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KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN
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BACHELOR'S THESIS

on the topic:

Development of a visual complex for the forest park “All Things Grow”

Specialty 022 Design

Educational program Design (by types)

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ABSTRACT

This paper explores in detail the cultural creative design project of the "Everything Grows" Forest Park, which aims to seamlessly integrate the natural environment with cultural elements through innovative design methods, thereby enhancing the educational value of the park and the visitor experience. Firstly, the paper makes a comprehensive analysis of the natural characteristics and background of the forest park, and then collects the necessary data and visitors' feedback through field investigation to form the preliminary conception of the design.

During the design implementation process, we faced and overcame many challenges, such as how to effectively integrate the natural landscape. The design results include IP images, theme illustrations, theme posters, tour maps and cultural and creative derivatives, which mainly provide tourists with both educational and entertainment experience. Through a systematic evaluation of the design process and results, this paper verifies the effectiveness of cultural and creative design in enhancing the function of forest parks and their role in the community.

This study not only provides a cultural creative design case with practical value and theoretical significance for forest parks, but also provides strategies and enlightenment for implementing cultural creative projects in similar nature reserves in the future. This study emphasizes the importance of harmonious integration of design with nature and culture, and shows how creative design can effectively contribute to environmental protection and cultural education.

Key words: Forest park, IP design, poster design, Illustration design, map design, Cultural creative design

CONTENT

| | |
|--|----|
| INTRODUCTION | 6 |
| Chapter I | 7 |
| SOURCE OF SELECTION | 7 |
| 1.1 Background Of The Selected Topic | 7 |
| 1.2 Reasons For Choosing The Topic | 7 |
| 1.3 The Current Situation Of Domestic And Foreign Research | 9 |
| 1.4 Research Method | 10 |
| Summary Of The Chapter I | 11 |
| Chapter II | 12 |
| RESEARCH FOR THE SELECTED TOPIC | 12 |
| 2.1 Preliminary Research | 12 |
| 2.2 Positioning Of The Selected Topic | 23 |
| Summary of Chapter II | 24 |
| Chapter III | 25 |
| DESIGN PROCESS AND RESULTS | 25 |
| 3.1 Design concept | 25 |
| 3.2 Design Process and results | 27 |
| 3.2.1 IP design | 27 |
| 3.2.2 Illustration design process | 31 |
| 3.2.3 Poster design process | 33 |
| 3.2.4 Map design process | 35 |
| 3.2.5 Cultural and Creative Product Design | 38 |
| Summary of Chapter III | 44 |
| GENERAL CONCLUSIONS | 46 |
| REFERENCE | 47 |
| APPENDICES | 53 |

INTRODUCTION

In today's fast-paced social life, there is a growing demand from city dwellers for access to nature and mental health Spaces. As a green bridge between nature and the city, the forest Park not only provides a place for people to relax, but also has a positive impact on the physical and mental health of visitors. With the rise of cultural and creative industries, the design of forest parks is no longer limited to landscape and ecological protection, but also includes cultural and artistic integration and brand image construction. This topic mainly discusses how to enhance the function of forest park through cultural creative design, promote the harmonious coexistence between man and nature, and promote the green development of the region.

By promoting the value of forest park as a cultural space in the natural environment, we explore how to integrate cultural and creative elements into the design of forest park to enhance the visitor experience. With the help of cultural creative design, the forest park is promoted as an important force to promote regional green development, and provides a new perspective and strategy for the sustainable development of forest parks.

Chapter I

SOURCE OF SELECTION

1.1 Background Of The Selected Topic

With the increasing prominence of environmental problems and the significant improvement of public awareness of environmental protection, the society attaches greater importance to harmonious coexistence with the natural environment. In this context, the forest park in the city has become a valuable green asset, which not only carries multiple important functions such as improving the urban ecological environment, providing leisure and entertainment places for citizens, and protecting biodiversity, but also is an integral part of the sustainable development strategy of the city. With the rapid development of eco-tourism, the cultural and creative design of forest park becomes more and more important. This design direction not only greatly enriches the experience of tourists, but also helps to promote and inherit local culture, protect traditional art, and promote the development of local economy. By cleverly blending natural beauty and cultural elements, the creative design of the Forest Park can enhance the overall satisfaction and participation of visitors, making the Forest Park an important place to promote environmental protection ideas and promote cultural exchange.

1.2 Reasons For Choosing The Topic

This study chooses "Everything grows" as the theme, and is committed to using cultural creative design methods to systematically discuss the role of forest parks in the process of realizing harmonious coexistence between man and nature, improving the quality of leisure experience, and promoting regional sustainable development. The core purpose of the project is to integrate natural resources and human elements to design a public space that can not only meet

the needs of public health and leisure, but also promote and popularize the concept of green living.

An in-depth analysis of the current design of the Forest park is planned to explore innovative design elements that can be introduced. The study will focus on how to enhance the ecological value of forest parks through cultural and creative design, such as enhancing biodiversity conservation and enriching tourist experience. This study aims to stimulate the public's love and respect for nature through the power of cultural creative design, enhance the sense of community participation, promote the process of ecological civilization construction, and contribute wisdom and strength to the construction of an eco-friendly. Through the in-depth research and innovative practice of the forest park, the project not only aims to enhance the value of the forest park itself, but also plays a key role in promoting the harmonious coexistence of man and nature and promoting the sustainable development of the social economy. In addition, increasing the visibility of the forest park is expected to attract more tourists, thus effectively promoting the physical and mental health of tourists and enhancing their happiness and quality of life. At the same time, it is also expected to stimulate the growth of local tourism and related industries, thereby boosting economic development.

Through the integration of cultural creative design, this study not only aims to protect and pass on the cultural heritage of the region, but also strives to show the modern value and attractiveness of culture in an innovative way. This comprehensive approach not only enriches the functions of the forest park, but also provides a new impetus and perspective for the cultural and economic revitalization of the region. With in-depth analysis and field practice, this study is expected to strengthen the role of forest parks in environmental education and community engagement. Through the design and implementation of targeted education programs, the Forest Park will become an important platform to promote ecological knowledge and environmental awareness, so that visitors can not only relax during the tour, but also gain an in-depth understanding of the

importance of natural ecology and environmental protection. Such educational functions can inspire the public, especially the younger generation, to have a sense of environmental responsibility, and promote community members to cherish and protect the natural environment. By achieving these goals, the project will contribute to the formation of an eco-friendly and culturally rich public space with long-term benefits for society.

Through a series of research and practical activities, this study not only enhances the dual functions of forest park as a nature reserve and cultural space, but also promotes the comprehensive and harmonious development of society, culture, economy and environment. This will provide valuable experience and demonstration for the planning and management of future forest parks, and promote the successful implementation of more similar projects, so as to achieve wider social impact and ecological benefits.

1.3 The Current Situation Of Domestic And Foreign Research

Domestic research on forest parks and natural environment is also increasing, especially in the context of ecological civilization construction and healthy China strategy, the relevant research has been highly valued by the government and academia. Domestic researches mainly focus on the ecological value, health benefit, tourism development and management of forest parks.

In terms of health benefits, domestic studies have verified the positive effects of forest environment on improving people's physical and mental health, such as improving heart rate variability, reducing blood pressure, and reducing depression. At the same time, domestic scholars are also exploring the application of forest therapy in health promotion and disease prevention.

In addition, domestic research also involves ecological protection and sustainable management of forest parks, as well as how to promote local economic development through ecotourism and other ways. The establishment of national parks and nature reserves has not only protected nature and

biodiversity, but also attracted a large number of tourist resources and become an important pillar of regional economic development.

In foreign countries, the research of Forest Therapy and urban green space is relatively mature, emphasizing the positive impact of natural environment on human health. Much research has focused on how forest environments can promote physical and mental health, such as reducing stress, improving mood, enhancing concentration and boosting happiness. Scholars in Europe and the United States have confirmed the positive effect of natural environment on human health through empirical studies, and advocated integrating more green space through urban planning and park design to promote the health and well-being of residents.

Domestic and foreign studies have shown the important value of forest parks in improving human health, promoting social and economic development, and protecting the natural environment. Future research may focus more on the versatility of forest parks, such as how to effectively combine the multiple goals of ecological protection, health promotion, cultural inheritance and economic development.

1.4 Research Method

The main research methods adopted in the research process of this topic include literature research, comparative research, investigation research and so on.

Through extensive collection and analysis of domestic and foreign related research literature, including forest park design, ecological protection, cultural and artistic integration and sustainable tourism theories and cases, to establish a theoretical basis and reference frame. The existing cultural creative design works are deeply investigated and compared, and the cultural creative design works at home and abroad are compared and analyzed with the current cultural creative design works of forest park. Through field investigation and online

information, collect first-hand information about ecological environment, cultural resources and tourists' needs, and make a more accurate positioning of the design.

Summary Of The Chapter I

1. The forest park is a valuable green asset
2. Forest park cultural creative design
3. We will promote ecological progress

Chapter II

RESEARCH FOR THE SELECTED TOPIC

2.1 Preliminary Research

I went to Jinan Forest Park to investigate the geographical environment, vegetation distribution and landscape design of the park. Observe the natural landscape, tour lines, facilities and equipment in the park, and record the behavior and experience of visitors. Through personal experience, I deeply felt the charm and attraction of the park, from which I drew design inspiration and inspiration, also understood the characteristics and current situation of Jinan Forest Park, grasped the needs and expectations of tourists, and laid a solid foundation for the subsequent cultural and creative design work.

The terrain, vegetation, water body and other natural features of the forest park were learned and recorded comprehensively through offline investigation. I also investigated the leisure facilities and educational facilities in the park in detail, such as fitness plaza, science museum, sculpture and so on.

According to the online research information, Jinan Forest Park is the "Spring City" - the only comprehensive urban park in the west of Jinan that integrates various landscapes such as forest land, wetland, water stream and sculpture, and integrates various functions such as recreation, science popularization, fitness and hedge. Jinan Forest Park is located in Zhangzhuang Road, Huaiyin District, Jinan City, Shandong Province, adjacent to Xingji River in the east, West Second Ring Road in the west, and West Ji Road in the north. The total area of the park is 1043 mu, of which the green area is about 60.1 hectares, and the water system area is about 4.8 hectares.

The overall layout of Jinan Forest Park is "one ring, one axis, five lakes and nine parks". "One ring" is the tree-lined landscape road around the whole garden; "One axis" is the central axis running through the northern and southern natural landscape, from the south entrance through the platform garden, the Lucui Lake,

the science exhibition hall to the northernmost wetland landscape; The "Five Lakes" are the main water landscape in the park, including the Lan Cuihu Lake, the Chung Cuihu Lake, the Ying Cuihu Lake, the Huayu Bay and the Jicui Lake; The "Nine gardens" are specialized parks, including terrace garden, sculpture garden, science popularization garden, spring garden, summer wood garden, autumn landscape garden, fir forest garden, bamboo garden, children's park.(As shown in Figure 2-1)



Figure 2-1 Natural landscape of the park

In the east of Jinan Forest Park, there is an open fitness square and chess court area of 8,000 square meters, with more than 60 pieces of various equipment such as basketball, badminton court, table tennis table and chess table, which can accommodate more than 500 people for leisure fitness and chess. The children's playground in the west of the park is all paved with soft sea sand. It is reported that this is the park with the most sea sand in Jinan, and there are more than 20 amusement facilities imported from Finland.(As shown in Figure 2-2)



Figure 2-2 exercise plazat

The science Museum in the Forest Park has a plant science exhibition hall, a 3D screening hall and a specimen storage room, which can systematically and centrally display the evolution of nature.(As shown in Figure 2-3)



Figure 2-3 Popular science hall

Sculptures are built in Jinan Forest Park to highlight sculpture culture, which is the first time in Jinan. According to statistics, a total of 18 groups of sculptures have been completed in Jinan Forest Park. According to the staff of the park, the garden department will increase the high-quality sculpture works of relevant themes year by year according to the style characteristics of the forest park, and gradually enrich the sculpture content and improve the cultural connotation and popularity of the sculpture park by strengthening the cultural interaction with international sister cities, giving sculpture works to each other, inviting well-known sculpture masters at home and abroad to create tailored works. (As shown in Figure 2-4)



Figure 2-4 Park sculpture

In addition to offline research, online research also plays an important role. Online research is mainly conducted by means of questionnaires, which are mainly used as a medium to analyze people's acceptance of cultural and creative products in forest parks.

189 people were valid to fill in the questionnaire. According to the survey results, the number of women filling in is 52.91%, the number of men filling in is 47.09%, the age of filling in the most is between 18 and 30 years old, accounting for 39.68%, the education level is mostly undergraduate (junior college, vocational college), accounting for 52.91%, and the monthly income is mostly between 3001-8000 yuan, accounting for 51.85%. (As shown in Figure 2-5, Figure 2-6, Figure 2-7, Figure 2-8)

