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on the topic:

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## ABSTRACT

"Huangdi's Inner Jing Tai Su" said: "fasting food for food, patients eat for medicine." Reflecting the thought of "medicine and food homology" in traditional Chinese medicine, the combination of medicine and food can be effectively applied to health and treatment. However, because Huangdi's internal classics are classical Chinese, modern people's reading is difficult to understand, so people have less understanding of the idea of "medicine and food homology", which also affects people's application in daily life. Therefore, this paper adopts the research methods of literature review, investigation and analysis and design practice, focusing on the visual design research of the traditional Chinese medicine theory of "medicine and food homology", in order to reduce the difficulty of people's understanding of its theory and effectively improve people's understanding of "medicine and food homology" theory.

The thesis is divided into three chapters. The first chapter analyzes the social background, research purpose, significance and method of "medicine and food homology" under the theory of TCM. The second chapter studies the origin and development of information visualization design, research status and development trend at home and abroad; The third chapter takes "Huangdi's inner classics, medicine and food Homology" as the design theme to carry on the design analysis and practice; And in the fourth chapter of the total and experience.

Through the theoretical research and design practice of this paper, the author believes that visual design can effectively reduce people's knowledge and understanding of the theory of "medicine and food homology", highlight the natural green nature of Chinese herbal medicine with the overall color matching green, help people better use the theory of traditional Chinese medicine for health and treatment, and enhance our people's physique and promote excellent traditional culture has positive significance.

*Key words: Traditional Chinese medicine: Huangdi's Inner Classic;  
Visual design; Homology of medicine and food*

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## INTRODUCTION

Based on the theory of the same origin of medicine and food, this paper discusses the application of information visualization design in this field. Through the analysis of social background, research purpose, significance and method, as well as the research on the origin and development of information visualization design, this paper aims to design analysis and practice on the theme of "Huangdi's homology of internal scriptures, medicine and food". It is found that the information visualization design can effectively reduce the difficulty of the public's understanding of the "medicine and food homology" theory and improve the understanding level. The research of this paper is of great significance for propagating the culture of traditional Chinese medicine and promoting the concept of health preservation.

In general, the production and research of architectural models of the Tang Dynasty not only contribute to the inheritance and promotion of traditional Chinese culture, but also have great significance for the academic research and practice in the fields of architecture, history and art history.

## **CHAPTER I**

### **TOPIC JUSTIFICATION**

#### **1.1 Research Background**

With the passing of time, the development of The Times makes people pay more and more attention to health, and a professional term "medicine and food cognate" breaks into everyone's eyes. Chinese traditional food culture pays attention to the balance of Yin and Yang to achieve the balance of food. This coincides with the view of traditional Chinese medicine that "fasting food is food, and patients eat it as medicine". In recent years, the rapid expansion of the sub-health population, people are also highly concerned about health care, the diet is more inclined to healthy green natural diet, therefore, food supplements increasingly attracted attention.

Traditional Chinese medicines used to treat diseases are mostly natural medicines in nature, including animals, plants and minerals, and human food is also derived from animals and minerals. Therefore, the source of Chinese medicine and food is the same. Some things, can only be used to cure, called medicine; Some things can only be used to fill the stomach and are called food; And some things can be eaten and cured, so it is called "medicine and food dual use".In general, "medicine and food" items are integrated with safety, nutrition, health care and treatment.

Medicinal food, as a unique treasure of Chinese traditional medicine, is closely related to the homology of medicine and food. The theory of homology of medicine and food is the basis of the formation and development of medicinal diet, and medicinal diet is the direct embodiment of the theory in People's Daily life. The core concept of medicinal diet lies in

the homology of medicine and food, that is, the combination of medicine and food, the use of the nutritional composition of food and the efficacy of drugs, to achieve the purpose of preventing and treating diseases. This combination not only reflects the essence of traditional Chinese medicine, but also demonstrates the Chinese people's deep understanding of health and diet. Medicinal diet not only has the nutritional value of food, but also has the curative effect of medicine. It can regulate the body function, improve physical fitness, enhance immunity, and thus prevent the occurrence of diseases. At the same time, medicinal diet can also be used to treat some diseases, such as chronic diseases, sub-health states, etc. The raw materials of medicinal diet mainly come from food in daily life and edible herbs, which are widely available and relatively cheap. This makes medicinal diet an economical way to keep healthy, suitable for people of all social classes; Medicinal food can be prepared in a variety of ways, including stew, soup, porridge, and snacks. These recipes are easy to make and require no special cooking skills. At the same time, the taste of medicinal food is delicious and easy to accept, which can meet the taste needs of different people; With the growth of age, the physical function of middle-aged and elderly people gradually decline, prone to various health problems. Medicinal diet, as a gentle and natural way of health, is especially suitable for middle-aged and elderly people. It can regulate the body function, improve the constitution, improve the quality of life; Meet the needs of the aging population: In today's society, the aging population has become a global problem. Medicinal diet, as a healthy way suitable for middle-aged and elderly people, meets the needs of the aging population. It can help middle-aged and elderly people improve their physical condition, improve their quality of life, and reduce the burden on society and families.

## 1.2 Research Objectives

Tang Dynasty "Huangdi inner Jing Tai Su" said: "fasting food for food, patients eat for medicine." Reflects the idea that medicine and food are of the same origin. The combination of medicine and food is used for health treatment. There is food in medicine, and there is medicine in food therapy, which is also a significant feature of TCM treatment. As early as the Shennong era, medicine and food are not divided, people in the process of looking for food to realize that many foods can be used for medicine, many drugs can also be eaten, it is difficult to strictly distinguish between the two, and there are also "four characteristics", "five tastes". People pay more attention to TCM health care after the epidemic. However, the same origin of medicine and food does not mean that medicine and food are different, the composition of the same medicine will be different, and there are differences in different populations, improper use may cause adverse reactions. Therefore, in the form of information visualization design, this topic expounds the thought of "medicine and food homology" in the Huangdi Neijing. So that the public can better understand and use it properly.

## 1.3 Research significance

In a sense, this study provides a reference for changing the public's wrong concept of "medicine and food homology", which means that overeating can cure diseases, and food therapy and health care research. The theory of medicine and diet and medicine and food homology has multiple functions for modern people, such as health prevention and conditioning, disease adjuvant treatment, promoting nutrition balance, inheriting and carrying forward traditional culture and improving quality of life. Therefore, we should pay attention to and study and practice medicinal diet, integrate it

into daily life, in order to achieve physical and mental health and comprehensive development and better play the health care role of "medicine and food homology" Chinese traditional medicine. Therefore, it is necessary to conduct correlation studies on the dosage, origin, usage and safety of Chinese medicine in the same category of medicine and food, so that the obscure Chinese medicine culture can be understood by ordinary people and known by the general public.

