

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
 KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN
 Faculty of Design
 Department of Graphic Design

BACHELOR’S THESIS

on the topic:

«Development of a visual theme series for “Weifang” kite culture
 »

Specialty 022 Design

Educational program Design (by types)

Performed by: a student of the BED-20 group

Li Mingqiao

Supervisor degree, academic rank, First name
SURNAME

Reviewer degree, academic rank, First name
SURNAME

ABSTRACT

The graduation design project of "Zither Day · Weifang Kite IP Tide Play" takes Weifang kite as the core element and explores the innovative design combining this traditional art with modern trend culture. Weifang kite, as one of China's intangible cultural heritage, has a long history and unique cultural value. The purpose of this design is to transform the kite element into a fashion hand that conforms to the aesthetic and consumption trend of contemporary young people through modern design techniques and creative thinking.

In the design process, first of all, the Weifang kite form, color, production process of in-depth research, and analysis of its application in modern life and possible innovation direction. The design team interviewed local kite makers in Weifang to learn about traditional techniques and explore how to incorporate modern design concepts and materials while retaining these traditional elements.

The design team then used 3D modeling and digital engraving techniques to create a series of contemporary and creative kite-themed handcrafts. These handcrafts retain the basic characteristics of kites in form, such as lightness and elegance, while displaying a unique artistic style through modern patterns and color matching. Each handwork has its own story background and cultural implication, making it not only a commodity, but also a work of art that can convey cultural value.

In addition, the design also considers marketing strategies, including limited release, artist co-branded series, and integration with pop culture events, with the aim of increasing market recognition and consumer willingness to buy the product. Through network marketing and social media platform promotion, Weifang kite culture has been effectively spread to the world, attracting wide attention and discussion.

In short, the graduation project of "Zheng Zheng Day · Weifang Kite IP tide Play" is not only a modern interpretation and innovative expression of Weifang kite culture, but also a successful attempt to combine traditional culture with modern design concepts. This project not only enhances the cultural value of Weifang kites, but also explores the new vitality and commercial potential of traditional art in contemporary

society.

Keywords: Intangible cultural heritage, Hand model, Illustration design, Cultural and creative areas, Visual poster, Series IP image, tide play

CONTENTS

ABSTRACT	4
INTRODUCTION	8
Chapter I TOPIC ANALYSIS AND RESEARCH BACKGROUND1.....	11
1.1 Introduction.....	11
1.2. The Purpose of the topic selection.....	11
1.3 Topic selection and content.....	12
1.4 Significance of the topic selection.....	12
1.5 Project research	13
Summary of the chapter I	14
Chapter II THEORETICAL OVERVIEW.....	16
2.1 Illustration style used.....	16
2.2 3D printing technology.....	16
Summary of the chapter II	17
Chapter III DESIGN IDEA AND DESIGN PLAN FORMULATION.....	18
3.1 Market research.....	18
3.1.1 Domestic market research.....	19
3.1.2 Foreign market research.....	20
3.2 Formation of design concept.....	21
3.3 Preparation of the design scheme.....	22
Summary of the chapter III	22
Chapter IV DESIGN PROCESS AND RESULT	24
4.1 Logo design	24
4.2 Standard color.....	25
4.3 Assisted in the graphic design	26
4.4 Poster design	28
4.5 IP image design.....	29
4.6 IP introduction and extension.....	31
4.7IP emoji package design	32

4.8 Design of the handmade packaging box	32
4.9 Brand and IP peripheral display	33
Summary of the chapter IV.....	41
CONCLUSION	43
REFERENCE DOCUMENTATION.....	45
ANNEX.....	53

INTRODUCTION

Relevance of the study:The graduation design of "Zheng Zheng Day · Weifang Kite IP tide play" takes "Weifang kite" as the core element and combines this traditional art with modern trend culture. "Weifang Kite", one of China's intangible cultural heritage, has a history of hundreds of years and unique cultural value. The graduation project strives to combine the traditional culture of kites with the modern fashion play, and promote the inheritance and development of intangible cultural heritage.

The purpose of the research:The main purpose of the design is to revitalize the traditional cultural heritage of Weifang kite through modern design means, make it adapt to the needs of the modern market, and attract the interest of young people. Through this project, the designer hopes to improve the visibility and influence of Weifang kites in the global cultural market, and at the same time bring new vitality to the traditional craft of Weifang region and even the whole of China. In addition, the project aims to explore how to commercialize traditional culture without losing its artistic and cultural value, and contribute new growth points to local economies through innovative business models.

Research Objectives:

1. Design the brand logo and standard colors
2. Design series IP image, color matching and element performance
3. Designed IP display posters and made rendering drawings of IP characters
4. Set different backstories for different IP characters, and these backstories make each character have different character position Settings, so as to establish a series of character connections.
5. Design 3D model of character through ZBRUSH modeling technology.
6. Print out the model through 3D printing technology
7. Color the 3D model by spray painting and hand painting

The research subject (theme): The traditional Chinese kite culture is combined with 3D printing technology to inherit and develop the traditional culture.

The object (focus) of the research: How to use modern design technology to continue to inherit and develop the traditional culture of Chinese kites, through the use of modern 3D printing technology to present the role of kites, is another visual representation of kite culture

Research methods. Through the field investigation of this area of Weifang, we learned the unique kite culture characteristics of Weifang kites. Through packaging design, IP image design, display poster design, especially the application and research of 3D printing technology, the electronic design drawings are finally displayed in kind, showing the physical hand model and some IP peripheral derivatives

Elements of scientific novelty. Traditional culture needs to be inherited and transformed into a way that modern young people can accept and continue to develop. Otherwise, culture is culture and commodities are commodities, and cultural commodities and commodity culture will be extremely separated, which is also one of the purposes of creation.

From the perspective of cultural inheritance: as one of China's intangible cultural heritage, Weifang kite carries rich historical and cultural values. However, in the process of modernization, traditional kite-making skills are facing challenges from successors, and the younger generation's interest in traditional culture is waning. The design combines the elements of Weifang kites with the modern fashion culture to create products that meet the consumption interests of the young generation, which not only retains the traditional artistic essence of kites, but also adds modern innovative elements. This way can attract young people's attention, enhance their sense of identity and interest in traditional culture, and effectively promote the inheritance and development of culture

From the perspective of social impact: through such design projects, the public, especially young people, can improve their attention to and appreciation of traditional culture. Under the background of globalization, the modern expression of traditional culture is one of the key ways to improve cultural soft power. This design not only helps

to enhance the cultural image of Weifang and even China, but also stimulates the society's attention to traditional crafts through innovative ways, so that traditional crafts can also be preserved.

From the perspective of international exchange, the display of traditional Chinese art through innovative cultural products can enhance the understanding and interest of other countries and regions in Chinese culture. We will spread the name of "Weifang Kite · World Expo" to all over the world, and increase international friends' love for Chinese kite culture.

By combining traditional culture and art with modern design and market demand, this topic not only demonstrates the great potential of the integration of tradition and modernity, but also demonstrates the multiple values of cultural innovation in contemporary society. This is not only an innovative expression of Weifang kite culture, but also a successful attempt to combine traditional culture with modern design concepts, which is of great significance.

Structure and volume of the thesis : Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three sections, conclusions, a list of references (30 items) and appendices. The total volume of the bachelor's thesis is 66 pages.

Chapter I

TOPIC ANALYSIS AND RESEARCH BACKGROUND1

1.1 Introduction

"Zheng Zheng Day • Weifang Kite IP tide play" graduation design with Weifang kite as the core creative source, the goal is to transform this traditional craft with profound cultural heritage into a part of the contemporary trend culture. Weifang kite enjoys a great reputation at home and abroad for its unique craft and historical background, but in the modern society, its cultural influence is gradually weakening. By combining modern design concepts and technologies, this design reinterprets the traditional kite elements, and designs a series of trends with both cultural significance and in line with the market trend. These toys are not only toys, but also cultural transmitters and innovative display, aiming to stimulate the younger generation of new interest in traditional culture.

1.2. The Purpose of the topic selection

The main purpose of the design is to revitalize the traditional cultural heritage of Weifang kite through modern design means, to adapt it to the needs of the modern market, and to attract the interest of young people. Through this project, the designers hope to improve the visibility and influence of Weifang kites in the global cultural market, and bring new vitality to the traditional crafts of Weifang region and even the whole China. In addition, the project is also committed to exploring how to commodialize traditional culture without losing its artistic and cultural value, and to contribute new growth points to the local economy through innovative business models.

1.3 Topic selection and content

This design project covers the whole process from concept proposal, design and development to marketing. First of all, through in-depth research on the history and production skills of Weifang kite, the project can understand its cultural background and artistic value. Then, modern design tools such as 3D modeling software and digital manufacturing technology are used to transform the forms and patterns of traditional kites into novel hand designs. Each product is designed with a unique cultural story and a modern aesthetic, ensuring both cultural depth and market appeal. Finally, through effective marketing strategies and brand cooperation, to bring these cultural hands to the market, to achieve the dual success of culture and business.

1.4 Significance of the topic selection

First of all, from the perspective of cultural inheritance, Weifang kite, as one of China's intangible cultural heritage, carries rich historical and cultural values. However, in the process of modernization, the traditional kite-making skills face the challenge of the lack of successors, and the interest of the younger generation in the traditional culture gradually weakens. By combining the elements of Weifang kite with the modern fashion culture, this design creates products in line with the contemporary aesthetic and market trend, which not only retains the traditional art essence of kite, but also adds the elements of modern innovation. This way can attract the attention of young people, enhance their sense of identity and interest in traditional culture, so as to effectively promote the transmission and renewal of culture.

Secondly, from the perspective of social influence, such design projects can improve the public, especially the young people, appreciate traditional culture. In the context of globalization, the modern expression of traditional culture is one of the key ways to improve the cultural soft power. The project will not only help to improve the cultural image of Weifang and even China, but also can stimulate the society to pay attention to the traditional crafts through innovative ways, and enhance the confidence

of the national culture.

In terms of economic contribution, this design has opened up a new economic growth point by transforming traditional art into commodities in market demand. The rapid development of the trendy toy market provides a good business opportunity. Through careful market positioning and promotion strategy, these Weifang kites as the theme can not only succeed in the domestic market, but also have the potential to enter the international market and bring direct economic benefits and brand effect to the local economy.

Finally, from the perspective of international exchange, the display of traditional Chinese art through innovative cultural products can enhance the understanding and interest of other countries and regions in Chinese culture. Such cultural exchanges promote mutual understanding and respect among the international community and contribute to the construction of a harmonious global cultural environment. At the same time, it also provides a platform for Chinese cultural artists and designers to show their talents, and promotes the international cooperation and innovation of culture and art.

