民族晨彩 设计融合 活态传承

《手绘时装画》教案

"Hand-painted Fashion Paintings" Teaching Plan

课题	《时装画的不同艺术表现》	授课类型	理论讲授、实训
理论课时	2 课时	实践课时	3 课时
教学目标	通过本次课的学习，掌握时装画的不同艺术表现方法。培养服装设计手绘能力；培养动手能力；培养学生抗挫能力和工匠精神。		
思政元素	通过对时装画的不同艺术表现方法的分析和讲解，培养学员的审美意识，提高欣赏水平。引发学员对时装效果图手绘的兴趣，强调科学精神和工匠精神的培养。通过实训练习，培养抗挫精神和精益求精的职业态度。		
重点	时装画的不同艺术表现风格和表现方法；		
难点	时装画的不同艺术表现风格和表现方法；		
教学资源	Ppt 课件、电子教材、教学视频、试题库		
实训任务要求	**实训任务：** 1、绘制不同风格效果图 2 张。 **实训要求：** 1.比例正确； 2、各部位结构合理，色彩和谐； 3、线条流畅、排版美观。		
学习工具	8k 画纸三张、尺子、画笔、橡皮		

教学设计	1、教师抛砖引玉在云课堂"课前预习"中提出问题：我们平时常见的时装画风格都有哪些？从而提出本单元学习内容。 2、教师引导学员根据《手绘时装画》课程设计在云课堂中找到相关教学 ppt、视频、电子教案和课件进行自主学习，初步自主完成学习目标。 3、学员完成课后测试题，老师根据学员的测试结果了解知识的掌握情况，发现问题，及时解决问题。

Topics	"Different Artistic Expressions of Fashion Paintings"	Type	Theoretical teaching, practical training
Theoretical Hours	2Hours	Practice Hours	3 hours
Teaching Objectives	Through the study of this lesson, master the different artistic expression methods of fashion paintings. Cultivate the ability of hand-drawing for costumes design; cultivate hands-on ability; cultivate students' resilience and craftsmanship.		
Ideological Elements	Through the analysis and explanation of different artistic expression methods of fashion paintings, cultivate students' aesthetic awareness and improve their appreciation level. Arouse students' interest in fashion renderings hand-drawing, emphasizing the cultivation of scientific spirit and craftsmanship. Through training exercises, develop a spirit of resistance and a professional attitude of excellence.		
Big Picture	Different artistic expression styles and methods of expression in fashion painting;		
Difficult Points	Different artistic expression styles and methods of expression in fashion painting;		
Teaching Resources	PPT courseware, electronic teaching materials, teaching videos, test bank		

Training Task Requirements	**Training Tasks:** 1. Draw 2 different styles of renderings. **Training Requirements:** 1. The proportion is correct； 2. Reasonable structure and harmonious colors of each part; 3. Smooth lines and beautiful typography.
Learning Tools	3 sheets of 8k drawing paper, ruler, paintbrush, eraser.
Teaching Design	1. The teacher has raised a question in the "pre-class preview" of the cloud classroom: What are the styles of fashion paintings that we usually see? Therefore, the learning content of this unit is proposed. 2. Teachers guide students to find relevant teaching ppts, videos, electronic teaching plans and courseware in the cloud classroom according to the course design of "Hand-painted Fashion Paintings" to conduct independent learning, and initially complete the learning goals independently. 3. Students complete the after-class test questions, the teacher understands the mastery of knowledge according to the test results of the students, finds problems, and solves them in time.

教学步骤

Teaching Steps

Ⅰ 课前

I Before Class

一、线上

I. Online

老师在云课堂"课前预习"中提出问题：我们平时常见的时装画风格都有哪些？

The teacher has raised a question in the cloud classroom "pre-class preview": What are the common fashion painting styles we usually use?

二、导入新课（10 分钟）

II.Introduce a New Lesson (10 minutes)

古往今来，艺术史的演变为各种艺术门类带来了各种不同形式的表现风格，时装画也是如此，西方艺术由具象走向抽象，东方艺术由单一走向多元化，为时装画的风格体现开辟多条可探讨发展的路径。

Throughout the ages, the evolution of art history has brought about various forms of expressive styles for various art disciplines, and the same is true for fashion paintings. Western art has moved from figurative to abstract, and oriental art has moved from single to diversified, opening up a number of paths for the development of fashion paintings.

