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BACHELOR'S THESIS
on the topic:

Design development for souvenir products of the brand “Dezhou Braised Chicken”

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ABSTRACT

"Time-honored" brands, like bright stars embedded in the vast sky of China's economy, are not only a symbol of the country's economic rise, but also a precious wealth carrying profound cultural heritage and national memory. Flowing in the blood of these brands are generations of craftsmanship and the spirit of unremitting pursuit of quality, each process, each product contains a unique story and emotion, reflecting the long history of the Chinese nation.

In the face of the increasingly fierce competition in the global market, how to revitalize this historical gift has become an urgent issue of The Times. Redesigning the brand image is undoubtedly a key to open the door to a new era. This not only requires time-honored enterprises to innovate on the basis of retaining the essence of tradition, but also needs to skillfully integrate modern aesthetic trends, and tell those old and moving stories in a new visual language, so that it can resonate with young consumer groups and stimulate their interest and pride in traditional culture.

Taking "Dezhou Braised Chicken" as an example, it has a long history and unique flavor and has long become a business card of Chinese food culture. In this auspicious moment of the Year of the Dragon, the redesign of its brand image is not only a business strategy, but also a journey of cultural inheritance and innovation. Through the introduction of illustration art, the combination of tradition and fashion is ingenious, and the packaging design adopts a lively and lovely style, bright colors and vivid patterns, aiming to break the inherent stereotype of consumers on time-honored brands and show a new image that respects tradition and embraces modernity.

In addition, the brand image rebranding project will also be extended to poster design and a series of derivative development, aiming to build a comprehensive, multi-dimensional brand experience ecosystem. These design

works will reinterpret the brand story of "Dezhou Braised Chicken" from a young perspective, attract the attention of young consumers with creativity and fun, so that they can enjoy the delicious food at the same time, but also feel the cultural charm and times value behind the time-honored brand, so as to promote the natural inheritance and innovative development of culture.

Key words : Dezhou braised chicken , old brand, derivatives, brand redesign, become younger in average age

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INTRODUCTION

This project aims to carefully create a series of Dezhou braised chicken cultural creative products inspired by the Chinese Year of the Dragon, deeply excavate and skillfully integrate the legendary charm of the dragon with the festive atmosphere of the New Year, and reinterpret traditional aesthetics through the unique perspective of modern illustration art. We are not only to create an IP image, but to create a lively, containing deep cultural heritage of the role, it will be dragon as the soul, New Year elements as wings, leap on all kinds of cultural and creative carriers, from the gorgeous poster to the packaging design of a series of products, all highlight its unique creativity and story.

The core objective of this project: It is to explore and practice how to give new vitality to time-honored brands while respecting their historical accumulation. We will deeply analyze the aesthetic trend and consumer psychology of contemporary young people, combined with the traditional essence of time-honored brands, and carry out a design innovation across time and space. Through innovative visual expression, such as the use of popular color matching, dynamic line use and a sense of storytelling picture composition, so that these historic brands in a more stylish, friendly attitude in front of young consumers.

Research focus: the traditional time-honored brand through the direction of younger redesign.

Design orientation: After research, the overall design direction of the brand redesign of Dezhou braised chicken is to make this century-old brand younger, design more product packaging suitable for young people, and be in line with the aesthetic derivatives of contemporary young people. The overall style is lovely and fashionable. The main audience of this design is the contemporary young people.

Research methods: Before determining the positioning, this topic uses

field research on the development status of physical stores, so as to obtain useful design ideas, and then designs the visual expression of the time-honored brand by referring to the successful transformation cases of time-honored brands.

In the design process: We will pay attention to the details of polishing, to ensure that every IP image, every illustration, every edition of the poster and even the packaging design of the product can accurately convey the modern atmosphere and cultural depth of the brand, and stimulate the curiosity and resonance of young people. In addition, a series of derivatives will be developed, such as limited edition souvenirs, daily necessities, etc., so that the theme of the Year of the Dragon will not only stay in visual enjoyment, but also integrate into the daily life of consumers, and become a cultural bridge connecting the past and the future.

Elements of scientific novelty. This study is helpful to explore the traditional cultural concepts of brands, attract young consumer groups, and enable time-honored brands to develop sustainably by giving full play to their unique advantages and combining with the development trend of The Times.

The more profound significance: It is that through this attempt to rejuvenate the brand, we hope to gradually eliminate the inherent labels of "old-fashioned" and "outdated" in society, and instead show its advancing with The Times and vitality. This is not only a kind of inheritance and promotion of traditional culture, but also an active exploration of the sustainable development path of time-honored brands. Finally, let these time-honored brands, which carry national memory, refresh themselves in the wave of the new era, attract the attention and love of more young people, and jointly promote the innovative development and international dissemination of excellent traditional Chinese culture.

Structure and volume of the thesis. The thesis consists of an introduction, four chapters, the conclusion of each chapter, and the final conclusion, as well as 36 citations and appendices (14 pages). The work consists of four large

illustrations and a series of posters and packaging drafts. The study is 40 pages long.

CHAPTER I

SOURCES OF SELECTION

1.1 Background of the selected topic

In the economic wave of China's new era, brands with a long traditional history are like ships bearing the mark of time, navigating in the modern business sea is quite difficult, and a profound transformation and innovation are urgently needed. In 2006, the Ministry of Commerce reviewed the situation and launched the grand plan of "revitalizing the brand with a long history" with a vision, aiming to inject new shoots into these old trees, and try to awaken their sleeping vitality through policy support, capital injection and market guidance, so that the ancient brand will bloom into a new glory in the new era. However, despite the wind of the policy, many time-honored brands are still like stone monuments weathered by the years, facing the dilemma of stagnant market share and even difficult operation, especially in the food and beverage industry, the lack of brand recognition and the dual yoke of a long history, making the revival of traditional brands is particularly bumpy.

In this fast-paced life of the moment, fast food culture swept the world like a tide, consumers in the pursuit of speed and convenience at the same time, the heart is more eager to those who can touch the heart, evoke good memories of the brand experience. In this context, traditional brands are particularly important. They are not only the suppliers of goods, but also the inheritors of emotions and culture. Every fold records the common memories of generations. Therefore, how to maintain the traditional charm at the same time, resonate with the modern consumer psychology, has become a major issue in front of the traditional brand.

In recent years, illustration design, with its unique charm, has emerged in the field of marketing and become an important bridge connecting brands and young consumers. Full of children's interest and yet vivid illustration images, not only beautify the product packaging, but also tell the brand story in the form of visual art, and stimulate the emotional resonance and aesthetic pursuit of young people. Under this trend, the development of derivative and cultural creative products has gradually become a new engine to promote brand development. They not only enrich the brand's product line, but also broaden the brand's influence boundary, transforming it from a single commodity sales to a diversified cultural communication platform, and further consolidating the status and value of traditional brands in modern society.

1.2 research meaning

China's traditional time-honored brands are like strings of bright pearls, inlaid in the long river of a long history. They are not only treasures in the commercial field, but also a vivid embodiment of the continuity and diversity of Chinese culture. With the craftsmanship and ingenuity handed down from generation to generation, these time-honored brands not only retain the ancient life aesthetics, but also skillfully reflect the life style, aesthetic taste and the changes of social and economic environment, and the historical value and cultural significance behind them are far-reaching and profound.