By combining traditional culture and art with modern design and market demand, this topic not only shows the great potential of the integration of tradition and modernity, but also shows the multiple values of cultural innovation in the contemporary society. This is not only an innovative expression of Weifang kite culture, but also a successful attempt to combine traditional culture and modern design concept, which has important cultural, social and economic significance.

1.5 Project research

market demand analysis

Before starting the research, it is necessary to make a detailed analysis of the needs of the fashion market. By collecting and analyzing market data, you can assess the trends, market size and growth potential of trendy products. Research should focus on market dynamics in specific regions or countries and consider the influence of cultural differences on consumer preferences. In addition, the popularity of popular gaming products among different consumer groups (such as age, gender, and economic status) is analyzed to identify potential market segments.

consumer behavior research

Deep into the buying behavior of target consumers is the key to ensuring the success of the store. This includes consumers' motivation to buy trendy products, purchase frequency, purchase channels (online or offline stores), and loyalty to the brand. Using questionnaires, focus group discussions, and social media analysis, consumer feedback on current gaming products and new experiences or products they expect to get from gaming stores.

Product strategy formulation

Based on the results of market demand analysis and consumer behavior research, fashion stores can develop specific product strategies. This includes choosing the right product portfolio, positioning a unique product line, and determining the pricing strategy that determines the product. Also, consider introducing limited edition or exclusive products working with artists to increase the uniqueness and appeal of the product. The product strategy should also include an ongoing product update plan to keep the store fresh and attractive.

Marketing and promotion strategies

Effective marketing and promotion strategies are crucial for trendy stores. Multi-channel marketing strategies, including social media, email marketing, co-brand partnerships, and offline activities, can effectively enhance brand awareness and consumer engagement. In addition, strategies should include using data analysis to optimize advertising, and maintaining customer loyalty and improving customer satisfaction through customer relationship management (CRM) systems.

Through such a comprehensive research, the fashion store can better understand the market dynamics, accurately locate the target consumers, and meet customer needs through powerful products and marketing strategies, so as to achieve success in the competitive market.

Summary of the chapter I

1. Subject to introduce: "Zither Day • Weifang Kite IP tide play" graduation design with Weifang kite as the core creative source, the goal is to combine this traditional craft with a deep cultural heritage and modern tide play. Weifang kite is very famous at home and abroad for its unique craft and historical background, but in modern society, the influence of non-material culture is gradually weakening. Design Through the combination of modern design concepts and technologies, combined with traditional kite elements, designed a series of both cultural significance and modern trend of the hand. These handicrafts are not only toys, but also cultural inheritance, arousing the interest of the young generation in the inheritance of intangible cultural heritage.

2. The topic purpose: The main purpose of the design is to revitalize the traditional cultural heritage of Weifang kite through modern design means, make it adapt to the needs of the modern market, and attract the interest of young people.

3. Subject content: Through effective marketing strategies and brand cooperation, these cultural hand offices are brought to market to achieve both cultural and commercial success.

4. Selected topic significance: As one of China's intangible cultural heritage, Weifang kite carries rich historical and cultural values. However, in the process of modernization, traditional kite-making skills are facing challenges from successors, and the younger generation's interest in traditional culture is waning. The design combines the elements of Weifang kites with the modern fashion culture to create products that meet the consumption interests of the young generation, which not only retains the traditional artistic essence of kites, but also adds modern innovative elements. This way can attract young people's attention, enhance their sense of identity and interest in traditional culture, and effectively promote the inheritance and development of culture

5. Research: Before starting the research, first of all, it is necessary to analyze the demand of the fashion market. Collect and analyze market data to assess the popularity, market size, and growth potential of gaming products. Analyze the popularity of tide play products in different consumer groups (such as age, gender, economic status), and then accurately position the "Zither Zither on" brand.

Chapter II

THEORETICAL OVERVIEW

2.1 Illustration style used

The illustrations in the graduation project show a typical Japanese animation style. Features of this style include Q-version vivid eyes: characters often have large, expressive eyes that help convey the character's feelings;

Clear lines and sharp colors: Use clear lines and sharp, contrasting colors to highlight characters and backgrounds and enhance visual impact; 3. Dynamic posture and expression: the illustration style generally has vivid body movements and expressive expressions, which can drive the emotional interaction between the characters and people; Decorative Details: Character costumes and accessories often contain intricate patterns and decorative details that show refinement and a unique style.

This style is very suitable for conveying the scene with strong story and rich emotion, and can directly show the background story description of each IP image, which helps people to interpret each IP story, so that they have a certain understanding of the IP image, and thus enhance the spiritual concept and a certain sense of identity of the graduation design brand.

2.2 3D printing technology

Zheng Zheng Day on the graduation design design of 6 different images of the IP role, they are made into a modeling model, and then 3D printing technology is used to make a solid model.

3D printing (3DP) is a kind of rapid prototyping technology, also known as additive manufacturing, it is a 3D model file based on the use of powder metal or plastic and other adhesive materials, through the way of layer by layer printing technology to construct objects.

3D printing is usually achieved using digital technology material printers. Often used in mold manufacturing, industrial design and other fields to manufacture models, and gradually used in the direct manufacturing of some products, there are already parts printed using this technology. This technology is the focus of the production of IP models, is the most critical part.

Summary of the chapter II

1.Design thinking: "Zither Day on the Kite Tide Play Hand" is a unique design product, the design is clever, the traditional Chinese kite art and the modern trend of hand run culture. This innovative design not only recreates the exquisite craftsmanship of kite making, but also incorporates modern aesthetic and pop elements to make each piece appear unique and modern.

Each type of handwork is based on the traditional handicraft, and injected new life. Whether used as a home decoration or as a collection, these handmade objects can show their unique artistic value and cultural significance. The product line includes a variety of designs, each with its own unique style and story, thus meeting the aesthetic and collection needs of different consumers.

2.Design psychology: Understanding design psychology is conducive to the accurate market positioning of products, the judgment of consumer demand and consumer psychology, so as to create products that are easy to sell and attractive enough to consumers, and the use of this psychology to increase the economic benefits of brands and consumer trust.

CHAPTER III

DESIGN IDEA AND DESIGN PLAN FORMULATION

3.1 Market research

Consumer behavior analysis

According to the survey, the main consumer groups of fashion fans are concentrated among young people, especially urban youth aged between 25 and 35. This group shows high interest in culturally significant products and is willing to pay a premium for them. Consumers are more likely to buy products that show off their personal uniqueness and taste, especially those that combine traditional culture with modern design.

market swing

Market trends show that as consumer demand for personalized and cultural products increases, the market for trendy play products combined with traditional cultural elements is being rapidly expanding. In addition, environmental protection and sustainability are also become important factors that must be considered when designing new products. The widespread use of digital marketing and social media provides new channels and ways for the promotion of fashion games.

environment of competition

Competition analysis reveals that there are many strong competitors in the market, such as POP MART and other well-known popular gaming brands. These brands attract consumers through the continuous introduction of innovative products and strong brand marketing. However, there is still a lot of demand for products with profound cultural heritage, especially in the context of the revival of Chinese traditional culture.

market potential

The continued growth of the trendy gaming market offers great commercial potential. Especially in China, fashion play is regarded not only as a collection or gift, but also as a way to show personal identity and cultural taste. By combining the

traditional elements of Weifang kite, it can attract consumers who have a deep demand for culture and art, so as to occupy a unique position in the market.

In short, market research emphasizes the importance of combining traditional cultural elements with modern design, and confirms the effectiveness of this strategy in the current market environment. By accurately understanding the needs and market trends of target consumers, as well as clearly identifying the advantages and weaknesses of competitors, we can lay a solid foundation for the successful marketing of "Zheng Zheng Day • Weifang Kite IP Tide Play".

3.1.1 Domestic market research

In recent years, the popular mobile market has shown a vigorous development momentum in China, and has become one of the popular cultural consumer goods of young consumers. Market research is essential to understanding the trends, consumer demand, and the competitive landscape in this area.

First of all, in terms of market size and growth trend, the tide play hand do market shows a steady growth trend. With the increasing degree of young people's love and acceptance of the two-dimensional culture, the market potential of the popular mobile games has gradually emerged. According to industry analysis, the market compound annual growth rate is more than 10%.

Secondly, the survey of the audience shows that the consumers are mainly young people, especially the post-90s and post-00s. They have a strong interest in animation, games, comics and other cultural products, so they have a high willingness to buy the fashion mobile games. The consumption power and consumption habits of this group are crucial to the development of the market.

Product type and brand preference are also an important part of market research. Consumers have different preferences for different types of fashion games. Some prefer animation and game characters, while others pursue more artistry and creativity. At the same time, some well-known brands occupy a large share of the market, and their products are highly sought after by consumers.

In terms of purchasing channels, with the popularity of the Internet, online shopping has become one of the main choices of consumers. E-commerce platforms and social media have become important ways for consumers to get their mobile games. At the same time, some offline physical stores and exhibitions have also attracted a large number of consumers.

Price analysis shows that the price range of the play is wider, consumers' acceptance of the price is also different. Some limited edition or high-quality fashion games are more expensive, but there is still a certain market demand.

Finally, the competition pattern and the development trend are the contents that cannot be ignored in the market research. At present, the tide play hand do market competition is fierce, some well-known brands and emerging brands competition is fierce. With the increasing demand of consumers for personalized and artistic quality, the fashion mobile game industry is also constantly innovating, launching more diversified and high-quality products to meet the market demand.

To sum up, the market has broad development prospects in China, and market research can help enterprises to deeply understand the market demand, develop more effective marketing strategies, and seize the market opportunity. (As show in Figure 3.1)

3.1.2 Foreign market research

At present, the international fashion play hand run market shows a trend of diversified development, especially the art hand run or designer hand run has attracted wide attention in the global scope. This market attracts not only children, but also increasingly adults, forming a so-called "adult toy" consumer group. These consumers often have a dual need for collection and art appreciation, a trend that is largely driven by the pursuit of past nostalgia and design aesthetics. (As show in Figure 3.2)

In terms of market size, the global toy industry saw sales of \$107.4 billion in 2022, up slightly from the previous year, with a compound annual growth rate of about 3.5% over the past five years. The growth of the designer handmade market is partly due to

the high recognition of the artistic value of such toys by teenagers and adults.

In addition, the market dynamics show that the innovation and launch of new products is one of the key factors to promote the development of the designer mobile market. For example, presenting popular media roles in hand-made products in a unique artistic style is particularly popular. At the same time, with the shift of consumer values to environmental awareness, more and more enterprises begin to adopt sustainable materials and production methods.

