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**BACHELOR'S THESIS**  
on the topic:

Development of a visual complex on the theme of Laiyang Pear

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## Abstract

Taking Laiyang special agricultural products as an example, the traditional old theme image design can no longer meet the aesthetic needs of contemporary young groups, and is not in a dominant position in the young consumer market. Shunshun Pear Laiyang pear theme image series design, is to extract the main image features from Laiyang pear and pear flower through full market research, through the creativity, cartoon abstraction and other young people like the elements of the series reorganization design. The theme name "Shunshun pear" comes from the homophonic idiom "Shunshun pear" through the homophonic connection between the two, the meaning represents a smooth, smooth, satisfactory and other good vision, this name not only expresses the yearning for life and a better future, but also conveys a positive, optimistic, upward emotional attitude. Based on this, the design starts from the theme image of Laiyang pear, analyzes its development status and existing problems, takes the young love, the trend of creativity as the design starting point, puts forward the corresponding theme image development creative strategy, hoping to play a certain role in the sales promotion of Laiyang pear industry.

The theme image design of Shunshun Pear is based on literature research and market research, and the market research of Laiyang Pear is carried out through IP design, logo design, illustration design, main visual poster design and UI design, so as to attract people's attention to the agricultural products in Laiyang and be recognized by more consumers. Help the dissemination and promotion of Laiyang pear, a special agricultural product.

*Key words: Laiyang pear, Theme image, Visual design, Agricultural and sideline products, IP image*

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## **Introduction**

This design takes Laiyang pear agricultural products as an example, analyzes its development status and existing problems, and puts forward the corresponding theme image development creative strategy to be loved by young people and fashion creativity as the design starting point, hoping to play a certain role in the sales promotion of Laiyang pear industry. Nowadays, people's material life is constantly enriched, and the demand for spiritual culture is also constantly increasing. Taking Laiyang special agricultural products as an example, the traditional and old theme image design can no longer meet the aesthetic needs of contemporary young groups. China's cultural tourism industry has developed rapidly in recent years, and more and more young people pay attention to the hometown tourism festival Pear Festival, which can be seen in the festival publicity that Laiyang pear theme image design is still in its infancy, whether it is color matching, pattern or the overall image needs to be explored and improved.

## Chapter I

### Source of topic selection

#### 1.1 Background of topic selection

In 2022, Laiyang pear industry has shown amazing characteristics and scale, its total planting area has reached 67,600 mu, and the annual output value is as high as 14.2 tons. Laiyang ancient pear tree group has profound farming culture and rich cultural value. For thousands of years, working people have created unique farming techniques in the process of pear tree production and management and agricultural production. The interface traces of the base of ancient pear trees show the long history of ancient Chinese agricultural civilization, and the typical characteristics of Laiyang pear have been achieved by pinching flower wounds one by one. In the long-term production management, farmers have achieved the typical characteristics of Laiyang pear according to the climate and growth characteristics of Laiyang pear. Explore and create a series of production techniques, agricultural tools, but also inherit and carry forward Laiyang pear culture. This land breeds the pure American oil-sand habitat of the Wulong River, gives birth to the historical story passed on by mouth for thousands of years, witnesses the life cycle of Laiyang pear with perseverance and endless life, and develops the physical memory of the people of pear Township with simple and sincere feelings of home and country. Laiyang pear culture has long been integrated into the blood of local economic and social development. Among them, the famous Laiyang pear production scale is far ahead and unique, its planting area and output are 12,000 mu and 27,000 tons, becoming the bright pearl of the local pear industry, with a strong market potential, is an important support in the local pear industry. According to the evaluation results of China fruit regional public brand value released by China Agricultural Brand Research Center, from 2015 to 2022, Laiyang pear brand value and ranking are on the rise, brand value rose from 530 million yuan to 1.132 billion yuan, ranking rose from 264th to 76th. Laiyang pear and its agricultural and sideline products are gradually transformed into real economic benefits by virtue of their regional cultural advantages and unique taste.

The number of farmers engaged in the pear industry in Laiyang City has reached 52,000, and Laiyang pears and related agricultural and sideline products have led farmers to increase their income by 450 million yuan. It has become the most important industry for local farmers to increase their income, and injected a steady stream of vitality into Laiyang City's economy. Under the wave of the Internet era, the types of agricultural products continue to flourish, in addition to the traditional offline production and sales, more and more agricultural products enterprises began to enter the online shopping platform to expand sales channels. The competition pattern of agricultural products industry is also quietly changing, from the original competition that simply relies on product quality, gradually transformed into the competition in product visual image design. However, many agricultural products enterprises fail to pay full attention to the unique aesthetic needs of young consumers, which leads to the slow growth of their product sales and the lack of market vitality.

Agricultural cultural heritage is an important resource for the development of rural tourism, and important agricultural cultural heritage resources are deeply excavated to develop rural cultural tourism and other formats. "Pear culture" is the most gorgeous part of Laiyang regional culture. In recent years, Laiyang has taken a series of cultural tourism publicity videos such as "Xiangxuehai" and "Laiyang Spring", relying on Laiyang pear flowers, Laiyang ancient pear trees and rural tourism resources. Through multi-channel, multi-dimensional, multi-perspective and three-dimensional publicity and promotion, constantly enhance the brand value of agricultural cultural heritage and expand social influence.

In April, Laiyang's pear flowers are in full bloom, and a "Pear flower Language - Pear rhyme National wind" pear flower appreciation season activity is kicked off in the pear town customs tourism area. Relying on Laiyang ancient pear trees, the focus is on creating a 10,000 mu dream flower sea feast, setting up carnival performances, pear rhyme collection, pear culture exhibition area, prepared vegetables exhibition area, intangible cultural handmade products exhibition area, dinosaur culture flowing museum, etc. Carry out activities such as ancient costume play, characteristic interaction, and traditional Chinese studies lecture hall to realize the interaction of

people, scenery and emotions, make agricultural cultural heritage resources "alive", show the results of rural revitalization of Laiyang City, and promote the "Laiyang Pear" cultural tourism brand.

We will steadily promote the integration of culture, tourism and industry, transform the cultural advantages of Laiyang Pear into economic advantages and development advantages, provide more extensive and profound help for comprehensively promoting rural revitalization, accelerate the modernization of agriculture and rural areas, and promote strong agriculture, beautiful rural areas and rich farmers.

At present, there are three main sales models of Laiyang pear related agricultural and sideline products. First, the traditional retail channel model is sold through urban street sales, supermarkets, cooperatives and other channels, mainly concentrated in the province; This is the largest proportion of Laiyang pear and its agricultural and sideline products distribution mode. Second, the emerging e-commerce sales platform actively cooperates with e-commerce platforms such as Douyin, Taobao and Jingdong to provide online purchase services of Laiyang pear related products to meet consumers' urgent and convenient shopping needs, and the sales amount of related agricultural products on the e-commerce platform reaches more than 20 million yuan. The third is the cooperative festival farmers' market with the Pear Festival as an example and the local government to support tourism festivals to the theme image cultural content expression form, the formation of creative cultural expression of agricultural products. On the basis of making full use of the local resource endowment, by integrating the unique cultural resources of Laiyang and creating the Laiyang pear theme cultural and creative image, the harmonious integration of modern publicity strategy and profound cultural heritage has been realized. This move not only closely combines historical culture with modern innovative thinking, but also infuses new vitality into the promotion and sales of agricultural products, effectively expanding the spread and influence of Laiyang pear in young consumer groups.



Agricultural cultural heritage is the carrier of traditional farming civilization, and protection is the premise. Without protection, there is no platform for development and utilization, and without carrier, it will lose its foundation. In recent years, Laiyang City through the variety, quality, brand "three products" to improve, protect and upgrade the existing Laiyang pear old production area, "Laiyang Pear Old garden renovation technical guidance" and "Laiyang pear cultivation management technology" as the leading, to protect Laiyang ancient pear trees, improve Laiyang pear quality as the goal. With "rescue management and protection, renewal and rejuvenation, reasonable load, formula fertilization, green prevention and control, improvement of varieties, and improvement of quality" as the starting point, the establishment of a long-term mechanism for the protection of ancient pear trees, the creation of a high-standard demonstration park for the quality and rejuvenation of ancient pear trees, through the demonstration, the management subject is guided to protect ancient pear trees, promote the renewal and rejuvenation of ancient trees, and make Laiyang pear trees glow with new youth and new vitality.

We will develop new modes of operation, develop standardized production, vigorously foster new types of agricultural business entities such as specialized farmers' cooperatives, family farms, and large growers, give full play to the leading role of new types of agricultural business entities, establish a sound mechanism for building and sharing benefits, and encourage new types of business entities to adopt the "three centralized" model of centralized input, centralized technology, and centralized management. Carry out the integrated side to promote Laiyang ancient pear tree scale management. Introduce high-quality new varieties and advanced technologies to create new producing areas, give full play to the leading role of influential Laiyang pear leading enterprises such as Qingqingdadi and Chengfeng in production and sales, continue to cultivate well-known enterprise brands and product brands, improve the standardization and modernization level of Laiyang pear industry, and achieve large-scale operation, standardized production and intensive management of Laiyang pear. Build Laiyang pear standardized production base.

Compared with the traditional retail sales model, the development of Ewha Festival farmers market is in the vacant stage, and the development space is relatively large and has a strong development prospect. In recent years, with the rapid development of tourism and the call for rural revitalization, local authorities have launched a series of festival activities for agricultural products to attract the interest of young consumers. The Pear Festival is a key tourism festival in Laiyang. Among the festival contents, "Pear Fair" is the highlight project that the young people pay the most attention to. The sale of Laiyang Pear characteristic cultural tourism products is an important highlight to attract tourists.

