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Department of Graphic Design

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on the topic:

" 《Comprehensive design to overcome anxiety through visual elements》 "

Specialty 022 Design

Educational program Design (by types)

Performed by: a student of the BED-20 group

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ABSTRACT

In the vast territory of China, there is an ancient and legendary passage hidden in the vast territory —— Hexi Corridor. It is like a dragon, winding across the east and west, becoming a bridge between the Central Plains and the Western Regions. At the strategic point of this dragon, standing in Star Gorge, its unique historical heritage and natural features have written a glorious page on the ancient Silk Road.

Star Gorge, as a strong barrier between the desert of Gansu and Xinjiang, is a vibrant oasis after crossing it. However, in today's fast-paced society, people are generally under great pressure due to multiple factors such as study, work and interpersonal relationship. These pressures are often transformed into anxiety, just like the invisible "desert" eroding people's hearts. However, when people feel happiness and happy, their body releases dopamine, a chemical that seems to bring the heart into an "oasis."As designers, we shoulder the responsibility of designing for the interests of the society.   Through creation, we should take design as a bridge of emotional communication with people, integrate family love, friendship and things that people love, and establish a deep emotional connection with people.

This topic is mainly in the form of visual design with the stars gorge metaphor designed to solve social anxiety, in this way, we hope that through the reference postmodernism design practice contact with people's emotion, can change the social phenomenon, using illustration design, interactive design will design into "stars gorge" in the heart, build a strong defense, resist anxiety and pressure the "sand" on the inner "oasis"

Key words: postmodernism design; anxiety; emotional connection; interactive design; illustration design

CONTENT

INTRODUCTION

Relevance of the study.   With the continuous progress of The Times, the continuous development of economy, and more and more developed science and technology, while the progress, many problems appear, just like more and more people begin to become anxious, both young and elderly become very anxious. I hope to take the postmodernist design as a reference, and take the design as the main body to establish an emotional connection with people, so as to alleviate such social problems.

People in today's society, because study work, interpersonal relationship will produce a lot of pressure, and the pressure and will become a kind of anxiety, the mood is like the "desert", people feel happy happy will secrete dopamine, people's mood is like an "oasis" and the designer's social responsibility is designed, as the designer should find considering the social problem, active creation, will design as a carrier, into the family friendship, people love things to interact with people, so as to change this kind of social phenomenon. The design will be turned into the star gorge in people's hearts, to prevent anxiety and pressure this "sand" into the "oasis".

In domestic research on the social phenomenon of establishing human emotional connection to alleviate anxiety, it focuses more on the generation and resolution of anxiety in interaction design and the design of people's lifestyle. In the design of the new era, the postmodernism design breaks the rigid way, breaks through the rational design, which is more in line with the ideas of contemporary people, and leaves a lot of valuable literature for us."Generation and Dissolution of Anxiety in Interaction Design" analyzes the people's anxiety and resolution methods in interaction design. The data mentioned that in the Internet environment, users' anxiety due to interactive operation has become a common phenomenon, which has seriously affected the user experience. This paper takes the anxiety generated by the interaction design in the product as the

research problem, understands the generation mechanism of anxiety in the interaction design, and uses the hierarchical analysis method to extract the design elements affecting users' anxiety in the interaction process and analyzes them. This shows that the phenomenon of anxiety exists in many parts of the society[19]."Research and Application of Display Design under Postmodern Design" puts more emphasis on the influence of postmodernism on display design. It is mentioned that the concept of postmodern design has had a great impact on the social and economic development of western countries, What is the emergence of this trend of thought for the development of China's situation? Of course its impact are multifaceted, And its influence is enormous, However, for the development of display design in China belongs to the sunrise industry, What is the impact and response of this new ideological trend on the development of exhibition design in China? The author discusses this issue in this paper, Combining a large number of Chinese and foreign data and a large number of case studies, Jointly understand and explore the influence of postmodern design, a western-colored design style, on the Chinese design field and its influence on the discipline of exhibition design[30] .

The purpose of the research: With the continuous progress of The Times, the continuous development of economy, and more and more developed science and technology, while the progress, many problems appear, just like more and more people begin to become anxious, both young and elderly become very anxious. I hope to take the postmodernist design as a reference, and take the design as the main body to establish an emotional connection with people, so as to alleviate such social problems.

Research Objectives:

1. Analyze literary materials according to the theme, the general requirements for the object of the direction, and the normative documents that must be considered when designing the object of this category.

2.Analyze the anxiety states generated in different situations in the existing social life

3. Analyze the influence of post-modernist design on human emotion

4.Determine the program requirements for addressing anxiety by using postmodernist design

5. Identify the characteristics of the artistic and aesthetic solutions offered for the design to address anxiety.

6. Determine the specific details of the overall visual design.

7. Determine the design principle of using postmodernism design to solve anxiety.

8. According to the research results, the visual design project is developed to solve the anxiety in the society

The research subject (theme) is inclusive Solve anxiety

The object (focus) of the research are Emotional connection, trigger emotional resonance, solve anxiety and artistic aesthetics

Research methods.   The work adopts the following theories and special research methods: analyze the literature sources and normative literature of the research topic, analyze the methods to solve anxiety, analyze specific problems,

draw illustrations, fonts and interaction design for overall visual design, and use PS, AI, etc.

Elements of scientific novelty. This study helps to further develop the emotional connection between design under postmodern design to meet the new needs of modern society. Modern experiences of these designs are analyzed. Basic principles for establishing designs to address human anxiety have been identified

Practical significance.   The results of this study can be used in the design of relieving students' learning anxiety on campus.

Structure and volume of the thesis. The thesis includes the introduction, four chapters, conclusions and general conclusions for each chapter, a list of sources for 30 items and appendices (7 pages). The work contains 21 drawings. The results are 60 pages.

Chapter I
ANALYSIA OF SELECTED TOPICS

1.1 Introduction of selected topics

In the evolution process of post-modern society, with the innovation of material basis and the transformation of information transmission mode, people's emotional needs have also undergone significant changes. In order to respond to this change, we refer to the postmodern design style, and start from the emotional problems arising in contemporary people's life, and strive to combine the design with the information received by modern people in the society, so as to alleviate and solve this social problem. We systematically study the emotional expression in the design process, and deeply analyze the emotional connection between the design and people.

Under the pressure of modern life, people constantly seek effective ways to relieve anxiety and restore the harmony of body and mind. DESIGN As a creative means, people provide such an opportunity. For example, through the interaction design, people can sincerely express their emotions in the human-computer interaction, and deeply explore the inner world, so as to effectively relieve the pressure. This way not only helps people to express their emotions and deal with their emotional problems, but also helps to promote the development of mental health. This treatment encourages individuals to explore their own emotions and improve their self-awareness by participating in the design, creation and appreciation of art works.

1.2 Purpose and significance of the selected topic

With the continuous progress of The Times, the continuous development of economy, and more and more developed science and technology, while the progress, many problems appear, just like more and more people begin to become anxious, both young and elderly become very anxious. I hope to take the postmodernist design as a reference, and take the design as the main body to establish an emotional connection with people, so as to alleviate such social problems.

People in today's society, because study work, interpersonal relationship will produce a lot of pressure, and the pressure and will become a kind of anxiety, the mood is like the "desert", people feel happy happy will secrete dopamine, people's mood is like an "oasis" and the designer's social responsibility is designed, as the designer should find considering the social problem, active creation, will design as a carrier, into the family friendship, people love things to interact with people, so as to change this kind of social phenomenon. The design will be turned into the star gorge in people's hearts, to prevent anxiety and pressure this "sand" into the "oasis".