In terms of distribution channels, designer hand do sales in physical stores have strong presence, also showed significant growth on online platform, online sales provides convenience and a wider range of product choice, from the point of regional market, the Asia-Pacific region dominated in income, thanks to its huge population and manufacturing capacity. The North American and European markets are driven largely by the demand for educational and sustainable toys

Overall, the overall growth in the designer handmade market reflects broad trends in consumer behavior, technological advances and global economic dynamics, which is an interesting area for further research and investment.((As show in Figure 3.3)

3.2 Formation of design concept

"Zheng Zheng Day • Kite Tide Play Hand Do" is a unique design product, skillfully combining Chinese traditional kite art with modern fashion toy culture. This innovative design not only recreates the exquisite craftsmanship of kite making, but also incorporates the modern aesthetic and popular elements, making each piece look unique and modern.

Each handmade style is based on the injection of traditional handicrafts, through the reinterpretation of modern designers. Whether used as home decoration, or as collectibles, these hands can show their unique artistic value and cultural meaning. The product line includes a variety of designs, each with its own unique style and story, to meet the aesthetic and collection needs of different consumers.

In addition, these products also provide customized services, allowing consumers

to choose colors and design elements according to their personal preferences, so that each product is not only a toy, but also a work of art that can be inherited."Zheng" aims to let more people feel the perfect integration of traditional art and modern design through this unique cultural product.

3.3 Preparation of the design scheme

Design the IP image of the series, with different bird image design kite IP image, choose macaw, bee, crane, eagle as the main elements, the color scheme uses the color of poultry animals for color matching.

Summary of the chapter III

1. Market research: The market research highlights the importance of combining traditional cultural elements with modern design, confirming the effectiveness of this strategy in the current market environment. By accurately understanding the needs and market trends of target consumers, and clearly identifying the strengths and weaknesses of competitors, we can lay a solid foundation for the successful marketing of "Zither Day Weifang Kite IP Tide Play".

2. Domestic market research: In recent years, the fashion market has shown a vigorous momentum of development in China, and has become one of the cultural consumer goods favored by young consumers. Market research is essential to understand trends, consumer needs and the competitive landscape in this sector.

3. The formation of design concept: The formation of the idea of planning "Zither Day on the Kite Tide Play Hand" is a unique design product, the design is clever, the traditional Chinese kite art and the modern trend of hand run culture. This innovative design not only recreates the exquisite craftsmanship of kite making, but also incorporates modern aesthetic and pop elements to make each piece appear unique and modern.

4.Design: The formulation of the design scheme, according to the positioning of the topic, forms a set of systematic design scheme, with the same brand tonality

CHAPTER IV

DESIGN PROCESS AND RESULT

4.1 Logo design

The Logo, called "Zheng Zheng Day", is clearly inspired by the traditional Chinese kite art of making. Weifang is the famous hometown of kites in China. The design of the Logo skillfully combines the elements of kites with the modern graphic design, showing the cultural characteristics and artistic value of Weifang kites. The design features of the Logo are analyzed from several perspectives: (As show in Figure 4.1,4.2,4.3)

1. Graphic design

Kite shape: The center of the Logo is a simplified kite figure, with two fan elements in the upper part symbolizing the wings of the kite, and the lower strip shape may represent the tail or body of the kite. The design is simple and symbolic, and it is immediately reminiscent of a kite.

Dynamic sense: the tilt Angle of the kite's wings gives people a movement of the kite flying in the air, reflecting the natural posture of the kite fluttering.

2. Color selection

Yellow and blue contrast: bright yellow and cool blue are used, in sharp contrast. Yellow often symbolizes energy and joy, while blue conveys a sense of stability and trust. This color collocation is both eye-catching and easy to identify.

3. Font design

Simple and generous: The text "Weifang Kite" in the Logo uses a simple modern font, which is clear and easy to read. The text part and the graphics part maintain a good balance, and the overall layout is coordinated.

4. Cultural elements

Regional logo: The Logo contains the word "Weifang", which clearly indicates the geographical and cultural background of the kite. As a world kite city, Weifang enjoys a

worldwide reputation for its kite making skills. The Logo design effectively uses this point to enhance the cultural connotation of the brand.

5. Commercial applications

Market recognition: This design not only conforms to the universality principle of commercial logo, but also has a high degree of recognition and memory points, which is very suitable for marketing and brand building.

In general, this Logo is a modern interpretation of the traditional kite culture of Weifang. Its design not only reflects the uniqueness of regional culture, but also is in line with the visual requirements of modern commercial marketing. Through such a design, the cultural value and market positioning of the brand can be effectively conveyed.

4.2 Standard color

Red-crowned crane: using an elegant red color, it can be named "Zhu Hehong". This color not only echoes the bright red head of the red-crowned cranes, but also conveys its noble and rare characteristics.

Parrot: bright green, suitable for called "green feather green". This color symbolizes the parrot's bright feathers and a vibrant natural environment.

Yellow kite: bright yellow, can be named "sunshine yellow". This color expresses the liveliness and freedom of a kite flying in a clear sky.

Blue eagle: deep blue, suitable to be called "sky blue". The name not only reflects the image of the eagle soaring in the sky, but also matches the qualities of nobility and power.

Bee: bright yellow and black combination, can be named "honey yellow". The name not only describes the yellow stripes on the bees, but also symbolizes the nature of their hard work and their sweet results. (As show in Figure 4.4)

4.3 Assisted in the graphic design

The design of this set of auxiliary graphics skillfully transforms the animals in nature into simple, modern ICONS, which are not only recognizable, but also can effectively convey the connection of the brand with nature, freedom and beauty. Each figure features bright colors and simplified shapes to highlight the features of the different animals, while maintaining visual uniformity and simplicity. (As show in Figure 4.5)

Analysis of Shape and Color:

Bee graphics: using yellow and black, bright color and in line with the natural color of bees. The graphics is simplified to only a few lines and basic geometric shapes, easy to identify, symbolizing diligence and teamwork.

Eagle graphics: use dark blue to convey the height and majesty of the eagle in the sky. The graphics are presented in a streamlined design, highlighting the dynamic beauty of the eagle when flying.

Red-crowned crane graphics: choose red, which is a very eye-catching color, can immediately attract the attention of viewers, while being a symbol of nobility and elegance.

Parrot graphics: to use green, echoing the natural feather color of the parrot, to convey the vibrant and lively characteristics.

Contact with the brand:

These figures express the essential characteristics of animals in abstract and simplified ways, which are not only easy to use in various media, but also able to be widely understood and accepted in different cultural contexts. Their design style is modern and graphical, which is ideal for visual recognition systems for brands, especially for brands that seek to show nature, freedom and diversity.

Brands can use these graphics to strengthen their market positioning and core values. For example, if the brand emphasizes nature and environmental protection, these symbolic figures from nature can convey this very well. In addition, these graphics are

colorful and highly visual impact, ideal for marketing materials, product packaging or social media to help brands build a unique and consistent image.

In short, this set of auxiliary graphics, with its unique visual style and strong symbolic significance, is very suitable for the core visual elements of a natural theme brand, helping the brand to stand out in the highly competitive market, but also can be deeply rooted in the people and leave a deep impression. (As show in Figure 4-6)

This group of geometric figures adopts a simple and modern design language, each figure conveys its unique meaning and feeling through its shape and color, and the whole shows a relaxed and creative style. (As show in Figure 4.6)

The first figure: a blue kite

The sharp triangular design symbolizes the agility and steady flight of the kite in the air. Blue is chosen because it is usually associated with the sky, freedom and tranquility, and well shows the environment and feeling of the kite flying.

The second figure: the yellow star shape

Star shape is often associated with light, inspiration, and excellence. The yellow color here symbolizes sunshine, energy and happiness, and may be intended to express the fun and excitement of kites.

The third figure: the yellow clouds

The streamlined cloud shape brings a sense of ease and freedom through smooth and continuous lines, and the application of yellow strengthens the association with the star pattern, emphasizing the optimistic and positive atmosphere.

Fourth figure: blue "WF"

"WF" is an English abbreviation of Weifang, which creates a dynamic and modern sense through the oblique cut geometry. Blue continues to convey the feeling of tranquility and professionalism here, and also symbolizes the deep relationship between Weifang city and kite culture.

This series of designs not only shows the simplicity of geometric beauty, but also cleverly uses the symbolic meaning of color and shape to express the deeper cultural and emotional implications. This design style is well suited for brand identification and

can effectively build a positive, innovative and culturally rich brand image in the minds of consumers. Through these symbols, the design not only conveys the dynamic beauty of the kite, but also delicately expresses the unique charm of the local culture and the vitality of the city, which is very suitable for commercial brands and cultural promotion.

4.4 Poster design

This series of posters design uses a bright and rich visual impact style, the main feature is the use of bold color collocation and clear layout, so that it has a strong visual attraction. The following poster designs are analyzed from several perspectives: (As show in Figure 4.7)

Color use

Bright colors: These posters use very bright colors, such as orange, yellow, green and red, which are often associated with energy and enthusiasm to immediately attract the attention of the audience.

Strong contrast: The contrast of colors in each poster is very strong, such as orange to blue, and red to black. This contrast not only makes the design more vivid, but also strengthens the visual impact.

Layout and composition

Unified frame: All posters have the same layout frame, including the title area at the top, the main map area in the middle (3D images reserved for IP), and the text message at the bottom. This unified layout helps to enhance the brand consistency.

Clear level of information: Although the color is active, the level of the poster is very clear. The headline at the top attracts attention, a large blank area in the middle leaves space for 3D images, and the bottom provides activity information and dates. The overall layout is reasonable and the information is easy to understand.

Text design

Bold font: using a bold and modern font, this font style matches the vitality of the overall design, strengthening the modern sense of the design.

Combination of Chinese and English: The poster combines Chinese and English characters, which not only reflects the international perspective, but may also broaden the scope of the target audience.

cultural element

Graphic elements: The poster adds simplified geometric figures and symbols, such as kite shapes and simple line patterns, which are both decorative and may symbolize culture and activities related to the brand.

aggregate analysis

The design style of this series of posters is very suitable for the young and active target groups, and its design successfully conveys the vitality and innovative spirit of the brand through bright colors and modern layout. The IP 3D images to be inserted will become the visual focus, further enhancing the attractiveness of the poster and the transmission of the brand message. This design strategy is well suited to companies or products that seek to build a strong brand image in the market.

4.5 IP image design

Zheng Zheng day tide play shop uses six unique IP images, these images around the diamond kite, parrot, red-crowned crane (two composition CP), bee and eagle design, each with its own characteristics. Such a design strategy can not only help to shape the uniqueness of the brand, but also enhance the attractiveness of the market and customer participation. Here are the benefits of this design choice and its analysis:

Enhance the brand recognition degree

Each IP image has distinct visual features, such as the simple lines of a diamond kite, the bright colors of the parrot, the elegant form of the red-crowned crane, the working spirit of the bee and the power symbol of the eagle. These images are easy to form an impression in the minds of consumers and help to improve brand recognition.

