

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

Faculty of Design

Department of Graphic Design

**BACHELOR'S THESIS**

on the topic:

Design and illustration of the book about the importance of eating healthy

Performed by: a student of the BED-20 group

Zhen TENG

Supervisors As. Prof. Liang WANG,

PhD., As. Prof. Olga MYKHAILIUK

Reviewer Dr. Philos. Sc., Prof. Oleksandra

KOLISNYK

Kyiv 2024

## **Abstract**

**Zhen Teng. Design and illustration of the book about the importance of eating healthy** – Manuscript. Bachelor's Thesis specialty 022 - Kyiv National University of Technology and Design, Kyiv 2024.

In recent decades, the economic development of our country has been rapid, and people's material lives have become increasingly rich. This is particularly evident in dietary habits, which have evolved from merely eating enough to eating well. Night markets and restaurants have flourished, reflecting our country's reputation as a foodie nation. Promoting healthy eating has thus become a responsibility. A healthy diet is the most important thing behind the rich food culture. In recent years, the topic of healthy diet has been around people's mouth, and the concept of healthy diet has gradually been paid attention to. However, the topic of healthy diet seems to be only mentioned in the middle-aged and elderly population, young people seem not to attach great importance to it, and their eating habits are more random. Many young people do not attach great importance to most of the current popular science, nor are they interested in understanding it. They really need a more suitable set of healthy eating guidelines for them. "Kang Food" series was born.<sup>[22]</sup>

The "Kangfood" series of works will be based on book design, and the systematic design will be more in line with the aesthetic of young people. It is hoped that the careful design can raise the desire of young people to watch. In the early stage, questionnaire survey and collection of relevant information will be carried out, so as to make sufficient preparation for the content design direction in the later stage. The book design will be based on the direction of young fashion. It will not only have a very comprehensive and rich content of popular science knowledge, but also a set of books with very collection value.

In addition to books, there will be poster design, video design and peripheral design. The poster design will echo the style and content of the book, while the video design and peripheral design will try the new design forms that young people like, such as high-change frame animation and stereo pillow.

**Key words:** Book design; Video design; Poster design

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## INTRODUCTION

### Relevance of the Study

In recent decades, the rapid economic development of our country has significantly enriched people's material lives. This shift is particularly evident in dietary habits, evolving from merely eating enough to eating well. The flourishing of night markets and restaurants underscores our country's reputation as a foodie nation. Consequently, promoting healthy eating has become a crucial responsibility. A healthy diet underpins our rich food culture, and in recent years, the concept of healthy eating has gained increasing attention. However, discussions around healthy eating predominantly focus on the middle-aged and elderly population, with young people generally not attaching great importance to it, often exhibiting more random eating habits. Many young people do not prioritize current popular science on healthy eating, nor are they interested in understanding it. They require a more tailored set of healthy eating guidelines.

### Purpose of the Research

To address this need, the "Kang Food" series was conceived. This series aims to design and illustrate a book that effectively communicates the importance of healthy eating, particularly to young people. The series will integrate book design with systematic approaches that cater to the aesthetics and preferences of the younger generation. The goal is to raise their interest and desire to engage with the material through thoughtfully crafted designs.

### Research Objectives

1. **Analyze Current Dietary Trends:** Review scientific publications, educational literature, and research on healthy eating habits and attitudes, particularly among young people.

2. **Assess Design Preferences:** Conduct surveys and focus groups to gather data on young people's design preferences and how they engage with educational material.
3. **Develop Comprehensive Content:** Create a comprehensive and visually appealing book that combines scientific knowledge with engaging design elements to promote healthy eating.
4. **Design Supporting Materials:** Develop posters, videos, and peripheral products that align with the book's themes to reinforce the message of healthy eating.
5. **Evaluate Effectiveness:** Implement feedback mechanisms to assess the impact and effectiveness of the designs in promoting healthy eating habits among young people.

## **Research Methods**

This research employs a mixed-methods approach, combining quantitative and qualitative data collection. Surveys and focus group discussions will gather insights into young people's eating habits and design preferences. Literature reviews and case studies of successful health promotion campaigns will inform the content and design strategies. The project will also utilize modern design tools and techniques to create high-quality, engaging visual materials.

## **Elements of Scientific Novelty**

This research contributes to the development of innovative educational materials tailored to the needs and preferences of young people. By combining traditional book design with modern aesthetics and multimedia elements, the project aims to make healthy eating an appealing and engaging topic.

## **Practical Significance**

The findings of this research will be valuable for educators, designers, and public health professionals seeking to promote healthy eating habits among young people. The "Kang Food" series can serve as a model for similar educational initiatives, providing a framework for creating visually appealing and effective health promotion materials.

### **Structure and Volume of the Thesis**

This bachelor's thesis consists of an introduction, three chapters, conclusions to each chapter, general conclusions, a list of sources, and appendices. The work includes 15 drawings and presents the research findings across 55 pages.

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# **CHAPTER I**

## **TOPIC SELECTION ANALYSIS**

### **1.1 Research Background**

In the context of today's globalization, health issues have increasingly become the focus of human attention, especially long-term health issues closely related to the quality of life. With the rapid pace of our society, more and more studies have revealed that poor eating habits are one of the main causes of chronic diseases such as heart disease, diabetes and obesity. This situation is widespread worldwide and poses a serious public health challenge. Therefore, it is particularly urgent and important to raise the public's awareness of healthy eating, especially young people, and promote behavior change.

Although the importance of healthy eating has been widely recognized, many people, especially the younger generation, still have a big misunderstanding about what is "healthy eating" in real life. This phenomenon is largely exacerbated by the popularity of fast food culture and misleading commercial advertising. In many cases, the true meaning of a healthy diet is misunderstood or reduced to dietary trends and misleading information that are not supported by science.

In response to this situation, the design project "Healthy Food" came into being, aiming to increase the attractiveness and understandability of healthy eating information through the intervention of visual communication design. Through an innovative visual design approach, the project not only aims to effectively correct the public's wrong dietary concepts, but also hopes to make healthy eating messages more vivid and accessible through the power of art and design, thereby significantly improving the overall health of society.

## 1.2 Research Objectives

In the comparison between home and abroad, the study found that although China's awareness of healthy diet has gradually increased, there is still progress to be made in the popularization of specific practices of healthy diet and the development of innovative education methods. However, in foreign countries, such as the United States and Europe have established a better education system for healthy eating. These places make extensive use of a variety of communication and education tools, such as digital media, interactive applications and community activities, which provide a good reference and inspiration for the "Healthy Food" series of design projects. By studying international successful cases, this design plan explores a new healthy diet education model combining the latest trends and technologies of modern visual communication design, and the "Healthy Food" series hopes to develop more attractive and educational healthy diet promotion materials. The ultimate aim is to use these innovative visual design works to stimulate the interest and participation of the public, especially young people, in healthy eating, contributing to the improvement of the overall health of society.

The project "Healthy Food" educates the public, especially young people, to understand and practice the importance of healthy eating through visual communication design. Its main goal is to use innovative visual art works to raise public awareness of the importance of a healthy diet while correcting popular dietary myths and providing scientific and balanced dietary advice. In the current society, although the concept of healthy eating has been widely known, many people, especially young people, still have unhealthy eating concepts due to a large amount of misleading information on the market, and are easily influenced by fast food culture and misleading advertisements. It helps to disseminate important information about healthy eating widely and to improve public health through collective efforts. The overall design project not only enhances the health and well-being of the participants, but also promotes the overall health and productivity of society through



the promotion of public health awareness and practice, resulting in a healthier, active and more productive society.

### **1.3 Research Methods**

In the "Healthy Food" design project, a series of integrated research methods will be used to explore and enhance the visual communication effect of healthy eating. Through an extensive literature review, including domestic and international studies on healthy eating, government nutrition guidelines and successful educational cases, the project aims to understand current dietary concepts and popularization strategies. In addition, through the organization of focus group discussions and in-depth interviews, the understanding of the concept of healthy eating and their response to emerging visual communication design of target groups from different ages and backgrounds were collected in order to capture their real needs and feelings.

In order to assess the impact quantitatively, questionnaires were designed and implemented to measure the public's awareness of the importance of healthy eating, as well as their preferences and understanding of different visual communication elements. Statistical methods are used to analyze this data to help optimize the content and form of visual designs, ensuring they are both scientific and engaging.

The "Healthy Food" design series also includes the creation of a series of visual design works, such as: educational books, fun and attractive surroundings, high artistic videos, photo posters, etc., each work is designed to convey information about healthy eating and stimulate the interest of participants. These designs will be promoted to target groups to assess their appeal, educational effectiveness, and behavioral changes in the daily lives of the audience. By collecting feedback, the design of "healthy food" is constantly modified and iterated to achieve the best visual communication effect.

In addition, through specific case studies, in-depth analysis of some successful healthy eating campaigns or advertisements and others failed. Whether successful or not, they provide valuable practical experience and lessons for the research, and help

the "healthy Food" series design better understand what visual strategies are more effective in different social and cultural contexts, so as to form a more influential and more impressive visual communication program for healthy eating. Through these methods, the "Healthy Food" design project will better promote and improve the healthy eating habits of young people and improve the healthy eating level of the whole society.

## **Conclusion to Chapter I**

1. **Research Background:** The chapter emphasizes the increasing focus on health issues globally, particularly the impact of poor eating habits on chronic diseases such as heart disease, diabetes, and obesity. It highlights the widespread misunderstanding of "healthy eating" among younger generations, exacerbated by fast food culture and misleading advertisements. The "Healthy Food" design project aims to correct these misconceptions through innovative visual communication design, making healthy eating messages more vivid and accessible;
2. **Research Objectives:** The study compares the awareness and education systems of healthy eating in China and foreign countries, noting that although awareness in China is increasing, there is still a need for improved popularization and innovative education methods. The project aims to develop attractive and educational healthy diet promotion materials using modern visual communication design trends and technologies. The ultimate goal is to stimulate public interest and participation in healthy eating, particularly among young people, and improve societal health.;
3. **Research Methods:** The project uses a series of integrated research methods, including extensive literature reviews of domestic and international studies, focus group discussions, in-depth interviews, and questionnaires to measure public awareness and preferences. Statistical methods analyze the data to optimize visual designs. The project also involves creating various visual design works, such as

educational books, posters, and videos, and promoting these to assess their appeal and effectiveness. Case studies of successful and failed health food campaigns provide practical insights for the project.

## Chapter II

### THEORETICAL OVERVIEW

#### 2.1 Basic Concepts

**Box Set with Glued Seams Deluxe Edition:**The "Kangshi" book series features a hard cardboard box set with three themed books on vegetables, meat, and staple foods. The design includes embossing and gold stamping for added collectible and gift value.

**Steve McCurry's Photography Style with Macro Photography:**

Illustrations and posters in the "Kangshi" series use macro photography inspired by Steve McCurry, known for rich colors and emotional impact. The series includes six posters, each matching the book chapters.

**Midjourney (MJ):**To create numerous high-quality images cost-effectively, the "Kangshi" series uses Midjourney (MJ), an AI tool that generates images from user prompts, minimizing the need for expensive photography equipment.

**Advanced Poster Layout:**The book design uses advanced poster layout principles for clear information delivery and visual appeal, employing hierarchy, alignment, contrast, color, and space for an engaging design.

**Deform High-Jump Frame Animation:**The "Kangshi" series videos use the Deform plugin in Stable Diffusion for an artistic and unpredictable style, aimed at engaging young viewers.

