

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
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BACHELOR'S THESIS

on the topic:

Visual design for the twelve hairpins of Jinling in «Dream of the Red Chamber»

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Abstract

"Dream of the Red Chamber" is a peak in the history of Chinese literature, and its artistic charm provides inspiration for various fields. This graduation project focuses on the characters of the Twelve Beauties of Jinling in the book, using design practice methods to sort out the personality characteristics and symbolic meanings of each of them. It explores specific methods of transforming these characteristics into visual symbols and design elements, showcasing a series of visual communication design works inspired by the Twelve Beauties of Jinling, including brand logos, IPs, posters, font designs, etc. These works not only reflect the personalities and storylines of the characters, but also convey deep cultural values and aesthetic concepts.

Recreate the twelve hairpins of Jinling, reinterpreting and presenting their images, retaining their original cultural characteristics and emotional depth, as well as incorporating the innovation and visual beauty of modern design. Not only does it bring new creative directions to the field of visual communication design, but it also provides a new path for inheriting and promoting traditional Chinese culture.

This graduation project is titled "The Twelve Beauties of Jinling", aiming to explore the importance of integrating literature and visual arts, as well as their contribution to promoting cultural exchange and understanding. It also provides a reference for transforming other literary works into visual design elements in the future.

Key words: *Jinling Twelve Hairpins; brand logos design; IP design; poster design; Font design*

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Introduction

In the research and implementation of the visual communication design project for the twelve hairpins of Jinling in Dream of the Red Chamber, we adopted a series of modern visual art techniques and innovative methods, aiming to present the characters in this classic literary work to contemporary audiences in a brand new way. Through in-depth analysis of the cultural and symbolic significance of the twelve hairpins in Jinling, this project successfully extracted and transformed these elements, making them conform to modern aesthetics while retaining their original cultural essence.

By utilizing IP design, logo design, and poster design, a set of modern and culturally distinctive visual images has been created. Each hairpin's design meticulously reflects its character and symbolic significance in literature, while incorporating modern visual elements to make the characters more three-dimensional and attractive to modern audiences.

Through in-depth research on "Dream of the Red Chamber" and its characters, this project not only reinterprets the characters, but also deepens the public's understanding of the deep cultural value of this literary classic. This deep-seated cultural exploration also provides a solid foundation for the depth and precision of design.

Through exhibitions, interactive multimedia installations, and online platform displays, the project enhances the audience's sense of participation and experience. The audience can not only visually appreciate these works, but also further understand the background and story of each character through interactive experiences.

In summary, the visual communication design project of the Twelve Beauties of Jinling not only successfully presents classical literature in modern art forms, but also promotes public awareness and interest in traditional culture, showcasing the enormous potential for the integration of tradition and modernity.

Purpose: In depth analysis of the literary images and their respective symbolic meanings of the Twelve Hairpins of Jinling, research and summarize the existing application cases and expression techniques of the Twelve Hairpins of Jinling in visual communication design, explore the feasibility of updating the image of the Twelve Hairpins of Jinling and the concept of innovative design concepts, combine modern design technology and artistic expression methods, conduct practical design of the Twelve Hairpins of Jinling, evaluate the design results, and analyze their application effects and cultural dissemination value in the modern market.

Significance: As the pinnacle of Chinese classical literature, Dream of the Red Chamber is full of rich symbols and metaphors, among which the image of the twelve hairpins in Jinling reflects the historical background, character traits, and fate trajectory. With the inheritance and development of culture, the modern design industry is increasingly focusing on the extraction and recreation of cultural elements. Symbolizing the image of the Twelve Hairpins of Jinling not only inherits traditional Chinese culture, but also provides unique material resources and profound cultural heritage for modern visual communication design. Studying the symbolization of the twelve hairpins in Jinling and their application in modern visual communication design is of great value in enhancing the cultural connotation of design works and enriching visual artistic expression techniques.

Task content:

- (1) Thoroughly analyze the literary images and symbolic meanings of the twelve hairpins in Jinling.
- (2) Research and summarize the application cases and expression techniques of the existing Jinling Twelve Hairpins image in visual communication design.
- (3) Explore the feasibility of updating the image of the Twelve Hairpins of Jinling and the concept of innovative design.
- (4) Combining modern design techniques and artistic expression methods, carry out illustration design, poster design, information visualization design, IP design, cultural and creative design, etc.

