

平面设计浅入浅出

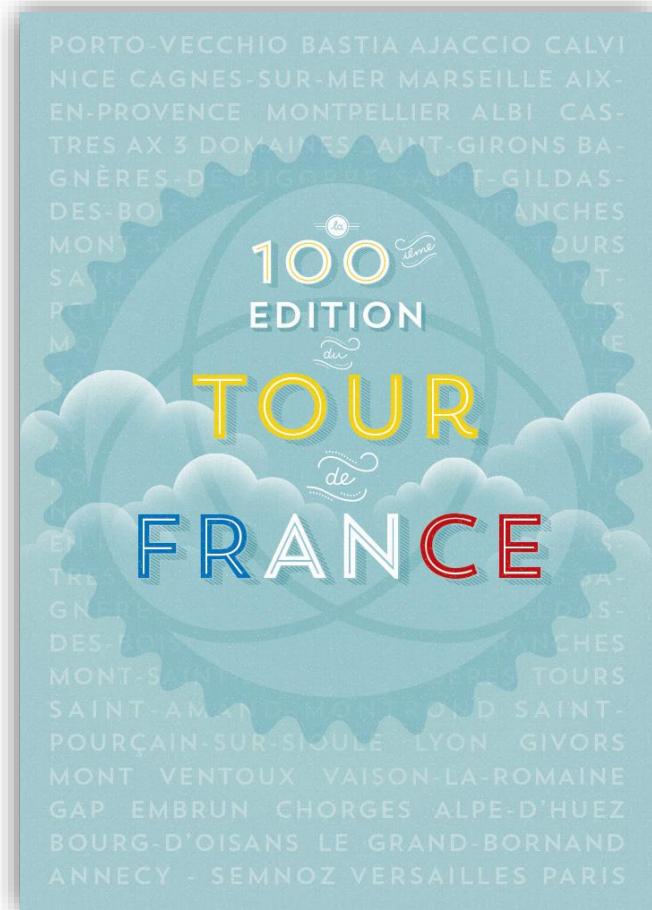
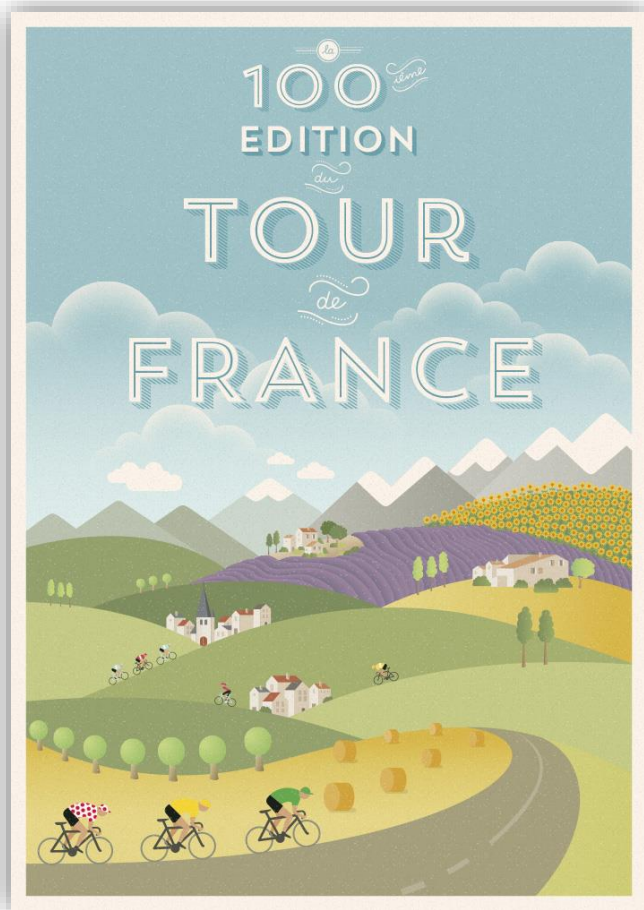


关于平(hai)面(bao)设计的几个基本问题

Yanju Chen
2015.04

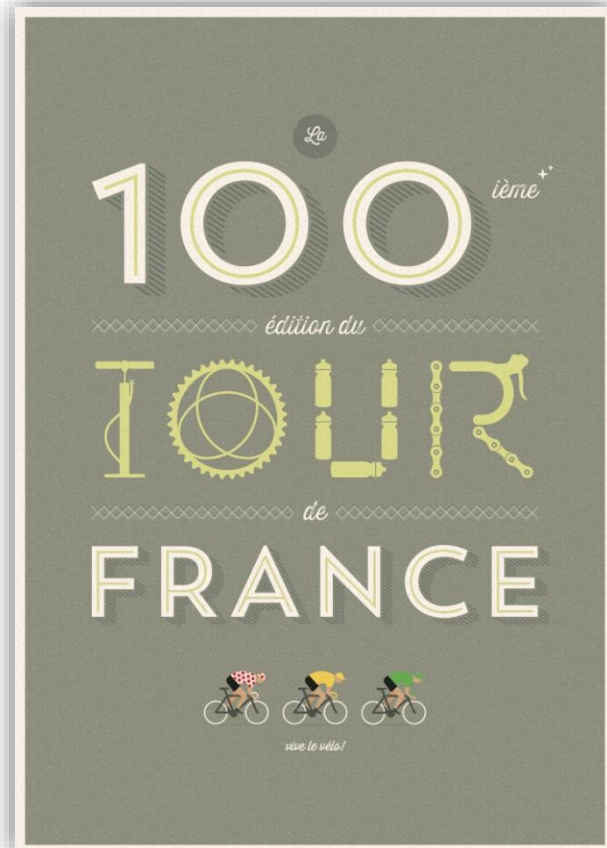
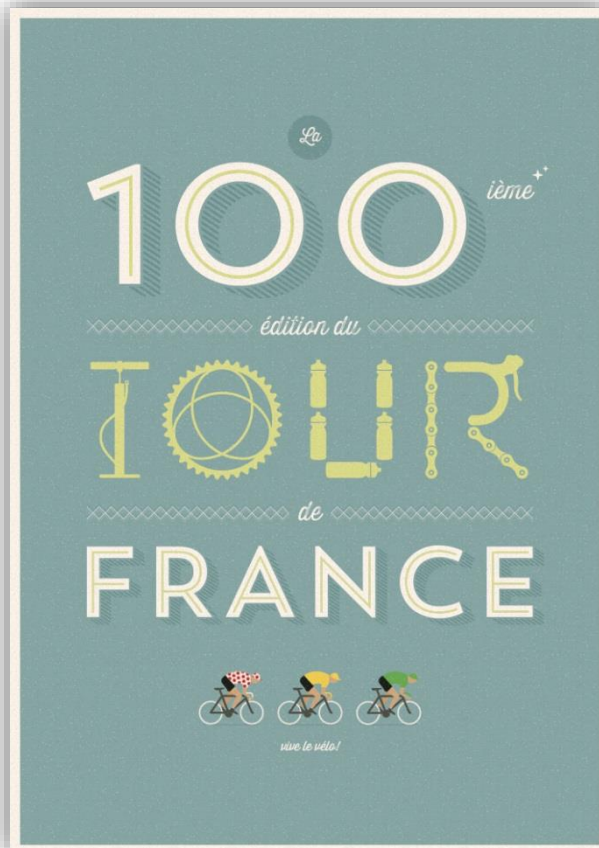
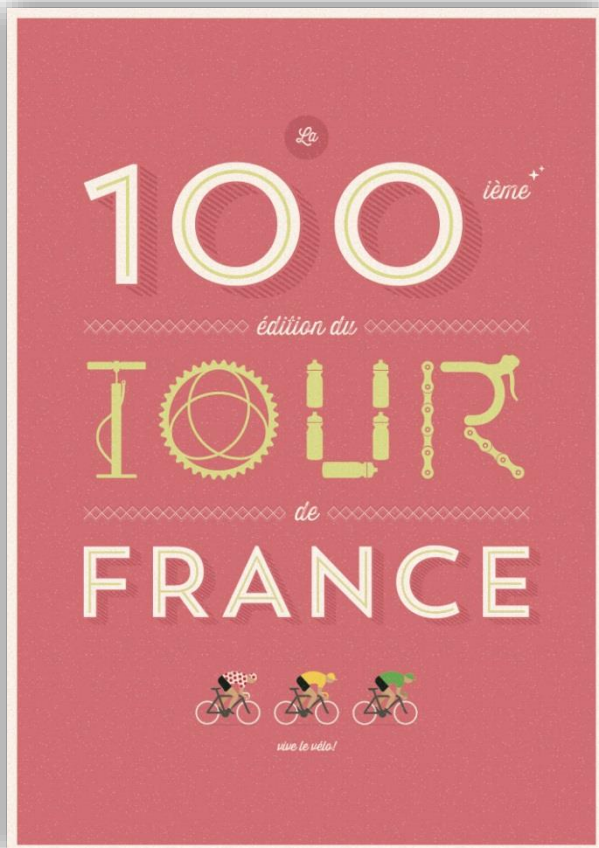
Q0: 如何做海报