#### **1.4 Research Methods**

(1) Investigation method. Mainly through questionnaire survey and interview method. The questionnaire analysis method and interview method are combined to investigate and analyze the recognition degree of "medicine and food homology" in the public. Make a questionnaire. Gather a wide variety of relevant materials through the Internet to lay the foundation for creative ideas.

(2) Literature research method. Based on the analysis of the theory of "medicine and food homology" in the Huangdi Neijing, this paper guides the research, and serves as the theoretical basis of this study. Only in-depth theoretical knowledge research can prepare for the next experimental and practical stage, and promote the smooth development of the practical stage.

(3) Comparative analysis. When the initial idea is conceived, 2-3 creative ideas are conceived at the same time, and through comparison, the creative ideas that can better express the topic are found or further stimulate better and more appropriate ideas.

(4) Interdisciplinary research method. The theory, methods and results of Chinese pharmaceutical design and other disciplines were used to comprehensively integrate the subject I studied.

### **1.5 Summary of this chapter**

To sum up, Chinese food culture and traditional Chinese medicine have the same origin, penetrating into every aspect of daily life. Attention should be paid to the dialectical application and the method of administration to avoid blind eating of medicinal diet. Food culture and traditional Chinese medicine theory promote and influence each other. From the perspective of food culture identification, the study of traditional Chinese medicine diet promotes the common people to recognize traditional Chinese medicine culture, and the promotion of traditional Chinese medicine diet has high practical significance for "medicine blindness".

## **CHAPTER II**

### **OVERVIEW AND RESEARCH OF VISUAL DESIGN**

#### **2.1 Origin and development of visual design**

Information visualization is a popular method of information design and dissemination in recent years. It is translated into information in Taiwan and intelligence in Japan. It can also be understood as message in daily life. As it is said in Cihai, "Information is a report that is unknown to the recipient of the message." Not knowing this in advance is an important feature of information. Visualization is literally understood as making objects visible and understood by our eyes. It is the use of human eyes to the vast area of the heart, to express information to users in an intuitive way such as charts and words, so that users can witness and explore, so that they can quickly understand a lot of information.

Information visualization has existed since ancient times. The oracle-bone inscriptions of the Yin and Shang dynasties are the characters created by the ancient people with the images in their daily life. Convey information to those around you in the form of pictures. In the past, reading information was an obligation for readers, and if they did not understand it, they could only blame themselves for not understanding it. Now, reading information is a kind of service for readers, and they can't understand it, and they can blame the information publisher for not designing the information well. In other words, the information publisher had the control in the past, and used the graphic text as a means to exercise power, which oppressed not only the illiterate but also the literate. In today's era of scientific and technological progress, the concept of people-oriented is especially popular. So that this right has no legitimate reason to exist. In my understanding, information

visualization is "so that the world can accurately understand" the object of your expression.

## **2.2 Research status of visual design at home and abroad**

For information visualization design developed relatively early in foreign countries, in the 1970s, London graphic designer Tegram first used the term "information design". At that time, the purpose of using the term was only to distinguish traditional bottle design specialties such as graphic design and product design. Western visual art subjects attach great importance to the form history and study the form itself as an independent object. In the 1970s, British designers developed the concept of Information Design to distinguish this type of activity from traditional Graphic Design. But as a design professional course, it appeared even later.

In China, the research and teaching of information visualization design is also a new thing. For names, there are Information Design, Information Visualization Design, Infographic, Data Visualization, and so on.

## **2.3 Trends in visual design**

Entering the 21st century, China's design education has ushered in a good time of its own space. With the passage of time, the market economy has been basically completed, and the confirmation of design also shows a strong demand for design in daily life. Cultural construction has injected new vitality into design, and frequent international exchanges have enhanced the confidence of Chinese design, and more information has entered daily life.

In the process of a new round of social development, the role of information visualization design is becoming more and more important, and the development of design education will become more and more healthy.

The Chinese dream of a developed economy, social justice and cultural diversity will surely issue a new call to design.

Health is the foundation for people's pursuit of a better life, and it is also an inevitable requirement for promoting all-round human development. People's health under the concept of health is the whole process of human life quality, all-round attention and care, is always adhere to the people first, and effectively improve the well-being of the people's livelihood important requirements. Traditional Chinese medicine has unique advantages in protecting people's health and improving the quality of life. Traditional Chinese medicine culture contains philosophical thinking and plays an important role in establishing values, economic views, social views and humanistic views related to "medicine and food homology".The exploration of philosophical thinking and inheritance appeals plays an important role in enhancing cultural self-confidence, establishing the concept of great health, promoting the inheritance and innovative development of traditional Chinese medicine, promoting the construction of a healthy China, and even promoting the all-round development of people. The use of information visualization to the cumbersome traditional Chinese medicine performance to the public understanding.

## **2.4 Related visual research**

First of all, the visual design of traditional Chinese medicine in "Compendium of Materia Medica" was investigated. Based on the book of "Compendium of Materia Medica" and its master edition, this work aims to analyze and interpret the style and charm of this landmark work from the perspective of modern information visual design, so as to make the ancient book full of new vitality and vitality, and at the same time make more people

know the book. It has certain cultural communication function and popular science value.

"Chenggu Prescription" -- an informational graphic visual poster of Chinese herbal medicine based on the content extracted from Shennong's Herbal Classics. The work is a series of acorus, chrysanthemum, dodder, gentian, mainly through the four herbal medicine, into the tea formula to elaborate, the picture is presented in the traditional form, the color is simple and beautiful, while retaining the morphological characteristics of Chinese herbal medicine, into the new era elements, the combination of ancient and modern, inherit the treasures of ancient medicine, carry forward the excellent Chinese medicine culture, spread Chinese medicine knowledge.

The illustration adopts the hand-painted form of white painting, and the traditional Chinese painting method of white painting is more complex to the theme, and special treatment is done in the details, which injects new vitality into the traditional culture.

In terms of color, choose the traditional Chinese red, the background color is beige white, add some texture effect on the above, form a simple state, add a sense of history.