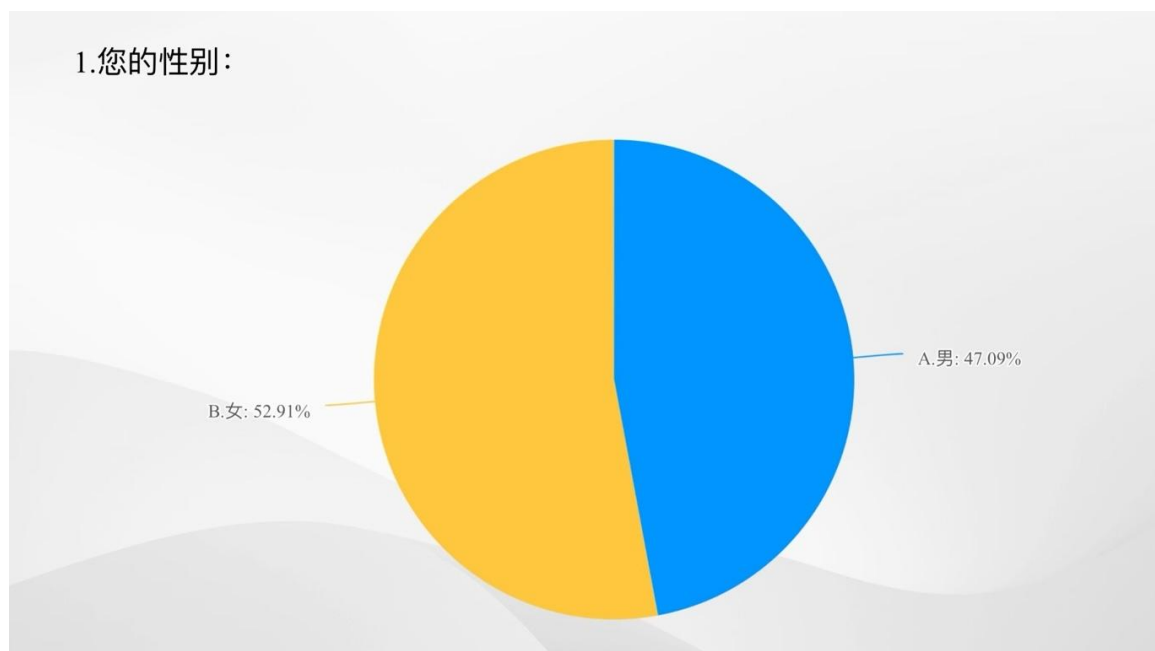


Figure 2-5 Questionnaire

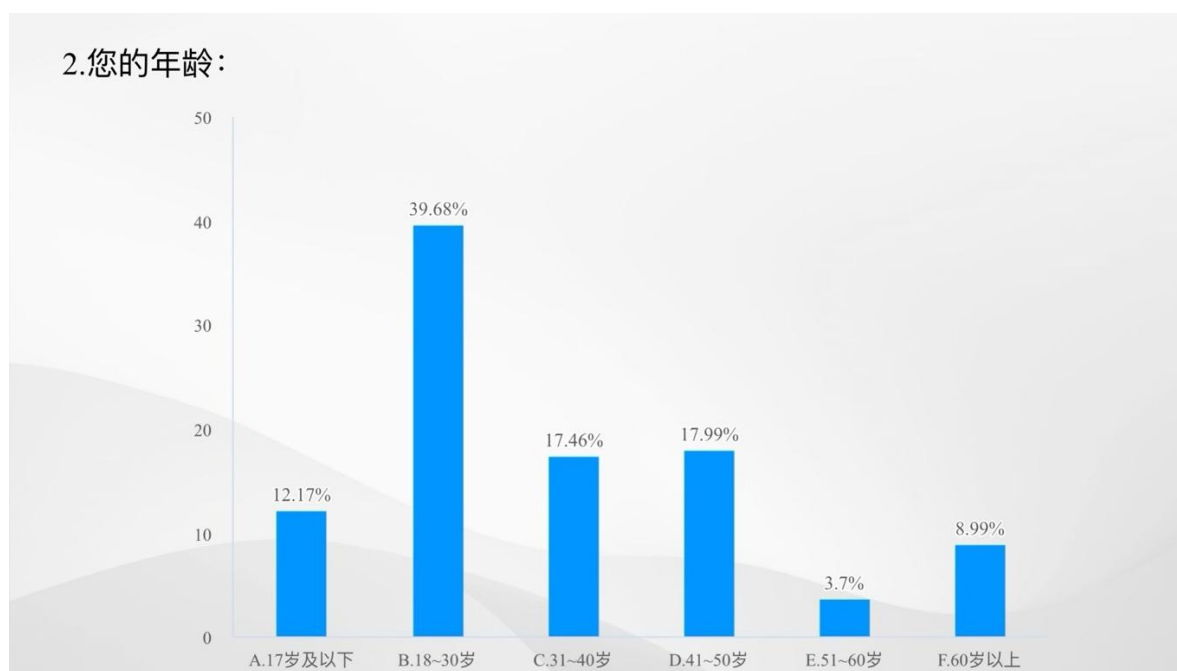


Figure 2-6 Questionnair

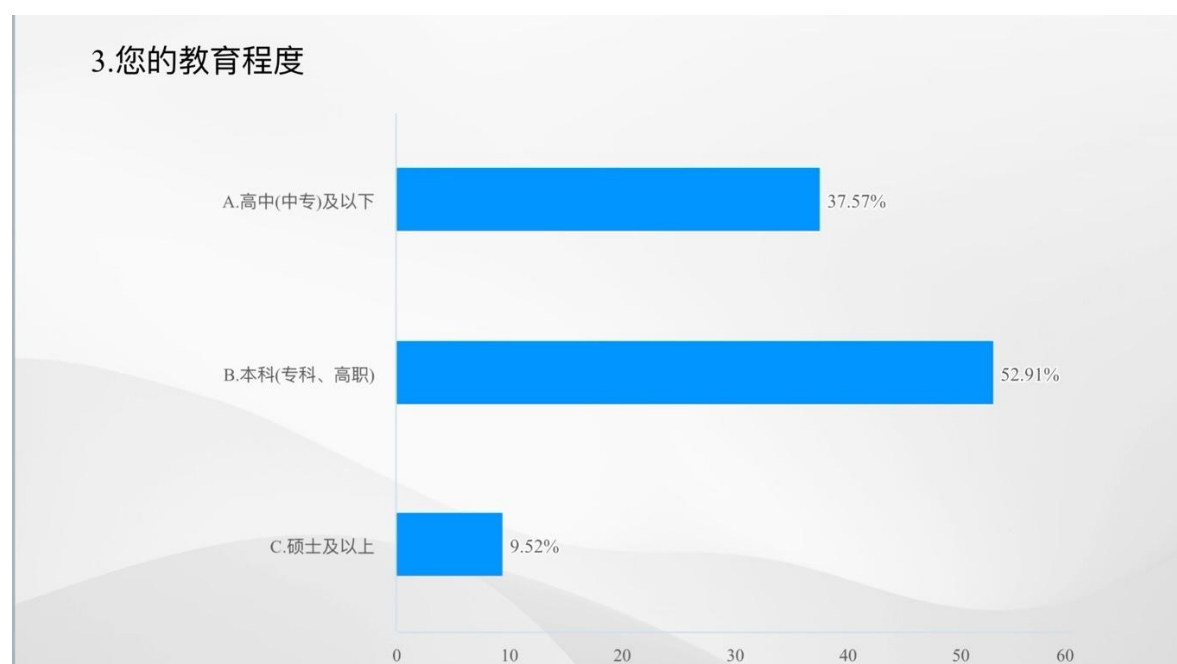


Figure 2-7 Questionnair

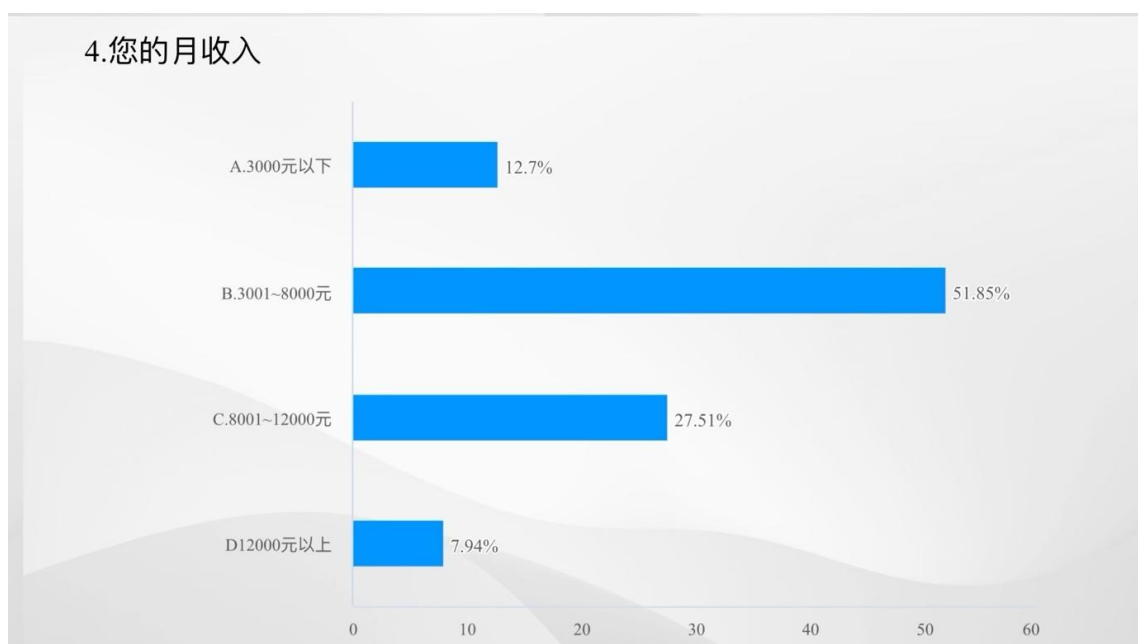


Figure 2-8 Questionnaire

According to the results of the questionnaire survey, most people have a good understanding of cultural and creative products, accounting for 24.87%, 31.75% and 11.64. Most people are very interested in cultural and creative products, accounting for 44.44%, 78.31% of the people have purchased cultural and creative products, 59.26% of the people from online shopping platforms (Taobao, Jingdong, etc.) to obtain information about cultural and creative products, as well as 52.38% of the people from the scenic area store. Also, 49.21% of the people got information about cultural and creative products at cultural fairs held in different places.(As shown in Figure 2-9,Figure 2-10,Figure 2-11,Figure 2-12)

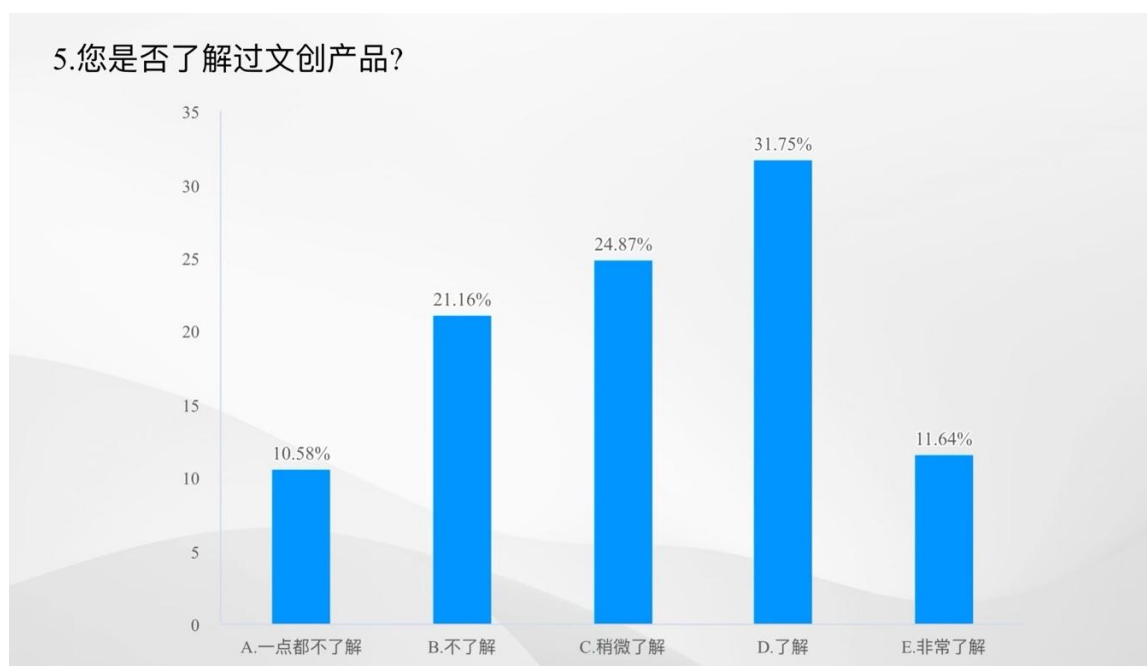


Figure 2-9 Questionnaire

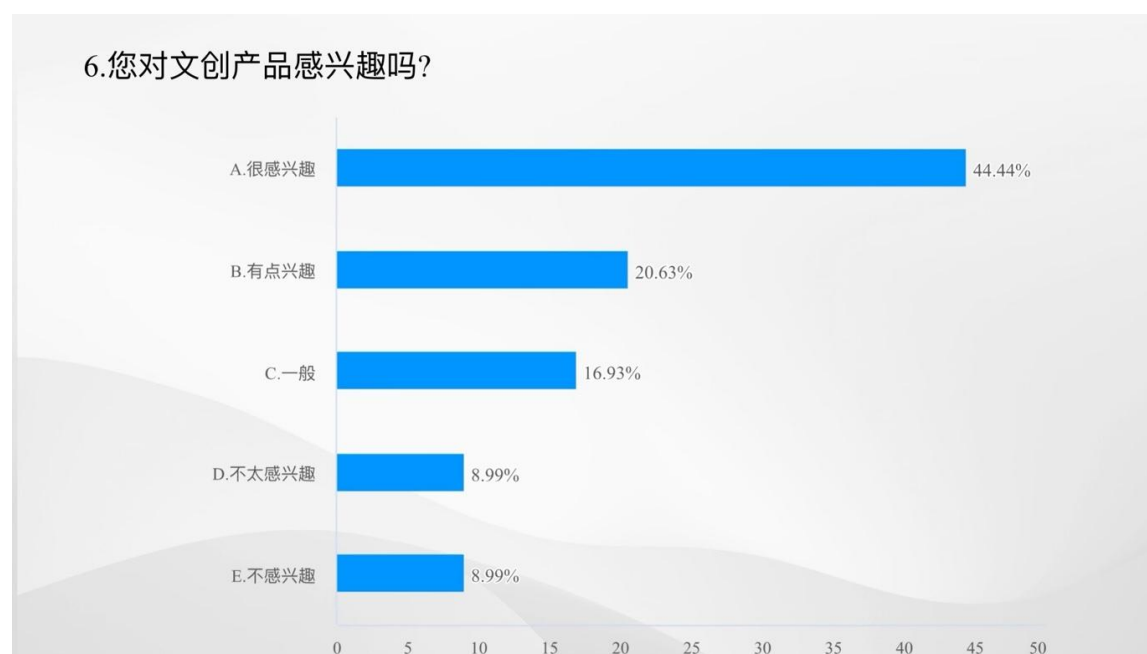


Figure 2-10 Questionnaire

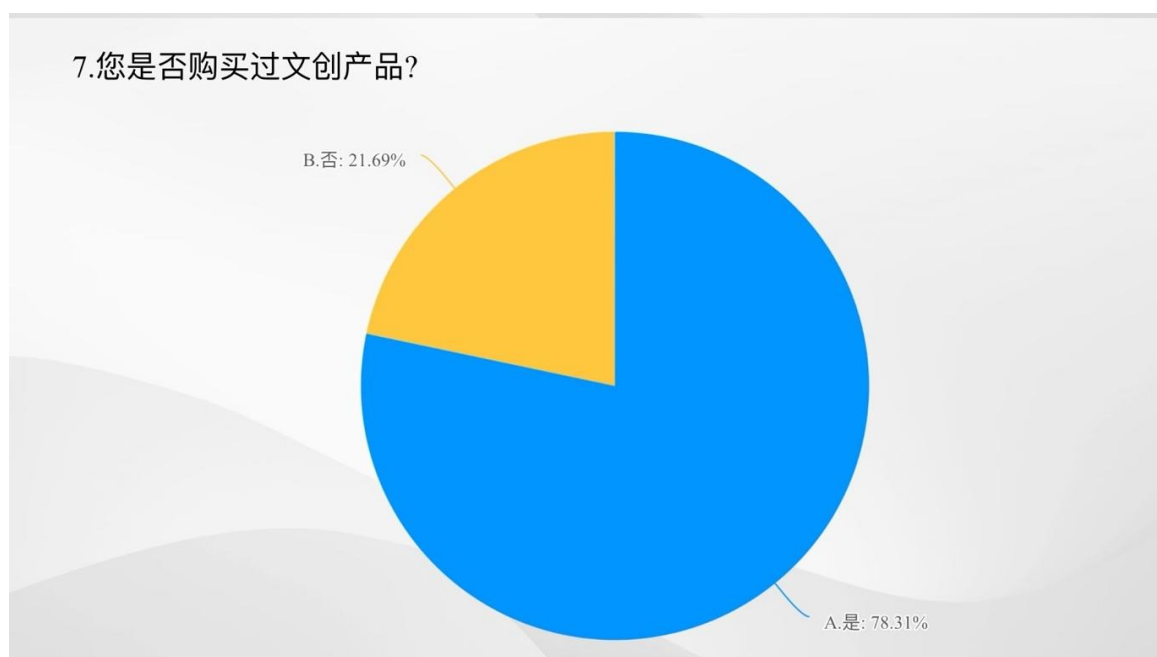


Figure 2-11 Questionnaire



Figure 2-12 Questionnaire

According to the results of the questionnaire survey, 41.8% of the people who buy and use cultural and creative products can trace their experiences as treasured souvenirs, 45.5% of the people think that they can be used in daily life if they have strong practicability, and 45.5% of the people think that cultural connotations embodied in cultural and creative products can bring unique

significance. 25.93% of the people think that buying cultural and creative products can enrich knowledge, 22.75% of the people think that buying cultural and creative products can make them happy and feel novel, 29.63% of the people think that buying cultural and creative products can make them feel proud, and 28.04% of the people think that buying cultural and creative products can make them keep up with the trend more popular. Through the survey, most of them are more willing to buy mobile phone cases, canvas bags, gift bags, standing cards, stickers, coasters, notebooks and other cultural and creative products. Most people have a great intention to buy forest park cultural and creative products, the proportion of people who score 5 points out of 5 points accounted for 50.26%, and the majority of people have high expectations for forest park cultural and creative products, with a full mark of 57.14%. (As shown in Figure 2-13, Figure 2-14, Figure 2-15, Figure 2-16)



