

“箏情相悦”

等风来

等你来画自己的风筝

3月
16-17日
创意风筝DIY



风筝节

风筝

— 风筝的由来 —

风筝是由古代汉族劳动人民发明于中国东周春秋时期，至今已2000多年。相传墨翟以木头制成木鸟，研制三年而成，是人类最早的风筝起源。后来鲁班用竹子，改进墨翟的风筝材质。直至东汉期间，蔡伦改进造纸术后，坊间才开始以纸做风筝，称为“纸鸢”。



风/箏/艺/术/文/化/节

Kites were invented by the ancient Han Chinese working people in China, spring and autumn period, when dreamer Mozi was more than 2000 years. Legend Mozi made wood bird, three years of development, in the earliest human kite origin. Later, Lu Ban bamboo, improving Mozi kite material. Until during the eastern Han dynasty, Cai Lun improved after paper-making, succeeded began with paper kite, referred to as the "kite".

VS

Upholding stability

Bolstering the domestic market to be key in 2022 as China seeks high-quality growth, analysts say



By LI XIANG
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China's economy is likely to center on one word in 2022, stability – identified as the top priority at a tone-setting meeting attended by top policymakers

in Beijing in December. According to analysts, while the emphasis on stability is nothing new in the nation's economic policy, prioritizing stable growth does not mean returning to the old development path.

See Economy, page 4

插画风招贴海报



画面饱满充实

色彩艳丽且统一

元素扁平化

插画风招贴

- 插画被广泛用于杂志、图书、报纸、海报、传单等不同的传统载体上。插画的表现力之强，所传递的信息远比文字更多更丰富。
- 通过个性化的艺术造型，艳丽的配色与夸张的字体变形，追求神韵与气势。
- 同时场景化的形式与汉字相结合使用，从而反映出深层次的审美意象。
- 插画风海报，可分为扁平化插画、肌理插画、渐变插画、立体插画、国潮插画等。

CHINA DAILY

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Sound of music

Initiatives aimed at helping the public appreciate classical tunes gain traction amid the pandemic

By CHEN NAN
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Commuters waiting for a train at one of the largest subway stations in Guangzhou, Guangdong province, a week before the widely celebrated Spring Festival, listened as a brass quintet played live.

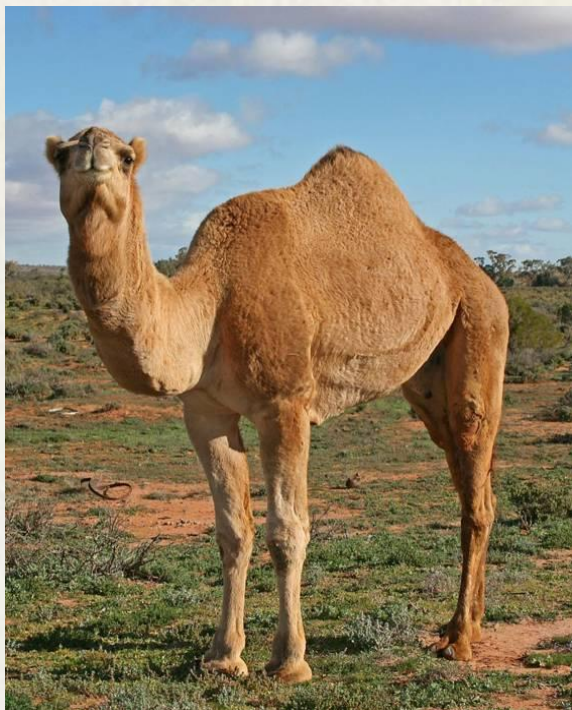
On Jan 21, passengers at Panyu Square Station on Metro Line 18 stopped to take photos of the ensemble of musicians from the Guangzhou Symphony Orchestra and also learned that classical music would be played in the station from that day onward.

See *Symphony*, page 4

By

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See 1



CHINA DAILY

中国日报 EUROPEAN WEEKLY



Antiques and artifacts are witnesses to the pivotal role in history of the ancient Silk Road

TWO-WAY ROAD

"It is these common people, the anonymous trekkers who manned the caravan heading for the unknown, who have filled the Silk Road story with all its touching details and remarkable aspects."

ZHANG DEHUI
vice-director of the Henan Provincial Museum

By **ZHAO XU**
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A man wearing a long, black-rimmed robe, with his hair wrapped in black cloth, charges forward on a stallion. While his right hand is placed on the halter, constantly pressing his mount, he raises his left hand, in which he holds a rolled-up document at the end of his broad sleeve.

See **SILK ROAD** page 6



CHINA DAILY

中國日報 EUROPEAN WEEKLY



Antiques and artifacts are witnesses to the pivotal role in history of the ancient Silk Road

TWO-WAY ROAD

SONG CHEN / CHINA DAILY

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See **SILK ROAD** page 6

- 元素扁平化处理 (增加肌理、几何化)
- 前后差异化处理 (近深远浅)
- 场景融合化处理 (不思考逻辑, 内容为主)

01

2/5

创意插画海报教程



第一步：明确需要设计的主题，然后进行头脑风暴
本次的主题是周五，状态比较开心摸摸鱼
准备放假，关键词都是围绕着这些展开的

02

3/5

创意插画海报教程



第二步：根据关键词，画草图，这里主要想体现
周五想放假的心情，手提着包包时刻准备
下班

03

4/5

创意插画海报教程



第三步：根据草图，在AI中绘制线稿，线稿是用钢笔工具勾勒的，一定要注意前后层次关系

04

5/5

创意插画海报教程



第四步：上色环节啦，建议从色块比较大的着手上色，例如背景，人物衣裤，细化视觉中心就可以了



再会

谢谢观看

THANKS FOR YOUR
WATCHING