(5) Evaluate the design results, analyze their application effects and cultural dissemination value in the modern market.

Research methods

(1) Literature reading method: Retrieve literary works, cultural research, and design works related to the Twelve Hairpins of Jinling, and obtain comprehensive information on theory and practical cases.

(2) Discussion method: Through discussions with teachers and classmates, deepen our understanding of the graduation project, analyze the shortcomings and areas that need improvement in our current progress, and then come up with better revision plans.

(3) Design experiment method: Based on the understanding of the image of the Twelve Hairpins in Jinling, select specific images for visual communication design experiments and create works.

(4) Comparative research method: Compare the differences in the use of traditional images and modern design, and track the evolution process of images.

Technical route

(1) Refer to relevant literature on the twelve hairpins of Jinling and their design.

(2) Complete the information and determine the main content of the design.

(3) Conceptualize design plans, mind maps, conduct dynamic poster, information visualization design, illustration drawing, cultural and creative peripheral design, and complete the basic framework.

(4) Through computer-aided software, dynamic posters, information visualization design, illustration drawing, cultural and creative peripheral design, Draw details.

(5) After the design drawing is completed, proceed with the relevant peripheral design.

Chapter I

SOURCE OF TOPIC SELECTION

1.1.Topic Introduction

The Twelve Hairpins of Jinling are twelve important female characters in Dream of the Red Chamber, including the eldest lady and maid of the Jia family, each with their own unique personalities and destinies. These character images depict the lives and experiences of women from different social classes in feudal society, adding character portraits and rich emotional expressions to the novel. The characters of the Twelve Beauties of Jinling include Jia Yuanchun, Jia Yingchun, Jia Tanchun, Jia Xichun, Lin Daiyu, Xue Baochai, Qiao Jie, Li Zhi, Qin Keqing, Shi Xiangyun, Miaoyu, and Wang Xifeng. Their life trajectories are intertwined, and through their stories, they showcase the complex human nature and emotional world in Dream of the Red Chamber. The Twelve Hairpins of Jinling are not only the characters in Dream of the Red Chamber, but also a microcosm of the situation and fate of different women in feudal society in the novel. Each of them represents a different fate for women, some surrounded by wealth and glory, while others face tragic fates. The author's portrayal of these characters not only depicts the bitter lives of women in feudal families, but also the struggles and difficulties they face under family and social pressure.

This graduation project takes the Twelve Hairpins of Jinling as the design content, and uses visual communication methods to provide a new interpretation and design presentation, in order to achieve the effect of combining traditional culture with modern aesthetics, and promote the inheritance and innovative development of traditional culture.

1.1.1. Topic Background

Dream of the Red Chamber is an excellent literary work that brings together numerous traditional Chinese cultures. The Twelve Hairpins of Jinling, as the core characters of the novel, carry the author's profound reflection on human nature, fate, and society. With the development of modern society, the younger generation needs new ways and means to understand traditional culture. The use of visual communication design to reinterpret and innovate the expression of the twelve hairpins in Jinling not only attracts the attention of modern audiences, but also promotes the inheritance and international dissemination of traditional culture.

1.1.2 Topic purpose and significance

This design deeply analyzes the literary images and symbolic meanings of the twelve hairpins of Jinling, studies and summarizes the application cases and expression techniques of the existing image of the twelve hairpins in visual communication design, explores the feasibility of updating the image of the twelve hairpins of Jinling, and proposes innovative design concepts. Combining modern design technology and artistic expression methods, the image of the twelve hairpins of Jinling is designed, and the design results are evaluated to analyze their application effect and cultural dissemination value in the modern market.

As the pinnacle of Chinese classical literature, Dream of the Red Chamber is full of rich symbols and metaphors. The image of the twelve hairpins in Jinling reflects the historical background, character traits, and fate trajectory. With the inheritance and development of culture, the modern design industry is increasingly focusing on the extraction and recreation of cultural elements.

Symbolizing the image of the Twelve Hairpins of Jinling not only inherits traditional Chinese culture, but also provides unique material resources and

profound cultural heritage for modern visual communication design. Studying the symbolization of the twelve hairpins in Jinling and their application in modern visual communication design is of great value in enhancing the cultural connotation of design works and enriching visual artistic expression techniques.

