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Faculty of Design  
Department of Graphic Design

BACHELOR'S THESIS

on the topic:

Development of a complex of packaging products for “Loyal Heart Forge  
the Soul of the Noble”

Specialty 022 Design

Educational program Design (by types)

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## ABSTRACT

In order to promote the inheritance and development of red culture, red cultural and creative products as the carrier, put forward the revolutionary memorial hall of red cultural and creative products

With "with the heart cast soul, with blood wo China" in the history of the revolutionary footprints of countless heroes and blood, but in many heroes and martyrs, the Red Detachment of Women is formed by more than 100 poor girls from the countryside. In order to resist the feudal exploitation and oppression of that time, they fought for equality between men and women and realized the independence of the people. Under the leadership and organization of the communist party of China, they actively launched the masses and cooperate with the main forces, dare to fight with the enemy, brave resistance, not afraid of blood, sacrifice, outstanding completed a series of war, eventually overthrew the feudal level of exploitation and oppression, realize the equality between men and women and independence of the people for qiongya revolution, set the immortal feats, is an important milestone in the democratic revolution of the communist party of China.

Method of counting. Through the analysis of the current situation of red cultural and creative products of revolutionary memorial hall, the innovative design ideas are put forward. Specific from the traditional red symbol

The cultural development has data laboratory, cultural industrial park, model play, stage, songs, film more complete transmission mechanism and influence, in addition to the form of art, Hainan province to preserve the history of qiongya revolution, thus established in qionghai red women cultural tourist area, red women memorial garden. With the development of society today, red culture should also have the current language. The propaganda of red culture

should respect the revolutionary history and its connotation can be more diversified.

The innovative design methods of red cultural and creative products are summarized from the aspects of modern transformation, classic red schema representation and illustrative expression of red elements. Through the extraction of cultural characteristics of red gene and the combination of modern design techniques for product design, it is conducive to the inheritance of red culture and make red culture. Through the cultural and creative products continue to burst out vitality and vitality, but also can provide ideas and guidance for the innovative design of other memorial cultural and creative products.

This topic is mainly through combining visual symbol image and red culture story, make the fusion trend elements, the red culture interest, ground, between conducive to promote each other to play their own advantages, to widely popular, relying on the red niang son army cultural visual symbol image, create products, such as design physical "content", to design material as the carrier, speak good Chinese story, take practical actions to practice the red culture spread.

*Key words: Red matchmaker; red culture; visual symbol image; cultural and creative products; The spread of red culture*

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## INTRODUCTION

The cultural connotation of the Red Detachment of Women has been fully displayed in the new era. Hainan Province has established the Red Detachment of Women Cultural Tourism Area in Qionghai City, so that tourists can feel the massiness and depth of this red history on the spot. However, inheriting the red culture is not only to review the history, but also to let this spirit shine with new luster in the new era. In order to better spread the culture of the Red Detachment of Women, I have explored a new way: through the combination of visual symbols and red cultural stories, integrated into the current trend elements, to make the red culture more vivid, interesting and down-to-earth.

Red culture is the spirit of dedication, sacrifice and struggle formed by the Communist Party of China in the long-term revolutionary struggle, and is the precious spiritual wealth of the Chinese nation. As a special culture, red culture plays a very important role in inheriting the past revolutionary tradition and spreading excellent culture. Revolutionary memorial hall is one of the important positions for the convergence and inheritance of red culture. It is an important task for the cultural creative work of the Revolutionary memorial Hall to strengthen the protection, inheritance and promotion of red culture and further enhance the visibility and influence of red culture in the country.

As a derivative of revolutionary museums and one of the important carriers and ways for the dissemination of red culture, red cultural and creative products are of great significance for the development, promotion and promotion of red culture, and can help people more deeply understand the charm of red culture and feel the spirit of red culture. In order to better promote the innovation and development of red cultural and creative products, so that they can be closely connected with social culture, it is necessary to further excavate the contents of red cultural elements, and update the design method with The Times, in order to create red cultural products with the value of The Times. I have designed a series

of visual symbols of the Red Detachment of Women, such as the unique logo and IP image, etc. These symbols can not only arouse the sense of The Times, but also arouse the resonance of young people. At the same time, we have developed a series of cultural and creative products, such as T-shirts, water cups, bookmarks, etc., to integrate the cultural elements of the Red Detachment of Women into their daily necessities, so that people can feel the charm of red culture in their daily life. Through these practical actions, we hope to better inherit and carry forward the spirit of the Red Detachment of Women, so that this spirit will continue to carry forward in the new era. Through these practical actions, we hope to better inherit and carry forward the spirit of the Red Detachment of Women, so that this spirit will continue to carry forward in the new era. At the same time, we also hope that through this way, we can tell Chinese stories well, let more people know more about China's red culture, and jointly contribute to the building of a better society.

The structured content of this paper is shown in the following sections. The first chapter introduces the source background of the selected theme and the current situation of the contemporary development. Chapter 2 presents the study investigating the selected topics. The third chapter introduces the process of graduation design and the display of achievement pictures in detail.

### **Task content:**

1. Consult relevant materials, and sort out a systematic review of relevant historical events, and consult the relevant visual symbols.
2. Hand-drawn line draft illustration design, processing and innovation.
3. Complete information, draw vignettes, and design cultural and creative products.
4. Handwritten font for computer processing to improve the final effect.
5. Promote and design the wechat public account.

**Theme of research** is Create red cultural products with the value of The Times.

**Object or Focus of research** is Red Detachment culture, female revolutionary spirit.

**Research idea:**The core of red culture is the red gene, which is the core design element of red cultural and creative products. The design of cultural and creative products of revolutionary memorial hall closely related to the red gene is a cultural publicity method to excavate the historical connotation of red and cast the red spirit. Driven by modern economic, technological and spiritual needs, the mining of red genes requires the development of cultural and creative products guided by the principle of combining education, artistry and practicality Hair, can use the design language to interpret and spread the good red spirit.

To design red cultural and creative products, first of all, we need to consider the needs of red products, and then extract their characteristics according to the red cultural elements, that is, to understand the "symbol" represented by red culture and the meaning represented by each "symbol", in order to give the product profound connotation and expression form, and achieve the dissemination effect of red culture. Secondly, it is necessary to take into account the impact of the audience on the aesthetic differences of red culture, that is, the product must have a certain design beauty and market positioning, that is, "impact" and "eye-catching". This tests the designer's understanding of the deep connotation of red culture and the ability of visual processing of red elements, that is, the formation of modern design symbols accepted by the public. Thirdly, in addition to carrying the connotation of red culture, an excellent revolutionary memorial hall red cultural and creative product should also have a direct dialogue with the mainstream culture of society, combined with functionality, and fully consider the practical value. Therefore, its core idea is to take the demand as the driving force of the product,

and then dig the characteristics of the red element product, and then create the final image design and cultural and creative products.

