

中国设计·广告设计

①

王岩等 编著

Chinese Design: The Advertisement Design I
Liaoning Fine Arts Publishing House

辽宁美术出版社

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《中国设计》系列丛书是超大型的重点出版工程。它汇集了全国顶尖高校数百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，是设计学科建设不可或缺的基础理论书籍。

我国的设计领域正处于迅猛发展的时期，设计以其独特的表现手段覆盖了社会各个领域，成为综合国力迅速增长的重要推力。设计以其复杂的多学科背景和先进的系统整合功能成为当今全球发展最快的前沿交叉学科。从某种意义上说，设计改变了人类的生产和生活方式，成为当代文化的一种重要形态。

随着创意经济时代的到来，今天的艺术领域发生了飞速的变化。在工业化、全球化、城市化的大背景下，各类艺术不断拓展出新，社会经济发展对艺术、设计、创意人才的需求也在日益增加。2011年，国务院学位委员会、教育部对我国高等院校的学科门类作出了重要的调整，将艺术学从文学门类中分离出来，成为新的独立的学科门类。由此，美术学、设计学升为艺术学门类下的一级学科。这是艺术学科自身发展的必然结果，也是时代发展对艺术学科的要求。它将极大改变我国艺术教育的整体格局，直接关系到中华民族伟大复兴所必需的自主创新能力培养的大问题。

近两年来，根据艺术学学科设置的此项变化，为适应普通高等院校艺术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，建构艺术学的学术框架和科学规范教学用书，我们组织编辑了《中国设计》大型丛书。本套书涵盖设计学下设的主要分级学科的内容，是大设计的概念，是针对中国人学习和认识艺术设计的需要所配备的图书。它的出版将有力地推动中国设计教育事业的发展，不论在理论界、设计界、教育界都具有里程碑的意义。

设计是一种把计划、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”。设计学包含的内容非常宽泛，凡与设计相关的所有基础学科和应用均可列入其中。

进入20世纪80年代，中国的艺术设计教育开始引入由德国包豪斯开创的现代设计体系，如平面构成、色彩构成、立体构成等课程。通过不断的探索和实践，包豪斯设计教育理论与我国的艺术教育实际相融合，逐渐形成了我国设计基础教学体系。目前，设计基础的基本构建点是培养学生艺术设计的创造性。在教学方法上主要通过案例式教学加以分析和启发，通过大量的理论结合实践的训练使学生对设计的基础知识从感性认识升华到更高、更广、更科学的审美境界即理性的思维方式中去，使学生了解设计艺术的特殊性，从而掌握其规律，并在设计中能够合理地运用设计基础理论和方法，发挥创造精神，最终达到满足符合功能和审美的设计要求。

本套丛书共分31种，主要围绕基础理论、创作、欣赏、研究四个方面展开。具体书目有：《构成基础》《设计素描》《平面构成》《色彩构成》《设计原理》《图案设计》《图形设计》《视觉识别系统设计》《VI设计》《广告设计》《POP设计》《环境空间设计》《公共空间设计》《园林景观设计》《室内设计》《展示设计》《建筑设计与表现》《包装设计》《书籍装帧设计》《字体设计》《工业产品设计》《家具设计》《工艺品设计》《材料应用》《计算机应用与设计》等。

设置艺术学门类为我国艺术类人才的培养提供了更大的空间和自主性。在新的学科门类体系下，针对设计学科的特性，有系统、有计划、有新意地推出设计学范畴的图书，以供社会广大美术爱好者学习者、高等院校师生之用，对繁荣和发展我国高等教育事业有积极的作用。

The *Chinese Design* series is a huge publishing project, which contains the forward-looking teaching and research result of design elites from China's top universities. It is an indispensable theoretical book for the discipline construction of design.

China's design field is in the period of rapid development. With the unique way of expression, design covers almost all the aspects of society and has become the important driving force for enhancement of the overall national power. With its complex multi-discipline background and the advanced system integration function, design has become the fastest growing frontier cross-disciplinary branch. In a sense, design has revolutionized people's way of production and lifestyle and has become an import form of modern culture.

