操弄平面廣告中的平面設計

Manipulating Graphic Design in Print Advertising

吳岳剛　Yueh-gang Wu
銘傳大學商業設計系講師
Instructor
Department of Commercial Design, Ming Chuan University

摘要：本文所提報的三個測試，是研究平面設計對廣告效果的影響之前，所進行的三次前測，目的在於操弄廣告中圖像與文字的設計品質，使其分別產生優、劣兩個水準。在操弄的方法上，圖像的設計品質經由繪製的技術來進行，而文字，則是利用字體的選擇與編排來達成。由於在操弄的過程中，主要的困難來自於改變圖像的設計品質，因此本文檢討三次測試中改進的部份，對照其產生的差異，嘗試從中找出有助於日後進行類似操弄的建議：(1)圖像的繪製技術對於設計品質的操弄效果甚於圖像的內容，(2)線條的流暢程度與網點的粗細，適合用來操弄圖像的設計品質，(3)經由字體與編排來操弄廣告的外觀設計，效果大於圖像的改變，(4)改變文字佔頁面面積可以影響文字設計品質的操弄效果，以及(5)改變所佔頁面面積，影響文字設計品質的操弄效果，大於影響圖像。

此外，用來進行圖像及文字設計品質操弄檢測的八個題目已經得到良好的可靠度，可以做為未來進一步研究的基石。

關鍵詞：平面廣告、平面設計操弄

Abstract: As a pretest of studying the advertising effect of graphic design, the tests reported in this paper are aimed to manipulate the design quality of picture and text in print advertising to produce good and bad levels. In terms of manipulation method, the design quality of picture is by drawing technique, and the text is by typography and layout. Because the major difficulties in manipulation come from changing the design quality of picture, this paper tries to compare the differences in three tests and offers some suggestions for similar manipulation in the future: (1) a picture's drawing

technique has more impact on manipulating design quality than the content of picture, (2) the way of drawing the line and filling the color is suitable for manipulating a picture's design quality, (3) typography and layout have more influence on a advertisement's appearance than picture does, (4) changing the space text occupies the page affects the manipulation of text design quality, and (5) changing the space of occupation affects the manipulation of text design quality more than picture.

In addition, the manipulation check items for picture and text design quality have acceptable reliability, and can be implemented in future research.

Keywords: Print advertising, graphic design, manipulation