1.2. Project research

This graduation project takes the Twelve Beauties of Jinling as the creative object, aiming to explore the value and significance of the Twelve Beauties of Jinling through poster design, IP image design, and cultural and creative design. It also explores how to effectively capture and express the emotions and cultural connotations in literary works through visual communication design, and further explore the potential of visual design in cultural inheritance and emotional expression.

In terms of poster design, I will create posters with distinct visual impact through images and text, presenting the rich and colorful personality traits of each character that cannot be replicated. The unique character characteristics and emotional stories of the twelve hairpins of Jinling will be transformed into images with visual impact and emotional resonance through modern visual communication design, in order to achieve the goal of cultural inheritance and innovation. At the same time, by analyzing the visual design expression of the twelve hairpins in Jinling, this paper explores effective strategies for visual communication in cultural content presentation and emotional communication.



1.1 Pictures of the film and television works of Dream of the Red Chamber

Summary of the chapter I

1. Introduction to the Topic Selection of the Twelve Hairpins in Jinling.
2. The background of the topic and the purpose and significance of the topic selection.
3. This study takes the human image of the Twelve Beauties of Jinling as the creative object. Through font design, logo design, poster design, IP image design, illustration design, and cultural and creative design, it explores the value and significance of the character image of the Twelve Beauties of Jinling, as well as how to effectively capture and express the emotional and cultural connotations in literary works through visual communication design

Chapter II

RESEARCH ON TOPIC SELECTION

2.1. Current research status at home and abroad

Dream of the Red Chamber is a milestone work in the history of classical literature in China, and to this day, it is still a well-known national IP. With the rapid development of society, advanced Internet technology and diversified mass media have brought great opportunities and challenges to the spread and development of traditional culture. How to apply modern design thinking and artistic expression to bring traditional literary works into the public's view with a new visual language is a topic worth exploring. The diversified artistic effects and unparalleled ornamental value of modern illustrations have brought a large number of secondary works related to the culture of Dream of the Red Chamber to the public. However, to a certain extent, they lack expression of artistic connotation and cultural value, and only rely on the visual transformation of literary images. How to optimize the aesthetic form of illustrations and improve their connotation still requires in-depth exploration by designers. The main focus of this project is to study how to transform the character image of the "Twelve Hairpins of Jinling" in "Dream of the Red Chamber" into an illustration design that embodies national characteristics and contemporary aesthetics. Research is conducted around character images, summarizing their personalities, styling characteristics, emotional destiny, and social background through graphical analysis. Combining the artistic and aesthetic characteristics of modern illustration, the creative ideas and methods of extracting and expressing character images in modern illustration design are analyzed. The classic character images of the "Twelve Hairpins of Jinling" are combined with modern illustration art, and the "Twelve Hairpins of Jinling" series of character

illustrations are created using semiotic theory and decorative techniques of plane composition, bringing cultural, aesthetic, emotional, and inheritable modern illustration design to the public. At the same time, the extension and application of illustration design, the development of cultural and creative products, make the cultural research of "Dream of Red Mansions" more approachable and close to life. Visually reshape the character images of the "Twelve Hairpins of Jinling" and promote the popularization and development of traditional culture from a modern and diverse creative perspective, providing valuable exploration and attempts for the inheritance and dissemination of classical literary classics.

Dream of the Red Chamber holds an important position in the history of Chinese literature. With the development of the cultural and creative industry, consumers' aesthetic requirements for cultural and creative products are constantly increasing. The cultural and creative industry and related personnel are also paying more attention to the development of traditional cultural content in China. Derivative designs with the theme of "Dream of the Red Chamber" are not uncommon in the cultural and creative consumer market. Currently, some cultural and creative products related to it have a single design form and lack the uniqueness of literary core in terms of aesthetic connotation. Taking the representative character "Jinling Twelve Hairpins" from "Dream of the Red Chamber" as the theme, and using jewelry design as the form of expression, this study explores how the cultural and creative derivative design of "Dream of the Red Chamber" inherits the spiritual core of the original work while visually transforming its cultural connotations.