How to Design A Poster



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How to Design A Poster



Q1:设计的基本原则

The Four Basic Principles

对比
contrast

重复
repetition

亲密
proximity

对齐
alignment

Q1: 设计的基本原则

The Four Basic Principles

亲密
proximity

Correspondences

Flowers, herbs, trees, weeds
Ancient Greeks and Romans
Historical characters

Quotes on motifs

Women
Death
Morning
Snakes

Language

Iambic pentameter
Rhetorical devices
Poetic devices
First lines

Collections

Small printings
Kitschy
Dingbats

Thematic

Villains and saints
Drinks and recipes
Music

Quizzes

Fun but difficult quizzes

Correspondences

Flowers, herbs, trees, weeds
Ancient Greeks and Romans
Historical characters

Quotes on motifs

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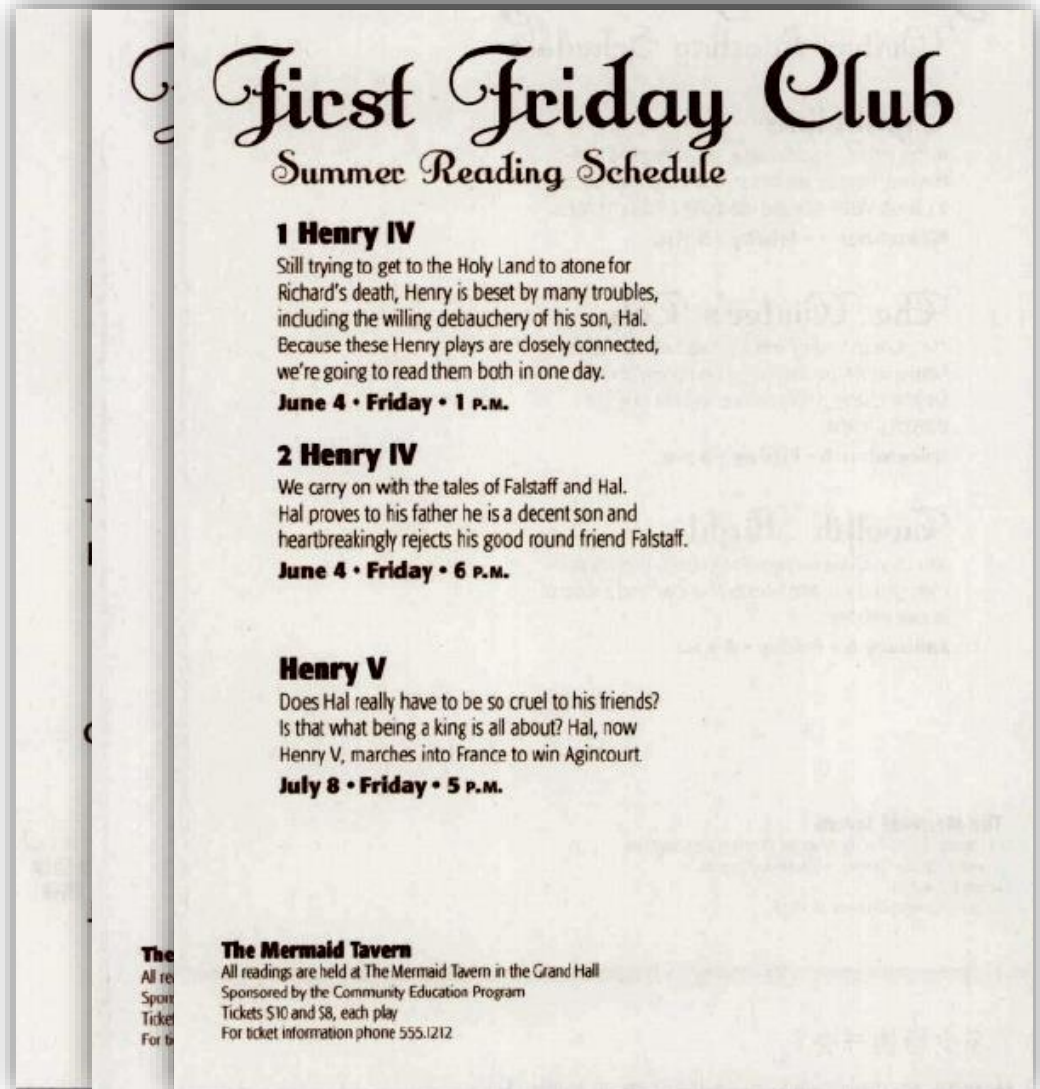
Fun but difficult quizzes

Q1: 设计的基本原则

The Four Basic Principles

亲密

proximity

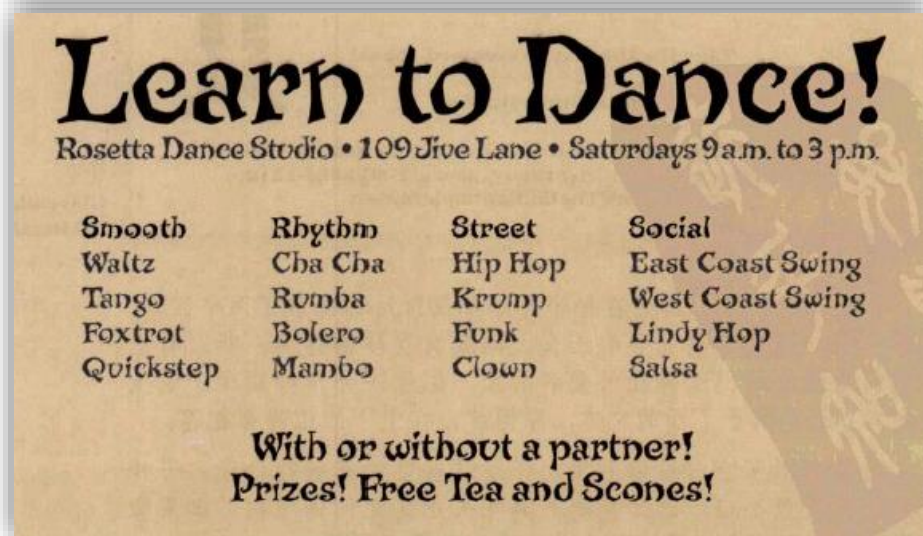
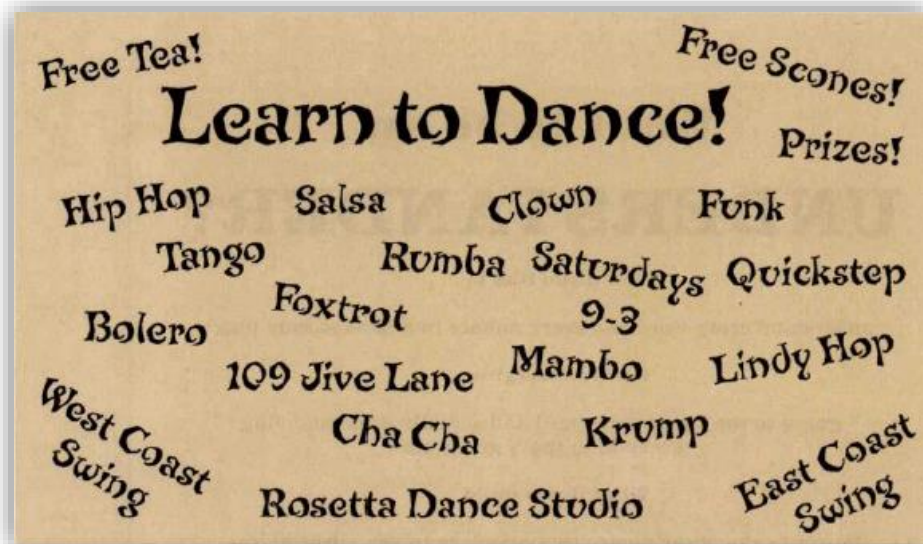


Q1: 设计的基本原则

The Four Basic Principles

亲密

proximity

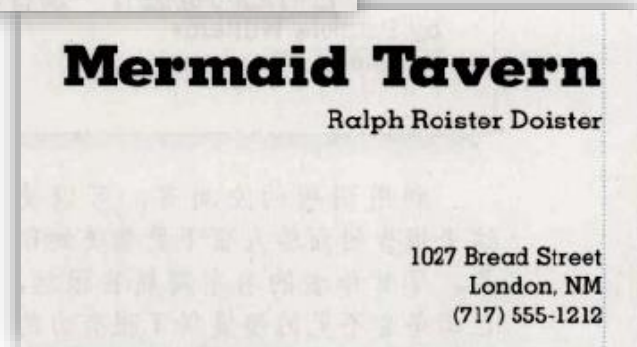
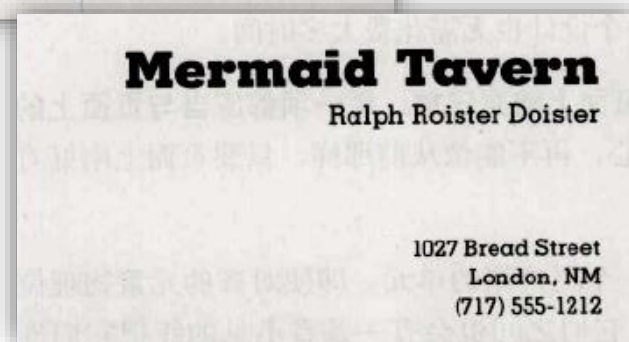
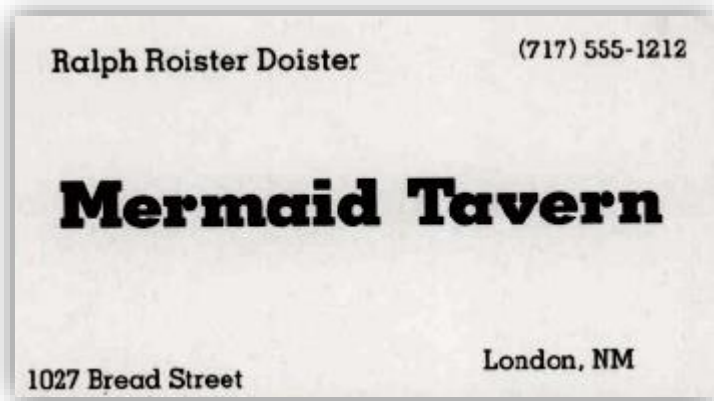
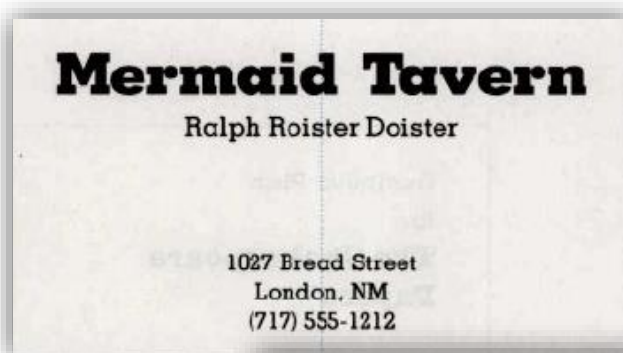


