

湖南包装

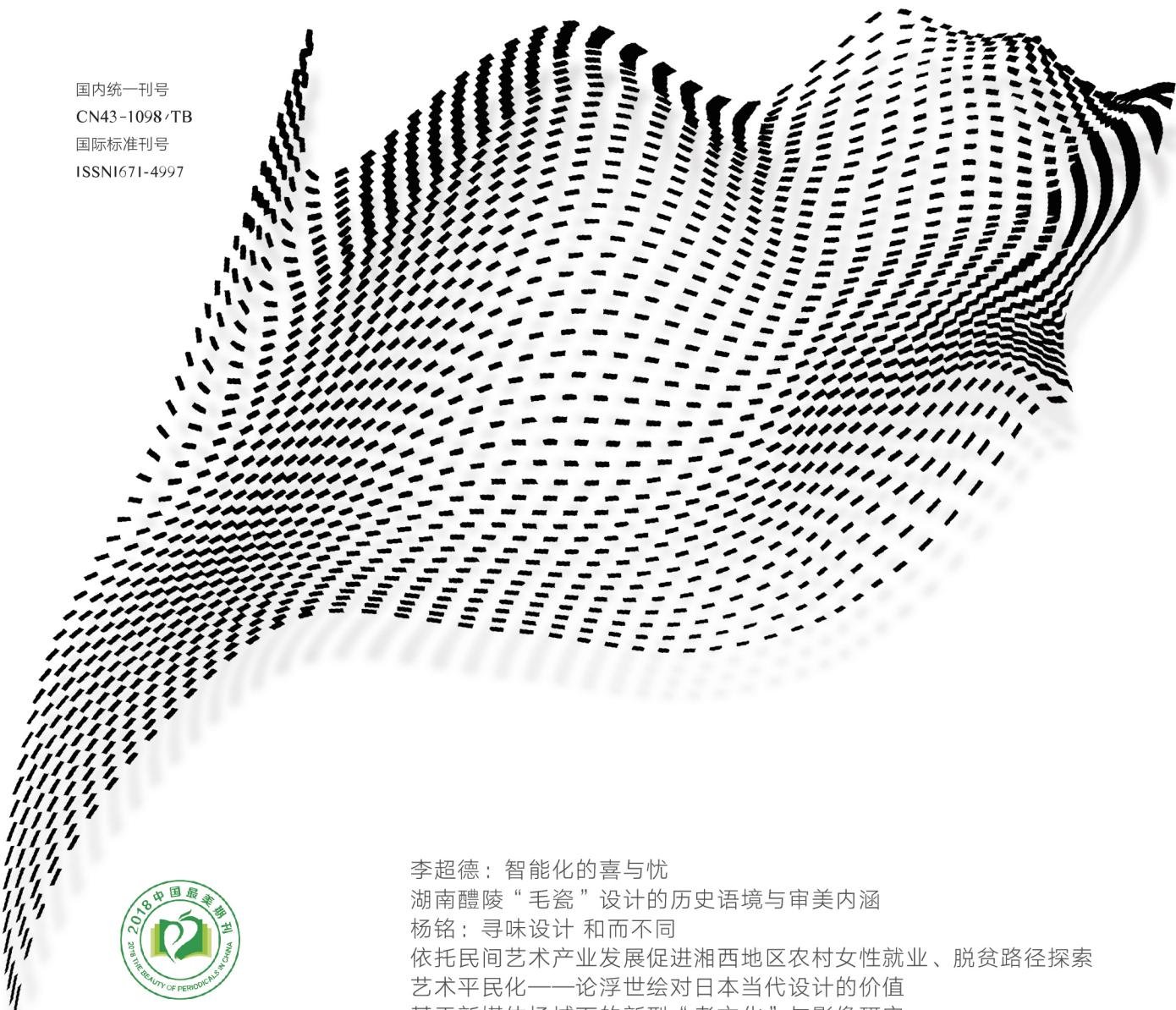
HU NAN BAO ZHUANG

2019 / 05

总 188 期

国内统一刊号
CN43-1098/TB
国际标准刊号
ISSN1671-4997

中国知网全文收录期刊
国家哲学社会科学学术期刊数据库全文收录期刊
中国学术期刊综合评价数据库来源期刊
中文科技期刊数据库（全文版）来源期刊
《中国学术期刊（光盘版）》全文收录
万方数据数字化期刊群
超星“域出版”平台全文收录