**Methods of research: Elements of scientific novelty of the obtained results** are as follows: the features of creating a corporate identity for fast food establishments are studied.

**The practical significance of the obtained results** lies in the fact that the materials of this work can be used as educational material for graphic designers, as well as a checklist for entrepreneurs who intend to update the corporate identity of their institutions.

**Information base of the study** The topics of the work were of interest to both domestic and foreign scientists and practitioners. The problem of creating a corporate identity and the characteristics of its individual elements were worked on by Zemlyakov I.V., Golman I.A., Glazychev V.L., Dobrobabenko A.N., Dzikovich S.A., Pobedyn V.A. and others. Scientists and labor theorists described the methodology and structure of creating corporate identity in general, which is a significant contribution to the formation of a theoretical knowledge base. In this paper, we We focused our attention on the peculiarities of creating a corporate style in the field of fast food establishments.

# Chapter I

## TOPIC JUSTIFICATION

### 1.1 Background of the Topic

With the development of The Times, the people's life is increasingly rich, the material culture is greatly enriched, but the spiritual culture is in a state of shortage. The lack of ideal and belief support makes it difficult to embody personal value. The spiritual void needs to be filled by a good and advanced culture. In recent years, it has set off a wave of learning again and again, which has greatly enriched the spiritual culture of the people.

As an advanced culture with Chinese characteristics formed during the Revolutionary War, red culture has also become one of the important cultures for people to learn and carry forward. By learning the red culture, we can understand the history, cherish the present and look forward to the future, and inspire generations of Chinese people to fight for their ideals and beliefs. As an important form of the inheritance and development of red culture, red memory not only carries a heavy history, but also carries the condensed great revolutionary spirit. It is the unity of explicit symbols and internal meanings, which closely links the past, the present and the outside, and constitutes the collective memory of the Chinese nation since modern times.

The Red Detachment of Women Memorial (see Figure 1-1) Park is located in Jiaji Town, Qionghai City, Hainan Province. The memorial park includes two parts: square sculpture and memorial hall. In the climax of the agrarian revolution in the early 1930s, the awakened Qiongya women asked to join the army and join the war. In the battle, they were not afraid of sacrifice and bravely

killed the enemy, leaving the most legendary battle experience in the history of the Chinese revolution.



Figure1-1 The Red Detachment of Women Memorial Hall

In order to promote the inheritance and development of red culture, the design method of red cultural and creative products of revolutionary memorial hall is put forward with red cultural and creative products as the carrier. Through the analysis of red cultural and creative products in revolutionary memorial hall, the innovative design idea summarizes the innovative design methods from the modern transformation of traditional red symbols, classic red representation and illustration of red elements. By extracting cultural characteristics of red genes and combining product design with modern design techniques, it is conducive to the inheritance of red culture, so that red culture can continuously burst out vitality and vitality through cultural and creative products, and at the same time, it can provide ideas and guidance for the innovative design of cultural and creative products in other memorial halls.

## **1.2 Objectives and Significance of the Topic**

"Loyal Heart Forge the Soul of the Noble" wants to carry forward the fine tradition of the Red Detachment of Women and spread the spirit of female revolution through visual symbols. Specific for wen gen design and logo design,

foster a conform to the present aesthetic and interest of IP to connect the possibility of more diverse, through the product to create distinctive Hainan red detachment culture brand, with design works good red story, spread red power, eventually in the form of illustration will red detachment culture era value and education significance.

For a long time, limited by the political particularity of red culture itself, for most young people, is "too serious" or "too long" and not easy to accept, the requirements of the new era called for visual communication designers with professional knowledge mining culture pain points, with professional skills to solve practical problems, let the red visual design really "the revolutionary spirit to the next generation" positive role.

With the development of society today, red culture should also have the current language. The propaganda of red culture should respect the revolutionary history and its connotation can be more diversified. Therefore, the design works of this department take the Red Revolution and the events of the female Revolution, closely contact with the needs of modern cultural communication, and systematically show the red spirit, female power, and specific events in the culture of the Red Detachment of Women. Use its moral education content to stimulate the audience's patriotism, strengthen their correct values, show the current red visual design, inspire people to understand the culture of the Red Lady Army from different angles, give new ideas, inject new highlights, and provide new solutions.

In terms of culture, the establishment of the Museum of the Red Detachment of Women is aimed at spreading red culture, carrying forward the female revolutionary spirit and strengthening patriotic education. The development of cultural creative products enables abstract spiritual culture to have a realistic material carrier, and through creative expression techniques, it is associated with the daily objects in the life of modern consumers. While helping

consumers better understand and feel the red memory, it is imperceptibly integrated into the daily life of consumers and becomes a symbolic symbol. Continues to convey the spiritual connotation.

In terms of economy, through the investigation and analysis of visitors to the Museum of Red Detachment of Women, we will find the types of cultural and creative products that they most need, and integrate the excellent female revolutionary spirit into the practical products that consumers most need through creative design. This will not only enrich the exhibition content of the museum, but also provide visitors with different sightseeing experience. The most important thing is not only to meet the consumer psychological needs of visitors who need to accompany the hand ceremony as a tour memorial after visiting the museum, but also to meet the economic needs in the development process of the museum.

In terms of society, the development of cultural creative products of the Red Detachment of Women Museum not only meets the material needs of consumers, but also meets the reasonable demand for excellent advanced culture at the spiritual level. The spiritual connotation is displayed through cultural and creative products, so that the connotation of red culture is not limited to the museum, but continues in the daily life of visitors, subtly affecting the establishment of people's social responsibility, forming a profound impact, and stimulating their patriotic enthusiasm.

### **1.3 Application principles in the design of cultural and creative products**

The application of red cultural elements in the design of cultural and creative products needs to follow certain principles to ensure that the designed products can both inherit red culture and It can meet the aesthetic needs of modern society.

**(1) We should respect historical facts and highlight the red theme**

The core of red culture is the revolutionary spirit and national spirit, so in the design process, we must accurately understand and grasp the connotation of red culture, can not be distorted Falsify or distort historical facts. At the same time, it is necessary to highlight the red theme, so that consumers can feel the charm of red culture and understand the value of red culture in the process of using products.

**(2) It is necessary to integrate modern aesthetics and reflect the characteristics of The Times**

Although red culture originated from history, its influence has crossed The Times, so in the design process, we must combine red culture with modern aesthetics The combination makes red culture glow with new vitality in modern society. At the same time, it is necessary to reflect the characteristics of The Times, so that the red cultural elements in the product design, show the atmosphere and characteristics of The Times.

**(3) We should pay attention to regional culture and show regional style**

Red culture is formed throughout the country, but the red culture in different regions has its own characteristics and styles. So, in the design process It is necessary to pay attention to regional culture, combine red cultural elements with regional culture, and show the regional style and characteristics.