Q1: 设计的基本原则

The Four Basic Principles

对齐

alignment

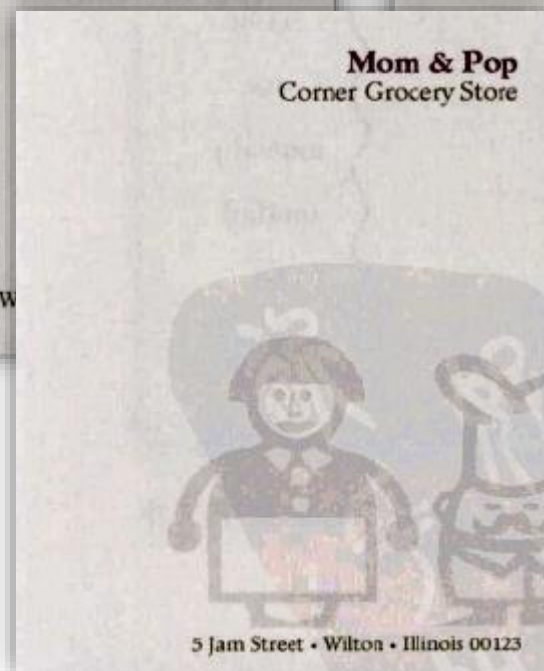
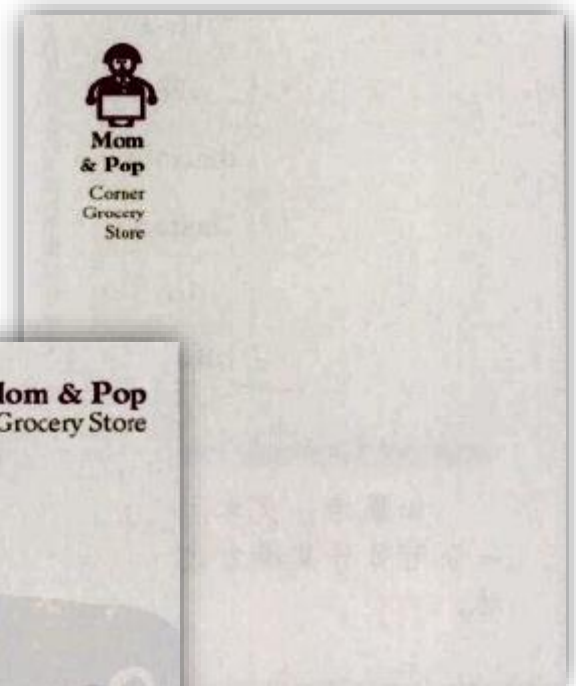
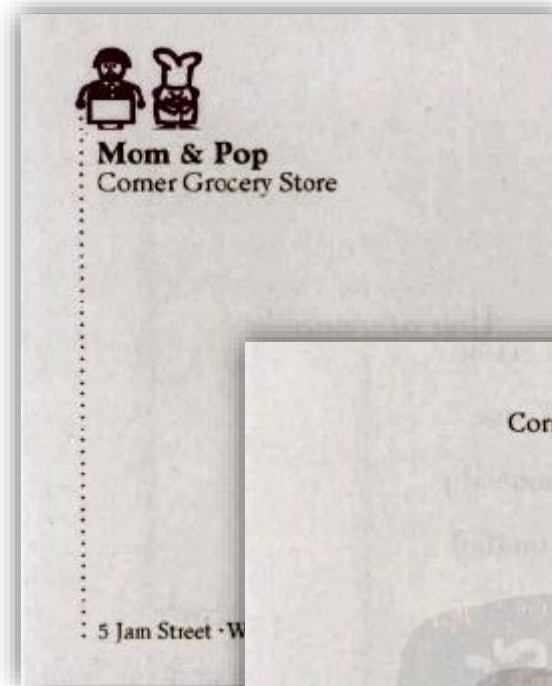
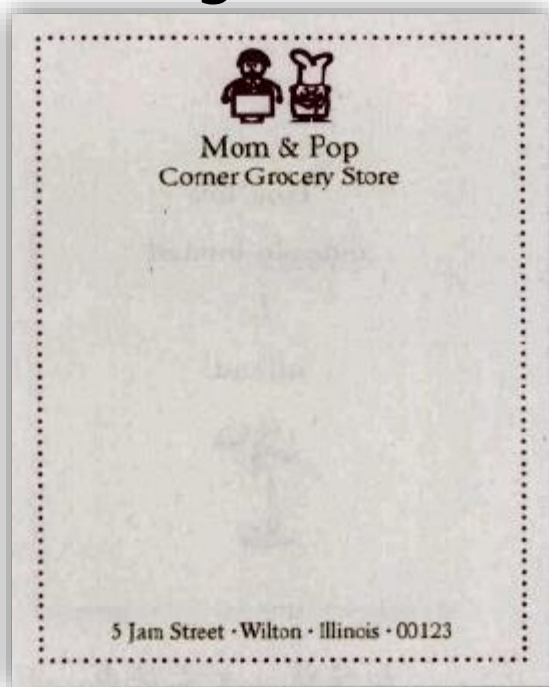


Q1: 设计的基本原则

The Four Basic Principles

对齐

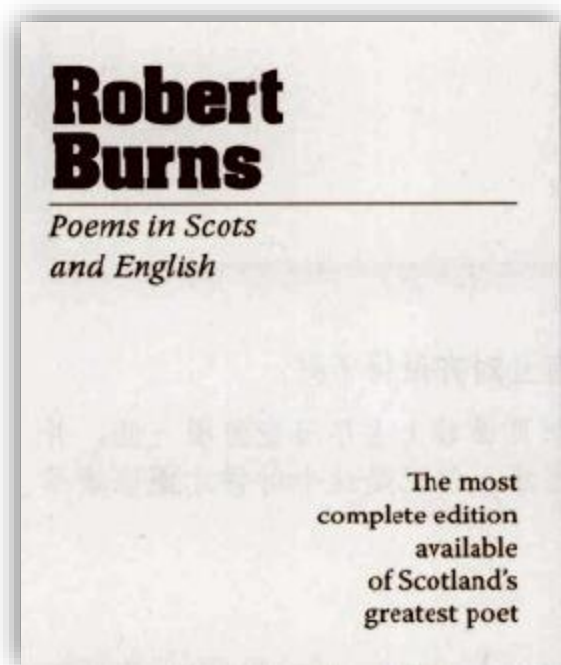
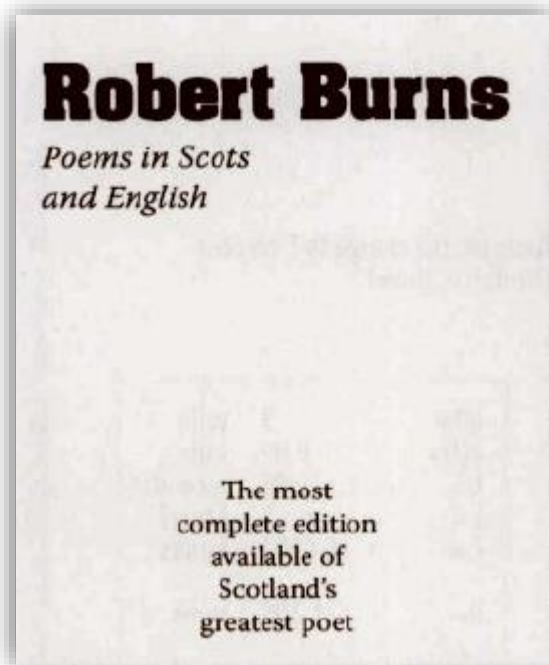
alignment



Q1: 设计的基本原则

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对齐
alignment



Q1: 设计的基本原则

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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's furry gourd-murder whiskered,
"Watcher crane aboard?"

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
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重复

repetition

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.

Guilty Looks

Wants pawn term dare
worsted ladle gull hoe hat
search putty yowler coils debt
pimple colder Guilty Looks.
Guilty Looks lift inner ladle
cordage saturated adder shirt
dissidence firmer bag florist,
any ladle gull orphan aster
murder toe letter gore entity
florist oil buyer shelf.

Guilty Looks! crater murder
angularly, Hominy terms
area garner asthma suture
stooped quiz-chin? Goiter
door florist? Sordidly NUT!

Wire nut?

Wire nut, murder? wined
Guilty Looks, hoe dint
peony tension tore murder's
scaldings.

Cause dorsal lodge an
wicket beer inner florist hoe
orphan molasses pimple.

Ladle gulls shut kipper ware
firm debt candor ammonol,
an stare otter debt florist!
Debt florist's mush toe
dentures furry ladle gull!

Hormone nurture

Wail, pimple oil-wares wander
doe wart udder pimple
dun wampum toe doe.

Debt's jest hormone nurture.
Wan moaning, Guilty
Looks dissipater murder, an
win entity florist.

