平面设计浅入浅出

关于平(hai)面(bao)设计的几个基本问题

Yanju Chen
2015.04
Q0: 如何做海报

How to Design A Poster
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How to Design A Poster
Q1: 设计的基本原则

- 对比 (contrast)
- 重复 (repetition)
- 亲密 (proximity)
- 对齐 (alignment)
<table>
<thead>
<tr>
<th>Correspondences</th>
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<tr>
<td>Flowers, herbs, trees, weeds</td>
<td>Flowers, herbs, trees, weeds</td>
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<td>Ancient Greeks and Romans</td>
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<td>Drinks and recipes</td>
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<td>Music</td>
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<td>Quizzes</td>
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<tr>
<td>Fun but difficult quizzes</td>
<td>Fun but difficult quizzes</td>
</tr>
</tbody>
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First Friday Club
Summer Reading Schedule

1 Henry IV
Still trying to get to the Holy Land to atone for Richard’s death, Henry is beset by many troubles, including the willful debauchery of his son, Hal. Because these Henry plays are closely connected, we’re going to read them both in one day.
June 4 • Friday • 1 p.m.

2 Henry IV
We carry on with the tales of Falstaff and Hal. Hal proves to his father he is a decent son and heartbreakingly rejects his good round friend Falstaff.
June 4 • Friday • 6 p.m.

Henry V
Does Hal really have to be so cruel to his friends? Is that what being a king is all about? Hal, now Henry V, marches into France to win Agincourt.
July 8 • Friday • 5 p.m.

The Mermaid Tavern
All readings are held at The Mermaid Tavern in the Grand Hall
Sponsored by the Community Education Program
Tickets $10 and $8, each play
For ticket information phone 555.1212
Q1: 设计的基本原则

The Four Basic Principles

Learn to Dance!

Free Scones! Prizes!
Free Tea!

Hip Hop Salsa Clown Funk
Tango Rumba Saturdays Quickstep
Bolero Foxtrot 9-3
West Coast Swing Mambo Lindy Hop
East Coast Swing
109 Jive Lane Cha Cha Krum
Rosetta Dance Studio

Learn to Dance!

Rosetta Dance Studio • 109 Jive Lane • Saturdays 9 a.m. to 3 p.m.

Smooth Rhythm Street Social
Waltz Cha Cha Hip Hop East Coast Swing
Tango Rumba Krum West Coast Swing
Foxtrot Bolero Funk Lindy Hop
Quickstep Mambo Clown Salsa

With or without a partner!
Prizes! Free Tea and Scones!
Q1: 设计的基本原则

对齐
alignment

Mermaid Tavern
Ralph Roister Doister
1027 Bread Street
London, NM
(717) 555-1212

Mermaid Tavern
Ralph Roister Doister
1027 Bread Street
London, NM
(717) 555-1212
Q1: 设计的基本原则

对齐

alignment
Q1: 设计的基本原则
The Four Basic Principles

对齐
alignment
Center Alley
Center Alley worse jester pore ladle gull hoe lift wetter stop-murder an toe heft-cisterns. Daze worming war furry wicket an shellfish parsons, spatially dole stop-murder, hoe dint lack Center Alley an, infect, word orphan traitor pore gull mar lichen ammonol dinner hormone bang.

Center Alley
Center Alley’s furry gourd-murder whiskered, “Watcher crane aboard?”

Center Alley
Center Alley’s furry gourd-murder whiskered, “Watcher crane aboard?”

Center Alley
Center Alley’s furry gourd-murder whiskered, “Watcher crane aboard?”

Center Alley
Terence English
- Stratford-upon-Avon, England

Objective
- To make money

Education
- Stratford Grammar School, I think
- Definitely not University

Employment
- Actor
- Play broker
- Shareholder of Globe Theatre

Favorite Activities
- Suing people for small sums
- Chasing women

References available upon request.
Q1: 设计的基本原则

The Four Basic Principles

重复
repetition

Staff Meeting Today! 2 P.M.
Be There or Be Square!
Q1: 设计的基本原则

The Four Basic Principles

annual martini tasting
at the mermaid tavern

Lemon Drop

6 parts lemon-flavored vodka
1 tsp sugar
1 part Cointreau or limoncello liqueur
Combine ingredients in a cocktail shaker half-filled with ice cubes; shake well. Squeeze half a lemon around the rim of a martini glass and dip in sugar. Pour the contents of the cocktail shaker into the glass and serve.