In the evolution process of post-modern society, with the innovation of material basis and the transformation of information transmission mode, people's emotional needs have also undergone significant changes. In order to respond to this change, we refer to the postmodern design style, and start from the emotional problems arising in contemporary people's life, and strive to combine the design with the information received by modern people in the society, so as to alleviate and solve this social problem. We systematically study the emotional expression in the design process, and deeply analyze the emotional connection between the design and people.

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1.3 Introduction to the selected topic

In the design field, the importance of practical research is obvious, which constitutes an indispensable core link in the design process. For designers, this link not only plays a crucial guiding role, but also profoundly affects the quality and effect of the design. Through careful planning and implementation of practice research, designers can have a deeper insight into the needs of users, grasp the market pulse, so as to obtain accurate guidance and inspiration in the design process, to ensure the effectiveness and practicality of the final design results. In addition, practical research is also a valuable way for designers to improve their professional quality and skills, which helps designers to grow and progress in their career. This design conducts practical research on contemporary people's anxiety and anxiety relief needs through online research, to understand people's real needs and the importance of design, and better design to serve people.

1.4 Practice research and design conception

Before this design, I learned about people's anxiety in life, work and learning of interpersonal relationship and people's expectation of design to solve the anxiety through the online questionnaire, and also understood the contemporary people's acceptance and love of post-modernist design.

The rapid development of The Times has changed people's way of life, and anxiety has become a common social question. In the field of art creation and design, people begin to try to use their works to call for public attention and anxiety. From time to time.The change of living environment, the uncertainty of identity, the change of traditional family relationship, human migration,The environment of the deterioration to the stress of life[19] .50

But in the field of art creation and design, creators mostly take anxiety as the subject, and most works are annotated

There are few design studies focusing on the excavation of emotional experience and focusing on the generation and resolution of anxiety. Therefore, this study

In the field of interaction design, analyze the cases of the relevant design to address the anxiety caused by interaction design exploration[19].According to this data, anxiety has become the norm in this society, and our design practice should be based on this characteristic to solve this social.

Star Gorge development layout and significance

Through online understanding and cultural background survey, I understand that in the vast land of China, a deep and legendary channel —— Hexi Corridor quietly tells the story of thousands of years. This passage is like a giant dragon, running across the east and west, closely connecting the Central Plains and the Western Regions, and becoming an important transportation hub in history. In the core of this dragon, Star　Gorge has become a shining pearl on the Silk Road with its unique historical heritage and natural scenery. Through the desert beyond the Star Gorge is an oasis.

In the Star Gorge, the moonlight is like water, falling on the shining quartz stone, as if the Milky Way pours down, and the stars twinkle, giving this place the name of "Star Gorge". Here, trade and merchants come in an endless stream, carrying silk, tea and other precious goods from the Central Plains, through the vast desert and Gobi, over the steep valleys, and conducting in-depth exchanges and cooperation with merchants from the western regions. At the same time, the

military generals also set up sentry posts here to ensure the tranquility of the country and the stability of the frontier.

Star Gorge is not only an important channel of business exchanges, but also a bridge of cultural exchanges between the East and the West. It has witnessed the historical changes, carried the rich cultural connotation, and become an indispensable part of the history of Chinese civilization. With its unique geographical location and profound historical background, Star Gorge has become an eternal historical symbol, shining with bright light and shining on the road of future generations.

Strategic and transportation areas: Star Gorge is an important node on the ancient Silk Road, connecting the Central Plains and the Western Regions. It is not only an important way of trade, but also a strategic point of military defense. Cultural exchange bridge: It witnesses the exchange and integration of eastern and Western cultures. Buddhism and Confucian cultures meet here, leaving behind rich cultural relics. Witness of historical events: Star Gorge witnessed important historical events such as Lin Zexu and Zuo Zongtang's departure to Xinjiang, as well as the historical moment of the Red Army after the Long March.

First, hands-on research provides a valuable opportunity for designers to step outside the confines of the design room and interact and communicate directly with users. This direct contact with users allows designers to understand their needs, expectations, and pain points more deeply than just based on data from market reports or user research. Through the communication with the user, the designer can capture the real voice of the user, so that the design is closer to the actual needs of the user.

Secondly, testing and feedback in practice research are very important for design iteration and optimization. By testing the design in the actual environment, designers can find the problems and shortcomings in the design. The feedback from users provides valuable suggestions for designers to make

targeted adjustments and optimizations to the design from the perspective of users. This iterative optimization process makes the design results more perfect and more able to meet the needs and expectations of users.

In addition, practical research can also promote communication and exchange between designers and users. By participating in practical research, designers establish a closer relationship with users and understand the real thoughts and feelings of users. This communication and exchange helps designers to better understand users, identify potential design opportunities, and design products or services that better meet user expectations.

Finally, the significance of practice research to design is also reflected in its ability to promote the innovation and development of design. Through practical research, designers can constantly challenge traditional design thinking and methods, and try new design concepts and technologies. This kind of innovation and attempt can stimulate the creativity and imagination of designers, and promote the development and progress of the design field.

In summary, the significance of practical research to design lies not only in providing a platform for practical operation and an opportunity to understand the needs of users, but also in promoting communication and exchange between designers and users, and promoting the iterative optimization and innovative development of design. It is an indispensable part of the design process, which provides designers with valuable design materials and inspiration sources, and makes the design more practical and valuable.

Summary of the chapter I

1.Through careful planning and implementation of practice research, designers can have a deeper insight into the needs of users, grasp the market pulse, so as to obtain accurate guidance and inspiration in the design process, to ensure the effectiveness and practicality of the final design results. In addition, practical research is also a valuable way for designers to improve their professional quality and skills, which helps designers to grow and progress in their career. This design conducts practical research on contemporary people's anxiety and anxiety relief needs through online research, to understand people's real needs and the importance of design, and better design to serve people.

2.Testing and feedback in practice research are very important for design iteration and optimization. By testing the design in the actual environment, designers can find the problems and shortcomings in the design. The feedback from users provides valuable suggestions for designers to make targeted adjustments and optimizations to the design from the perspective of users. This iterative optimization process makes the design results more perfect and more able to meet the needs and expectations of users.

3. Under the influence of the contemporary environment, people always want to find some ways to relieve anxiety and relax themselves. Through design, people can provide many opportunities to relieve pressure. For example, through interactive design, you can naturally express your feelings on mobile phones, computers and other devices, as if you have become friends with them, and you can have a deeper understanding of yourself. People use the process of design to reduce the pressure of the mood is much better.

And ah, this design method is not only to help people reduce the stress, but also to deal with the emotional problems and make your mind healthier. It encourages you to be involved in the design, or to enjoy art to understand your emotions deeper and improve your self-awareness.

Chapter II
MARKET RESEARCH AND DESIGN POSITIONING

2.1 Analysis of the causes of "Anxiety"

In analyzing the causes of social anxiety, we find a multifaceted array of factors that contribute to this widespread psychological issue. Firstly, economic pressure, stemming from high housing prices, rising costs of living, and fierce competition in the job market, creates a sense of economic instability and uncertainty. Secondly, rapid social changes lead to decreased personal security and an increase in uncertainty as traditional social structures undergo significant transformations. Individual factors, such as lack of sleep, declining physical health, personality defects, and difficulties in interpersonal relationships, also play a role in fostering social anxiety.