**(4) To innovate design techniques, improve product quality**

The application of red cultural elements is not a simple copy and paste, but the need to integrate red cultural elements into products through innovative design techniques In the design, improve the quality and artistic value of products.

**1.4 Research Status at Home and Abroad**

Red culture and red memory are based on the formation of China's unique historical period, the Chinese nation's unique advanced culture. Therefore, the research on its content is relatively rare in foreign countries, but the design and development research on historical and cultural museums and characteristic cultural and creative products started earlier, and achieved fruitful research results, which is worth learning and reference.

### **(5) Status quo of domestic research**

In November 1955, the first performance of Qionghua was performed in Haikou City. In 1959, it was renamed as "Red Detachment of Women". On April 13, the modern Qiong drama "Red Detachment of Women" was first performed in Haikou Theater. In 1960, the Red Detachment of Women was produced by Shanghai Tianma Film Studio and released in 1961, making the red story appeared in the public eye and began to attract much attention. The Red Detachment of Women, which was adapted into a ballet, became famous at home and abroad, bringing a revolutionary promotion to the world ballet. With the arrival of the new century, the Red Detachment of Women also once again ignited the attention of the adaptation boom of movies and TV series. And the study of the Red Detachment of Women has never stopped as much as it."The Red Detachment of Women" has been published in the army's highest publication "PLA Literature and Art", which shows that the cultural spirit of the Red Lady army has been affirmed by the Party, which is specially printed into a single edition for the national distribution. Later versions of the Red Detachment of Women continue to appear, creating a strong vitality.

In 1970, The Red Detachment of Women was shot into a color stage art film, and this version of The Red Detachment of Women was thoroughly tempered and taken to the next level(see Figure 1-2). This work skillfully combines the techniques of western ballet with the revolutionary theme with great Chinese characteristics, using a new theme and a new way of telling,

making the work both serious and lively, both collective power and individual charm.

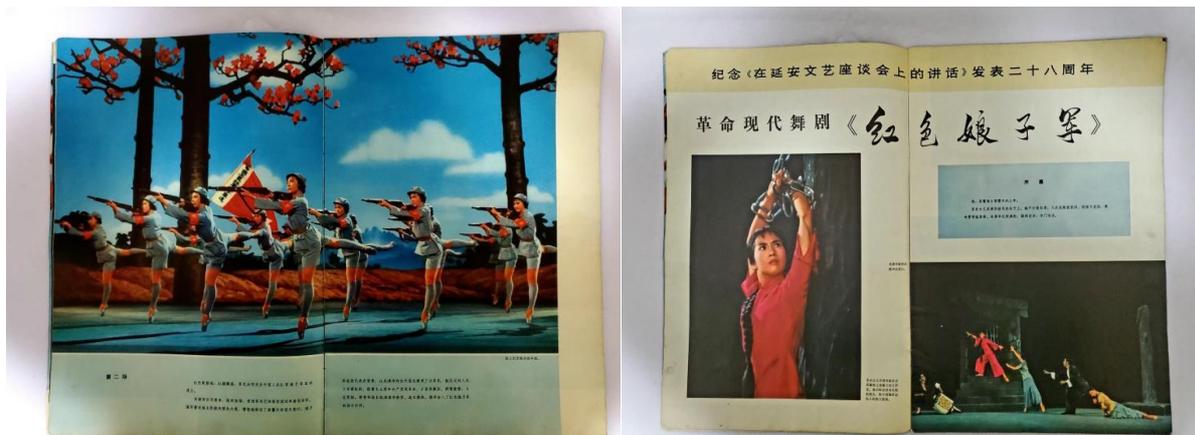


Figure1-2 The 1970 version of "The Red Detachment of Women"

It can be seen that China's current research on red culture and female power is in the limelight. As visual communication design students should seize the opportunity of The Times, fully understand, tell the red story with design works, and spread the power of red.

### (6) Current situation of overseas research

In the aspect of museum cultural and creative products, Europe and the United States and other countries have a relatively mature research system. The cultural creative products of museums are based on their own marketing strategies, using marketing theory and economics to analyze the role and significance of their own products, and have an accurate positioning of cultural and creative products. However, compared with China, there are great differences in foreign economic systems, museum systems and industrial development progress. We should not simply copy the research results of foreign cultural and creative products, but create a research and development system of museum cultural and creative products that conforms to the national conditions and status quo on the basis of foreign research results.

Through the search of CNKI literature digital resource database, "red visual design" was used as the key word, and a total of 13 relevant documents were found. The number of related documents is increasing year by year. With the wide spread of the red classic foreign language edition overseas, the mainstream academic circles and media circles in Europe and America have paid great attention to these Chinese literary works with distinctive characteristics. In addition, China's comprehensive strength is constantly improving, its influence is constantly increasing, and the red culture has a lot of historical details, which truly and vividly reflects the spirit of The Times. It has won the high attention of overseas literary criticism journals with public opinion leaders and related public opinion elites, and gradually affects ordinary readers. Then the matchmaker army culture in visual design of visual communication design part, search out "visual communication design" related literature 627, "illustration design" related literature 37, "wen gen design" related literature 1318 articles, visible foreign research on visual communication design mainly focused on "wen gen design" the comprehensive, cross strong field. The research experience of foreign scholars on cultural and creative design is also worthy of reference for red visual design of red League culture.

### **1.5 Development status and problems of cultural and creative products in museums**

Through the field investigation of the red detachment of women Museum, it is found that the existing souvenirs of the red detachment of women Museum have similar commemorative goods in revolutionary memorials and red scenic spots all over the country, and some are even identical. These souvenirs basically have nothing to do with the history, culture and spiritual connotation of the red detachment of women, lack of creativity, no sense of design, the same in color, sh

ape and style, lack of appreciation, collection and practical value, and excessive in the business. In the case of cost saving, it is extremely easy to damage, completely unable to play its due educational role and value, and ultimately lead to visitors unable to have a desire to buy after seeing these commemorative goods.

### **(1) Single product form**

The goods available for purchase at the Red Detachment of Women Museum can be roughly divided into decorative items, historical stories and books, general goods and imitation goods. The types of these products are relatively simple, lack of distinctive design and practical functional value. Most of the ornaments are bronze statues, plaster statues, badges, badges, which are only distinguished in terms of specifications and materials, while the style does not have much unique characteristics, which cannot be distinguished from other revolutionary museums. Historical story books show historical events with specific characters and text narration, although they achieve the visual expression of spiritual culture, their typesetting style is too simple, does not take into account the aesthetic feelings of modern consumers, and the printing is rough and the paper is more casual. General purpose goods refer to mobile phone cases, memorial pens, key rings and other small specifications in daily life, easy to buy and carry goods, but most of them have not reached the quality of the same type of products on the market, the style and specifications are relatively simple, lack of diversity of choice, and only the existing photos or shapes are printed on the existing blank items, a little stiff and far-fetched. Imitation products are mostly reduced imitation and reproduction of combat supplies, which is attractive to a small number of groups who love relevant historical knowledge, but there are still problems such as lack of fine products, rough workmanship, and no texture of materials, which hinder the purchase of this part of people.