ISSN 1671-4997



李超德：智能化的喜与忧
湖南醴陵“毛瓷”设计的历史语境与审美内涵
杨铭：寻味设计 和而不同
依托民间艺术产业发展促进湘西地区农村女性就业、脱贫路径探索
艺术平民化——论浮世绘对日本当代设计的价值
基于新媒体场域下的新型“孝文化”与影像研究
苏州历史文化街区品牌设计与传播研究
“讲好黄河故事”
——黄河纹样在现代文创设计中的应用研究
电商农产品生态包装设计研究

目次

CONTENTS

卷首语

智能化的喜与忧

李超德

设计历史

1 湖南醴陵“毛瓷”设计的历史语境与审美内涵

张红颖 张宗登

设计人物

5 杨铭：寻味设计 和而不同

王宏民

设计理论

11 依托民间艺术产业发展促进湘西地区农村女性就业、脱贫路径探索

关红

The Exploration of Promotion of Rural Women Employment and Poverty Reduction Paths in Xiangxi Relying
on the Development of Folk Art Industry

Guan Hong

14 艺术平民化——论浮世绘对日本当代设计的价值

廖树林

The Popularization of Art:On the Value of Ukiyo-e on Japanese Contemporary Design

Liao Shu-lin

18 从丹纳的“三要素”浅谈日本现代设计

孟娟

Discussion on Japanese Modern Design from Taine's "Three Elements"

Meng Juan

21 浅析日本民艺大师柳宗悦东方民艺思想

王然乐

Analysis of Japanese Folk Art Master Sooetsu Yanagi's Oriental Folk Art Thought

Wang Ran-le

24 论“记忆图腾”对记忆的帮助作用

孟庆涛

On the Effect of "Memory Totem" for Helping Memory

Meng Qing-tao

28 长株潭城市群经济型酒店的设计策略研究

樊衍

Study on Design Strategy of Economical Hotel in Changsha, Zhuzhou and Xiangtan City Group

Fan Yan

32 浅谈“文化+”时代背景下打造长沙文化创意产业新高地

肖鑫 罗雪妍

On the New Heights of Changsha Cultural and Creative Industry under the Background of "Culture Plus"

Xiao Xin, Luo Xue-yan

传统文化探索

37 道教的符篆和水纹图形在服装中的创意运用

边晓芳 占程怡

Creative Usages of Taoist Symbols and Water Patterns in Clothing

Bian Xiao-fang, Zhan Cheng-yi

41 苗族嫁衣艺术内涵及拼布技艺研究

黄彦可 刘宗明 郝南南

Study on the Culture and Artistry of the Miao nationality's Wedding Dress and Quilt Technique

Huang Yan-ke, Liu Zong-ming, Hao Nan-nan

47 湖湘建筑元素在创意男装设计中的应用——以岳麓书院为例

杨硕 刘卫东

Application of Huxiang Architectural Elements in Creative Men's Wear Design——Take Yuelu Academy

Yang Shuo, Liu Wei-dong

51 基于情感化设计的湘西苗绣衍生产品设计开发与思考

尹文婷 伍魏

Design and Development of Derivative Products of Miao Embroidery in Xiangxi based on Emotional Design

Yin Wen-ting, Wu Wei

55 “讲好黄河故事”——黄河纹样在现代文创设计中的应用研究

徐宾 田卓明

"Proper Telling the Yellow River Story"—Application Research of Yellow River Pattern in Modern

Creative Design

Xu Bin, Tian Zhuo-ming

目次 CONTENTS

60 湖南蓝印花布纹样在现代女装上的应用 Application of Hunan Blue Printed Patterns in Modern Women's Wear	邓腾 钱马红 <i>Deng Teng, Qian Ma-hong</i>
63 羌绣纹样的传承与创新路径研究 Research on the Inheritance and Innovation Path of Qiang Embroidery Patterns	章鉴烽 曹权玺 王建华, 等 <i>Zhang Jian-feng, Cao Quan-xi, Wang Jian-hua, ect</i>
67 中国传统鱼纹在文化创意中的应用 The Application of Chinese Traditional Fish Pattern in Cultural Creativity	张宇航 左静 <i>Zhang Yu-hang, Zuo Jing</i>
70 瑶族织锦工艺的传承与保护路径研究——以湖南江永县勾蓝瑶寨为例 Research on the Inheritance and Ways of Protection of the Yao Nationality's Brocade Crafts——Taking the Goulan Yao Village in Jiangyong County of Yongzhou as an example	马卓娜 李嘉 <i>Ma Zhuo-na, Li Jia</i>
74 滇西民族扎染工艺现代产业化发展初探 Development of Modern Industrialization of Tie-Dye Process in Western Yunnan	段思禹 <i>Duan Si-yu</i>