The layout design conforms to the tonality of Chinese herbal medicine, the color and style should conform to the traditional Chinese charm, and the knowledge of ancient Chinese herbal medicine from Shennong's herbal Classics should be re-absorbed, and the formal beauty should be re-created.

## **2.5 Summary of this chapter**

This chapter mainly introduces the relevant research of visual design, as well as the presentation of traditional Chinese medicine culture in visual design, and further understands that information visualization should convey more information to the outside world and become a helpful assistant for

cultural communication. Information visualization design should deal with the subject of design in composition, color matching and expression techniques, and fully display the information expressed to readers; On the way of the continuous development of society, design should follow the trend; We should combine classical culture with modern science and technology to build a new era of TCM information atlas

## CHAPTER III

### "MEDICINE AND FOOD HOMOLOGY" VISUAL DESIGN PRACTICE

#### 3.1 Collecting Materials

Logo design specification

Design concept, logo design with "medicine and food homology" as the core concept, combined with the bakery "medicine in the food, food in the medicine" features, to show the new Chinese health health and delicious. The logo integrates traditional and modern, medicine and food, conveying the profound heritage of traditional Chinese medicine culture, and showing the innovation and fashion of the bakery; Creative element

Text deformation: the main body of the logo adopts the character "food" to carry out the deformation design, combining the word "food" with traditional Chinese medicine elements, such as the leaves and roots of medicinal materials, to form a unique visual image; Fusion of Chinese medicine and food: elements of Chinese medicine leaves and food, such as the outline of bread or bagel, are incorporated into the strokes of the word "food" to highlight the theme of "medicine and food are homologous"; Color selection, the use of natural, warm tones, such as green (representing the nature and health of Chinese medicine) and brown (representing the delicious and rustic food), make the logo more amiable. In terms of design details, I used a casual and smooth tone: the strokes and lines adopted a casual and smooth design to convey the natural and healthy concept of Chinese herbal medicine culture; Elements of Chinese medicine: In the strokes of "food", the patterns of Chinese medicine leaves and roots are cleverly integrated, making it both decorative and rich in cultural connotation; Food elements:

Add a bagel or bread outline to a part of the word "food", such as the bottom or next to it, to highlight the bakery's character; The overall design of the logo is simple and unique, which not only reflects the core concept of "medicine and food origin", but also shows the innovation and fashion of the bakery. The color and elements of the logo are matched just right, which can arouse the resonance of consumers and improve brand recognition. The logo can be widely used in bakery doors, posters, packaging bags, websites and other scenes, becoming an important element of brand communication. Hopefully this design note will provide you with some inspiration to help you design a logo for the bakery that is both thematic and distinctive.

Rehmannia, one of the "four Huaihua medicines", was recorded in Mengzhou City, Henan Province, which has a history of more than 1,000 years. Southeast Asian countries to give each other "four kinds of medicine", can be described as a rare treasure; Japan, Britain and other countries called "Chinese medicine" as the "four major Huai medicine".

"This book" contains: "treating evil in five, heat quenching thirst", is a vegetable that has both nutrition and health care, is a precious Chinese medicine, medicine and food homology. Long service strengthens the bones, the body is light but not old, can withstand the cold and summer "...". Red wolfberry is a sign of auspiciousness in folk culture, one of the eight auspicious plants of our folk culture, and one of our traditional folk culture. "Zhanzhan Ruth, in Biqi spine." It shows the promise of a gentleman, but the morality of an order." These four sentences praise the virtue and reputation of noble gentlemen with wolfberry, indicating that wolfberry enjoyed a high reputation in people's life during the Zhou Dynasty and was rich in cultural connotations.

"Compendium of Materia Medica" records that sesame has the effect of supplementing blood and promoting fluid, moistening intestines, delaying

cell senescence, and can be used for dizziness and early white hair caused by kidney deficiency. Sesame is known as the crown of eight grains, in ancient China, sesame is regarded as a food to prolong life, ancient health scholar Tao Hongjing once said: "eight grains, but this is good, immortal home for bait, broken valley and immortal, immortal, eternal life" sesame is the male oil crops in today's China, known as the male edible oil crops four top. The unique appearance of sesame seeds gives rise to "sesame flowers growing high", which is a common saying used by Chinese people to describe life getting better and better. (Figure 3-1-3-2).

# 山药

shān yao



【五味性】：味甘、性平  
【功效】：益元养阴、补肺肾、固精、健脾

# 莲子

lián zǐ



【五味性】：味甘、性平  
【功效】：补脾止泻、益肾固精

# 红枣

hóng zāo



【五味性】：味甘、性温  
【功效】：补中益气、养血安神

# 核桃仁

hé táo rén



【五味性】：味甘、性温  
【功效】：温肺润燥、补肾通络

# 茯苓

fú líng



【五味性】：味甘、性平  
【功效】：利水渗湿、健脾安神

# 生姜

shēng jiāng



【五味性】：味辛、性温  
【功效】：生行脾胃、温中止咳

# 枸杞子

gǒu qǐ zǐ



【五味性】：味甘、性平  
【功效】：滋补肝肾、明目润肺

# 乌梅

wū méi



【五味性】：味酸、性平  
【功效】：涩肠止泻、生津止渴

# 甘草

gān cǎo



【五味性】：味甘、性平  
【功效】：补脾益气、清热解毒

As shown in Figure 3-1, "Medicine and food of the same origin" were collected

# 绿豆

lǜ dòu



【五味五性】：味甘，性寒。  
【功效】：清热解毒，消暑除烦。

# 红小豆

hóng xiǎo dòu



【五味五性】：味甘，性平。  
【功效】：利水消肿，解毒排脓。

# 胖大海

pàng dà hǎi



【五味五性】：味甘，性寒。  
【功效】：清肺利咽，润肠通便。

# 黑芝麻

hēi zhī má



【五味五性】：味甘，性平。  
【功效】：补益精血，润肠通便。

# 大蒜

dà suàn



【五味五性】：味辛，性温。  
【功效】：解毒消痈，辟除秽浊。

# 花椒

huā jiāo



【五味五性】：味辛，性温。  
【功效】：温中散寒，除湿止痛。

# 百合

bǎi hé



【五味五性】：味甘，性平。  
【功效】：润肺止咳，清心安神。

# 桑葚

sāng shèn



【五味五性】：味甘，性寒。  
【功效】：滋阴补血，生津润燥。

# 雪梨

xuě lí



【五味五性】：味甘，性凉。  
【功效】：生津止渴，润肺化痰。

As shown in Figure 3-2, "Medicine and food of the same origin" were collected

### 3.2 Material Extraction

"Medicine and food Homology" visual design poster and Rehmannia herb introduction

#### 1. Poster design instructions

Design concept:

This poster aims to intuitively show the meaning of "medicine and food are of the same origin" through visual elements, and guide the audience to have a deeper understanding of this traditional Chinese medicine concept. The design will combine traditional cultural elements with modern design techniques to present the theme in a concise and clear way.