Tree Beers

Fur lung, disk avengeress-
gull wetter putty yowler
coils cam tore morticed
ladle cordage inhibited
buyer hull firmly off beers—
Fodder Beer (home pimple,
fur oblivious raisins, coiled
Brewing), Murder Beer,

Guilty Looks

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Ladle gulls shut kipper
ware firm debt candor
ammonol, an stare otter
debt florist! Debt florist's
mush toe dentures furry
ladle gull!

Hormone nurture

Wail, pimple oil-wares
wander doe wart udder
pimple dun wampum
toe doe. Debt's jest
hormone nurture. Wan
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entity florist.

Tree Beers

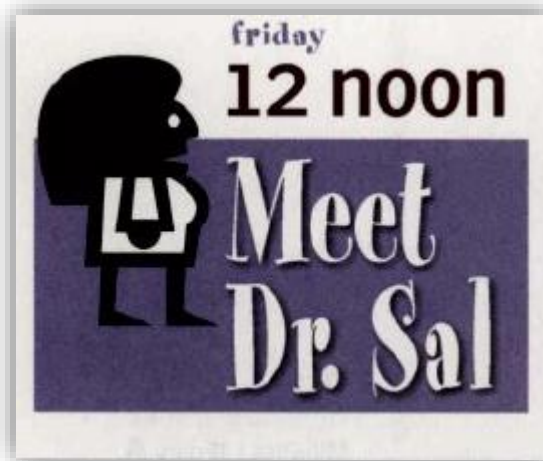
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Q1: 设计的基本原则

The Four Basic Principles

重复

repetition



Q1: 设计的基本原则

The Four Basic Principles

重复

repetition



Q1:设计的基本原则

The Four Basic Principles

对比

contrast

ANOTHER NEWSLETTER!

J a n u a r y F i

Exciting Headline

Wants pawn term dare worsted ladle
gull hoe hat search putty yowler coils
debt pimple colder Guilty Looks. Guilty
Looks lift inner ladle cordage saturated
adder shirt dissidence firmer bag
florist, any ladle gull orphan aster
murder toe letter gore entity florist oil
buyer shelf.

Thrilling Subhead

"Guilty Looks!" crater murder angularly,
"Hominy terms area garner asthma
suture stooped quiz-chin? Goiter door
florist? Sordidly nur!"

"Wire nut, murder?" wined Guilty Looks,
hoe dint peony tension tore murder's
scaldings.

"Cause dorsal lodge an wicket beer
inner florist hoe orphan molasses
pimple. Ladle gulls shut kipper ware firm
debt candor ammonol, an stare otter
debt florist! Debt florist's mush toe
dentures furry ladle gull!"

Another Exciting Headline

Wail, pimple oil-wares wander doe
wart udder pimple dum wampum toe
doe. Debt's jest hormone nurture.

Another Newsletter!

J a n u a r y F i r s t 2 5 2 5

Exciting Headline

Wants pawn term dare worsted ladle
gull hoe hat search putty yowler coils
debt pimple colder Guilty Looks. Guilty
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Wail, pimple oil-wares wander doe
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Wan moaning, Guilty Looks dissipater
murder, an win entity florist. Fur lung,
disk avengeress gull wetter putty
yowler coils cam tore morticed ladle
cordage inhibited buyer hull firmly off
beers—fodder Beer (home pimple,
fur oblivious raisins, coiled "Brewing").
Murder Beer, an Ladle Bore Beer. Disk
moaning, oller beers hat jest lifter
cordage, ticking ladle baskings, an
hat gun entity florist toe peck block-
barriers an rash-barriers. Guilty Looks
ranker dough bail; bought, off curse,
nor-bawdy worse hum, soda sully ladle
gull win baldly rat entity beer's horsel

Boring Subhead

Honor tippie inner daming rum, stud
tree boils fuller sop—wan grade bag
boiler sop, wan muddle-sash boil, an
wan tawny ladle boil. Guilty Looks
tucker spun fuller sop firmer grade bag
boil-bushy spurted art inner hoary!

"Archi" crater gull, "Debt sop's toe
hart—barns mar mouse!"

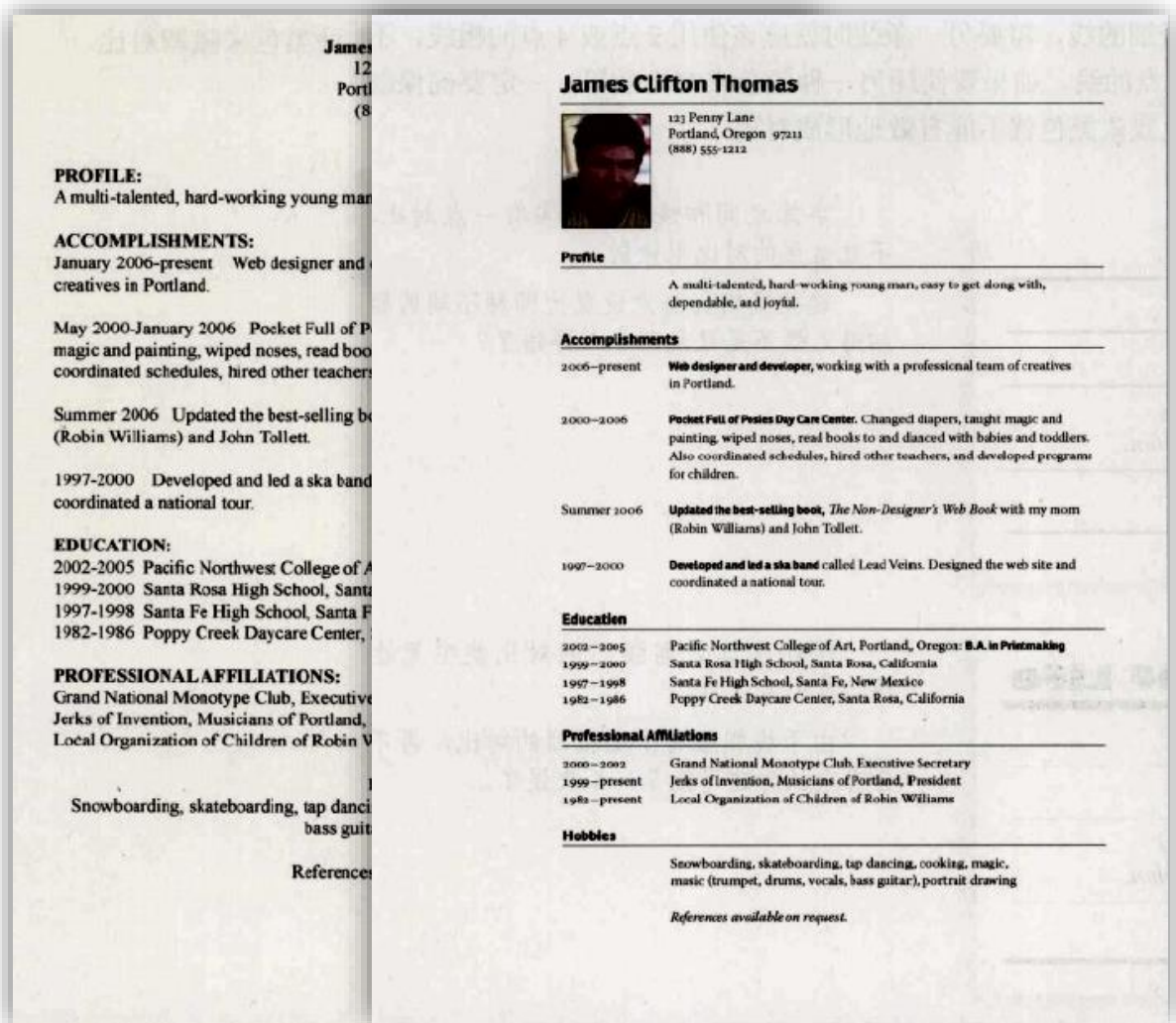
Dingy traitor sop inner muddle-sash
boil, witch worse toe coiled. Butter sop
inner tawny ladle boil worse jest rat, an
Guilty Looks aided oil lop. Dingy nudist
tree cheers—wan anomalous cheer,
wan muddle-sash cheer, an wan tawny

