“东北话”平面宣传设计

摘　要

“东北话”隶属汉语官方方言的分支，说话腔调接近现代汉语普通话，其他汉语方言区的人大体上能够听明白，这就为近些年来东北方言在全国范围内的广泛传播提供了必要条件。由于东北的人文风格具有鲜明的色彩感，单单几种颜色无法来展现出东北的风格，采用的设计风格是简单大方的等线体风格能够清晰明确每句“东北话”的含义，也能够体现更有趣、更多彩、更浓厚的东北人文。

在整套设计中采用两位人物作为主题人物，对两位人物赋予东北风格，表情形象更具感染力，传达出东北人的豪放、开朗、热情的特点。结合最新的设计发展趋势进行设计出一系列的文化产品，用心从色彩、创意、文化底蕴和创新精神个个方面互相结合，使得让人眼前一亮的感觉，结合大众文化又不失民族特色。塑造出最具有地方特色的品牌形象，将小众文化推广成大众所熟知的文化品牌。从而促进地方旅游业发展，拉动经济发展。一种民族文化能够被认可以及传承下来必有其独特的原因以及审美价值文化是民族生存与发展的助推剂，文化的产生也离不开民族的社会环境与活动，二者相辅相成，互相影响。

关键词：东北形象；色彩明亮；平面设计

Abstract

Northeast dialect belongs to the branch of Chinese official dialect, and its tone is close to modern Mandarin. People in other Chinese dialect areas can generally understand it, which provides necessary conditions for the wide spread of northeast dialect in China in recent years. Because the humanistic style of northeast has a distinct sense of color, only a few colors can not show the Northeast style. The design style adopted is simple and generous. The isoline style can clearly define the meaning of each northeast dialect, and can also reflect the more interesting, colorful and strong northeast culture.

In the whole design, two characters are used as the theme characters, and the Northeast style is given to the two characters. The expression image is more infectious and conveys the bold, open-minded and enthusiastic characteristics of the northeast people. Combined with the latest development trend of design, a series of cultural products are designed. The combination of color, creativity, cultural heritage and innovative spirit makes people feel bright in front of their eyes, and the combination of popular culture and national characteristics is not lost. To create the brand image with the most local characteristics and promote the minority culture into a cultural brand well known to the public. So as to promote the development of local tourism and promote economic development. A kind of national culture can be recognized and passed down must have its unique reasons and aesthetic value. Culture is the booster for the survival and development of a nation. The generation of culture is inseparable from the social environment and activities of the nation. The two complement each other and influence each other.

Keywords： Image of Northeast China; Bright Colors; Graphic Artist Designer

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