#### 2.2 Related Theoretical Concepts

**Box Set with Glued Seams Deluxe Edition:**

The design approach for the "Kangshi" book series involves using a box set, a specialized packaging format designed for storing and protecting books. This packaging typically includes an outer box and multiple books. In the case of the

"Kangshi" book series, the outer box will be crafted from sturdy hard cardboard, and it will house a total of three books. Each book in the set will focus on a different theme, namely vegetables, meat, and staple foods, representing a balanced diet and aligning with the three main meals of the day. The design style of the box set will remain consistent across all components, featuring special decorations such as embossing or gold stamping. This approach not only enhances the collectible value of the set but also makes it an ideal gift item. In the market, such box sets are often available as limited or special editions, which tend to be priced higher than individual books, but the overall value provided by the set is significantly greater.

#### Steve McCurry's Photography Style with Macro Photography:

In the "Kangshi" series book design, most of the illustrations and posters will be created using macro photography, inspired by Steve McCurry's distinctive photographic style. Steve McCurry is a renowned photographer, famous for his richly colored and emotionally powerful works. McCurry excels at using natural light and the colors found in the environment to infuse his photos with vitality and emotional impact. The illustrations and photographic posters in the "Kangshi" books will incorporate these characteristics to create visually stunning images. Macro photography, an advanced and fascinating technique, is used to capture extremely close-up photos of small objects, often making them appear larger in the photographs than they are in reality. The combination of McCurry's style and macro photography will result in a unique and compelling visual experience. There will be a total of six posters (one set), each corresponding to a different theme that aligns with the book's chapters. These posters need to be both narrative and complementary to the book chapters, enhancing the overall storytelling.

#### Midjourney (MJ):

The "Kangshi" series design involves the creation of a large number of photographic images. Acquiring professional photography equipment and props would require substantial financial investment. However, Midjourney (MJ) offers a cost-effective solution by generating high-quality photographic images with minimal financial outlay. MJ is currently one of the best AI image generation tools available, capable of producing images based on user-provided prompts. Using this tool effectively requires a certain level of artistic knowledge and the ability to provide accurate and descriptive prompts. This approach allows for the creation of visually appealing images without the need for expensive equipment, making it an ideal choice for the "Kangshi" series.

#### Advanced Poster Layout:

The content layout in the "Kangshi" series book design will employ principles of advanced poster layout. This approach focuses on effectively conveying information and maximizing visual appeal. The core of advanced poster layout lies in guiding the audience's attention through carefully designed visual elements and text layout, ensuring clear communication and aesthetic harmony. This includes using hierarchy to highlight key information, enhancing visual order and impact through alignment and contrast, and creating emotional resonance and visual comfort through the strategic use of color and space. Additionally, innovation and creativity are employed to maintain the design's uniqueness and novelty, making the poster not just a tool for information delivery but also a piece of art. These principles support the goal of advanced poster design: to attract the audience, convey information, and evoke emotional responses. Integrating these theories provides a solid theoretical foundation for the "Kangshi" design project, ensuring that the visual strategies employed are not only scientifically effective but also deeply resonate, sparking public interest, especially among young people, in healthy eating and behavior change.

#### Deform High-Jump Frame Animation:

The video design for the "Kangshi" series will utilize the Deform plugin in Stable Diffusion. Videos generated by Deform are characterized by their jumpiness and unpredictability, making them a highly artistic video form. This characteristic can greatly attract the interest and curiosity of young viewers, offering a unique and engaging visual experience that sets the "Kangshi" series apart from more conventional video content. This innovative approach to video design is expected to captivate and maintain the attention of a younger audience, encouraging them to engage more deeply with the content of the "Kangshi" series.

### **Conclusion to Chapter II**

1. **Basic Concepts:** Chapter II explores the theoretical foundation of the "Kangshi" design project. The concepts covered include the use of box sets in book design, inspired by deluxe packaging styles that add collectible and gift value. The use of Steve McCurry's photography style, particularly macro photography, is highlighted for its rich colors and emotional impact. The chapter also discusses the application of Midjourney (MJ) for generating high-quality images cost-effectively, advanced poster layout principles, and the use of Deform plugin for creating engaging video content;
2. **Theoretical Framework:** The theoretical overview delves into various design principles and their applications in the "Kangshi" series. It includes the significance of using box sets for a thematic and cohesive presentation, the impact of Steve McCurry's style on the visual narrative, and the innovative use of AI tools like Midjourney for efficient image production. Advanced poster layout techniques are discussed to enhance visual communication, while the Deform plugin's unique animation style is used to engage young viewers;
3. **Visual Strategies:** The chapter outlines the visual strategies employed in the "Kangshi" series. These strategies include the use of macro photography to create stunning and detailed images, the application of advanced poster layout principles to ensure clarity and appeal, and the use of AI tools to streamline the design

process. These elements are combined to create a visually cohesive and engaging series that aims to educate and attract the audience;

4. Integration of Technology: The chapter emphasizes the integration of modern technology in the design process. Tools like Midjourney and the Deform plugin are used to create high-quality images and videos, making the design process more efficient and cost-effective. The use of these technologies allows for the production of visually compelling content without the need for extensive physical resources.



## Chapter III

### DESIGN CONCEPTION AND DESIGN SCHEME FORMULATION

#### 3.1 RESEARCH AND ANALYSIS BEFORE DESIGN

With the rapid development of our country's economy, people's quality of life will be better and better, and people's attention to health in daily life will become the mainstream. In order to better find the focus of book design, a random survey of domestic residents was carried out. The study first collected data from 100 online questionnaires on healthy eating habits and attitudes towards healthy eating. The questionnaire covers the interviewees' basic eating habits, the degree of emphasis on healthy eating, common dietary misunderstandings and the channels of obtaining information about healthy eating. In addition, through the network and field visits, the advertising and promotion methods of healthy food in the current market were collected, and the promotion strategies of different brands of healthy food were compared and analyzed. (As show in Figure 3.1)

Through the survey of 100 Chinese residents, it can be found that most people have the concept of healthy diet, but a large number of people do not attach great importance to it in actual daily life. The majority of them are young people. The reasons why they do not attach importance to it or occasionally attach importance to it are as follows: Lack of knowledge, disinterest in healthy eating, long-term eating habits.... In a survey of people's lack of feedback about the current approach to promotion, the most common response was that it was not fun. (As show in Figure 3.2)

Through the analysis of the survey data, visual design beauty and fun will be the focus of "healthy food" series design. It is mainly aimed at young people to improve their attention to healthy diet. High-quality pictures and advanced typesetting methods are used to improve young people's interest in healthy diet, so as to promote

healthy eating habits to young people and improve their attention to healthy diet concept.

### **3.2 Formulation of design scheme**

(1) Collect domestic and foreign excellent award-winning book design cases and excellent book design schemes, search for design inspiration, and find the appropriate design direction. In order to ensure the innovation and effectiveness of the design, extensive market research and case collection will be carried out in the early stage. This includes analyzing a number of award-winning book design examples at home and abroad, drawing inspiration from visual layout, color use, typography style and interactive elements.

(2) Make a mind map to sort out and summarize the direction and steps of book design. Identify the main direction, key elements and implementation steps of the book design. The mind map will include subject branches, design concepts, expected goals and implementation strategies, etc., to provide a clear visual guide and step plan for the entire design process.

(3) Pictures and content needed for making books. Image content will include custom illustrations, diagrams and photography to ensure visual consistency with educational purposes. Since young people are not interested in reading popular science books with large amounts of text and simple illustrations, the illustrations will be filled with interesting pictures of toy macro photography, and the content will be simplified, core and direct expression. (As show in Figure 3.3) (As show in Figure 3.4)

(4) Design book typesetting Put content and pictures into the typesetting. The layout stage is the core of book design, and the "Healthy Food" series book design will integrate all text and images into the layout of the book at this stage. In order to

arouse the reading interest of young readers, the typesetting method mainly draws on the imitation form for the advanced and interesting fashion magazine typesetting. (As show in Figure 3.5) (As show in Figure 3.6) (As show in Figure 3.7) (As show in Figure 3.8)

(5) Design book covers and packaging. Book cover and packaging design is the first link to attract readers, so the cover design needs to be able to reflect the core content of the book, but also have a high visual appeal. The book size is A4 paper size, after referring to a large number of book design cases and excellent award-winning works, the design of the "healthy food" series of books will be packaged in the form of box sets. Because the design method of the box set is more suitable for advanced recipes, popular science, atlas, etc., the comprehensive consideration of the "healthy food" series of books is a diet popular science book with a certain appreciation class, and the book cover packaging form of the box set is consistent. The box set will be the design form of the outer cover design of the "healthy food" series of books. The main colors for the cover design of the "Healthy Food" series are green (#004C2F) and coral red (#DE5C58). Coral red is the main color of the box cover, green is the main color of the book cover, and the cover is expressed in the form of macro photography. (As show in Figure 3.9)

(6) Design video and poster design, which will be assisted by new technologies such as Deform and Midjourney in SD. The video is a frame animation form combined with Deform's new technology, and the poster is a macro photography poster. The form is relatively novel and advanced and interesting, which can raise young people's interest in watching. (As show in Figure 3.10)

(7) The process of fine adjustment of the design perimeter and overall details. The perimeter design is particularly focused on adding fun and visual appeal, and plans include creative products such as giant food throw pillows. These pillows will mimic the appearance of real food, such as bread, chicken legs, broccoli, etc., with exaggerated sizes for added drama, designed to attract the attention of younger

groups and provide a unique visual and user experience. This peripheral design not only adds to the interest of the goods, but also can be used as decorations or gifts to enhance the impression and good impression of the "healthy food" series design.

### **Conclusion to Chapter III**

1. **Research and Analysis Before Design:** This chapter emphasizes the importance of conducting extensive research and analysis before designing. Through online questionnaires and field visits, data on the healthy eating habits and attitudes of 100 Chinese residents were collected. The survey revealed that while most people have some concept of healthy eating, they do not prioritize it in their daily lives, especially young people. These young individuals lack interest in healthy eating due to reasons such as lack of knowledge and long-term eating habits. Additionally, current health food promotion methods lack fun and fail to attract young people's attention. Through data analysis, the project identified that visual appeal and fun would be the focus of the "Healthy Food" series design to increase young people's attention to healthy eating;
2. **Formulation of the Design Scheme:** To ensure the innovation and effectiveness of the design, extensive market research and case collection were carried out in the early stages of the project. This included analyzing award-winning book design examples at home and abroad to draw inspiration for visual layout, color use, typography style, and interactive elements. A mind map was then created to organize and summarize the direction and steps of the book design, identifying the main direction, key elements, and implementation steps. For content and images, custom illustrations, diagrams, and photography were used to ensure visual consistency and educational purposes. The book layout design drew on high-end fashion magazine formats, and the cover and packaging design emphasized visual appeal with macro photography of food images. Video and poster designs utilized innovative technologies such as

the Deform plugin and Midjourney to enhance the fun and attractiveness of the design;

3. Implementation of Visual Strategies: The "Healthy Food" series book design adopted a layout design reminiscent of high-end magazines, ensuring a visually modern and appealing overall look. The use of macro photography allowed for rich details and vibrant colors in the food images, with each image designed to convey the richness and deliciousness of the food. Each book cover design used a green background symbolizing health and nature, complemented with food illustrations corresponding to each book's theme, adding fun and interactivity to the design. The overall visual design and detailed image presentation made the concept of healthy eating more attractive ;
4. Integration of Technology: The chapter also emphasizes the integration of modern technology in the design process. By using Midjourney to generate high-quality images and the Deform plugin to create videos, the design process became more efficient and cost-effective. The use of these technologies not only enhanced the visual appeal of the content but also ensured flexibility and creativity in production.