In the "Pear Fair" activity of the Pear Festival, it can be seen that the theme image design of Laiyang pear lacks many designs or retains the simple traditional design of many years ago, and does not convey its own unique image characteristics, and the design of young people is also few, and the deep digging of Laiyang pear product culture and the integration of contemporary young people's favorite elements are lacking. The lack of trend elements is particularly serious, the theme image of Laiyang pear is younger, lack of multiple sense, Laiyang pear and pear festival theme elements less planning, lack of attention, low culture has become the main problems facing.

Actively guide and support new business entities to participate in the development of characteristic resources, promote standardized production, develop sophisticated processing, and transform the advantages of agricultural cultural heritage resources into industrial advantages through modern means. Laiyang City continues to promote Laiyang pear deep processing, around the "drink, crisp, paste, medicine" four major categories, improve product quality, technology level, brand influence, enhance Laiyang pear deep processing capacity. At the same time, strengthen the policy preference, encourage enterprises to transform and upgrade processing equipment, introduce, absorb, and innovate advanced processing technology at home and abroad, and formulate high-end product production processes. Relying on the establishment of the provincial export agricultural product industrial cluster, the construction of the provincial agricultural product processing

industry pioneer county, the construction of the provincial agricultural industry strong town, and the special fund for the high-quality development of Laiyang pear industry, the construction of Laiyang pear deep processing innovation platform has been carried out, and the technology of deep processing products such as pear juice, pear paste, pear preserved, pear dried, crisp and pear wine has been further improved. Expand the application of pear deep processing products in medical, food, health products and other fields to improve product quality and added value. Improve the brand effect of "Laiyang Pear", establish a continuous, long-term and complete industrial chain, create a number of national enterprise brands, and promote the orderly and healthy development of Laiyang pear processing industry.

Constantly increase the publicity of Laiyang pear agricultural cultural heritage, expand the social influence of agricultural cultural heritage, give full play to the leading role of Laiyang pear regional public brand, rely on domestic mainstream media, through exhibitions, education and training, mass media and other means to publicize and popularize heritage knowledge, improve public awareness of heritage protection and cultural pride. In recent years, Laiyang City has dug deep into the cultural value of Laiyang pear, given full play to the advantages of more than ten thousand mu of Chi pear Garden cultural landscape resources, held Laiyang Pear Festival, Laiyang Pear Culture Festival and other festival activities, continued to expand Laiyang pear industry in leisure agriculture, rural tourism, intangible cultural heritage protection, cultural inheritance and other aspects of the function, shining "China pear Township" and "Laiyang Pear" golden signboard.

## **1.2 Purpose of topic selection**

Laiyang pear, an agricultural product carrying hometown feelings and unique charm, has not only won the favor of the market with its unique taste and nutritional value, but also become a local business card with its rich cultural connotation and profound historical background. In today's consumer environment with increasing emphasis on quality and cultural value, how to better convey the charm and value of Laiyang pear through visual creative design has become an important topic for our in-depth research and discussion.

The original intention of our design topic stems from the deep emotion of Laiyang pear, a hometown agricultural product. During the long-term observation and research, we are deeply attracted by the unique color, elegant appearance and attractive texture of Laiyang pear. These natural properties not only give Laiyang pear unique charm, but also contain rich cultural connotation and creative inspiration. Therefore, our design team decided to take Laiyang pear as the theme, and through visual creative design, deeply explore its natural beauty and cultural connotation, so that more people can understand and love this unique agricultural product.

In today's information explosion, how to attract the attention of the public and raise their awareness of local agricultural products has become an important challenge for us. Through the Laiyang pear theme image design, we hope to convey the unique charm and cultural connotation of Laiyang pear to more people with the help of visual power. Through carefully designed visual elements and creative expression techniques, we incorporate the natural beauty, cultural value and brand story of Laiyang pear, allowing people to appreciate the beauty while also gaining insight into the quality and characteristics of their hometown agricultural products.

As an important part of agricultural products, Laiyang pear not only has edible value, but also carries rich cultural connotation. In the process of shopping, consumers often hope to get more cultural experience and spiritual satisfaction. Therefore, our design team focuses on integrating cultural elements into the Laiyang Pear theme image design, through creative graphics, colors and copywriting design, so that consumers can feel the charm of hometown culture while buying Laiyang pears. This cultural experience will greatly enrich consumers' shopping experience and enhance their sense of identity and loyalty to their hometown agricultural products.

Laiyang pear theme image design based on the Pear Festival has been widely used in rural tourism. By designing a series of visual elements and cultural and creative products related to the Pear Festival, we hope to attract more tourists to visit and experience the charm and cultural value of Laiyang pears. This will not only enrich the connotation and form of rural tourism, but also provide an important

carrier for the dissemination and promotion of local agricultural culture. At the same time, through the development of rural tourism, we will further promote the inheritance and innovation of agricultural culture, and inject new vitality into the sustainable development of the local agricultural industry.

In today's society, young people's aesthetics and needs are increasingly diversified and personalized. In order to attract the attention of more young people and meet their needs, our design team pays attention to the aesthetic trends and consumption habits of young people in the theme image design of Laiyang Pear. We dig deep into the design concept and technical means of the development of The Times, and constantly try new creative elements and expression techniques, to inject new vitality and vitality into the visual design of Laiyang Pear. Through this visual design with The Times, we will better meet the aesthetic needs and cultural pursuits of young consumers, and provide strong support for the brand building and marketing of Laiyang Pear.

As an important part of agricultural products and one of the representatives of hometown culture, the development of Laiyang pear industry is not only related to the prosperity of the local economy and the increase of farmers' income, but also related to the inheritance and promotion of local culture. Through the research and practice of Laiyang pear theme image design, we will provide new ideas and methods for the innovative development of Laiyang pear industry. We hope to lead the industry trend and promote the transformation and upgrading of Laiyang pear industry through this innovative design concept and means. We believe that in the near future, the visibility of Laiyang pear will be significantly enhanced and its agricultural theme visual design will become an important force leading the industry trend and inject new vitality and momentum into the development of the local agricultural industry.

### **1.3 Topic significance**

With the growing development of the agricultural industry today, the theme image design of agricultural products, as an important means to convey product value and enhance brand identity, is gradually receiving extensive attention and attention.

Laiyang pear, as the landmark specialty of Laiyang region, is not only widely praised for its unique geographical characteristics and quality, but also become a local business card because of its profound historical and cultural heritage. Therefore, to carry out the theme image design of Laiyang pear agricultural products is not only to promote the product itself, but also to inherit and carry forward the local culture. Laiyang pear is known as the "King of pears" for its thin skin, tender meat, juicy and sweet, crisp and refreshing characteristics. Its unique quality comes not only from the superior natural environment, but also from the careful cultivation of local people. With the development of The Times, Laiyang pear has gradually changed from a traditional agricultural product to a brand product with market competitiveness. In this process, the theme image design of agricultural products plays a vital role.

The theme image design of agricultural products can further explore and show the cultural characteristics and historical stories of Laiyang pear. Through the in-depth study of Laiyang pear planting history, planting technology, variety characteristics and other aspects, combined with local cultural elements and regional characteristics, the theme image of agricultural products with unique style and connotation is designed. This can not only enhance the cultural added value of the product, but also enhance the cultural identity and belonging of the consumer.

Agricultural product theme image design can promote Laiyang pear packaging design, brand logo design and other aspects of innovation and development. Through the use of modern design concepts and means, the natural beauty, cultural beauty and quality beauty of Laiyang pear are integrated into the product packaging and brand logo, forming a unique visual style and brand image. This can not only improve the beauty and attractiveness of the product, but also enhance the brand's recognition and market competitiveness.

Agricultural product theme image design can also promote the integration and inheritance of Laiyang pear industry. Through the optimization and upgrading of Laiyang pear industry chain, the production, processing, sales and other links of agricultural products are organically combined to form a complete industrial chain. At the same time, through the promotion and application of agricultural product

theme image design, the cultural value and brand value of Laiyang pear will be passed to more consumers and markets, and promote the sustainable development of the industry.

Excavating cultural characteristics and displaying historical deposits. The theme image design of Laiyang pear should dig deeply into its cultural characteristics and historical background. By studying the planting history, variety evolution and traditional skills of Laiyang pear, the representative cultural elements and symbols are extracted and integrated into the design. At the same time, pay attention to the originality and uniqueness of the design, avoid simple imitation and copying, in order to show the unique charm and cultural connotation of Laiyang pear. The quality of Laiyang pear is its core competitiveness. In the theme image design, it should fully show its thin skin and tender meat, juicy and sweet, crisp and refreshing quality characteristics. Through the use of vivid visual elements and infectious color matching, the quality advantages of Laiyang pear are intuitively presented to consumers. At the same time, pay attention to the building and communication of brand image, enhance brand awareness and reputation.

With the rise of young consumer groups, the theme image design of agricultural products needs to pay more attention to innovation and fashion sense. In the design, we can use modern design concepts and means, such as simple style, flat design, etc., to meet the aesthetic needs and consumption habits of young consumers. At the same time, we focus on communication and interaction with young consumers, understand their needs and feedback, and constantly optimize and improve the design scheme.

The theme image design of Laiyang pear should not be limited to product packaging and brand logo, etc., but also can be expanded to cultural creative products, rural tourism, cultural experience and other fields. By designing a series of cultural and creative products related to Laiyang pear, such as t-shirts, postcards, key chains, etc., the cultural value and brand value of Laiyang pear are extended to a broader social and cultural field. At the same time, combining rural tourism and cultural experience activities, the cultural elements of Laiyang pear are integrated into it to provide tourists with a more colorful travel experience.