Additionally, the prevalence of social media has introduced pressures of perceived perfectionism and concerns over privacy security. Health issues, including body image and general well-being, can exacerbate feelings of anxiety. Global concerns, such as climate change, refugee crises, and terrorism, contribute to a general sense of unease and powerlessness within society. Finally, the challenge of balancing work and personal life adds further strain, often leading to feelings of anxiety and stress. The complexity of these factors necessitates a comprehensive approach in addressing and alleviating social anxiety.

In today's fast-paced and stressful society, anxiety has become a part of many people's daily lives. It can stem from work pressure, interpersonal relationships, health concerns, and various other aspects, negatively impacting individuals' mental health and quality of life. Design, as an innovative solution, provides us with a unique and effective way to cope with and alleviate anxiety.

Firstly, design can alleviate anxiety by creating comfortable and serene environments. Whether it's home design, office environments, or public spaces, rational layouts, comfortable color schemes, and thoughtful detail design can create a relaxing and serene atmosphere, making people feel comfortable and secure, thus reducing anxiety.

Secondly, design can help people establish positive psychological expectations and self-confidence. Through well-designed interfaces, icons, prompts, and other elements, designers can guide users to understand and use products or services more easily, enhancing users' sense of control and self-confidence. This positive psychological expectation and self-confidence are crucial for alleviating anxiety.

Moreover, design can inspire people's creativity and imagination, helping them escape from anxious emotions. Designers create attractive and inspiring works through unique ideas and concepts, sparking people's interest and curiosity, allowing them to find joy and satisfaction, thus forgetting anxious emotions.

Lastly, design also has social value and humanistic care. By focusing on people's mental health and well-being, designers can create more value for society. They can improve people's quality of life, enhance their happiness and satisfaction, and contribute to building a more harmonious and beautiful society.

In conclusion, using design to address anxiety is of significant importance. It not only creates comfortable and serene environments for people, helps them establish positive psychological expectations and self-confidence, but also inspires their creativity and imagination. It also possesses social value and humanistic care. Therefore, we should value the role of design in addressing anxiety and continue to explore and innovate to better meet people's needs and expectations.

2.2 Analysis of the causes of "Design overcomes anxiety"

With the rapid development of global economy and culture, postmodernism has swept the whole world. In the 1960s the whole world pattern and the form of great changes have taken place in the society, such as national revolution and national independence, caused a huge wave of weak cultural aggression become the main social problems, race, gender, cultural concepts and so on the conflict of social contradictions, people of contradictions and oppression, produce a lot of rebellious mainstream, in this case produced the post-modern socialism, formed in the emerging wave of the design style called postmodern design [30]. This design takes the postmodernism design as a reference, and breaks the convention for innovative design.

The idea of Star Gorge crossing the desert includes five aspects, namely, font design, IP image design, illustration design, interactive binding design, and cultural and creative design.

In domestic research on the social phenomenon of establishing human emotional connection to alleviate anxiety, it focuses more on the generation and resolution of anxiety in interaction design and the design of people's lifestyle. In the design of the new era, the postmodernism design breaks the rigid way, breaks through the rational design, which is more in line with the ideas of contemporary people, and leaves a lot of valuable literature for us."Generation and Dissolution of Anxiety in Interaction Design" analyzes the people's anxiety and resolution methods in interaction design. The data mentioned that in the Internet environment, users' anxiety due to interactive operation has become a common phenomenon, which has seriously affected the user experience. In this regard, this paper takes the anxiety generated by the interaction design in the product as the research problem, understands the generation mechanism of anxiety in the interaction design, and uses the hierarchical analysis method to extract the design elements affecting users' anxiety in the interaction process and

analyzes them. This shows that the phenomenon of anxiety exists in many parts of the society[19].

"Research and Application of Display Design under Postmodern Design" puts more emphasis on the influence of postmodernism on display design. It is mentioned that the concept of postmodern design has had a great impact on the social and economic development of western countries, What is the emergence of this trend of thought for the development of China's situation? Of course its impact are multifaceted, And its influence is enormous, However, for the development of display design in China belongs to the sunrise industry, What is the impact and response of this new ideological trend on the development of exhibition design in China? The author discusses this issue in this paper, Combining a large number of Chinese and foreign data and a large number of case studies, Jointly understand and explore the influence of postmodern design, a western-colored design style, on the Chinese design field and its influence on the discipline of exhibition design [30].

2.3Design of the impact on anxiety.

The idea of Star Gorge crossing the desert includes five aspects, namely, font design, IP image design, illustration design, interactive binding design, and cultural and creative design.

First star IP image design is according to the stars gorge oasis, desert, stars, fruit for the idea combined with contemporary young people to original design, reflects the contemporary young people rebellious, unique, innovative but mind exquisite anxiety these characteristics, make the design and people to establish emotional connection, see design can think of yourself., The original intention of the star IP image design is to build a strong, dare to break through the shackles,

fearless girl image, to establish the star gorge in people's hearts, through the desert of anxiety.

The illustration design, in the design conception, is to consider the characters of the star in different environments, how to overcome the anxiety in the desert and work, and take the post-modernist design style as a reference, the use of strong impact, high saturation colors to create illustrations, so that people understand the original intention of this design.

Font design design is the use of postmodernism techniques, using the form of graffiti to design the Star Gorge, conform to the whole visual design, full of impact, highlighting the theme.

The interactive device design is a combination of special materials and mirrors, so that the public can get comfort in the use, relieve the anxiety, and better reflect the purpose of this design.

Cultural and creative product design, cultural and creative products are the derivative and application of Star Gorge through the desert theme design. Excellent cultural and creative products can make the public happy to gain a sense of identity, and better design for the benefit of people.

Overcoming human anxiety through design is extremely important in today's fast-paced, high-stress social environment. Anxiety, as a common emotional state, not only affects the individual's mental health and quality of life, but also may have a negative impact on the individual's work efficiency, interpersonal relationships and even the harmony and stability of the whole society. Therefore, how to effectively alleviate and overcome anxiety by means of design has become an important topic worthy of in-depth discussion and research.

First of all, overcoming anxiety through design helps to improve the quality of life of individuals. Anxiety is often accompanied by tension, anxiety, fear and other negative emotions, affecting the individual's mental health and daily life. As a creative activity, design can create a visual and psychological experience

with soothing and relaxing effects through the clever use of color, shape, material and other elements. For example, the use of soft colors, comfortable materials and simple layouts in interior design can create a quiet, welcoming atmosphere that can help people relieve stress and anxiety.

Secondly, overcoming anxiety through design helps to improve the individual's work efficiency. Anxiety not only affects the individual's psychological state, but also may interfere with the individual's thinking and behavior, resulting in a decline in work efficiency. Design can help individuals reduce anxiety and improve work efficiency by optimizing the work environment, providing appropriate tools and resources, and creating a comfortable and pleasant work atmosphere. For example, in the design of office space, the use of open layout, the introduction of natural light, set up leisure areas and other measures can create a more comfortable and pleasant working environment for employees, reduce work stress and anxiety.

In addition, overcoming anxiety through design also helps to promote social harmony and stability. Anxiety is not only an individual problem, but also a social problem. In a highly competitive and rapidly changing social environment, people face more pressure and challenges, and are prone to anxiety. As a universal social phenomenon, design can improve people's living environment, enhance people's quality of life, promote the harmony of interpersonal relationships, and have a positive impact on social harmony and stability. For example, focusing on the design of public space, improving the availability and convenience of public facilities, and strengthening the cultural development of communities can create a more livable and harmonious urban environment for people and reduce social contradictions and anxiety.