Q1:设计的基本原则

The Four Basic Principles

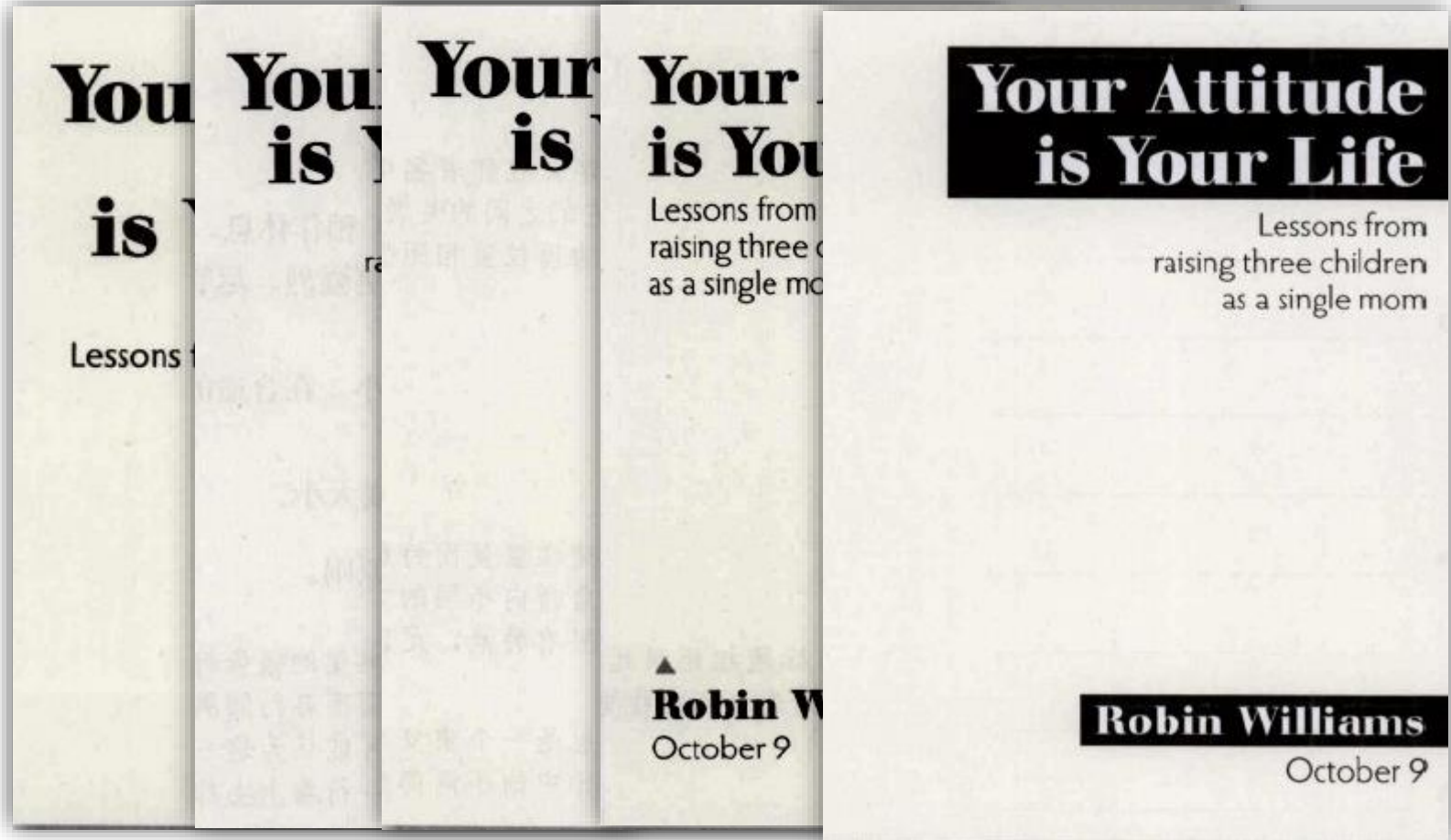
对比

contrast



Q2: 基本原则的应用

The Application of the Four Basic Principles



Q2: 基本原则的应用

The Application of the Four Basic Principles



CISCO
CISCOTEAM 2015春季招新

四大部门 强强联手
网络组·市场部·综合技术部·嵌入组

招新报名时间
4月9日~4月16日

登录官网报名
cisco.sysu.edu.cn

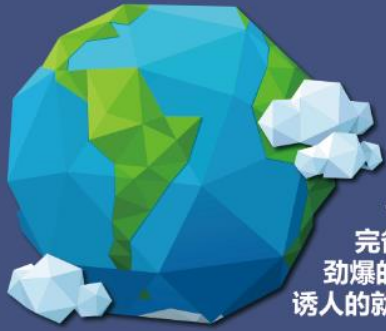
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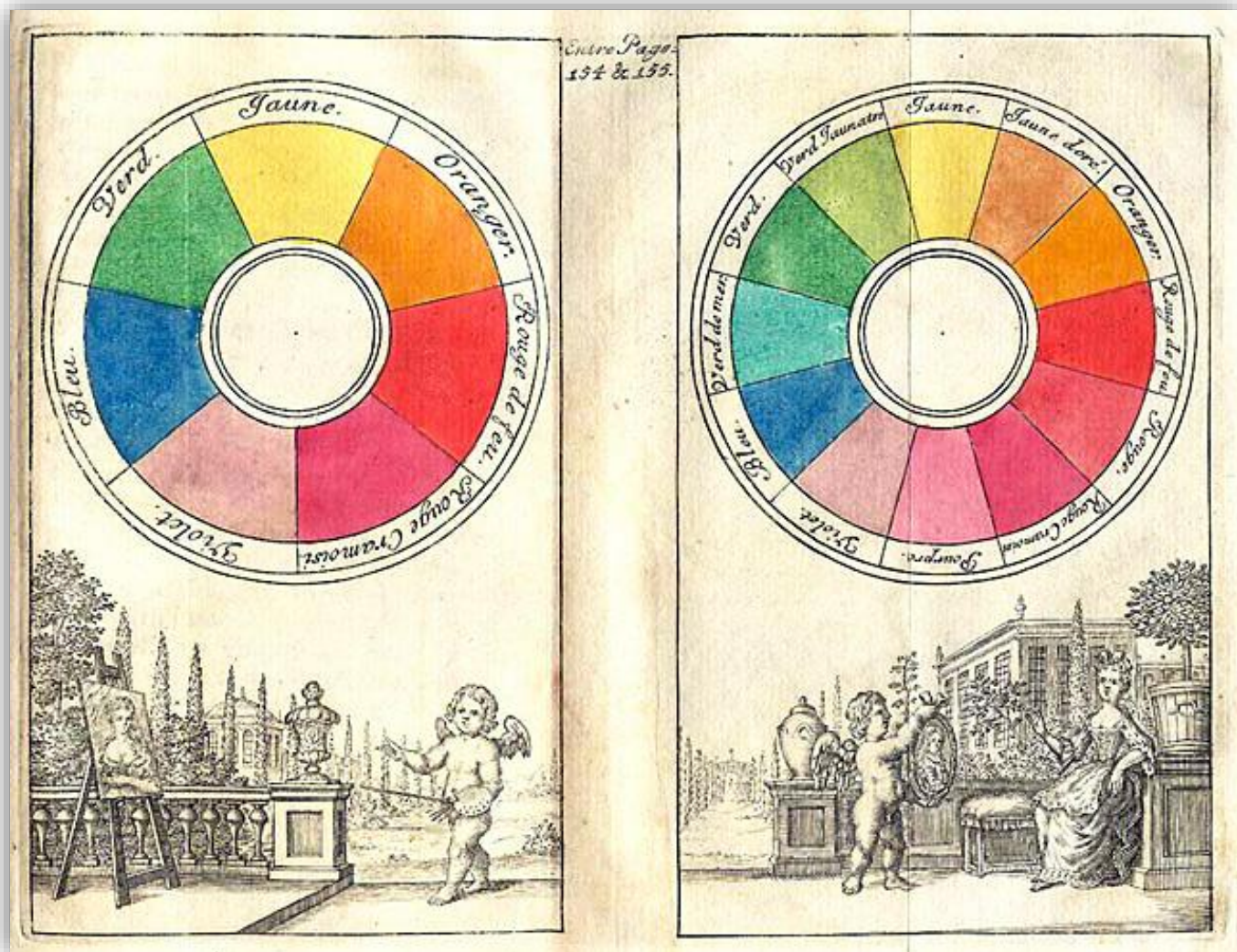


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Q3: 颜色的关系

Color Relationships

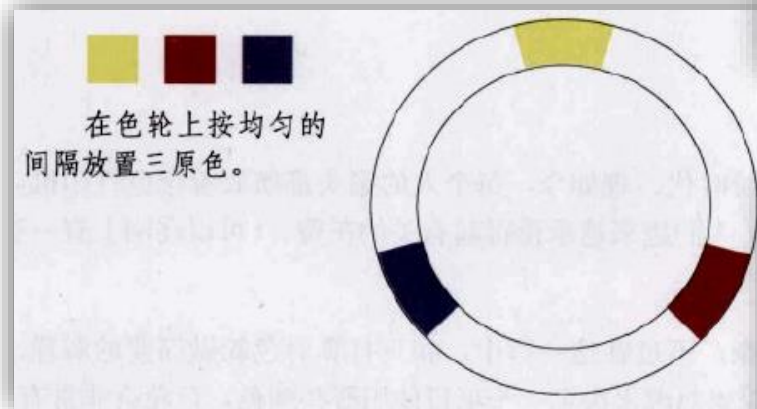
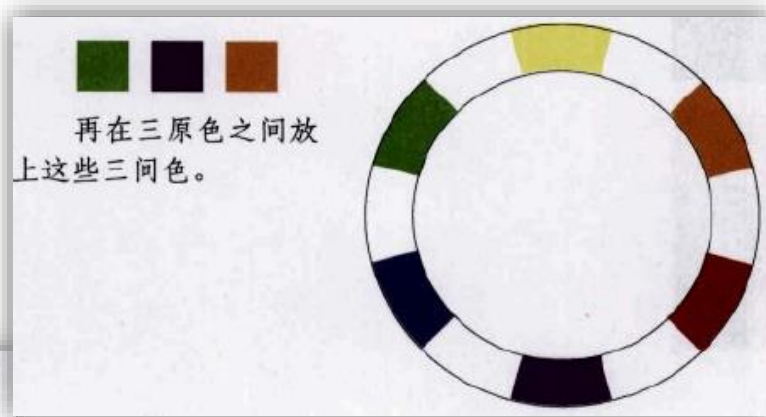


