



手绘时装画了解

About Hand-painted Fashion Paintings

时装画，也称服装设计效果图。是服装设计师表达设计构思、体现设计思维和设计风格的有效手段，是实现设计的科学依据，也是服装设计的重要程序，时装画表现的对象是服装。

Fashion paintings, are also known as costumes design renderings. It is an effective means for fashion designers to express design ideas, reflect design thinking and design style. It is the scientific basis for realizing design, and it is also an important procedure of fashion design. The object of representation of fashion painting is costumes.

16 世纪的时候欧洲与世界贸易的发展，艺术的创新也有所突破。产生了如左图所示的时尚杂志插画。满足上流社会时尚的生活和娱乐需要。

In the 16th century, the development of trade between Europe and the world also led to a breakthrough in artistic innovation. The fashion magazine illustration shown on the left was produced. It met the fashionable life and entertainment needs of the upper class.

时装画除了沿袭绘画艺术的特点之外，还融入了设计的含义，如左图著名设计张肇达将理念与设计融入可穿戴的服饰之中，要考虑服饰的穿戴性，实用性，和配搭性，同时也需要结合人体结构的特点。

In addition to following the characteristics of painting art, fashion paintings also incorporate the meaning of design. As shown in the picture on the left, the famous designer Zhang Zhaoda integrates concepts and designs into wearable clothing. The wearability, practicability, and matchability of clothing should be considered. At the same time, it also needs to combine with the characteristics of human body structure.

艺术的创新也有所突破。当时上流社会时尚的生活需要画面丰富的时尚杂志来娱乐，时装画作为杂志的插画便产生了。时装画除了沿袭绘画艺术的特点之外，还融入了设计的含义，将理念与设计融入可穿戴的服饰之中，要考虑服饰的穿戴性，实用性，和配搭性，同时也需要结合人体结构的特点

There was also a breakthrough in artistic innovation. At that time, the fashionable life of



the upper class required fashion magazines with rich pictures for entertainment, and fashion paintings were produced as illustrations of magazines. In addition to following the characteristics of painting art, fashion paintings also incorporate the meaning of design, and integrate concepts and designs into wearable clothing. The wearability, practicability, and matchability of clothing should be considered. At the same time, it also needs to combine with the characteristics of human body structure.

时装画包括时装设计草图、时装效果图、商业时装设计图、时装艺术广告画与插图。Fashion drawings include fashion design sketches, fashion renderings, commercial fashion designs, fashion art advertising drawings and illustrations.

1. 时装设计草图

1. Fashion Design Sketches

时装设计是一项时间性相当强的工作，需要设计者在极短的时间内，迅速捕捉、记录设计构思。如左图著名时装画设计大师ChristianDior的设计草图所示，通常设计草图并不追求画面视觉的完整性，而是抓住时装的特征进行描绘。有时在简单勾勒之后，采用简洁的几种色彩粗略记录色彩构思；有时采用单线勾勒并结合文字说明的方法，记录设计构思、灵感，使之更加简便快捷。

Fashion design is a time-sensitive task that requires the designer to quickly capture and record design ideas in a very short period of time. As shown in the design sketch of Christian Dior, a famous fashion painting designer on the left, usually the design sketch does not pursue the visual integrity of the picture, but captures the characteristics of the fashion to describe. Sometimes after a simple outline, a few simple colors are used to roughly record the color idea; sometimes a single-line outline combined with a text description is used to record the design idea and inspiration, making it easier and faster.

2. 时装效果图

2. Fashion Renderings

时装效果图，是对时装设计产品较为具体的预视，它将所设计的时装，按照设计构思，形象、生动、真实地绘制出来。人们通常所指的“时装效果图”，便是这种类型的时装画。

The fashion renderings are a more specific preview of the fashion design products, and



the designed fashion can be drawn out graphically, vividly, realistically according to the design concept. What people usually refer to as "fashion renderings" is this type of fashion painting.

3. 商业时装设计图（工艺生产）

3. Commercial Fashion Design Drawings (Craft Production)

商业时装设计图，在商业时装界中，是作为产品交易而广泛运用的另一种风格的时装画。它具有工整、易读、结构表现清楚、易于加工生产等特点。通常采用以线为主的表现形式，或者采用以线加面、淡彩绘制等方法描绘而成。

Commercial fashion design drawing, in the commercial fashion industry, is another style of fashion painting widely used as a product transaction. It has the characteristics of neatness, easy reading, clear structure and easy processing and production. It is usually expressed in the form of lines, or depicted by methods such as line plus surface, light color drawing, etc.

4. 时装艺术广告画与插图

4. Fashion Art Advertising Drawings and Illustrations

时装广告画与插图是指那些在报刊、杂志、橱窗、看板、招贴等处，为某时装品牌、设计师、时装产品、流行预测或时装活动而专门绘制的时装画。

Fashion advertising drawings and illustrations refer to those fashion paintings specially drawn for a fashion brand, designer, fashion product, fashion forecast or fashion event in newspapers, magazines, window displays, billboards, posters, etc.