"Shunshun Pear" is a high-quality variety of Laiyang pear, which is loved by consumers for its large fruit and good quality. In the theme image design, we adopt a simple and vibrant design style, and cleverly integrate the fruit form and quality characteristics of "Shunshun pear" into the design. Through the use of vivid color matching and creative graphic elements, the brand image of "Shunshun pear" is intuitively presented to consumers. At the same time, combined with the aesthetic needs and consumption habits of young consumers, we also incorporated fashion elements and pop culture symbols into the design, making the "Shunshun pear" theme image design more attractive and competitive.

In order to enrich the cultural connotation of Laiyang pear and expand its market value, we also designed a series of cultural and creative products related to Laiyang pear. These products include t-shirts, postcards, key chains, etc., which integrate the cultural elements and brand image of Laiyang pear into the products. Through the promotion and sales of these cultural and creative products, it can not only bring additional economic benefits to local enterprises, but also let more people know and love Laiyang pear as a unique agricultural product.

#### **1.4 Research status**

According to the literature, French agricultural products brands can be regarded as the most distinctive and successful in the world. France combines the construction of agricultural standardization with the brand strategy of agricultural products, starting from brand certification, based on quality certification, starting from strict quality control and government support, to develop agricultural products brands. Starting from the certification of agricultural products, a key link in the development of agricultural products brand, based on the advantages of traditional culture and local resources, a series of product certification systems have been developed, of which the most representative is the "origin naming control" certification system, that is, AOC certification mark. It is based on the advantageous industries and products with traditional culture and local characteristics, combines the construction of agricultural standardization with the strategy of famous brand of agricultural products, and shapes the "national fine" and "national brand" of wine, forming the absolute



competitiveness of related international trade. At the same time, the implementation of the origin naming control system has become a means to rationally develop regional agricultural natural resources and promote regional production and development, especially for conventional agriculture, so that it can find an opportunity to play a unique advantage in regions with poor geographical and climatic conditions. It also reflects the close relationship between agricultural products and their origin, agricultural products with AOC certification mark have their own unique advantages in geographical environment, climate environment, breeding technology and management, and good quality can be recognized by consumers for a long time.

Agriculture is the foundation of the country, the foundation of a strong country, China's cultivated land area accounts for 7% of the world's total cultivated land area, the central document No. 1 in 2023 pointed out: a strong country must first strengthen agriculture, agriculture can only be strong. "Rural scenery beauty tour to promote revitalization" mentioned that with the continuous advancement of the goal of agricultural power, the creative effect of agricultural products visual design is also more and more attention. Characteristic agricultural products brands sort out their own characteristic resources, rely on rural tourism resources to carry out image construction and brand communication, and carry out diversified agricultural activities to improve consumer travel experience. To some extent, the competition of agricultural products has been reflected in the visual creative design.

In the existing report, with the development of the Internet era, the types of agricultural products are increasingly rich, and agricultural products are not only produced and sold offline, but also a large number of agricultural products enterprises are "entering" online shopping platforms. The competition in the agricultural products industry has gradually shifted from the single product quality competition to the product visual image design competition. However, many agricultural products enterprises ignore the aesthetic needs of young consumer groups, and the sales growth of their products is weak. Therefore, agricultural products enterprises should start with the consumption characteristics and habits of contemporary young people

to create agricultural and sideline products brands that keep pace with The Times, and visual image design is the most effective and direct means of communication and media to enhance brand image. Visual theme image design can effectively help agricultural and sideline products enterprises to establish a unique IP image and become a new driving force for the development of their products. Only by constantly promoting the product brand image design, can we enhance the competitive advantage of our agricultural and sideline products in domestic and foreign markets.

Laiyang pear is a landmark agricultural product in Laiyang City, Shandong Province. In order to enhance its brand influence, the local government actively promotes Laiyang pear industry and continuously expands its application in leisure agriculture and rural tourism by holding a series of festival activities such as Laiyang Pear Flower Festival and Laiyang Pear Culture Festival. However, despite such efforts, the lack of innovation in the promotion strategy, especially the deep exploration of the uniqueness of Laiyang pear and the lack of design innovation, makes it less attractive in visual communication. It is worth mentioning that in 2023, Laiyang ancient pear tree cluster system was successfully selected into the first batch of agricultural cultural heritage resources list in Shandong Province, and Laiyang pear characteristic agricultural products advantage area was also identified as Shandong Province characteristic agricultural products advantage area, Laiyang City is included in the national pear industrial technology system "one county, one industry" demonstration county ranks. In the report "Promoting Revitalization of Rural scenery and beauty tour", with the in-depth implementation of the strategy of agricultural power, the creative value of visual design of agricultural products has gradually received attention. In order to promote the revitalization and development of Laiyang pear, polishing the brand image of "China pear Township" and "Laiyang Pear", many universities and scientific research institutions began to focus on the research of Laiyang pear, but most of the research focuses on the production and sales, and the research of Laiyang pear theme visual creative design is relatively less.

Therefore, it is of great practical significance and research value to deeply explore the visual creative design of Laiyang pear theme.

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

1. Background of Laiyang pear
2. Discovery and research of Laiyang pear

## **Chapter II**

### **Investigation and research**

#### **2. 1 Online research**

Laiyang City, as the origin of Laiyang pear, has a long history of pear planting and profound cultural heritage. In recent years, in order to accelerate the comprehensive revitalization and high-quality development of Laiyang pear industry, Laiyang City government has introduced a series of policies and measures to promote the transformation and upgrading of this local characteristic industry. Since the promulgation of the Implementation Opinions on Further Promoting the High-quality Development of Laiyang Pear Industry in 2023, the development of Laiyang pear industry has entered a new stage. The policy has clarified the strategic layout of "improving the quality and efficiency of the first production, building the brand of the second production, and extending the chain of the third production", aiming to achieve the comprehensive revitalization of Laiyang pear industry through various efforts. Up to now, Laiyang City's pear orchard area has developed to 71,000 mu, the annual output of 159,000 tons, the total output value of the pear industry chain exceeded 3 billion yuan, for the local farmers have brought more than 300 million yuan of income.

Laiyang Municipal Party Committee and Municipal government attach great importance to the development of Laiyang pear industry, and fully implement the "Implementation Opinions on Accelerating the High-quality Development of Laiyang Pear Industry (2021-2025)" formulated by Yantai Municipal Party Committee and Municipal Government. In order to support the sustainable development of Laiyang pear industry, the government allocates 10 million yuan as a special support fund every year for scientific and technological innovation, brand building, market expansion and other aspects. The investment of these funds has provided a strong guarantee for the transformation and upgrading of Laiyang pear industry. In recent years, Laiyang City Union actively promotes the development of pear deep

processing industry, through the development and sales of diversified agricultural and sideline products, such as pear juice, pear soup, pear paste and other products, not only extends the industrial chain, but also meets the needs of different consumers. These deeply processed products not only have nutritional value, but also have a unique taste and are loved by consumers. With the steady growth of sales, Laiyang pear's brand awareness and influence have gradually expanded. In the online research, we found that Laiyang region attaches great importance to the development and promotion of Laiyang pear. With its unique quality and taste, Laiyang pear enjoys a high reputation in the market. At the same time, the market demand of its agricultural and sideline products is large and has great development potential. In the follow-up visual creative design of Shunshun Pear theme, the design of agricultural and sideline products will become an indispensable part. Through attractive visual design, not only can enhance the attractiveness of products, but also increase the added value of products, and further promote the development of Laiyang pear industry. The online survey also revealed consumers' awareness and demand for Laiyang pear and its agricultural and sideline products. Consumers generally believe that Laiyang pear has excellent quality and unique taste, and is a good product for gifts and personal use. At the same time, they also showed a strong interest in agricultural and sideline products such as pear juice and pear soup. In order to meet the needs of consumers, the Laiyang City government and enterprises need to further strengthen brand building and market expansion, and enhance the visibility and reputation of products.

Laiyang pear industry has great development potential and broad market prospects. Through the support of the government, the innovation of enterprises and the expansion of the market, Laiyang pear industry will usher in a more brilliant tomorrow.

## **2.2 Questionnaire survey**

This young consumer group of Laiyang pear theme image design around the interest survey questionnaires issued a total of 300 and recovered 288, the research population is positioned in the young group. Through this research report, it can be seen that among the peripheral products for which Laiyang pear theme image is suitable, the top three most popular peripheral data are: The mobile phone case accounted for 90.28%, the water cup accounted for 89.58%, and the T-shirt accounted for 59.38% (see Figure 2-1). In the question, do you prefer to buy practical or decorative Laiyang pear theme peripheral products? In the survey, 77.43% choose the practical type (water cup, mobile phone case, etc.) 22.57%, and choose the decorative peripheral (pendants, ornaments, etc.) (see Figure 2-2). Through the practical questionnaire survey, it is found that young consumer groups are more inclined to purchase the practical and high-reuse products for the visual creative design of Laiyang Pear.