For the general public, laozihao is not just a brand name, they are the link of emotion and memory, connecting individuals and family, past and present. Whenever you approach these shops, whether it is the long lights under the familiar old brand signs, or the constant traditional aroma in the shop, you can instantly wake up the warm memories hidden in the heart and evoke the infinite memories of the past years. This emotional connection makes the time-honored brand become an irreplaceable emotional sustenance in everyone's heart.

In the face of the rapidly changing modern society, how to revitalize the traditional time-honored brand has become an urgent issue to be solved. Through younger innovation strategy, such as the combination of modern design elements, the use of new media platform about brand story, development of new product line meet the demand of contemporary consumers, etc., can effectively close the distance with the younger generation, enable them to enjoy the modern life convenient at the same time, feel the wisdom of the predecessors and ingenuity. Such innovation is not only a tribute to the tradition, but also a prospect for the future. It enables the traditional culture to be inherited and developed in a way that is more vivid and close to modern people's life.

In the context of globalization, protecting and inheriting time-honored brands is not only a need to maintain national cultural identity and enhance cultural confidence, but also a contribution to the diversity of human civilization. As the "living fossil" of the wisdom and skills of their ancestors, their existence proves the continuity and vitality of Chinese culture. With their unique historical depth, cultural accumulation and rich humanistic emotions, they provide valuable resources and inspiration for promoting global cultural exchanges and mutual learning and promoting the common prosperity of the world's excellent culture.

1.3 Reasons for choosing the topic

In the flood of the new era, China's traditional time-honored brands with a long history are like a boat, which needs to adjust its course to adapt to the rapidly changing market environment. In 2006, the Ministry of Commerce reviewed the situation and launched the grand plan of "revitalizing time-honored enterprises" with originality, aiming to inject new vitality and vitality into these time-honored enterprises bearing national memory and cultural deposits, providing a historical opportunity to break the cocoon and regenerate and create

brilliance again. However, despite the strong policy protection and support given by the national level, many time-honored enterprises still seem to falter on the road ahead, and some even fall into the mire of development stagnation and even business crisis. This phenomenon is particularly prominent in the catering and food industry, those once brilliant time-honored brands, due to the indifference of brand awareness and the slow response to the changes of The Times, the traces of "aging" seem to be mercilessly engraved by time, which has become an unavoidable reality.

Fundamentally, the dilemma of the development of traditional time-honored brands mainly stems from the lack of innovation consciousness. In this ever-changing era, the rise of young consumer groups has brought new consumption concepts and demands, but most of the old brands have failed to keep pace with The Times, products and services lack innovative elements, it is difficult to stimulate young people's interest and resonance, thus missing this huge and dynamic market sector. In contrast, the emerging brand with its keen market insight, constantly innovate, whether it is store decoration style or packaging design, are more close to the modern aesthetic, filled with fashion and creative atmosphere, successfully attracted the attention and favor of a large number of young consumers. At the same time, in terms of publicity strategies, emerging brands make full use of the power of the Internet and social media to build a strong brand influence through diversified and interactive marketing means, which is exactly what many old brands lack.

1.4 The current situation of domestic and foreign research

In China, domestic research on laozihao was relatively scarce before 2006. In 1998, the series of China Time-honored Brands was compiled by famous scholars such as Kong Lingren and Li Dezheng, which laid a foundation for the

research in this field. The book records more than 1,600 time-honored brands founded before 1949, providing valuable materials for subsequent research.

In June 2013, Ma Yonglei's *One Hundred Years of Taste: Trademark Design of Shanghai Food Brands* was published. After analyzing the development and causes of Shanghai modern old brand trademarks, it combined with historical cases and applied modern design theories to deeply study trademark naming, design style and cultural connotation.

Although discussions about time-honored brand image are increasing in publications, there are few works focusing on brand image design. Most publications see brand image design as part of their marketing strategy or simply describe the development of Laozihao. Therefore, there is still room for the deepening of the research in this field.

Internationally, the concept of an old brand is similar to "time-zihao". On the study of old brand activation, foreign countries started earlier. American marketing master Kevin Lane Keller believes that brand aging is related to the depreciation of assets, and brand activation is crucial to strong brands. Many foreign views focus on marketing research and provide inspiration for the evolution of the old brand image.

In terms of visual image innovation, Japanese designer Harada mentioned in *Design Brand* to dealing with the problems of old signs, inconsistent design and lack of international nature. These are the challenges faced by old brands that need to be solved.

For a long time, international established enterprises have been committed to innovative visual design to meet the changing aesthetic and marketing needs. For example, Royal Dutch Shell, the world's largest oil company, has become the iconic red and yellow shell. Well-known brands such as Coca-Cola, Canon and Volkswagen have also experienced similar logo changes, forming a distinct recognition degree.

1.5 research contents

The core of this research focuses on the classic brand of "Dezhou Braised Chicken", aiming at rejuvenating the brand through the redesign of its Dragon series. The project uses innovative illustration as a breakthrough, cleverly integrated into the packaging design, and strives to retain the traditional charm at the same time, with the contemporary aesthetic trend and the needs of young consumers seamless docking. Through careful excavation and analysis of the brand's deep heritage, the designer accurately captures the unique charm and historical accumulation of "Dezhou Roasted chicken", and on this basis, creates illustration works that contain both cultural heritage and modern sense, covering the product with a layer of eye-catching new clothes.

In the design process, special emphasis is placed on the delicate description of the production process of "Dezhou braised chicken", and every stroke and stroke strives to show its unique culinary art and material selection, so that viewers can feel the ingenuity visually even if they have not tasted it. The illustration not only vividly reproduces the traditional production process of braised chicken, but also cleverly integrates interesting elements and modern design concepts, making the image of the time-honored brand more cordial and rich in the hearts of young people. This creative expression aims to awaken the young generation's memory and emotional resonance for traditional culture, while eliminating their inherent prejudice against traditional brands, and stimulating their interest in exploration and experimentation.

In addition, the design team also extended these story-filled and artistic illustration elements to the development of peripheral derivatives, such as limited edition t-shirts, creative tableware sets, fun kitchen gadgets, etc. Each product is not only a daily item, but also a work of art carrying the brand story and cultural heritage. Such cross-border integration not only enriches consumers' purchase choices, but also opens up a diversified development path for the

"Dezhou Braised Chicken" brand, and realizes the elegant transformation from a single food brand to a lifestyle brand.

1.6research technique

Literature research method: This study dug into the broad world of time-honored brand innovation, carefully screened and analyzed a series of precious literature materials about the brand of "Dezhou Braised Chicken" and its profound historical and cultural heritage. Through careful study and integration of these articles and historical materials, we not only systematically sorted out the status quo of "Dezhou Roasted Chicken" in terms of brand advantages and potential shortcomings, but also deeply explored the rich cultural connotation and long historical origin behind it. In this process, we pay particular attention to draw inspiration from the bright cases of successful transformation and innovation of old brands in the long history, and refine their success factors, aiming to accumulate valuable design ideas and practical experience for the future development of "Dezhou Braised Chicken", and strive to apply these essence to practice, promote brand inheritance and innovation, and achieve wider market promotion.