Market segmentation strategy

By designing a number of IP images with different characteristics, we can market

for multiple market segments. For example, parrots and red-crowned cranes may attract nature and wildlife lovers, while diamond kites and eagles may be more popular with customers seeking freedom and adventure.

Enhance customer engagement and loyalty

Diversified IP images can stimulate customers' interest and participation in the brand. In particular, the CP design of Red-Top Crane promotes the emotional input of customers through the story-based elements, and enhances its loyalty to the brand.

Cultural and emotional values

Each image contains rich cultural and emotional values, such as the bee symbolizing diligence and team spirit, and the eagle symbolizing strength and freedom. These cultural meanings can deepen customers' emotional identification of the product and enhance the added value of the product.

Innovation and differentiation

By creating a unique IP image, Chaoplay Store has demonstrated its innovative ability in product design and brand building. This differentiated strategy helps brands stand out in a competitive market.

In short, the diversified IP image design strategy of Zhengzheng Day Shanghai Tide Play Store not only enhances the market competitiveness of the brand, but also provides customers with more choices and deeper cultural experience, which effectively combines commercial value with artistic aesthetics. These design elements help to build the brand's long-term appeal and market sustainability.

Fairy dance crane: fairy dance crane is a pair of CP hand do tide play, combined with the head elements of red-crowned crane, color yellow, white, yellow show the nobility of red-crowned crane. (As show in Figure 4.8)

Xiaying: the macaw is the main design element, the color matching is yellow, green, blue, is also the body color of the refined steel parrot, lively, with the breath of nature.

Bee zheng: the bee is the main design element, and the color matching is mainly yellow, coffee color, which is the body color of bees, hard-working, lovely.

Blue eagle: the eagle is the main design element, and the color matching is mainly blue, yellow, showing the power of the eagle, the breath of the sky king.

Zheng Zheng: it is the geometric diamond kite as the main design element, and the color matching is mainly yellow, giving people a warm visual feeling.

4.6 IP introduction and extension

This design is out with its vivid colors and clear layout, successfully blending traditional elements with modern feeling. The following is a specific analysis of the design diagram: (As show in Figure 4.9)

Visual elements

Color use:

The blue background provides a calm and deep visual effect for the design, in contrast with the bright yellow and red, making the main elements more prominent.

The yellow and brown tones convey a warm and lively feel, adding visual appeal.

Role design:

The design of the characters is very lovely and lively expression, combined with the elements of the traditional kite (such as kite-like hair and ears), showing the brand's innovative integration of tradition and modernity.

The dynamic lines and flying flames around the character add to the movement, making the whole image look more vivid.

Layout and structure

Text arrangement:

The text in the design is clearly readable, the title at the top highlights the brand name with the large font, and the small font below details the background story of the character, and the information is distinct.

The combination of Chinese and English text processing not only meets the multilingual needs, but also increases the sense of internationalization.

information content:

The character story section introduces the background of the characters in detail, which not only gives depth to the characters, but also helps the audience to better establish emotional connections with the characters and enhances the appeal of the brand story.

Culture and market positioning

The design is clearly aimed at the young and youth market, using an animation style and bright colors that can attract the attention of young people.

Through the integration of traditional cultural elements (such as kites) and modern popular elements (such as animation style), the design successfully bridges the traditional and modern, and enhances the market competitiveness of the brand.

4.7IP emoji package design

This group of memes takes the image of kite tides as the main character, showing different emotions and states through a variety of vivid expressions and poses. Each meme presents different psychological and emotional responses of the character, and these designs not only enrich the character's expression, but also make it more interactive and interesting (As show in Figure 4.10)

The characters are presented in a cute cartoon style, with golden hair and bright eye colors that make the characters vibrant and attractive. The style and color of the clothing show a combination of tradition and modernity, which is in line with the design concept of fashion play.

4.8 Design of the handmade packaging box

Design elements are associated with a visual appeal

Main colors and graphics: Using a bright blue as the background, this color is modern and can attract the attention of young consumers. On the front of the packaging, the kite shape icon and the brand name "Zheng Zheng Day • Kite Tide Play Hand" and

"FUN KITE" and "FASHION GAME" use yellow and white to form a strong visual contrast and improve the recognition of the packaging. (As show in Figure 4.11,4.12,4.13)

Character presentation: The positive design includes several hand-made characters with different expressions and shapes, which not only shows the diversity of the product, but also enhances the interest and interactivity of the packaging. Consumers can intuitively see the role style that may be contained in the blind box, increasing the expectation of purchase.

Cultural elements integration: By integrating kite elements into the design, the packaging delivers the brand's respect for traditional culture and the combination of modern innovation. This integration of culture and modern sense is an important strategy for brands to attract young consumer groups.

4.9 Brand and IP peripheral display

The IP image is modeled and designed by using zbrush modeling software (As show in Figure 4.14)

Surrounding cultural and creative product design: prototype map display (As show in Figure 4.15-Figure)

Main image: The center of the poster shows a main IP image - blue eagle (young eagle), the image is an eagle as a design element, the overall color is blue, showing a heroic and powerful temperament. The design of the character is very detailed, with a strong cartoon style, emphasizing its powerful wings and piercing eyes.

Background: The poster background is mainly yellow and blue, and the color contrast is sharp, increasing the visual impact. There are also kite elements in the background, echoing the brand theme of "Zither Day on".

Text information:

At the top of the poster is written "WEIFANG - FUNKITE", indicating that the IP is related to Weifang kite culture.

The main title "Zither Day on" and the subtitle "Cartoon visual image IP Design" highlight the brand and design theme.

The text on the right, "Young Eagle Warrior • Blue Eagle," introduces the name and characteristics of this IP image.

The slogan on the left, "Through the clouds • To the sky", reinforces the theme of flight in the image, symbolizing freedom and strength.

Logo and elements: The bee pattern in the upper left corner of the poster is the logo of the bee Zheng, showing the brand's other IP images, indicating that the brand has several different cartoon characters.

Color and composition: The whole poster is brightly colored, and the combination of blue and yellow has a strong visual appeal. In composition, the main image is located in the center, and other elements are distributed around it to highlight the key points.

On the whole, this poster effectively shows the Blue eagle IP image of the "Zzheng Day" brand and its association with Weifang kite culture through rich visual elements and clear text information. (As show in Figure 4.16)

Main image: In the center of the poster is a main IP image - Xia Pu, with macaw as the design element. The character is cartoonish and colorful, mainly in yellow, green and blue, with fluffy hair and alert eyes, wearing detective style clothing and holding a magnifying glass, which is in line with the identity of the detective.

Background: The poster background is mainly yellow and blue, and the overall tone is consistent with the previous poster, which is still in sharp contrast and enhances the visual impact. Elements in the background echo the kite theme, maintaining the brand's consistent style.

Text information:

The top is also written "WEIFANG - FUNKITE", emphasizing the relationship with the kite culture of Weifang.

The main title "Zither Day on" and the subtitle "Cartoon visual image IP Design" highlight the brand and design theme.

The text on the right, "Parrot Detective Xia Pu", introduces the name and

characteristics of this IP image.

The slogan on the left, "Through the clouds and into the sky," continues the slogan of the previous poster, symbolizing freedom and the spirit of exploration.

Logo and elements: The bee pattern in the upper left corner is still the logo of the bee Zheng, showing the other IP images of the brand, indicating that the brand has a diverse character design.

Color and composition: The poster is brightly colored and the combination of yellow, green and blue catches the eye. The main image is located in the center, and other elements are distributed around it, making the composition compact and prominent.

This poster, through rich visual elements and clear text information, effectively shows the Xia Pu IP image of the "Zizheng Day" brand and the role setting of the detective, while continuing the close association between the brand and Weifang kite culture. (As show in Figure 4.17)

This poster shows another IP image of the "Zheng Zheng Day" brand - Bee Messenger Bee Zheng. Here's a breakdown:

Main image: In the center of the poster is a main IP image, the bee Zheng, with bees as the design element. The characters are cartoonish, mainly yellow and black, with fluffy hair and firm eyes. They wear costumes related to bees, and their wings are partly designed as transparent wings. The overall image is cute and powerful.

Background: The poster background is mainly yellow and black, with contrasting colors. The honeycomb elements in the background and the pattern of honey drops echo the theme of bees.

Text information:

At the top is written "WEIFANG - FUNKITE", emphasizing the relationship with the kite culture of Weifang.

The main title "Zither Day on" and the subtitle "Cartoon visual image IP Design" highlight the brand and design theme.

The text "Bee Messenger · Bee Zheng" on the right introduces the name and

characteristics of this IP image.

The slogan on the left, "Through the clouds to the sky," continues the slogan of the previous posters, symbolizing freedom and adventure.

Logo and elements: The bee pattern in the upper left corner reappears as the logo of the bee Zheng, demonstrating the unity of the brand and the diversity of other IP images.

Color and composition: The poster is very colorful and the combination of yellow and black is very striking. The main figure is located in the center, surrounded by elements including small bees and honeycomb patterns, with a compact composition and a prominent visual center.

Through rich visual elements and clear text information, this poster effectively shows the IP image of the "Zither Zither Day" brand and the role setting of its emissaries, while continuing the close association between the brand and Weifang kite culture. (As show in Figure 4.18)

This poster comprehensively displays multiple IP images of the "Zither Day on" brand and the design of its peripheral products. Here's a breakdown:

Overall layout

The poster is divided into several sections, each showing different content, including IP image, design description, peripheral product display, etc. The overall layout is compact and organized, and the information in each section is clear and clear.

Upper part: IP image display

Main image:

At the top of the poster is a full-body image of several IP figures, namely, Ximai Crane, Xiayu, bee Zheng, Blue Eagle and Zheng Zheng. Each character is displayed in a unique pose and expression, with cute shapes and bright colors.

The design elements of these characters are evident, combining traditional kite culture and modern hipster play styles.

Design description:

A design caption in the middle of the poster explains the concept: "Combining tradition and modernity, a kite-themed doll shop that appeals to young people and families."

The text part further emphasizes the goal and creative source of IP image design, highlighting the association between the brand and Weifang kite culture.

Midsection: Character and design element details

Character details show:

Multiple angles and details of each character are shown, including different costumes and expressions, highlighting their unique personalities and design details.

Color description:

The right side shows the color description of IP characters, including the main tone and auxiliary tone, to help the audience understand the color matching and design ideas of each character.

Part: Peripheral products display

Peripheral Products:

A variety of IP image-related peripheral products were displayed, including mobile phone cases, hand-operated blind boxes, etc. These products are beautifully designed, brightly colored and closely integrated with the IP image.