In the Laiyang pear theme peripheral products that are more inclined to buy what price range, 0-50 yuan accounts for 38.19% at most, and 50-100 accounts for 27.78%, showing that the higher the price, the lower the proportion of purchase intention. (See Figure 2-3) In the question of whether they are willing to pay extra fees for customized Laiyang pear theme peripheral products, the reasons accounted for 83.33%, and the reluctance accounted for 16.67%. It can be seen that although young consumers are not high in consumption level, they are willing to consume interesting Laiyang pear theme peripheral products. (See Figure 2-4)

In the survey on which style of Laiyang Pear theme design preference they prefer, cartoon cute style 41.67% and simple modern style 36.46% occupy the majority. (See Figure 2-5) In the question of whether people prefer Laiyang pear peripheral products with regional characteristics, the affirmative choice accounted for 87.5% far more than the negative choice, which is enough to show the preference of the questionnaire group for products with local characteristics. (See Figure 2-6.)

In today's consumer market, young consumers have become a force to be reckoned with. Their consumption attitudes, aesthetic preferences and purchasing behavior are crucial to the success of any brand or product. Especially in the field of cultural and creative products, how to meet the needs of young consumers has become an urgent problem to be solved. In order to understand the preferences and expectations of young people for the visual creative design of Laiyang Pear, we conducted a questionnaire survey. The purpose of this questionnaire is to explore young consumer groups' views and attitudes towards the visual creative design of Laiyang pear. Through a combination of online and offline methods, we distributed questionnaires to young people of different ages, genders, occupations and regions, and collected their opinions and suggestions on the creative design of Laiyang Li Visual.

The results of the questionnaire show that when young consumer groups buy visual creative products, the most important factors are practicality and price. They generally believe that a product should first have the value of actual use, rather than just the pursuit of appearance or brand. At the same time, price is also one of the important factors they consider. They want to be able to enjoy lower prices on the premise of ensuring quality. This result tells us that in the subsequent design and landing links, we should pay attention to the practicality of the product, while controlling the cost and providing a competitive price. Only in this way can we really attract the attention of young consumers and improve the sales of products.

In the survey, we also found that young consumer groups are very interested in cartoon and cute style of Laiyang pear visual creative design. They like this fun and dynamic design style, thinking that it can bring them pleasure and relaxation. This style can not only meet their aesthetic needs, but also stimulate their desire to buy products. Therefore, in the subsequent design, we should pay attention to integrating cartoon and cute elements to make the product more attractive and interesting. At the same time, we can further enhance the visibility and influence of our products by cooperating with well-known cartoon characters or brands. The questionnaire also

revealed the expectations and demands of young consumer groups for cultural and creative products. They hope that cultural and creative products can really enter their hearts, leaving a deep impression and memories. They not only pay attention to the appearance and quality of the product, but also pay attention to the cultural connotation and emotional value of the product. In order to meet the needs of young consumers, we should pay attention to the excavation and inheritance of cultural connotation in the design of cultural and creative products. We can start from the history, culture, geography and other aspects of Laiyang pear, dig out its unique cultural elements and story background, and integrate them into the product design. This can not only make the product more cultural, but also allow young consumers to feel the charm and temperature of culture in the process of buying and using the product.

The results of the questionnaire tell us that we should always be customer-centric in the design and implementation process. We want to deeply understand the needs and preferences of consumers, pay attention to their consumption behavior and purchase decision process. Only in this way can we design products that truly meet the needs of consumers and win their trust and love.

In the development of cultural and creative products, we must deeply study the needs of consumers. We need to pay attention to what they want to leave behind or take away, to understand their lifestyle and values. Only in this way can we design truly attractive and competitive cultural and creative products that meet the expectations and needs of consumers. The results of the questionnaire also remind us to enhance the visibility and influence of our products. We can advertise and promote our products through various channels and means, such as social media, short video platforms, offline activities, etc. At the same time, we can also cooperate with well-known bloggers, Internet celebrities or celebrities to expand the popularity and influence of products with their influence.



Through this questionnaire survey, we have an in-depth understanding of young consumer groups' preferences and expectations for the visual creative design of Laiyang pear. In the follow-up design and landing links, we will take consumers as the center, in-depth study of their needs and preferences, and pay attention to product practicality, price, cartoon cute style and cultural connotation mining and inheritance. We believe that only in this way can we design products that really meet the needs of consumers, improve the sales and popularity of products, and let Laiyang visual creative design radiate new vitality and vitality in the field of cultural and creative.

### **2.3 Field investigation**

Since the first Pear Flower Festival was successfully held in Zhaowangzhuang Town, Laiyang City in 1991, this grand festival has gone through more than 30 spring and autumn, and has become an indispensable cultural event in the local and surrounding areas. Every year on the 15th day of the middle of April, when the spring breeze is gentle and the pear flowers are in full bloom, the Pear Town Customs tourist area of Zhaowangzhuang Town will welcome tens of thousands of tourists to celebrate the grand opening of "Strangers on Flowers - A Tour of Yantai" and "Pear Town Flowers Enjoy the Flower Season".

On this day, the whole tourist area is bustling. In addition to the blooming pear flowers in the garden, there is also a special exhibition area of Yantai intangible cultural artifacts. Visitors can not only walk in the picturesque sea of flowers, but also witness the on-site production of traditional skills in Jiaodong area. Only craftsmen skillfully produce Jiaodong flower cake, bean noodle lamp bowl and other intangible cultural heritage products, each step embodies their wisdom and effort, which makes people deeply feel the rich historical and cultural heritage and inheritance of Jiaodong region. The event site also built a large-scale pear rhyme collection. This market brings together Laiyang prepared vegetables exhibition area, pear industry exhibition area, intangible cultural handmade products exhibition area and dinosaur culture mobile museum and other exhibition areas, a total of nearly 100

booths. Visitors can taste authentic Laiyang cuisine here, learn about the development status of the pear industry, experience the production process of intangible cultural heritage, and even have a glimpse of the mystery of dinosaur culture.

The venue planning and booth arrangement of this activity fully took into account the importance of intangible cultural heritage skills and cultural handwork. The exhibition area of intangible cultural heritage skills and cultural handwork occupies the largest proportion and has the most investment. However, despite the high utilization of these exhibition areas, there are still some problems. For example, the large proportion of ancient skills in traditional culture makes the whole activity lack some fashionable and attractive design elements. This also led to Laiyang pear theme image design cultural and creative products to a certain extent ignored, failed to fully show its unique charm. In order to further enhance the attraction and influence of the activity, future Ewha Festival activities can properly introduce some modern design elements and trend elements on the basis of retaining the charm of traditional culture, so as to make the activity more colorful and attractive. (See Figure 2-7)

## **2.4 Case study**

This research in-depth analysis of the successful models of agricultural products packaging, aiming to reveal its core advantages to attract consumers. Take the scallion umbrella as an example, this creative product originated from the unique design of a college student in Samsang Township, Taiwan. He creatively integrated the white-green gradient of scallion into the umbrella surface, and cleverly applied it to the umbrella bone inspired by the red plastic tape used in the traditional market to bind the scallion segments, making the scallion umbrella widely popular upon its launch. The development of onion series theme image products not only shows the spirit of innovation, but also gives profound cultural connotation to ordinary products. The combination of green onion and cultural innovation makes green onion go

beyond the scope of table food and become a new symbol of urban vitality and culture. (See Figure 2-8)

In the small Japanese mountain village of 410,000, known as "the last clear stream in Japan," residents have cultivated a variety of local specialties with the help of high-quality local water. However, due to its remote location, how to promote and sell these local specialties has become a key issue for the local government. In response, Kochi designer Makoto Umehara came up with an innovative solution in 2002: using old local newspapers to make shopping bags to pack local products. This design not only spreads the local customs and characteristics, but also cleverly combines the traditional Japanese origami culture and the concept of treasure, which has aroused wide attention and reports. These old newspaper shopping bags become valuable souvenirs for tourists to take home. (See Figure 2-8)

In the western Nagasaki Prefecture of Japan, where Udon is made, the design team focused on the origin of Udon, Gojima. They used bold and simple composition elements, as well as high contrast red, yellow and green, the symbol of the five islands flower "camellia" as the main visual graphic design, to quickly attract the attention of consumers. In packaging design, color is one of the most emotional elements, and highly stimulating colors such as red and yellow can effectively stimulate consumers' interest and attention. (See Figure 2-8)

Himida brand takes its rice packaging as an example, showing the texture and connotation of the product through the most simple and original materials, and the graphic design on the packaging directly shows the physical image of the product, highlighting its natural and healthy characteristics. (See Figure 2-8)

After a detailed market investigation, it is found that the visual design of Laiyang pear theme has significant shortcomings in the current market. First of all, the design is too simple, homogenization is serious, lack of coherence, in many agricultural products, still use traditional cartons or plastic bags for packaging. These old packages often fail to adequately shape and strengthen the reputation of Laiyang

pear agricultural products, making it difficult for consumers to form a deep impression. With the continuous development of society, people's aesthetic concepts are also changing, and young consumers' demand for the theme image of agricultural products is becoming younger and younger. Therefore, the purpose of this design study is to innovate.