Comparative research method: In order to more accurately locate the position and direction of "Dezhou Braised Chicken" in brand innovation and transformation, we have adopted a rigorous comparative research strategy to conduct in-depth comparative analysis between "Dezhou Braised Chicken" and other time-honored brands that have a long history but successfully realized modernization transformation in China. This process covers multiple dimensions such as brand image reconstruction, product innovation, and marketing strategy adjustment, aiming to identify the unique challenges and improvement space of "Dezhou Braised Chicken" on the innovation path through horizontal

comparison. Based on this, we will put forward innovative design solutions to help the brand to cross the gap between tradition and modernity and rejuvenate.

Field investigation method: In order to ensure the accuracy and practicality of the research results, we organized a professional team to conduct a comprehensive and detailed field investigation of the existing stores of "Dezhou Braised Chicken". From store layout to customer experience, from product display to service process, every detail has become the focus of our observation and record. By communicating directly with customers and shop assistants and collecting first-hand feedback, we have gained the most intuitive and authentic understanding of the current state of the brand. Subsequently, we conduct scientific sorting and in-depth analysis of these valuable field research data, and strive to extract key insights to guide future development, and provide strong data support and practical basis for the brand upgrade and market strategy of "Dezhou Braised Chicken".

Summary of the chapter I

1. Facing the new era of coexistence of challenges and opportunities, brands with a long traditional history need to take advantage of the policy wind, and actively explore the integration with modern aesthetic and consumer trends, use creative means such as illustration design to revitalize, integrate the essence of traditional culture into modern life, and achieve a gorgeous turn from "memory of the old time" to "darling of the new era".

2. Therefore, in the journey of carrying forward the excellent traditional culture of the Chinese nation, we should pay more attention and positive action, to protect the bearing national memory and emotional old brand, and have the courage to explore the road of innovation, let them in the wave of the new era, continue to shine, become connected to the past and the future, communication the bridge between China and the world.

3. Therefore, for traditional time-honored brands, if they want to revive themselves in the new era, they must have the courage to innovate themselves, not only to retain the unique cultural heritage, but also to dare to break through the traditional constraints, and actively embrace modern business concepts and technical means, especially in improving brand image, optimizing customer experience and innovating marketing channels. To win back the recognition of the market and the hearts of young people.

4. The younger redesign strategy is an important measure for "Dezhou Braised Chicken" to actively embrace change and actively adapt to market demand. It is not only a visual innovation, but also an in-depth dialogue about brand culture, hoping to narrow the distance with young consumer groups through the power of visual art, so that they can enjoy delicious food at the same time, but also deeply understand the cultural value and historical temperature behind the brand, so as to promote the promotion of brand loyalty and expand the market border.

CHAPTER II

MARKET RESEARCH AND DESIGN POSITIONING

2.1 The overall development background of laozihao

With the passage of time and the rapid advancement of science and technology, the face of society and economy changes with each passing day, and consumers' preferences and behavior patterns have also experienced profound changes. In this era, those time-honored products bearing historical memory and cultural accumulation gradually seem powerless, difficult to fully meet the increasingly diversified and personalized needs of modern consumers. Global economic integration has not only brought unprecedented opportunities, but also posed serious challenges to local established brands, which have to find a foothold in the fierce competition of emerging brands.

The first factor is the rapid iteration of aesthetic trends. In this fast-paced era, the fashion vane changes almost every season, and time-honored brands are often limited by traditional craftsmanship and design ideas, and it is difficult to quickly adjust their strategies to adapt to this trend whirlwind. Their classic beauty is sometimes seen as old-fashioned and conservative in the eyes of the younger generation seeking freshness and innovation.

Second, the dominant force in the market landscape has quietly shifted to younger consumers. This generation, who grew up in the embrace of the Internet, expects far more than functionality and quality, but also the story behind it, uniqueness and social value. They are keen to explore and share their consumption experiences through social media as an expression of their personal tastes and lifestyles. In contrast, the brand image and marketing strategy of many old brands are more traditional, and they fail to effectively reach and

stimulate the interest and resonance of this group, which leads to a certain dislocation in brand positioning.

In addition, the diversification revolution in sales channels, especially the rise of e-commerce and social media platforms, has completely reshaped consumer shopping habits. These emerging channels, characterized by their convenience, interactivity and personalized recommendations, have greatly attracted the attention of young people, driving their consumption behavior to accelerate the migration online. For time-honored brands, how to flexibly use digital tools and platforms for brand communication and sales while maintaining cultural heritage has become a major test. In the face of this transformation, many old brands have revealed their shortcomings in technology application, customer interaction and data analysis, which have affected their competitiveness in the new era.

Consumption channels are becoming increasingly diversified. Today, with the rapid development of the Internet and the popularity of smart phones, online e-commerce platforms provide consumers with rich choices, and the rise of social media such as Weibo and TikTok has strengthened the "Internet" consumption mode of young people. However, these emerging channels are not familiar to the time-honored brands, which increases the challenge of effective communication with young consumers in the context of the new era.

2.2 The historical background of Texas grilled chicken

In the thirty-first year of the distant Kangxi, that is, in 1692 AD, in the west corner of Dezhou City, an unknown small shop quietly rose, it is Jia Jiancai Roast chicken shop. With the slow flow of time, this shop with its unique flavor gradually won a reputation in the neighborhood, reputation gradually, like the first dawn, gradually lit up the entire ancient city.

The sun is just one day, the breeze is not dry, Jia shopkeeper because of things to go out, before leaving repeatedly told the store two, be sure to carefully watch the flame jumping in the furnace, to ensure that every roast chicken can be bathed in the right temperature. However, things can not be predicted, the small two waiting beside the stove for a long time, sleepiness quietly came, accidentally fell into a short dream. When he woke up, he was shocked by what he saw: the chicken in the pot had been overcooked, and the skin seemed to be about to separate from the bones, and it was far from the usual golden crisp.

In the face of this sudden mistake, Jia shopkeeper although the heart is unwilling, but also had to stick to the scalp, these seemingly failed works out, tentatively put on the shelf. The fate of God seems to have played a kind joke at this moment, the accidental overcooked chicken, but exudes an unprecedented rich aroma, which attracts passers-by to stop and rush to taste. This situation made Jia see a turning point, and he decided to devote himself to research and draw inspiration from this "mistake" to improve his cooking skills.

After countless tests and adjustments, Jia finally found a unique set of secrets: first to boil, lock the delicious chicken, and then turn to slow stew, so that spices and meat fully blend, the heat is appropriate, rigid and soft, silk taste. It is this unique cooking method that gives this dish new life, and the word "steak" has thus become its symbol, implying that every bite is the ultimate tease to the taste buds.