Dream of the Red Chamber has enormous literary value and profound social influence. This article analyzes the characteristics of the character images in "Dream of the Red Chamber" and explores the application methods of the character images of the Twelve Beauties of Jinling in cultural and creative product design from two aspects: character element design and character element application. It provides valuable exploration and attempts for the

inheritance and dissemination of classical literary classics, as well as for the development and expansion of the cultural and creative product market.

The characters in the official book of the Twelve Hairpins of Jinling are the female protagonists in "Dream of the Red Chamber". Cao Xueqin used judgment to summarize the personalities, destinies, and other aspects of these characters in highly concise language in the text. This article aims to focus on the literary style of judgments and their impact on the entire novel, and analyze the translatability and refinement of judgments in translation based on the highly refined language of judgments.

In foreign countries, research on "Dream of the Red Chamber" has mainly been conducted by some official critics and a few critics, while reader reactions have received little attention. However, considering the significant impact this novel has had on readers, it is necessary to analyze its significance and view it as a cultural phenomenon. This article attempts to clarify the true meaning of this huge response and identify its reasons through some records of reader feedback. However, the emergence of the 120 series print made reading for readers quite easy. The wide readership also makes it possible for various reactions to occur.

The names of the characters in Dream of the Red Chamber not only reflect the development of the story plot, but also reflect the characteristics of the characters, which contain rich specific cultural elements and are difficult to express in English. On the basis of a systematic study of the original work of "Dream of the Red Chamber" and its two unedited translations, the cultural factors in the original name are divided into three categories: Chinese naming, Chinese family hierarchy, and Chinese characters.

2.2. Research on the Twelve Hairpins of Jinling

The Dream of the Red Chamber and its characters, the Twelve Beauties of Jinling, have had a profound impact on literature, culture, society, and other aspects. It is the pinnacle of Chinese literature, showcasing rich human nature

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and social structure. The twelve hairpins of Jinling, as important cultural symbols, reflect the life and spiritual pursuit of women in feudal society. In terms of modern influence, the work and its characters have been reinterpreted in various media, influencing education and literary research, and continuously attracting the attention of global readers and scholars.

2.3. Design positioning

This graduation project takes the Twelve Hairpins of Jinling as the starting point, exploring the profound exploration of female roles and identities in the feudal period of China in Dream of the Red Chamber. These twelve female characters not only enrich the character lineup of the novel, but also represent different moral concepts, attitudes towards life, and fates.

Design content:

1. Font design: Using concise and easy to understand language and images, and using the brushstrokes of a brush, the poster showcases the artistic characteristics and historical background of the ancient style of the Twelve Hairpins of Jinling.
2. Logo Design: The logo of the Twelve Hairpins of Jinling is designed with the character "Jin", inspired by ancient architecture in "Dream of the Red Chamber". The character "Jin" is designed into an architectural style font, with the hairpin as the image, and the character "Jin" is placed on the hairpin, vividly showcasing the background of the times.
3. IP Design: The IP image design of Jinling Twelve Hairpins is endowed with commercial value, and each image is lifelike and cute. Based on the image of the

Twelve Hairpins of Jinling that conforms to contemporary aesthetics, a modern IP image with the characteristics of the Twelve Hairpins of Jinling can be created, which can be used for brand promotion and commercial development, as well as for the inheritance and promotion of traditional culture.

4. Poster design: The design purpose is to convey the charm of the Twelve Beauties of Jinling through traditional elements and color matching. Poster design can use traditional colors and ancient poetry to showcase the IP image of the Twelve Beauties of Jinling, in order to attract the appeal of the target audience and call on them to understand and convey the value of traditional culture about the Twelve Beauties of Jinling and Dream of the Red Chamber.

5. Cultural and Creative Design: The design is oriented towards the cultural and creative industry, combining the styling elements of the Jinling Twelve Hairpins with modern design to develop cultural derivatives or practical products related to the Jinling Twelve Hairpins.

In this graduation project, I hope to showcase the artistic charm of the Twelve Hairpins of Jinling, and through different design methods and means, inherit and promote the value and significance of the Twelve Hairpins of Jinling and Dream of the Red Chamber. I hope to enhance people's awareness and understanding of traditional Chinese culture, as well as the integration and innovation of traditional and modern culture, through this graduation project creation.