The product display section also includes product packaging design, highlighting the overall image and serialization characteristics of the brand.

IP image display board:

On the left is a display board of IP images, including the name and pose of each character, giving the audience a clearer understanding of each character's characteristics and background.

Design specification

The bottom of the poster again highlights the design instructions, detailing the design philosophy and inspiration for each character, explaining how to combine traditional kite elements with modern hipster play culture to create a unique IP image.

conclusion

This poster, through detailed display and explanation, comprehensively shows the "Zither Zither Day" brand multiple IP images and peripheral product design. The visual elements are rich, the information is clearly conveyed, and the brand's design concept and product characteristics are effectively displayed to the audience. (As show in Figure 4.19)

Colors and Patterns:

Each blind box package has its own unique main color, which is blue, yellow, red and green. These colors not only make each blind box unique, but also help consumers quickly identify different IP personas.

The patterns on the packaging are mainly the images of various IP characters, including blue eagle, bee zheng, fairy dance crane, etc. Each character is displayed on the front and side of the blind box, which is vivid and eye-catching.

Role Introduction:

Each blind box package has the name of the IP character, such as "Blue Eagle", "bee Zheng", "Senmai Crane", etc., which can help consumers better understand the background and characteristics of each character.

The blind box packaging in the middle is labeled "hidden characters", which adds a sense of surprise and fun to the purchase and attracts consumers to buy to discover the hidden characters.

Brand logo:

The distinctive brand logo "FUN KITE" on the packaging reinforces the brand image and recognition, allowing consumers to recognize at a glance that these products are from the same brand.

Product display

Front and side display:

The picture shows the front and side of the blind box, and consumers can clearly see the overall design of the blind box. Each blind box shows a full-body image of the IP character, as well as a pattern of some related accessories, adding to the visual effect.

Three-dimensional and hierarchical sense:

The lid of some blind boxes is opened to show the internal card design, which not only enhances the three-dimensional and hierarchical sense of the picture, but also allows consumers to have more expectations for the content of the blind box.

Market attraction

Diversity:

Different colors and patterns of blind box packaging show the diversity and richness of the brand, each blind box has a unique charm to meet the preferences of different consumers.

Mystery:

The setting of hidden characters adds mystery and appeal to the product, encouraging consumers to buy more blind boxes to collect a full set of characters, enhancing the fun and interactive nature of the product.

conclusion

This picture successfully highlights the diversity of the brand, the beauty of the design and the appeal of the market by showing a series of blind box product packaging of the "Zither Day on" brand. The brightly colored and uniquely designed blind box packaging not only attracts the eye, but also increases the sense of surprise and fun of purchase by hiding the character, further enhancing the market competitiveness of the brand. (As show in Figure 4.20)

This image shows a series of "Zither Day on" brand badge designs, each showing a different IP image. The following is the analysis of specific design ideas:

Overall layout and design

Round badge:

Each badge is a circular design, a shape with unity and simplicity that is easy to carry and display.

The edge of the badge has the "Zither Day • FUN KITE" brand logo to enhance brand recognition.

Color matching:

Each badge has a different edge color, green, red, yellow, orange and blue, which are bright and bright to attract the eye.

The choice of color may also be related to the personality and characteristics of each character, increasing the recognition and interest of the badge.

Center pattern

Role presentation:

The badge center showcases different IP images, including Xia Pu, Xianmai Crane, bee Zheng, Blue Eagle, etc. Each character appears as a cartoon image with rich expression and unique shape.

Each character is exquisitely detailed, highlighting its unique design elements and personality traits.

Coordination of character and setting:

The center pattern contrasts with the background color, making the character stand out more.

The background color is coordinated and unified with the main color of the character, and the overall visual effect is harmonious.

Text information

Brand logo:

The words "Zither Day on" and "FUN KITE" on the edge of the badge enhance brand recognition and help consumers remember the brand.

The text design is simple and clear, and the overall design style is unified.

Market attraction

Collection and interaction:

The diverse design encourages consumers to collect a full set of badges, adding to the interactive and interesting nature of the product.

Each badge represents a different IP image that meets different consumer preferences and needs.

Brand promotion:

Through this badge product, the brand can get more exposure in daily life, and consumers wearing badges has become a mobile form of advertising.

Bright colors and cute cartoon images have attracted young consumers and trendy play enthusiasts, expanding the brand's market influence.

conclusion

This series of badge design successfully highlights the IP image of the "Zzheng Day on" brand through the unified circular shape, bright color matching, sophisticated character display and clear brand logo. Each badge not only has a strong visual appeal, but also has a good collection value and marketing effect. (As show in Figure 4.21)

Summary of the chapter IV

1. Concentrated brand information: The Logo is called "Zither Day" and the design is clearly inspired by the traditional Chinese art of kite making. Weifang is the famous hometown of kites in China, known as the "capital of kites", the design of the Logo will combine the elements of kites with modern graphic design, showing the cultural characteristics and artistic value of Weifang kites.
2. Visual system with impact : The use of bright colors, with a strong visual impact effect, with the trend of the design carrier, more prominent design fashion, so that the design style has an impact, by not designing different IP images and peripheral products, the formation of a series of brand products, enhance the visual impact and brand influence
3. Strong brand recognition : Through different brand IP design, LOGO design, standard color formulation, design carrier selection, so that the brand has a strong brand recognition
4. Style minimalist modern: In terms of style, the brand has a certain simple style, the IP image color is more unified, the character image is displayed in a series, although

there are different clothing elements, but the character itself has a close relationship, in style also formed a unified and simple characteristics.

5.Strong unity of brand visual image:The design scheme has the brand tone, such as graphics, color, text, to achieve unity is conducive to brand unity, but also has the brand recognition.

6.3D modeling, 3D printing:Use zbrush modeling software to make IP image, and then use 3D printer to print out the character image

7.Series fashion play:The design of the brand drawings into different fashion toys, such as jigsaw puzzle, hand, finger skateboard, IP display blind box, character acrylic display card and so on.

8.Tide play derivative peripheral:Extend the design of the peripheral products of the designed IP characters, and make the designed drawings for physical production to facilitate display

9.Hand model display: Using airbrush and hand-painted graffiti technology, the 3D printed resin material model is colored to produce the final IP character image, which has a good visual display effect

CONCLUSION

Graduation project is an important milestone in each student's academic career. It is not only a comprehensive application of the knowledge learned, but also an important rehearsal for the future career. In this graduation project, I deeply discussed the project of "Zheng Zheng Day • Kite Tide Play Hand Office", through the design and production of unique handmade blind box packaging, aiming to highlight the perfect integration of traditional culture and modern trend.

In the design process, I first conducted an in-depth study on the target market, and clarified the dual needs of young consumers for originality and culture. Through the modern interpretation of the traditional kite elements and the artistic expression of the profound meaning of the kite culture, the design not only reflects the artistry, but also emphasizes the practicality and the wide acceptance of the market. In the design, multiple IP roles are adopted, and each IP role has a clear color and design theme elements, and distinct colors are adopted to enhance the visual impact, while combining clear product information and user interaction design to ensure the practicality and attractiveness of the packaging.

By using digital modeling and 3D printing, I successfully transformed design from concept to physical models, a process that not only trained my technical skills but also improved my problem solving skills. Each design decision has been considered in detail, from the material selection to the production process, aiming to ensure that the final product accurately conveys the design intention.

In addition, during the implementation of this project, I deeply realized the importance of teamwork. Working cooperation with my classmates led me to realize the power of multi-disciplinary integration and that the different expertise of each team member was critical to the success of the project. This kind of interdisciplinary cooperation experience will undoubtedly have a long-term positive impact on my future career.

In short, this graduation project not only let me have a deeper understanding of "Zheng Zheng Day • Kite Tide Play Hand Do", but also let me master the ability to transform traditional cultural elements into modern products. This experience strengthened my ability in design, technology application, teamwork and project management, and laid a solid foundation for me to enter a broader design field in the future.

REFERENCE DOCUMENTATION

1.Zhang Jizhen. Protection, inheritance and Development of Folk sports from the cultural perspective [D]. Shanghai Institute of Physical Education,2011.

https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RE5tJq9-Jg80tveRsHJwaWYz0DNH_ZIZIDDsRreHQdfyY3e8O_0wUkjLMCMk9_AKbx4hT_yLbNHcUe92Xp0KQEdX615Sbwp0KJZEAUd9qDLIXXWRKctkCWkFbxu4q9D2okDw3E2UQZQ==&uniplatform=NZKPT&language=CHS

2.ZHANG Shupe. Research on Chinese kite Art [D]. Nanjing Normal University,2014.

https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RGhZ9dxfwGKD677sZl_vBEG6HKr2HGgqSOCr6NRaEO09oXQc6e3_bOnWdNzNJMM5-bTQ_wpNKer1XUivtp8JC3wMJtma09pnAQS16Svjh01ve6CBVExA-mFQS8iRHtsy1mXD8fePnICuA==&uniplatform=NZKPT&language=CHS

1. Zhang Longhui. Research on application of 3D printing technology in cultural and creative product design [D]. Hubei University of Technology,2019.

https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RHn82aXwFwGras2IRzyDZ2hlTyx6dASM0SmT81AAEZazgWUfdb3J2XkYHwSYq5nKBBsfKeQ_8anVmjtboNhRN-0QkirfzIhlAIEUjrjdfRm3Tvh7Bxw0SugbUNszLk1golgnDzxOMnA==&uniplatform=NZKPT&language=CHS

2. hao Tian Yu. Weifang kite wen gen design application research [D]. Shandong college of arts and crafts, 2024. The DOI: 10.27789 /, dc nki. Gsdgy. 2023.000094.