#### 1. Main composition:

Central area: With a large bowl or tray as the main body, the graphics of food (such as common ingredients such as red dates, wolfberry, etc.) and medicinal materials (such as rehmannia, Angelica, etc.) are presented in the bowl at the same time, symbolizing the core concept of "medicine and food homology".

Background area: Gradients or textured backgrounds are used to create a blend of traditional and modern atmosphere.

#### 2. Color selection:

The main color: green and brown, representing nature and health, food and medicine, respectively.

Auxiliary color: Add the right amount of gold or red to enhance the attractiveness and visual impact of the poster.

#### 3. Text design:

Title: In bold large characters, placed above or in the center of the poster, the content is "medicine and food are the same origin."

Subtitle or introduction: briefly introduce the meaning of "medicine and food homology", as well as its application and significance in modern life.

Rehmannia herb introduction: Add detailed introduction text next to Rehmannia figure, including its efficacy, edible method, historical background, etc.

#### 4. Graphic elements:

Food and medicine: Presented in concise graphics to ensure quick recognition by the audience.

Traditional elements: such as acupuncture needles of traditional Chinese medicine, herbal pot, etc., are embellished in the poster as decorative elements.

#### 5. Layout and layout:

Keep the overall layout balanced and coordinated to avoid being too crowded or empty.

Text layout is clear and easy to read, avoid using overly fancy fonts and typography.

### Second, Rehmannia herb introduction

#### 1. Basic Information:

Rehmannia Rehmannia, also known as raw Rehmannia, Rehmannia rehmannia, etc., is the root of the scrophulariaceae plant. It has a long history and is widely used in the field of traditional Chinese medicine.

#### 2. Efficacy and effect:

Replenishing blood and nourishing Yin: Rehmannia has the effect of replenishing blood and nourishing Yin, which has certain alleviating effect on symptoms such as blood deficiency and yellow, dizziness and palpitation.

Clearing heat and cooling blood: It has the effect of clearing heat and detoxifying for the symptoms of excessive heat and excessive fire toxin in the late stage of febrility disease.

Nourishing Yin and tonifying kidney: Suitable for kidney Yin deficiency caused by waist and knee weakness, spermatogenic night sweats and other symptoms.

### 3. How to eat

Rehmannia can be used as medicine or eaten. Common edible methods are rehmannia stewed chicken, rehmannia wine and so on. It is necessary to pay attention to the appropriate amount when eating to avoid excessive discomfort.

### 4. Historical background and cultural value:

Rehmannia, as an ancient medicinal material, plays an important role in the field of traditional Chinese medicine. Its history dates back thousands of years and is widely used in various formulas. At the same time, Rehmannia also carries rich cultural value and becomes an important part of traditional Chinese medicine culture.

## **3.3 Visual poster design**

Visualization In the process of communication, the information conveyed by visualization is particularly important, because visualization can convey the concept of visualization to consumers at the same time, it can also bring certain industry identification to consumers, allowing consumers to quickly understand the content of the industry and the product information of the industry, and different visual designs bring different feelings to the emotions of consumers.

"Huangdi Neijing · Homology of Medicine and Food" is a visual poster of Chinese herbal medicine information graphics based on the content

extracted from Huangdi Neijing. This work is composed of sesame, wolfberry and rehmannia, mainly through the food formula that can be made of three kinds of herbs. The picture is presented in a clear and vivid form with simple and elegant colors. While retaining the morphological characteristics of Chinese herbs, it integrates elements of the new era, combines ancient and modern, inherits the treasures of ancient medicine, and carries forward the excellent Chinese traditional medicine culture. Disseminate knowledge of the concept of "medicine and food sharing" in traditional Chinese medicine.

### **3.4 IP Design**

In today's business society, the importance of ip image can not be ignored. To improve brand recognition, the mascot image is a unique identifier of the brand, which can help consumers better recognize and remember the brand. A cute, interesting, personalized mascot image can leave a deep impression in the hearts of consumers, thereby improving brand awareness and reputation; The mascot image can convey the values and culture of the brand through its image, character and behavior. The color, shape and expression of the mascot can convey the characteristics and style of the brand, so that consumers can more easily understand and accept the values of the brand; Enhance brand affinity, mascot image usually has cute, amiable, interesting characteristics, can make consumers feel friendly and loved. A successful mascot image can enhance the emotional connection between the brand and consumers and enhance brand loyalty; Expanding the brand market, the mascot image can bring more business opportunities and market expansion space for the brand. I have looked up the materials and found that the Yellow Emperor's Inner Classic was compiled in the Western Han Dynasty, so the lp image is the image of a female pharmacy worker in

the Western Han Dynasty. The color is blue and green, decorated according to the colors worn in the Western Han Dynasty, and the hair style is also designed according to the makeup of the Western Han Dynasty.

### **3.5 Visual packaging design**

The four types of bread packaging stickers designed by the designer are inspired by the traditional cultural concept of "medicine and food have the same origin". By integrating four kinds of bread recipes into the design, the aim is to convey the health and benefits of "medicine and food" bread, while showing the charm of traditional Chinese culture. In terms of details, the designer skillfully uses small elements to inject new vitality into traditional culture and make the product more attractive. In terms of design elements, four representative "medicine and food homology" medicinal materials, such as wolfberry, jujube, angelica, green tea, etc., are selected for the design, which is presented by hand or in the form of vector drawings to ensure that the design is clear and distinctive. The color adopts the traditional Chinese color scheme, respectively gray, red, green and purple. These colors not only conform to the tonality of Chinese medicinal materials, but also attract the eye of consumers. Granular texture: In order to increase the texture of medicinal materials, the designer uses the processing method of granular texture to make the picture effect more close to the original form of Chinese medicinal materials. On the design of small elements, the designer adds some small elements with traditional Chinese cultural characteristics to the design, adding a mystery and elegance to the product. Format design

In terms of layout, the medicinal material pattern is the main body, and it is placed in the central position of the packaging sticker, so that consumers can identify the characteristics of the product at a glance. Text information (such as product name, ingredients, efficacy, etc.) is typeset around the

medicinal material pattern to maintain the harmony and unity of the overall layout. Fonts with traditional Chinese characteristics, such as song typeface, running script, etc., so that the text information and product theme complement each other. Color matching According to the color of the medicinal material pattern, choose the text color that is coordinated with it to ensure that the text information is clear and easy to read. In the design process, the designer re-absorbed the knowledge about ancient Chinese herbs in the Huangdi Neijing, and combined the cultural heritage of ancient Chinese herbs with modern design through the collocation of patterns, colors and layouts to create the formal beauty that not only conforms to the tonality of Chinese herbs but also has modern beauty.