Summary of the chapter II

1. Current research status on the twelve hairpins of Jinling both domestically and internationally.
2. The human image design of Jinling Twelve Hairpins includes font design, logo design, IP image design, poster design, illustration design, and cultural and creative design. Using modern design techniques, showcase the artistic charm of the human image of the Twelve Hairpins of Jinling, emphasizing the combination of traditional cultural values and modern design.

Chapter III

DESIGNPROCESS AND OUTCOMES

3.1. Font design

Font design can convey the atmosphere of the design theme, and can also add beauty and expressiveness to the design work. The font needs to be consistent with the design theme and positioning. The font design of the Twelve Beauties of Jinling plays an important role in conveying their cultural and artistic values. Designing a font with a sense of history and cultural depth can better resonate with the characters of the Twelve Beauties of Jinling.



3.1Font design works

3.1.1. Font design concept

The inspiration for the font comes from the four body running script of calligraphy, which provides great creative space for design due to its rich line changes and vivid charm. When designing the "Twelve Hairpins of Jinling" font,

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cultural elements and modeling language were integrated into the font design. This meticulous and creative design plan aims to create a unique font that can reflect both the characteristics of the Twelve Hairpins of Jinling and modern aesthetics, making it a bridge between traditional culture and modern design.

3.2. Logo design

Logo design is a visual and concise way to understand the theme of the Twelve Beauties of Jinling. The font design of the Twelve Hairpins of Jinling needs to combine their cultural background and artistic characteristics to present the theme of the Twelve Hairpins of Jinling.



3.2 Logo design works

3.2.1. Logo design concept

The logo design incorporates the characteristics of ancient architecture, highlighting the character "gold" in the twelve hairpins of Jinling, conveying its

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historical characteristics and aligning with the design positioning. The overall logo is an abstract hairpin image, which echoes the "hairpins" in the twelve hairpins of Jinling. The overall theme and design style of the completed design are displayed in the logo.



3.3 IP Design Draft

3.3. IP image design

The Jinling Twelve Hairpins theme effectively enhances its modern visual impact and brand awareness by shaping a highly recognizable IP image. This visual expression not only attracts the audience, but also helps deepen their understanding and interest in this traditional culture. Using IP image to promote the inheritance and innovation of traditional culture not only brings more creativity and value to graduation design, but also attracts more scholars who love traditional culture to participate and exchange ideas.



3.3 IP Design Works



3.3 IP Design Works

3.3.1. IP image design concept

In the design of the IP image of the Twelve Hairpins in Jinling, traditional and modern design elements are integrated through human nature to achieve the goal of increasing fun and artistic appeal. Utilize elements related to traditional culture and Chinese traditional color tones to enhance the image's visual appeal. By combining modern popular design styles, the IP image should be more modern, and the final result should have uniqueness and high recognition, resonate with consumers, and shape a unique brand image.



3.3 IP Design Works

3.4. Poster Design

The purpose of poster design is to capture the unique charm and individual characteristics of the twelve hairpins of Jinling through visual elements and artistic expression, and to convey their deep cultural and emotional connotations. Each hairpin design will focus on personalized expression while maintaining the unity and coordination of the overall style, in order to convey the commercial value and traditional cultural charm of the twelve hairpins of Jinling through posters.



3.4Poster Design Works

3.4.1. Poster design concept

The poster of the Twelve Beauties of Jinling not only showcases the unique charm of each character, but also guides the audience to deeply understand the profound meaning of traditional culture. These posters will be suitable for exhibition display, educational dissemination, and commercial purposes, effectively promoting the image and cultural value of the twelve hairpins of Jinling. Clarifying the theme that each poster aims to convey, such as emotional expression, character relationships, or personality traits, is a prerequisite for creating a poster. Combining the life experiences and personality traits of each character to complete the poster design.



3.5. Illustration design

Illustration is the use of patterns to express images, adhering to the principle of combining aesthetics and practicality, and striving to make lines and forms clear and vivid. Consider what kind of illustration style to use to express the character images of the "Twelve Hairpins of Jinling", and whether to choose traditional Chinese painting style to present their charm with ink or traditional painting, or adopt a more modern illustration style to present a novel perspective.