[https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RFfVqT-yuD2I3OXCFfLQn8y4wliNiLfgCaeJc7jqiuw7ZtQCLXZ-3zCsLhU9kz73N7G-GDeWJauxcUsVLzYRxHNNTq-8MFr2OeGlF7JXP9sdN0z68oCMH9xk379zPnU1ipOQj83MdbadA==&uniplatform=NZKPT&language=CHS.](https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RFfVqT-yuD2I3OXCFfLQn8y4wliNiLfgCaeJc7jqiuw7ZtQCLXZ-3zCsLhU9kz73N7G-GDeWJauxcUsVLzYRxHNNTq-8MFr2OeGlF7JXP9sdN0z68oCMH9xk379zPnU1ipOQj83MdbadA==&uniplatform=NZKPT&language=CHS)

3. Wang Jing. Research on the transmission of urban cultural symbols in "Weifang International Kite Festival" [D]. Nanjing forestry university, 2024. DOI: 10.27242 /, dc nki. Gnjlu. 2022.000308.

https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RG_HQ7lubhwUDHsKH1c8foPZVJH-drOhwNTh3mHpbZ72E_v-LruyGztrb-wXL8hmvf5XMO3iy51Kf_bLV04oHhm509vnGrTIHH1eorkyctdn4zuvJWCAS6wPl7DxqINopE5MzYS3nKBkg==&uniplatform=NZKPT&language=CHS

6.Chen Yi. Section will culture design based on design semiotics research [D]. East China university of science and technology, 2021. The DOI: 10.27148 /, dc nki. Ghagu. 2019.000105

[.https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RF07lfEfEBhnumU4Y5IKKgevJxrsqQRXgJcf7SHRWPTV7ZqhyOeyO45UrcKsV6z_WXLI8uPf8YAb8xcXiAO9_4cV8MTakyPRqFtGCK5AFMyqvrUl_rKRqzk3E58zync1TEXB90szkohUg==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RF07lfEfEBhnumU4Y5IKKgevJxrsqQRXgJcf7SHRWPTV7ZqhyOeyO45UrcKsV6z_WXLI8uPf8YAb8xcXiAO9_4cV8MTakyPRqFtGCK5AFMyqvrUl_rKRqzk3E58zync1TEXB90szkohUg==&uniplatform=NZKPT&language=CHS)

7.Liu Junliang. Weifang kite decorative features and cultural value research [D]. Wuhan textile university, 2020. The DOI: 10.27698 /, dc nki. GWHXJ. 2019.000003.

[.https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RHBFBvCTaBshtOyyWMtHP4s3kPtuPAKQ4IpLkxGdSns9-nkL5CIRCLEfBgnselq1Tbopb051QiugEbpYraujqVeKL3F06ZiN1acoplFnYPvd54Z14fUlpDtE9sNZWpYiEb9RGa-oHdlQ==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RHBFBvCTaBshtOyyWMtHP4s3kPtuPAKQ4IpLkxGdSns9-nkL5CIRCLEfBgnselq1Tbopb051QiugEbpYraujqVeKL3F06ZiN1acoplFnYPvd54Z14fUlpDtE9sNZWpYiEb9RGa-oHdlQ==&uniplatform=NZKPT&language=CHS)

8. REN Hong. Application and Innovation of Weifang Kite art derivatives [D]. Changchun University of Science and Technology,2020.

https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RGw0r4tqFlk6O04jwRCle9qsmTMEV6SI9HfBhKtkXfXXNgclf0wHwnKKn-CUQnFP9DqdfkGur6bMqsmog9vkrI9T_vI0U0N4ccbYfgm0KyAT-h0KmTbLXcOpSGL7ImW5XqgzdHhbA4g==&uniplatform=NZKPT&language=CHS

9.Tian Shuangshuang. Application of visual elements of Weifang Kite in modern packaging design [D]. Tianjin University of Science and Technology,2018.

https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RF2QxeDmAw2m7MWXBzIaC_Bm_0eflXvEULTkZSp2v_0110JwnsFwiNCDwkRYuKbULHmNm9sJnONwFR2m4Mdes5QDqMh24vZ5GtJNEdJd13tON8Mcxr71CndpmrV8UEPyVjbPdulDLAMdw==&uniplatform=NZKPT&language=CHS

10. LI Man. Research on kite art in Weifang [D]. Anhui University of Finance and Economics, 2017..

<https://kns.cnki.net/kcms2/article/abstract?v=CNKoHtoL3RHRziXqdkBBaqNKUIJ06zVRmat-j3K6p1ZNT2o1ebBubPzO7qZc6PpjhuOGvXoC5JOqq0JzX30ovOGaf2WXgR-RF0De7mLz72MPX4By5kRW2y30-NFhDAAAOJOEJS-XYwPoJnFQZyHUdg==&uniplatform=NZKPT&language=CHS>

11. Wang Ning, Zhao Ying, Zhu Honglei, et al. Weifang Handmade, thriving -- Focusing on high-quality development of Weifang cultural and creative industry [J]. To the World, 2022(30):4-5.

<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oj9pzmZ4rqs5u1UalZJpzf8mJt3mkLTl6HNoN6fqWL4znX4hvqTZJD9BSUKmu46IU8DsEzkPPcYa7rwJN2NBtO-sCB7h0WEwQTAcTpew1oqoLXGtbuGtjVxnBjMhGL1IiqWPr9DK-38yQ==&uniplatform=NZKPT&language=CHS>

12. WANG Tingting, Shi Xin, Lin Yandong. The inheritance and development of Weifang Kites from the perspective of new media [J]. Fashion Design and Engineering, 2022(03):66-69.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oimqcKxAk9uOwGklQ7CYvchpA24bTJEifzVA4tEcWLmlyd9BpjzXhCzPIwcVvGDSzx6_lpE-ZlyzU8CDkkRBge2TJ8bQv2S2BsI0u52wdQjsbrMXja_3LBe8zxiIpyrMFaiEqgNDKjnuA==&uniplatform=NZKPT&language=CHS

13. Yuan Fuchun. Research on Animation Manual design and Production based on 3D printing background [J]. Art Appreciation, 2022(03):38-40.

<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohgb1618754AXvvUVTMzeZUZ0c4z2GCNHu5mCjzsOYDHHsF5qfFQfn-LgoCb->

[yzGzxGdkg0q2BWeUzerzNgFefR5NxUwqY0TGxkRheszlB_8yCEGHiJ48VXRH8zr-cYK033_m2FYM_NYw==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogXutX8mo8OdyIwL9bANc8CoUN_gS5sZt2yjQClzKgFUO_1xSYv8RSc21LtksqC-ZvtChHWIwDTmF2tr64uiKuqTMkHFX7lsCzFNe5GXmubloTfsKpPIIbSE78_P4t775_QhJtz-S5TQ==&uniplatform=NZKPT&language=CHS)

14. PAN Qingmin, Chen Guangyu. Discussion on the design and production method of animation handwork under the background of 3D printing [J]. Digital World,2018(12):107-108.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogXutX8mo8OdyIwL9bANc8CoUN_gS5sZt2yjQClzKgFUO_1xSYv8RSc21LtksqC-ZvtChHWIwDTmF2tr64uiKuqTMkHFX7lsCzFNe5GXmubloTfsKpPIIbSE78_P4t775_QhJtz-S5TQ==&uniplatform=NZKPT&language=CHS

15. SONG Yu. On the "rebirth" of hand-made models derived from film and animation from 3D printing technology [J]. Screen Printing,2022(12):39-42.

<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohgb1618754AXvvUVTMzeZUbgogflebuzyfzlZkTMeaoiPE2pUnO-LVUoFQ5KjonGWR-wwsmVu-J209AJz451UqOIWfwJC097GDa1pf5MVy7l14KY9uTH4IeIY-4bCiI9D0kpQ2EuTeeA==&uniplatform=NZKPT&language=CHS>

16. Li Weiwei. Research on Visual Communication of Illustration Art in Product Packaging Design [J]. Green packaging, 2024 (4) : 139-142. The DOI: 10.19362 / j.carol carroll nki cn10-1400 / TB. 2024.04.030.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oib10zt6mKfa9fHApD1iWHYEQHgkAjCgZz8mGeZN9ldHLvxT_n3SnNkr5sAjVLQDxS3wzWAwPzQqwSgFUuRL3ab0Dhyfb1pB0qwyp5rM8mFzcmw_JmdcbDxWre6G559qNI=&uniplatform=NZKPT&language=CHS

17. Wang Huiying. Exploring the integration of image visual elements and paper packaging design based on visual communication [J]. Chinese Paper Making,

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogulwxR8DUFHeQ2Q0mPguXkQn69u6pv7tmX_PC9vvbWx-KmjmamSAvq-8MTU8GkrjJHBknBg1JANZuZOVu8apXDuij-AECBwWNMPFm9juBxUA1tie5gZ-19D8rb7FlrBs=&uniplatform=NZKPT&language=CHS

18. Li Weiwei. Research on Visual Communication of Illustration Art in Product Packaging Design [J]. Green packaging, 2024 (4) : 139-142. The DOI: 10.19362 / j.carol carroll nki cn10-1400 / TB. 2024.04.030.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oib10zt6mKfa9fHApD1iWHYEQHgkAjCgZz8mGeZN9ldHLvxT_n3SnNkr5sAjVLQDxS3wzWAwPzQqwSgFUuRL3ab0Dhyfb1pB0qwyp5rM8mFzwwm_JmdcbDxWre6G559qNI=&uniplatform=NZKPT&language=CHS

19.Zhang Yuting, Meng Xinran, Li Qingze. Visual communication design poster design curriculum teaching reform research [J]. Journal of Shanghai packaging, 2024 (03) : 193-195. The DOI: 10.19446 / j.carol carroll nki. 1005-9423.2024.03.065.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohWS7ee_Id5SuEEuy4PZI6FuDbGQXzfBuORWHX2AOkNLM7yR9C3c2A30bjhJl8hXtksdB7DmeScgEkCZ1zNmyMSPHMqgPQ7iuE2QlkcV_bDEIJkN_HP1KLqKD6zuPGpk00=&uniplatform=NZKPT&language=CHS

20.LI Zitong. Research on multidimensional visual Communication Strategy in Graphic Design [J]. Grand View,2024(03):31-33.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oh9KIREJyniIPVv5TgJaLgVLIBE9MWURA5GV3ZXhxIFkFkr7igu37ycZGrGOj-vDKJTJqZR5JdBzwguWYmPwASfSMLdgAjJJfc5RFbyF8t70aMdwxc07IS-_ZGSwntapxs=&uniplatform=NZKPT&language=CHS

21.Tu Chenlong. Research on the Application of traditional cultural elements from the perspective of Visual Communication Design [J]. Footwear Technology and Design, 2019,4(04):51-53.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oguIwxR8DUFHeQ2Q0_mPguXkQn69u6pv7tmX_PC9vvbWx-KmjmamSAvq-8MTU8GkrjJHBknBg1JANZuZOVu8apXDuij-AECBwWNMPFm9juBxUA1tie5gZ-19D8rb7FlrBs=&uniplatform=NZKPT&language=CHS