With the arrival of the creative economy, the art has witnessed rapid development. With the industrialization, globalization and urbanization, various kinds of art have come into being and the social and economic development has greater need for talent in art, design and creativity. In 2011, the State Council Academic Degrees Committee and the Ministry of Education made major adjustment on the discipline of colleges, separating the study of art from literature as an independent discipline. As a result, artistic theory, fine arts and design science has become the first-level discipline of art. It is the inevitable result of the development of art and the requirement of age on art. It will greatly change the pattern of China's art education and is directly related to the cultivation of independent creativity of the Chinese nation.

For the past two years, based on the change of the art discipline and to accommodate to the development of art major of university and the need for art learning and appreciation, we compiled the large series of *Chinese Design* with the aim of establishing the academic framework and standardizing teaching books. The series covers the major part of the hierarchical subjects of art. It is the ideal book for Chinese to learn about the art design. The publication of the book will bring benefit to the Chinese art and has milestone significance in theoretical circle and the educational circle.

Design is the active process which conveys plan, program and imagination through the form of visual. It is the conscious effort made to establish meaningful orders. The simplest definition of design is the purposeful creative behaviour.

Discipline of design covers a wide range. All the basic subjects and application related with design and application can be included.

After 1980s, the education of China's art design began to introduce the modern design system by Bauhaus from Germany, including courses such as plane composition, colour composition and three-dimensional composition. With constant exploration and practice, the design instruction theory of Bauhaus has integrated with China's art education practices, which gradually forms fundamental design teaching system. Currently, the starting point of design fundamentals is to cultivate the creativity of students' art design. Case study and analysis as well as inspiration are adopted as the instruction method. With the intensive training of combining theories with practices, the perpetual knowledge of design could be developed into the rational way of thinking, which is a higher, wider and scientific aesthetic realm. Students are required to learn about the particularity of art design and grasped the rules to put the theories and methods into practices rationally. With creative spirit, the students are expected to meet the requirement of function and aesthetic design.

There are 31 kinds of books in the series, which centered on basic theory, creation, appreciation and research. Specifically the books are as follows: *The Basis of Composition*, *Design Sketching*, *Plane Composition*, *The Composition of Color*, *The Principle of Design*, *Pattern Design*, *Figure Design*, *The Visual Identification System Design*, *VI Design*, *The Advertisement Design*, *POP Design*, *Design for Environment Space*, *Design for Public Space*, *Landscape Design*, *Indoor Design*, *Design and Display*, *Architectural Design and Expression*, *Package Design*, *Design for Binding and Layout of Book*, *Font Design*, *Design for Industrial Product*, *Furniture Design*, *Design for Artwork*, *Application of Material*, *Computer Application and Design* and so on.

The establishment of art provides larger space and autonomy for China's art talents. Based on the characteristics of the art discipline, to promote artistic books in a systematic, planned and creative way for art lovers and universities students and teacher has significance to the prosperity and development of China's higher art education.