3.5 Illustration design Works

3.5.1. Illustration design concept

Each member of the "Twelve Hairpins of Jinling" has their unique personality and story. Read the original work in detail before design, understand the personality traits, experiences, and relationships with other characters of each character, and help illustrations more accurately express the inner spirit of each character. Represented by Lin Daiyu, Xue Baochai, Li Zhi, and Jia Yuanchun, four sets of illustrations are designed, using IP character images and traditional Chinese painting style backgrounds to create a series of character illustrations with both traditional charm and modernity.

3.6. Cultural and Creative Design

Transforming the image of the twelve hairpins in Jinling into concrete cultural and creative products, and through modern design concepts and technologies, allowing traditional culture to be disseminated and applied in contemporary society. The design goal is to combine aesthetics and practicality to create products that showcase individuality and cultural value.

3.6.1. Cultural and Creative Design

Combining IP design and poster design, showcase the image characteristics of the Twelve Hairpins of Jinling, such as stationery that is suitable for daily use while showcasing cultural and artistic atmosphere. Cultural and creative design not only provides consumers with products with profound cultural heritage, but also contributes to the dissemination of global cultural diversity. Through these creative cultural products, more people will be able to come into contact with and understand traditional Chinese culture.



3.6 Cultural and Creative Design

Summary of the chapter III

1. Font Design. Simple, classical, using traditional Chinese calligraphy fonts for exhibition and sales.
2. Logo Design. The character "Jin" is depicted as a hairpin, which is in line with the theme of the twelve hairpins in Jinling.
3. IP image Design. Design the IP of Jinling Twelve Hairpins in line with contemporary aesthetics, in line with modern aesthetics
4. Poster Design. Taking into account the characteristics of each character, combining modern and classical elements.

5. Illustration design. Set in ancient times, each character is designed with a different background to showcase the era of the Twelve Hairpins of Jinling.

6. Cultural and Creative Design. Applying the design of the Twelve Hairpins of Jinling to daily life to achieve the goal of cultural dissemination.

Chapter IV

DESIGN PROCESS AND OUTCOMES

4.1. Existing problems

When designing the twelve hairpins in Jinling, the final effect of the font design was different from my ideal effect. I encountered difficulties in the method of font design, and it took me a long time to solve this problem, which also led to the unsatisfactory final effect of my poster.

When designing the poster, I initially used the method of combining photo materials, ignoring the originality in the graduation project and failing to achieve the desired effect.

Finally, in the IP image design, due to the numerous characters of the Twelve Beauties of Jinling, how to extract representative visual symbols from the novel text and integrate them into the IP image design, as well as enrich the IP image and do emoticon management, is also another thorny problem I encountered.

4.2. Solutions

Firstly, when it comes to font design, I consulted relevant materials and studied some classical style fonts before deciding to use brush calligraphy as the font style, making the font design complement the poster and overall style.

When designing the poster, I abandoned the idea of the first version and used hand drawn methods to showcase the character images of the twelve hairpins in Jinling. I inserted the IP of each person in the Twelve Beauties of Jinling and selected different color schemes to distinguish them, so that each poster can echo the theme and have its own characteristics.

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In IP image design, I successfully overcame the problem of overly simplistic and emotive IP images by analyzing the personalities and flower names of each character, under the guidance of my teacher.

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4.3.Design achievement display