### **(2) Lack of cultural connotation**

The design and development of commemorative goods in the red detachment of women Museum only stay in the simple reproduction stage. The display items lack of innovation, have been in the original image and state for a long time, have not kept pace with The Times, and can not adapt to the aesthetic habits of modern consumer groups under the background of The Times. Books simply retell historical events, without considering whether modern consumers can accept and recognize them, in terms of painting style, color matching, style typesetting and so on Lack of creative design, the product bland can not arouse the desire to buy.

Universal products forcibly print culture on the surface of ready-made goods, and it is difficult to achieve harmony and unity between goods and culture. The lack of creativity and excessive design can not truly express the cultural connotation. Imitation products are the reproduction of historical relics, and most consumers buy them for viewing and playing. In addition to the material and shape, they should also take into account the historical process and spiritual level of communication and narration, and build a platform for information transmission and convey the corresponding cultural connotation through creative design.

### **Summary of the chapter I**

This paper discusses the research project "aiming to inherit the spirit of red female separation through visual design". This study focuses on the development of cultural and creative products that reinterpret and promote the revolutionary spirit of women from a modern perspective, bringing it in line with contemporary aesthetics and appealing to a wider audience. This paper also reviews the historical research and cultural influence of the theme of women's Red Detachment at home and abroad, and emphasizes the important role of

visual communication design in the new era of education and cultural inheritance, as well as the current situation and problems in the development of cultural and creative products in museums

## **Chapter II**

### **DESIGN POSITIONING AND PLANNING**

#### **2.1 Design Positioning**

##### **(1) Design concept**

Integrate the traditional elements and modern aesthetics into the development of complex packaging products, demonstrate the historical inheritance and contemporary spirit of female red detachment, and emphasize the tenacity and strength of women through the design elements. To remind people of people's revolutionary history, in short, my design concept is based on the youth of the new era, through modern design technology and diversified product forms, the revolutionary spirit of red women and red culture, interesting, easy to accept way, to stimulate their interest in history and vision for the future.

##### **(2) Audience**

Teenagers and groups who like red culture and new era independent women

##### **(3) Product features**

The design contains narrative elements, such as illustrations, icons, or continuous sequences of images, to tell the story of the Red Detachment of Women. These elements can help the audience to better understand and feel the history, but also increase the fun and educational significance of the design. Red is the symbolic color of the Chinese revolution, and also the iconic color of the Red Detachment of Women. The bold use of red in the design can arouse

people's memory of the revolutionary history. Different red tones show layers, with other neutral or contrasting colors to enhance the visual impact.

## 2.2 Practice Research

Red women memorial garden(see Figure 2-1) is to commemorate the birth of the second domestic revolutionary war period of "the Chinese red army second independent army spy" and build the red tourist scenic spots, in the national red tourism classic scenic spot list, the national one hundred "red tourism classic scenic spot" list, into China 30 red tourism line list, is rated as the national patriotism education base, patriotism education base of Hainan province, is a famous red tourism scenic spots. There are precious photos and cultural relics about the Red Detachment of Women displayed in the scenic spot(see Figure 2-2), recreating the revolutionary struggle history of women's pursuit of liberation. This survey adopts a combination of online and offline methods, to understand the historical stories and the red spiritual culture of the Red Detachment of Women through offline research, and to understand the public's views on the culture of the Red Detachment of Women through online research.



Figure2-1 Outside the Red Army of Women Memorial Hall

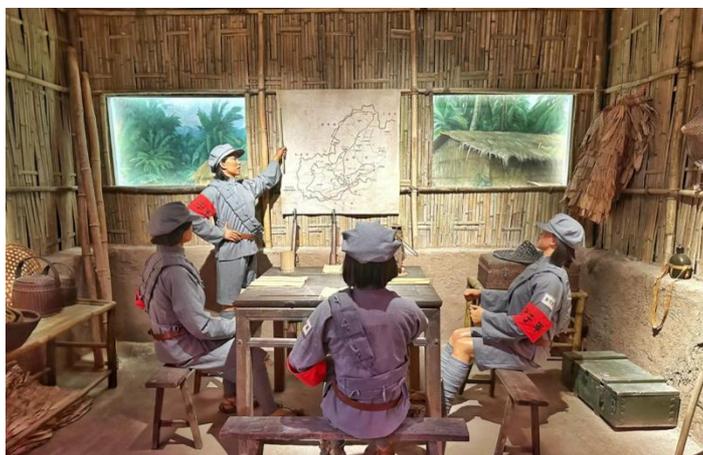


Figure2-2 Inside the Red Detachment of Women Memorial

### **(1) Offline research**

The online survey mainly understands the history and culture and the story line of the Red Detachment of Women through watching relevant film and television works and artistic plays. At the same time, it analyzes the understanding of the revolutionary culture of red women in the form of questionnaire survey.

#### **Cultural analysis of the Red Detachment of Women**

"The Red Detachment of Women,"(see Figure 2-3) has been a classic in Chinese film history since its premiere in 1961. The film has not only won wide praise for its profound political significance and artistic value, but also left a deep impression on the audience with its distinctive image of the female revolution. This research is committed to the analysis of the female revolutionary spirit shown in the film through the character characterization and plot interpretation, and explore its significance in the artistic and cultural level, so as to better show its spiritual culture in the work.



Figure2-2 Red lady character image

In the film(see Figure 2-4) , the portrayal of the main female characters is full of strength and deep meaning. Take the heroine Wu Qionghua as an example, she not only represents fearlessness and strength, but also a symbol of women's participation in the revolutionary struggle. From an ordinary peasant woman to become a member of the detachment of women, Wu Qionghua's change is a concrete embodiment of the revolutionary spirit. They not only face the enemy's bullets, but also to overcome the severe test of the natural environment. In her body, we can see the courage and self-sacrifice of women in the face of suffering, and also see the unity and persistence under the guidance of the spirit of collectivism. The Red Detachment of Women is not only a classic in the history of Chinese film, but also an artistic model of the female revolutionary spirit.



Figure2-3 Red lady character image

## (2) Online research

This survey conducted extensive offline data collection in different educational institutions and public places through issuing questionnaires. The design of the questionnaire covers the basic cognition of the red female revolutionary culture, the understanding of the relevant historical figures, and the interest in the red cultural products. This questionnaire aims to understand the awareness of the red women's revolutionary culture.