## **Chapter IV**

### **DESIGN PROCESS AND RESULTS**

#### **4.1 BOOK DESIGN**

##### **4.1.1 BOOK COVER PACKAGING DESIGN**

The "Kangshi" series book design stands out by highlighting its theme of healthy eating through its unique packaging and detailed design elements. The entire set is thoughtfully presented in a box set format, containing three meticulously crafted, glued, deluxe hardcover books. This design approach not only serves to protect the books but also adds an element of sophistication and elegance to the overall presentation.

The packaging design of the outer box features a vibrant coral red color with a hint of orange. This color choice is deliberate, as it symbolizes the energy, vitality, and passion of the younger generation. It also represents their strong appetite and a vibrant, healthy lifestyle. The choice of coral red is meant to evoke a sense of excitement and liveliness, making the packaging visually appealing and engaging. The entire outer shell is constructed from heavy, robust cardboard, ensuring that the packaging is not only durable and protective but also comfortable to hold and handle.

To further enhance the aesthetic appeal of the packaging, the outer box is decorated with intricate white patterns and lettering. These decorations draw inspiration from the elegant designs found on high-end food packaging. The white embellishments are strategically placed to create a striking contrast with the coral red background. This contrast enhances the visual appeal, making the packaging eye-catching while maintaining a sense of sophistication and professionalism. The choice of white against the coral red background provides a dynamic and attractive visual experience for the reader, conveying a sense of vibrancy and charm.

In addition to the visual elements, the tactile experience of the packaging has been carefully considered. The front and back of the book box feature finely embossed patterns. These embossed designs are not merely decorative but serve to elevate the texture and feel of the packaging. The intricate embossing provides a unique three-dimensional quality that can be felt upon touch, enhancing the overall sensory experience. The use of embossing adds a layer of refinement and luxury to the design, making it stand out in a market saturated with ordinary book sets.

Moreover, the embossed patterns contribute to the perceived value and artistic merit of the packaging. This technique not only enhances the design's complexity but also adds a significant artistic dimension, making the book set more competitive and desirable in the marketplace. The attention to detail in both visual and tactile elements ensures that the "Kangshi" series book set appeals to consumers who value high-quality products and have an interest in healthy eating. The sophisticated design and luxurious feel make it an ideal gift choice, particularly for those seeking to promote a lifestyle of wellness and elegance. This thoughtful design approach ensures that the "Kangshi" series book set is not only a valuable addition to any collection but also a statement piece that reflects a commitment to health, quality, and aesthetic excellence. (As show in Figure 4.1) (As show in Figure 4.2)

Each book in the series showcases different types of food, focusing respectively on vegetables, meat, and staple foods. This three-book set not only highlights the essential components of a balanced diet but also aligns with the idea of having vegetables, meat, and staples in every meal for a healthy and peaceful dietary regimen. Through this, the series comprehensively presents the diversity and balance of a healthy diet.

Each book cover design is thematically strong and visually appealing. The first book, themed around vegetables, features vibrant macro photography of various vegetables, showcasing vivid colors and vitality. The second book, focusing on meat, displays enticing photographs of selected meat dishes, highlighting the allure and richness of meat. The third book centers on staple foods, with a cover photograph of

a freshly baked buttered bread, emphasizing the variety and appeal of staple foods in daily meals.

The dust jacket design for each book adopts a unified green background, symbolizing health and nature, and is complemented with food illustrations corresponding to each book's theme. These illustrations use bright yellow tones, adding vibrancy and playfulness to the design. Additionally, each dust jacket features a curved cut-out, allowing customers to glimpse the appetizing food photographs on the underlying cover. This design enhances the interactivity of the books and improves user experience.

When the spines of the three books are arranged in order, they form the complete "Kangshi" theme title, crafted using gold stamping. This creative design approach not only provides visual continuity to the entire book set but also adds to its collectible value and aesthetic appeal. This design is attractive to health-conscious readers and makes a perfect gift for friends and family concerned about dietary health, enhancing the books' market appeal and practical value. (As show in Figure 4.3) (As show in Figure 4.4) (As show in Figure 4.5) (As show in Figure 4.6) (As show in Figure 4.7) (As show in Figure 4.8)

#### **4.1.2 Book content layout design**

The layout design is the core part of the book binding, and the blank of the layout affects the positioning of the style of the book. Now many book binding does not pay attention to the layout of the blank design, visual dense let a person depressed. White space has aesthetic and functional characteristics, and reasonable use of white space can make up for visual defects." White space "is a special artistic technique in book layout design, and the use of white space in book layout design is just like setting up suspense in drama and novel, which is just a silent victory over sound, seemingly invisible victory over tangible. Skillfully use blank, CAN GIVE A PERSON TO SEE inexhaustible, think infinite, meaning infinite ARTISTIC



INTEREST AND enjoyment. In the book layout design, white space is a kind of artistic conception, is a kind of invisible language, with "no" balance overall, make the layout produce beauty and charm.

The "Kangshi" series books employ a layout design reminiscent of high-end magazines. This sophisticated design choice not only ensures that the entire book looks visually modern and appealing but also enhances readability, making it particularly suitable for younger audiences who appreciate contemporary aesthetics and dynamic reading experiences. The layout features meticulously arranged pages with smooth visual transitions, creating a flow that significantly increases the dynamism and engagement of the reading experience. This thoughtful design approach makes the educational content on healthy eating more accessible, enjoyable, and easier to understand for readers.

The photography in the "Kangshi" series is a standout feature, with all images captured using macro photography. This advanced technique allows for an intricate and detailed depiction of food, capturing every nuance and texture. The macro photography vividly showcases the vibrant colors and freshness of fruits and vegetables, as well as the mouthwatering textures of various meats. Each image is designed to convey the richness and deliciousness of the food, offering readers a strong visual impact that enhances their overall experience. The detailed and high-quality images ensure that the books are not only informative but also visually stimulating, making the concept of healthy eating more appealing and enticing to the audience. (As show in Figure 4.9) (As show in Figure 4.10) (As show in Figure 4.11)

Even more unique, these food photos incorporate toy people and objects to have fun interactions with the giant food, such as sailing a boat through a giant vegetable leaf or exploring a pile of corn. This setting not only gives the picture a strong interest and story, but also symbolizes the close relationship between people and food and the importance and specific role of food in daily life. Books also include

long, beautiful pictures in the middle of each book to add interest. (As show in Figure 4.12) (As show in Figure 4.13) (As show in Figure 4.14)

Through these creatively captured images, the books not only enhance the enjoyment of reading but also significantly strengthen the educational significance and instructive value of the content. As readers appreciate these beautiful and engaging photographs, they gain a deeper understanding of the importance of healthy eating and learn practical methods for implementing healthy dietary practices in their daily lives. These images are not just visual treats but also important mediums for knowledge transfer. The combination of exquisite images and detailed explanations vividly showcases various aspects of healthy eating, allowing readers to receive professional dietary guidance and health advice in a relaxed and enjoyable reading experience.

The "Kangshi" series books stand out for their exceptional design artistry, which elevates them beyond mere educational tools. The visual design of these books is meticulously crafted to create an immersive and aesthetically pleasing experience. Each page layout is thoughtfully arranged to provide a harmonious blend of text and images, ensuring that the reader's eye is guided smoothly through the content. The use of high-end magazine-style layout techniques brings a modern and sophisticated look to the books, appealing particularly to younger audiences who value contemporary aesthetics.

Each photograph in the series is captured using advanced macro photography techniques, bringing out the intricate details and textures of various foods. The vibrant colors and fine details not only make the food look appetizing but also serve as a visual feast that enhances the overall reading experience. The images are carefully curated to align with the thematic elements of the books, creating a cohesive visual narrative that complements the written content.

The choice of materials and finishing techniques further enhances the artistic quality of the "Kangshi" series. The covers and pages are made from high-quality materials that provide a luxurious feel, while special printing techniques such as

embossing and foil stamping add a tactile dimension to the design. These elements make the books not only visually appealing but also a pleasure to hold and interact with.

The integration of these artistic elements into the design of the "Kangshi" series transforms the books into collectible items that are as much about aesthetic enjoyment as they are about educational content. The harmonious blend of form and function ensures that the books stand out on any shelf, making them ideal gifts for those who appreciate both beauty and practicality. The series successfully merges the educational purpose with high artistic value, making healthy eating an appealing and engaging topic for a wide audience.

## **4.2 Poster Design**

These six posters are part of the "Kangshi Series," each employing innovative visual strategies and unique themes to highlight the essential role of different foods in maintaining health. The entire series combines creative photography techniques with meticulously designed miniature models, using captivating visual narratives to showcase the connection between various foods and a healthy lifestyle. This distinctive presentation not only provides visual enjoyment for the audience but also effectively conveys the importance and necessity of a balanced diet through an entertaining and educational approach.

The designers hope that these creative poster works will attract widespread attention from the audience, sparking their interest in healthy eating and encouraging them to make wiser food choices in their daily lives. These posters are not just visual artworks; they are also important mediums for promoting healthy eating concepts. Through these vivid and artistic visual works, the public can intuitively understand that food is not merely for satisfying hunger but also a crucial source of maintaining health and vitality.

Additionally, the series of posters aim to educate the public on how to recognize the nutritional value of various foods and understand the nutritional differences between different ingredients. By doing so, the audience can learn how to improve their overall diet quality through reasonable food combinations. Through these posters, the designers hope to help the public establish a scientific view of diet, realizing the importance of healthy eating for the body, thereby promoting the enhancement of health awareness and quality of life throughout society.

The entire poster series is designed not only for aesthetics but also to convey a concept of a healthy lifestyle. Each poster is meticulously crafted with vibrant colors and clever compositions, aiming to attract the audience's attention visually while delivering profound health messages. The designers skillfully use light and shadow effects and color contrasts to make each type of food appear vivid and tempting, thereby inspiring the audience's longing for healthy eating.

Overall, these posters are not only masterpieces of visual art but also essential tools for healthy eating education. Through these creative and visually impactful works, the designers hope to influence more people to pay attention to healthy eating and develop good dietary habits, thereby achieving a healthier lifestyle in their daily lives. In this way, the designers aspire to spark widespread attention and resonance in society, driving the overall improvement of public health levels.

Vegetable poster (#01) : This poster cleverly employs miniature models navigating through fresh green vegetables, resembling a thrilling adventure. This vivid representation effectively highlights the foundational role of vegetables in a healthy diet. The design technique is not only captivating and visually engaging but also serves to underscore the essential importance of vegetables in maintaining daily health and preventing a variety of diseases. By portraying vegetables in such an adventurous and appealing manner, the poster successfully draws the audience's attention, making the message more memorable and impactful.

Through this innovative visual storytelling, the audience can intuitively grasp the necessity and irreplaceability of vegetables in their daily diet. The use of miniature models provides a unique perspective, making the vegetables appear as a vast and vital landscape that is crucial for overall health. This approach not only educates but also entertains, making the health message more accessible and engaging for people of all ages. By emphasizing the critical role of vegetables, the poster encourages viewers to incorporate more greens into their meals, ultimately promoting healthier eating habits and lifestyles. (As show in Figure 4.15)

Nut poster (#02) : This poster showcases miniature athletes engaging in various ball games on top of nuts, effectively symbolizing the energy-dense nature and vitality that nuts provide. This dynamic and creative presentation is not only visually captivating and attention-grabbing but also serves a deeper educational purpose. By portraying athletes in action, the poster emphasizes the significant role that nuts play in boosting energy levels and supporting overall vitality.