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刘祥波-等 编著

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01

王岩 等 编著

广告设计

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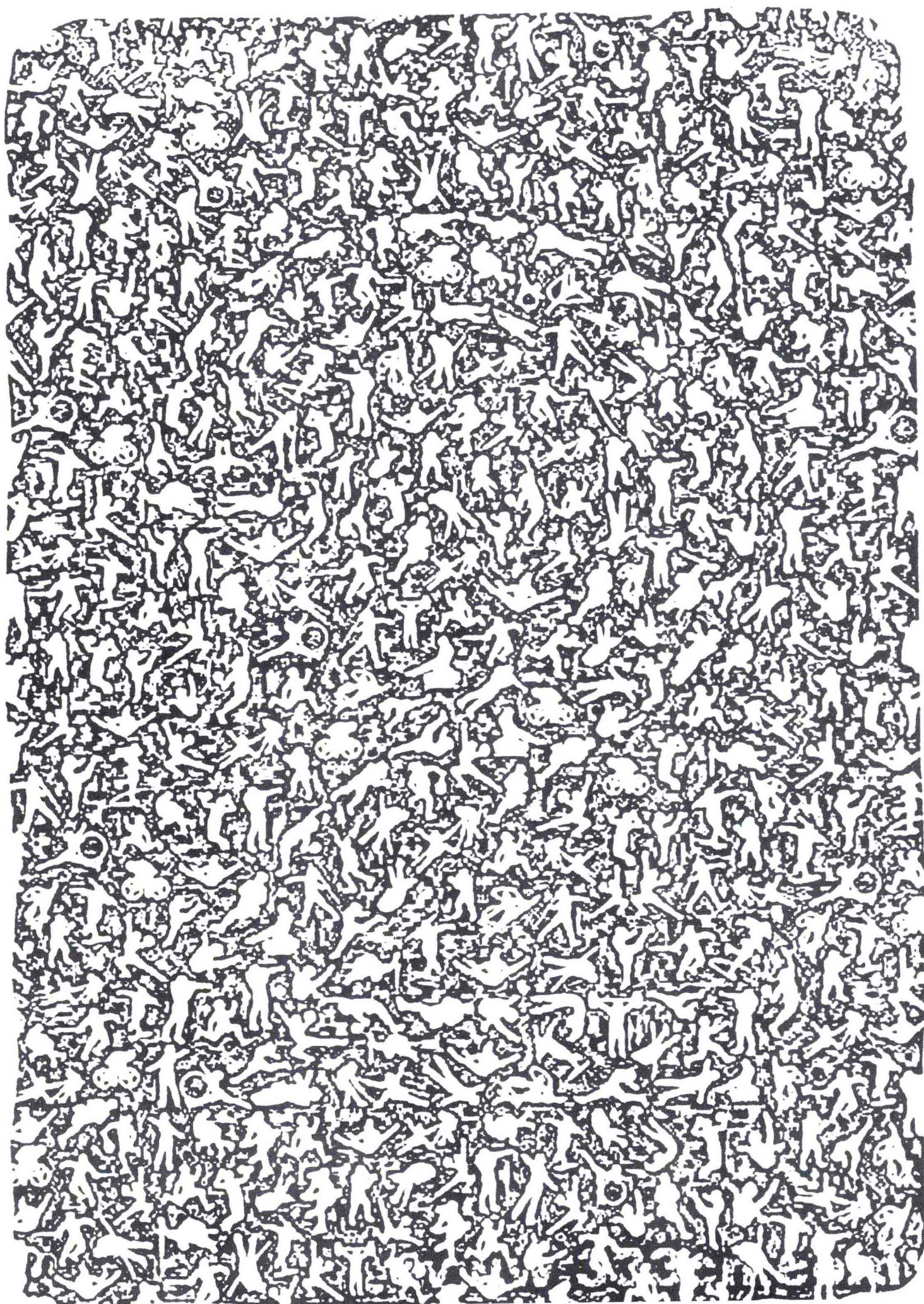
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概述

OUTLINE

《广告设计》教材面世的版本较多,此本《广告设计》教材编写旨在为平面设计类广告设计专业的学习提供基础教材用书,并有幸成为普通高等教育“十一五”国家级规划教材项目。在教材编写过程中,书目章节的结构基本依据平面广告设计内容的脉络而构建,结合在校学生的现实情况设计授课内容,力求系统有序、精干实用。书中每章关于专业基础理论、专业技能知识、典型案例赏析等分别有所侧重地加以介绍;在每阶段学习后都布置适当的课题作业,加以巩固深化;另外,着意在各章节中增添了一些与课题内容相关的知识点、趣味资料以补充参考,借此拓展学生的知识层面,有助于活跃授课气氛。

成书过程倾力于书面文字资源与图片教学资料的充足完备,其中文字部分是基于作者2005年版的《广告设计》教材的文字稿并加以大幅度充实完善后拟定写成,既有本书作者的教学心得又参考了一些专家著作的专业观点,在此对各位专家致以谢忱!

图片资料方面潜心搜寻一些有代表性、有权威性的设计家的设计作品,也包括在国内、国际各类广告大奖中获奖作品,并尽力收纳,以飨读者。可以说,直观的优秀范例是最好的教学资料,能促进学术见识提升一个高度。

书中集合一些经典的、各具特色的广告设计作品辅助教学,虽不能对广告设计的大成一并囊括,但可以借图文浏览一番平面广告设计的既往事例与前沿状况,纵横比较各种题材广告设计创意的风格概貌。

在编写中选择参考了一些作者的专业资料,由于时间关系及难于与各位优秀作品的所属者一一联系,恭敬地选用了部分大作,不周之处,敬请谅解!选择优秀作品的目的是为更好地服务于教学,勤于培养创新型设计人才。感谢各位大家的佳篇杰作,堪称集赏心悦目的华章共美文于一体,受教匪浅!同时衷心感谢辽宁美术出版社的大力支持!