Through the in-depth study of a series of excellent agricultural product brand creative cases, we can extract several creative characteristics worth learning for the theme design of "Shunshun pear". First of all, in terms of the extension of peripheral creativity related to agricultural and sideline products, a series of derivative products related to the visual image can be developed based on the core elements of the Laiyang Pear brand, such as uniquely designed key chains, eye-catching promotional posters and creative cultural and creative products. Such a design can not only provide more opportunities to interact with the brand, but also deepen consumers' awareness and love for the Laiyang Pear brand. Secondly, the bold use of high-contrast, bright colors is also an effective strategy to attract consumers. In the visual presentation of product design and promotional posters, choose bright colors similar to Laiyang pear color, such as green and orange, to emphasize the natural and healthy characteristics of the product. At the same time, combined with the brand's own positioning and style, the use of strong contrast color collocation, to create a unique visual effect, so as to quickly attract the attention of consumers. Finally, presenting the product texture and cultural connotation in a simple form is another creative feature worth learning from. This unadorned, back-to-basics form of expression can quickly establish an emotional connection with consumers. Through simple, natural lines and colors, we can convey the true texture of products and the cultural values behind them to consumers, thus enhancing the appeal and identity of the brand

## **Summary of chapter II**

1. Investigation on the Yield and Yield of Laiyang Pears
2. Survey on Design Needs of Young People in Laiyang Pear
3. Basic situation of Laiyang pear market
4. Excellent Product Cases of Laiyang Pear

## **Chapter III**

### **Design positioning and conception**

#### **3.1 Design positioning**

In today's rapidly changing market environment, the development of the brand is no longer a simple product promotion, but the need to keep up with the trend of The Times, constantly innovate and upgrade. Especially for traditional brands, how to attract a wider range of young audiences on the basis of maintaining the original characteristics has become an urgent problem to be solved. In this context, "Shunshun pear" theme design came into being, it is not only a reshaping of the traditional brand Laiyang Pear, but also a deliberate brand upgrade strategy.

Laiyang pear, as a traditional famous fruit in China, is loved by consumers for its unique taste and nutritional value. However, with the changes of The Times and the diversification of consumer demand, Laiyang Pear brand is facing many challenges. On the one hand, young consumers have higher and higher requirements for product aesthetics and quality, and traditional brand image is difficult to attract their attention; On the other hand, the competition of similar products in the market has intensified, and Laiyang pear brand needs to find a new breakthrough to enhance market competitiveness. Therefore, the proposal of the "Shunshun Pear" theme design aims to revitalize the traditional brand Laiyang Pear through the brand upgrading strategy, attract a wider range of young audiences, and further promote the growth of its economic benefits. This is not only an innovative attempt to Laiyang pear brand, but also an active exploration of the traditional brand development model.

At the beginning of the design, we delved into the preferences and needs of young consumers. Through market research and data analysis, we found that young consumers pursue fashion, creativity and personalization, and have high aesthetic

requirements for product design. At the same time, they pay attention to the practicality and cost performance of the product, the pursuit of value for money. Therefore, in the "Shunshun pear" theme design, we fully consider these needs, and strive to create a brand image that meets the tastes of young consumers.

In terms of design style, we decided to be bold and innovative, incorporating young, creative and lovely elements. Through the use of popular color collocation and cartoon image design, the brand image is revitalized. At the same time, we also cleverly combined these elements with the inherent characteristics of Laiyang pear to form a unique visual style, so that people can remember the "Shunshun pear" brand at a glance.

Carefully selected popular colors, in the use of color, we carefully selected a series of popular colors to cater to the young mainstream aesthetic trends. These colors are bright and lively, but also stable and generous, can quickly attract the attention of young consumers. At the same time, we also consider the color matching and coordination, and strive to maintain the brand characteristics on the basis of creating a unique visual impact.

In product design, we fully consider the purchasing power of young consumer groups. By optimizing the product mix and reducing costs, we strive to provide more competitive prices on the premise of ensuring product quality. In this way, "Shunshun pear" products can not only meet the aesthetic needs of young consumers, but also bring them surprises in price.

We have designed a new brand image for Shunshun Pear. With the cartoon image "Shunshun" as the protagonist, through vivid expressions and actions, show the brand's youth, vitality and loveliness. At the same time, we also designed a unique font and logo for the brand to strengthen the brand's recognition and memory. In the product packaging design, we use popular color matching and simple line design. By using fashionable patterns and elements, the product packaging is more attractive and fashionable. At the same time, we also pay attention to the practicality

and environmental protection of packaging, and strive to improve the quality of products at the same time, reduce the impact on the environment.

In the marketing strategy, we have adopted a variety of means to promote the "Shunshun pear" brand. Through social media, short video platforms and other channels, we actively interact with young consumers to communicate brand concepts and product values. At the same time, we also work with well-known bloggers and influencers to develop marketing campaigns, leveraging their influence to expand brand awareness. After a series of brand upgrading strategy implementation, "Shunshun pear" brand has achieved remarkable results in the market. Young consumers have significantly improved their brand awareness and goodwill, and product sales have also achieved steady growth. At the same time, the "Shunshun Pear" brand has also won a number of industry awards and honorary certifications, further enhancing the brand's influence and competitiveness.

"Shunshun Pear" brand will continue to adhere to the innovation, fashion, practical design concept and constantly bring more quality products and services for young consumers. At the same time, we will continue to pay attention to the market dynamics and changes in consumer demand and constantly optimize brand strategy to enhance brand value and market competitiveness. It is believed that in the near future, "Shunshun Pear" brand will become a leader in China's fruit industry and lead the industry trend.

### **3.2 Design concept**

At the beginning of the concept of "Shunshun Pear" Laiyang Pear theme visual creative design, I conducted in-depth market research and consumer preference analysis, aiming to ensure that the design can accurately catch the eye of the target audience, while conveying the theme concept of health, nature and youth. The following is our detailed design idea: First of all, the Laiyang pear market for a comprehensive survey, analysis of the current market Laiyang pear product types,



characteristics and sales. At the same time, it also studies the excellent design cases at home and abroad, and summarizes their advantages and innovation points in design, which provides a powerful reference for our design.

In the analysis of consumer preferences, we pay special attention to the needs and aesthetic trends of young consumer groups. We found that young people focus on a healthy, natural lifestyle while pursuing personalized and creative products. Therefore, our design will be built around these characteristics to meet the needs of young consumers. Based on the above analysis, we determined the theme concept of "Shunshun pear" Laiyang pear theme visual creative design: health, nature, young state. We hope that through this design concept, consumers can enjoy the delicious Laiyang pear, but also feel the pleasure and comfort brought by a healthy and natural lifestyle.

In terms of IP image design, we created a cartoon image named "Shunshun Pear". This image takes Laiyang pear as the prototype, and gives it vitality and interest through exaggerated and lovely design techniques. Shunshun Pear's image design pays attention to detail and color matching, making it more recognizable and attractive. At the same time, we also designed a variety of expressions and movements for Shunshun Pear to show its lively and lovely personality characteristics. We integrate the image of Shunshun pear into the packaging design of Laiyang pear, making the packaging more attractive and interesting. At the same time, we also pay attention to the practicality and environmental protection of packaging, using recyclable materials to reduce the impact on the environment.

Publicity posters: We designed a series of publicity posters with Shunshun Pear as the protagonist, showing the delicious and healthy Laiyang pear through vivid scenes and interesting plots. These posters will be used for offline and online promotion to enhance brand awareness and reputation.

Cultural and creative products: In addition to the traditional Laiyang pear products, we also designed a series of cultural and creative products with Shunshun

pear as the theme, such as key rings, water cups, notebooks, etc. These products are not only practical, but also can meet the individual needs of consumers, and further expand the market space of the brand.

Interactive experience design: In order to enhance the interactive experience between consumers and the brand, we have designed a series of interactive links, such as online lottery, offline tasting. In these activities, consumers can feel the charm of Shunshun pear and the delicious taste of Laiyang pear at close range, thus deepening their cognition and love for the brand.

"Shunshun Pear" Laiyang pear theme visual creative design concept aims to pass the theme concept of health, nature and youth through a series of innovative, unique and attractive IP image and visual creative design products. We believe that this design will inject new vitality into the Laiyang pear market and attract more young consumers' attention and love. (See Figure 3-1)

### **Summary of chapter III**

1. Survey on Design Needs of Young People in Laiyang Pear
2. Basic situation of Laiyang pear market

## Chapter IV

### Effect display

#### 4.1 IP design

In today's market competition, IP image has become an indispensable part of brand building. Laiyang pear, as a local characteristic agricultural product, its IP image shaping is of great significance to enhance product visibility and expand the market, especially for young consumer groups. However, at present, there are still obvious shortcomings in the IP image creation of Laiyang Pear, the lack of unique IP image that can arouse public resonance. Therefore, we designed and launched the Laiyang pear IP image of "Shunshun Pear" in order to fill the market gap and enhance the brand influence of Laiyang Pear. Aiming at the problems of low IP creation degree and market vacancy of Laiyang pear, we deeply studied the current popular IP image characteristics, combined with the specialty characteristics of Laiyang pear, put forward the IP image design of "Shunshun pear". The design aims to strengthen the brand influence and market competitiveness of Laiyang Pear through its unique image, vivid story background and interesting personality characteristics, and to close the distance with consumers, especially young consumer groups.

The image design of "Shunshun Pear" is inspired by the main color and appearance of the female pear, which is a specialty of Laiyang. We extracted these elements and combined them with the pear flower elements to create a cute and cute IP image. This image not only has a high degree of recognition, but also can give people a cordial, no sense of distance first impression. In order to make the IP image of "Shunshun Pear" more attractive, we designed a vivid story background for it: Shunshun pear is a mysterious protective spirit in the pear garden, it guards every Laiyang pear with its own power to ensure that they can grow healthily and bring delicious fruits to people. This background not only adds mystery and interest to "Shunshun Pear", but also further strengthens its close connection with Laiyang Pear.