The use of miniature athletes adds an element of playfulness and intrigue, making the message more relatable and engaging for the audience. It vividly illustrates how nuts, despite their small size, pack a powerful nutritional punch, offering essential nutrients and healthy fats that contribute to cardiovascular health and sustained energy levels. This visual metaphor helps viewers connect the concept of athletic performance and endurance with the consumption of nuts, reinforcing the idea that nuts are a vital component of a balanced and healthful diet.

Through this innovative and imaginative design, the audience can clearly understand and appreciate the unique value and function of nuts in a healthy diet. The poster effectively communicates that incorporating nuts into daily meals can significantly enhance one's energy and overall health. By highlighting the multifaceted benefits of nuts, the poster not only educates but also inspires viewers to

make healthier dietary choices, ultimately promoting better health and well-being. (As show in Figure 4.16)

Milk poster (#03) : This poster features miniature models swimming in the "waves" of milk, creating a visually striking and engaging scene that highlights milk's crucial role in bone health and muscle development. This novel and interesting design technique is not only captivating but also highly effective in conveying important health messages. By depicting the models in action, immersed in milk, the poster draws a direct and imaginative connection between the consumption of milk and its significant benefits for maintaining strong bones and promoting muscle growth.

The dynamic portrayal of miniature swimmers emphasizes the vitality and energy associated with milk, making it an appealing visual metaphor for the audience. This approach particularly underscores the importance of milk in daily health, with a special focus on its benefits for children, who need it for growth and development, and athletes, who require it for muscle repair and strength. The visual storytelling in the poster makes the health benefits of milk easily understandable and relatable, encouraging viewers to see milk as more than just a beverage, but as an essential component of a healthy lifestyle.

Moreover, the engaging and playful nature of the design invites viewers to incorporate this nutritious drink into their daily routine. By showcasing the models enjoying the milk waves, the poster subtly suggests that milk can be a fun and enjoyable part of everyday life. This positive representation aims to inspire both children and adults to increase their milk intake, reinforcing the idea that regular consumption of milk can contribute to long-term health benefits.

Through its creative and informative design, the poster effectively communicates the necessity of milk for overall well-being. It not only educates the audience about the specific health advantages of milk but also motivates them to make healthier

dietary choices. The combination of visual appeal and educational content ensures that the message is both memorable and impactful, promoting better health habits among viewers. (As shown in Figure 4.17)

**Meat Poster (#04) :** Using miniature fitness models to display strength moves on various types of meat, this poster effectively represents the key role that meat plays in bodybuilding and physical strength. The intricate design showcases miniature bodybuilders engaging in weightlifting, squats, and other strength exercises directly on the meat surface, creating a powerful visual metaphor for the nutritional benefits that meat provides.

This dynamic and creative presentation not only captures the viewer's attention but also serves to highlight the rich nutritional value of meat, which includes essential proteins, vitamins, and minerals necessary for muscle development and overall physical health. By illustrating these fitness models in action, the poster underscores the importance of meat as a crucial component of a diet aimed at building and maintaining muscle mass.

However, the poster also carries an important message about moderation. While it celebrates the nutritional advantages of meat, it subtly reminds viewers to consume it in balanced portions to maintain a healthy lifestyle. The visual representation of fitness models on meat serves as a reminder that overconsumption can lead to health issues, and that a balanced diet is key to long-term wellness.

The design not only showcases the benefits of meat consumption but also visually reinforces the concept of balanced eating. It encourages viewers to consider the role of meat within a varied and nutritious diet, promoting healthier living habits. The use of miniature models makes the message engaging and accessible, ensuring that the audience can easily grasp the importance of moderation and balance in their dietary choices.

Through this innovative and thought-provoking design, the poster educates the audience on the significant contributions of meat to a healthy diet while advocating for mindful eating practices. It effectively combines visual appeal with educational content, making the health message both memorable and impactful. By promoting a balanced approach to meat consumption, the poster aims to inspire healthier eating habits and a greater awareness of nutritional balance among viewers. (As show in Figure 4.18)

Fruit poster (#05) : Featuring the natural sugars, fibers, and vitamins abundantly found in various fruits, this poster presents an engaging and dynamic scene that vividly highlights the health benefits of these essential foods. The design places miniature models participating in a variety of outdoor activities, such as running, cycling, playing sports, and even yoga, against a vibrant and colorful backdrop composed of different fruits. This imaginative and energetic setting symbolizes vitality, energy, and the natural nutrition that fruits provide, making the poster both visually captivating and highly informative.

The poster cleverly utilizes the bright and appealing colors of a wide range of fruits, including oranges, strawberries, kiwis, blueberries, apples, and bananas, to create a lively and inviting visual experience. The miniature models, depicted as tiny athletes and outdoor enthusiasts, are seen interacting with the fruits as if they were part of an oversized and enchanting landscape. This playful and imaginative approach not only captures the viewer's attention but also reinforces the idea that fruits are a vital source of nutrients that fuel an active and healthy lifestyle.

By prominently featuring the presence of natural sugars, dietary fibers, and essential vitamins in fruits, the poster effectively communicates their importance in maintaining overall health. Natural sugars in fruits provide a quick and natural energy boost, dietary fibers aid in digestion and promote a healthy gut, and vitamins play crucial roles in various bodily functions, including immune support, skin health,



and overall vitality. The poster emphasizes that these essential nutrients are readily available in fruits, making them an indispensable part of a balanced and healthy diet.

This lively and colorful design not only attracts attention but also sparks a genuine interest and desire for fruit consumption. It encourages viewers to incorporate more fruits into their daily meals and snacks, presenting fruits as not only healthy options but also enjoyable and delicious additions to their diet. The engaging visual narrative promotes a positive and appealing image of fruits, making them more desirable to people of all ages, particularly children and young adults who might otherwise overlook their importance.

Moreover, the poster serves an educational purpose by reminding the audience of the critical role that fruits play in a healthy diet. It visually conveys that incorporating a variety of fruits into one's daily intake can lead to better health outcomes, increased energy levels, and overall well-being. The design inspires viewers to make healthier food choices and embrace the natural benefits that fruits offer. By highlighting the vibrant colors and diverse forms of fruits, the poster makes a compelling case for their nutritional value and encourages viewers to consider fruits as essential components of their dietary routines.

In summary, through its vibrant, imaginative, and informative design, the poster not only showcases the nutritional value of fruits but also effectively encourages increased fruit intake. It serves as a powerful visual tool to promote healthy eating habits, emphasizing that fruits are essential for maintaining a balanced and nutritious diet. By combining visual appeal with educational content, the poster aims to inspire a greater appreciation for fruits and motivate viewers to integrate them more regularly into their daily dietary practices. (As shown in Figure 4.19)

**Staple Food poster (#06) :** This poster artfully displays miniature workers laboring diligently on oversized pieces of bread and grains, creating a vivid and compelling visual metaphor for the fundamental role that staple foods play in

providing our daily energy needs. The design features these tiny laborers engaged in various tasks such as harvesting, milling, and baking, all set against a backdrop of bountiful bread loaves and grain fields. This creative approach not only draws attention but also underscores the indispensable nature of staple foods in our diets.

The poster emphasizes the importance of choosing healthy staple options, such as whole grains, to ensure nutritional balance and maintain stable energy levels throughout the day. Whole grains, rich in fiber, vitamins, and minerals, are highlighted as superior choices compared to refined grains, which often lack these essential nutrients. By visually depicting the hard work and effort that goes into producing these wholesome foods, the poster effectively communicates their value and encourages mindful consumption.

Through this imaginative and detailed design, the audience is able to grasp the foundational role of staple foods in daily diets. The miniature workers symbolize the collective effort required to bring these essential foods to our tables, reinforcing the message that staple foods are the bedrock of a balanced diet. The visual narrative makes it clear that incorporating healthy staples like whole grains can significantly contribute to overall health and well-being.

The vibrant and engaging imagery not only attracts viewers but also educates them about the nutritional benefits of whole grains. It highlights how these foods help in maintaining stable energy levels, supporting digestive health, and providing essential nutrients that are crucial for bodily functions. The poster's message is designed to resonate with a broad audience, from young students learning about nutrition to adults looking to make healthier dietary choices.

Moreover, the poster serves as an educational tool, aiming to shift public perception towards a greater appreciation of staple foods. By illustrating the hard work involved in their production, it fosters a deeper understanding and respect for these foods. The visual emphasis on whole grains is a gentle yet powerful reminder

of the importance of making informed food choices that contribute to long-term health benefits.

In summary, this poster, through its creative and informative design, effectively highlights the crucial role of staple foods in our diets. It encourages the selection of healthy staples like whole grains to promote nutritional balance and stable energy levels. By combining eye-catching visuals with educational content, the poster aims to enhance the audience's understanding of the importance of staple foods and inspire them to incorporate more wholesome options into their daily meals. This approach not only makes the message memorable but also actionable, promoting healthier eating habits and a greater awareness of nutrition. (As show in Figure 4.20)

### **4.3 Video Design**

At present, in the design of new media advertising, emphasizing the user's sensory interaction experience has become a typical feature. Based on the brief description of the characteristics of new media advertising design, this paper analyzes the sensory interactive experience in new media advertising, and deeply discusses the design strategy of new media advertising based on sensory interactive experience. In the process of mutual promotion and common development of digital technology and Internet technology, it has brought subversive changes and innovations to the field of advertising media. That is, through the combination of interactive experience and user sensory process, users can further deepen their cognitive impression of new media advertising while browsing advertising, and further improve the interactive quality of new media advertising. Bring a new advertising experience to users.<sup>[2]</sup>

The so-called sensory interaction refers to the external stimulus received by the individual's sensory organs from the perspectives of psychology and physiology, and the corresponding reflex behavior and emotional experience process are formed in it.

The sensory factors that can produce interactive experience are mainly divided into vision, hearing, touch, smell and taste, etc. These sensory factors are important basic ways for people to obtain external information. Generally speaking, the concept of experience mentioned in the field of advertising media at the present stage mainly involves two aspects: product experience and user experience. Especially in the field of advertising media, sensory interactive experience can usually be regarded as a process and result. In this process, users' multiple sensory organs will be stimulated by the outside world and realize the understanding and perception process of certain things under the interaction and influence. The video section utilizes frame animation generated by Deform technology. This advanced technology allows designers to highly customize and transform traditional video frames. With this technology, designers can create highly dynamic and expressive animations. For example, the deformation and movement of food on the screen appear smoother and more artistic. This visual effect is not only impressive but also better conveys the vitality and fun of healthy eating. Furthermore, the use of Deform technology enables the incorporation of more creative elements into the animation, such as changing backgrounds, interactive scene interactions, and more. This makes the video not just a tool for conveying information but a piece of art.

Deform technology makes animation effects more diverse, capable of presenting visual effects that were previously difficult to achieve. For instance, designers can simulate the growth process of food, the changes in nutritional content, and even the dynamic changes of ingredients during cooking. All these can be vividly displayed through Deform technology. Such animation effects not only enhance the viewing experience but also help the audience understand the meaning and importance of healthy eating more intuitively.

Moreover, Deform technology allows for the integration of more interactive elements into the video, enabling the audience to experience the content in a more engaging way. For example, through interactive scene design, viewers can choose different ingredient combinations and watch the changes that occur on the screen,

learning about healthy dietary pairing methods. This interactive design not only increases the video's fun but also improves audience engagement and learning effectiveness.

By generating animation videos with Deform technology, designers can convey information about healthy eating in a unique and creative way, making the educational content more vivid and easier to understand. This technology enhances the video's artistic quality and viewing pleasure, providing a new means for promoting healthy eating. Through this innovative visual expression, the audience can naturally absorb the concept of healthy eating while enjoying the video, making healthier choices in their daily lives. This video design, combining artistic and educational functions, not only broadens the channels for promoting healthy eating but also offers the audience a new visual and educational experience.