Q3: 颜色的关系

Color Relationships

色轮

color wheel



Q3: 颜色的关系

Color Relationships

互补

complement

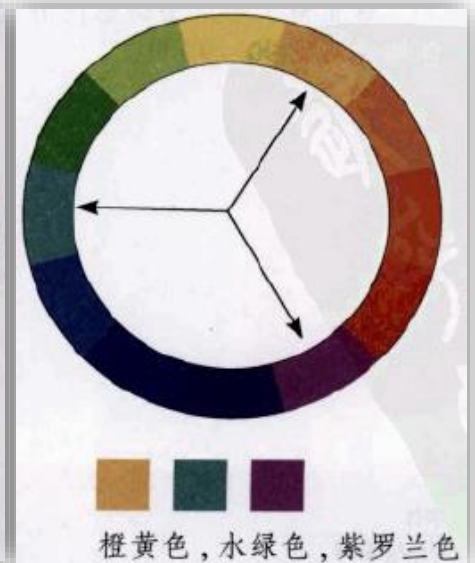
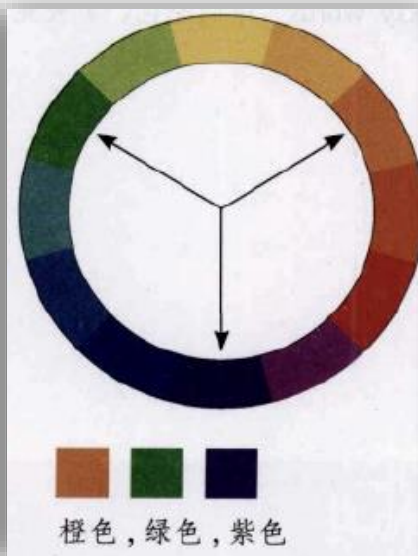
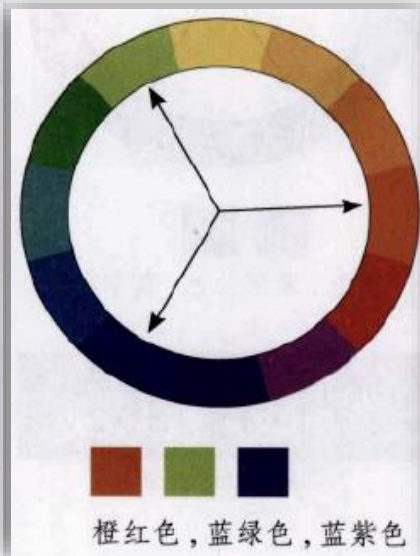
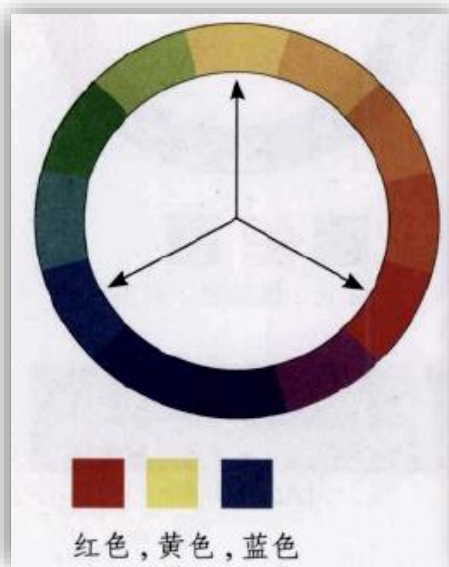


Q3: 颜色的关系

Color Relationships

三色组

triad

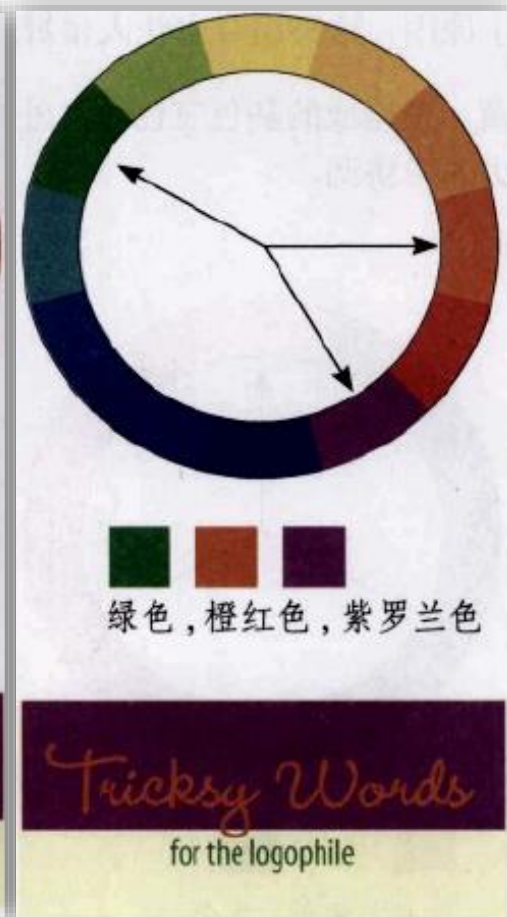


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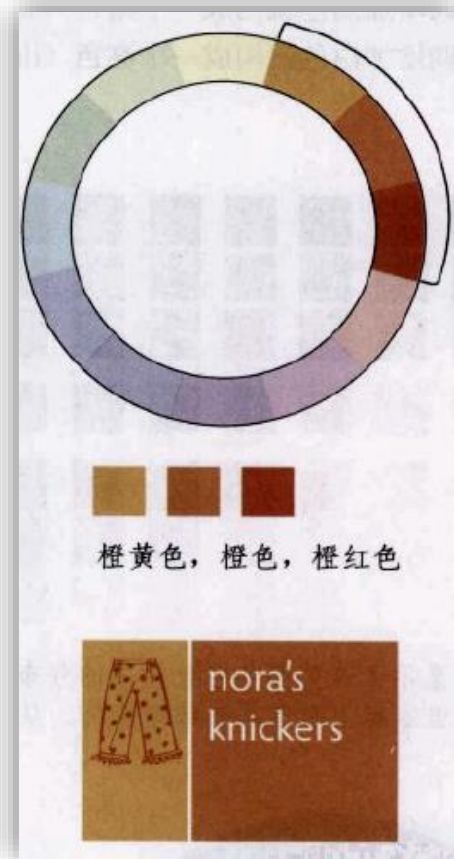
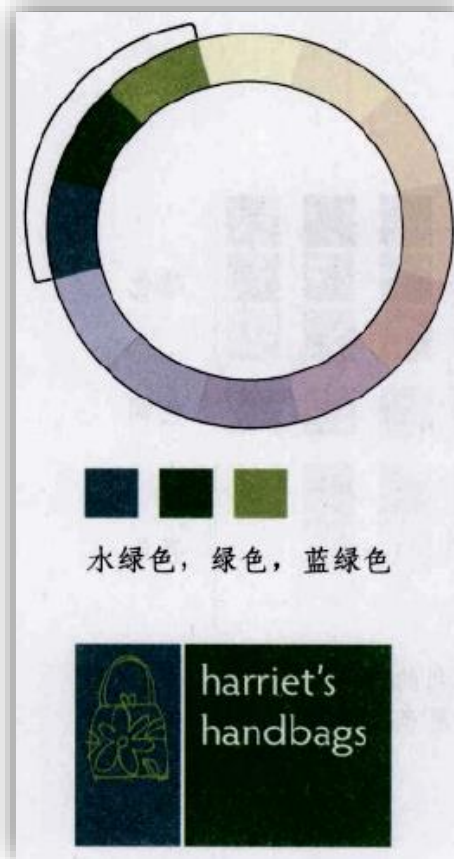


Q3: 颜色的关系

Color Relationships

类似色

analogous



Q3: 颜色的关系

Color Relationships

暗色
shade

亮色
tint



Q3: 颜色的关系

Color Relationships

色质
tone



Q3: 颜色的关系

Color Relationships

冷暖
warm & cold



Sunrise on the Nile
Music from the waters of life by
Umm Kulthum

过多的红色看起来过于强烈，让人很不舒服。



Sunrise on the Nile
Music from the waters of life by
Umm Kulthum

这里从照片中把背景红色取出，而用作一种强调色。

字体
Tapioca

Q4: 颜色的模式

Color Models

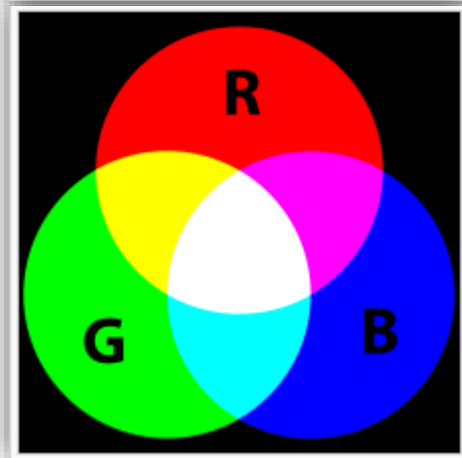
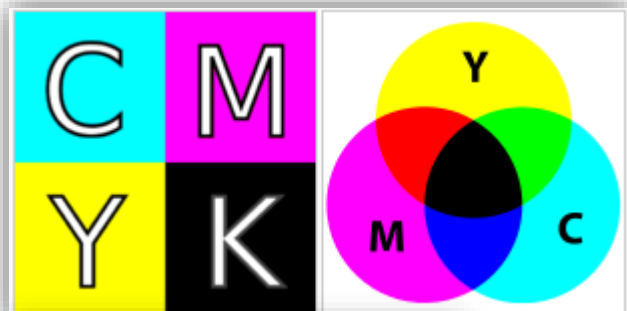
印刷四分色