To a certain day, the spring breeze is warm, Jia shopkeeper invites the adjacent street horse old scholar to come to taste, and named it. Ma Xiucan, an old man who had read poetry books and was proficient in rhythm, could not help chanting after carefully savoring it: "A gentle shake in the steaming steam, the flesh and bones from their own, incense curling around, straight to teach people enthrall; I touch it lightly with my five fingers, leaving a fragrance in my mouth and a long aftertaste, like someone who has come." Before speaking, a sentence

of "spiced boneless braised chicken" blurted out, and since then, the name has been endowed with magic and closely associated with this delicious dish.

The next year, the Lantern Festival, Jia Jiancai with his "spiced bone-off braised chicken" appeared on the Lantern Festival, instantly became the focus, sales surged, praise was high, and suddenly, Jia Jiancai roast chicken shop reputation throughout Texas, and even further, the achievement of a food legend.

2.3 The status of Texas braised chicken brand

After an in-depth visit to the "Texas Chicken Stew" physical store, it is not difficult to find that the brand has fully implemented a unified store design strategy. Although this initiative was designed to strengthen the brand identity, the field experience revealed that the overall environment was slightly dull, lacking vitality and personalized spatial expression. The appearance of the store is dominated by a single color and standardized construction, which fails to effectively attract the eyes of the passers-by to explore, giving people a feeling of sameness, as if entering any branch can foresee the same visual experience, and the lack of a refreshing sense of surprise.

Entering the store, the furniture layout shows a clear functional orientation, and almost every inch of space is used to house the most basic and practical facilities - simple dining tables and chairs are arranged in an orderly manner, without unnecessary decoration or creative layout, they only meet the basic needs of customers to sit down and eat. Although this arrangement ensures efficient space use, it also invisibly weakens the comfort and aesthetic enjoyment of the dining environment. The lighting design tends to be bright and direct, and the lack of soft light and shadow that can create a warm dining atmosphere makes the whole space appear stiff and not friendly enough.

2.4 Positioning of the selected topic

After in-depth market research and brand analysis, Dezhou Braised Chicken, a time-honored brand with a long history, decided to embark on an innovative journey of brand redesign. The core goal of this design is to rejuvenate this traditional brand, so that it will not only stay in the memory of the older generation, but become a new favorite on the table of contemporary young people. The design team deeply understands that in order to win the favor of young consumer groups, it must be bold and innovative on the basis of retaining the essence of the brand, so that its image is more young and fashionable.

Therefore, the new design direction focuses on creating a range of refreshing product packaging. These packaging designs abandon the traditional dull, instead of using bright and lively color matching, combined with simple but interesting graphic elements, designed to attract the eyes of young people, so that they can identify the unique charm of Dezhou braised chicken at a glance in many goods. The designer skillfully integrates traditional cultural symbols with modern popular elements, which not only shows the deep heritage of the brand, but also conforms to the aesthetic trend of contemporary young people's pursuit of individuality and freshness.

In addition, in order to further broaden the influence of the brand, the design also extends to a series of derivatives, such as fashion clothing, creative stationery, small objects of life, etc., each piece is carefully designed, not only practical but also highly ornamental, perfectly integrated into the daily life of young people. The design style of these derivatives also focuses on cuteness and fashion. Through cute images and avant-garde design language, the distance between them and young consumers is narrowed, so that the brand culture is spread in a more cordial and closer to life.

Summary of chapter II

1. Dezhou braised chicken brand has a long history and rich history, carrying the good memories of several generations, which is an incomparable advantage of emerging brands. Therefore, combined with the brand characteristics and development process to design the year of the Dragon theme illustration, the development of peripheral products, which is an effective means to strengthen the brand publicity. This will not only allow young people to identify with the product, but also allow them to know the story of the brand.

2. Understanding the historical development process of Dezhou Braised Chicken, which not only made me deeply feel the excellent culture of this time-honored brand, but also made me more fully prepared for the cultural design of "Dezhou Braised Chicken" brand time-honored brand.

3. Field investigation of Dezhou braised chicken store, learned that now the old store, aging, need fresh blood to increase vitality.

4. Promote the reconstruction and development of time-honored brands, use the unique concept of Dezhou braised chicken, explore the traditional cultural concept of time-honored brands, and combine it with modern and younger design methods, so as to improve the backward and old problems in the visual image of time-honored brands, so that Dezhou braised chicken time-honored brands will not be buried by The Times.

CHAPTER III

DESIGN PROCESS AND RESULTS

3.1 IP Image design

Tracing the long history of Dezhou braised chicken, we find that this mouth-watering delicacy originated from the careful development of a master cook - Chef Jia. Jia, who lived in the Kangxi period of the Qing Dynasty, has a unique insight into the selection of ingredients and the innovation of cooking techniques. It is this ultimate pursuit of food that gives birth to Dezhou braised chicken, which has gradually become a classic dish handed down to today.

In order to pay tribute to and inherit the spirit of this food pioneer, the designer cleverly combined Jia's image with traditional cultural elements to create a unique cartoon image. This image chooses the typical clothing of Jia's manager in the Kangxi period of the Qing Dynasty as the design basis, exquisite mandarin coat and flowing robe, every stitch and every line are meticulous to restore the style of that era, so that people can feel the deep historical background at a glance.

What is more vivid is that the cartoon image is endowed with a lively and lovely dragon as the body, implying that the unique charm of Dezhou braised chicken spans time and space, just like the dragon is enduring. The winding dragon body is colorful, which not only shows the broad and profound Chinese culture, but also adds a little childlike interest and vitality to the overall design.

In the movement design, the cartoon Jia shopkeeper clasps a huge spoon in his left hand, and holds a sharp spatula in his right hand, as if he is engrossed in a culinary art show of braised chicken. His eyes are focused, his mouth is smiling, and every minute action is portrayed vividly, which not only shows the

chef's love and dedication to cooking, but also allows the viewer to intuitively feel the passion and ingenuity in the process of making Dezhou braised chicken.

3.1.1 IP image element extraction

In the carefully planned IP image setting, the extraction of core elements focuses on the historical roots of the time-honored brand of Dezhou Braised Chicken - its founder, Jia. The background of this legendary figure is fixed in the Kangxi years of the Qing Dynasty, a brilliant period full of cultural heritage and artistic style. In order to accurately restore and pay tribute to that period of history, the design team spared no effort to study the clothing characteristics of the time, and finally selected a flowing long coat as the image base of Jia. This not only reflects respect for history, but also allows the viewer to travel back to that era in an instant.

It is particularly worth mentioning that the entire design project cleverly around the theme of "Year of the Dragon", which has far-reaching implications. Dragon, in Chinese culture, symbolizes honor, power and endless creativity, which appropriately reflects the spirit of Dezhou Braised Chicken brand that is still thriving after years of precipitation. Taking this as the core creativity, the designers are ingenious in reinterpreting the image of the traditional dragon with a modern aesthetic, integrating it into a lovely and friendly design language, creating a classical and lively "dragon" image, which is not only the inheritor of traditional culture, but also the spokesperson of innovative thinking in the new era.