The character characteristics of "Shunshun Pear" complement its image design. It is cute and cute, the appearance of small Q bullets, wearing pear flowers, can be suspended in the air. These characteristics make "Shunshun pear" more friendly and interesting, easier to win the love and attention of consumers. (See Figure 4-1 Figure 4-2)

In order to ensure that the IP image of "Shunshun Pear" can play a maximum effect in practical applications, we have designed a series of emojis. These emojis are based on the cute and cute image characteristics of Shunshun pear, combined with the cute points of current young people, to create a series of vivid and interesting emojis. These memes can not only be widely used on social media, but also serve as one of the promotional tools for the Laiyang Pear brand to further enhance brand awareness and reputation. (See Figure 4-3)

The launch of the Laiyang Pear IP image of "Shunshun Pear" is an important step in the brand building of Laiyang Pear. Through unique image design, vivid story background and interesting personality characteristics, Shunshun Pear successfully attracted the attention and love of consumers. In the future, we will continue to explore the potential of "Shunshun Pear", expand its application scenarios and product lines, and further enhance the brand influence and market competitiveness of Laiyang Pear. At the same time, we also hope that "Shunshun Pear" can become a bridge connecting consumers and Laiyang pear brand, so that more people understand and love Laiyang pear this local characteristic agricultural products.

## **4.2 logo design**

When we mention Laiyang pear, we are not only talking about a fruit with delicious taste, but also a tribute to regional culture, natural characteristics and humanistic feelings. Laiyang, this land of low mountains and hills, with its unique natural conditions and a long planting history, gave birth to the world-famous Laiyang pear. As the representative brand of Laiyang pear, the logo design of

"Shunshun Pear" embodies the designer's deep feelings for this land and this product. This paper will deeply analyze the design concept of Laiyang Pear logo of "Shunshun Pear" and explore the cultural connotation and design ingenuity behind it.

Before designing the "Shun Shun Pear" Laiyang Pear logo, the designer first had an in-depth insight into the regional characteristics and product nature of Laiyang. Laiyang is located in low mountains and low hills, with unique terrain and climate conditions, which provides a unique natural environment for the growth of Laiyang pear. At the same time, Laiyang pear is highly praised for its thin skin, tender meat, sweet juice, crisp and refreshing characteristics. These characteristics are not only reflected in the taste of the product, but also integrated into the local people's reverence for nature and love for life.

On the basis of in-depth insight into regional characteristics and product nature, designers began to refine and integrate design elements. The images of mountains, green leaves and Laiyang pears became the core elements of the logo design. The mountain range symbolizes the geomorphic features of Laiyang's low mountains and hills, and also represents the thickness and stability of this land. The green leaves represent the green and pollution-free growing environment of Laiyang pear and the lush vitality of the pear. The image of Laiyang pear is the focus of the whole logo, which intuitively shows the unique charm of the product.

In the design process, designers pay attention to the regional characteristics, product nature and design concept skillfully integrated together. They hope to convey the brand image of Laiyang pear as green, organic, healthy and delicious through this logo. Therefore, in the details of the logo, the designer strives to achieve excellence. The image of Laiyang pear through simple and abstract design techniques, not only retains its original characteristics, but also makes it more modern and recognizable. In the choice of color, the designer mainly uses green color, which not only conforms to the inherent color characteristics of agricultural products, but also conveys the product information of health, organic and pollution-free. At the same time, the shape

structure of the logo cleverly adopts the form of half wrapped lines, which not only makes the picture more smooth, but also symbolizes the branches of the pear tree, further highlighting the vigorous vitality of Laiyang pear.

In the font design of "Shunshun pear", the designer also poured a lot of effort. They use rounded strokes and smooth lines to express the product's affinity, fashion, and cute visual theme. This design is not only in line with the modern aesthetic trend, but also easier to be accepted and remembered by consumers. The perfect combination of font and logo graphics makes the whole logo more harmonious and unified, with strong visual impact and recognition.(See Figure4-4)

A good logo design should not only have aesthetics and artistry, but also have practicability and operability. Therefore, after the "Shunshun pear" Laiyang pear logo design was completed, the designer also carried out the follow-up landing effect design. They considered the application needs of the logo in different scenarios, such as product packaging, advertising, exhibition and display, and designed the corresponding application scheme. At the same time, the designer also cleverly combined and matched with other brand elements to ensure the unity and coordination of the entire brand image. Through these designs, the Laiyang Pear logo of "Shunshun Pear" is more deeply rooted in people's hearts and has become the iconic symbol of Laiyang pear brand.(See Figure 4-5 Figure 4-6)

"Shunshun Pear" Laiyang pear logo design is a collection of regional characteristics, product essence, design concept and visual beauty in one of the creative process. It is not only a simple figure or symbol, but also the deep feeling of Laiyang pear product and the inheritance and promotion of local culture. Through this logo, we hope to make more people understand and love Laiyang Pear, and contribute to the brand communication and development of Laiyang Pear. At the same time, we also look forward to more excellent agricultural products brands in the future to show their unique charm and value through well-designed logos.

### **4.3 Illustration design**

In the current consumer market, especially for the products of young consumer groups, the choice of design style is very important. After the preliminary survey and questionnaire analysis, we learned that the cute design style of cartoons has a high acceptance and love among young consumers. The popularity of this style not only stems from its unique visual appeal, but also lies in the youth, fun and intimacy it can convey.

In recent years, influenced by foreign flat painting style, domestic illustration style has also undergone a revolution. From the initial skeuomorphic design, to the gradual abandonment of three-dimensional decorative effects, to the simplification of design elements such as shadows, gradients and perspective, flat design quickly won the favor of the younger generation with its concise and flat presentation. This change of design style not only reflects the change of market aesthetic, but also shows the high pursuit of commercial value of design. In Laiyang pear IP image "Shunshun pear" homophone illustration design, we fully integrated the flat design concept and cartoon cute style. Through the scene painting of "Shunshun Pear" interacting with young people, we try to show a vibrant and interesting product image. At the same time, in order to make the flat painting style not monotonous, we added particles, mixed colors, plush gradient and other expression techniques in the design, so that the picture is more colorful, full of layers and three-dimensional sense. In terms of creative ideas, four homophonic idioms with beautiful meanings are selected: "One pear in a hundred", "natural pear quality", "no pear will not abandon" and "Tingting jade pear". These idioms are not only highly consistent with the brand image of "Shunshun pear", but also give the product deeper cultural connotation and emotional value through the way of homophony. In the illustrations, we skillfully use these idioms to convey the high quality, uniqueness and good wishes to consumers through vivid scenes and character expressions.

In the process of illustration, I used a lot of simple geometric figures as auxiliary elements. These geometric figures not only continue the theme of the design of youth,

fun and lovely, but also through the high-saturation color collision, make the theme concept style expression more prominent and bright. At the same time, the use of geometric graphics also deepens the overall beauty of the phonetic character illustration, making the picture more harmonious and unified. In addition to visual beauty, we pay more attention to creating a warm, pleasant or emotional atmosphere related to nature through design. This kind of atmosphere can not only make consumers feel more pleasure and satisfaction when buying and using products, but also further deepen their awareness and loyalty to the brand. (See Figure 4-7 to Figure 4-10)

In general, the illustration design of "Shunshunli" homophone character is a deep exploration and practice of flat design concept and cartoon cute style. Through this innovative design approach, we hope to bring a new visual experience and cultural feeling to young consumers, and also inject new vitality and creativity into the brand building and marketing of agricultural products.

#### **4.4 Master visual design**

In the rich land of Laiyang, Shunshun Pear is not only the guardian spirit in the pear garden, but also a symbol of inheritance and innovation. In order to present this unique image and the cultural connotation it carries to the audience in a visual form, this Shunshunli Laiyangli visual creative design main visual poster was carefully planned and produced. The theme of this poster design is clearly positioned, aiming to show Shunshun Pear as the guardian spirit of the pear garden image through a lovely and simple illustration style, while conveying the unique charm of Laiyang pear culture. We take green tone as the main color tone, which means vitality and vitality, which is in line with the dynamic development of Laiyang pear industry. At the same time, green also represents environmental protection and ecology, emphasizing the importance of not forgetting to protect the ecological environment while pursuing economic development.



In the design of the main visual illustration, we pay attention to the combination of creativity and fun. In the center of the picture, Shunshun pear appears in a vivid image, they are dressed in green leaves decorated clothing, holding pear fruits, are working hard. This image not only highlights Shunshunli's identity as the guardian spirit of the pear garden, but also shows their hard-working and lovely personality traits. In addition, we also cleverly integrated the elements of Laiyang pear tree in the illustration, through delicate strokes and rich colors, the shape and characteristics of the pear tree are vividly expressed. In order to deepen the audience's memory of the image of Shunshunli, a number of images of Shunshunli were added to the illustration, which formed a vivid and interesting picture, either busy between pear trees or playing in the sea of flowers. At the same time, we also use colors and lines to closely link the illustration content with the theme, so that the overall design is more harmonious and unified. In the process of drawing, Photoshop, a professional image processing software, was used to paint. Through carefully selected brushstrokes and colors, we succeeded in presenting the image of Shunshun Pear and the characteristics of Laiyang Pear in a lovely and simple painting style. In the process of drawing, we pay attention to the processing of details and the control of the overall effect, and strive to perform every element vividly. In the process of post-typesetting, the visual effect and communication effect of the poster were fully considered. Through reasonable layout and layout, we organically combine the illustration content, text information and brand identity and other elements together to form a poster that is both beautiful and practical. At the same time, we also pay attention to the readability and recognizability of the poster, so that the audience can easily understand the information conveyed by the poster. (See Figure 4-11. Figure 4-12.)

This Shun Shun Li Li Laiyang Li visual creative design main visual poster is not only a propaganda poster, but also a work of art. It shows the charm of Shunshun Pear and Laiyang pear culture with unique creativity and exquisite skills, and also provides valuable experience for my future development in the field of visual

creative design. In the future, we will continue to uphold this design concept, continue to explore and innovate, and bring more excellent visual works to the audience.