22. WU Zhen. Research on the integration of intangible cultural heritage into the teaching of Visual Communication Design in Colleges and Universities [J]. Journal of Suzhou Polytechnic of Arts and Crafts, 2024(01):42-44.
<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogPaJ4v9RLGI0dtI6t9UHjwbFh2pCXmHUuxFsK38qzmBCXSTmainI9RQuJhAnWinkIj5FBzT78PTTrZtPA5yLAYdNnWesh-rYnpErwKmR6eFFKMVFdegtzCEoS1hVkUyqU=&uniplatform=NZKPT&language=CHS>
23. LI Yingjiao. Reform and Innovation of Illustration Design Course in Visual Communication Design [J]. New American Domain, 2024(02):97-99.
https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojBE-Cvowx4kaM1pVx5cqXQD1O7jtrcG2er_19tN8rzl3wkWZB6e9OeAfxV-xnnk8VdL5jaXNSConcxDgW12eYgNyfMPJG0n-WkdsD_tMCk86M0J0QQBz7OUO5-n8HB4_ZfMavcH3qzA==&uniplatform=NZKPT&language=CHS
24. HAO Yuyao. Research on the Application of Chinese Elements in Japanese Animation [D]. Hainan Normal University, 2019.
https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohztEwc_FZdQ7MFba8M3qM1ZEFvyxuZspNZbUNILuqijww6Ast-T00i0eTncmkFmUHWnuuVTJoh8ppvn6GVN-hUraKauhUme6YsMpqBdmoxIMYpzBxLyd2PjnfZaoOFGkZoxw0c45z8vg==&uniplatform=NZKPT&language=CHS
25. LIU Lishu. A Study on the character painting style of Japanese Animation [J]. Appreciation of Famous Works, 2015(32):103-104.
https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojwcsy8yq1QYpxOGL5_5bZyk6PL6nqU3wVLPOmRe4rLEFVj3phbxrynKLxf1YIvzdr0zZhKSJ2GM96w56WIW2-IcOSnKl9pzTpraXVcwsbRzhZ3jRIHCD3jsQ1wXd-3qPG4M9FFreV_YQ==&uniplatform=NZKPT&language=CHS
26. Zhang Yu qiushui. Japanese anime graphics language creation impact on me [D]. Hubei academy of fine arts, 2023. The DOI: 10.27132 / , dc nki. GHMSC. 2023.000143.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oh0bh4uru5X3l9959ktDt_i6dp9SovF92NNoMpaLefEUSTgcXNWM_FNOzpTB39cQ3oILjdBpx6ycZQF324vdLGgcZAM9EPivkg520aXTTNPe5uDJIslVjdd9FECe4DGcZ1RXJrHsSAMBg==&uniplatform=NZKPT&language=CHS

27. The tide play breakthrough [J]. Chinese and foreign toy manufacturing, 2024 (04) : 26. DOI: 10.19530 / j.carol carroll nki. 1672-8564.2024.04.002.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oj0blg_lxkQGEJOY4Nc4Hz2BjWGu40i40UTVNBIFobvSC6WIXRVoPzVUVOxgrCAOXyMI_f9ysxT-8jF9EXVtTBJ1qpYgUarO3cSR0jrWAmOpGSZfFHXX1UGRITTnq5BvUs=&uniplatform=NZKPT&language=CHS

28. Xu Hongbin, Jiang Ming. Research on the emotional value design in the image of Chaoplay IP: A case study of "Molly" series [J]. Fashion Design & Engineering,2024(02):47-49.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oh9MLwdJv1usxZe4F_mZniSGs9SAQUB5GV8o8HVJBCJeO045OpnL_7yqWX4Yv7ym6wheNPc0RaJAa6mEe0bh2smlUkgFARJvyMi6tT4X0eF-YfWw_zi4e22X7jj5Gg2PE=&uniplatform=NZKPT&language=CHS

29. FAN Dequan. Building a strong copyright city to help high-quality development [N]. Dongguan Daily,2024-04-27(A03).

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oh9MLwdJv1usxZe4F_mZniSGs9SAQUB5GV8o8HVJBCJeO045OpnL_7yqWX4Yv7ym6wheNPc0RaJAa6mEe0bh2smlUkgFARJvyMi6tT4X0eF-YfWw_zi4e22X7jj5Gg2PE=&uniplatform=NZKPT&language=CHS

30. Chang Jin. Culture thick cultural connotation Rich cultural expression [N]. People's Daily, 2024-04-19 (005). DOI: 10.28655 / n.c. Nki NRMRB. 2024.004010.

https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oikStjdB3t0gV9QG7WLeI_Ha dKlvtVx1Szwk3U2JkcQnTvk-OnM0dsIE4-Gsd0dJ6PCyWuPKZd7I4WWXB0NlhZUA5Oi-

[U8p_Txuod0rc44HwhfxAkuZGlaNmgtvIkf1Ue_C0snETudr-Q=&uniplatform=NZKPT&language=CHS](#)