Figure 2-13 Questionnaire

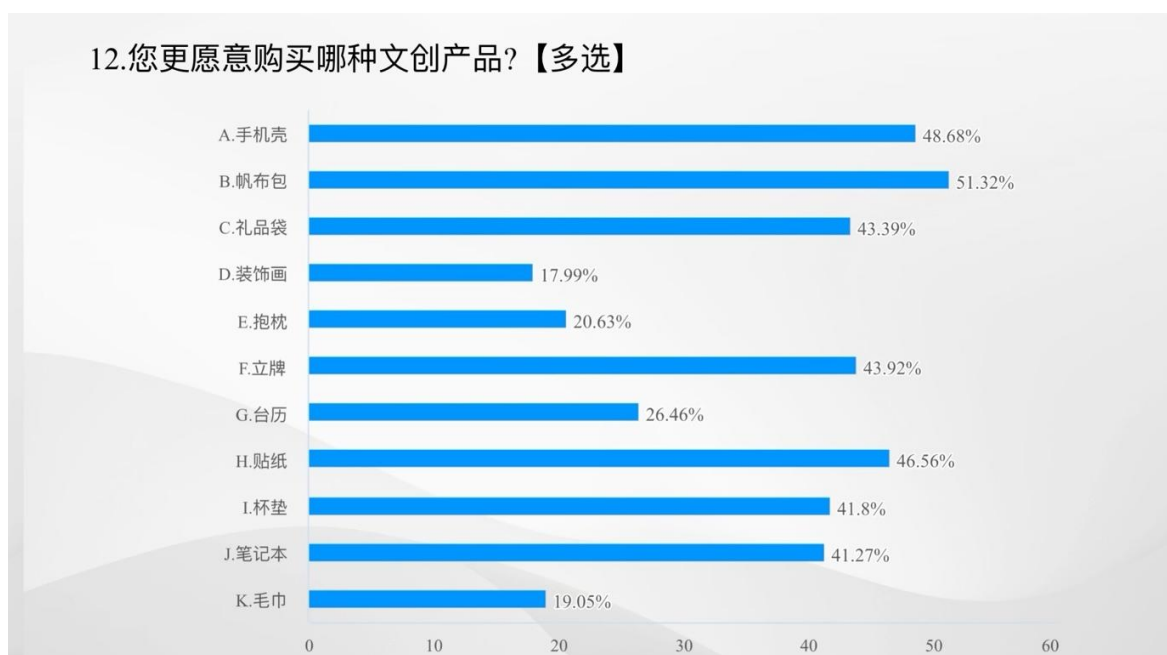


Figure 2-14 Questionnaire

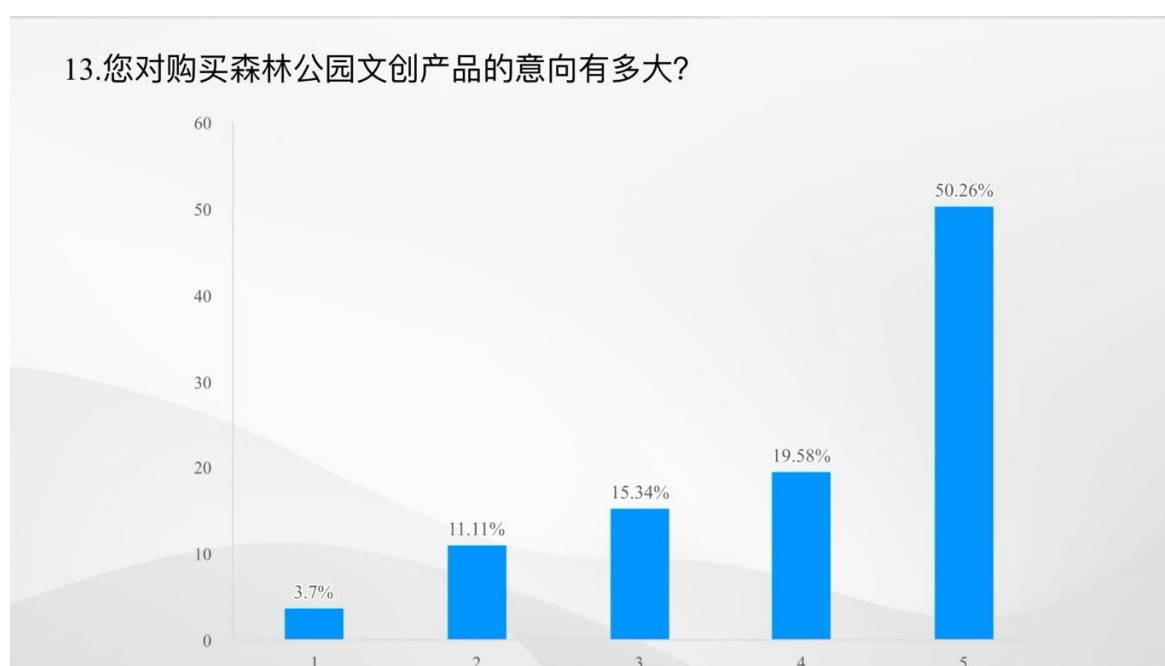


Figure 2-15 Questionnaire

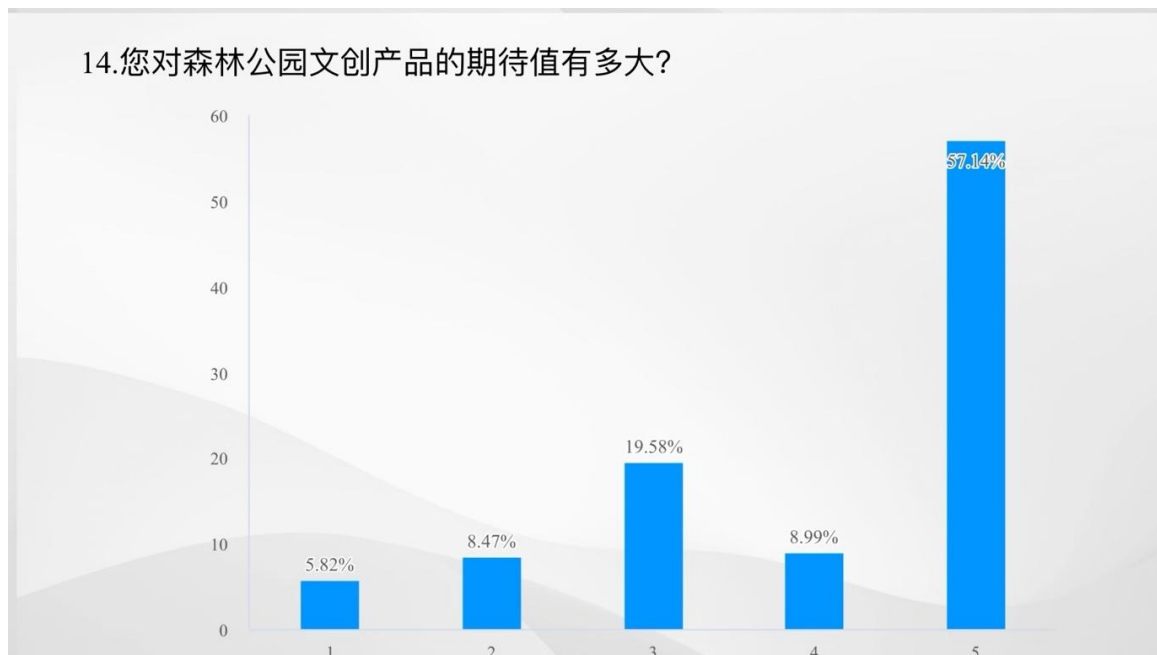


Figure 2-16 Questionnaire

2.2 Positioning Of The Selected Topic

This design mainly carries on visual creative design with bright and lively style. The design works show the natural scenery and unique charm of the forest park, stimulate people's yearning for the natural environment, but also call for people to pay attention to the importance of environmental protection. It conveys the love and value of the natural ecology, and guides people to participate more actively in the action of environmental protection, and jointly protect the bright future of the earth home.

This paper takes the cultural and creative design of "all things grow" forest park as the creation theme, conducts a detailed project investigation through the comprehensive use of big data search, field investigation and questionnaire survey methods, and makes an in-depth analysis of the investigation results. Based on these data, the design positioning and creative idea of the project are determined, and a series of cultural and creative design is carried out, including IP image design, illustration design, map design, poster design and cultural and creative product design. Combining nature and culture, the unique landscape of the forest park is displayed through illustration and design, which not only

provides visual enjoyment for viewers, but also conveys the culture and environmental protection concept behind the design.

Summary of Chapter II

1. Carry out a survey
2. Design orientation

Chapter III

DESIGN PROCESS AND RESULTS

3.1 Design concept

IP image design is called Senbao, is the fairy baby in the forest park. She wore two leaf decorated bun heads, two leaf-shaped bangs, and a dress made of cute fairy ears and flower petals. Senbo is a lively, lovely, brave and kind elf who is full of vitality every day. Like bright sunshine, like to play in the flowers, like to make friends. The emotion and personality characteristics of the IP image make people have a more intuitive feeling of the forest park.

This illustration design takes "all things grow" forest park as the theme, aiming to show the natural beauty and vibrant ecological environment of the forest park through vivid visual expression, and arouse people's love for the natural environment and protection consciousness. The design style is bright and lively, mainly based on natural elements, and integrates cultural and creative elements to highlight the unique charm of forest park. The design of illustration is based on a variety of plants as the basic form of art processing design, the overall use of bright and lovely colors and points, lines and surfaces. Through careful theme conception, rich natural and cultural elements, bright and lively color style, we strive to show the unique charm and ecological beauty of forest park. In the design process, we not only pay attention to visual expression, but also pay attention to the transmission of environmental protection concepts and cultural connotations, so that the audience can enhance their concern and protection awareness of the natural environment while enjoying the illustration.

The map design is mainly based on the main buildings and terrain of the forest park. There are illustrations of different landscapes and main buildings in each park and the use of IP images. The overall style is bright and lovely. Through detailed depictions of natural landscapes, clear markings of facilities and bright color matching, the aim is to provide a practical and

beautiful guide tool. Through the addition of creative illustration style and interactive elements, enhance the tourists' exploration fun and attention to natural ecology, and add new highlights to the cultural creative design of forest park.

Poster design is mainly the use of illustrations for typesetting. The whole is bright and vibrant, the layout is concise and has strong readability, which makes people easily understand the information conveyed in the poster. With natural elements and cultural heritage as the core, through rich illustrations and color application, show the unique charm of "All things grow" forest park. Through careful layout and creative expression, it aims to attract more tourists to pay attention to and experience the forest park, and enhance its brand image and popularity.

Cultural and creative product design is the derivative and application of illustration design and IP image design. Mainly design mobile phone cases, cups, coasters, canvas bags, gift bags, stickers and so on. (As shown in Figure 3-1)

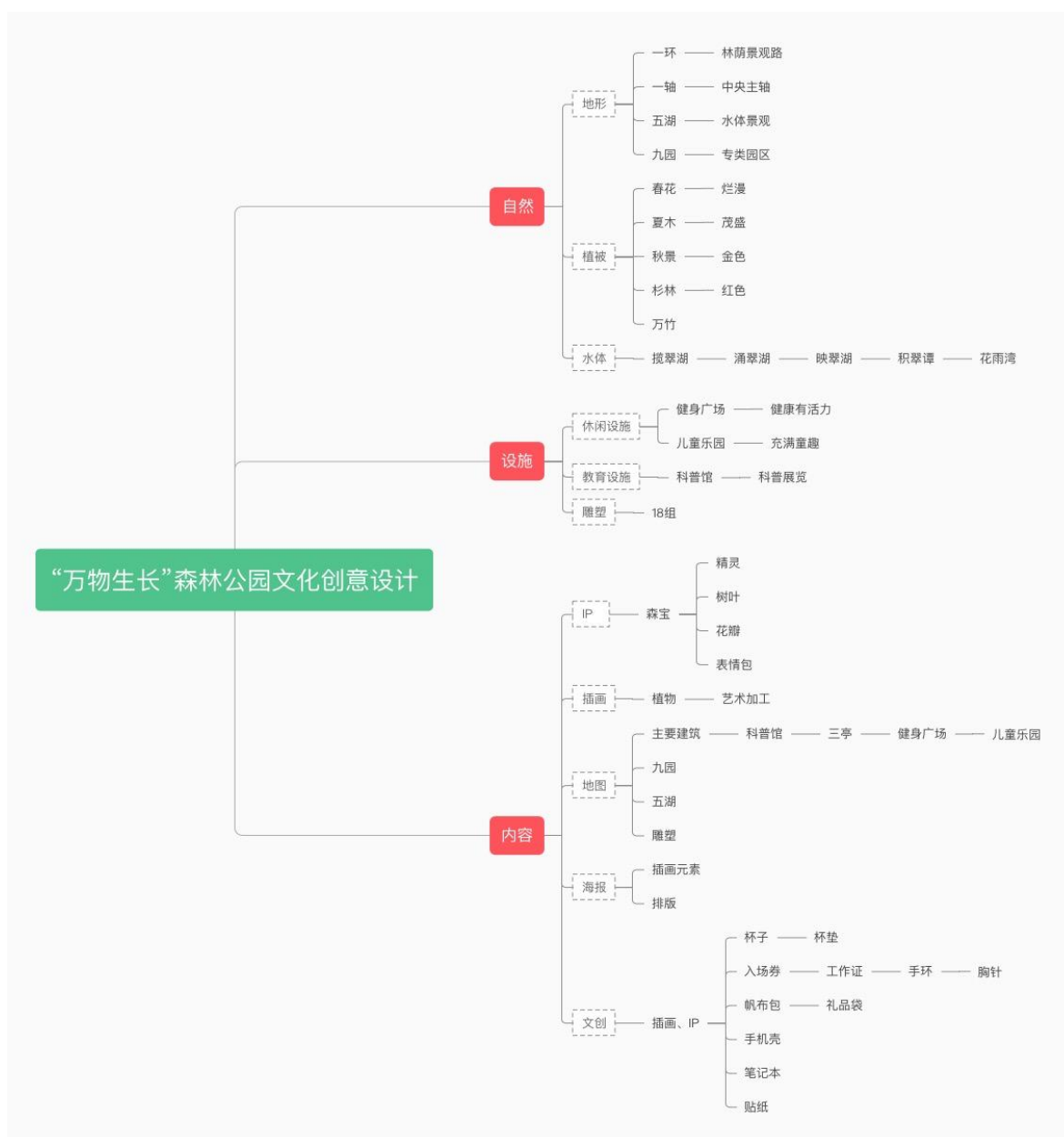


Figure 3-1 Mind mapping

3.2 Design Process and results

3.2.1 IP design

IP image design draft

The image of the forest elf is integrated into the design, which complements the natural landscape and ecological theme of the forest park. Through the clever use of leaves, petals and other elements, the design presents a fresh and natural atmosphere, making visitors feel as if they are in a forest when they touch the design works. The shape of two balls adds childlike and