#### **4.4 Peripheral Design**

In the peripheral design of the "Kangshi" series, a variety of products have been included to enhance interactivity and fun for the readers. These products include realistic food pillows, mouse pads, keychains, standees, water cups, puzzles, pins, and bookmarks. These designs not only expand the range of interactive products but also deepen the connection between the users and the "Kangshi" design.

The realistic food pillows are a standout feature among these products. These pillows use highly realistic food patterns, such as fresh vegetables, tempting meats, or appealing staple foods. Their design aims to mimic the appearance and color of real food, with exaggerated sizes to enhance visual impact. This design makes the pillows not only fun and quirky home decor items but also conversation starters in daily life, encouraging people to think and talk more about healthy eating in a relaxed atmosphere.

Additionally, the designs of the mouse pads and bookmarks are filled with creativity. Mouse pads typically feature food photography that matches the theme of the books, making them both beautiful and practical. They can remind users to focus on healthy eating during daily work and study. The bookmarks are designed to be more exquisite, using food elements and bright colors, making them easy to use and full of artistic flair. They encourage deeper reading experiences when people read the "Kangshi" series books.

Overall, the design of these peripheral products not only enhances consumers' recognition and appreciation of the "Kangshi" brand but also, through every carefully designed detail, enhances the interactive experience of the users. This allows the brand's educational goals and healthy living concepts to be more deeply ingrained. Such peripheral designs undoubtedly provide important support for the market promotion and brand value enhancement of the "Kangshi" series books.

English Translation: In the peripheral design of the "Kangshi" series, a variety of products aimed at enhancing interactivity and fun for readers are included. These products encompass realistic food pillows, mouse pads, keychains, standees, water cups, puzzles, pins, and bookmarks. These designs not only diversify the range of interactive products but also strengthen the connection between users and the "Kangshi" design.

The realistic food pillows are a major highlight among these products. These pillows feature highly realistic food patterns, such as fresh vegetables, tempting meats, or appealing staple foods. The design intends to mimic the appearance and color of real food, with exaggerated sizes to increase visual impact. This approach makes the pillows not only fun and quirky home decor items but also conversation starters in everyday life, encouraging people to think and talk more about healthy eating in a relaxed atmosphere.

Moreover, the designs of the mouse pads and bookmarks are full of creativity. Mouse pads usually feature food photography that aligns with the book themes, making them both aesthetically pleasing and practical. They can remind users to

focus on healthy eating during daily work and study. The bookmarks are designed to be more exquisite, using food elements and vibrant colors, making them convenient to use and artistically appealing. They encourage deeper reading experiences when engaging with the "Kangshi" series books.

In summary, the design of these peripheral products not only significantly increases consumer recognition and appreciation of the "Kangshi" brand but also greatly enhances user interaction through every meticulously crafted detail. Each product, from the realistic food pillows to the mouse pads and bookmarks, is designed with care and creativity, ensuring a high level of engagement and interest. This thoughtful approach ensures that the brand's educational goals and healthy living concepts are more deeply ingrained in the minds of consumers. Such well-considered peripheral designs undoubtedly provide substantial support for the market promotion and overall brand value enhancement of the "Kangshi" series books. By integrating these interactive and appealing products, the "Kangshi" series not only strengthens its market presence but also fosters a more meaningful connection with its audience, promoting a healthier lifestyle in an engaging and accessible way..

### **Conclusion to Chapter IV**

1. Research and Analysis Before Design: Emphasizes the importance of extensive research. Data from 100 Chinese residents revealed that while most understand healthy eating, they do not prioritize it, especially young people. Visual appeal and fun were identified as key focuses for the "Healthy Food" series to increase interest;
2. Formulation of the Design Scheme: Extensive market research and case analysis were conducted. The design drew inspiration from award-winning examples, utilizing custom illustrations, diagrams, and photography. The book layout mimics high-end fashion magazines, with covers using macro photography to enhance visual appeal. Video and poster designs used innovative technologies like the Deform plugin and Midjourney;

3. Implementation of Visual Strategies: Adopted a high-end magazine-style layout with macro photography for rich, detailed food images. The design incorporated fun and interactive elements to make healthy eating concepts more attractive;
4. Integration of Technology: Utilized Midjourney for high-quality images and the Deform plugin for videos, making the design process efficient and cost-effective while enhancing visual appeal and creativity.



## CONCLUSIONS

During the process of organizing and designing the "Kangshi" series, I experienced a profound improvement in both my professional abilities and design thinking. Through extensive data investigation and thorough information collection, I gained a deep and nuanced understanding of the dietary habits of the Chinese population. This research highlighted the crucial role of healthy eating in daily life and underscored its importance in the growth and development of adolescents. By observing and analyzing the excellent works of other designers, I absorbed numerous design techniques and ideas, greatly enriching my own design thought process. At the same time, I became acutely aware of the deficiencies in my personal design approach and identified specific areas that needed improvement. Continuously reviewing materials and expanding my knowledge base broadened my vision and filled in significant information gaps, providing a solid foundation for the continuous refinement and optimization of the "Kangshi" series design.

In this design project, I particularly enhanced and expanded the aspects of health education and exploration for young people. By boldly incorporating innovative elements, I added interactive features to the book covers, making the first impression extremely engaging and encouraging readers to delve deeper into the book's content. Combining high-end magazine layouts with interesting macro photography in a scientific book made the content both engaging and colorful, achieving an effect of educating through entertainment. In the poster designs, each photo had a clear direction; viewers could easily connect the scenes depicted with the specific functions of the foods described in each poster.

In terms of video design, I utilized cutting-edge video production technology. This not only achieved a visually appealing effect but also turned the videos into a unique form of artistic expression. By studying specific case studies, I deeply analyzed successful and failed health food promotion campaigns or advertisements.

These practical experiences and lessons provided valuable references for the "Kangshi" series, helping us better understand which visual strategies are more effective in different social and cultural contexts, thereby developing a more impactful visual communication plan for healthy eating.

Additionally, the design of peripheral products like realistic food pillows not only created a strong visual impact but also offered interactivity for the audience. Other products such as keychains, mouse pads, and bookmarks were designed around the "Kangshi" theme, further enhancing brand recognition and affinity. These peripheral products not only enriched the brand's product line but also embedded the concept of healthy eating into everyday life through various forms, making it more deeply rooted in people's minds.

Overall, throughout the design process of the "Kangshi" series, I gained a wealth of new knowledge, addressed many personal shortcomings, expanded my design thinking, and found a general direction and next steps for future work. In future design projects and practical applications, I will better utilize my initiative and creativity to design and produce outstanding works that surpass my current level. This will contribute to the development of society and the progress of art and culture.

Through these efforts, I not only improved my professional skills but also laid a solid foundation for future design work. I hope to continue innovating and pushing boundaries in my future design endeavors, bringing more creative and valuable designs to the public and further promoting the concept of healthy eating. By continuously learning and practicing, I believe I can achieve greater success in the field of design and make significant contributions to the overall health and quality of life in society.

Furthermore, the process of creating the "Kangshi" series has instilled in me a deeper appreciation for the integration of art and functionality. I have come to understand that a successful design is not just about aesthetics but also about how well it serves its intended purpose. This realization has driven me to strive for excellence in every aspect of my work, from the initial concept to the final execution.

I am now more committed than ever to creating designs that are not only visually appealing but also meaningful and impactful.

In addition, collaborating with various professionals and stakeholders throughout this project has enhanced my teamwork and communication skills. I have learned the importance of effectively conveying my ideas and listening to feedback, which has been invaluable in refining the design and ensuring its success. This collaborative experience has prepared me to work in diverse environments and tackle complex design challenges with confidence.

Looking ahead, I am excited about the opportunities to further develop my skills and explore new creative avenues. The "Kangshi" series has been a pivotal project in my career, and I am eager to apply the insights and experiences gained to future endeavors. Whether in book design, video production, or product development, I aim to push the boundaries of innovation and contribute positively to the fields of design and health education. My ultimate goal is to create works that inspire, educate, and improve the lives of people, fostering a healthier and more vibrant society.

Through the extensive process of developing the "Kangshi" series, I have learned to appreciate the meticulous attention to detail required in design work. This project has taught me that every element, from color choices to typography, must be carefully considered to create a cohesive and effective design. I have also realized the importance of iterative testing and feedback in refining and perfecting my work. This approach has enabled me to create designs that are not only aesthetically pleasing but also functionally superior.

Moreover, the experience of balancing creative freedom with project constraints has been invaluable. Navigating budget limitations, time constraints, and stakeholder expectations has honed my problem-solving skills and creativity. I have learned to find innovative solutions that meet project requirements while still allowing room for artistic expression.

In conclusion, the "Kangshi" series has been an enriching journey that has significantly advanced my professional and personal growth. It has strengthened my

design capabilities, broadened my understanding of health education, and deepened my appreciation for the art of visual communication. As I move forward in my career, I am confident that the skills and insights gained from this project will continue to guide and inspire me. My commitment to creating impactful, meaningful, and beautiful designs remains steadfast, and I look forward to the new challenges and opportunities that lie ahead.