The innovative endorsement image of this series, named "Dezhou Braised Chicken Dragon Series", not only carries respect for the brand's deep history, but also hopes for infinite possibilities in the future. With its unique charm, it crosses the boundaries of time and space and becomes a bridge connecting the past and the future, so that everyone who meets it can feel the brand story that originates from the ancient years and rejuvenates. Through such a design,

Dezhou Braised chicken not only consolidated its classic status in the hearts of consumers, but also showed the brand's courage to explore and continuous innovation of the spirit of The Times, opening a new chapter for the dissemination of traditional food culture. (Figure3.1)

3.1.2 IP image introduction

In recent years, with the continuous evolution of the trend of The Times, the preferences of young consumer groups have shown a colorful picture, among which "fashion play" and "cultural and creative products" have become important carriers of their cultural identity and personality expression. These preferences not only reflect the young generation's endless desire to explore new things, but also deeply reflect their special preference for "novel" and "cute" elements, which almost become the key to understand the young people's market.

In view of this, the core strategy of this design project is to accurately connect with the unique aesthetic demands of contemporary young people, aiming to build a bridge connecting tradition and modernity, classic and trend through unlimited creative design language. We will dig deep into the rich cultural heritage and historical story behind the brand of "Dezhou Braised Chicken", skillfully integrate its unique brand identity and flavor inheritance, and create an IP image that meets the tastes of young people without losing cultural heritage.

In terms of visual presentation, our illustration design will break the routine and use lively color matching and imaginative graphic structure to make the image of "Dezhou Braised Chicken" full of unprecedented vitality and interest, making it become a hot topic and sharing focus on social media. Packaging design will take into account practicality and artistic sense, the use of environmentally friendly materials and innovative structural design, so that

every unpacking has become a surprise experience, so that consumers enjoy food at the same time, but also feel the brand's ingenuity.

In addition, in order to further expand the brand influence, we will also carefully plan the development of a series of derivative products, such as limited edition fashion dolls, creative stationery, fashion accessories, etc. Each product will deeply integrate the cultural symbol of "Dezhou fried Chicken" with modern design concepts, and strive to bring consumers an unusual touch of fun and style in daily life. To build a comprehensive, multi-level brand ecosystem, so that "Dezhou Braised chicken" is not only a dish, but also a symbol of life attitude, firmly attract and maintain the hearts of young consumers. (Figure3.2)

3.1.3 IP image and name introduction

Jaronji, this name is not only a simple appellation, it is like a delicate picture, slowly unfolding in people's hearts, full of endless true and simple feelings. The word "Jia" is like a simple sign, standing in the dust of the years, it not only reminds people of those diligent and honest management of Jia's shopkeeper image, but also deeply imprinted with a dedication and respect for traditional crafts. Just like those master craftsmen who are immersed in the steaming kitchen, they carefully cook each Dezhou braised chicken with ingenuity, and the practicality and diligence seem to reach the diners' hearts through the golden crispy skin.

The embedding of the word "dragon" adds a bit of majesty and agility to the name. Dragon, a symbol of strength and vitality since ancient times, occupies the supreme position in traditional Chinese culture. It means that this Dezhou braised chicken is not only delicious on the table, but also contains an extraordinary vitality and unique charm. With each bite, it seems that you can feel the power of the ancient legend, stirring between the taste buds and awakening people's infinite yearning for a better life.

As for the word "Ji", its homophony cleverly points to "chicken", which is directly related to the Dezhou braised chicken, and at the same time, "Ji" itself represents auspiciousness, happiness and well-being. In this name, "Ji" seems to be a warm charm to ensure that every taster can enjoy delicious food at the same time, harvest full of happiness and spiritual comfort. Dezhou braised chicken is no longer just a kind of food, but has become a messenger of good luck and blessings, so that every dinner is full of joy and harmony. (Figure3.3)

3.1.4 IP action extension

In exploring the diversified extension of IP image design journey, the primary source of inspiration is the rich display of action. Considering the unique charm and profound cultural heritage of braised chicken production process, the creator dug deeply and carefully selected the production process of Dezhou braised chicken, a traditional food, from the vast network resources as the creative cornerstone. This is not only a visual translation of the art of taste, but also a modern interpretation of cultural inheritance.

Through meticulous observation and ingenious artistic processing, the image of braised chicken in the main vision is endowed with a vivid soul. Every detail of the action - from the rigor of the selection of ingredients to the patience of the pickling, to the precise control of the heat during cooking - is delicately depicted, forming a series of coherent and story-telling motion extension designs. These designs are not only a simple reproduction of the process, but also integrate the spirit of craftsmanship and the temperature of the food, making each step of the production process full of vitality and interest.

In addition, this innovative design idea also cleverly takes into account the dual considerations of practicality and aesthetic value. These vivid action extension charts can not only be used as a powerful medium for brand communication and enhance the emotional resonance of consumers, but also are

widely used in a variety of derivatives. From adorable kitchen decorations, to educational and entertaining children's picture books, and even interactive digital content, each product strives to present the essence of braised chicken and the seductive taste of the final product to the public in a vivid and lovely way, which greatly enhances the brand's recognition and affinity. (Figure3.4)

3.2 Illustration part

The core of the whole set of illustration creation concept is to deeply explore and artistic display the unique charm of Dezhou braised chicken, a local food. Through extensive collection of rich information on the Internet, we deeply understand that the cooking process of Dezhou braised chicken not only carries a long history and culture, but also its production process is unique, and every detail reveals its unique characteristics. Therefore, our creative composition will be carefully arranged around the four iconic elements of Dezhou Braised chicken - color, shape, taste and aroma, and strive to visually interpret the essence of this dish in all aspects.

In terms of color, we will cleverly use the crisp golden skin color and the soft and juicy meat inside as a contrast, supplemented by the unique warm tones of spices, to create an attractive visual feast. In form, it describes the full shape of braised chicken after unique technical treatment, and every muscle texture is clearly visible, showing the exquisite production process.

Although the taste and aroma cannot be directly conveyed through the picture, we plan to express them metaphorically through creative ways: for example, by drawing light and airy incense mist around the braised chicken, accompanied by subtle emoji or text description, the viewer's sensory association can be guided, as if they can smell the rich aroma mixed with 16 kinds of spices, as well as the unique delicious taste of braised chicken.

In the background design, Dezhou's local characteristic architecture is indispensable, such as the ancient gate tower and characteristic residential houses, etc. These elements will be integrated in the light and elegant ink style, which will not rob the main visual focus, but also allow people to identify the regional customs at a glance. In addition, considering the inextricable connection between braised chicken and the Lantern Festival, we will carefully arrange a variety of Lantern Festival lanterns in the corner of the picture, both traditional round and innovative animal shapes, they exude a soft and warm light, adding a festive atmosphere and a deep sense of history to the whole scene.

Finally, in order to further enrich the details of the picture, we decided to present the 16 key spices in a microscopic perspective, each of which is given a vivid image, either scattered around the braised chicken or decorated in a small and delicate pattern, which is both a tribute to traditional cooking wisdom and an exploration of ingredients aesthetics.

To sum up, this set of illustrations aims to lead the audience to embark on a visual and spiritual journey about Dezhou braised chicken through delicate strokes, distinct theme conception and rich cultural connotations, so that every stare can feel the double touch from taste buds and culture.