The four types of bread packaging stickers designed in this design not only reflect the traditional cultural concept of "medicine and food are the same origin", but also add unique charm to the product through unique visual elements and layout design. The designers believe that these designs will attract more consumers' attention and enhance the market competitiveness of the product. (Figure 3-3-3-5).



Figure 3-3 "Medicine and food" bread picture



茯苓·  
焙茶·  
榛子·



芡实·  
药桑·  
黑芝麻·



小红书

小红书号: QITY03B

Figure 3-4 "Medicine and food" bread picture



Figure 3-5 "Medicine and food" bread picture

### 3.6 Logo Design

Design description: This logo design takes the word "food" in "medicine and food homology" as the core of creation. Through the artistic technique of text deformation, the word "food" is skillfully combined with traditional Chinese medicine elements to express the special meaning of "medicine and food homology" and emphasize the importance of the combination of medicine and food in daily life; Design elements, the main body of the logo uses the word "food" as the creation point, through the clever deformation of the font, so that it not only maintains the basic recognition of the word "food", but also integrates traditional Chinese medicine elements, such as medicine leaves, herbs, etc., to form a unique visual image; The combination of food, medicine and leaf, in the deformation of the word "food", pays special attention to the combination of food, medicine and leaf. As an important symbol of Chinese medicine culture, the combination of medicine and food not only highlights the theme of "medicine and food homology", but also reflects the important role of the combination of medicine and food in health preservation. The brushstrokes of the logo adopt a casual and smooth design to express the natural health concept of Chinese herbal medicine culture. The use of this brush stroke makes the logo more vivid and natural, and complements the essence of Chinese herbal medicine culture.

Through the combination of food and medicine leaves and random and smooth strokes, the logo design successfully highlights the theme of "medicine and food homology", so that the audience can intuitively understand its meaning. Emphasize the importance of combining medicine and food: In modern society, with the improvement of people's living standards, the demand for health is also increasing. This logo design emphasizes the importance of the combination of medicine and food to remind people to pay attention to the combination of diet and medicine in

daily life to achieve better health results. Traditional Chinese herbal medicine culture, as an important part of traditional Chinese culture, has a long history and profound heritage. This logo design through the integration of Chinese herbal medicine elements, inheritance and promotion of Chinese herbal medicine culture, so that it in the modern society full of new vitality and vitality.

This logo design takes the "food" character in "medicine and food Homology" as the creation point, through the artistic technique of text deformation and the integration of traditional Chinese medicine elements, successfully expresses the special meaning of "medicine and food homology" and the importance of the combination of medicine and food. At the same time, the design also pays attention to the inheritance and promotion of Chinese herbal medicine culture, so that it can glow with new vitality and vitality in modern society.

### **3.9 Summary of this chapter**

The visual plane extension material of an activity should be positioned and the overall visual plan of the activity should be determined in combination with the marketing analysis of the activity. The purpose of the design is to attract the attention of the target audience through the content of the material, add the memory of the target audience, so as to stimulate their desire to buy. So the strategic goal of an event is very important in an event. Good design and event marketing also complement each other, good design can create a unique visual image for the whole event, attract the attention of consumers, and improve brand awareness and reputation. Good design can make consumers trust and favor the brand, thus increasing the possibility of consumers to buy.

### 3.10 Poster design

Design description:

Inspired by the style of medical illustrations in the ancient Chinese medical classic Huangdi Neijing, the design aims to reinterpret and demonstrate the unique charm of this ancient medical knowledge through modern design techniques. In the design process, the designer pays special attention to creating a deep and quiet atmosphere, so that the audience can be completely immersed in the medical world of the Yellow Emperor's Neijing, so as to deeply feel its rich cultural connotation and far-reaching historical value.

The choice of brown and gray as the main colors of the design was based on two important considerations. First of all, brown and gray can highlight the unique sense of history and weight of ancient books, so that viewers can visually quickly capture the theme and style of the design. Secondly, the deep and quiet tones of these two colors help to guide the audience to focus on the mysterious connection between medicine and medicine, further stimulating their interest and curiosity in this ancient medical knowledge.

In terms of design details, the designer retains as much as possible the essence of Chinese medical illustration in Huangdi Neijing, such as the smooth lines, the balance of composition and the harmony of elements. At the same time, the designer also cleverly integrated modern design elements, such as simple geometric shapes and modern color treatment, making the whole design both classical charm and modern sense.

In addition, the designers also make the design work more visual impact through innovative typography and layout. Through reasonable spatial layout and clever collocation of elements, the medical knowledge and cultural connotation of Huangdi Neijing is successfully integrated into every design

detail, so that viewers can deeply feel the broad and profound culture of traditional Chinese medicine while appreciating the work.

In short, this design aims to reinterpret the medical illustration style of Huangdi Neijing through modern design techniques, and bring a visual and cultural feast to the audience. The designer hopes that through this design, more people can understand and understand the traditional Chinese medicine culture, and further inherit and carry forward this valuable cultural heritage. (Figure 3-6-3-8).



Figure 3-6 illustration of medicinal materials



Figure 3-7 illustration of medicinal materials



小红书号: 1001568097

Figure 3-8 illustration of medicinal materials

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## **CHAPTER FOUR: SUMMARY AND EXPERIENCE**

After more than a year, my senior year is about to fly away, and my graduation design and thesis have finally landed at this moment. During this period, through my continuous learning and efforts, as a design major, I can be regarded as "less than half a medical student". I consulted materials online, read TCM books and information visualization articles and literatures, and visited TCM hospitals online. Through investigation and analysis, I found that the general public had no understanding of the concept of "medicine and food homology" in TCM. I feel that the visual design I am doing at this moment is meaningful. After the interview and investigation, I also improved my communication ability and better understood that designing is not only a test of what I have learned in front of me, but also a consideration of my comprehensive ability.