设计与传播

77 基于新媒体场域下的新型“孝文化”与影像研究 New “Filial Piety Culture” and Image Research Based on New Media Field	张哲 叶佑天 <i>Zhang Zhe, Ye You-tian</i>
80 苏州历史文化街区品牌设计与传播研究 Research on Brand Design and Communication in Suzhou Historic & Cultural Street	谢晋业 <i>Xie Jin-ye</i>
85 新型“孝文化”影像：传统伦理道德转型的乌托邦想象 New “Filial Piety Culture” Image: Utopianism Imagination of Traditional Ethics Transformation	方韦涵 叶佑天 <i>Fang Wei-han, Ye You-tian</i>
88 APP 启动图标设计与标志设计的关系 The Relationship between APP Launch Icon Design and Logo Design	伍海翔 <i>Wu Hai-xiang</i>
91 当代中国人物工笔画在影视剧片头的应用探究——以《都挺好》为例 The Application of Contemporary Chinese Characters' Paintings in the Titles of Film and Television Drama ——Taking “All is Well” as an example	王景丹 黄信初 <i>Wang Jing-dan, Huang Xin-chu</i>

包装设计

96 电商农产品生态包装设计研究 Research on Eco-packaging Design of E-commerce Agricultural Products	姚善良 成珊 <i>Yao Shan-liang, Cheng Shan</i>
99 旅游文创产品包装的绿色生态设计 Green Ecological Design of Tourism Cultural and Creative Product Packaging	朱琦 张鑫洲 <i>Zhu Qi, Zhang Xin-zhou</i>
104 基于模块化设计理念的食品包装定制服务策略研究 Research on Food Packaging Customization Service Strategy based on Modular Design Conception	孙玉林 王安霞 <i>Sun Yu-lin, Wang An-xia</i>
109 具有象征寓意的手绘图形在包装设计中的创新表现 Innovative Performance of Hand-drawn Graphics with Symbolic Meaning in Packaging Design	刘变琴 <i>Liu Bian-qin</i>
112 江西古村落图案在现代特产包装设计中的应用研究 Application Research of Jiangxi Ancient Village Patterns in Modern Specialty Packaging Design	张钒 <i>Zhang Fan</i>

设计教育

115 分类培养背景下专业硕士职业素养培养的现状及对策研究 ——以设计类艺术硕士（MFA）为例	张宗登
--	-----

目次

CONTENTS

- Research on the Status Quo and Countermeasures of Professional Master's Professional Literacy Training under the Background of Classification Training: Taking the Master of Design (MFA) as an Example
Zhang Zong-deng
118 论设计学研究生创新实践中团队协作模式的影响
On the Influence of Team Cooperation Mode in the Innovation Practice of Design Graduate Students
Zhang Yu-shan, Xiang Li-hui
- 121 线上线下混合教学模式在高职室内设计专业教学中的应用探索
Application Exploration of Online and Offline Mixed Teaching Mode in Interior Design Teaching of Higher Vocational Colleges
Wang Yi-hong
125 各向异性：人工智能挑战下的设计教学模式创新
Anisotropy: Innovation in Design Teaching Model under the Challenge of Artificial Intelligence
Huang Ya-ying, Hu Yue
- 129 文化创意产业背景下视觉传达设计专业人才培养研究
Research on Talent Cultivation of Visual Communication Design under the Background of Cultural and Creative Industry
Chen Jing-liang
132 现代高职院校室内空间手绘设计与思维表达教学的新探索
A New Exploration on the Design of Interior Space Hand Painting and the Teaching of Thinking Expression in Modern Vocational Colleges
Liu Di
135 课程思政融入视觉传达设计专业教学策略探析——以梧州学院“包装设计”课程为例
On the Teaching Strategies of Ideological and Political Education Curriculum into Visual Communication Design Major: Taking “Packaging Design” Course of Wuzhou University as an Example
Huang Huang, He Pei-hua

作品选登

- 139 《牧童吹笛》茶具设计
140 苗绣衍生图案生肖设计
141 海报设计
142 紫南文创插画设计
姜娜 贺大鹏
尹文婷
潘钰君 刘泰麟 胡月 张梦蝶
戚红彪

设计资讯

- 138 《湖南包装》投稿须知
封二 苏州平面设计师协会
封三 青桐品牌设计咨询机构
封四 第三届中国设计师大会