## **4.5 UI design**

Under the promotion of China's rural revitalization policy, digital cultural creativity is gradually becoming a new driving force to promote rural development. In this context, the UI design of Shunshun Pear came into being. It is not only a simple interface design, but also a carrier of multiple meanings such as rural revitalization, cultural inheritance and natural ecology. The UI design of Shunshun Pear focuses on the two core characteristics of the product: its unique sweet taste and ecological and natural quality. In terms of design concept, we pursue the perfect combination of lovely and green, aiming to create a fresh, natural and vibrant visual environment for users. Green, as the main color, not only symbolizes vitality, health and nature, but also complement the natural attributes of smooth pear. The cute element can attract a wider user base, especially young users, so that they feel happy and relaxed in the process of using the product.

In terms of color matching, we use green as the main color, supplemented by white and blue. Green as the main color, can intuitively convey the natural properties of the product, while bringing a comfortable and quiet visual feeling to the user. White is used as an auxiliary color to balance the overall tone and make the interface more fresh and bright. Blue is used for embellishment, adding a touch of peace and depth to the interface. In icon and graphic design, we strive for simplicity and clarity to ensure that users can quickly identify and understand each function. The icon design adopts a flat style to reduce redundant elements and decorative details and highlight the core features of the icon. Graphic design focuses on the combination of product attributes, through simple lines and shapes, presenting smooth pear pear sweet taste and ecological natural characteristics.

In the layout of the interface, we fully consider the user's browsing habits and operation process. Put core information and functions in a prominent position, such as recommendations on the home page, search boxes, etc., to ensure that users can quickly get the information they need and complete the action. At the same time, we pay attention to the sense of layer and rhythm of the interface, through reasonable layout and typesetting, users feel a smooth and natural visual experience in the browsing process. In the choice of fonts, we strive to coordinate with the overall design style. Choose a font that is both cute and easy to read for parts of the interface such as headings, buttons, and text. This font not only fits the overall design style, but also enhances the user's reading experience.

Interaction design is an integral part of UI design. In the UI design of Shunshun Pear, we pay attention to the interactive experience between users and products. Through reasonable interaction design, users can easily complete various operations, such as search, browse, purchase, and so on. At the same time, we also provide users with a rich feedback mechanism, such as the animation effect when clicking the button, the prompt information after successful purchase, etc., so that users can feel a sense of pleasure and achievement during the use of the process. With the popularity of mobile Internet, more and more users are using mobile devices to access websites and applications. Therefore, in the UI design of Shunli, we adopted responsive design technology to ensure that the interface can maintain a good display effect and user experience across a variety of devices and screen sizes.

To sum up, the UI design of Shunshun Pear is not only an interface design, but also a carrier bearing multiple meanings such as rural revitalization, cultural inheritance and natural ecology. Through a combination of color matching, icon and graphic design, interface layout, font selection, interaction design and responsive design, we create a fresh, natural and vibrant visual experience for users to interact with. (See Figure 4-13 to Figure 4-15)

## **Summary of chapter IV**

1. IP Design
2. Logo Design
3. Illustration design
4. Main visua Design
5. UI Design

## Conclusion

This design takes Laiyang pear as the creation object, through online research, questionnaire research, real scene research and case research, analyzes the shortcomings of the current brand in the market. By drawing a series of visual elements with unique creativity and distinctive local characteristics, the design of cute and simple IP image, fresh and natural logo logo, interesting harmonic illustration, concise and clear UI interface. To highlight the brand characteristics of Laiyang pear, integrate the local cultural elements, make the brand image of Laiyang pear more young, create its brand benefits. In the process of design and research, I found the importance of theme creative design for the development of agricultural products. Through carefully designed visual elements, the added value and market competitiveness of agricultural products can be effectively improved, and more emotional value can be given to agricultural products, so that more people can experience the cultural charm of Laiyang pear.

At the same time, in the design process, I also found many shortcomings, such as the lack of a deeper understanding of the product characteristics and history and culture of Laiyang pear, and the lack of innovation. In the design process, there is a lack of innovative thinking, failing to combine the characteristics of pears with the theme image design, resulting in the lack of novelty and attraction of design works. My own design works are not accurate enough in some details, which may not accurately convey the core value of Laiyangli, and it needs to be modified and improved constantly. I believe that through my continuous efforts, this design will continue to progress and improve, and make contributions to the development of agricultural products in my hometown.