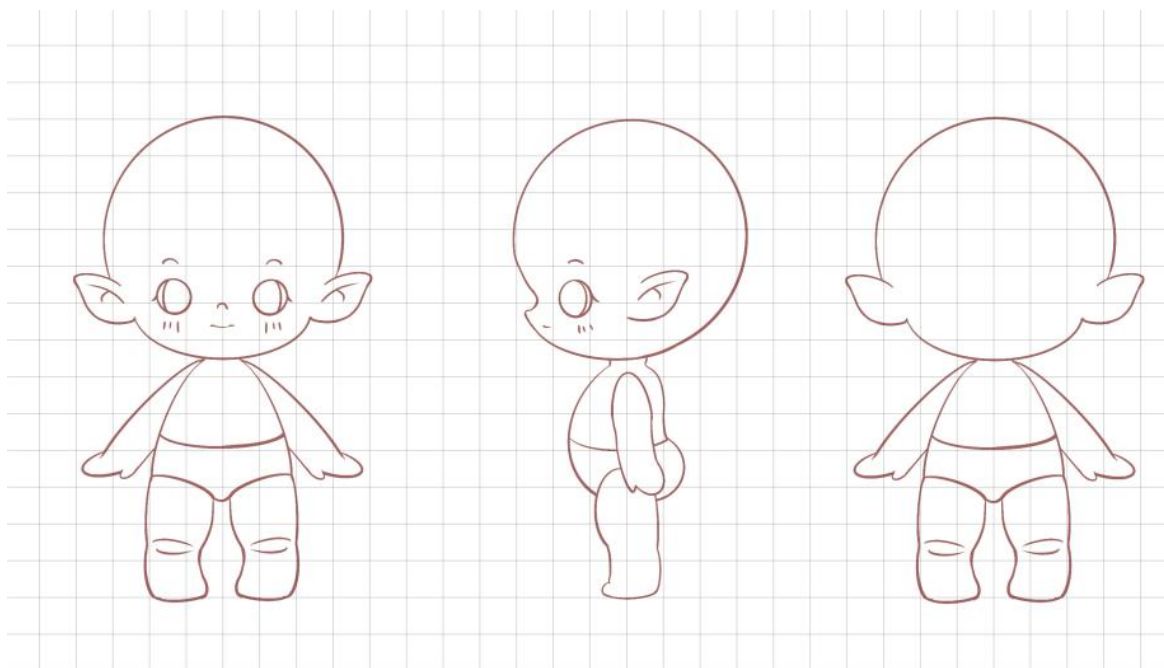
lovely characteristics to the image, and it is easier to arouse the audience's love and resonance. The overall design not only highlights the ecological characteristics of the forest park, but also creates a happy atmosphere, so that visitors can enjoy the beauty of nature while enjoying the design works.(As shown in Figure 3-2)



Figure 3-2 IP image design draft Figure

IP image design basic body and line draft

Curved lines are used throughout. The curved lines can create a soft and warm atmosphere, echoing the natural environment of the forest park, making people feel relaxed and comfortable, and enhancing the sense of pleasure and relaxation of tourists. Create a smooth and coherent visual effect, make the overall design more harmonious and unified, give people a sense of beauty and comfort, and enhance people's love and identity of design works. The smooth performance of the curved lines can increase the visual dynamics of the design, so that people can have a continuous and smooth feeling when appreciating the design works, and enhance the visual appeal and artistic expression of the design.(As shown in Figure 3-3, Figure 3-4)



3-3 IP image design basic body

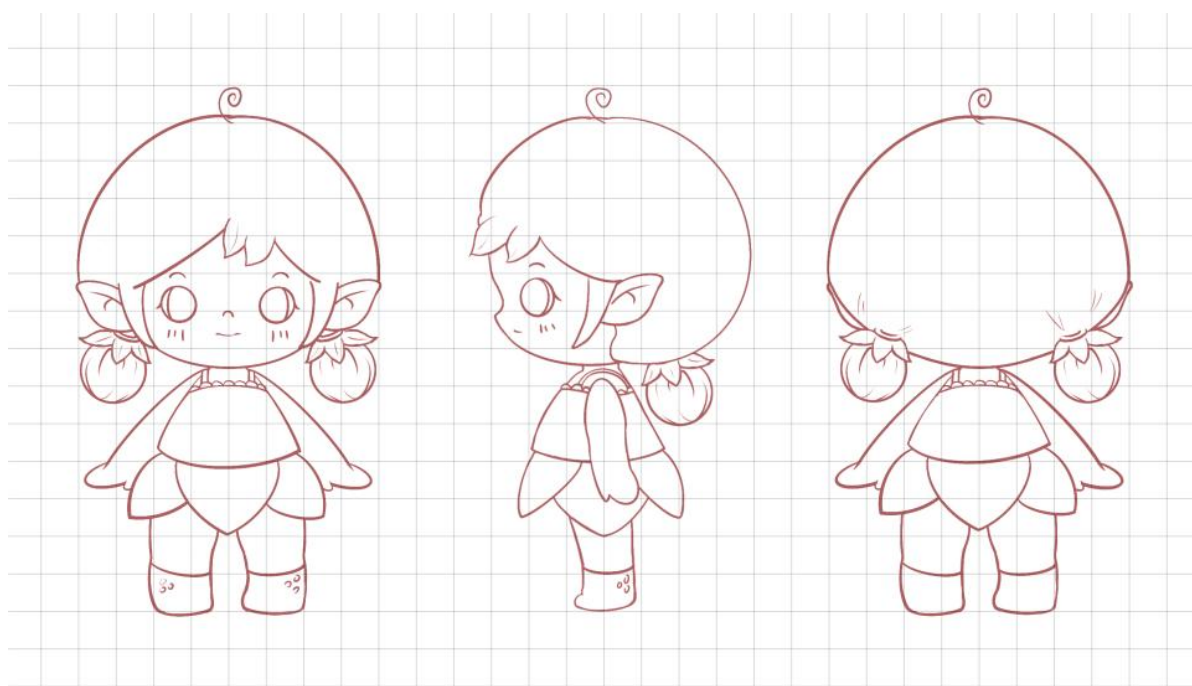


Figure 3-4 IP line draft

IP image design finalized and emojis

The overall choice of yellow-green color and create a lively and lovely forest baby image. Yellow-green tones are one of the tones most closely associated with the natural environment, representing dense forests, green leaves

and active vitality. This color can make people directly associate with the fresh breath and vibrant scene in nature, resonate with the natural environment of the forest park, and trigger tourists' yearning and love for nature. By creating a lively and lovely forest baby image, you can attract more tourists' attention. This lovely image will remind people of the fairy-tale world, increase the fun and affinity of the park, and enhance the tourists' park experience. This color can also allow visitors to appreciate the design works at the same time, have a sense of treasure for nature, and guide people to actively participate in environmental protection and ecological construction.

The overall yellow-green tone can create a fresh and lively visual effect that makes people feel relaxed and pleasant. The image of the forest baby can increase the interest of the design works, let people resonate in the appreciation, and deepen people's memory and good impression of the design works. The overall design style and color match are just right, highlighting the theme and characteristics of the design works, making the design works more recognizable and attractive. (As shown in Figure 3-5, Figure 3-6)



Figure 3-5 IP image design finalized

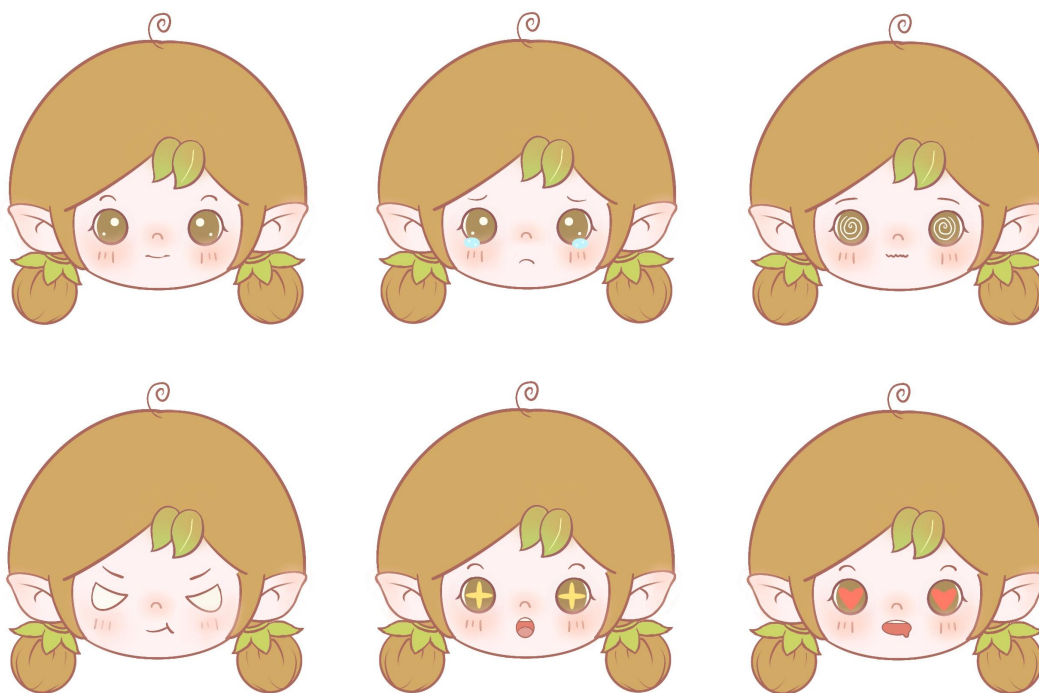


Figure 3-6 IP emojis

3.2.2 Illustration design process

Illustration design draft

Through artistic processing, the design works are endowed with unique artistic charm, which conveys the pursuit of natural beauty and the concern for ecological balance, and highlights the natural and vivid beauty and artistic sense of the design works. Taking the plants in the forest park as the basic form of art processing design can directly relate to the natural landscape of the forest park. The integration of design works and natural environment is conducive to highlighting the theme of ecological environmental protection in design works and guiding people to pay attention to the protection and sustainable development of ecological environment. (As shown in Figure 3-7)



Figure 3-7 Illustration design draft

The illustration design is finalized

Use bright colors and a combination of points, lines and surfaces to design. Bright colors can enhance the vitality and attractiveness of the design work, and can immediately attract people's attention, so that the design work is more visually prominent and eye-catching. Through the use of bright colors, the design works can convey positive and cheerful emotions and create a relaxed and pleasant atmosphere.

The combination of points, lines and surfaces can enrich the visual level and expression of design works. Through the reasonable collocation and use of points, lines and surfaces, the design works can present distinct and colorful images, increase the three-dimensional sense and layering sense of the works, make the design works more vivid and interesting, and attract the eyes of the viewers.(As shown in Figure 3-8)



Figure 3-8 The illustration design is finalized

3.2.3 Poster design process

Poster design draft

The use of illustrations combined into the four words "everything grows" for poster design can attract people's eyes through vivid images and colors, and enhance the visual impact of the poster. Presenting the concept of "everything grows" in the form of illustration can make the poster more ornamental and attractive, and also make the theme more vivid and easy to arouse people's resonance and attention. (As shown in Figure 3-9)

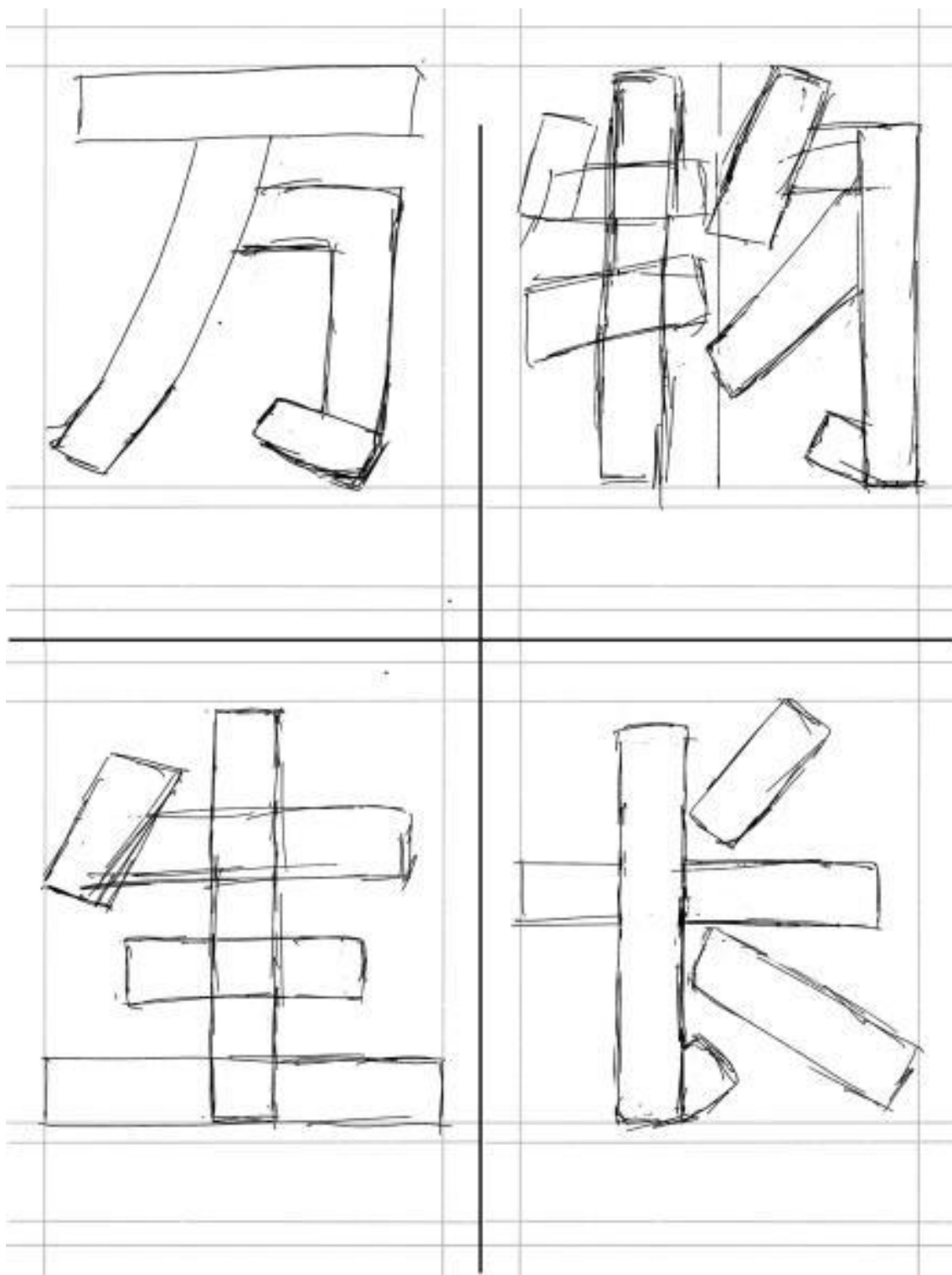


Figure 3-9 Poster design draft

Poster design finalized

The use of illustration arrangement and combination for poster design can make the overall layout of the poster clear and effectively convey the theme and information of the poster. It can be more easily noticed by people and bring

visual pleasure and enjoyment to people. The overall layout is clear and the color match is harmonious, making the poster look comfortable and harmonious, so that people can feel the good feeling brought by the design while enjoying the poster.(As shown in Figure 3-10)