In the process of writing the thesis, I have been busy writing the graduation thesis in the second half of the semester, from the last semester to the present, in the middle of the intermittent touch fish, until now there is still the final summary and experience did not write, time is fast. At the beginning, I began to collect relevant literature after determining the subject, which mainly consisted of primary literature and important secondary literature. The primary literature was monographs of the research object, and the secondary literature included some famous monographs on the research object and core journals with similar topics.

Finally, I would like to thank my tutor Professor Meng Guangwei for his careful guidance, which enabled us to successfully complete the graduation project. I was deeply inspired by teacher Meng's rigorous academic attitude and profound knowledge. Regardless of fatigue and hard

work for us to gain time, for our graduation design to adjust and modify the direction. I have learned a lot of solid knowledge and broad professional knowledge from Ms. Meng's rigorous academic attitude.

At this point, the writing also means that the university life is coming to an end, starting from the golden autumn of 2020, and finally in the summer of 2024, pursuing dreams, and finally parting. The first four years of light and shadow, such as fireworks, full of bustling eyes, eyes are memories. In this vibrant campus, left behind is the youth and heavy memories, even if there is a lot to give up, but still grateful.

The next world belongs to me is coming, go!

## ANNEX

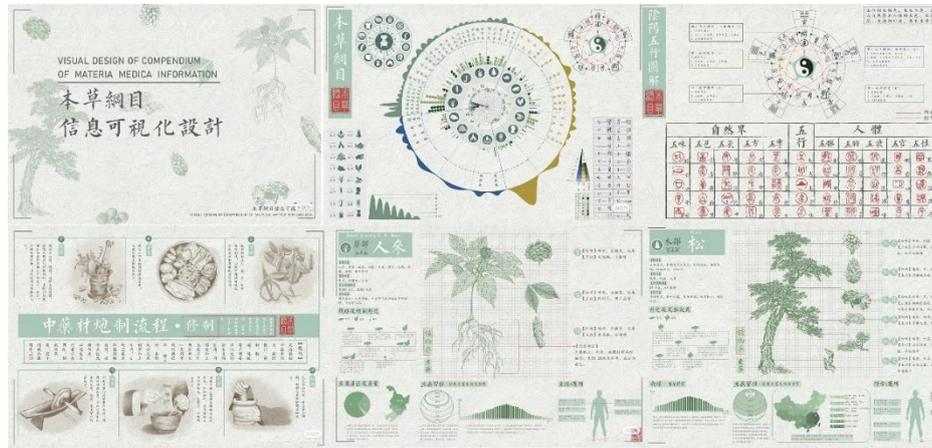


Figure 2-1 Visualization of Compendium of Materia Medica

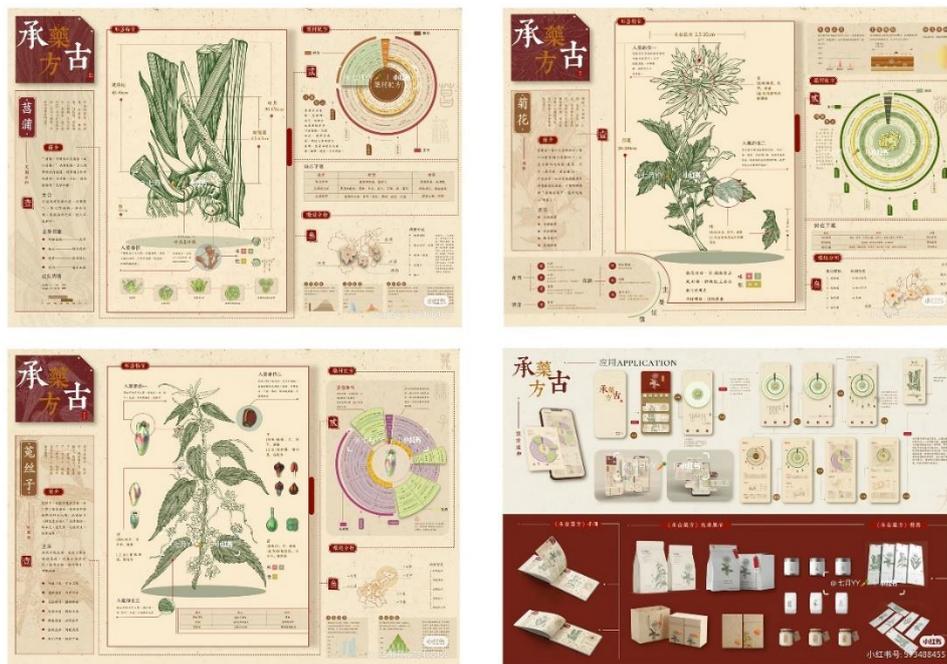


Figure 2-2 TCM visualization in Chenggu Prescription