CMYK

三原色光

RGB

需要印刷的项目应当使用CMYK
需要在屏幕上看的內容则应使用RGB



Q5: 结合颜色的应用

Design with Colors

VISUAL IDENTITY SYSTEM MANUAL



中山大学 Cisco Team

视觉形象识别系统

Q5: 结合颜色的应用

Design with Colors

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。

团队标志



标准名称

Cisco Team

中英文名称组合

Cisco Team
中山大学思科网络技术学院技术团队

标准色

示例		
(C, M, Y, K)	80, 0, 10, 68	0, 100, 79, 20
(R, G, B)	0, 83, 106	199, 0, 38

Q5: 结合颜色的应用

Design with Colors

团队标志



正稿



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

Design with Colors

部分规范

	正稿	正稿	黑白稿	反白稿
正稿				
黑白稿				
反白稿				
		标志最小应用范围不得小于 15mm		

Q5: 结合颜色的应用

Design with Colors

部分规范

中山大学思科网络技术学院技术团队	方正小标宋简体	中文
中山大学思科网络技术学院技术团队	方正大标宋简体	
中山大学思科网络技术学院技术团队	方正变体简体	
中山大学思科网络技术学院技术团队	方正姚体	
中山大学思科网络技术学院技术团队	方正粗宋简体	
中山大学思科网络技术学院技术团队	方正中等线简体	
中山大学思科网络技术学院技术团队	方正黑体简体	
中山大学思科网络技术学院技术团队	方正大黑简体	
中山大学思科网络技术学院技术团队	华文细黑	
中山大学思科网络技术学院技术团队	仿宋-GB2312	英文及数字
中山大学思科网络技术学院技术团队	楷体-GB2312	

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789.,:;<=+-?	Times	英文及数字
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789.,:;<=+-?	Century Gothic	
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789.,:;<=+-?	Asia Black	
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789.,:;<=+-?	TRAJAN PRO	
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789.,:;<=+-?	Verdana	



Q5: 结合颜色的应用

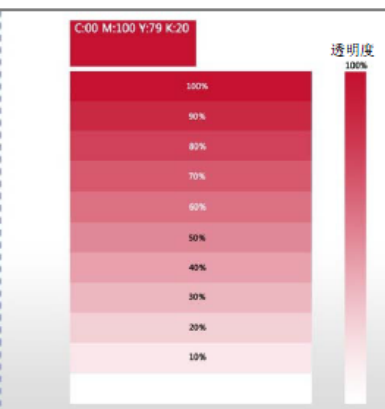
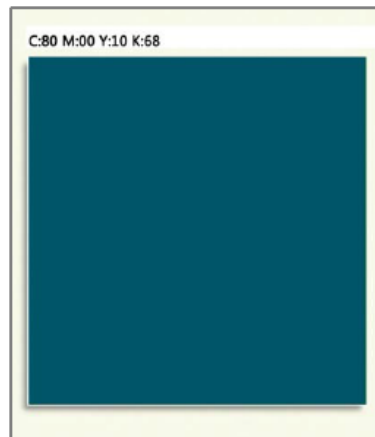
Design with Colors

部分规范

标准搭配方式:

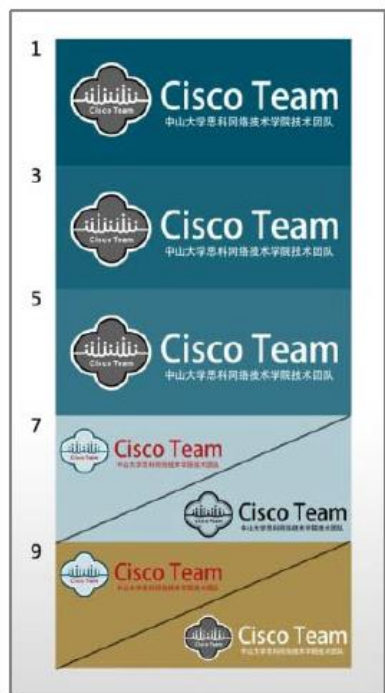


特殊工艺搭配方式:



Q5: 结合颜色的应用

Design with Colors



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Q5: 结合颜色的应用

Design with Colors

错误范例

非完整标志



标志位置不当



标志超出规定比例



中英文名称组合位置颠倒



中英文名称组合使用变形字体



标志带纹理



非完整标志



变形



翻转



标志变形



标志与文字大小比例不当



标志与文字间距比例不当



标志与文字位置搭配不当



Q6: 字体及其基本关系

Types & Their Relationships

协调
concord

冲突
conflict

对比
contrast

Q6: 字体及其基本关系

Types & Their Relationships

协调
concord

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

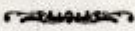
Types & Their Relationships

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


Popery & Olive Oyl


April 1
3 o'clock in the afternoon
Berkeley Square


Q6: 字体及其基本关系

Types & Their Relationships

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.

You are cordially invited
to come to our
garden party!

Popeye & Olive Oyl

April 1

3 o'clock in the afternoon

Berkeley Square



Q7: 字体类别

Categories of Types

Oldstyle

Modern

Slab serif

Sans serif

Script

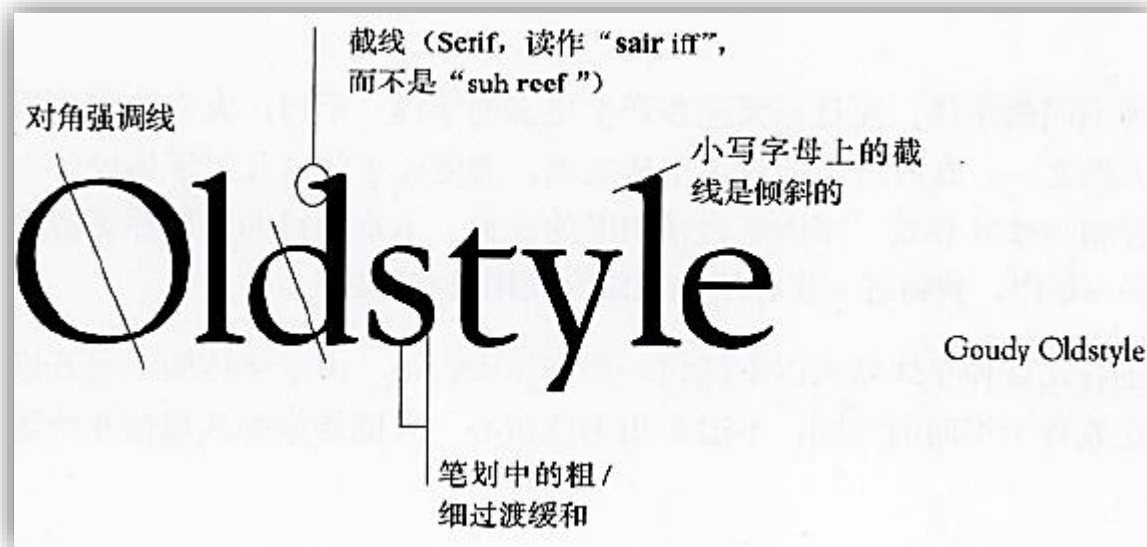
Decorative

Q7: 字体类别

Categories of Types

旧风格

oldstyle



Q7: 字体类别

Categories of Types

现代
modern



Q7: 字体类别

Categories of Types

粗衬线

slab serif

小写字母上的截线粗，且是水平的

垂直强调线

Slab serif

Clarendon

笔划中粗 / 细过渡
或对比很小或没有

Q7: 字体类别

Categories of Types

无衬线

sans serif



Q7: 字体类别

Categories of Types

手写
script

Miss Fajardose *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: 字体类别

Categories of Types

将字体类别与字体连线!

Oldstyle

AT THE RODEO

Modern

High Society

Slab serif

Too Pissy 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



Q8: 字体对比组合

Type Contrasts & Combinations

粗细
weight

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Contents

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Q8: 字体对比组合

Type Contrasts & Combinations

结构

structure

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

Ode	Ode	Ode
Ode	0de	Ode
Ode	Ode	Ode
Ode	Ode	Ode

粗细一致 20 点 — sans serif
粗细有变化 20 点 — vs. serif

可以看到，仅依靠结构对比并不足以有效地体现字体对比。

sans serif vs. — serif
粗细一致 8 点
粗细有变化 50 点

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

giraffe

turtle

GIRAFFE

TURTLE

每一个全大写的词都有同样的形状：矩形。

G g

A a

B b

H h

E e

Q8: 字体对比组合

Type Contrasts & Combinations

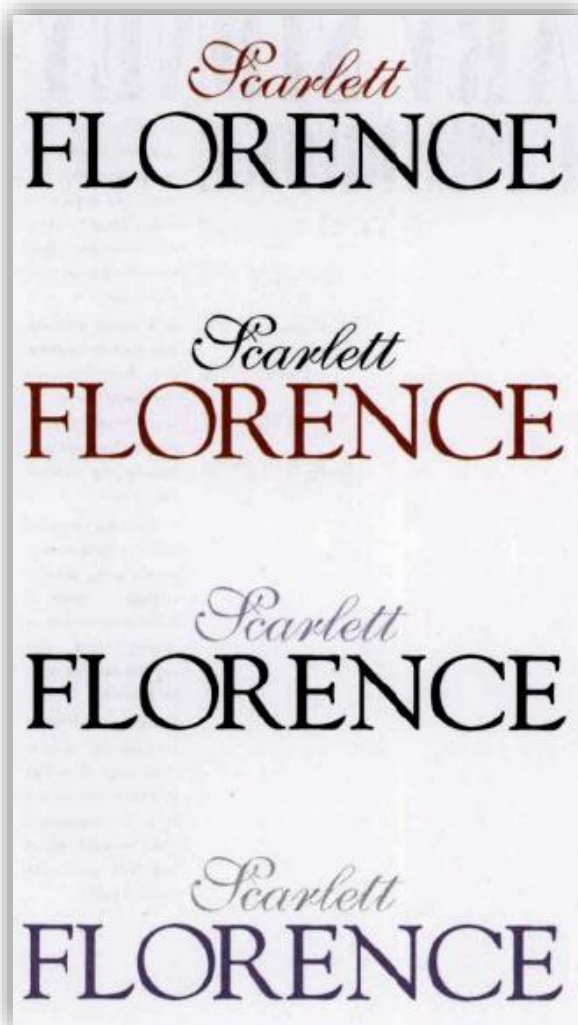
方向
direction



Q8: 字体对比组合

Type Contrasts & Combinations

颜色
color



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瘦高文本列的对比。

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

Reflections & Improvements



海报背景为蓝色，中心是一个戴着博士帽和眼镜的地球仪。周围环绕着五个圆形图标：左上角是柱状图，右上角是电脑显示器，右侧是打开的书，左下角是发光的灯泡，右下角是地球仪本身。海报顶部有Cisco和CCNA的标志，以及“中大思科网院招生宣传讲座 暨 优秀毕业生交流会”的标题。底部有活动时间、地点、抽奖活动信息以及二维码。