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**ANNEX**

## 中国居民对日常饮食健康的重视程度

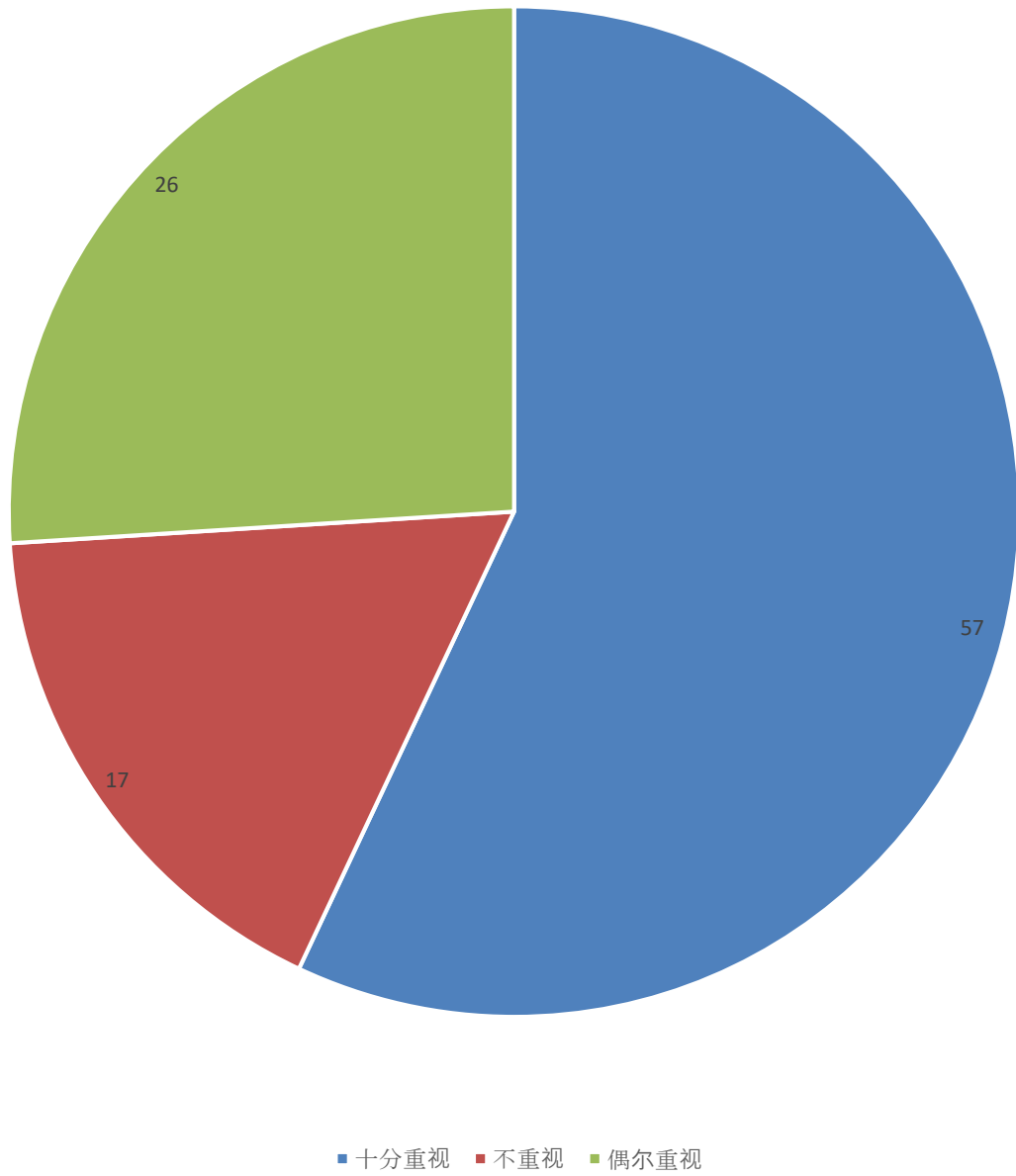


Figure 3.1

关于现有健康饮食宣传方式的不足问卷调查

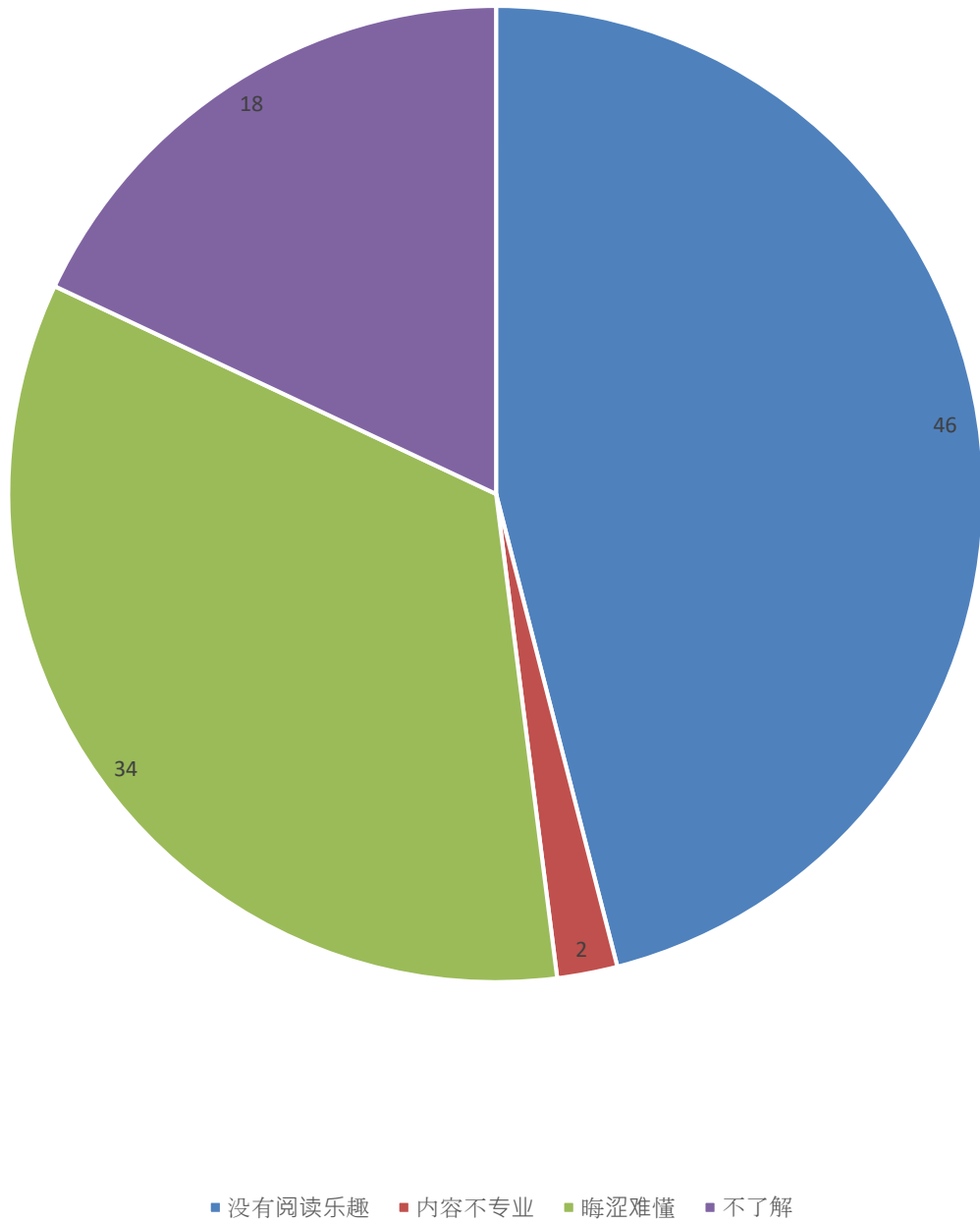


Figure 3.2

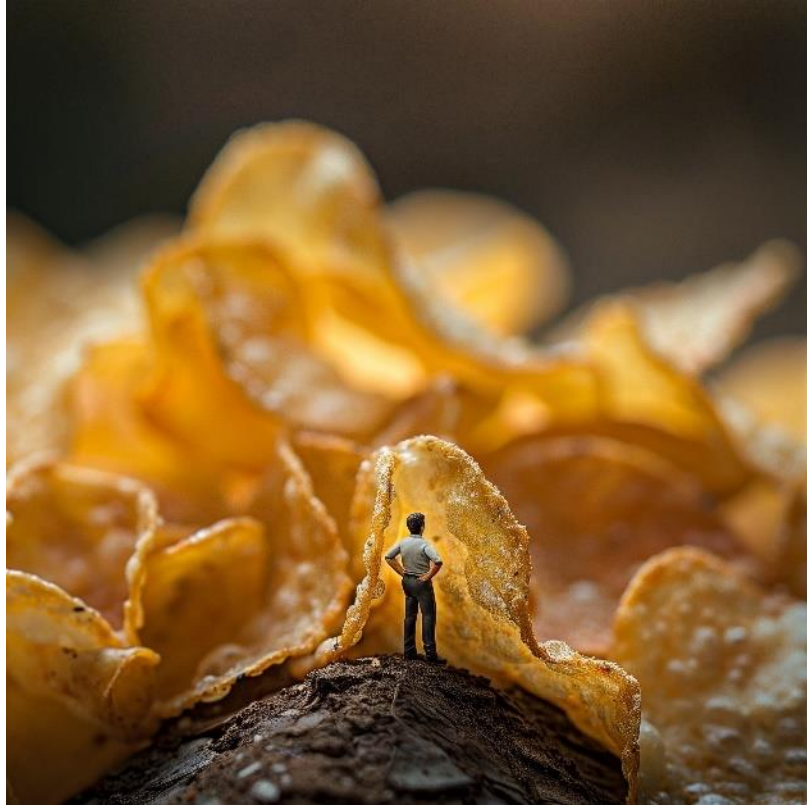


Figure 3.3



Figure 3.4



Figure 3.5



Figure 3.6





Figure 3.7

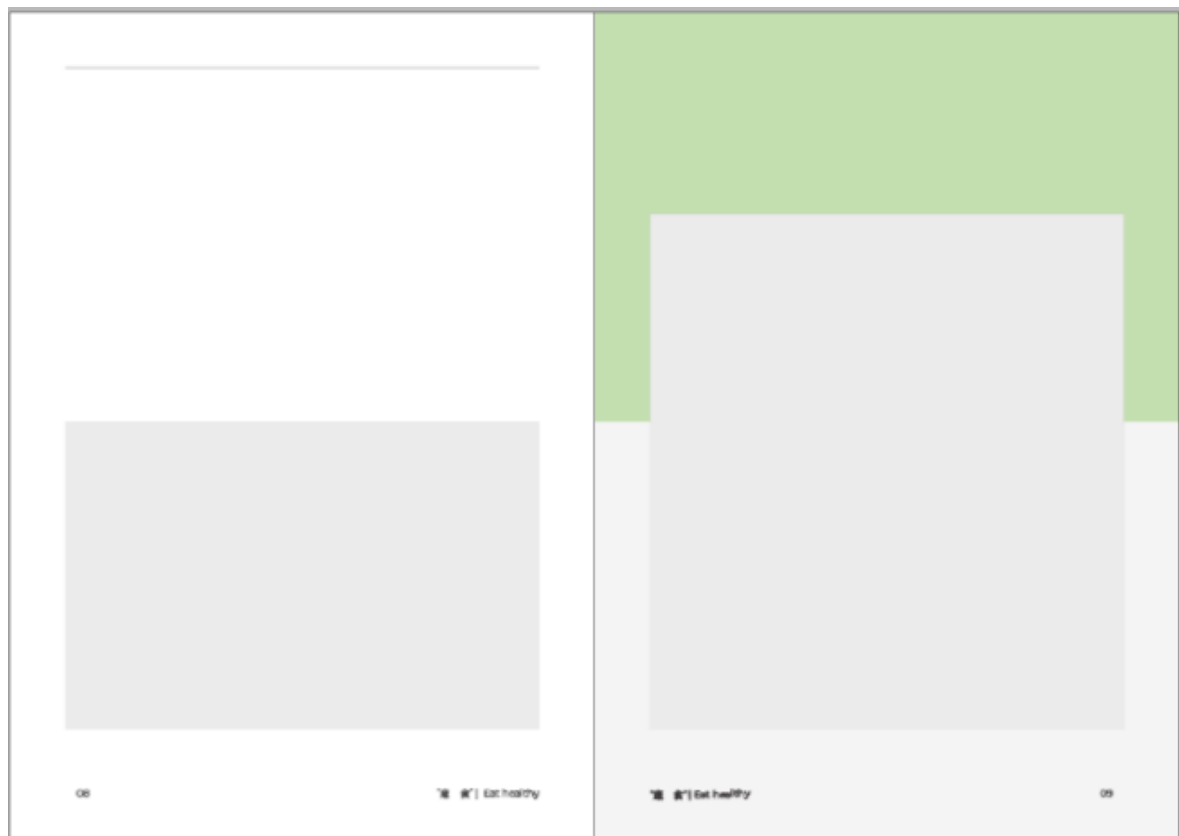


Figure 3.8



Figure 3.10



Figure 4.1



Figure 4.2

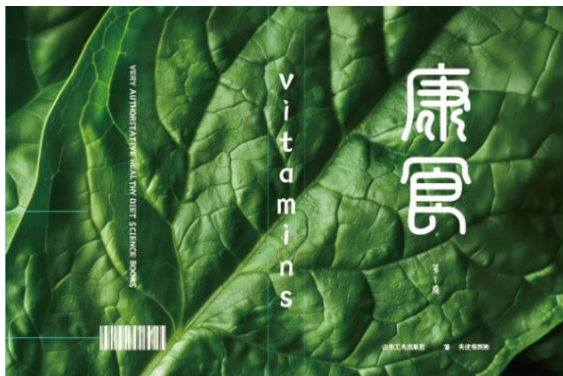