Classic Martini

6 parts gin
1 part dry vermouth
Cocktail olive
Stir in a mixing glass with lots of cracked ice. Strain into chilled glass; garnish with olive.

Dirty Martini

6 parts gin
2 parts dry vermouth
1 part olive brine
Cocktail olives
Combine liquid ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled cocktail glass. Garnish with one or two olives.

Queen Bess Martini

6 parts gin
1 part dry vermouth
1 teaspoon Benedictine
Combine all ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled cocktail glass.

Gimlet

8 parts gin or vodka
a part lemon juice
Combine ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled martini glass.

Cosmopolitan

4 parts vodka
2 parts Cointreau or limoncello liqueur
2 parts cranberry juice
1 part fresh lime (optional)
Combine ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled martini glass.

repetition
Q1: 设计的基本原则

对比

contrast
Q3: 颜色的关系

Color Relationships
色轮

Q3: 颜色的关系

Color Relationships

色轮

在色轮上按均匀的间隔放置三原色。

在第三色填满所有空白，这就构成了色轮。好戏就要上演了。
互补

Complementary colors
Q3: 颜色的关系
Color Relationships

三色组
triad
Q3: 颜色的关系

三色组

triad
Q3: 颜色的关系

类似色

analogous

类似色的色环示意图

水绿色，绿色，蓝绿色

棕黄色，橙色，棕红色

harriet's handbags

nora's knickers
Q3: 颜色的关系

暗色 - shade

亮色 - tint
Q3: 颜色的关系

色质

tone
Q3: 颜色的关系

Color Relationships

冷暖
warm & cold
需要印刷的项目应当使用CMYK
需要在屏幕上观看的内容则应使用RGB
Q5:结合颜色的应用

中山大学 Cisco Team
视觉形象识别系统
基本设计要素
Cisco Team视觉形象识别系统的基本设计要素
由Cisco Team团队标志、标准名称、中英文名称组合、标准色这四者构成。在所有涉及Cisco Team视觉形象的设计与应用中，通过基本设计要素的规范组合与协调搭配，建立鲜明一致的团队形象。因此，必须严格保证基本设计要素的规范使用，由此形成Cisco Team统一完整的视觉形象识别系统。
Q5: 结合颜色的应用

团队标志

正确

标志最小应用范围不得小于 10mm

黑白稿

反白稿
Q5: 结合颜色的应用

部分规范

| 正稿 |  | 反白稿 |
|------| |      |
|       | Cisco Team 中山大学思科网络技术学院技术团队       |       |
| 黑白稿 |  |      |
|       | Cisco Team 中山大学思科网络技术学院技术团队       |       |
| 反白稿 |  |      |
|       | Cisco Team 中山大学思科网络技术学院技术团队       |       |

标志最小应用范围不得小于 15mm
Q5: 结合颜色的应用

部分规范

中文
Q5: 结合颜色的应用

部分规范

标准搭配方式:

特殊工艺搭配方式:
Q5: 结合颜色的应用

Design with Colors
Q5: 结合颜色的应用

错误范例

- 非完整标志
- 标志位置不当
  - 非完整标志
  - 变形
- 标志超出规定比例
- 中英文名称组合位置顺倒
- 中英文名称组合使用变形字体
- 标志带纹理
- 标志与文字大小比例不当
- 标志与文字间距离比例不当
- 标志与文字间位置搭配不当
Q6: 字体及其基本关系

协调  conflict
对比  concord
对比  contrast
Life's but a walking shadow, a poor player
that struts and frets his hour upon the stage,
and then is heard no more; it is a tale
told by an idiot, full of sound and fury,
signifying nothing.

Hello!
My name is ______________________
My theme song is ______________________
When I grow up I want to be _____________
Q6: 字体及其基本关系

冲突

conflict

Life’s but a walking shadow, a poor player that struts and frets his hour upon the stage, and then is heard no more; it is a tale told by an idiot, full of sound and fury, signifying nothing.