授人以渔,是施教的用心;启发引导,是教学的目的;点石成金,是教育的回馈。

本教材的出版宗旨在于为从事广告设计学习的学生带来收益,不虚广告设计学习的过程,做到专业理论、专业技能双丰收。但是囿于学识水平,疏漏之处,还敬请各界专家不吝批评指正。

编者

2007年7月于苏州

第 1 章

广告设计概论

本章要点

- 广告定义
- 广告的产生、发展及功用
- 中外广告的发展概况
- 广告的分类
- 广告的运用过程

第一节 广告定义

什么是广告？单纯根据汉语字义来对“广告”说文解字，就有“广而告知”的意思，即将某种事物公告、某项活动告示传达。这样理解很朴素，提到了广告的传播功能。但这只能是通俗的、普遍的理解，有一定道理，但并不完全准确。从目前经济时代的大背景来看，也许这种理解就忽视了营销策略的意义。但这并不足怪，因为对于广告的定义解释，目前国内外的提案较多，尚无绝对定论。

追溯起来，作为人类的传播活动经历了四个发展阶段。传播活动的基本过程，即从最早的口语传播时期，到手写的文字传播时期，再到可以大量复制的印刷传播时期，而今更是进步到没有距离感的电子传播时代。而电子传播又历经广播、电视和网络这样一个逐步升级的过程。“广告”正是在这不断变革的时代中孕育发展起来的。

广告(Advertising)，简称AD。细论起来，是一个引进词。最早见于拉丁文“Adverture”，其原意是吸引人注意、诱导和披露。而在中古英语时期演变为Advertise，其含义是引起他人注意。随着社会的发展，17世纪末英国商业活动开始兴盛起来，广告一词也被广泛地使用和流行。“Advertisement”一词最早出现在1645年的英国报纸《每周报道》上，但起初的含义是新闻而非广告，因为当时英国的重要新闻都称作广告。1655年苏格兰《政治使者》报开始正名为“广告”，并沿用至今。此时的“广告”，已是包含了一系列的广告活动，语义为“Advertising”，其含义是“商业上的告知”，目前该语义已成为国际上较为一致

的广告语义。

“广告”一词最早以汉字的形式出现是在20世纪初，即光绪三十二年(1906)发行的《政治官报章程》上。对于广告的定义，不同的国家解释稍有不同。根据我国上海辞书出版社2002年版的《辞海》的解释为，“通过媒体向公众介绍商品劳务和企业信息等的一种宣传方式。一般指商品广告。从广义来说，凡是向公众传播社会人事动态、文化娱乐、宣传观念的都属于广告范畴”。

这里我们可以给广告定义为，广告是借助媒体或通过媒体有计划地向目标对象传播信息，同时引起目标对象的注意和反映，并且多是有偿服务的一种宣传形式。

广告现已发展成为一门独立的学科——广告学。同时它又是一门边缘学科，涉及许多相关学术领域，诸如社会学、经济学、销售学、市场学、心理学、新闻学、传播学、语言学、统计学、美学、声学、光学、电学等学科。

因为广告具有多样性的特点，定义的范围也各不相同，因此广告具有广义和狭义之分。广义广告，其内容和对象广泛，包含营利性广告(经济广告)和非营利性广告(非经济广告)；狭义广告，一般专指营利性广告，特指经济广告、商业广告。

广告是一种有计划有目的的活动，是一种通过媒体向大众传播信息的方式：利用语言声音传播的称作“听觉传达”；利用图形文字可视传达的称作“视觉传达”；用综合视听方式与影视手法呈现的称作“综合传达”。

好的广告，除了创造经济效益外，还能使广告传达的信息在公众心目中留下长久美好的印象。

第二节 中外广告发展简史

广告设计的发展是与人类社会文明的发展同步的。下面加以简述。

一、古代部分

世界现存最早的实物广告距今已有3000年,是在埃及尼罗河畔的古城底比斯发现的文物。它是一种由沙草纸制成的“传单广告”,是一则奴隶主悬赏缉拿一个名叫谢姆的逃奴的广告原件,现藏英国大英博物馆。