To sum up, it is of great significance to overcome people's anxiety through design. Design can not only improve the quality of life and work efficiency of individuals, but also promote social harmony and stability. Therefore, we should pay attention to the power of design, and constantly explore and innovate design

methods and means to create a better, comfortable and harmonious living environment for people.

2.4 Design Positioning

In the design positioning for anxiety relief, we focus on creating environments, products, or services that effectively mitigate feelings of anxiety. This requires a profound understanding of anxiety triggers as well as the unique needs and preferences of the target user group.

To achieve this goal, designers need to conduct thorough research to identify specific anxiety symptoms and triggers. Then, they can employ a range of strategies to reduce anxiety, such as creating a calming environment with soft colors, natural materials, and comfortable lighting. Additionally, designers can utilize symbolic elements, patterns, and storytelling to provide emotional support and reassurance.

Furthermore, simplifying operational processes and incorporating personalization features are crucial. This reduces cognitive load, giving users more control over their experience, and in turn, alleviates anxiety.

In summary, the design positioning for anxiety relief aims to create environments, products, or services that alleviate anxiety through in-depth research and implementation of effective strategies, ultimately promoting users' comfort and well-being.

In today's design field, the design positioning that integrates postmodernism design to influence human emotions has become a trend. This design positioning not only reflects designers' deep concern for humanity, but also reflects the desire for emotional communication and satisfaction in modern society.

Postmodernism design, with its unique perspective and rich theoretical background, provides designers with a brand-new design framework. It

emphasizes the diversity, culturality, and innovation of design, encouraging designers to break through the constraints of traditional design and bravely experiment with new design elements and expressions. Under this design positioning, designers begin to pay attention to people's inner world and attempt to touch people's hearts and resonate with them through design.

To achieve this design positioning, designers need to deeply research the emotional needs of the target consumer group. They need to utilize various methods such as market research, user interviews, and data analysis to understand consumers' lifestyles, values, aesthetic preferences, and other information. Only by deeply understanding consumers' emotional needs can designers create design works that truly meet their needs.

In design, elements such as color, shape, and material are important tools for conveying emotions. Designers can create different emotional atmospheres by utilizing these elements. For example, warm and soft colors can create a comfortable and cozy atmosphere, stimulating people's positive emotions; while cold and hard materials may bring a cold and serious feeling, suitable for expressing specific themes or emotions.

In addition to elements such as color, shape, and material, designers can also convey emotions through the form and style of design. Postmodernism design encourages designers to break traditional design norms and restrictions, pursuing freedom, personalization, and innovation. Therefore, designers can attempt to fuse different design elements and styles to create unique and creative design works.

In terms of user experience, the design positioning that integrates postmodernism design to influence human emotions also poses new requirements. Designers need to pay more attention to users' feelings and experiences during the product usage process, enhancing users' comfort and satisfaction through humanized design and interactive methods. For example, designers can optimize the product's operation process, provide personalized

customization services, and other methods to make users feel more care and respect during the usage process.

In summary, the design positioning that integrates postmodernism design to influence human emotions requires designers to possess profound theoretical foundations and rich practical experience, as well as keen insights and innovative spirits. Only in this way can designers create design works that truly meet consumer needs, possess cultural connotations and contemporary sensibility, and bring people a more diverse and enriching emotional experience.

Summary of the chapter II

1.using design to address anxiety is of significant importance. It not only creates comfortable and serene environments for people, helps them establish positive psychological expectations and self-confidence, but also inspires their creativity and imagination. It also possesses social value and humanistic care. Therefore, we should value the role of design in addressing anxiety and continue to explore and innovate to better meet people's needs and expectations.

2. design can create a visual and psychological experience with soothing and relaxing effects through the clever use of color, shape, material and other elements. For example, the use of soft colors, comfortable materials and simple layouts in interior design can create a quiet, welcoming atmosphere that can help people relieve stress and anxiety.

3.In summary, the design positioning that integrates postmodernism design to influence human emotions requires designers to possess profound theoretical foundations and rich practical experience, as well as keen insights and innovative spirits. Only in this way can designers create design works that truly meet consumer needs, possess cultural connotations and contemporary sensibility, and bring people a more diverse and enriching emotional experience.

Chapter III
DESIGN PROCESS AND RESULTS

3.1   font design

Font design is very interesting to say, it is actually a special art, have to be designed according to certain rules, but also to use a variety of methods and techniques to make the text look both beautiful and regular. The biggest goal of font design is to make the text information more clearly, more vivid and more accurately conveyed to others.

3.1 .1 Conception of font design

In this design, the font design has played a great role, highlighting the theme content of this design, making the visual effect more intense.

The font design of Star Gorge through the desert is based on the postmodernist design as a reference, using graffiti techniques and Memphis-style color collision design. Graffiti culture, a unique art form, can be called a bright pearl in the field of postmodern design. It originated in the Bronx neighborhood of New York, and then spread around the world like wildfires, evolving into a phenomenon across national boundaries and cultures. It not only shows the unique perspective and creativity of artists, but also becomes a beautiful scenery line of urban culture.

Graffiti art is a free and improvisational way of expression. The creators graffiti at will without fixed rules and restrictions, and can freely express their emotions and ideas, which reflects the core of this design to break the shackles and do it boldly to solve the connotation of anxiety.

Doodle culture, as a unique form of artistic display, its charm lies in its free and casual creation way. This art form enables artists to express their inner feelings and thinking without restraint, and it also injects a bright and vibrant color into the urban space. Color can stimulate people's thoughts and emotions, different design in different people are different feelings, of course, the designer performance of the way also emerge different, so in the design, insightful, appropriate use of color is much attention [29]. Graffiti is not only a kind of painting behavior, but also the free release of the creator's emotions and ideas, which makes the city look more colorful, full of vitality and vitality.(See Figure 3-1,3-2)

Font design in the visual communication of people's emotional impact of far-reaching and diverse. Font is not only the carrier of text, but also an expressive and infectious visual element, which can directly affect people's emotional response and perception experience.

First of all, font design can convey a specific emotional atmosphere. Different fonts have different styles and characteristics, such as dignified, lively, romantic, rigorous, etc., which can arouse people's corresponding emotional reactions. For example, round and soft fonts often give people a warm and comfortable feeling, suitable for creating a relaxed and pleasant atmosphere; Sharp, tough fonts can bring intense, serious emotions, and are suitable for conveying authoritative, rigorous information.

Secondly, font design can enhance the communication effect of information. In visual communication, the accurate communication of information is very important. Through well-designed fonts, the meaning and intention of the message can be more accurately expressed, making it easier for the audience to understand and accept. At the same time, the visual appeal of fonts can also attract the attention of the audience and improve the attention and memory of information.

In addition, font design can also shape the brand image and cultural atmosphere. In brand building and cultural communication, font design plays a crucial role. Through the unique font design, it can create a unique brand image and cultural atmosphere, making the brand more recognizable and attractive. This unique font design not only enhances brand awareness, but also conveys the brand's values and cultural connotations.

Finally, font design also has aesthetic value in visual communication. Font design itself is an art form, with unique aesthetic value and ornamental. Through clever font design and layout, you can create a beautiful visual effect and reading experience, so that the audience can enjoy the feeling of beauty while obtaining information.