Through the questionnaire survey, we found that most teenagers have limited understanding of the red female revolutionary culture(as shown in Figure 2-4), among which 72% of the respondents said that they did not know enough about the relevant historical knowledge, but expressed strong interest in understanding the traditional revolutionary culture. Moreover, regarding the acceptance of red cultural products, the majority of respondents preferred small items that are easy to consume and spread, such as red envelopes, bookmarks and postcards.

青少年对红色女性革命文化了解程度

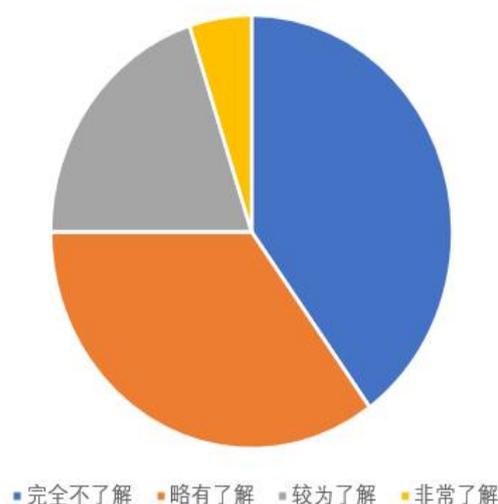


Figure2-4 Teenagers know Chengdu about the culture

The results of the survey reflect the lack of understanding of the red female revolutionary culture, and also show their interest in and demand for the traditional revolutionary culture. To improve the communication efficiency and popularity of red culture, we should not only rely on the formal channels of the education system, but also through innovative cultural products(as shown in Figure 2-5).

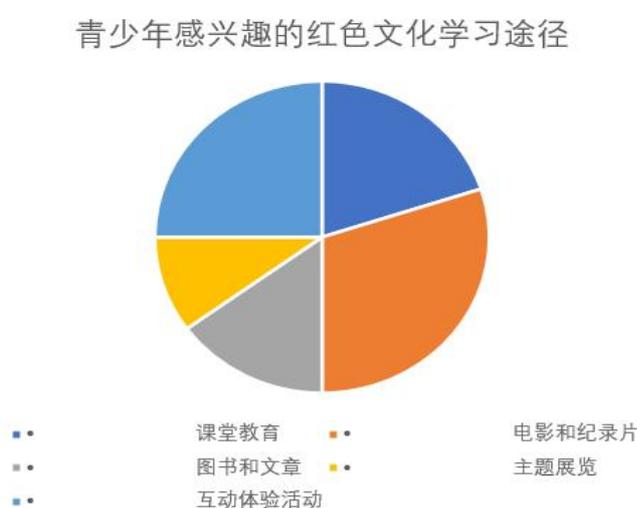


Figure2-5 The way teenagers learn the culture

### 2.3 Design Planning

As a classic work in the history of the Chinese revolution, The Red Detachment of Women has not only left a unique mark in the field of literature and film and television, but also become an important carrier for the dissemination of red culture. With the development of The Times, how to reinterpret this classic through modern visual design means, inherit and carry forward the female revolutionary spirit contained in it, has become an important challenge in the design field. In the visual design and conception of the Red Detachment of Women, it not only retains its original spiritual core, but also

endows it with the aesthetic characteristics of the new era. First, the core concept that should be established is: the integration of red women's revolution and visual art, and the unity of power and beauty.

The visual design of "Red Detachment of Women" has a wide application prospect in many fields. This time, the design of the series series includes five aspects, namely, IP image design, illustration design, poster design, packaging design and cultural and creative product design.

In terms of color selection, red is undoubtedly the main color in the design, it is a symbol of the revolution, and also the core expression of the spirit of the Red Detachment of Women. By using different shades of red, the design is designed to express different emotions and scenes: bright red expresses the passion and vitality of the revolution, while dark red conveys tenacity and perseverance.

In terms of graphic design, the classic elements in the Red Detachment of Women, such as the image of the Detachment of Women, red stars, guns, etc. are refined as the basic symbols of the design. After simplification and abstraction processing, these graphic symbols not only retain the original sense of history and cultural characteristics, but also integrate the simplicity and strength of modern design, so that they can be immediately recognized in different design application scenarios, and trigger emotional resonance.

In the layout design, dynamic lines and shapes are used to create the dynamic and power in the Red Detachment of Women. Through the organic arrangement of the layout and the rational use of the blank, it not only provides enough visual space for breathing, but also makes the focus of the design more prominent, effectively conveying the core content that the design wants to express.

Font design should be consistent with the overall style, choose or customize the font with a sense of time and strength, so that it can not only show

the seriousness of revolutionary history, but also lose the fashion sense of modern design.

### **Summary of the chapter II**

1. Design concept to integrate traditional and modern, history and innovation.
2. To the story of red women presented in vivid and interesting way
3. developed a series of beautiful and practical products, let red culture into the daily life
4. Products can not only meet the aesthetic demand of youth, but also can become the carrier of their express themselves, show personality

## **Chapter III**

### **DESIGN PROCESS AND RESULTS**

#### **3.1 Character Design**

As a witness of history, the memorial hall carries the commemoration of the heroic detachment of women and the praise of heroism. Here, the mission of font design is not only to display information, but also to promote the culture, so that every visitor can feel the charm and far-reaching influence of red culture.

##### **3.1.1 Design Concept**

Influenced by the history of the Red Detachment of Women, the font design idea is centered on the tenacity of women and the revolutionary passion(as shown in Figure 3-1),. Through studying historical documents and field visits, the designers extracted the font style suitable for the atmosphere of the memorial hall, aiming to make every word convey the power of revolution and the tenderness of women. In the choice of font, the font style is the reference of the memorial hall (as shown in Figure 3-2), and on this basis, the gentle charm of women is integrated. The strokes of the characters are meticulous, and the round processing of the corner symbolizes the softness and tolerance of women.

丹心铸芳魂  
 丹心铸芳魂  
 丹心铸芳魂

Figure3-1 Font finalized



Figure3-2 Font design reference figure

### 3.2 IP Image Design

In the rich expression of red culture, IP image design, as an important visual element, has become an important bridge between history and modern times, and between heroes and the public. By telling the red story with a vivid image, the history can be more deeply rooted in the people, especially the IP image design based on Wu Qionghua(as shown in Figure 3-3), which is a modern interpretation and inheritance of the hero image of the Red Detachment of Women.