Ⅱ 课中

II.In Class

三、新课讲授（80 分钟）

III. Lecture of New Class (80 minutes)

项目五　服装效果图的绘制

Project 5 Drawing of Costumes Renderings

任务六 时装画的不同艺术表现手法

Task 6 Different Artistic Expressions of Fashion Paintings

一、写实风格：对人体造型、脸部特征、面料肌理、服装的细部（包括花纹图案、衣纹衣褶、光影效果等）进行真实的表现。一般用水粉或水彩颜料绘制，这种画法强调整体性，空间层次、主次虚实用明暗和色彩关系逼真的表现出来。对这种风格的把握需要有扎实的绘画基本功。

I. Realistic style: Realistic representation is reflected to human body shape, facial features, fabric texture, and the details of costume (including patterned patterns, clothing folds, light and shadow effects, etc.). Generally painted with gouache or watercolor paint, this painting method emphasizes the integrity, and the spatial hierarchy, primary and secondary virtuality, light and shade and color relationship are vividly expressed. The grasp of this style requires a solid basic painting skill.

二、夸张风格：夸张手法在服装画中是突出表现人体局部特征或服装的局部细节，以达到突显主题、强调服装的特性和个性的目的。在夸张人体的方面可以是对人体比例、人体动态、脸部五官等的夸张。服装的夸张一般是夸张轮廓型，缩小头部，拉长身材，形成完整和谐的夸张整体。

2. Exaggerated style: The exaggerated technique in costume paintings is to highlight the local characteristics of the body or the local details of the costume, so as to achieve the purpose of highlighting the theme and emphasizing the characteristics and personality of costume. In terms of exaggerating the body, it can be an exaggeration of body proportions, body dynamics, facial features and so on. The exaggeration of costume is generally an exaggerated outline type, shrinking the head, lengthening the body, forming a complete and harmonious exaggerated whole.

三、写意风格：写意的概念出自中国"写意画"，是"写出意向的绘画"。这种风格的服装画有明快的构图，洒脱的用笔，朴实无华的技巧，简洁概括而富于神韵的造型。想很好的表现出写意风格需要长期的速写训练，对描绘对象的结构了然在胸，落笔高度概

括，线条简洁，表达出设计意图的重点。

3. Freehand style: The concept of freehand comes from Chinese "freehand painting", which is the "painting that writes intentions". This style of costume painting has bright composition, free and easy use of brushes, unpretentious techniques, and concise and sumptuous modeling. In order to express the freehand style well, long-term sketching training is required. The structure of the depicted object should be clear in the chest, the strokes should be highly summarized, the lines should be concise, and the key points of the design intention should be expressed.

四、装饰风格：平面化是装饰风格的最大特色。对人物形象和服装线条进行高度概括、归纳和修饰，是画面产生节奏和韵律感。运用形式美原理中的点线面结合色彩作为表达形式和表现手段，在服装表面辅以完善主题为目的的图案和服饰细节，构成具有视觉冲击力的装饰风格服装画。

IV. Decorative style: Planarity is the biggest feature of the decorative style. The high generalization, induction and modification of the characters and the picture produce a sense of rhythm. The dots, lines and surfaces in the principle of formal beauty are combined with color as forms of expression and means of expression, and the surface of the costume is supplemented with patterns and costume details for the purpose of improving the theme, forming a decorative style costumes painting with visual impact.

时装画的构图形式
The composition form of fashion painting

在构成时装画完美画面的众多因素中，时装画的构图是不可缺少的重要因素之一。由于时装画的内容、风格、表现技法较多，因此，其构图形式亦相当丰富。

Among the many factors that make up the perfect picture of fashion painting, the composition of fashion painting is one of the indispensable and important factors. Because fashion paintings have many contents, styles and expressive techniques, their compositional forms are also quite rich.

1、双人组合

1. Double combination

对于双人站立姿势的时装画，通常采用一个正面，另一个为侧面、斜侧面或背面。站或坐组合的姿势，习惯上采用以坐姿为主，站姿为辅。双人组合的姿势相对来说要简便得多。不过，这不是某种定律，应根据其人物动态、款式等组合的多种方式，随之作相应的变化。

For fashion portraits in a two-person standing position, one front is usually used, and the other is a side, oblique side, or back. As for the standing or sitting combined posture, it is customary to use the sitting posture as the main posture and the standing posture as a supplement. The pose of double combination is relatively simple. However, this is not some kind of law, and changes should be made according to the combination of character dynamics and styles.