Figure 4.3

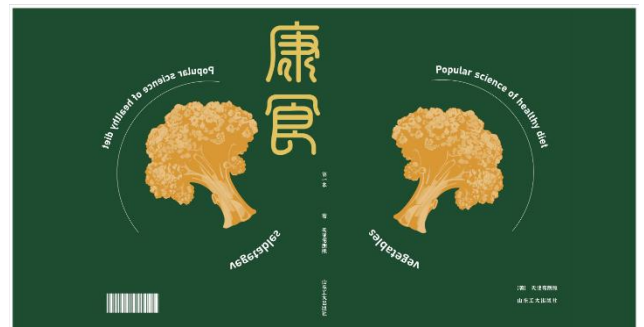


Figure 4.4



Figure 4.5



Figure 4.6

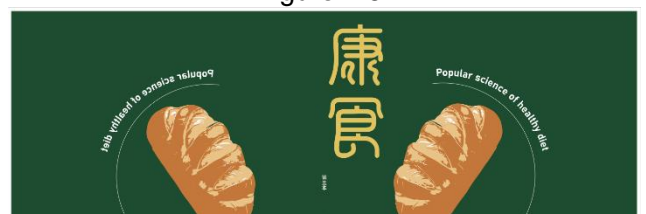




Figure 4.7

Figure 4.8

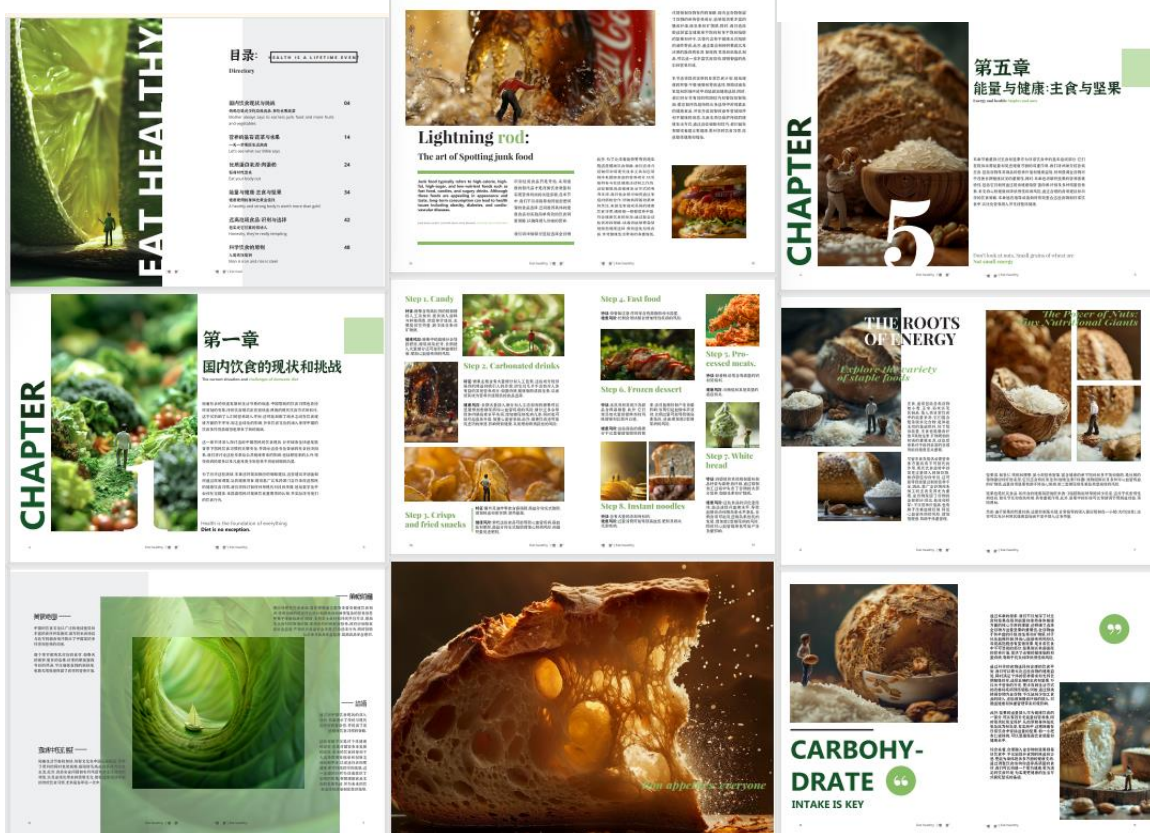


Figure 4.9

Figure 4.10

Figure 4.11





Figure 4.12



Figure 4.13

Figure 4.13



Figure 4.14



Figure 4.15

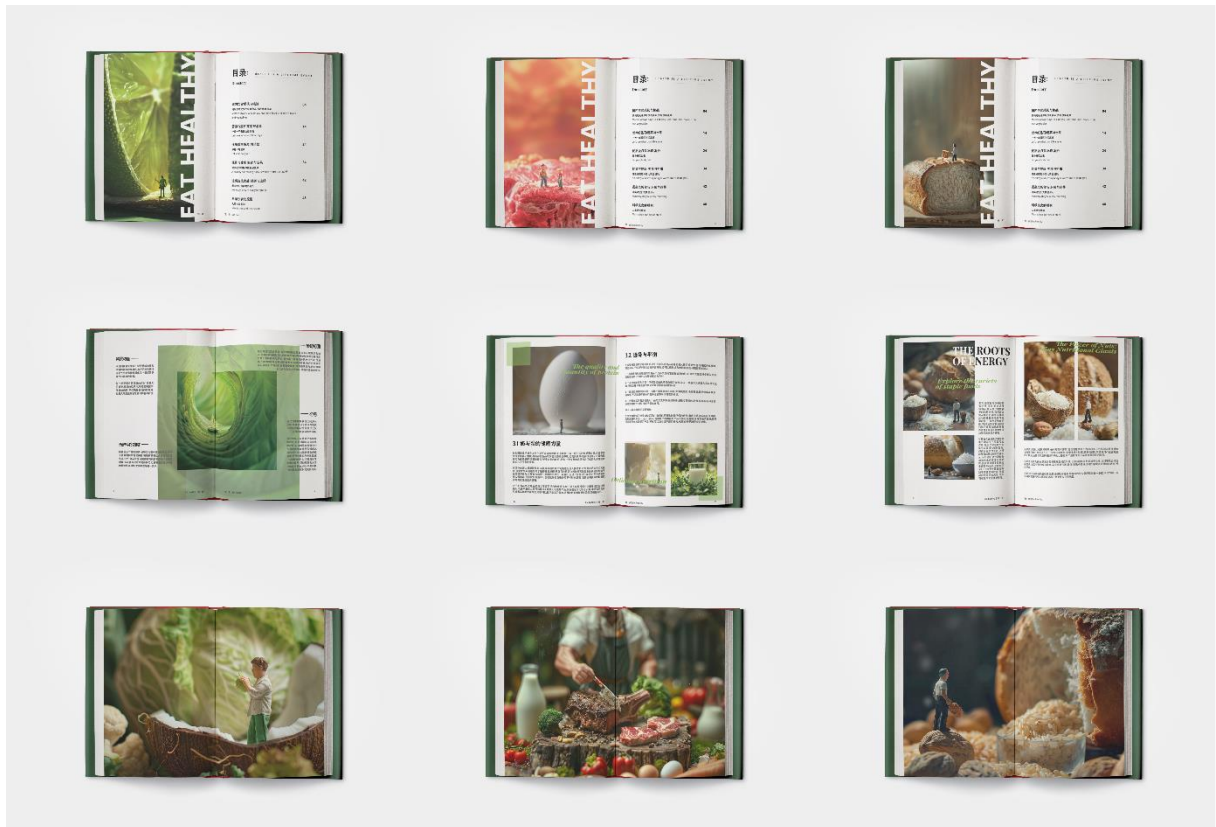


Figure 4.15

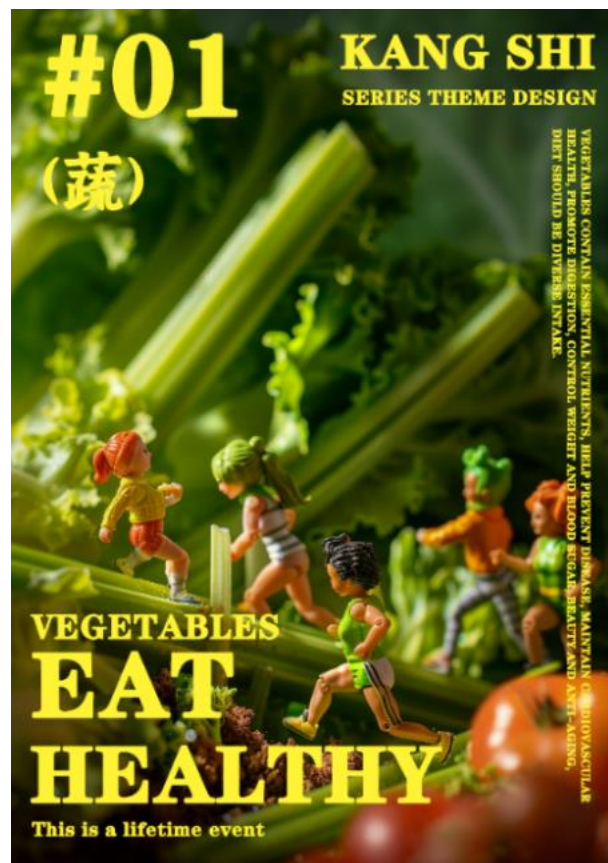


Figure 4.16