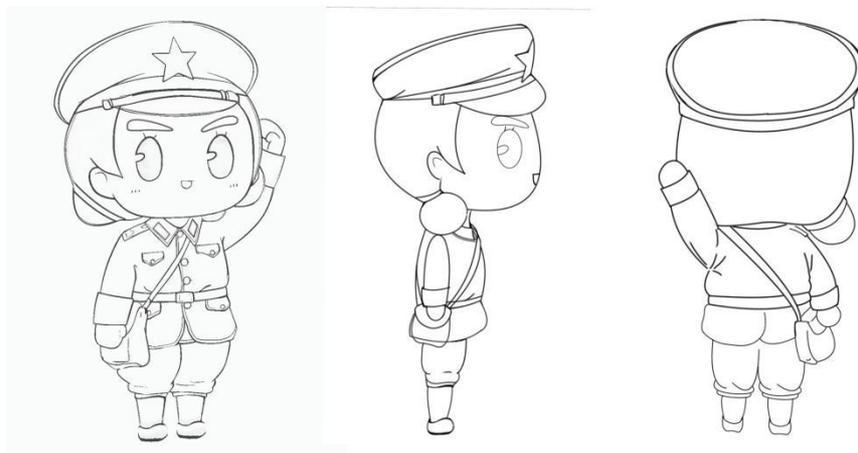


Figure 3-3 IP image line draft

### 3.2.1 Design Concept

In the name of "Qionghua", this design modernize the image of Wu Qionghua in the Red Detachment of Women and makes it the cultural disseminator of the memorial hall. Qionghua's design is inspired by the figure of Wu Qionghua. His standing posture of raising his hand and clenched his fist shows the figure's sense of power and symbolizes wisdom and courage. In the costume design, refer to the historical background of the characters, choose the Red Army costumes and make appropriate simplified and modern redesign, so that they conform to the characters, historical stories and modern aesthetic habits. In terms of patterns, the red five-pointed star is integrated into the design, and the expression of the characters is a little more cute and more amiable, more attracting the attention of tourists, and conveying the culture and spirit of a scenic spot.

### 3.2.2 IP design finalized

This IP is a lovely female revolution cartoon (as shown in Figure 3-4), wearing a red five-pointed star badge, blue military uniform, black short hair to

the figure, the figure posture is to wave to the side, and the lines simply present high definition and high recognition .



Figure 3-4 The IP image is finalized

### 3.3 Illustration Design

Presenting the story of the Red Detachment of Women through the art form of illustration is not only an innovative visual expression, but also a kind of inheritance and tribute to the historical memory. These illustrations are a reappearance of the story of the Red Army of Women, and also a deep touch on the viewer's emotion. Through the artistic restoration of historical scenes, illustrations can enhance people's understanding and resonance of the spirit of the Red Detachment of Women. At the same time, these illustrations can also serve as educational resources to spread the stories of revolutionary history and heroes to the new generation.

The design of the illustration is not only a kind of artistic creation, but also a practice of cultural inheritance. Through the careful conception of colors, light and scenes, these illustrations serve as a bridge of history, connecting the past and the present, allowing the echoes of those eventful years to ring again in contemporary times.

#### 3.3.1 Design Concept

In this series of illustration design, red is adopted as the main tone, not only because it is the symbolic color of the revolution, but also to convey the warmth and firmness of the spirit of the Red Detachment of Women. Through the careful processing of color, the illustration will show the atmosphere and emotion of the revolutionary era, making it the carrier of the memory of The Times.

Using shadow is the key to illustration depth and three-dimensional sense. Through the grasp of the light and shadow, the characters and scenes in the illustration will present a more vivid and real visual effect. The expression and action of the characters, the layout and details of the scene, will be expressed through the contrast of light and shade and distinct shadows.

### 3.3.2 Illustration design finalized

In painting the story of the red women, refer to relevant historical data and film and television works, collected the historical details and background knowledge, to painting content conception, determine the six classic story scenes, these scenes cover the red women historical moment, important to show Wu Qiong the difficult process to join the red army and the red niang son life scene(as shown in Figure 3-5).





Figure 3-5 Design illustration is finalized

In order to make the illustration more powerful, the white space skills and the contrast between light and shade are used, and the characters are highlighted through the shadow and dark surface, so that the viewer's attention is naturally focused on the protagonist of the story. Realistic techniques, the artist tries to restore the scene of that time in the illustration, depicting the resolute eyes of the Red Detachment of Women. Through this combination of artistry and authenticity, drawing the story of the Red Detachment of Women hopes that more people can feel the spiritual value and historical significance represented by the Red Detachment of Women up close through the works.

### 3.4 poster design

"The yal Heart Forges the Soul of the Noician" consists of four posters designed to commemorate the immortal spirit of the red women. It will be

widely used in educational exhibitions, red cultural events and historical education sites, aiming to spread the stories of the separation of red women and inspire contemporary people to remember history and cherish the hard-won time of peace. Through the strong visual performance, we hope to evoke the emotional resonance of the audience, so that the history can not only stay in the written description, but also live in everyone's heart.

### 3.4.1 First draft of the design

In the first draft, it focuses on capturing the sharp contrast between the heroes of the Red Detachment of Women and the battle scenes, as well as the vicissitudes of their times. To achieve this effect, faded brown was chosen as the main background color of the poster, symbolizing the sharpening of history and the passage of time. The brown background not only creates a retro atmosphere, but also provides a stable color tone for the following design(as shown in Figure 3-6).





Figure 3-6 First draft of the poster design

In this context, the characters are presented in simple lines and forms, avoiding too much detail description, so as to focus on the posture and expression of the characters. Through the use of light and shadow, a strong visual contrast is formed, highlighting the scene and plot, and conveying the unswerving revolutionary will and fearless spirit of the Red Detachment of Women.

### 3.4.2 Design and final draft

The whole poster adopts a combination of modern and retro design style(as shown in Figure 3-7). In the concrete realization, the watercolor effect is used to give the poster a warm and vivid artistic texture. The fluidity and transparency

of watercolor can just simulate the hazy sense in the historical lens, making the whole picture have both the depth of history and the beauty of art.

In addition, the font design in the poster also adopts the style with a sense of time, which is in harmony with the visual elements and background tone of the poster. The overall design aims to make the viewer feel the weight of the story of the Red Detachment of Women in the first time, and also appreciate the artistic value of the poster itself.



Figure 3-7 Finalization of the poster design

### 3.5 Cultural and creative design

As the composition of the tourism industry, red tourism plays an important role in influencing the inheritance of red culture. With the progress of The Times, red tourism is rising rapidly and is loved by the majority of tourists. It is not only a unique cultural experience, but also an important trend in the development of tourism today. However, at present, the research of red tourism brand image design and promotion is still relatively weak, which needs more in-depth research and discussion. Therefore, how to design an attractive and recognizable brand image and communicate it to target users through appropriate promotion methods has become the focus of this research. First of all, the historical background, cultural heritage and tourism resources related to the Red Detachment of women are deeply understood and analyzed, and the characteristics of red tourism and its cultural connotation are discussed. On this basis, using the relevant theories and methods of visual communication design, the brand image related to the Red Detachment of women is designed and constructed. Secondly, through the analysis of the status quo of brand development and image design of foreign red tourism scenic spots, the experience and deficiency of brand image design of domestic and foreign scenic spots are compared and analyzed.