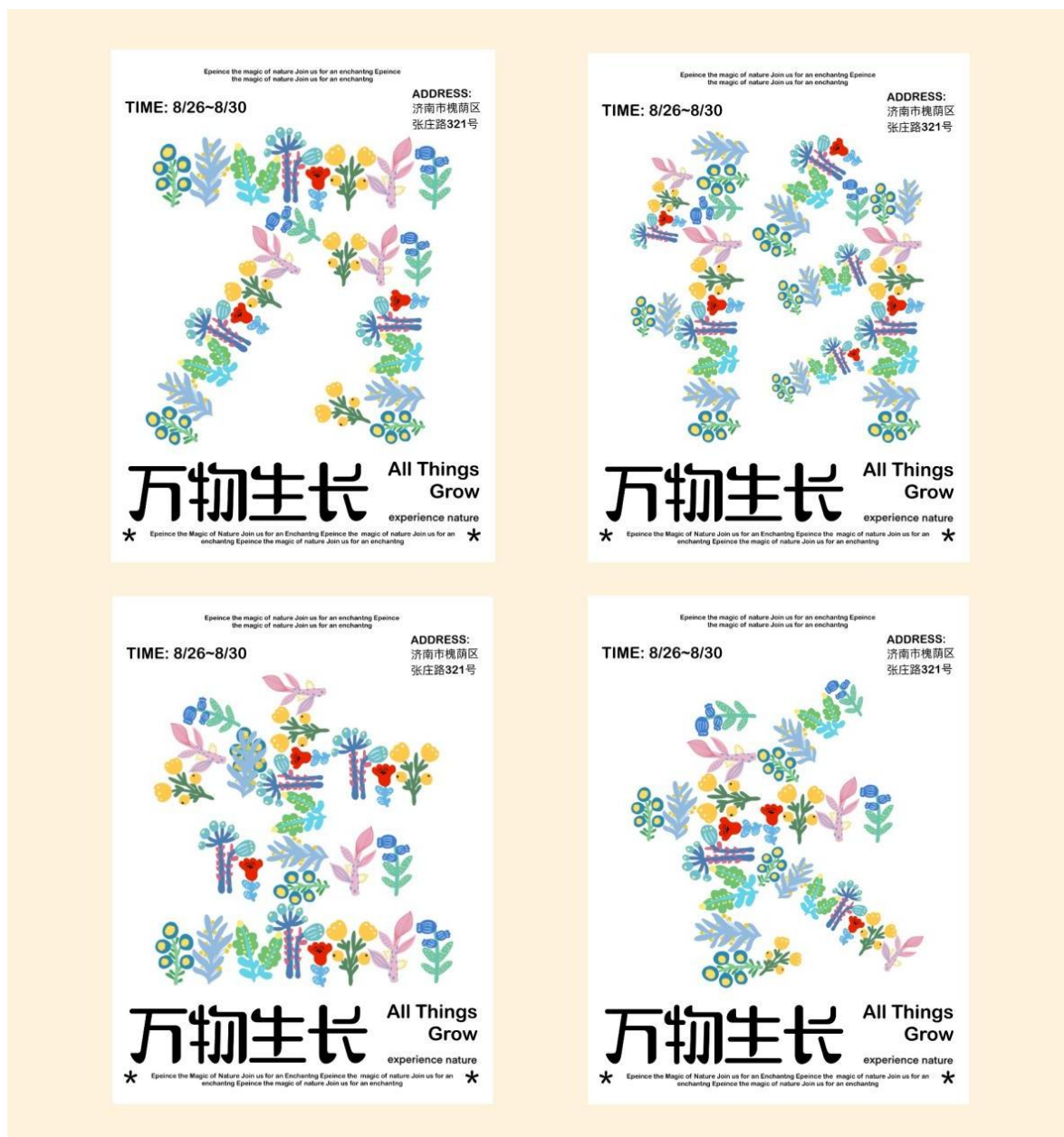


Figure 3-10 Poster design finalized

3.2.4 Map design process

Map design draft

The terrain distribution and characteristics of each park are represented by blocks. The block method can clearly express the topographic distribution of the

forest park and the characteristics of each park, so that visitors can understand the overall structure of the park and the characteristics of each park at a glance, and can help visitors better understand and remember the content.

The block form makes the differences and characteristics of various parks more prominent, which is convenient for tourists to compare and choose, and allows tourists to decide the area they are interested in according to the characteristics of the park represented by each block, so as to plan the tour route more targeted.(As shown in Figure 3-11)



Figure 3-11 Map design draft

Map design finalized

A variety of lovely illustrations are used to show the characteristics of each park, and the unique charm and rich connotation of the forest park are vividly displayed in the way of combining pictures and images, which conveys information, guides tourists to visit and enhances tourists' play experience.(As shown in Figure 3-12)

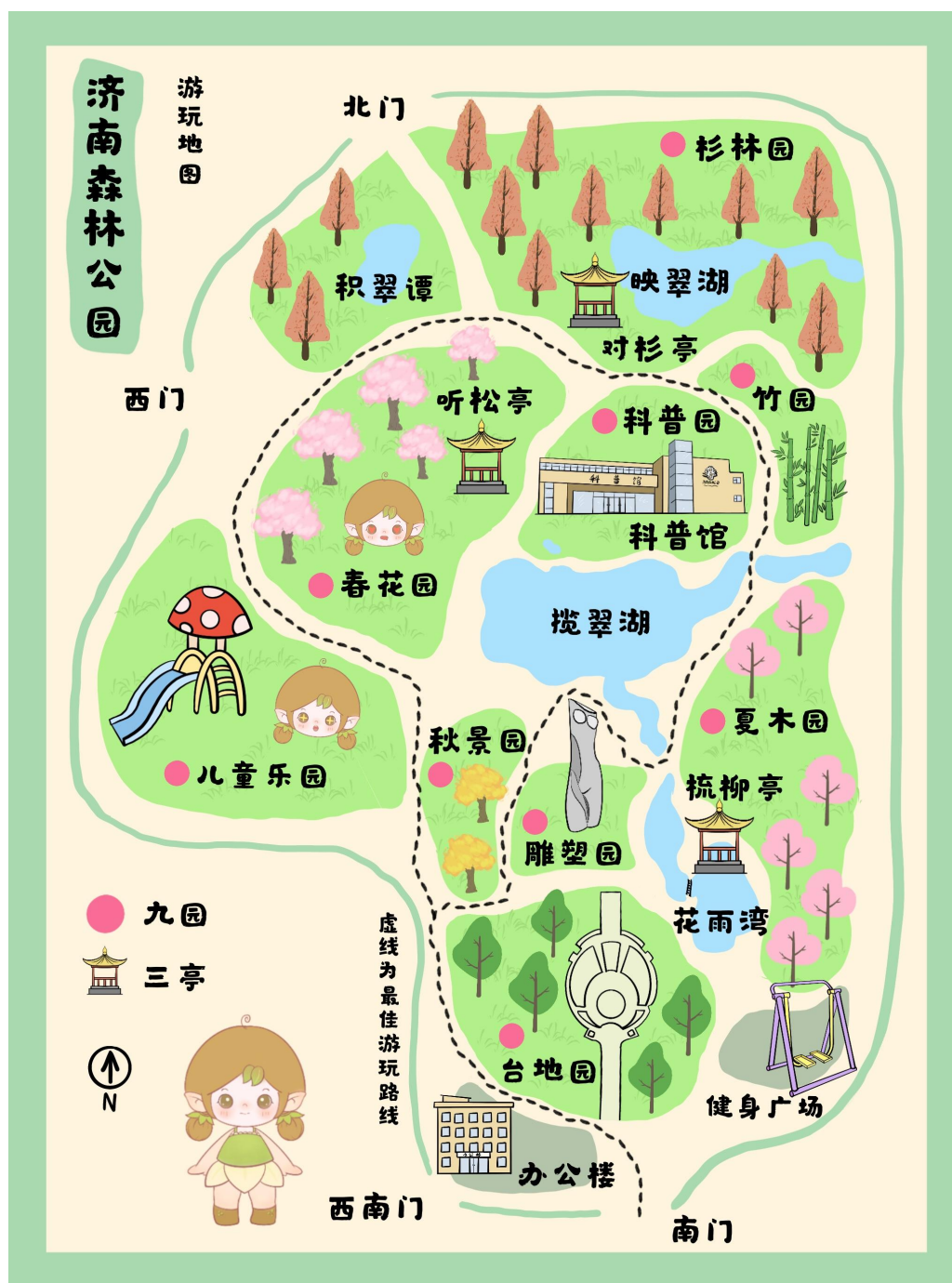


Figure 3-12 Map design finalized

3.2.5 Cultural and Creative Product Design

Through unique design and creativity, the theme and core values of the forest park are conveyed to visitors, and the products are memorable and practical.

Cultural and creative product design mainly includes cups, coasters, canvas bags, gift bags, mobile phone cases, stickers and so on.

The cups and coasters are mainly designed with plant illustrations and slogans. Each set of cups and coasters has a kind of illustration, and then the theme color of the illustration is used as the color of the cups and coasters, which is very colorful and attractive(As shown in Figure 3-13).

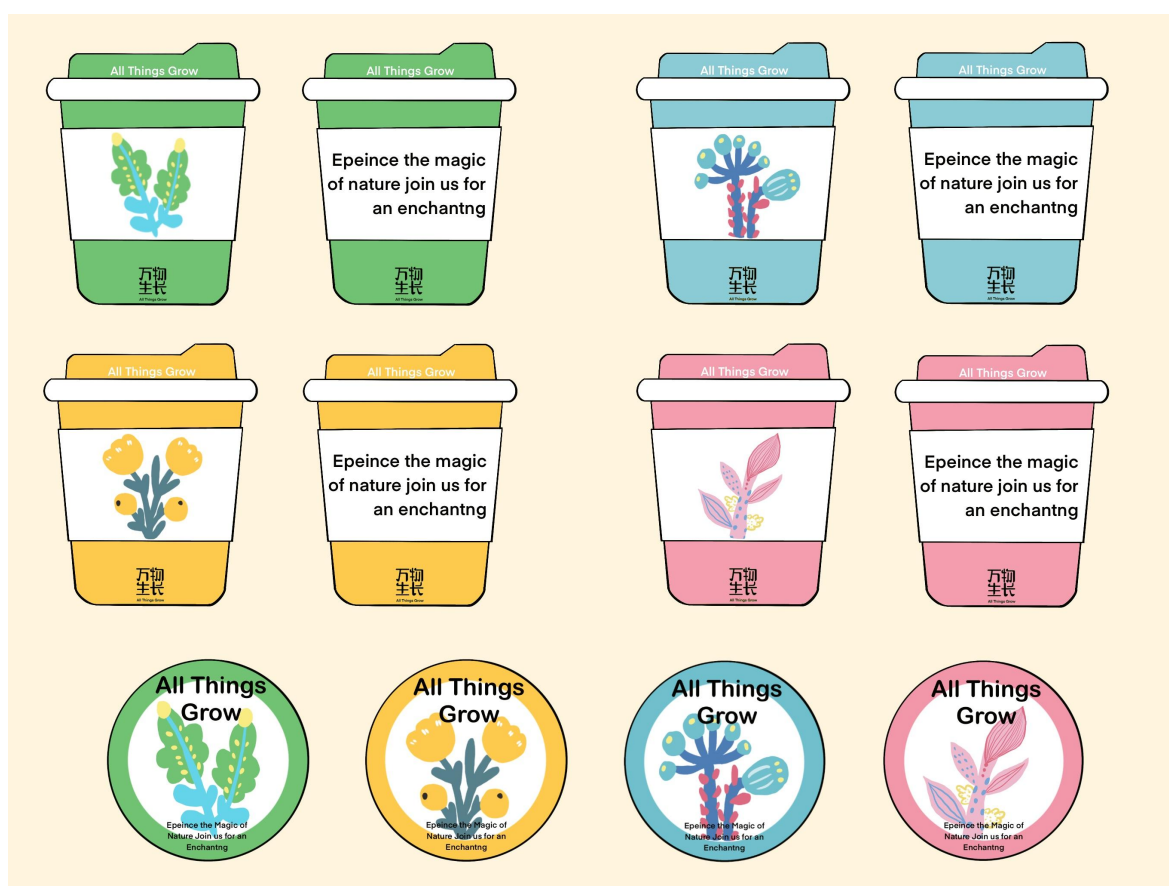


Figure 3-13 Cups and coasters

Canvas bags and gift bags are designed with botanical illustrations and color matching, which are practical and environmentally friendly(As shown in Figure 3-14).



Figure 3-14 Canvas bags and gift bags

The phone case is redesigned with illustration as the element, and the colors of illustration are used to match, presenting a bright, lovely and lively style, attracting tourists to buy (As shown in Figure 3-15).



Figure 3-15 Decals

Making cute illustration elements into stickers can be DIY, which enhances the interactive experience of tourists and deepens the impression of tourists on the forest park(As shown in Figure 3-16).



Figure 3-16 Mobile phone shell

There are also notebook covers, admission tickets, wristbands, badges, work ID cards and banner display board designs.(As shown in Figure 3-17,3-18,3-19,3-20,3-21)



Figure 3-17 Notebook cover



Figure 3-18 Entrance ticket

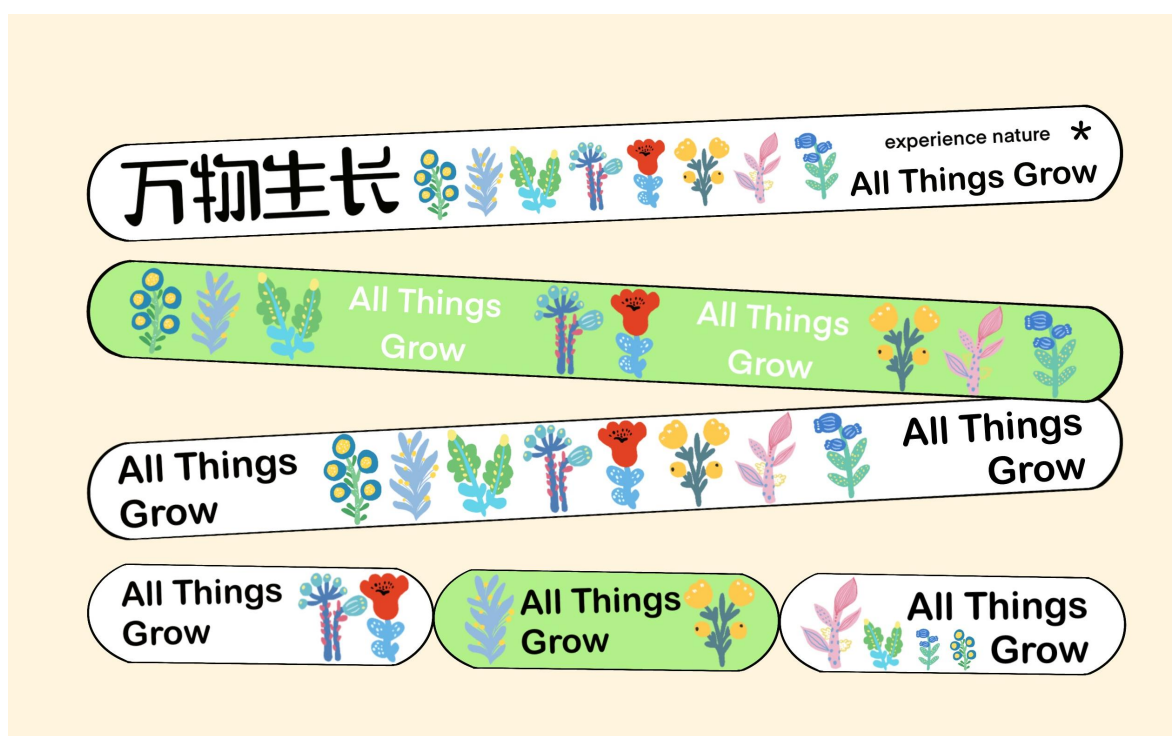


Figure 3-19 Bracelet and badge



Figure 3-20 Employee's card



Figure 3-21 Banner display board

Summary of Chapter III

1. IP design
2. Illustration design
3. Poster design
4. 4.Map design
5. Cultural and creative product design

GENERAL CONCLUSIONS

This paper takes "all things grow" forest park cultural creative design as the creation theme. Through big data search, field inspection and questionnaire survey, the project research is carried out, and the research results are deeply analyzed to determine the design orientation and conception of the project. Based on these, I completed a series of cultural and creative designs, including IP image design, illustration design, map design, poster design and cultural and creative product design. Through the creative techniques of element extraction, the natural beauty and cultural connotation of the forest park are excavated, and its unique features are displayed from the visual level. During the design process, it was found that natural elements and modern visual design could be well integrated, and plant elements such as leaves and petals expressed the ecological beauty of the forest park and conveyed the concept of harmonious coexistence between man and nature. Combining nature and culture, the unique landscape of the forest park is displayed through illustration and design, so that viewers can enjoy the visual experience and feel the culture and environmental protection concept behind the design. The design adopts a lively and lively style in the visual expression, and enhances the attractiveness and appeal of the design through the continuous optimization of color matching and composition. During the study, it was found that bright and coordinated color combinations can effectively attract the attention of the audience and enhance the overall effect of the design. The improved color matching and element selection enhance the visual effect of the work, and better fit the aesthetic habits of consumers and market needs.