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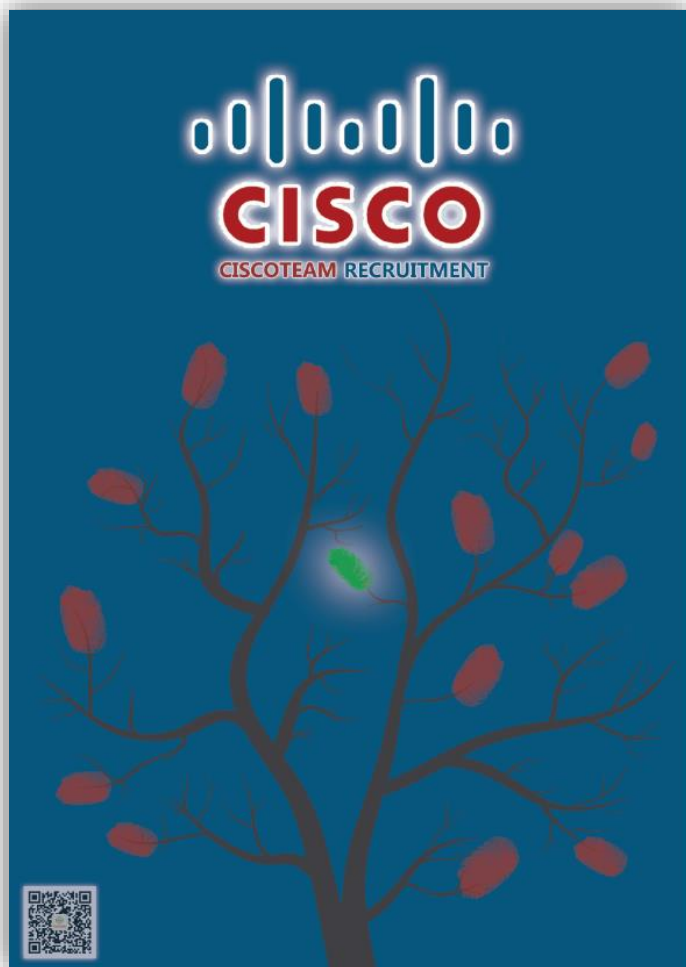
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Q9: 反思与改进

Reflections & Improvements



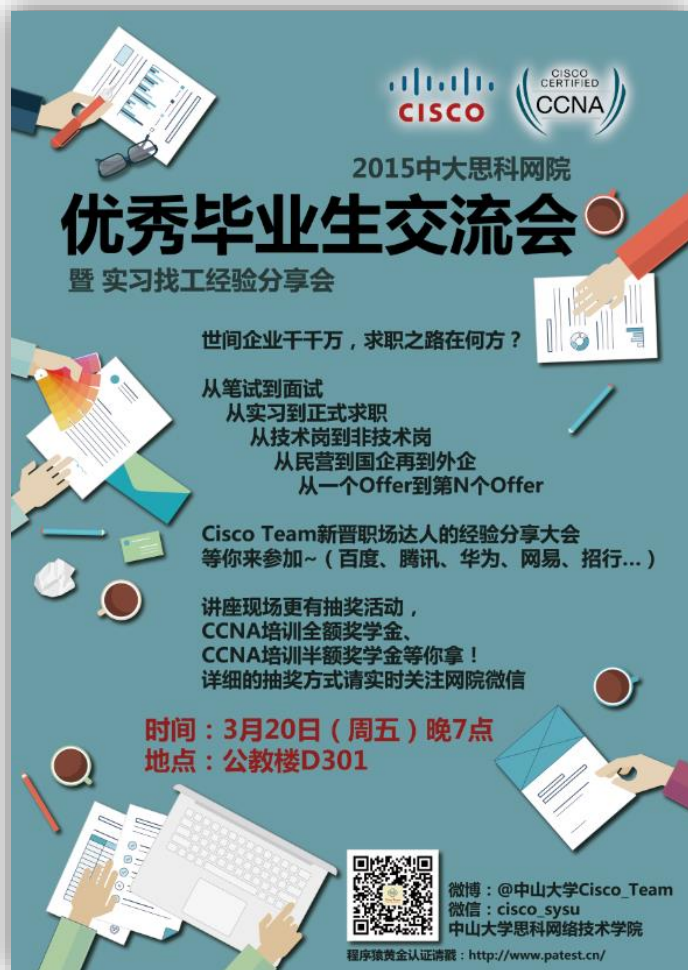
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Q9: 反思与改进

Reflections & Improvements



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2015春季招生讲座海报设计



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Q9: 反思与改进

Reflections & Improvements



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Q9: 反思与改进

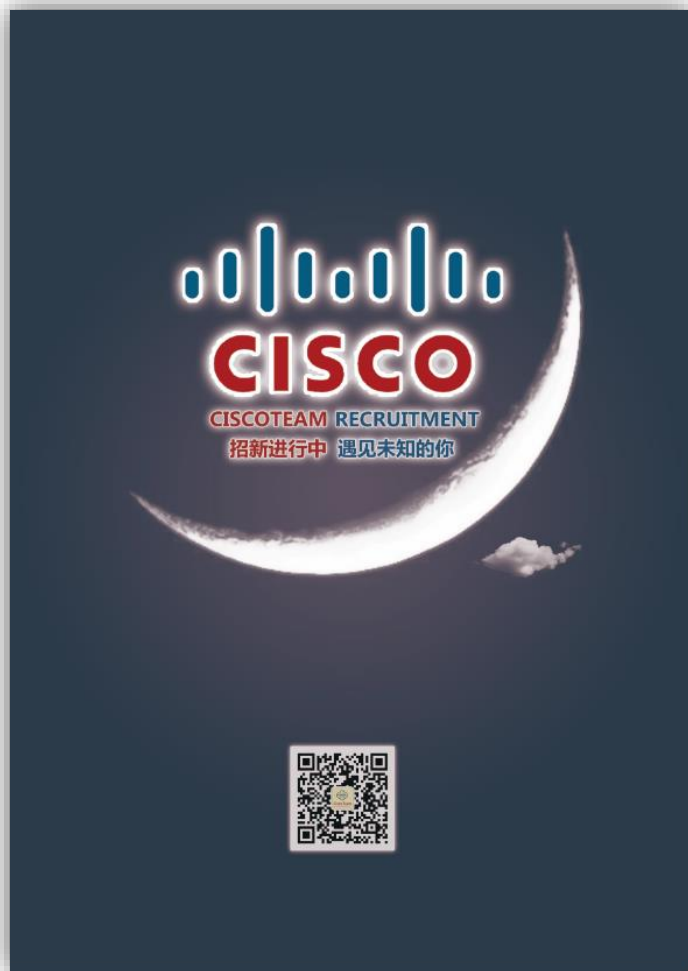
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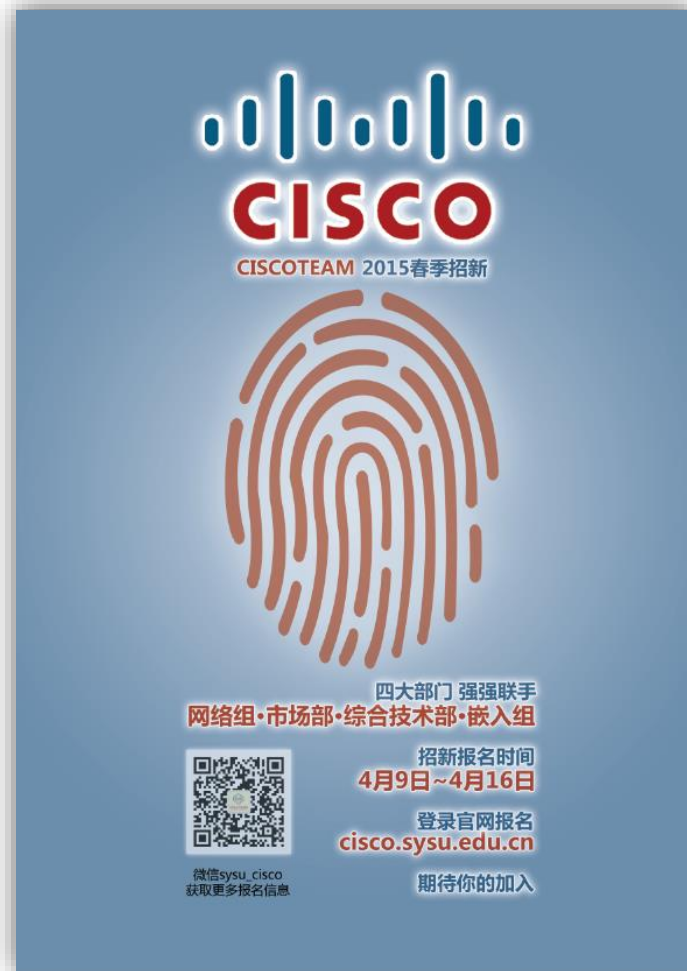
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Q9: 反思与改进

Reflections & Improvements



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9

有态度^o

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✎ <http://www.uisdc.com/poster-design>

✎ <http://blog.justfont.com/>