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## APPENDICES

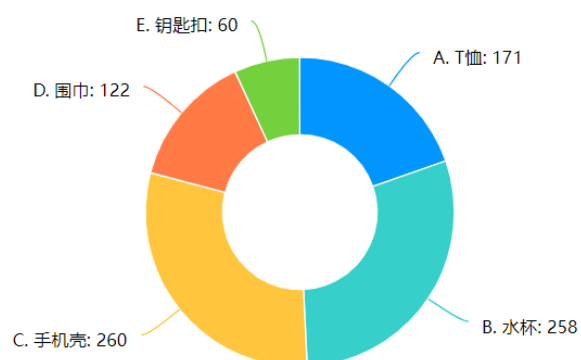


Figure2.1

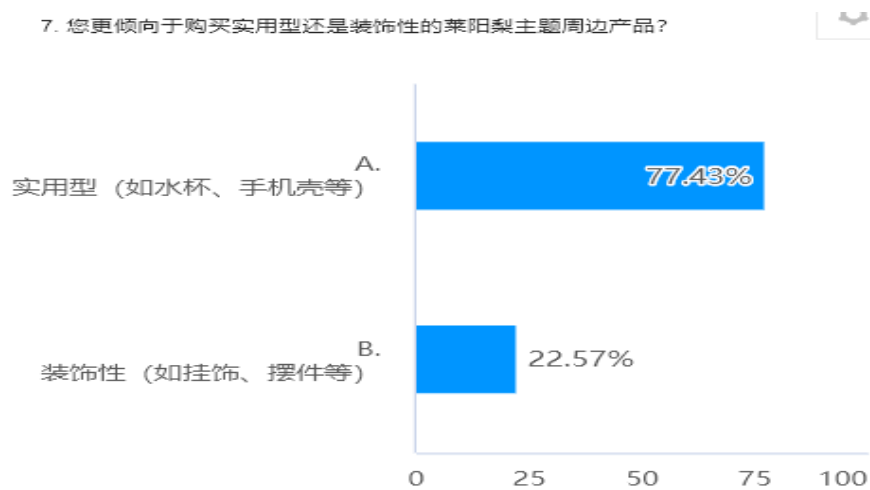


Figure2.2

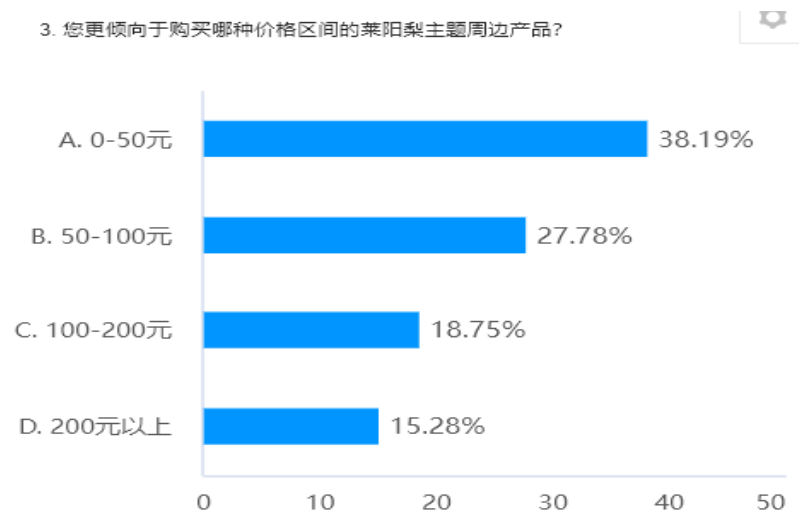


Figure2.3

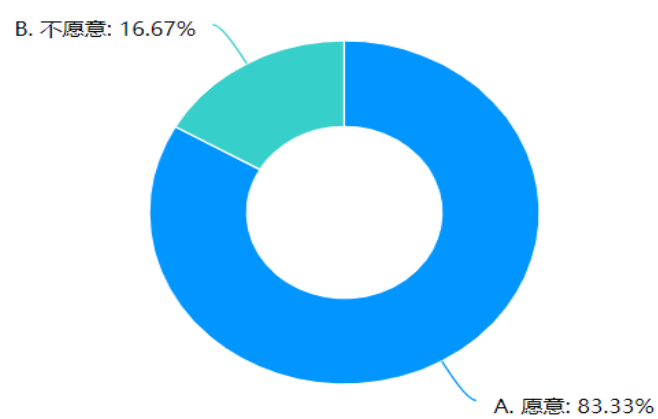


Figure2.4



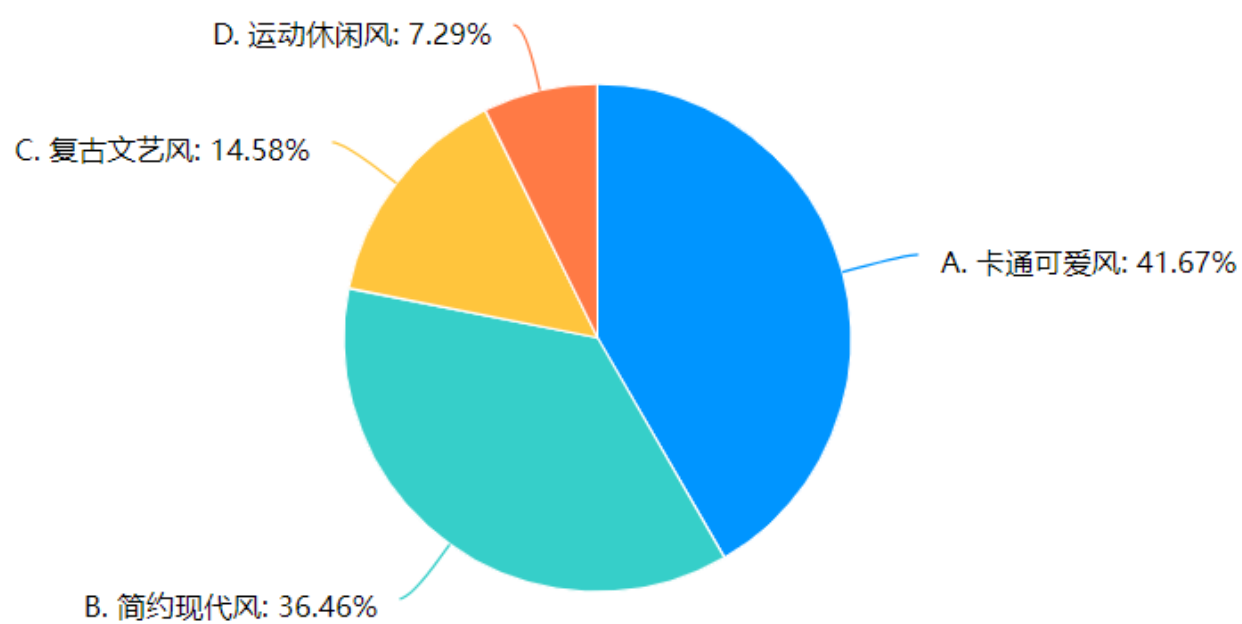


Figure2.5

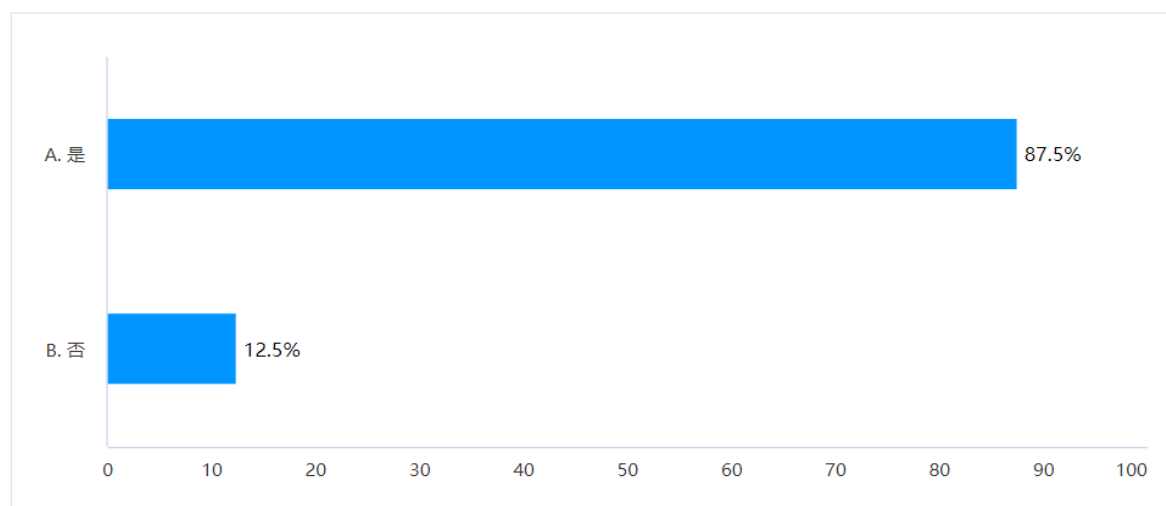


Figure 2.6

实景拍摄照			
园区			
节日			

Figure2.7

名称	三星乡葱伞	四万十市	五岛乌冬面	喜田米
产品形象				
创意特征	调味品的食品进行包装和开发，充分利用农业品牌，拓展产品的外延	用刊载地方新闻的旧报纸做成购物袋来包装土特产，传播当地风土人情	利用大胆而简单的构成元素高对比度的颜色，将山茶花设计主视觉，快速吸引眼球	以最质朴最原始的素材呈现出产品质感和内涵。

Figure2.8



Figure3.1

**名称:**  
顺顺梨梨

**身高:**  
10cm

**出生日期:**  
2024、01、15



**物种介绍:**  
神出鬼没出现在梨花盛开季的梨园守护精灵

**属性:**  
外表小巧Q弹，可以化作液体，头上梨花接收信号在空中悬浮行动

**性格:**  
呆萌可爱，好奇世界

Figure 4.1

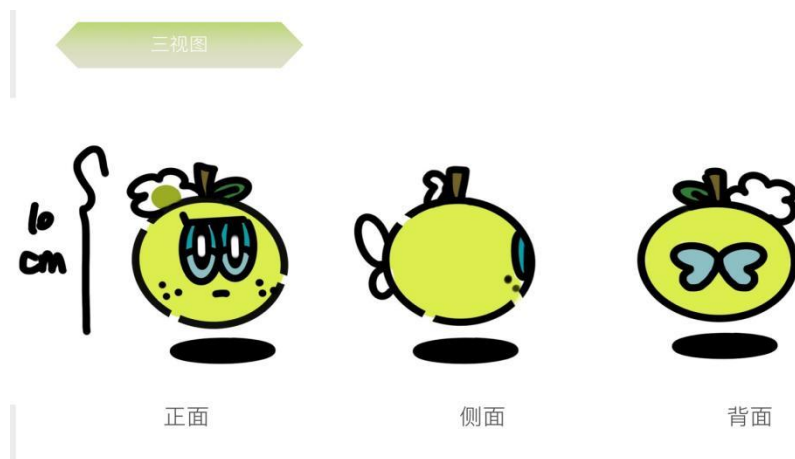


Figure4.2



Figure 4.3



Figure 4.4



Figure 4.5



Figure 4.6



Figure 4.7



Figure4.8



Figure4.9





Figure4.10

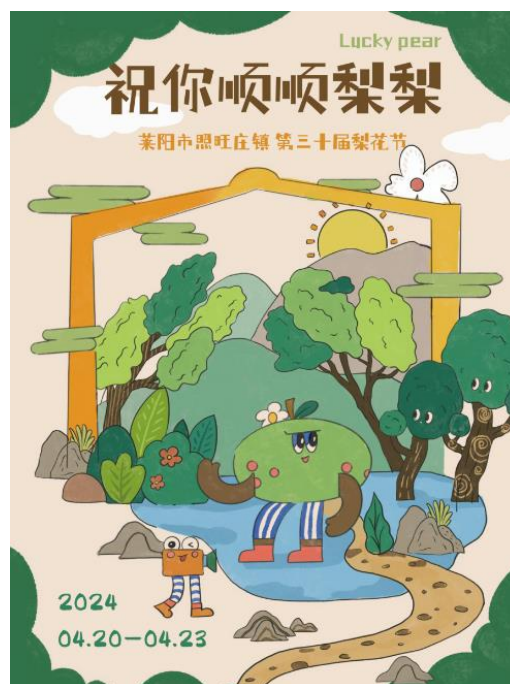


Figure 4.11

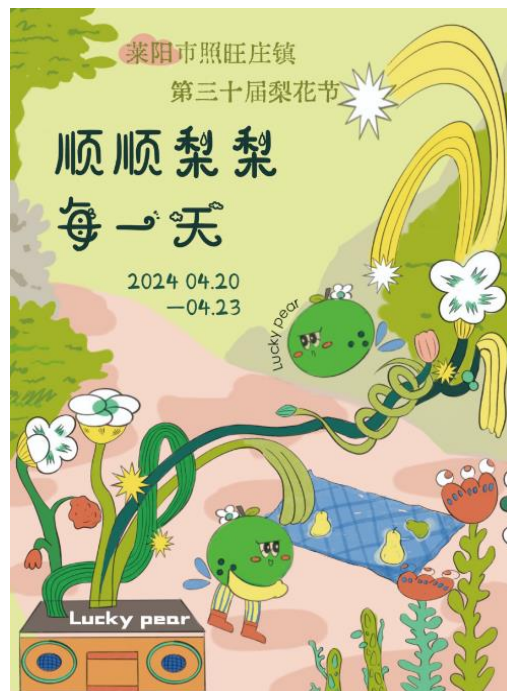


Figure4.12





Figure4.13



Figure 4.14

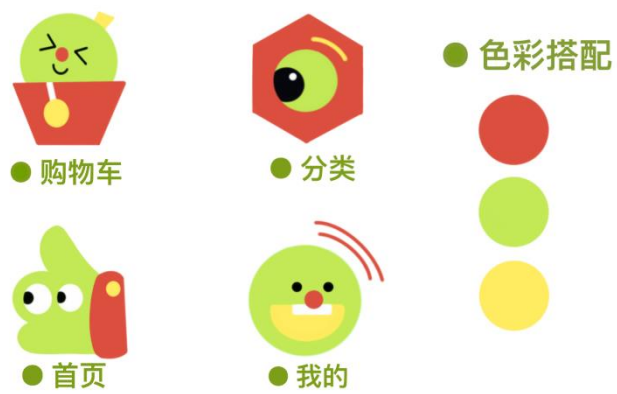


Figure 4.15