You are cordially invited to share in our wedding celebration

Popeye & Olive Oyl

April 1
3 o’clock in the afternoon
Berkeley Square
对比

Life’s but a walking shadow, a poor player that struts and frets his hour upon the stage, and then is heard no more; it is a tale told by an idiot, full of sound and fury, signifying nothing.

You are cordially invited to come to our garden party!

Popeye & Olive Oyl

April 1
3 o’clock in the afternoon
Berkeley Square
Q7: Categories of Types

Oldstyle
Modern
Slab serif
Sans serif
Script
Decorative
Q7: 字体类别
Categories of Types

旧风格
*oldstyle*
Q7: 字体类别

现代

modern

垂直强调线
小写字母上的截线很细，而且是水平的

Modern
Bodoni Poster Compressed

笔划中剧烈的粗 / 细过渡
Q7: 字体类别

粗衬线

slab serif
Q7: 字体类别

Categories of Types

无衬线
sans serif

Sans serif
Franklin Gothic
Q7: 字体类别
Categories of Types

手写
script

Miss Fitzgerald  Arid  Ministry Script
Fountain Pen  Emily Austin
Cocktail Shaker
Q7: 字体类别
Categories of Types

装饰
decorative

JUNIPER  THE WALL  • Tabitha
Pious Henry  FlySwim  Blue Island
FAJITA  SCARLETT
Q7: Categories of Types

Oldstyle

AT THE RODEO

Modern

High Society

Slab serif

Too Sassy for Words

Sans serif

As I remember, Adam

Script

The enigma continues

Decorative

It’s your attitude
Q8: 字体对比组合
Type Contrasts & Combinations

大小 颜色 粗细
size color weight

结构 方向 形状
structure direction form
Q8: 字体对比组合

Type Contrasts & Combinations

大小

size
粗细 weight

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Q8: 字体对比组合

You can’t let the seeds stop you from enjoying the watermelon.

可以看到，仅依靠结构对比并不足以有效地体现字体对比。

不过如果加大元素的大小对比——不得了！看看现在的对比效果！
Q8: 字体对比组合
Type Contrasts & Combinations

形状
form

每一个全大写的词都有同样的形状：矩形。
Q8: 字体对比组合

Type Contrasts & Combinations

方向
direction
颜色

Just as the voice adds emphasis to important words, so can type: it shouts or whispers by variation of size.

Just as the pitch of the voice adds interest to the words, so can type: it modulates by lightness or darkness.

Just as the voice adds color to the words by inflection, so can type: it defines elegance, dignity, toughness by choice of face.

Jan V. White
Q8: 字体对比组合

Type Contrasts & Combinations

Size (大小)：不要保守。

Weight (粗细)：要粗细字体对比，而不是中粗字体的对比。

Structure (结构)：字体是如何建立的——有一致的粗细还是存在粗细变化。

Form (形状)：全大写与小写的对比就是一种形状对比，另外roman与italic或script的对比也是一种形状对比。script和italic字体形状类似，不要结合使用。

Direction (方向)：尽管可以理解为文本有一定倾斜方向，但更多地认为方向对比是指水平文本与倾斜文本列的对比。

Color (颜色)：暖色是前进型的，冷色则是远离型的。可以用黑白文本尝试各种“颜色”。
Q9: 反思与改进

2014秋季招生讲座海报设计
2014秋季招生报名海报设计
Q9: 反思与改进
Reflections & Improvements

2014秋季招新海报设计-高逼格版

2014秋季招新报名海报设计
Q9: 反思与改进

Reflections & Improvements

2015春季招生讲座海报设计

2015春季招生报名海报设计
Q9: 反思与改进
Reflections & Improvements

2015春季招生讲座奖券设计
Q9: 反思与改进

Reflections & Improvements

2015春季招生讲座易拉宝设计
Q9: 反思与改进

Reflections & Improvements

2015春季招新海报设计-高逼格版

2015春季招新报名海报设计
有态度
http://www.uisdc.com/poster-design
http://blog.justfont.com/