The development and design of red tourism cultural and creative products can not only effectively promote the realization of economic benefits, but also well present the cultural and significance value of tourism cultural and creative products. Through the analysis of the cultural creativity of the Hainan Red Detachment of Women tourism project, it is found that the current cultural and creative creativity of the Red Detachment of Women tourism lacks creativity, memorial, regional characteristics and fashion. Based on this, it is proposed that the cultural and creative products of the project should pay attention to the

exploration of local cultural characteristics, innovative design concepts, and build a variety of sales path.

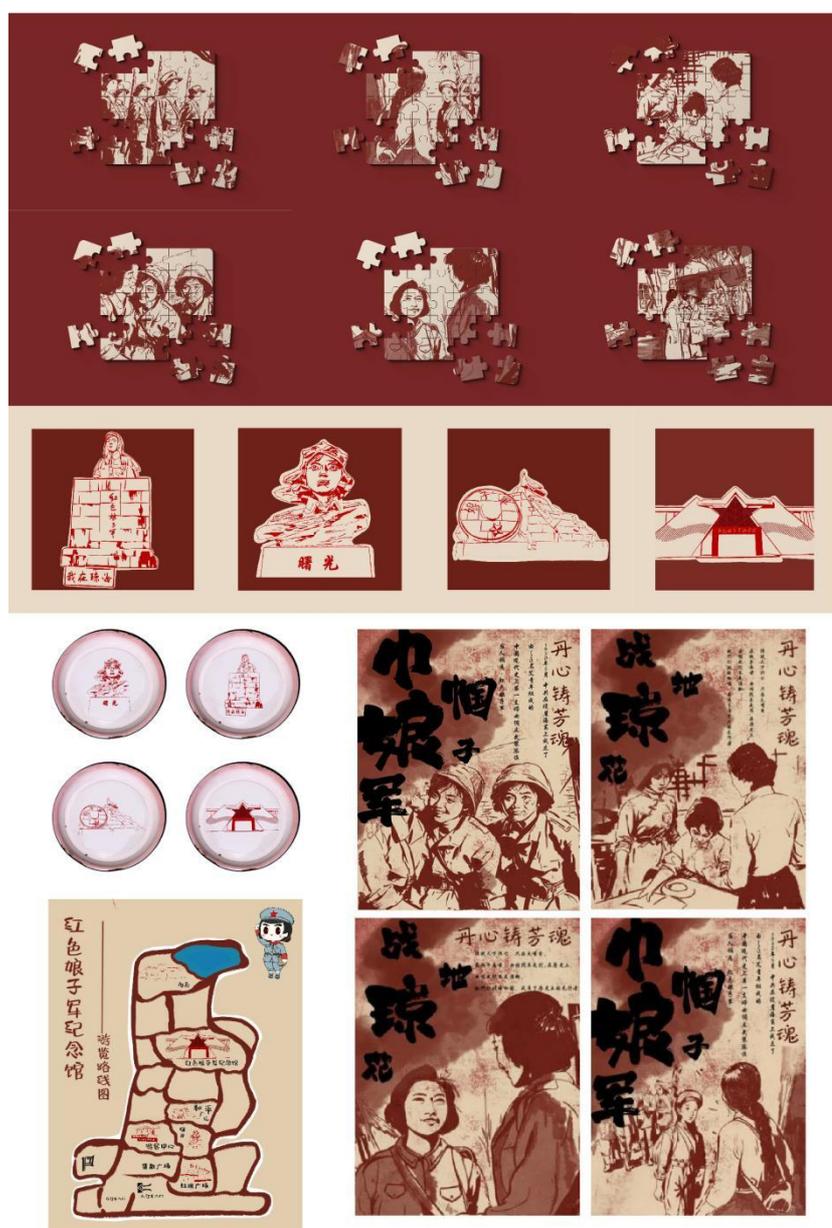


Figure 3-8 Cultural and creative peripheral design

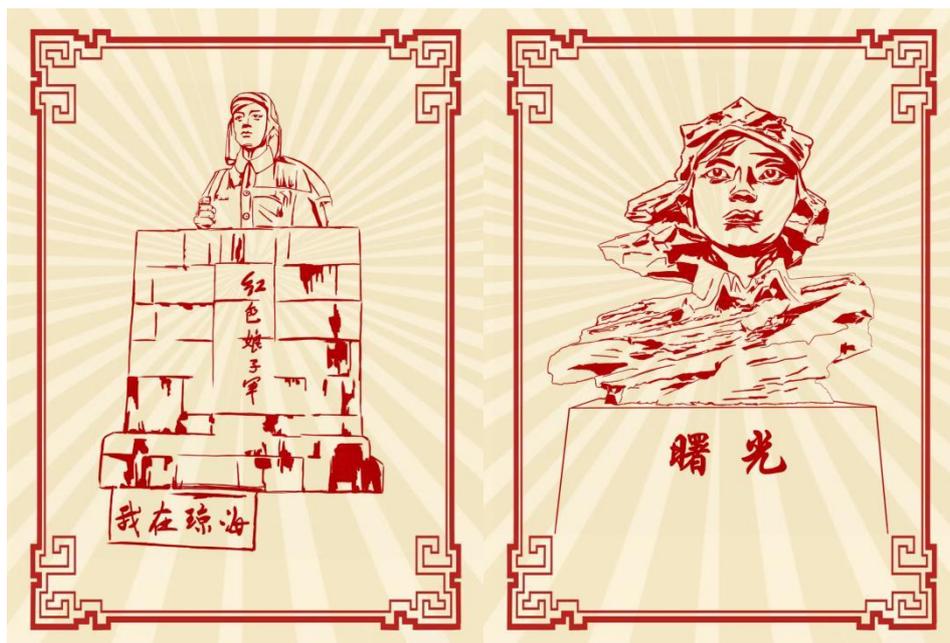
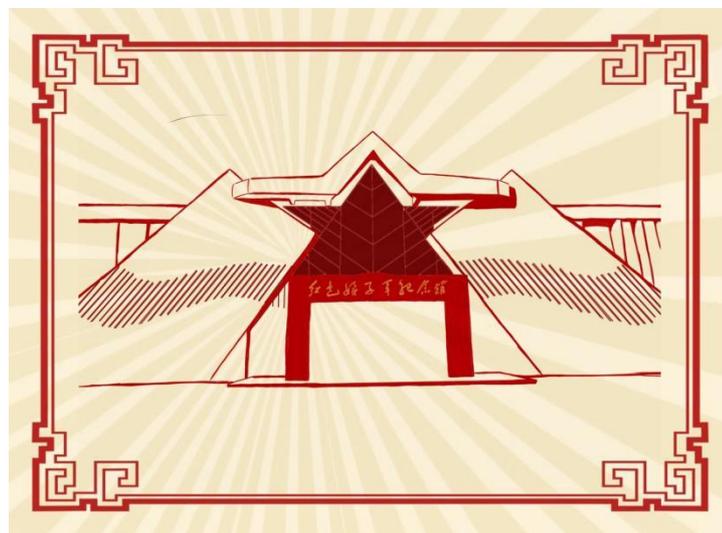
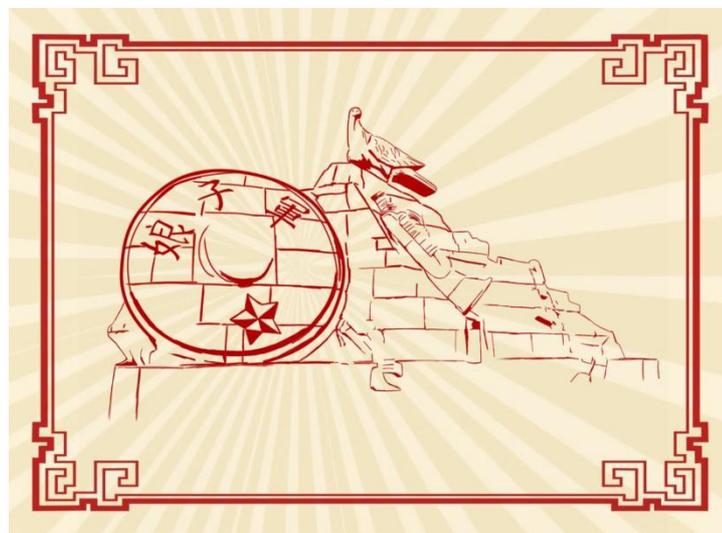


