

論視覺設計的字形傳達

The communication of Letter-shape on Visual Design

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摘要

視覺傳達設計以文字與圖像兩種元素作為溝通傳達的主軸。文字能理性而精準地傳達內容，圖像則偏向感性而抒情敘述。

文字的溝通亦有機能與美感的雙重考慮。機能優先的字形，應使用明體、黑體或圓體為主的印刷字形，因其字形設計採取端正的平衡結構，筆畫粗細力求一致，盡量減少裝飾變化，使文字易於速讀、辨讀及舒適性需求。而極度個性化的筆記字形，適合傳達個人獨特的性格與情感；配合獨特設計目標的創造文字，常被運用在企業、品牌文字或廣告文字。

關鍵詞：視覺傳達、印刷字形、筆記字形、字間、行間、欄位、企業標誌、標準字

Abstract

The visual communication design takes character and image two kinds of elements as the communication main kernel. The character rationally and accurately communicates content, while image emphasize on perceptual and sentimental expression.

Nevertheless, the character can also present functionality and aesthetics simultaneously. The “function-focused” character primarily use the Ming type, the Black type or the Circular type, because these types are composed by balanced structure, and the degrees of thickness is just consistent. Moreover, it minimizes embellishment. Therefore, all enables the writing can be smoothly continued, distinguished, and comfortably read.

On the other hand, the “extremely individualized” character, suits to convey personal unique disposition and sentiment it can be utilized with specific design goals which often be applied to enterprise, brand design or advertisement writing.

Keyword : visual communication, Printing letters, Handwritten letters, letter space, line space, column position, trademark, logotype

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