4.1 IP design



4.2 IP design



4.3 Poster design



4.4 Poster design



4.5 IP design



4.6 Illustration design



4.7 Illustration design



4.8 Illustration design

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金陵十二钗

金陵十二钗

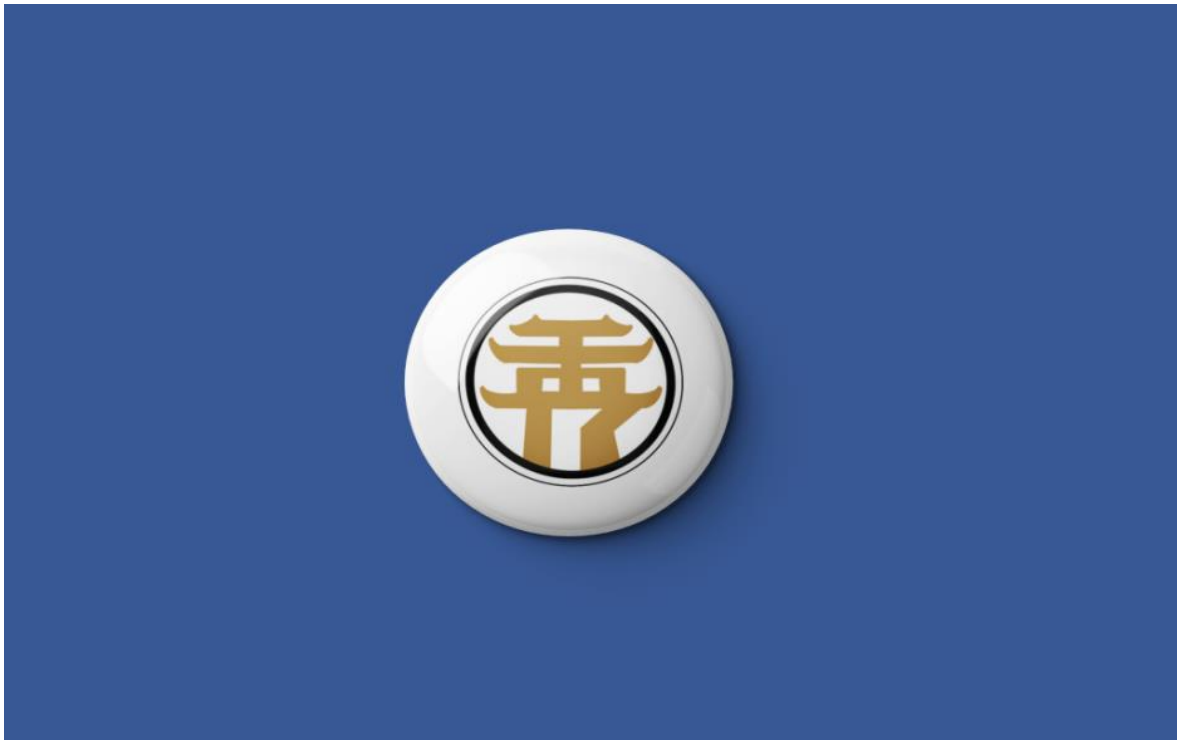
4.9 Font design



4.10 Logo design



4.11 Cultural and Creative Design



4.12 Cultural and Creative Design



4.13 Cultural and Creative Design



4.14 Cultural and Creative Design

Summary of the chapter III

- 1.Problems in design.
- 2.The solution to these problems.
- 3.Final result display.

CONCLUSION

The Twelve Hairpins of Jinling are twelve important characters in Dream of the Red Chamber, whose fate is closely linked to the main plot of the novel. Together, they have composed the image of ancient feudal society. This paper focuses on the twelve hairpins of Jinling and Jinling, aiming to reinterpret the classics through visual communication design. The monotonous novel writing is no longer enough for contemporary people to understand classic stories. This is also an attempt to combine traditional novels with modern design, hoping that more people will learn and study ancient classic works.

In IP design, characters are designed to be more accepted Q-version images, making them more in line with modern aesthetics. In poster design, the color scheme of the poster is also matched with the characters to give it a sense of unity, and ancient poetry is added, not only adding features to the poster but also making it more in line with the theme. In font design, the use of brush characters as an element makes the entire design antique. In logo design, the theme is "gold", which refers to Jinling. There are two golden supports below the word "gold", which refers to the golden hairpin. Each design can reflect the theme. In cultural and creative design, traditional culture is perfectly integrated with modern life by combining creativity with the twelve hairpins of Jinling and selecting some daily necessities.

Through this graduation project, I have gained a lot. Although I initially encountered difficulties, my thoughts gradually became clearer in the later stages, and finally presented a complete graduation project. It not only tested my learning achievements over the past four years, but also improved my own abilities. During the design process, exposure and understanding of many popular design methods and styles have broadened one's horizons and cultivated design thinking. In the design process, it also made me realize the importance of controlling details. A tiny mistake can lead to a thousand miles, and if problems

are not solved during the process, it will eventually lead to even greater difficulties. Make me understand what kind of information my work wants to convey, distinguish between importance and urgency, combine it with the principles of formal beauty, and make reasonable arrangements for elements such as graphics, text, and colors in the picture.

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