Figure 3-9 Cultural and creative cards



Figure 3-10 stamp



Figure 3-16 Memorial map

### **Summary of chapter III**

1. The power transmitted to the revolution and the female.
2. gentleness, it symbolizes a picture full of wisdom and courage.
3. It presents a more vivid and real visual effect.
4. Using white skills and light and shade contrast, through the shadow of the dark side way to highlight the characters.
5. Applied to educational exhibitions, red cultural activities and historical education venues.
6. It takes a modern and retro combined design style

## **Chapter IV**

### **PROBLEMS, SOLUTIONS AND ACHIEVEMENTS IN THE CREATION PROCESS**

#### **6.1 Problems**

When making the illustration design and poster design of the "Red Detachment of Women", we must ensure the accuracy of historical details while pursuing visual effects. This involves the real restoration of characters, environmental background, scenes and other elements. At the same time, he was faced with not knowing how to fully express the heroic spirit and passionate emotion of the Red Detachment of Women in the illustration, and at the same time conveyed the sense of heaviness and urgency under the background of The Times.

#### **6.2 Solution**

In watching the red detachment of film and television works and related information, found that most of the works are presented in black and white, using the strong contrast, exaggeration, technique to strengthen the visual impact and emotional transfer, and then after many attempts to fusion different artistic style, find the most suitable for expressing the red detachment spirit design language, determine the use of red area used to emphasize the passion of the revolution, through the shadow and light to enhance the image of the three-dimensional feeling and authenticity.

## CONCLUSION AND PROSPECTS

In my college career, the graduation project, as an important milestone, has marked a systematic demonstration of my comprehensive application and practical ability of the knowledge I have learned. The theme of this design product is selected as "red heart cast fang soul", and the Red Detachment of Women is mainly based on the theme. This choice comes from my deep feelings for this period of history and my infinite admiration for heroism. In the design process, I went through a journey full of challenges and growth from the topic selection to the completion of the final work.

At the initial stage of topic selection, I consulted a large number of documents, historical materials and film and television works to have a deep understanding of the historical background and spiritual connotation of the Red Detachment of Women. These materials provided a solid foundation and a clear direction for my subsequent design. I decided to focus the design on the story of the Red Detachment of Women, and to convey their bravery and perseverance.

In the design process, I faced a number of challenges, especially in the technical problems of illustration design. At the beginning, I could not grasp the color matching and composition of the illustration, and to effectively highlight the characters and convey emotions. Through trying and modification again and again, I gradually found the drawing direction of the illustration, and formed a clear content framework in my mind.

In practice, I compared the advantages and disadvantages of using Procreate and Photoshop to draw illustrations, and learned how to combine the advantages of the two to polish the work. In terms of composition and color selection, I have abandoned many drafts and methods, but with continuous attempts and the guidance of teachers, I finally straightened out the design ideas,

and through repeated revisions, finally completed a series of visual design works showing the story of the Red Detachment of Women.

Through this design experience, I have a further understanding and perception of the Red Detachment of Women. The design process is not only a creative practice, but also a historical learning and emotional experience. I learned how to prioritize in the design, focusing on the overall effect rather than the local details. In IP image design, I learned standardized drawing skills and knew the importance of strict norms for design.

To sum up, this graduation design experience is a collection of my four years of university study, and also laid a solid foundation for my future study and work. Through a series of design works, the history and spirit of the "Red Detachment of Women" have been newly spread and explained, which also makes me have a deeper understanding of the power and influence of design.

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# Annex

## Appendix A IP image emoticons



## Appendix B A survey sheet

- B. 18-30 Years old
  - C. 31-50 Years old
  - D. Over 50 years old
4. Is your gender?
- A. the male sex
  - B. femininity
  - C. other
5. Are you interested in the culture of red Female Revolution?
- A. Very interested in
  - B. A little interested
  - C. Not very interested
  - D. Not interested at all
6. Do you like to collect or buy cultural and creative products related to the Red Detachment of Women? ● A. yes
- B. deny
7. What do you think is the best way to learn the culture of the red female revolution?
- A. Classroom education
  - B. Movies and documentaries
  - C. Books and articles
  - D. Theme exhibition
  - E. Interactive experience activities
  - E. Other

(instructions): Example of survey data results:

1. Teenagers' understanding of the Red female Revolution culture

- No ignorance: 4 0%
- Some understanding: 3 5%
- More understanding: 2 0%
- Very good understanding: 5% 2.

Age distribution:

- Less than 1 8 years old: 1 0%
- 18, 30 years old: 45%
- 31- -50 years old: 35%
- Over 50 years old: 10%

3. Gender ratio:

- Male sex: 4 0%
- Female sex: 5 5%
- Others: 5%

4. Red culture learning ways that teenagers are interested in

- Classroom education: 2 0%
- Film and documentaries: 3 0%
- Books and articles: 1 5%
- Theme exhibition: 1 0%
- Interactive experience activities: 2 5%

5. Whether you like collecting or buying cultural and creative products:

- Yes: 6 0%
- No: 4 0%

## Appendix B

### Physical drawing of work

