

多重圖形呈現單一畫面之產品表現技法研究 ——以實際教學個案探討

A Study of Product Figures Appeared on a Picture Plane ——Product Rendering Teaching as an Example

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(Received January 1, 1998; Revised March 10, 1998; Accepted August 17, 1998)

摘要：坊間有關產品表現技法的書籍相當多，內容多偏重於單一產品著色過程的介紹。產品設計相關科系學生於發表創意時所提出之展示圖則常包含多數之圖形，用以說明並推銷其創意，其描繪與組合的技巧，顯然與表現單一的產品不同。爆炸圖、室內畫與功能解釋圖亦含括多種圖形，其畫法、要領之綜合，可與本文所探討之題旨相契合。眾多的視覺要素同時呈現於一畫面時，為避免雜亂，須藉由著色技巧及適當的圖形重疊，表現出主屬、遠近關係，並以欄位的設定，加以規範，使之產生秩序感；提昇畫面之趣味性與訴求效果上，應考慮主圖之情境表現、其他不同透視角度與平面圖形之同時應用；作畫時間之精簡方面，以淡化、留白的方式處理，未來將以戶外光之倒影應用畫法，做為該方面進一步之後續研究。

關鍵詞：產品表現技法、爆炸圖、室內畫、功能解釋圖

Abstract: There are quite many books related to the product design rendering skills available in the current market and most contents of these books emphasize more about the introduction of the single product coloring process. However, it is not the same case as the idea generating presentation of those students who study and major in the design departments or similar fields. The students usually need multi-illustrations in order to demonstrate, explain and promote their ideas, so the drawing and compositing skills shall be different from the single product rendering. Meanwhile, exploded drawing, interior drawing and functional illustration also present many multi-figures. Their skills and integrated

concepts are applied and matched to the main issues discussed in this thesis. The core-ideas of these rendering skills and techniques are as follows: when many visual factors and figures are presented in the same picture plane, to avoid from disorder, designer can apply the coloring and appropriate overlapping layout. Through showing the main-sub object and distant relationship, or defining the grid setting, the drawing will be good structured. To enhance the interesting and expressive effect of the drawing, designer may consider controlling the atmosphere expressions, as well as applying different perspective angles and flat viewpoints of the main feature. To minimize the time expense, tint and detail grading and blank-space method are also recommended. Finally, to continue this research, the daylight reflection rendering skills will be studied in the near future as a further extension.

Key Words : Product Rendering Techniquers, Exploded View, Interior Rendering, Explicative Drawing