3.2.1 Selection of architectural elements and their reasons

This striking "century wind" sculpture, as the preferred object of "color" theme illustration in New Lake Park, Texas, is not only because of its advantageous geographical location - standing on the north shore of the picturesque New Lake scenic area, but also because it has evolved into a cultural symbol and spiritual totem of a city. Its design inspiration seems to come from the flow of time and the trajectory of the wind. The three 'S' shaped structures intertwine and climb with each other in an almost dance-like dynamic manner, not only showing the perfect integration of art and mechanics, but also

symbolizing the change and continuous vitality of the city of Dezhou in the long history.

The sculpture adopts a bright red tone as a whole, which not only reminds us of the unique and attractive red color revealed in the golden layer of Dezhou braised chicken skin, but also inspires people's infinite reverie of local food culture, and gives the work a strong emotional color. In the gentle afterglow of the setting sun, the surface of the "Century Wind" sculpture seems to be plated with a layer of golden radiance, which reflects the gradually silent skyline in the distance, showing an indescribable magnificence and harmony. Red, as a symbol of passion and vitality, is not only a visual shock here, but also an artistic interpretation of the open and inclusive character of the people of Texas and their loving attitude towards life.

The surrounding natural landscape and the "Century Wind" sculpture form a wonderful dialogue: the ripening new lake surface reflects the graceful posture of the sculpture, and the willow branches swinging in the wind echo the dynamic lines of the sculpture, and together weave a picture of harmonious coexistence between nature and humanity. Tourists walk in it, or stop to watch, or take photos, are deeply attracted by this landmark that combines the beauty of modern art and regional cultural characteristics, which not only beautifies the face of the city, but also adds a unique cultural charm to Dezhou. (Figure3.5)

This is the second "incense" theme illustration of the Dong Zi Reading Station, the center of Dezhou Economic Development Zone. This statue of Dong Zhongshu is usually placed in specific places, such as Dong Ziyuan. The statue vividly shows the image of Dong Zhongshu, his manner is solemn, and his eyes are deep, as if telling about his thoughts and wisdom.

When people stand in front of Dong Zhongshu, they can feel the profound history and cultural heritage, just like the wisdom of the production of Dezhou braised chicken, in the production, the selection and control of the spices and the

details of the production process, among which the masters' control of these details is the great wisdom. (Figure3.6)

This is the third piece of "halogen" theme illustration selected in the central part of Dezhou City- -the symbol building of Changhe Park, which is a work of great artistic value.

Its main body is a fast galloping horse, the horse's hind hoof step on the back of a swift little swallow. The sculpture is beautiful in shape, unique charm, head and tail, mouth whistling, three feet in the air, one foot stepping swallow, Mercedes like flying, highlighting the vigorous vitality and indomitable grand momentum.

Dezhou braised chicken is very exquisite in the process of brine, first boil with fire, use to warm stew, the temperature in the pot to keep 90~92°C slightly boiling state. The chicken is braised for 3~4 hours, and the old chicken is braised for 4~8 hours. The old masters' control of the heat of the braised chicken is tender and juicy, and it takes off the bone.

It not only reflects the vitality of Chinese classical art, but also symbolizes the glorious history and culture of China for thousands of years. (Figure3.7)

This is the fourth "shape" theme illustration of the largest temple in Qingyun County, Dezhou City, the temple in the Island Jinshan Temple. It is a unique building modeled on the Hall of Prayer for Good Harvest in the Temple of Heaven in Beijing. The temple of Wan is 60 meters high, more than 1 meter higher than the Hall of Prayer for Good Harvest.

In the hall, there are more than 24,000 tablets of the ancestors of Chinese surnames. There is also a memorial hall for the ancestors of the Chinese Wan family, which is the ancestral hall of the ancestors of the surnames of the Chinese nation. The construction of the temple is of great significance. It aims to remember the heroes and ancestors in the 5,000-year history of the Chinese

nation, so as to infect the people, inspire the people and enhance the cohesion of the Chinese nation.

In the picture of this theme, and the characteristics of grilled chicken: light and elegant, from afar like a duck floating water, mouth bit feather feather, very beautiful, is a first-class food art treasures. Create a relation, the two complement each other, make the picture more expressive. (Figure3.8)

3.2.2 Illustration part design

Illustration 1: picture is grilled chicken production process characteristics: color steps, the whole bright color to show steak chicken delicious, main color is grilled chicken Fried color and yellow color of honey after the warm color of tonal makes the whole picture is very appetite, color process: will dish good chicken, body coated with sugar color, into the pan Fried 1~2 minutes, Fried while turning, after Fried, chicken body golden red, can remove the drain to oil, stew. Oil temperature should not be too high, so as not to fry black. The process of coloring and frying the grilled chicken is fully presented through illustration.

Illustration 2: the picture shows the production process of braised chicken characteristics: taste, the main picture shows the fresh braised chicken and easy to show the taste of Dezhou braised chicken, as the saying goes: a braised chicken, one or two wine, better than the gods. Therefore, the author uses jar wine and five spices to enrich the selection of surrounding elements. The overall picture and tone are more leisurely, which also reflects the enjoyment of eating grilled chicken.

Illustration 3: picture is grilled chicken production process characteristics: sweet, Texas grilled chicken incense mainly five fragrance, halogen process: put the Fried chicken in turn, add half soup in the pot, put the spice bag (cinnamon, star anise, fennel, dried tangerine peel, pepper and other 16 kinds of spices), add water submerged chicken, with high fire first, switch to fire stew, pot

temperature keep 90~92°C micro boiling state. The chicken stew for 3~4 hours, the old chicken stew for 4~8 hours is good. The author uses this description to show the picture, using the overall tone of the five spices to show the flavor of the grilled chicken, and then using the five spices to enrich the picture.

Illustration 4: the picture shows the characteristics of braised chicken production process: shape, the picture with cool colors and IP in the process of lotus leaf package, the Internet said: from afar like duck floating water, the mouth of feather, very beautiful, is the first class food art treasure. Put the chicken in the center of the picture, the golden color and the color of the background contrast, so that the picture is more harmonious and also highlights the beauty of the chicken. (Figure3.9)

3.2.3 Make grilled chicken step information visualization

This series of carefully designed posters vividly and in detail show every key process of making traditional braised chicken, from the selection of ingredients, marinating to cooking, until the golden crisp finished product is presented in front of you, each link reveals the unique flavor of the artisan's heart. The seductive features of braised chicken are cleverly highlighted in the picture: the meat is tender and juicy, the skin is golden and crisp, and the aroma is tangy, as if it can penetrate the paper and stimulate the viewer's taste buds.

In the use of color, the designer is ingenious, choosing the braised chicken itself that the coveted gold color as the main color, this choice not only directly reflects the appearance of the braised chicken, the deeper echoes of the "Dezhou braised chicken" as a time-honored Chinese brand identity. Through the integration of warm and deep neutral tones, the poster subtly conveys the process essence and cultural inheritance of Dezhou braised chicken after hundreds of years of precipitation, making people feel a thick time and brand heritage.

In order to balance the traditional and modern visual feelings, the design also cleverly integrated relatively bright colors, lively form of illustration IP image. These youthful and vibrant elements are in stark contrast to the traditional image of braised chicken, retaining respect for the classic taste without losing a sense of The Times, and successfully attracting the attention of consumers of different ages. These cartoon or abstract IP figures, perhaps a clever chicken or other creative designs, travel through ancient cooking scenes in a humorous way, injecting a fresh breath of life into this century-old flavor.