Figure 4.17

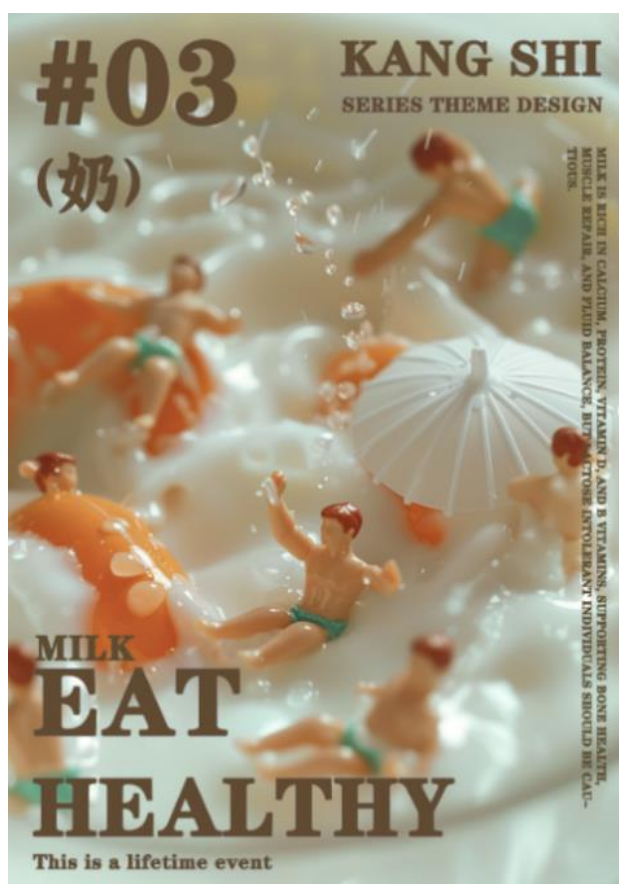


Figure 4.18



Figure 4.19



Figure 4.20



Figure 4.21



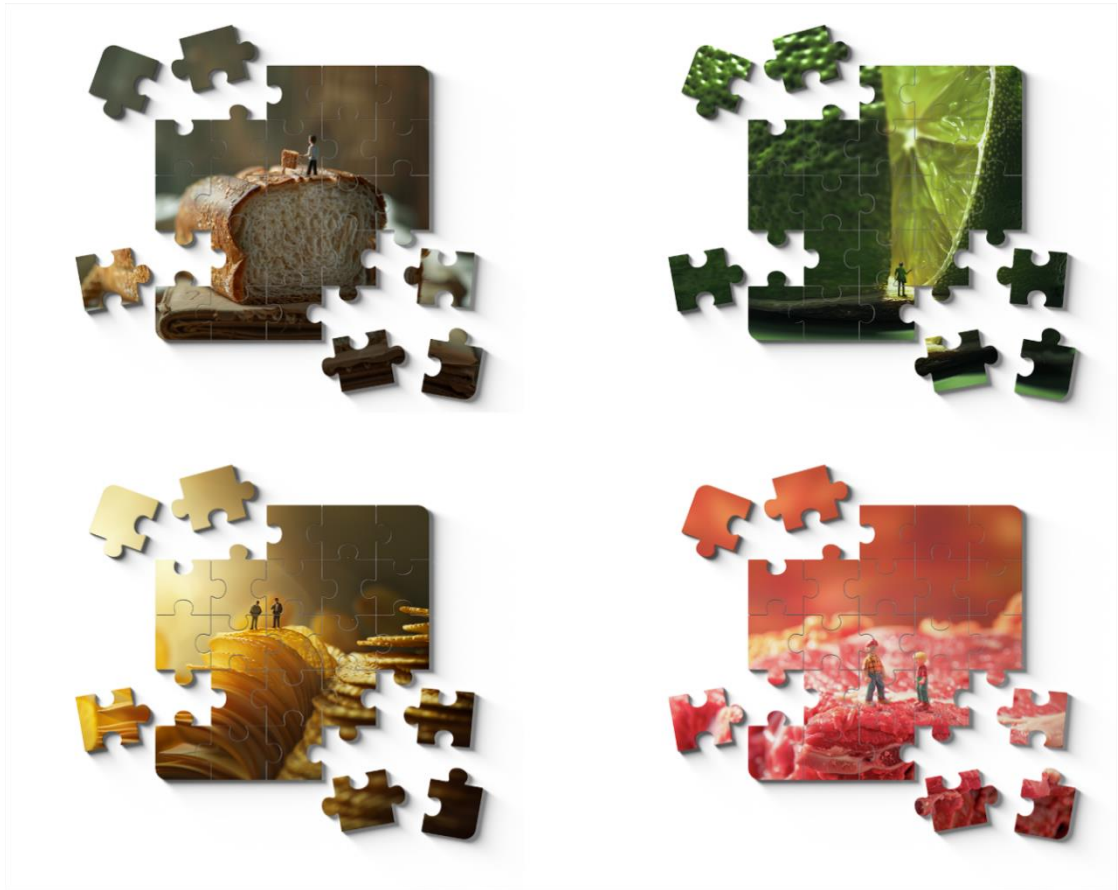


Figure 5.1



Figure 5.2

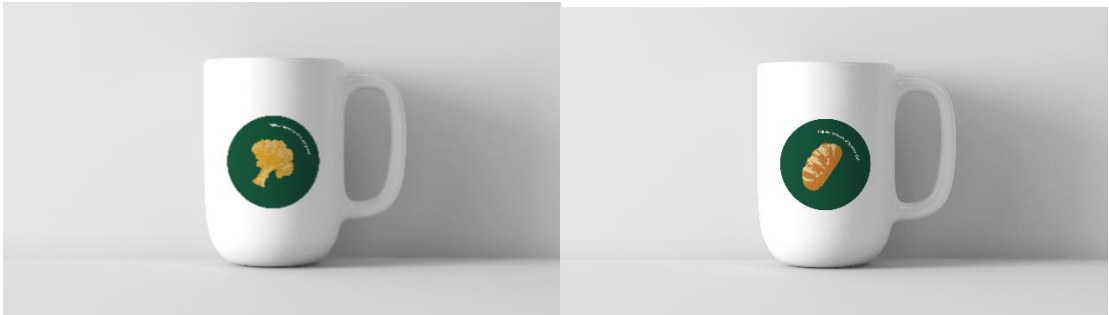


Figure 5.3

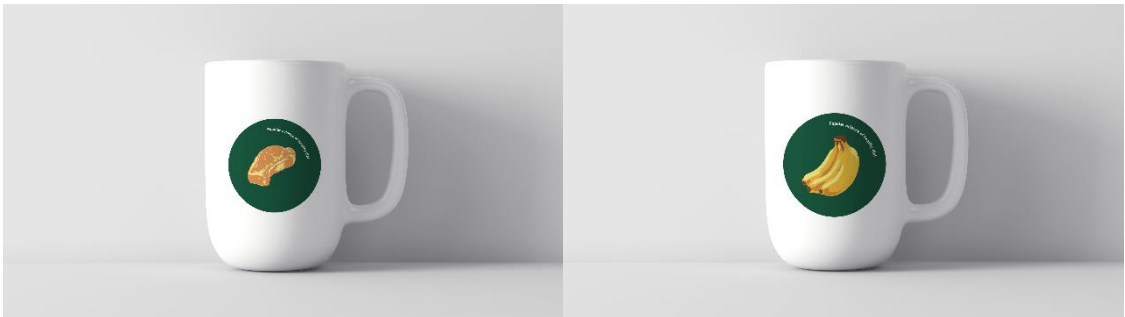


Figure 5.4

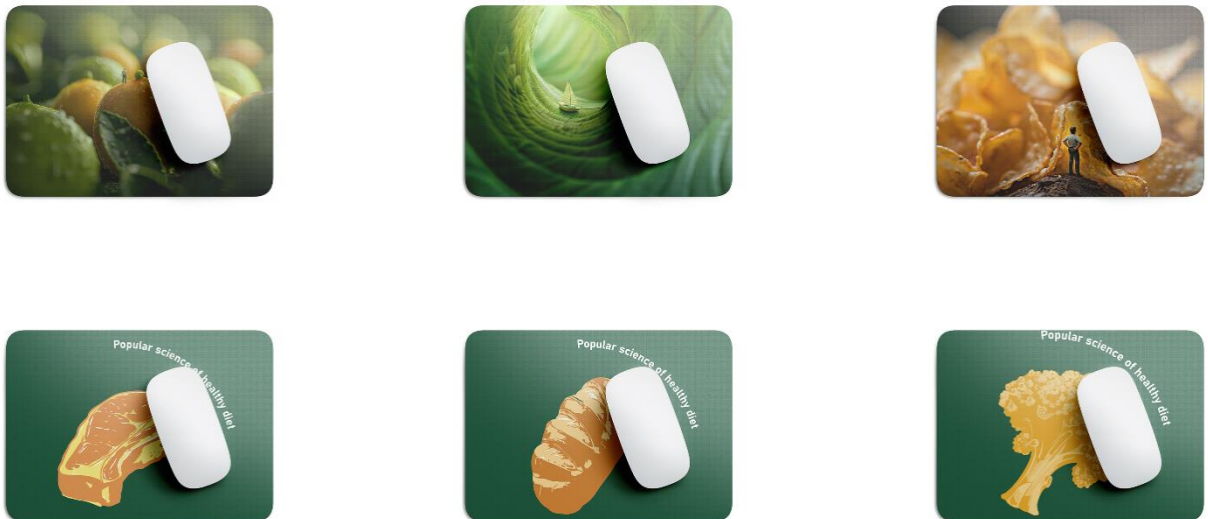


Figure 5.5



Figure 5.6



Figure 5.7



Figure 5.8



Figure 5.9



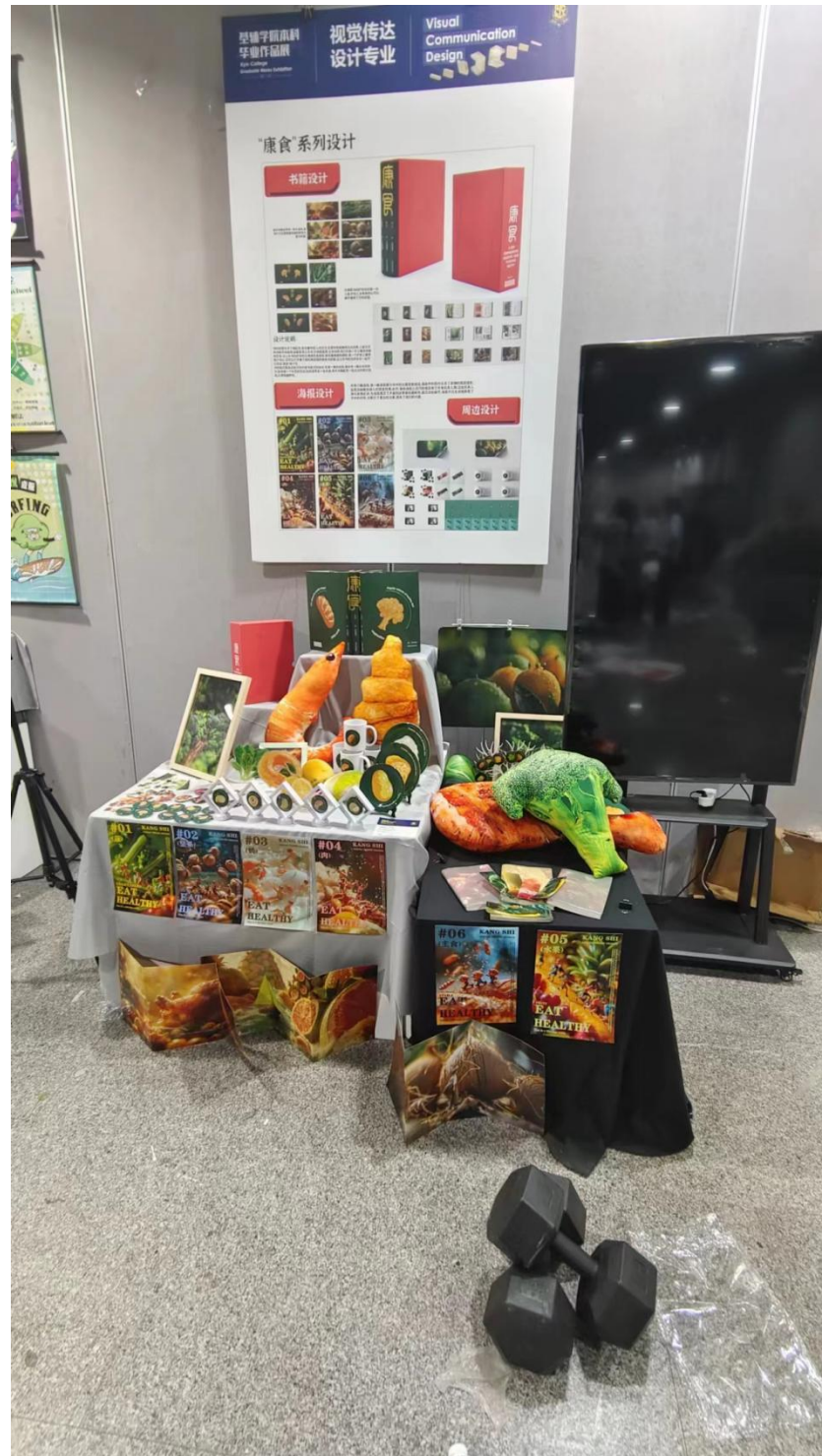


Figure 5.1