2、三人组合

2. Trios combination

三人组合常常以其中两人的组合为主，另一人为辅。人物的朝向，可以有许多的变化。可突出其中一人的款式，进行着重刻画，将另外两人的组合处理为次要地位，作为陪衬。另一种的组合方式是将座姿、半胸像等其他的姿势纳入构图中，以产生丰富的变化动态。三人的组合的构图方式较双人的组合方式要丰富得多。

Trios combination is often composed of two of them as the main combination, with the other as a supplement. The orientation of the characters can have many changes. It is possible to highlight the style of one of them, to focus on depiction, and to treat the combination of the other two as a secondary role to be a foil. Another way of combination is to incorporate other poses such as sitting postures, busts, etc. into the composition to generate rich dynamic changes. The composition of the combination of three people is much richer than the combination of two people.

3、多人组合

3. Multi-person combination

三人以上的多人组合形式比较复杂。从整幅画面的动势到具体时装的局部处理，都会直接影响到构图的效果。通常将画面分为几组，并以其中一组作为视觉中心，或以单体作为中心，其他的人物款式按一定的秩序排列为整体的组合，同样能形成中心突出、变化有序的画面。与三人的组合形式一样，结合其他动态时，需要考虑其整体的风格、气势，做到变化中求稳定、整齐中求突变。

The multi-person combination of more than three people is more complicated. From the momentum of the whole picture to the local processing of specific fashion, it will directly affect the effect of composition. Usually, the picture is divided into several groups, and one of the groups is used as the visual center, or the single body is taken as the center, and the other character styles are arranged in a certain order as a whole combination, which can also form a picture with a prominent center and an orderly change. Like the combination of three people, when combining other dynamics, it is necessary to consider its overall style and momentum, so as to seek stability in change and sudden change in order.

Ⅲ　课后

Ⅲ. After class

一、课后小结

I. Post-lesson Summary

本次课我们学习了时装画的不同艺术表现方法，理解了不同风格时装画的表现方法后，才能针对各种不同风格的时装画进行设计。

In this lesson, we have learned the different artistic expression methods of fashion paintings, and after understanding the expression methods of different styles of fashion paintings, we can design for various styles of fashion paintings.

二、作业布置

II. Homework Assignment

本单元实训项目任务要求

The Task Requirements of This Unit Training Project

1、实训项目任务：

绘制不同风格效果图 2 张。

1. Training project tasks:

Draw 2 different styles of renderings.

2、实训项目要求：

2. Training project requirements:

（1）比例准确；

(1) Accurate proportions;

（2）各部位结构合理，色彩和谐；

(2) Reasonable structure and harmonious colors of each part;

（3）线条流畅、排版美观。

(3) Smooth lines and beautiful typography.

通过项目的实训要求培养学生的审美意识与追求卓越，创新研发、精益求精的工匠精神。具备耐心、专注、坚持的优秀品质。

Through the training requirements of the project, cultivate students' aesthetic awareness, and craftsmanship spirit of innovative R&D, excellence. With excellent quality of patience, focus and persistence.

三、教学反馈和调整

III. Teaching Feedback and Adjustments

1、通过云课堂检查课后作业，了解学员对知识的掌握情况，巩固教学效果。

1. Check the after-school homework through the cloud classroom to understand the students' mastery of knowledge and consolidate the teaching effect.

2、通过课后调查、交流，了解学员对本课程教学模式的认可度，及时调整授课内容和授课模

式。

2. Through after-class investigation and communication, understand the students' recognition of the teaching mode of this course, and adjust the teaching content and teaching mode in time.

四、课程反思

IV. Reflection on the Course

对于服装人体动态的理论知识的讲解，采用示范法、启发法等教学方式，将整体上的示范进行一步一步的分解，并且在每一步的步骤上都配上相应的文字描述，进行更加形象的描述，以充分的引发学员的兴趣，引发学员的强大的创造能力，更加强烈的求知欲望。根据学员反馈情况，应针对不同的学员基础，将作业要求分层布置，以满足不同层面的学员的求知要求。

For the explanation of the theoretical knowledge of the dynamics of the body in costumes, such teaching methods as demonstration method and heuristic method are used, and the corresponding   teaching is carried out, and the overall structure is carried out step by step. The decomposition of each step is accompanied by corresponding text descriptions to make more vivid descriptions, so as to fully arouse students' interest, arouse students' strong creative ability, and have a stronger desire for knowledge. According to the feedback of the students, the homework requirements should be arranged in layers according to different student's bases to meet the knowledge-seeking requirements of students at different levels.