In short, this series of posters is not only a tribute to Dezhou braised chicken food art, but also an innovative interpretation of the deep cultural heritage behind it. It uses visual language to tell a story about the harmonious coexistence of tradition and innovation, history and modernity, so that this Chinese time-honored brand in the new era radiates a more dazzling brilliance, attracting everyone who loves food and respects tradition. (Figure3.10)

3.3.3 Product packaging design drawing

In today's diversified market, Dezhou braised chicken, a traditional delicacy, is attracting young consumers with a new look. Although the braised chicken packaging on the market is dazzling, most young people are fond of the traditional packaging that carries the traces of age. In order to break the routine, let the classic and the trend parallel, the designer ingenuity, the use of an avant-garde and fashionable layout, cleverly integrated modern aesthetic elements. Bold breakthrough in color, choose a bright and lively tone as the background, not only instantly catch the eye, but also give the product a youthful vitality. On this basis, the designer also cleverly draws on the illustration cartoon images developed in the early stage, which not only retains the cultural heritage of braised chicken, but also adds interest and recognition, making the whole

packaging design both retro and trendy, perfectly matching the aesthetic preferences of contemporary young people.

At the same time, Dezhou Braised chicken brand understands the changes in market demand, is no longer limited to the traditional catering field, but actively innovative, launched a series of ready-to-eat snack products. These snacks are not only small packages of classic flavors, but also designed for easy enjoyment in a fast-paced life. From the spicy and attractive palm treasure to the portable and delicious chicken strips, each product accurately captures young people's pursuit of both delicious and convenient. They are not only suitable for daily snacks to satisfy cravings, but also good items to share during gatherings and trips, reflecting the current young people's love of social life and happy to share.

Based on this market insight, designers also put great effort into snack packaging to ensure that the visual presentation and product characteristics complement each other. The design elements of the main illustration are flexibly applied to the snack packaging. Through creative composition and color matching, each packet of snacks seems to tell an interesting story, so that people can feel the temperature and creative charm of the brand while tasting the delicious food. This design strategy of both internal and external repair undoubtedly further enhances the appeal of Dezhou Braised chicken snack series in the hearts of young consumers, and makes traditional food radiate new vitality and vitality. (Figure3.11-3.15)

3.3.4 Derivative design

Derivative development, as a gem in the field of design, is not only a simple extension of the original work, but also a key part of the brand story and culture. By skillfully integrating those vibrant illustrations with daily objects, the tentacles of art not only penetrate into every detail of life, but also make the

brand image inadvertently rooted in the hearts of the public, quietly blooming its unique charm, and then realize the emotional leap from recognition to love.

Taking the classic brand of "Dezhou Braised Chicken" as an example, the series redesign carried out on the occasion of welcoming the Year of the Dragon is undoubtedly a gorgeous transformation of the collision of traditional and modern aesthetics. The design team is keen to capture the contemporary youth's preference for cute and lively style, and cleverly integrated this element into the brand rebranding to create a new image that retains traditional cultural heritage without losing the vitality of fashion. This style of precise positioning, like a fresh wind, instantly attracted the attention of many young people, so that they were happy at the first sight of contact, laying a solid foundation for the wide spread of the brand.

In view of this, the development strategy of derivatives is particularly important and full of potential. Designers have deeply studied the interests and living habits of young consumer groups, and carefully planned a series of practical and ornamental cultural and creative products. For example, the brand's iconic patterns are designed as refrigerator stickers, which not only decorate every corner of the kitchen, but also remind the taste of home every time you open the refrigerator door. The mobile phone case becomes the carrier of personality expression. Every time you hold such a uniquely designed mobile phone case, you seem to tell a beautiful story about food and culture silently. A variety of stickers give notebooks, cups and even any ordinary surface unlimited creative possibilities, so that small objects in daily life can become a work of art to highlight personal taste. (Figure3.16)

Summary of chapter III

1. Through such a vivid and creative design, the IP image is not only lifelike and vivid, but also successfully integrates the traditional story of Dezhou

braised chicken with the modern aesthetic perfectly, so that the cultural connotation of this classic food is presented to every diner in a more cordial and interesting way, and stimulates people's interest and enthusiasm for the exploration of traditional food culture.

2. Jia Lunji, these three words perfectly integrate the respect for tradition, the pursuit of quality and the expectation of a happy life, and become a vivid and profound synonym for Dezhou braised chicken. It tells a story about truth, strength and beauty, so that people can not only appreciate the mellow flavor of braised chicken, but also feel the cultural heritage and life philosophy across time and space, which attracts unlimited yearning.

3. The brand redesign of the "Dezhou Braised Chicken" Dragon Year series and its derivative development are not only a visual feast, but also a profound cultural inheritance and innovation attempt. It not only makes the brand image more vivid and close to people's hearts, but also successfully opens up a bridge connecting tradition and modernity, art and life, so that more young people can enjoy the beautiful design at the same time, but also feel the profound cultural connotation behind the brand.

CHAPTER IV

PROBLEM AND SOLUTION AND DESIGN RESULTS PRESENTATION

4.1 Problems and Solutions

In this design journey, the primary challenge we faced was how to skillfully integrate the soul of the theme into the creation of the IP image, and on this basis, not only to bring the product characteristics to life, but also to ensure that this unique visual symbol can resonate with the viewer. After a series of creative collisions and careful consideration, we decided to shape the IP image into a dragon image that is both rich in traditional charm and modern and lovely. This dragon not only contains a deep cultural heritage, its lively and agile posture also subtly conveys the vitality and innovative spirit of the product, successfully attracting the attention of the target group.

The illustration design stage is also full of exploration and adjustment. Our original intention is to fully and vividly show the products - especially the unique flavor and preparation process of Dezhou Braised chicken, and strive to stimulate the imagination of the audience's taste buds in every detail. However, in the initial attempt to use the classic 4:3 ratio for typesetting, it was found that the screen elements were too dense and it was difficult to highlight each feature. Faced with this problem, the team did not simply give up, but in-depth analysis, repeated deliberation, and finally decided to break the convention and adopt a bolder 2.5:1 long version proportional layout. This change not only effectively releases the visual space, so that the product and the attractive place of braised chicken can be fully revealed, but also gives the whole picture a kind of flow of beauty, guiding the viewer's sight naturally shuttle between the various highlights.

4.2Design results display

Figure(3.17-3.18)

Summary of chapter IV

1. As for the design of derivatives, it is an exploration of the deep integration of practical aesthetics and brand philosophy. We know that contemporary young people pursue not only the practicality of objects, but also the cultural values and individual expressions behind them.

2. In the design process, we always focus on the brand concept of "let the tradition refresh", carefully select the material and optimize the structural design, and strive to make every derivative can become a carrier of both use value and positive emotion. From portable tableware sets to fun kitchen gadgets, each product has been carefully considered to touch the heartstrings of young consumers, allowing them to feel the temperature and depth of the brand in their daily lives, thereby establishing a strong brand identity.

