猛 编著

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手绘POP设计——精致海报

王 猛 编著

第一章 精致海报基础

1. 手绘POP精致海报概述
2. 手绘POP精致海报工具
3. 手绘POP精致海报分类





1. 手绘POP精致海报概述

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“店頭广告”；它可以是当今时尚很流行的新兴广告媒体。

而手绘POP的意思是“徒手亲自书写出来的以文字或图案为主的POP”。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”。

在我们平时所制作的手绘POP广告中，在铜版纸上直接书写的白底海报制作迅速、快捷，可以适应大众化的商业促销需求，但有的时候，一些高档场所或是特殊题材，简单的白底海报就很难较好的发挥POP广告的魅力和效果，这样就需要我们发挥创意及运用一些材料制作极为精致的手绘POP广告，这样不但可以增强手绘POP海报的档次和内涵，而且使商家店面的形象也得到了很大的提升。

手绘POP精致海报是白底海报制作技术的一个升华，它可以运用彩色的纸张制作出不同的效果，也可以根据相应的主题内容，创作出视觉冲击力较强的POP广告，在吸引消费者和顾客的注意力方面，更是白底海报所无法比拟的。

对于我们手绘POP创作者来说，制作精致的手绘POP海报可以更好的发挥我们的创意，也能更有效的提升我们的制作水平，使我们制作的手绘POP海报不仅仅是一张广告，而且更是一幅精美的艺术作品。

制作精致的手绘POP广告，可以在一些节日里营造出欢快、活泼的气氛，在商场里更是一个亮点。



手绘POP精致海报制作工序虽然繁琐一些，所运用的工具较为多一些，但制作后的效果却十分理想。

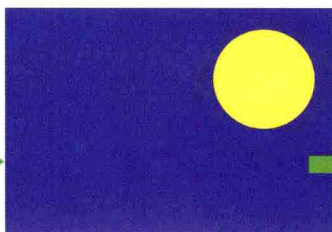


采用剪切形式制作的文字部分可以让POP海报更加立体，视觉效果更加强烈，使POP海报既是广告，又是手工艺品。

Merry Christmas



利用纸上固有的颜色可以制作出贴近主题的效果，是主题氛围更加突出，更具艺术效果。



插图和文字等部分可以粘贴组合，制作也更为灵活。

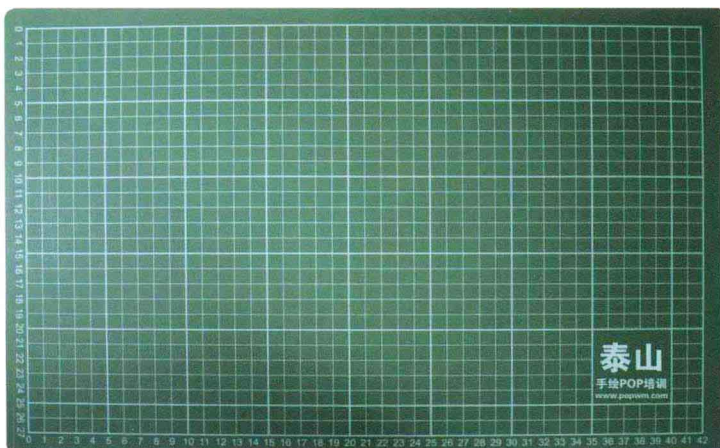




2. 手绘POP精致海报工具

制作手绘POP精致海报需要用到很多种工具，各种工具都有各自的用途，下马就让我们根据实例具体来了解一下制作手绘POP精致海报较为常用的一些工具。

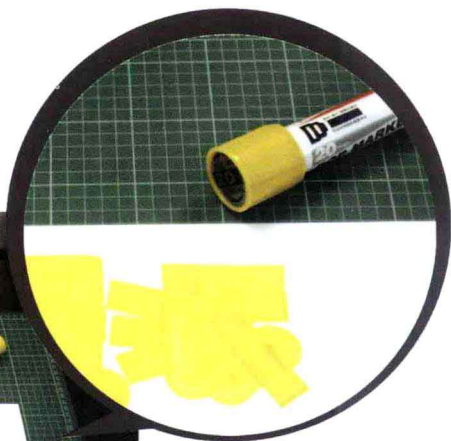
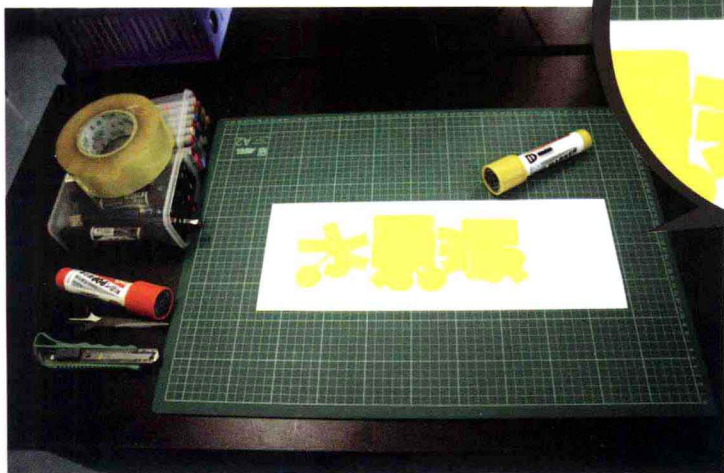
切割垫：为PVC材质，刀片耐久度高，不反光，不会打滑，适用各种切割、手工纸艺、手工雕刻等。



我们制作的手绘POP精致海报，往往需要进行剪裁、切割、粘贴等工序，如果使用切割垫垫在桌面上可以有效的方式划伤及污染桌面，切割垫从大到小有很多种规格，我们在购买的时候可以根据做制作的手绘POP精致海报具体的尺寸进行选择：

- A4 22cm x 30cm x 0.30cm
- A3 30cm x 45cm x 0.30cm
- A2 60cm x 45cm x 0.30cm
- A1 60cm x 90cm x 0.30cm

油性宽头马克笔：用来书写海报中的标题字部分，有30mm、20mm、12mm、6mm等四种规格。



精致海报中的标题字部分，我们可以先在铜版纸上书写，然后后期再剪裁下来粘贴到有色纸上，这样可以有效的避免吃色或混色现象产生，同时又为海报增加了立体效果和艺术感觉。

油性双头马克笔：可以用来为标题字进行装饰，如下图实例中就是采用双头马克笔进行轮廓装饰的。



剪刀：主要用来剪裁标题字、插图或其它部分，是手绘POP精致海报必不可少的重要工具之一。



水性马克笔：用水性马克笔绘制插图部分，水性马克笔色彩丰富绚丽，大约有六十种颜色之多。

为了避免吃色现象产生，插图部分我们也是采用水性马克笔先在铜版纸上进行绘制，然后再将其剪裁下来后期进行粘贴使用，和标题字剪裁的方式一样，也需要在插图四周保留一圈白边，以增强插图部分在精致海报中的立体效果。



双面胶：用来粘贴海报中的纸张部分，可以根据具体需要选择不同宽度的双面胶进行使用。

本图海报实例里，我们先选择一张紫色的彩胶纸，然后在背面粘贴一圈双面胶，最后在将其粘贴到比紫色彩胶纸略大一圈的黑色彩胶纸上，这样制作精致海报的背景纸张的目的是让其中内容更加突出和醒目，同时也增强背景纸张的层次感觉。