To sum up, the significance of font design in visual communication on human emotion is not only to convey a specific emotional atmosphere and enhance the effect of information transmission, but also to shape the brand image and cultural atmosphere and provide aesthetic value. Therefore, in the visual communication design, we should pay attention to the role and significance of font design, through carefully designed fonts to convey more vivid, interesting and infectious information.

3.2 IP Image Design

In the design process of star IP image, we skillfully integrate the unique elements of Star Gorge —— The fresh oasis, the vast expanse of the desert, the bright stars and the rich fruits, and combined with the characteristics of contemporary young people, launched a creative original design journey. We aim to convey the core connotation of the design theme more vividly and intuitively through this design technique, so that it can resonate with the young group.

IP image design plays a pivotal role in visual communication design, with profound and extensive significance. Firstly, as the visual representation of a brand, IP image design can effectively attract the attention of target audiences, thus enhancing the brand's recognizability and memorability. Through unique visual elements and distinctive personality characteristics, IP images can stand out among numerous brands, forming a unique brand image. This uniqueness not only helps the brand stand out in the fiercely competitive market, but also deepens consumers' impression and understanding of the brand.

Secondly, IP image design can carry and convey the brand's values and core philosophy. A good IP image design can accurately reflect the brand's values, cultural characteristics, and product features, enabling consumers to intuitively perceive the unique charm of the brand. This emotional connection and resonance helps to enhance consumers' identification and loyalty to the brand, thus driving the brand's development.

In addition, IP image design has the potential for cross-border cooperation and derivative development. Through collaborations with brands or institutions in different fields, IP images can expand their influence and application scope, bringing more business opportunities and market share to the brand. Meanwhile, derivative development based on IP image design can further enrich the brand's product line, enhancing the brand's value-added and competitiveness.

3.2.1 IP Image design conception

Star IP image design is a break constraint is not secular definition girl image, reflects the contemporary young rebellious, maverick, innovative but mind exquisite anxiety these characteristics, using the postmodernism Memphis design style bold color, image joined the stars, lines, rivets and other elements, enrich the image of the star.

In the field of IP image design, our goal is not only to create a visual image, but also to build an emotional bond with the audience through it, so that they can resonate with themselves when they see the design. As for the star IP image design, the original intention is to create a girl image full of strength, dare to challenge the tradition and go forward bravely. She represents fearlessness and breakthrough, and aims to stimulate the courage and enthusiasm in people's hearts. I hope people can fear fear in any situation, overcome the negative emotion of anxiety, establish the star gorge in people's hearts, through the desert of anxiety

3.2.2 IP Image design finalization

This IP image design, with a unique visual image as the starting point, hope to establish an emotional connection with the audience. The design inspiration is deeply inspired by Star Gorge, but also integrated into the vitality and creativity of contemporary young people. In the use of color, the fresh and natural green, yellow and purple blue, just like oasis, desert and stars beautiful. The lines are simple and smooth, making the whole image look easy to identify and attractive,'injecting vivid color into the IP image.

What is more worth mentioning is that we also cleverly integrated the story line, and through the interaction with people, further deepen the emotional bond between IP image and consumers. The design can relieve anxiety (see Figure 3-3,3-4)

3.2.3 Image Design Emoticon Extension

In the current digital era, IP (Intellectual Property) image design has become a crucial aspect of brand building and consumer engagement. Among various forms of IP promotion, the extension of IP image into emojis or stickers serves as an innovative and effective means of communication. This expansion

not only enriches the expressive palette of the IP but also serves as a powerful tool for enhancing brand recognition and user engagement.

Firstly, the extension of IP image design into emojis and stickers adds a dynamic and vivid element to the IP, allowing it to be presented in a more personal and relatable manner. By capturing the essence of the IP through a range of expressions, actions, and scenarios, these emojis and stickers become a visual shorthand for users to convey emotions and ideas, enhancing the efficiency and fun of online communication.

Secondly, IP image design emojis and stickers serve as a powerful marketing tool. They provide a unique and memorable way for brands to connect with their target audience, creating a sense of familiarity and ownership among consumers. By incorporating these emojis and stickers into social media campaigns and marketing materials, brands can effectively increase their visibility and engagement, ultimately leading to stronger brand recognition and consumer loyalty.

Moreover, the extension of IP image design into emojis and stickers holds significant commercial value. These visual assets can be licensed and sold as standalone products, generating additional revenue streams for the IP owner. Furthermore, they can be used to promote cross-branding collaborations, expanding the IP's reach and influence.

In conclusion, the extension of IP image design into emojis and stickers is a significant and valuable strategy for brands. It not only enhances the expressive power of the IP but also serves as a powerful tool for brand promotion, user engagement, and commercial exploitation. As such, it is essential for brands to recognize the importance of this trend and explore its potential to create meaningful connections with their target audience.(see Figure 3-5,3-6)

3.3 Illustration design

In the world of visual communication, illustration design holds a unique and captivating position. It is not merely a decorative art; rather, it serves as a powerful tool for communication, storytelling, and brand expression. The essence of illustration design lies in its ability to translate complex ideas and emotions into visually arresting and comprehensible images.

The process of creating an illustration often begins with an idea or a concept. The designer then employs various techniques and media, such as digital drawing, traditional painting, or even mixed-media approaches, to bring this idea to life. The choice of colors, shapes, and textures is crucial in conveying the desired mood, tone, and message. The illustrator must carefully balance visual elements to create a harmonious and engaging composition.

Illustrations play a vital role in various fields, including advertising, publishing, and branding. In advertising, illustrations can effectively capture the attention of the target audience and convey the product's benefits and values. In publishing, illustrations enhance the reading experience by adding visual interest and helping readers visualize the story's narrative. In branding, illustrations serve as a visual representation of the brand's identity, values, and personality.

The importance of illustration design lies in its ability to connect with people on an emotional level. An engaging illustration can evoke strong emotions, spark curiosity, and create a lasting impression. It has the power to transcend cultural and linguistic barriers, making it a universal language of communication.

In conclusion, illustration design is a powerful and versatile form of visual communication. It has the potential to engage, inspire, and transform the way we perceive and interact with the world. By harnessing the power of visual elements, illustrators can create meaningful and memorable images that resonate with people's hearts and minds.

Illustration design plays an integral role in visual communication design, with significant importance in terms of its functions and meanings. Firstly,

illustration design visually and vividly presents information content, helping viewers quickly understand and remember the message communicated through the design. Compared to pure text, illustrations attract attention in a more intuitive and engaging manner, making information easier to absorb and comprehend.

Secondly, illustration design enhances the visual effect and attractiveness of visual communication design. By utilizing visual elements such as color, shape, and lines, illustrations create unique visual impressions that make designs more eye-catching. This appeal draws the attention of viewers and prompts them to further focus on the message communicated through the design.

Moreover, illustration design strengthens brand image and communicates brand values. A unique and creative illustration design can become a visual identifier for a brand, helping viewers quickly recognize and remember its distinctive image. Additionally, illustrations communicate a brand's philosophy and values through visual elements, fostering deeper identification and trust among viewers.

Finally, illustration design plays a crucial role in cross-cultural and cross-linguistic communication. Due to its intuitive and universal nature, illustration design transcends language and cultural barriers, enabling audiences from diverse backgrounds to understand and accept the message communicated through the design. This universality renders illustration design an indispensable component in international and global communication.