There are still some problems and deficiencies in the design process, such as the short cycle, which leads to insufficient research, some design skills need to be improved, and various design software cannot be comprehensively utilized. Therefore, in the future, it is also necessary to strengthen the contact with related fields, improve design skills, and enrich design experience to better meet the market demand. I also hope to continue the design of this theme in the future, build it into a brand, and continue to enrich and develop.

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APPENDICES



Figure 2-1 Natural landscape of the park



Figure 2-2 exercise plazat



Figure 2-3 Popular science hall



Figure 2-4 Park sculpture

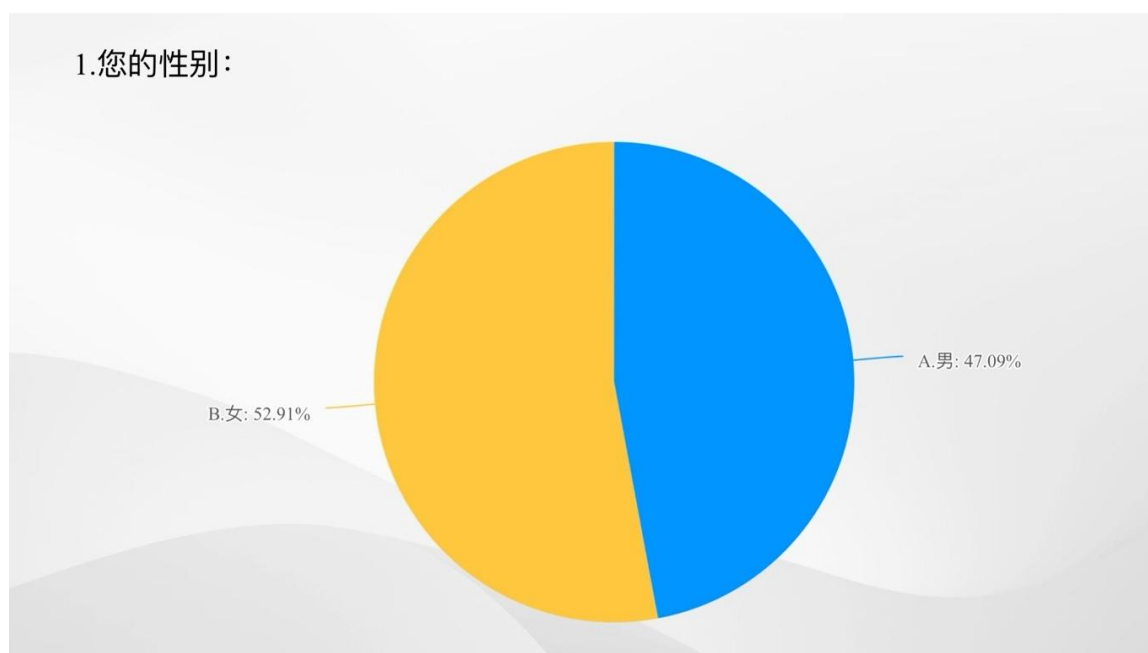


Figure 2-5 Questionnaire

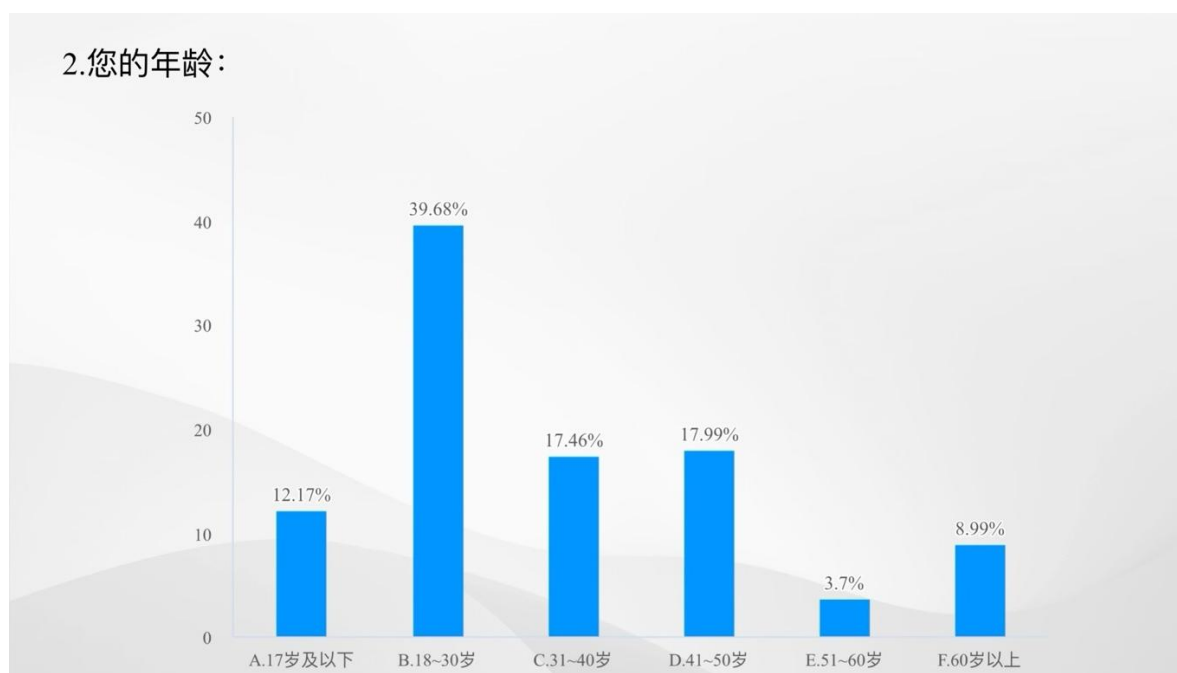


Figure 2-6 Questionnair