ANNEX



Figure 2.1 Anime style



Figure 3.1 International fashion game market share

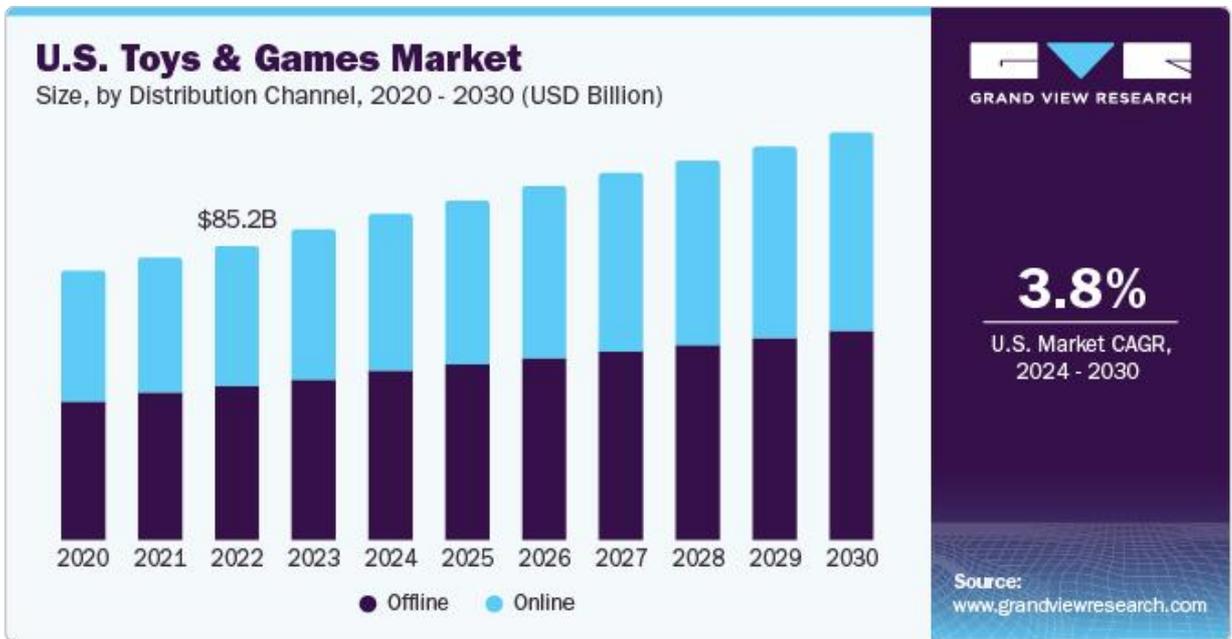


Figure 3.2 Market size and trend



Figure 3.3 The largest international market share analysis chart

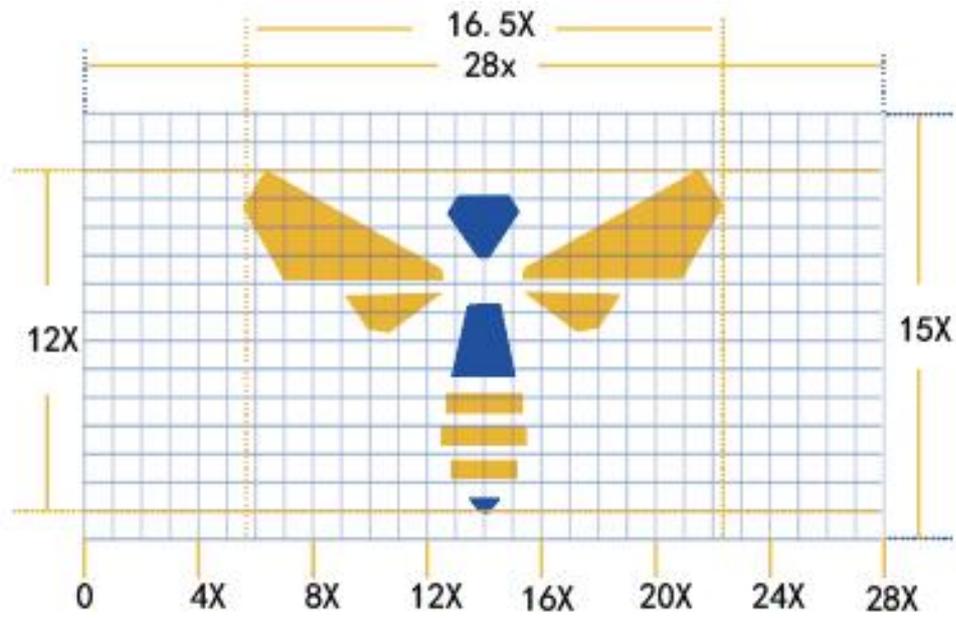


Figure 4.1 LOGO standard drawing

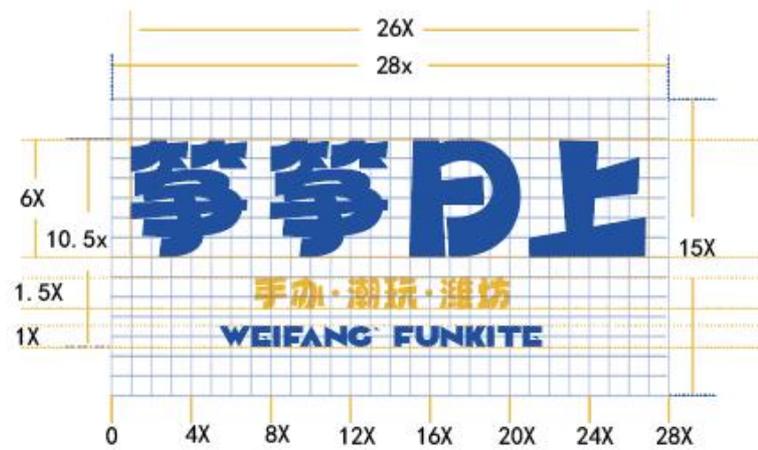


Figure 4.2 Typeface standard drawing



Figure 4.3 Font LOGO combination

朱鹤红A73625



翠羽绿AAB829



阳光黄F3DD5D



苍穹蓝1B4F9E



蜜糖黄E98E32



Figure 4.4 Design inspiration and color matching

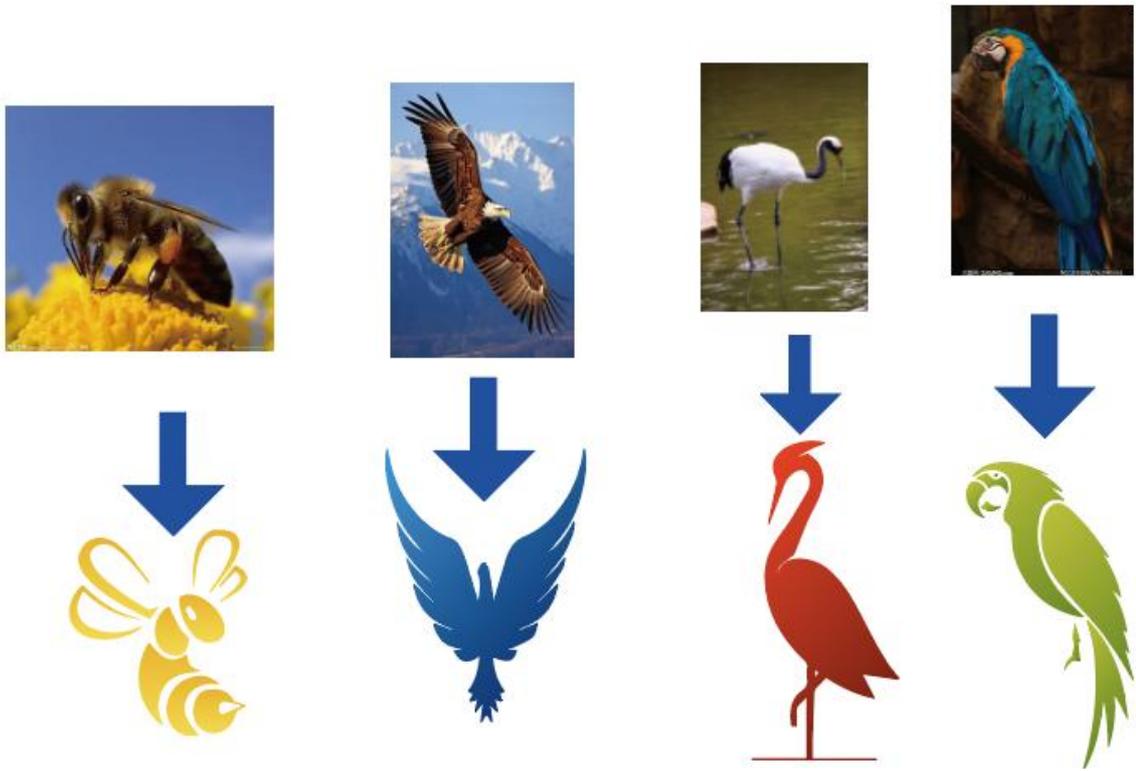


Figure 4.5 Auxiliary Graphic Inspiration Design (1)



Figure 4.6 Auxiliary Graphic Design (2)



Figure 4.7 Poster Design (total)

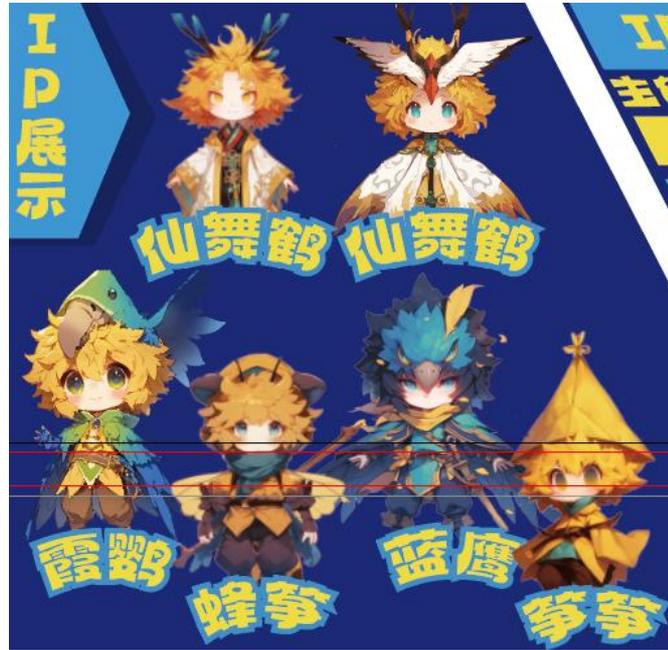


Figure 4.8 IP image design

<p>XIA YING 纸鸢</p> <p>角色故事 筝筝之上</p> <p>Character story</p> <p>从小，纸鸢就住在村庄的祠堂里。他每天在田野里飞翔，感受着风的自由和温暖。...</p>	<p>ZHENGZHENG 筝筝</p> <p>角色故事 筝筝之上</p> <p>Character story</p> <p>筝筝是一个活泼开朗的小女孩。她从小就喜欢放风筝，觉得那是她最开心的事情。...</p>
<p>XIAN WU HE 仙舞鹤</p> <p>角色故事 筝筝之上</p> <p>Character story</p> <p>从小，仙舞鹤就住在村庄的祠堂里。他每天在田野里飞翔，感受着风的自由和温暖。...</p>	<p>XIAN WU HE 仙舞鹤</p> <p>角色故事 筝筝之上</p> <p>Character story</p> <p>从小，仙舞鹤就住在村庄的祠堂里。他每天在田野里飞翔，感受着风的自由和温暖。...</p>
<p>LAN YING 蓝鹰</p> <p>角色故事 筝筝之上</p> <p>Character story</p> <p>从小，蓝鹰就住在村庄的祠堂里。他每天在田野里飞翔，感受着风的自由和温暖。...</p>	<p>FENG ZHENG 蜂筝</p> <p>角色故事 筝筝之上</p> <p>Character story</p> <p>从小，蜂筝就住在村庄的祠堂里。他每天在田野里飞翔，感受着风的自由和温暖。...</p>

Figure 4.9 Introduction card design



Figure 4.10 Memes and designs



Figure 4.11 Manual packaging box design (inner box knife die drawing)

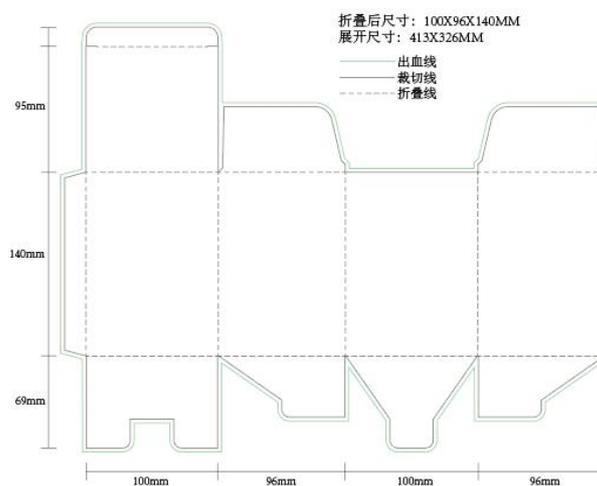


Figure 4.12 Manual packaging box design (inner box knife mold drawing completed draft)



Figure 4.13 Box design (Outer box)

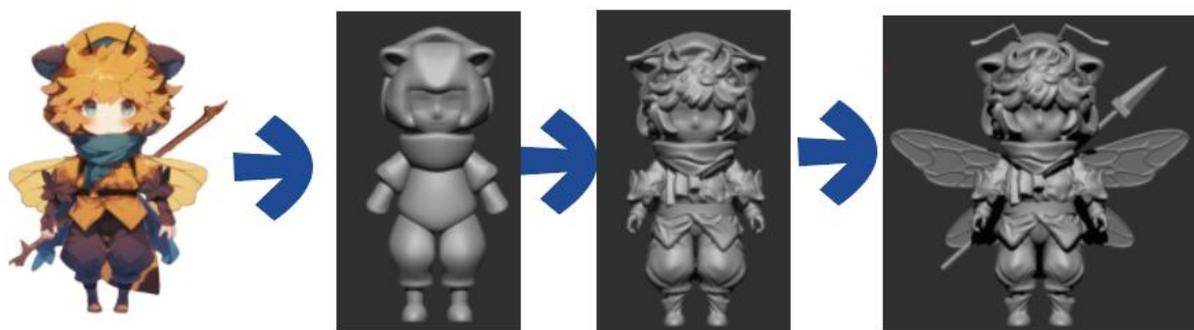


Figure 4.14 Modeling process presentation



Figure 4.15 Jigsaw illustration design



Figure 4.16 Poster design



Figure 4.17 Poster design



Figure 4.18 Poster design

基础学院本科
毕业作品展

Kyiv College
Graduate Works Exhibition
润·物

RUNWU | EXHIBITION

视觉传达
设计专业

Visual
Communication
Design



文创周边展示说明 根据不同的IP形象设定，设计不同的IP周边文创延展，共分为6套不同的系列文创，且每套文创都依据特设的IP形象及标准色延申而来，从而形成具有统一性的系列产品。

明信片

CULTURAL AND CREATIVE BLENDED
ALL DISPLAY



海报

PLACARD



手机壳

MOBILE PHONE CASE



IP盲盒

BOX



手指滑板

FINGER SKATEBOARD



勋章

MEDAL



拼图

SAW PUZZLE



挂件

PENDANT



IP
模型



基础学院本科
毕业作品展
 Kyiv College
 Graduate Works Exhibition
 润·物
 RUNWU | EXHIBITION

视觉传达设计专业

Visual
 Communication
 Design



设计说明 融合传统与现代，以风筝为主题的玩具店，吸引年轻人和家庭。用不用的飞禽类元素，融入到风筝IP形象潮玩的设计当中，将传统风筝元素，动物元素，玩具元素三体融合，形成一个系列手办潮玩。

IP手办盲盒

IP MANUAL BLIND BOX

设计说明
DESIGN SPECIFICATION

设计灵感：采用的是长方形的盲盒，这是基于6个IP的比例特性来决定的，配色采用的是每个不同角色的主要颜色，与每个角色相统一。盲盒加入一个隐藏款，配色采用神秘的紫色渐变，增加了神秘感，得收藏爱好者关注，从而引起消费者的购买兴趣。

IP创意

IP配色说明

IP COLOR MATCHING DESCRIPTION

主色调:

- 朱鹤红 A73625
- 翠羽绿 AAB829
- 阳光黄 F3DD5D

辅色调:

- 苍穹蓝 1B4F9E
- 蜜糖黄 E98E32

IP周边延展
IP PERIPHERY EXTENSION

手机壳
MOBILE PHONE CASE

手指滑板
FINGER SKATEBOARD

IP展示

设计说明
DESIGN SPECIFICATION

设计元素来自于飞禽，如：蜜蜂，雄鹰，丹顶鹤，鸮鸮等作为人物服装主题来源，生成的系列风筝潮玩IP设计

Figure 4.19 Poster design



Figure 4.20 Blind box display



Figure 4.21 Medal design