3.3.1 "Illustration design of "In the star gorge"

In the process of illustration design, I really spent a lot of thought. We put the role of "star" into different environments, such as the vast desert or busy work scenes, allowing him to "fight" with the inner anxiety. These illustrations

are not only paintings, but also stories of stars urging people who are anxious to embrace the things they love and forget the pain. The design purpose of "healing system" illustration packaging is to seek universality among individuals and attract more consumers to pay attention to the product through the transmission of emotion. Based on the theory research and emotion, this paper discusses the principle of "healing system" illustration packaging design, from the perspective of innovative form, design principle and emotion transmission, through case analysis, summarizes the application value of psychology and emotion theory into the illustration packaging and the impact on the audience [2].

I used high saturation colors and a powerful composition, inspired by postmodernist design. In this way, not only make the illustrations look cooler and more attractive, but more importantly, we want the audience to think more about their own lives, emotions and inner world when they see the paintings.

These illustrations represent our attitude towards life, our courage to face challenges, and our desire for self-growth. I hope that those who see these illustrations can find some resonance from them, pay more attention to their own hearts, and face all the difficulties of life more bravely.

In this illustration design, I put my feelings on the thorns of the cactus, which represents the pain of anxiety, and the star sitting in the desert leaning against the cactus forgets the troubles at work and is in the world of music, so that the thorns of the cactus on the body will not hurt. (See Figures 3-7,3-8)

3.3.2 "Rock girl star" illustration design

The star is playing the "star Bass". His eyes were firm and fearless of any difficulty. In his own way, he bravely expressed himself and pursued his dreams. The existence of the star seems to be an encouragement to those in anxiety. He told us that even in the face of great difficulties and challenges, as long as we keep our inner determination and courage, we can overcome everything.

These illustrations are not only a kind of visual enjoyment, but also a kind of emotional sustenance and heart touch. They show us the fearlessness and courage of the star in the face of anxiety, and also make us reflect on our attitude in the face of difficulties. When we see the star in the stars in the desert, we will also try to change, to find their own inner strength, become the shining star in their own life.(See Figures 3-9,3-10)

3.4 Interactive device design

The interaction device design through the desert is a handicraft device design using special materials, combining materials with mirrors. Such a design concept is not only unique, but also has achieved remarkable results in practicality.

In conclusion, the role and significance of interaction design are increasingly prominent in the context of rapid digitization and intelligence development. This paper aims to delve into the core value and profound impact of interaction design in modern society.

Firstly, the core of interaction design lies in enhancing user experience. Through carefully designed interfaces, processes, and feedback mechanisms, interaction design ensures a smooth, natural, and enjoyable experience for users when using products, services, or systems. This experience not only enhances user satisfaction and loyalty towards the product, but also helps to improve its market competitiveness.

Secondly, interaction design plays a crucial role in optimizing product functions and processes. By conducting in-depth research into user needs and behaviors, interaction designers can identify potential issues and areas for improvement, thereby proposing innovative design solutions. These solutions

not only improve the usability and efficiency of the product, but also provide users with a more convenient and efficient user experience.

Moreover, interaction design has the potential to drive innovation and development. With the continuous advancement of technology, new interaction methods and design elements are constantly emerging, providing a broader space for the development of interaction design. Through continuous experimentation and exploration, interaction designers can drive the product towards a more intelligent, personalized, and emotional direction, satisfying users' increasing needs.

Lastly, the application of interaction design in different fields also demonstrates its widespread value. Whether it is web design, mobile applications, smart devices, or game design, interaction design plays a vital role. By providing excellent user experiences and innovative solutions, interaction design injects new vitality into the development of these fields.

When the public interacts with these devices, they give users a unique sense of comfort and help people ease their inner anxiety, deepening the core of design. Simple visual information design and pleasant flow experience design are interrelated and influence each other. Efficient operation mode design can improve the efficiency and accuracy of users to complete tasks, simple visual information design can help users quickly understand the functions and operation mode of the interface, and pleasant flow experience design can make users gain satisfaction and fluency in the process of use [19].

. 1 Design conception

In the design of interactive device, I pay special attention to combining the special materials with the mirror, and use wool bars and spray paint to create the star Gorge landscape design around the mirror. When using the mirror, the user chose the overall color of the green, yellow, blue, and purple of the fruit, and the

overall visual effect, bold and warm atmosphere, and the use of various colors enables the user to secrete dopamine and forget the negative feelings of anxiety.

These materials are carefully selected and processed to give people a warm and relaxed feeling when used. This design not only shows our exploration of the deep integration of materials and public emotion, but also reflects the purpose of design in practical application —— to create a more comfortable and quiet interactive space for the public. And the addition of mirrors makes the experience more rich and three-dimensional. When people interact in front of the mirror, they seem to see an oasis, gently touched and healed. Such a design is not only artistic and ornamental, but more importantly, it really pays attention to people's inner needs and feelings. We hope that through such a design, the public can find some peace and comfort in the fast-paced and high-pressure life, so as to better face the challenges and difficulties in life. At the same time, this is also the embodiment of our design concept —— people-oriented, pay attention to people's inner world and emotional experience.

3.5 Design of cultural and creative products

Cultural and creative design plays a crucial role in visual communication design, with profound meanings that extend beyond mere information transfer to encompass cultural inheritance, innovative expression, and brand image shaping.

Firstly, cultural and creative design bridges the gap between tradition and modernity. In visual communication design, cultural and creative design deeply explores and extracts traditional cultural elements, blending them with modern aesthetics and design concepts to breathe new life into traditional culture in the contemporary era. Through this process, cultural and creative design not only inherits culture but also promotes its innovation and development. Viewers,

while appreciating the design works, can sense the charm and value of traditional culture, further enhancing cultural confidence.

Secondly, cultural and creative design serves as a unique carrier for innovative expression. In visual communication design, innovation is an indispensable element. Cultural and creative design introduces new design concepts, techniques, and artistic styles, injecting new vitality into design. This innovative expression is not only visually novel and unique, but it also triggers viewers' thinking and resonance, stimulating their imagination and creativity. With its unique creativity and expressive power, cultural and creative design opens up new paths for the development of the design field.

Lastly, cultural and creative design plays a significant role in shaping brand images. In today's highly competitive market environment, a unique brand image is crucial for a company's success. Cultural and creative design utilizes unique creativity and expressive techniques to create a distinctive visual identity for a company, making the brand more recognizable and competitive in the market. This unique brand image not only captures consumers' attention but also enhances their identification with and loyalty to the brand, bringing more business opportunities and market share to the company.

In conclusion, cultural and creative design holds significant meaning in visual communication design. It serves as a bridge between tradition and modernity, a unique carrier for innovative expression, and an important tool for shaping brand images. In the future, cultural and creative design will continue to play a crucial role in visual communication design, driving the continuous development of the design field.

Cultural and creative products are the derivative and application of the theme design of Star Gorge through the desert. The design of cultural and creative products is of great significance and colorful significance. It not only meets our growing spiritual and cultural needs, but also is an important part of our pursuit of a better life. And with aesthetic feeling, humorous, can grasp

people's emotions, perceptual design can meet the customer's feelings and the realization of value, create a distinct brand personality, make the brand has the charm of humanity, so as to improve the brand construction and communication [7].

Now, with the continuous improvement of material conditions, people's pursuit of the spiritual level is also getting higher and higher. Excellent cultural and creative products are like an exquisite cultural feast, which not only make us feel the enjoyment of beauty, but also accept the cultural influence virtually, making our spiritual world more colorful.