CONCLUSION

In the in-depth exploration of the "Dezhou Braised Chicken" this time-honored brand design project, I deeply realized that under the background of today's changing times, it is not easy for a time-honored brand with a hundred years of history to maintain its vitality and sustainable development. The wheel of The Times rolls forward, and every moment is pregnant with new trends and changes, which is both a challenge and an opportunity for traditional brands. They must learn to find a delicate balance between respecting tradition and catering to the modern, holding on to the original spirit passed down from generation to generation, but daring to embrace innovation and make ancient brands glow with a new era.

Time-honored brands, like an altar of old wine, the longer the mellow, they have witnessed the changes of countless spring, summer, autumn and winter, carrying the common memories and emotions of people of all ages. These brands are not only the suppliers of commodities, but also the messengers of cultural inheritance. They are distributed all over the country, closely intertwined with the cultural fabric of the city, and become a fresh historical business card, recording and telling the course of all walks of life in China from the bud to the prosperity. However, in the face of rapid changes in modern society, some time-honored brands have fallen into the dilemma of relying on the glory of the past and lacking innovation vitality, and the glory of the past has gradually covered the dust of the years, facing the risk of being forgotten.

"Dezhou Braised Chicken", as a shining pearl in the Chinese time-honored brand, is not only a delicious food, but also a deep attachment to the taste of many people's hometown, which is a bond of emotion and memory. Whenever the name is mentioned, the mind will come up with familiar scenes and warm smells, awakening a deep sense of belonging. Therefore, we have the responsibility to cherish this valuable cognitive and emotional sustenance,

regard it as a treasure of national culture, and show the unique charm of Chinese brands to the world.

As a student of visual communication design, I know that the power of design is to connect the past and the future, and to see the truth in the small points. Our task is to skillfully combine the rich cultural stories behind the time-honored brands with the current aesthetic trends, and to dress these traditional brands in a new era through a creative design language. For example, using digital media technology to recreate the historical moment of "Dezhou Braised chicken" or showing the unique beauty of its production process in the form of art installations can effectively attract younger consumers who may be prejudiced against the old brands due to stereotypes. What we need to do is to guide them to look at these classic brands from a new perspective and feel the profound cultural heritage behind them, so as to stimulate their interest and desire to buy, so that the old brand is no longer a distant memory, but a living part of modern life.

Finally, through such design practice, it can not only help the new generation of consumers to establish a deeper understanding and recognition of traditional brands, but also enable the cultural values carried by these time-honored brands to be better inherited and developed, so that the tradition can bloom more brilliant light in innovation.

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Figure3.1



Figure3..2



Figure3.3



Figure3.4

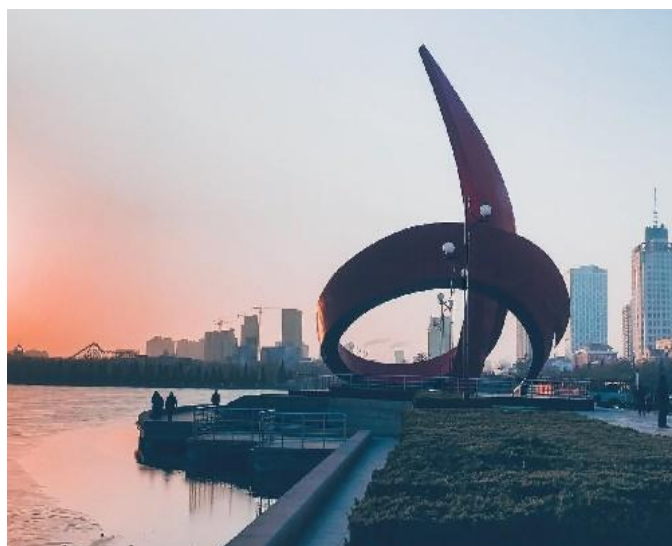


Figure3.5



Figure3.6



Figure3.7



Figure3.8



Figure3.9



Figure3.10





Figure3.11



Figure3.12



Figure3.13



Figure3.14





Figure3.15

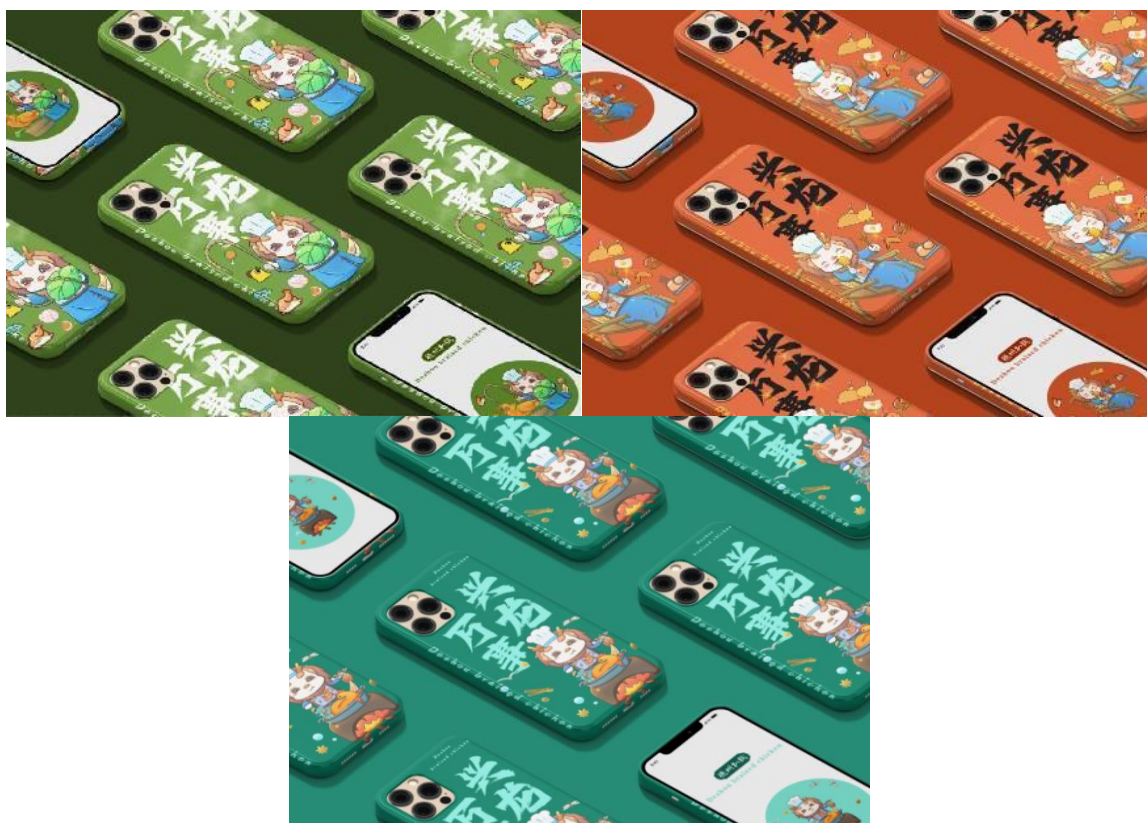








Figure3.16



Figure3.17



Figure3.18