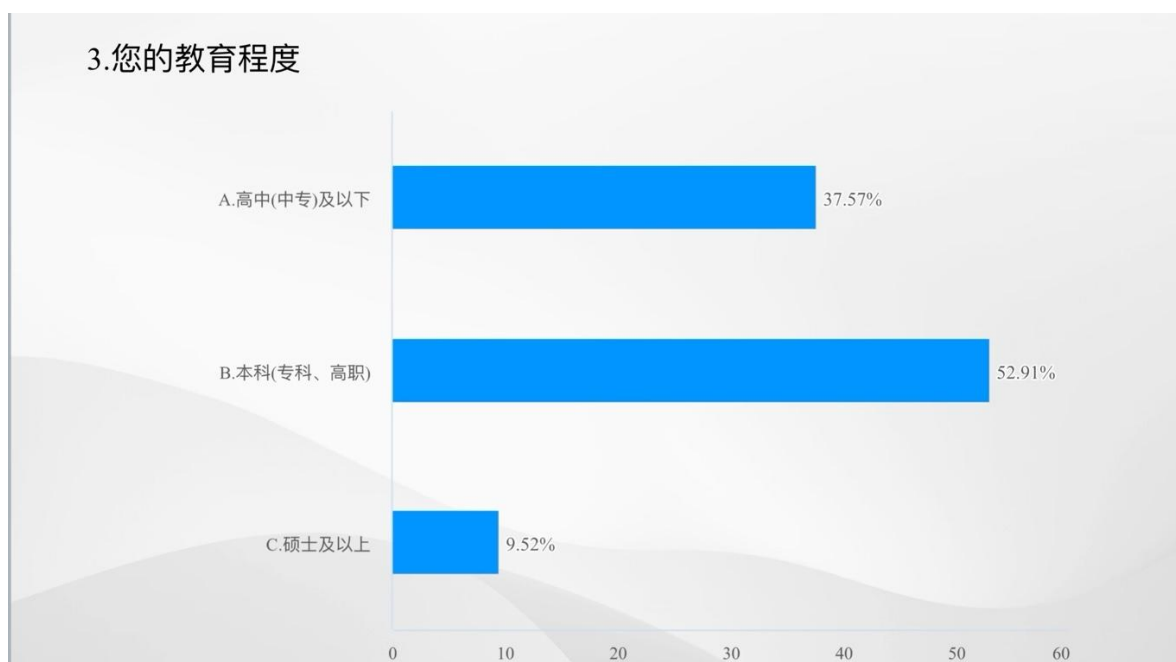


Figure 2-7 Questionnaire

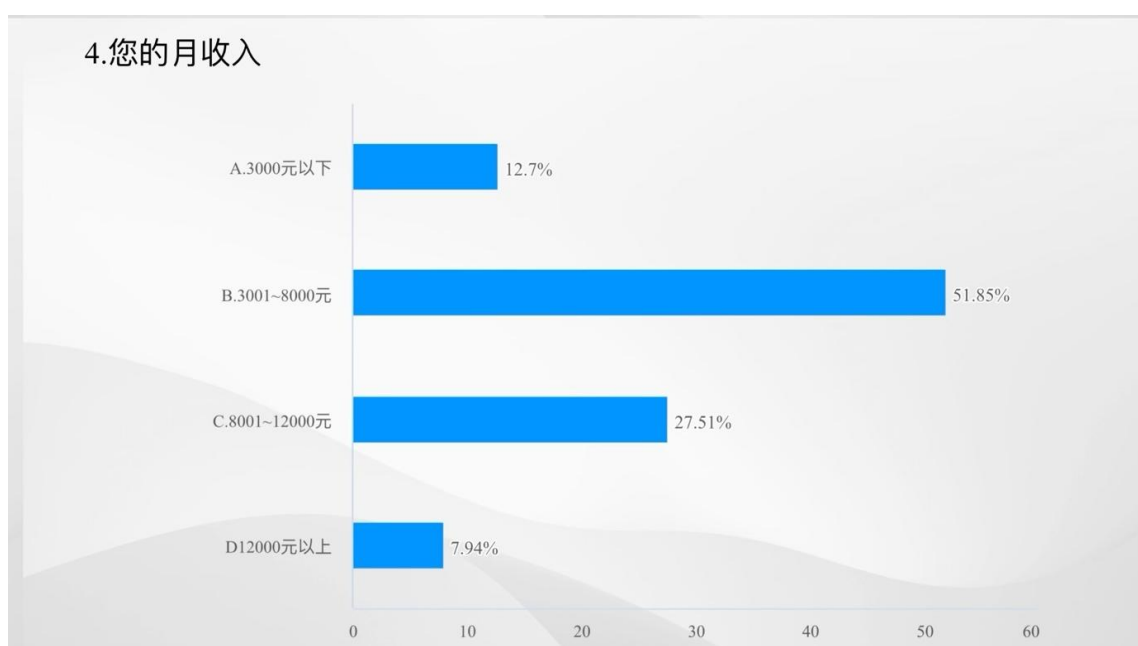


Figure 2-8 Questionnaire

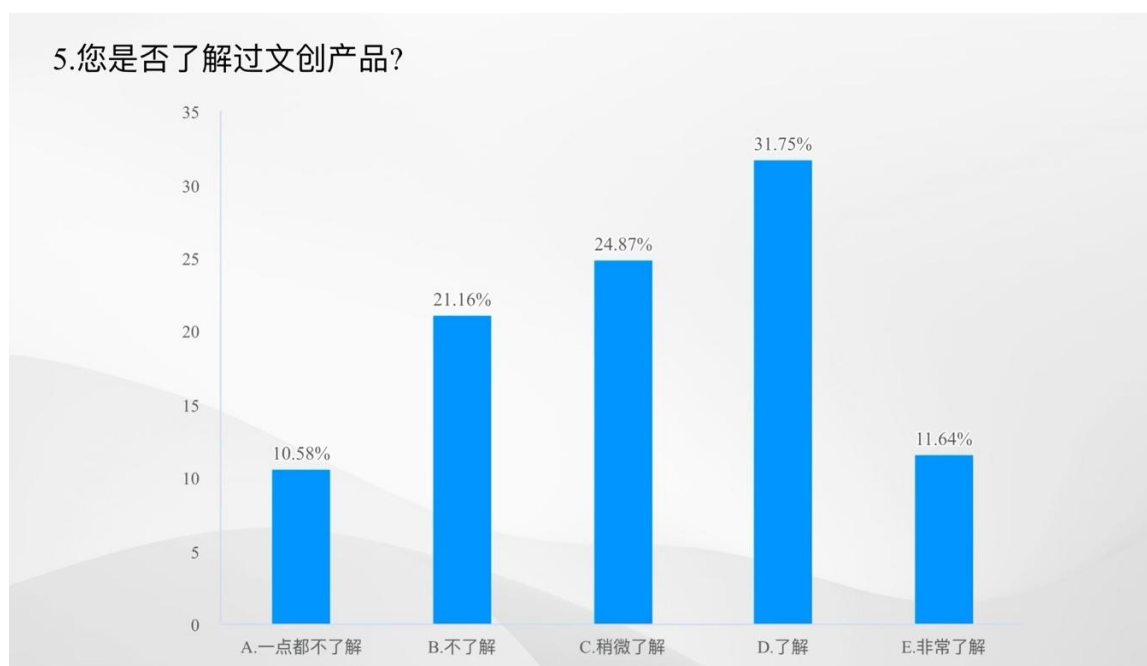


Figure 2-9 Questionnaire

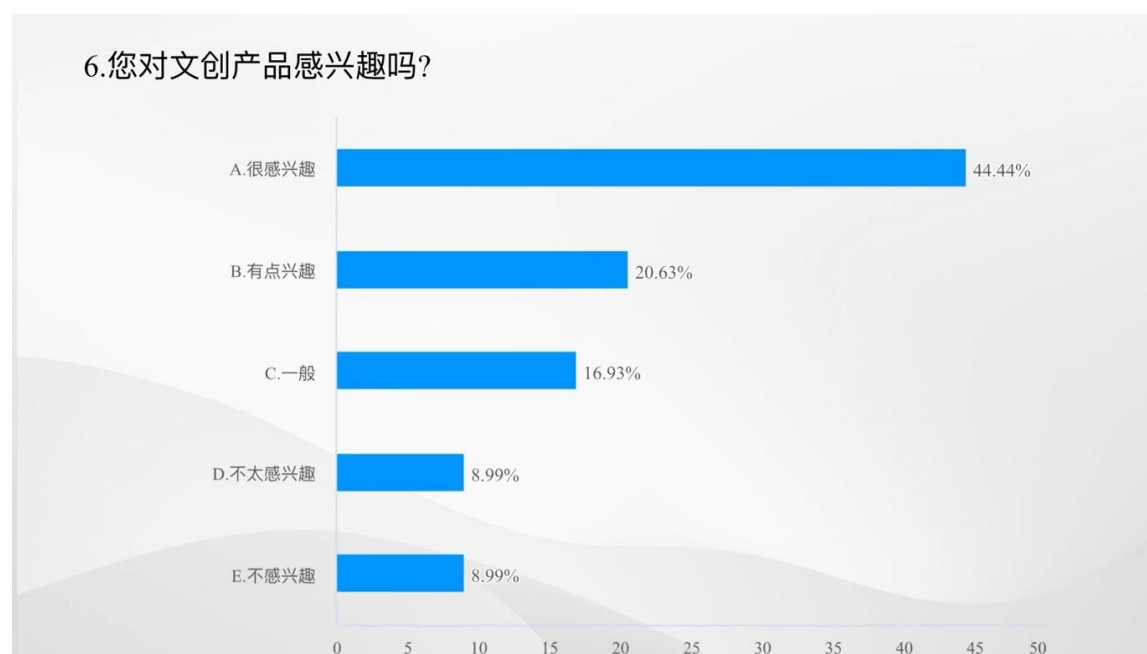


Figure 2-10 Questionnaire

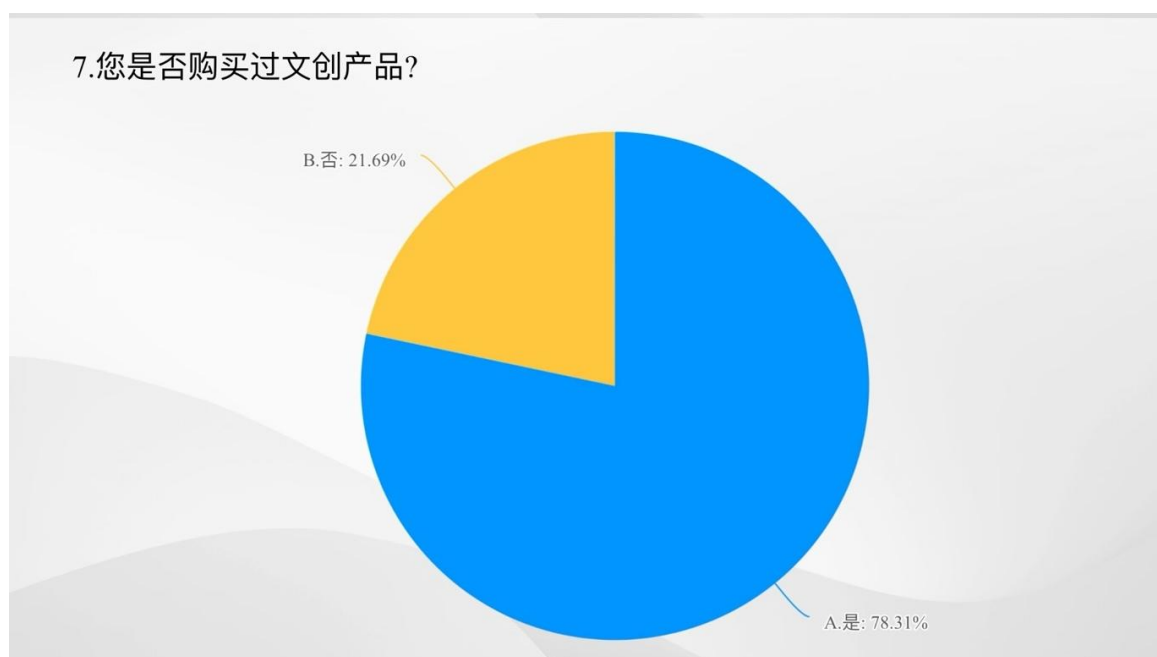


Figure 2-11 Questionnaire

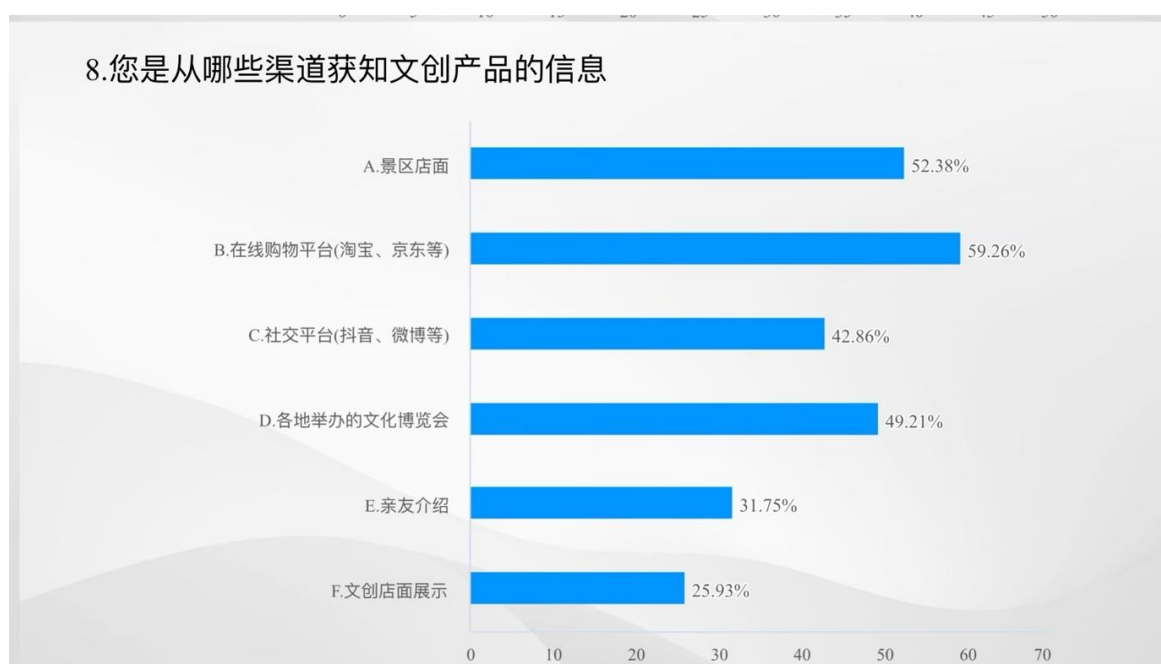


Figure 2-12 Questionnaire

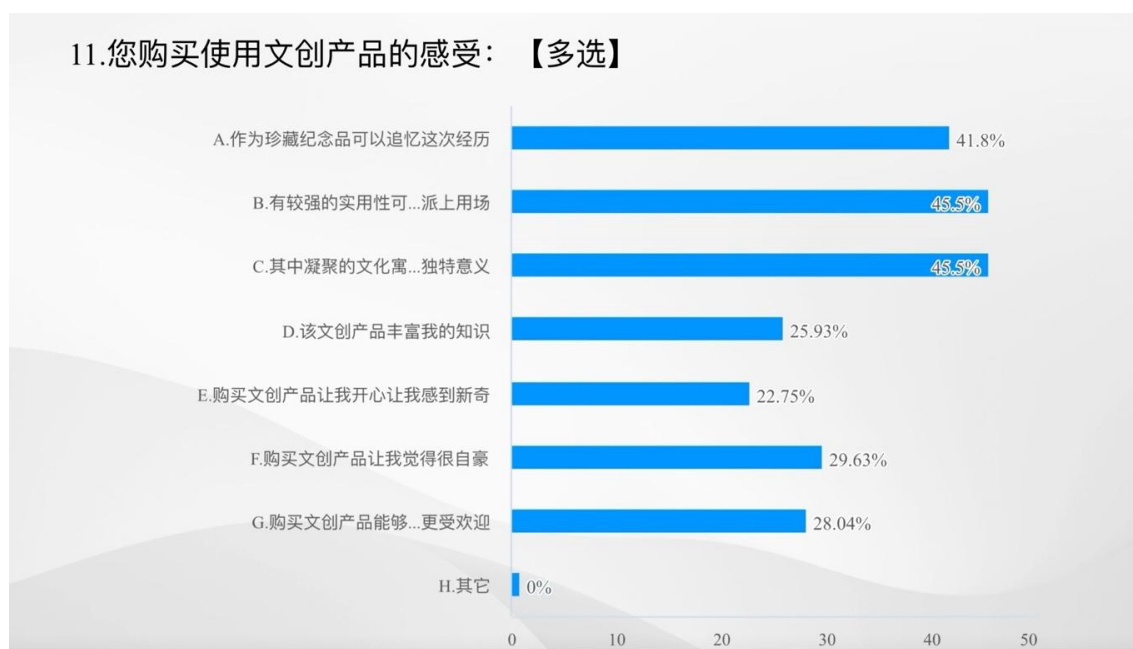


Figure 2-13 Questionnaire

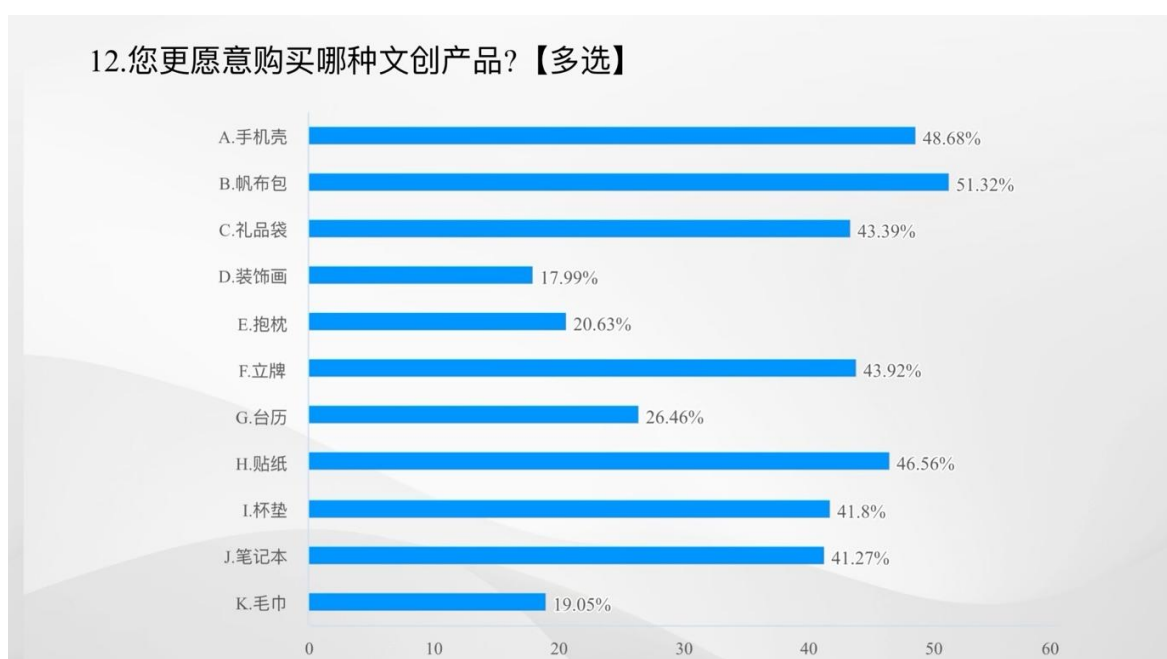


Figure 2-14 Questionnaire

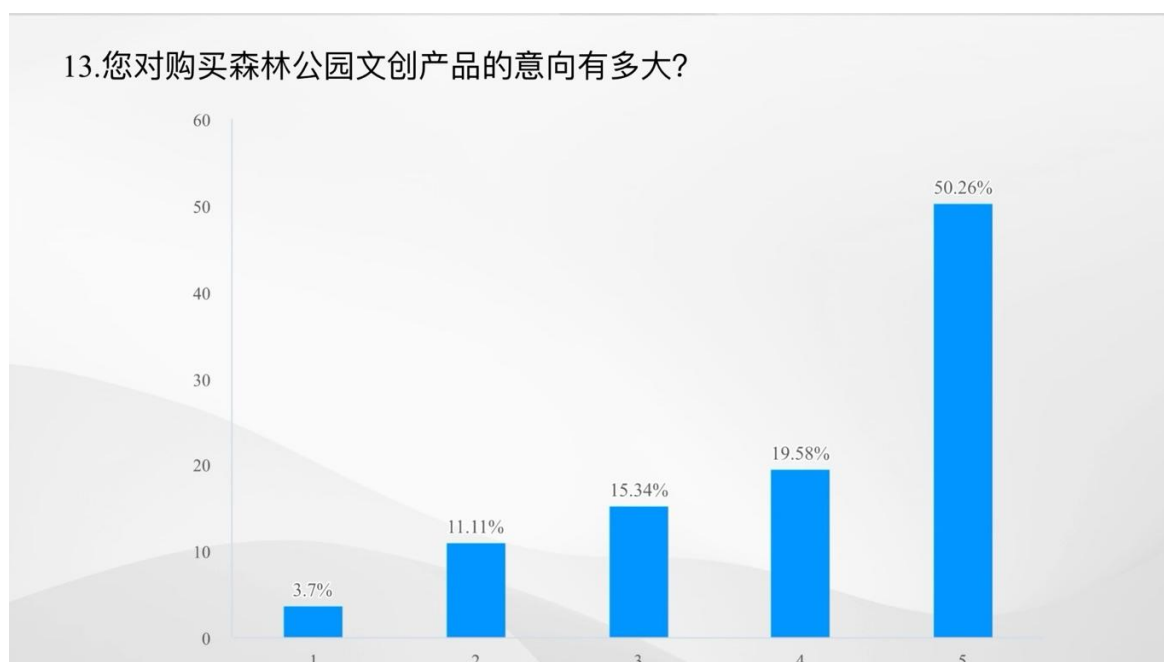


Figure 2-15 Questionnaire

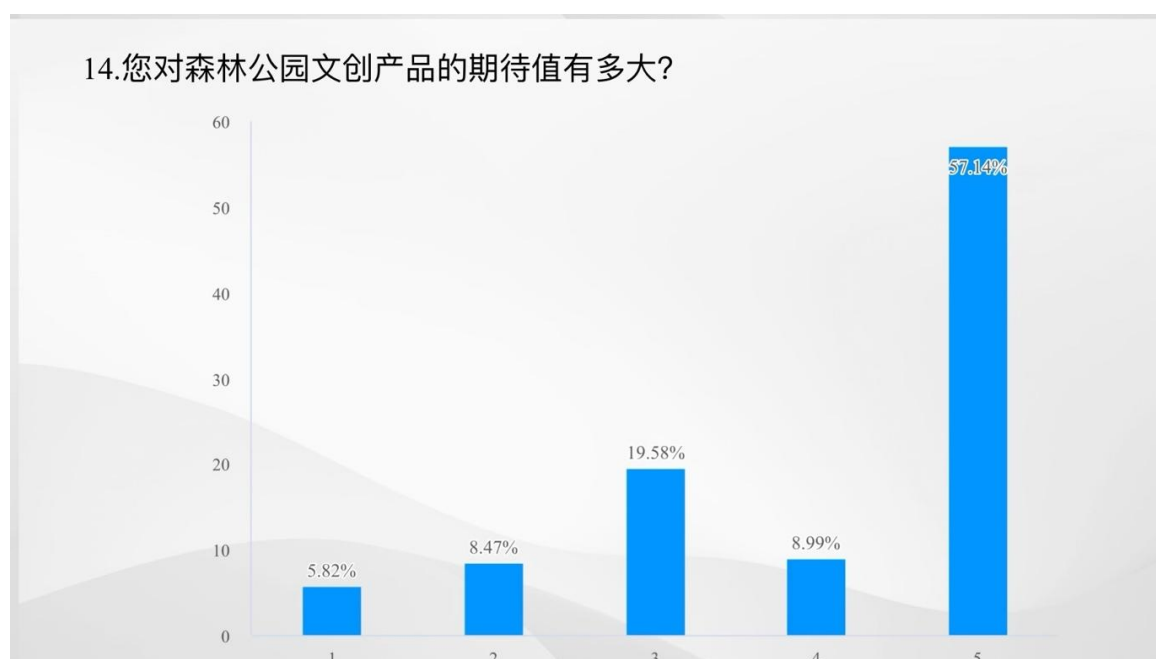


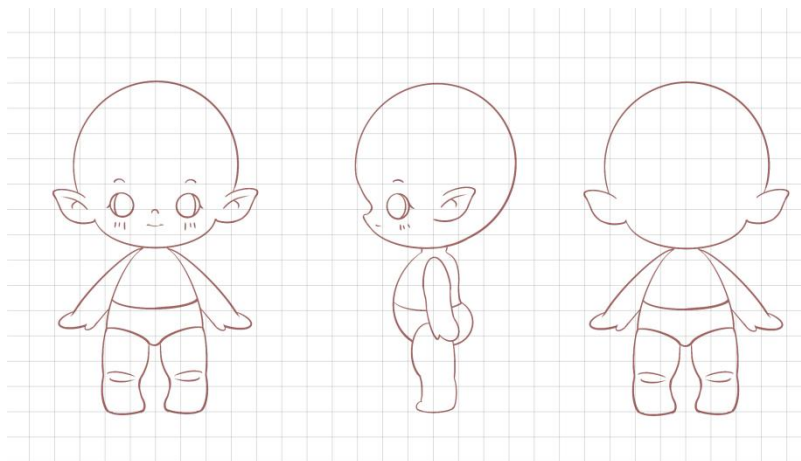
Figure 2-16 Questionnaire



Figure 3-1 Mind mapping



Figure 3-2 IP image design draft Figure



3-3 IP image design basic body



Figure 3-4 IP line draft