Figure 3-1 Collection of "medicine and food Homology" medicinal materials



Figure 3-2 Collecting materials of traditional Chinese medicine

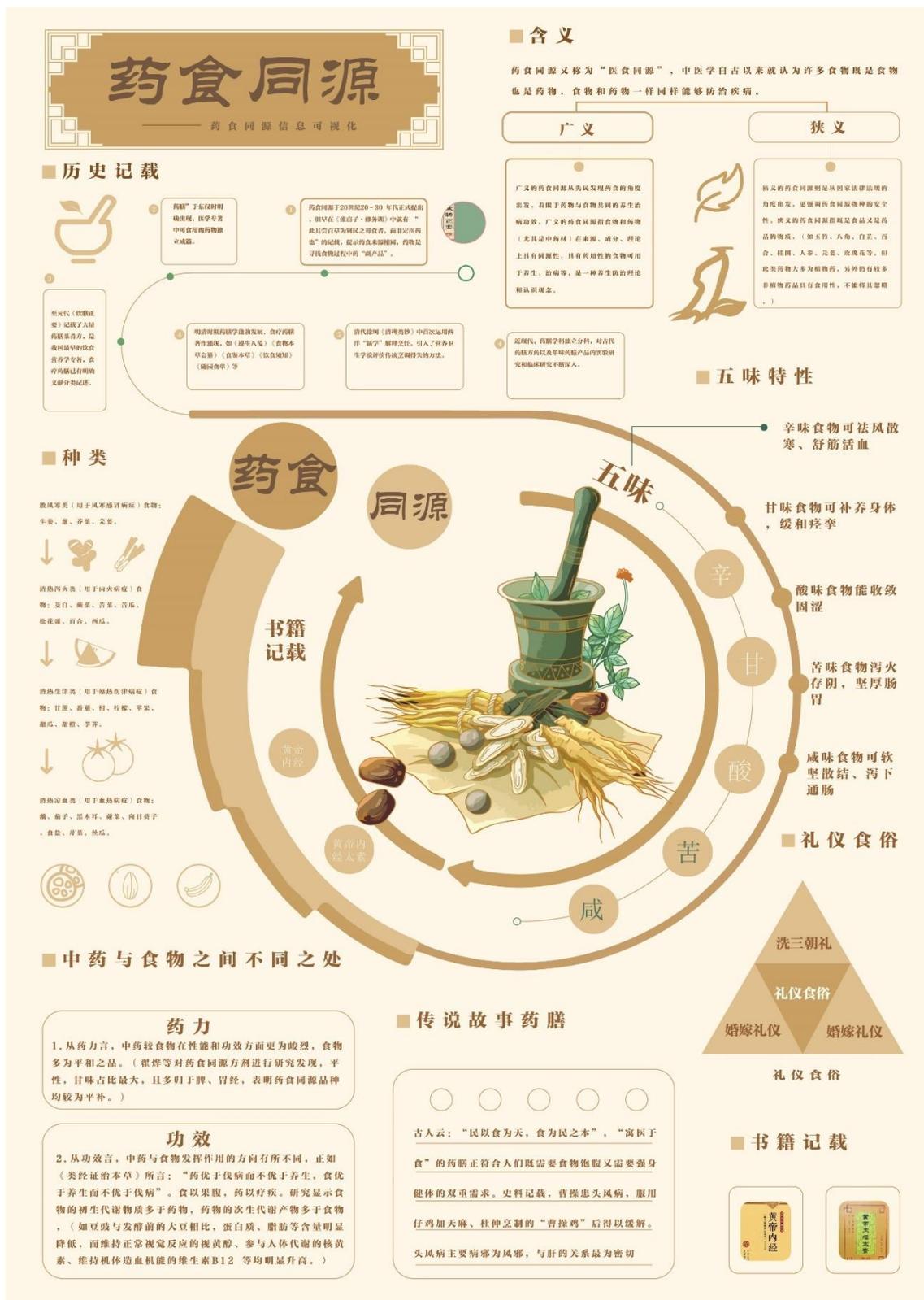


Figure 3-3 Visual design

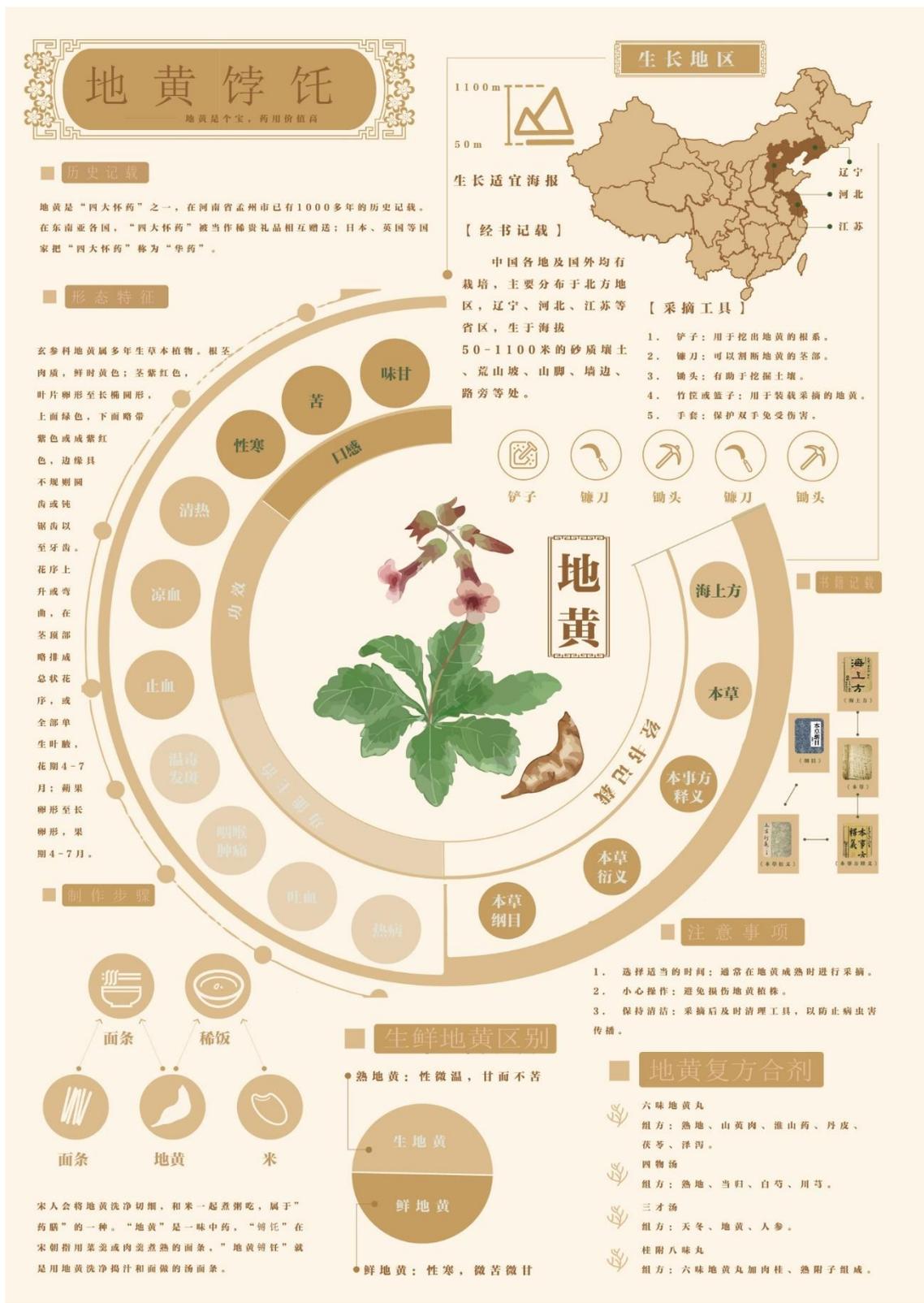


Figure 3-4 Visual design



Figure 3-5 Initial IP design



Figure 3-6 Final IP color matching



Figure 3-7 Package design



Figure 3-8 Package design



Figure 3-9 Package design



Figure 3-10 Package design



Figure 3-11 Logo design



Figure 3-12 Poster design





Figure 3-14 Poster design



Figure 3-15 Poster design



Figure 3-16 Poster design

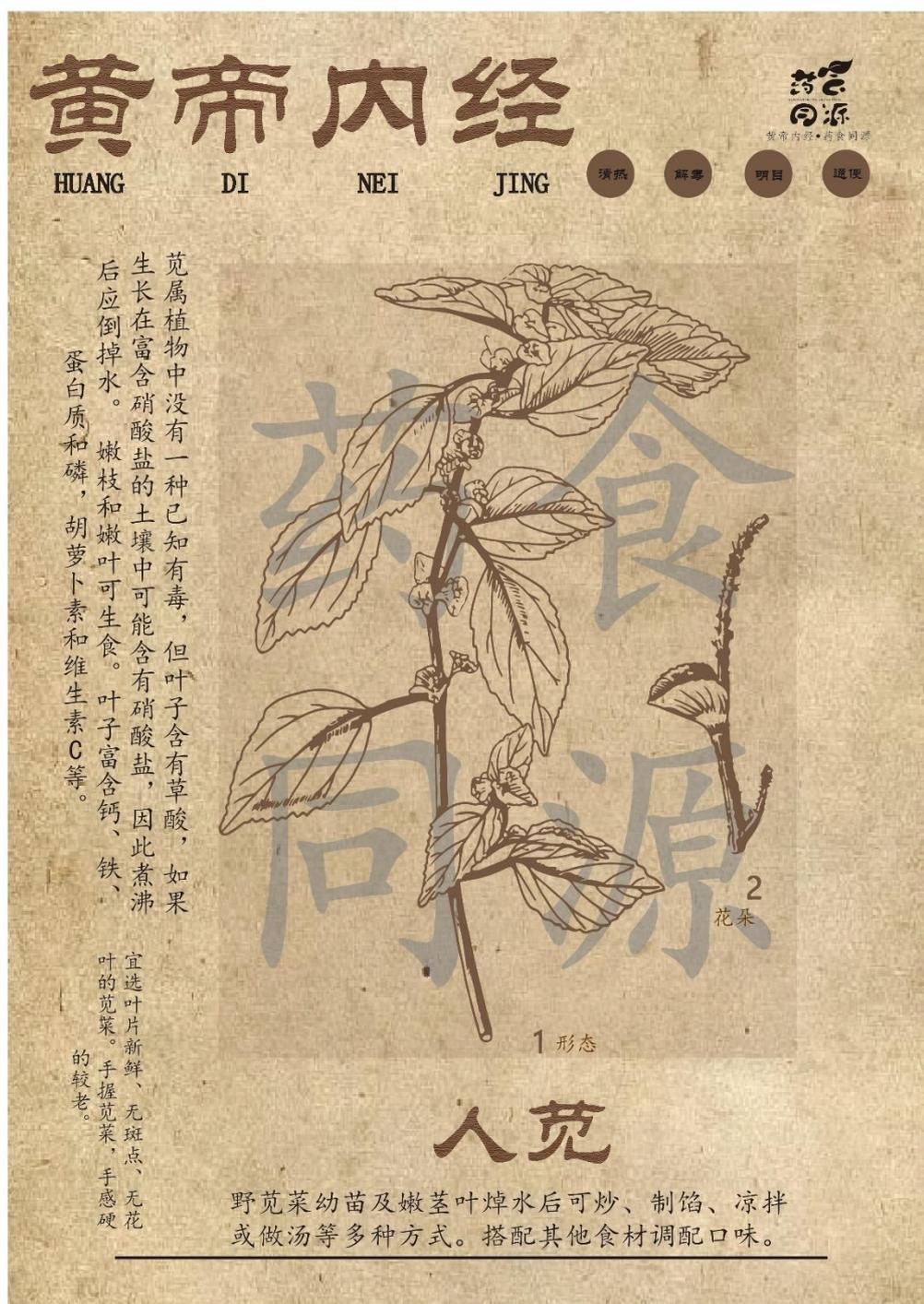


Figure 3-17 Poster design



Figure 3-18 lunch box design



Figure 3-19 lunch box design



Figure 3-20 Package design



Figure 3-21 Package design

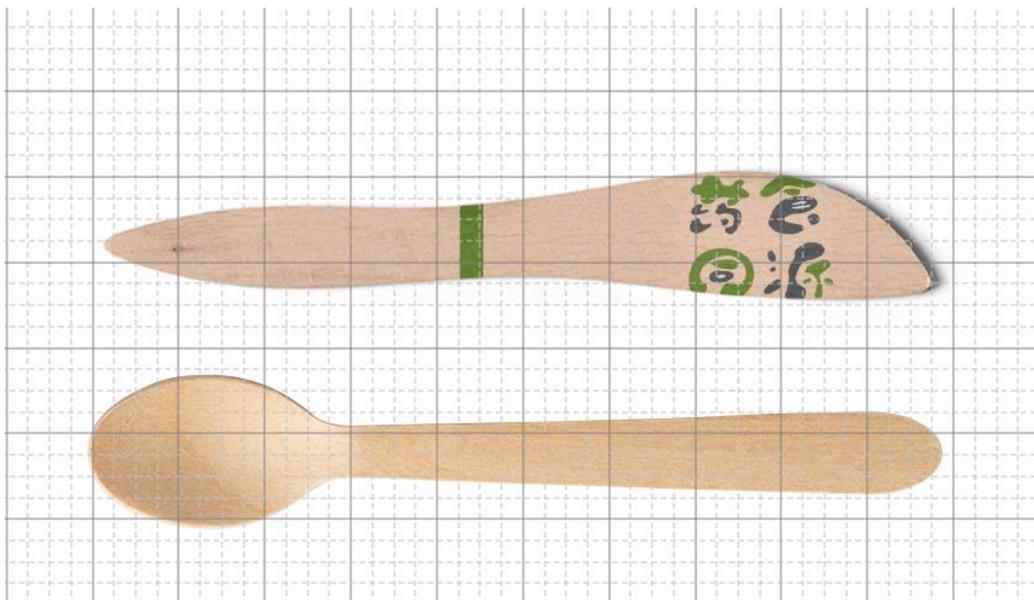


Figure 3-22 Package design



Figure 3-23 Visual extension design Design