

# 中南大学学报

JOURNAL OF CENTRAL SOUTH UNIVERSITY

社会科学版 SOCIAL SCIENCE EDITION

中国人文社科学报核心期刊 全国百强社科学报

## + 全文浏览

中南大学学报(社会科学版)  
ZHONGNAN DAXUE XUEBAO(SHEHUI KEXUE BAN)  
2007年10月第13卷第五期

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文章编号: 1672-3104(2007)05-0593-05

## 中国传统图形艺术与现代标志设计

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**摘要:** 中国传统图形艺术作为具有东方魅力的形式艺术发展到今天,对各种现代艺术都产生了非常重要的影响,许多成功的现代标志都因为在中国传统图形艺术与标志设计之间寻求到恰当的审美融合点,而实现了具有时代民族精神的艺术创意。创作具有中国民族特色的现代标志,设计者应该在遵循现代标志设计技法的基础上,汲取中国传统图形的艺术精髓和创意理念,在设计中分别从传统图形的具象、意象及抽象等三个审美层面进行艺术创造,这样的创作方式同样也是标志设计开拓民族设计风格进而走向世界的一个重要桥梁。

**关键字:** 标志设计; 传统图形; 具象; 意象; 抽象

## Chinese traditional graphic art and modern symbol design

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**Abstract:** Chinese traditional graphic arts as a form of oriental charm and appropriate spot of aesthetic integration have had a very important impact on the various modern arts. Many successful modern signs have sought in Chinese traditional art and graphic design the artistic creativity with our age's national spirit. To create signs with modern Chinese characteristics, designers should follow modern logo design techniques on the basis of traditional Chinese graphics from the essence of art and creative ideas in design, imagery and abstract aesthetic level. The creative approach is also pioneering national design style to the world, thus establishing an important bridge.

**KeyWords:** symbol design; traditional graph; embodiment; image; abstract