Figure 3-5 IP image design finalized

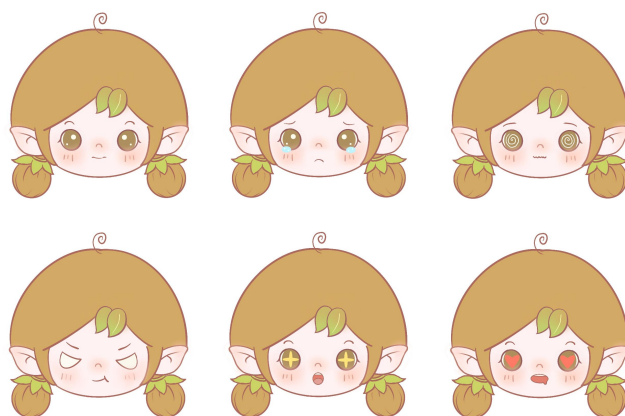


Figure 3-6 IP emojis



Figure 3-7 Illustration design draft



Figure 3-8 The illustration design is finalized

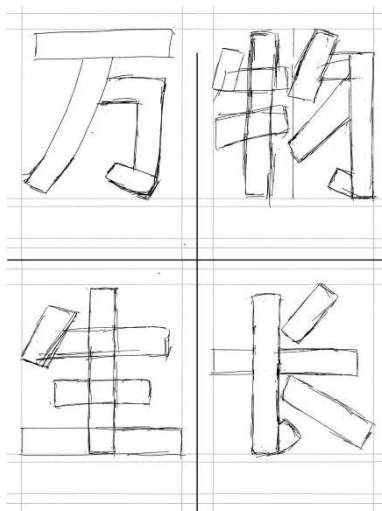


Figure 3-9 Poster design draft

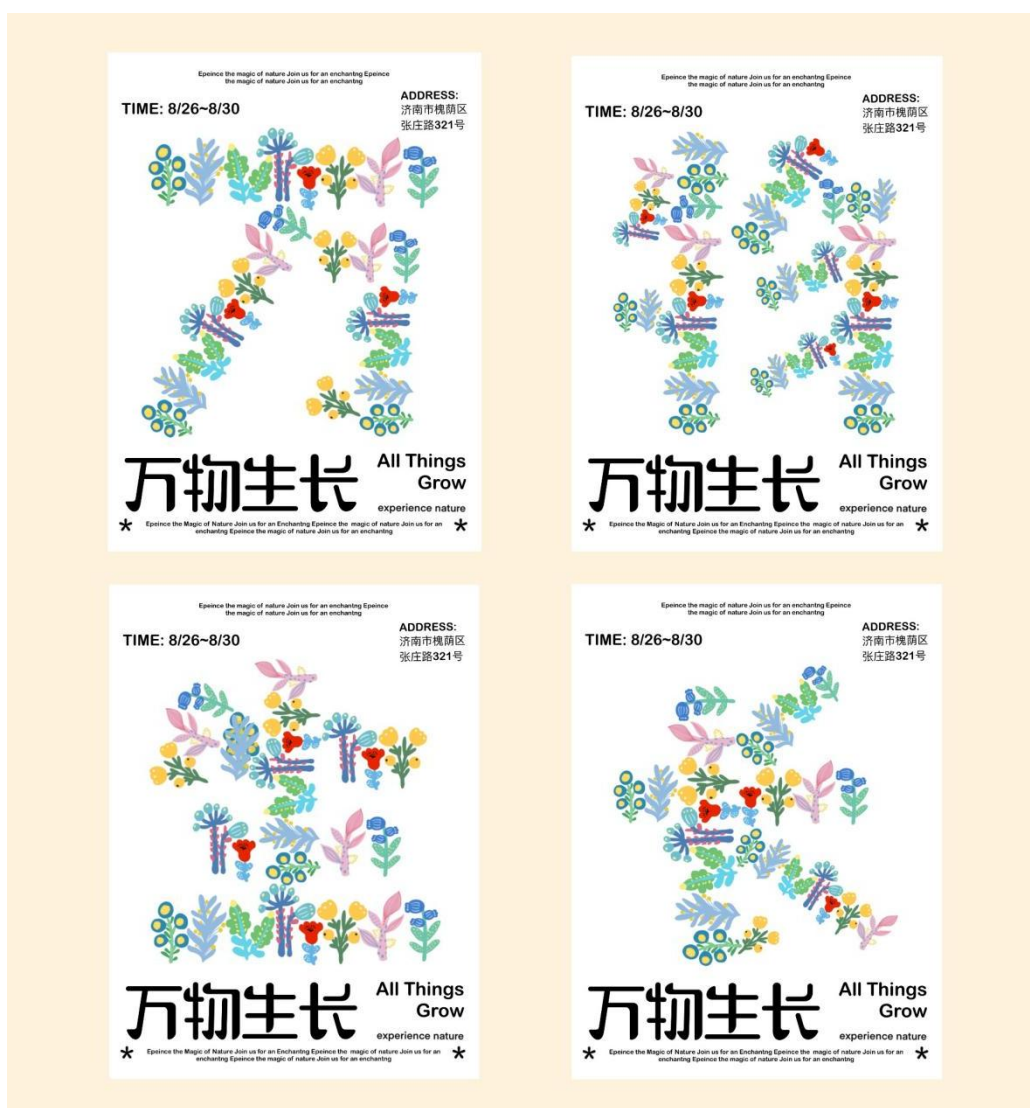


Figure 3-10 Poster design finalized

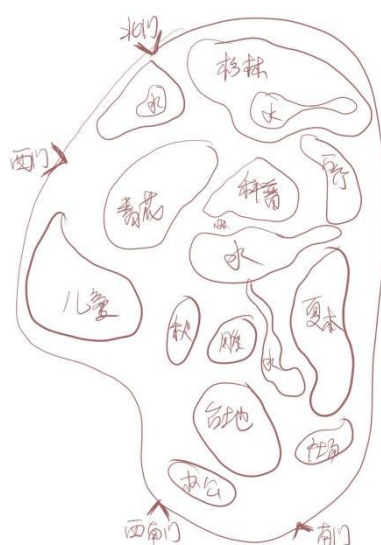


Figure 3-11 Map design draft

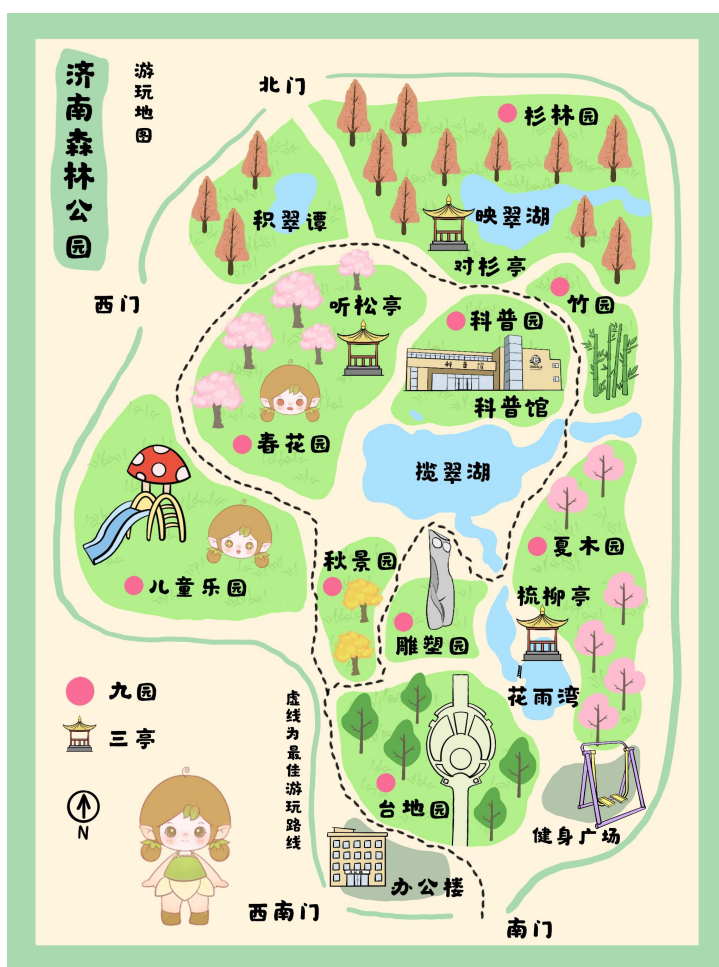


Figure 3-12 Map design finalized

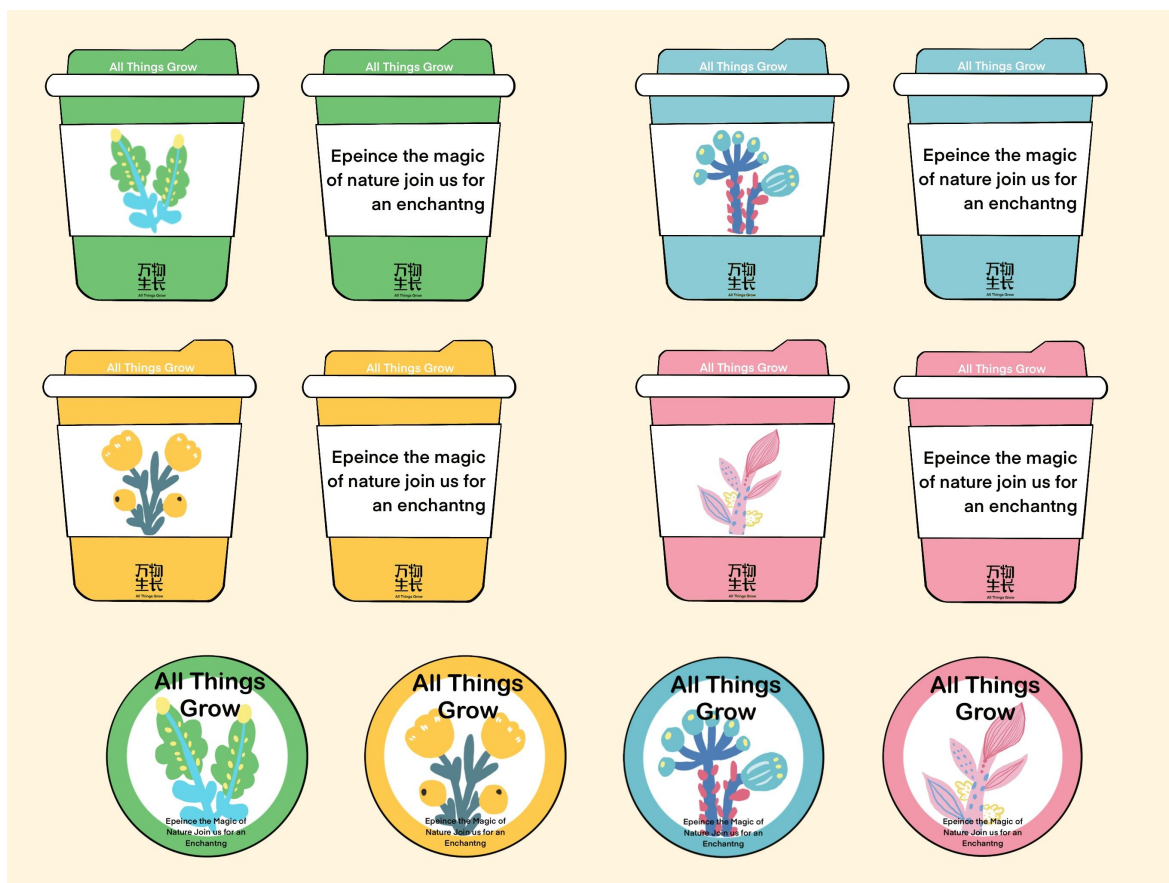


Figure 3-13 Cups and coasters



Figure 3-14 Canvas bags and gift bags



Figure 3-15 Decals



Figure 3-16 Mobile phone shell



Figure 3-17 Notebook cover



Figure 3-18 Entrance ticket

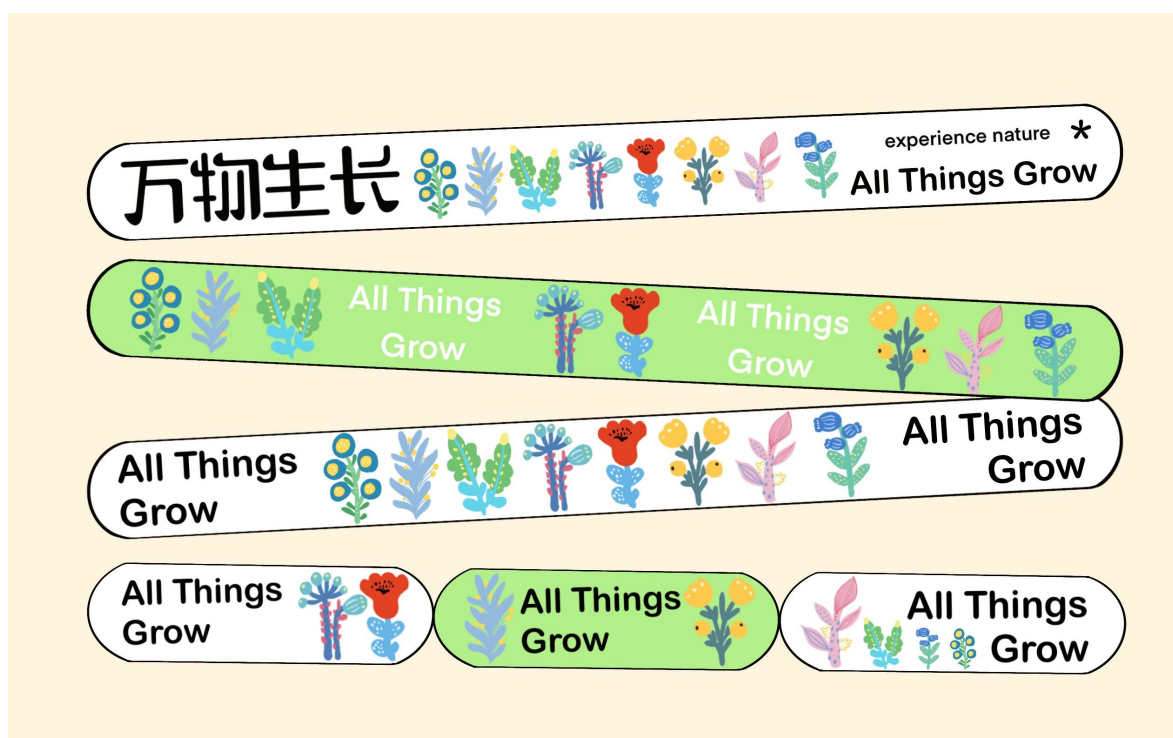


Figure 3-19 Bracelet and badge



Figure 3-20 Employee's card



Figure 3-21 Banner display board