

平面海報設計視覺表現手法之探討 —NOKIA 手機平面海報與生活型態之關係

A Research of Visual Expression of Poster Design-
Relationship Between Poster of NOKIA Mobile Phone and Life Style

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摘要

本研究主旨在探討平面海報與生活型態之關係，以近年來較普及化的產品——手機為主。而本研究主要選擇以 NOKIA 平面海報為主，在於 NOKIA 是台灣手機領導品牌，及 NOKIA 在行銷上有使用海報這樣的媒體，因此選用 NOKIA 平面海報為研究樣本。藉由本研究探討不同海報構成手法在各生活型態族群中哪一類海報最為被心儀、接受。經由分析後所得如下：(一)分析歸類受測群之生活型態分為：追求流行族群、注重新藝文資訊族群、居家族群三大族群；(二)在追求流行族群上，以學生佔最多數，平均收入則以 25,001 元以上為最高，但 5,000 元(含)以下亦排居第二；此族群對 NOKIA 手機畫面構成元素以人物加手機最為偏好；(三)在注重新藝文資訊族群上，性別以女生佔最高；在教育程度上，以大學生佔最多。此族群對 NOKIA 手機畫面構成元素以只有手機得分最高；(四)在居家族群上，平均收入以 20,001—25,001 元佔最多數，此族群對 NOKIA 手機畫面構成元素以人物加手機最為偏好。

關鍵詞：生活型態、視覺表現手法、NOKIA 手機平面海報

Abstract

The purpose of this research is to search into the relationship between poster of NOKIA mobile phone and life style. In recent years, the universal technology product for each person is mobile phone. This research uses poster of NOKIA mobile phone as an example in the view of NOKIA has been one of the leading brands in Taiwan. At the mean time, the marketing way of NOKIA uses poster as one of the main advertisements. Through the analysis of each form of the composition on the poster of NOKIA mobile phone, the results could be shown that which forms are mostly preferred by people in different life style. The conclusions of this research are as follows:

1. After the classification, the life styles of examinees are sorted out three

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groups: advocating the fashion, paying attention to the art and literature, and spending leisure time.

2. The proportion of the students in the group of advocating the fashion is higher. The mostly average income is up 25000 NT dollars. And, the second average income is below 5000 NT dollars. This group prefers the form of the composition including the figure and phone on the poster of NOKIA mobile phone.

3. The proportion of the females in the group of paying attention to the art and literature is higher. This group prefers the form of the composition including only the phone on the poster.

4. In the group of spending the leisure time, the average income is from 20001 to 25001 NT dollars. This group prefers the form of the composition including the figure and phone on the poster.

Keyword : Life style, Visual expression, Poster of NOKIA phone