As for cultural diversity, in this era of globalization, various cultures are like a hodgepodge, blending and colli with each other. The design of cultural and creative products, just like a unique dish in this hodgepodge, can show the characteristics and charm of different cultures, so that the cultural diversity can get better development and inheritance.

To sum up, cultural and creative product design plays an important role in cultural inheritance, economic development, city brand building, spiritual and cultural satisfaction, and cultural diversity. It is not only the carrier of culture, but also an important partner for our pursuit of a better life. Therefore, we should pay more attention to the development and application of cultural and creative product design, so that it can play a greater role in the future.

Star Gorge through the Desert series of cultural and creative products including masks, skateboards, photographic paper, key chains, headscarves, and so on.(See Figures 3-11-3-17)

Summary of the chapter III

1.Font design in the visual communication of people's emotional impact of far-reaching and diverse. Font is not only the carrier of text, but also an expressive and infectious visual element, which can directly affect people's emotional response and perception experience.

2. IP image design has the potential for cross-border cooperation and derivative development. Through collaborations with brands or institutions in different fields, IP images can expand their influence and application scope, bringing more business opportunities and market share to the brand. Meanwhile, derivative development based on IP image design can further enrich the brand's product line, enhancing the brand's value-added and competitiveness.

3.Illustration design plays an integral role in visual communication design, with significant importance in terms of its functions and meanings. Firstly, illustration design visually and vividly presents information content, helping viewers quickly understand and remember the message communicated through the design. Compared to pure text, illustrations attract attention in a more intuitive and engaging manner, making information easier to absorb and comprehend.

4.The application of interaction design in different fields also demonstrates its widespread value. Whether it is web design, mobile applications, smart devices, or game design, interaction design plays a vital role. By providing excellent user experiences and innovative solutions, interaction design injects new vitality into the development of these fields.

5.Cultural and creative design plays a crucial role in visual communication design, with profound meanings that extend beyond mere information transfer to encompass cultural inheritance, innovative expression, and brand image shaping.

Chapter IV
PROBLEM AND S0LUTION AND DESIGN RESULTS

4.1   Problems and Solutions

First of all, in the process of making the illustration design and font design of "Star Gorge through the Desert", we often encounter several headaches. First, the biggest headache is the lack of creativity. When we face a blank canvas, we sometimes feel unable to start, as if all the ideas have been exhausted. At this point, what we need to do is to put down our paintbrush and calm down to find new sources of inspiration. You can stimulate your creativity by reading relevant books, magazines, or observing the things around you. In addition, it is also a good way to communicate and discuss with classmates and teachers, and their opinions and suggestions may bring us new enlightenment.

Secondly, technique problems are also something we often encounter in illustration creation. illustration design needs to master certain painting skills and tool use methods. If we are not skilled in some techniques, or do not understand the function of a software, the quality of the work may be affected. Therefore, we need to continue to learn and practice, through repeated practice to improve their technical level. At the same time, you can also participate in more relevant training courses or workshops, exchange experience with peers, and improve together.

Finally, the inconsistent style is also a problem that we need to pay attention to in the creation of illustration. An excellent illustration work should have a unique style and a unified visual effect. However, in the process of creation, we sometimes cause style confusion due to the influence of other works or the changing of our own interests. In order to avoid this situation, we need to clarify our creative style and theme at the beginning of the design, and

keep it consistent throughout the creative process. In this way, our works can present a clear, unified visual effect and leave a deep impression on the viewer

During the process of graduation design, we inevitably encounter various problems. These issues can stem from vague design concepts, technical implementation difficulties, insufficient resource availability, or mismanagement of time. However, the key to overcoming these challenges lies in proactive responses, effective analysis, and proper resolution.

Firstly, when encountering unclear or vague design concepts, we need to revisit the purpose and original intention of the design, clarifying its core value and target users. Through in-depth market research and user needs analysis, we can grasp the design direction more accurately, making the design concept clearer and more definite.

Secondly, technical implementation difficulties are common challenges in graduation design. To overcome these difficulties, we can actively seek the help of mentors, classmates, or professionals. We can enhance our technical capabilities by consulting relevant materials, learning new technologies, or participating in relevant training. At the same time, we can also try alternative solutions or simplify the design to reduce the difficulty of technical implementation.

Additionally, insufficient resource acquisition may also affect the progress of graduation design. To address this issue, we can actively seek the support and resources of the school, such as laboratory equipment and library materials. We can also utilize channels such as the internet to find more resources, including open-source software and online tutorials. Furthermore, establishing contacts with partners or relevant institutions to secure their support and sponsorship is also an effective way to address resource issues.

Lastly, poor time management often leads to delays in graduation design progress. To avoid this, we need to develop a detailed time schedule and strictly adhere to it. We must also learn to allocate time reasonably, avoiding spending

excessive time on a particular aspect that could potentially delay other parts of the design. Throughout the design process, we should maintain timely communication with mentors and classmates, providing feedback on progress and issues, allowing us to adjust the design direction and plan accordingly.

In conclusion, addressing issues arising in graduation design requires proactive responses, effective analysis, and proper resolution. By clarifying design concepts, enhancing technical capabilities, actively acquiring resources, and managing time reasonably, we can better overcome the challenges encountered in graduation design and successfully complete the task.

In illustration design and font design, we often face various challenges. When ideas run up, try to brainstorm with students, and draw inspiration from daily life or culture and art. If the technology is lacking, it is recommended to actively learn the basic painting skills, participate in the online or offline painting courses, and practice frequently to improve the skills.

While pursuing a unique style, maintaining consistency is the key. You can enrich your design language by learning from excellent works, but you should avoid direct imitation. The choice and collocation of color are equally important. Learning the theoretical knowledge of color helps us to better use color to express our emotions.

In addition, reasonable composition and layout, fine detail processing can add color to the work. In the face of problems, do not be discouraged. Through continuous learning and practice, we will be able to overcome the difficulties and create excellent illustration design and font design works.

Summary of the chapter IV

1. In the process of making the illustration design and font design of "Star Gorge through the Desert", we often encounter several headaches. First, the biggest headache is the lack of creativity. When we face a blank canvas, we sometimes feel unable to start, as if all the ideas have been exhausted. At this point, what we need to do is to put down our paintbrush and calm down to find new sources of inspiration. You can stimulate your creativity by reading relevant books, magazines, or observing the things around you. In addition, it is also a good way to communicate and discuss with classmates and teachers, and their opinions and suggestions may bring us new enlightenment.

2.Poor time management often leads to delays in graduation design progress. To avoid this, we need to develop a detailed time schedule and strictly adhere to it. We must also learn to allocate time reasonably, avoiding spending excessive time on a particular aspect that could potentially delay other parts of the design. Throughout the design process, we should maintain timely communication with mentors and classmates, providing feedback on progress and issues, allowing us to adjust the design direction and plan accordingly.

3.Reasonable composition and layout, fine detail processing can add color to the work. In the face of problems, do not be discouraged. Through continuous learning and practice, we will be able to overcome the difficulties and create excellent illustration design and font design works.

CONCLUSION

Postmodernist design on contemporary aesthetic and emotional impact is significant, in illustration design, IP image design, font design and so on can join the postmodernist design elements, and put emotional contact with people, in order to better alleviate the problem of anxiety. And to consider many aspects of people in different scenarios, different design can solve different anxiety situations, to specific problems specific analysis.