中国古代的广告形式较多样,诸如店铺门口实物悬挂、酒店门前挂酒幌等方式。在宋代画院画家张择端的《清明上河图》中,就精致地记录了北宋首都汴京地区的街市和民生情景,一些广告现象有所表现(图1-1)。另外在清代画家徐扬完成于乾隆二十四年(1759)的《姑苏繁华图》中,广告现象也都有表现,画面中尽写乾隆盛世时姑苏城的繁华景象(图1-2)。我国现存最早的印刷广告实物是北宋时期(960—1127)济南刘家针铺的广告画板,上面雕刻有图形和文字,是迄今世界上发现年代最早的印刷广告物(图1-3)。

1448年德国人约翰内斯·古滕堡(Johannes Gutenberg, 1398—1468)使用活字印刷术用铅铸造活字印制圣经,所以约翰·古滕堡又被尊称为现代印刷之父。1472年,英国的一个出版人威廉·坎克斯顿(William Caxton)印制了推销宗教书籍的广告,张贴于伦敦街头,标志着西方印刷品广告的开端。这张广告大约比北宋的刘家针铺广告晚三四百年。1624年,英国出版商纳泰尼尔·布尔和尼古斯·巴梅(Nathaniel Buter and Nicholas Boume)在一家英文报纸中上刊登出一则地图广告,这是英文报纸的第一则广告。1666年英国《伦敦报》正式在报纸上开辟广告专栏,这是历史上第一个报纸广告专栏,各地报纸争相仿效。报纸广告从此占据报纸的一席之地,并开始成为报业界最重要的经济来源之一。1798年,生于捷克斯洛伐克而在德国巴伐利亚工作的演员兼剧作家阿罗斯·逊纳菲尔德(Alois Senefelder, 1771—1834)发明了完美的石版印刷术以及相关的器材和印制方法,他被世人尊称为石版或平版印刷之父。平版印刷技术的发明促使“海报”登上了历史舞台。

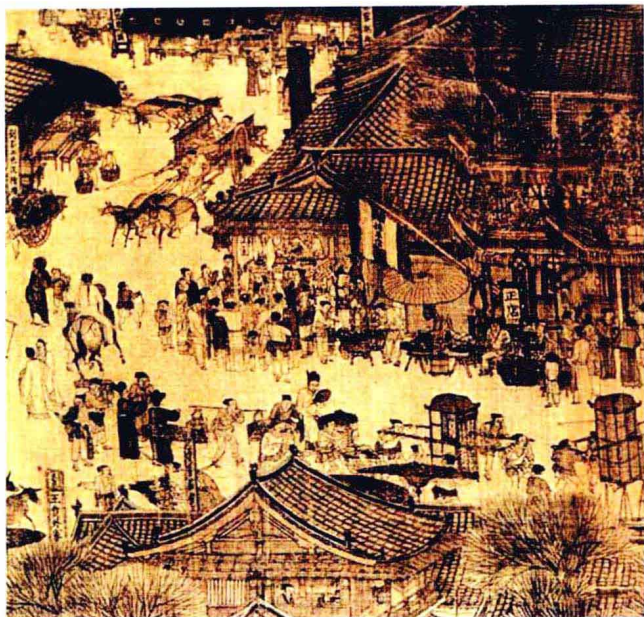


图1-1 宋代张择端的《清明上河图》

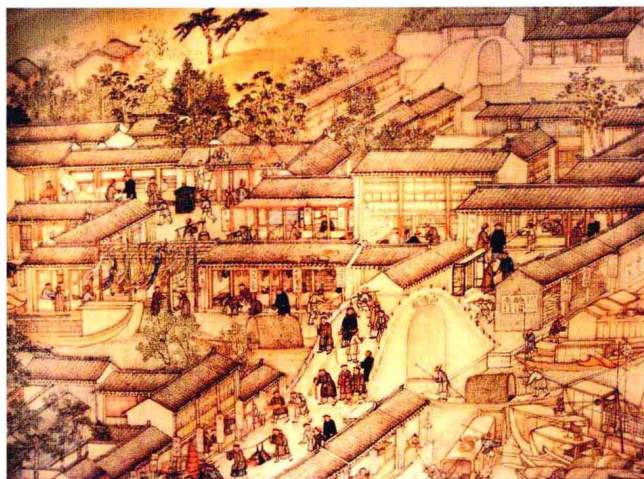


图1-2 清代徐扬的《姑苏繁华图》



图1-3 刘家针铺广告