Xingxing Gorge, as a solid barrier between Gansu and Xinjiang desert, is a vibrant oasis after crossing it. In today's fast-paced society, people are generally under great pressure due to multiple factors such as study, work, interpersonal relationships, etc. These pressures often transform into anxiety, like an invisible "desert" eroding people's hearts. However, when people feel happy and happy, the body secretes dopamine, the chemical that seems to take the heart into an "oasis." As designers, we shoulder the heavy responsibility of designing for the benefit of society, We should be keenly aware of and pay attention to this social problem, through the creation, the design as a bridge to communicate with people's emotions, into the family, friendship and people love things and other elements, and establish a deep emotional connection with people.

Through the application of postmodernism design in different design performance In the form of visual design, we use the metaphor of Xingxing Gorge as a design that can solve social anxiety. In this way, we hope to connect with people's emotions through the practice of referring to postmodernist design. Can change this social phenomenon, the use of illustration design, interaction design will be transformed into people's hearts of the "Star Gorge," build a solid line of defense against anxiety and pressure of these "sand" on the inner "oasis."

Secondly, testing and feedback in practice research are very important for design iteration and optimization. By testing the design in the actual environment, designers can find the problems and shortcomings in the design. The feedback from users provides valuable suggestions for designers to make targeted adjustments and optimizations to the design from the perspective of users. This iterative optimization process makes the design results more perfect and more able to meet the needs and expectations of users.

In addition, practical research can also promote communication and exchange between designers and users. By participating in practical research, designers establish a closer relationship with users and understand the real thoughts and feelings of users. This communication and exchange helps designers to better understand users, identify potential design opportunities, and design products or services that better meet user expectations.

Finally, the significance of practice research to design is also reflected in its ability to promote the innovation and development of design. Through practical research, designers can constantly challenge traditional design thinking and methods, and try new design concepts and technologies. This kind of innovation and attempt can stimulate the creativity and imagination of designers, and promote the development and progress of the design field.

In summary, the significance of practical research to design lies not only in providing a platform for practical operation and an opportunity to understand the needs of users, but also in promoting communication and exchange between designers and users, and promoting the iterative optimization and innovative development of design. It is an indispensable part of the design process, which provides designers with valuable design materials and inspiration sources, and makes the design more practical and valuable. More determined to "the stars gorge through the desert" as the design theme of visual design, I began to explore the possibility of creative, hope through postmodernism for reference, create design can be used as a bridge of communication with the public, by

depicting love, love arouse people in the heart of the protective layer, resist negative anxiety. At this stage, I constantly try new design elements and presentation methods, in order to show my unique creativity and personality in my works.

However, there are also many challenges in the design process. Especially in the choice of color, I tried a variety of schemes, and finally determined a set of color combination that most meets the line with the theme and the audience's preferences. I referred to the postmodernist Memphis style and used the high saturation and bold color collision. Similarly, in the composition layout, I have been adjusted and optimized for many times to ensure the harmony and beauty of the picture.

It is worth mentioning that brainstorming has played a crucial role in this design. I frequently communicated and discussed with my classmates and learned from each other. When I lost my inspiration, I went to the library to consult materials and made good use of design methods and skills to brainstorm, which not only improved my design ability, but also enhanced the friendship between me and my classmates.

Reviewing the whole design process, I feel that I have made remarkable progress in my professional skills and comprehensive quality. I have a clearer understanding of my design concept and direction, and also learned to skillfully balance creativity and practicality in design.. At the same time, I deeply understand the importance of teamwork, and firmly believe that in the future study and work, I will cherish the opportunities to cooperate with others more.

Finally, through the creation of the series of works of "Star Gorge through the Desert", I hope to really use the sword of design to eradicate the bad atmosphere and social problems in the contemporary society, and create a more beautiful and better social environment and atmosphere, so that the social responsibilities of designers can be truly carried forward.

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ANNEX

Figure 3-1, font finalization

Figure 3-2, font

finalization

Figure 3-3 IP image three-view line draft

Figure 3-4 Three views of IP image

Figure 3-5 IP image emoji package line draft

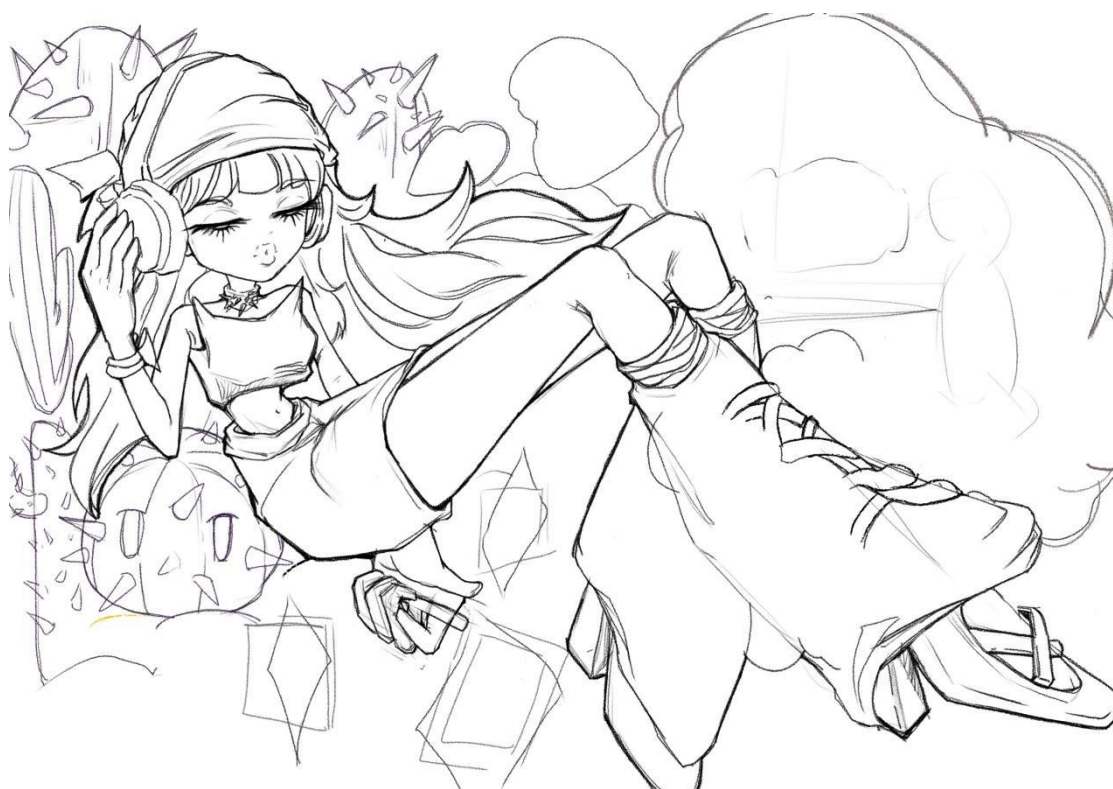Figure 3-6 Final draft of IP image expression package

Figure 3-7 Illustration design line draft

Figure 3-8. Final draft of the illustration design

Figure 3-9 Design line drawing

Figure 3-9 Final draft of the
illustration design

Figure 3-10 Final draft of the　　　illustration design

Figure3-11 Cultural and creative design

Figure3-12 Cultural and creative design   Figure3-13 creative design

Figure3-14 Cultural and creative design   Figure3-15 Cultural and creative
design

Figure3-16 Cultural and creative design

Figure3-17 Cultural and creative design

Figure3-18 Design the overall display