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:

Designing a modern social poster highlighting Sichuan-Chongqing cuisine

Performed by: a student of the BED-20 group

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Kyiv 2024

Abstract

Among the traditional Chinese food, Sichuan-Chongqing food is the most representative local characteristic food. Famous cuisines such as spicy and sesame are well known, and the country also vigorously promotes Chinese traditional food culture, combining various cultures with local characteristics with emerging new media technologies for publicity. With the continuous improvement of people's living standards and the continuous victory of poverty alleviation, people not only seek to eat enough, but also to eat well and experience well. Many young people travel thousands of miles through the Internet and new media technology to taste a unique and pure meal. Therefore, in order to let more people enjoy the unique charm of Sichuan-Chongqing food and experience the cultural connotation of traditional Chinese food, the combination of classic cuisines and visual publicity is particularly important.

"National treasure is not full" is the use of the identity of the panda national treasure, the panda into a food image, through the combination of national treasure and Sichuan and Chongqing food, the national mascot to food culture publicity, image, food, technology trinity, to achieve a good visual effect, from national treasure to food, is a simple way to experience spicy culture.

This graduation design around the "national treasure is not full" this traditional food theme to complete the font logo design, the IP image of the food panda was born, through the theme illustration drawing reflects the current typical several Sichuan and Chongqing food, including split noodles, hot pot, string incense, mom hoof flower, hand stripping bamboo shoots, glutinous rice cake, etc., through a series of illustration design will be typical Sichuan food presented to you, Urge everyone to come and taste. At the same time, through the book design, the ingredients and production process of food are announced, so that everyone has a deeper understanding and analysis of the cultural heritage of food. The whole presents a lovely and flexible feeling, and further publicity is carried out through the derivative of cultural and creative products.

Content

Introduction

Relevance of the study. "national treasure is not full" is based on people's exploration of Sichuan and Chongqing food, it can let people understand the food cultural characteristics and cultural services in advance, especially in China's large population, the demand for food is also rising, we have now studied the value of food from the three aspects of color, aroma and taste. In terms of "color", attractive color is the first element to attract people to taste. No matter on-site production or painting, most of the delicious food is crystal clear and warm color. In the "incense" aspect, often popular an old saying- "wine does not fear deep alley", the fragrance on the road is enough to make people drool, evoking the impulse to taste. In terms of "taste", taste is the most critical step in food. Only good taste can pass the mouth and attract different people to taste.

The purpose of the research:the definition of good food comes from all aspects. It is a new way of expression to publicize the food image of national treasure, which can provide a convenient way for people to explore Sichuan and Chongqing food. People can choose their favorite traditional food through design and enjoy a more convenient way to serve it.

Research Objectives:

1. It is used to relieve stress,when you feel the pressure or the pace of life is tense, a delicious hot pot or delicious noodles can immediately divert your attention, let you get out of the pressure, temporarily forget the trouble and pain, so as to relieve the tension.

2. improve happiness. Food is the day, taste glutinous rice cake, sweet water and other food, can stimulate the brain to produce dopamine, sweet food can always give people a happy, satisfied feeling, this simple happiness helps to improve the mood, experience different feelings.

3. enhance emotional communication. One of the favorite ways of life for Chinese people is to sit together to have a reunion dinner and talk about family gossip and work matters. Hot pot can just help to realize this, which is the best food for everyone to communicate together, which can enhance their feelings, experience warmth and enhance their relationship.

4.stimulate the enthusiasm for life. Try new delicacies and cuisines, such as people in coastal areas for the first time trying the characteristics of Sichuan and Chongqing areas. It can stimulate people's enthusiasm and curiosity for life, guide people to better explore the culture, and enrich their own knowledge.

5. improve self-satisfaction. When they have enough understanding of the cuisine, understand its raw materials and technological process, and can make a delicious dish or delicious dessert, people will feel a sense of achievement and self-satisfaction. This satisfaction helps to improve their self-confidence and the ability to love life, and help me form a good attitude and attitude towards life.

The research subject (theme) is chinese traditional food.

The object (focus) of the research are young "foodies" who love traveling and have the courage to explore. This kind of people like food and new things, and can get happiness and satisfaction from them. Traveling through the great rivers and mountains of the motherland, experiencing local customs, and tasting food has become one of the most important things in their daily life.

Research methods.Literature reading method.Comparative study method.Comprehensive research method. case analysis method. discussion method.

Elements of scientific novelty. With the improvement of people's material level and the continuous improvement of happiness, the people's requirements for food are constantly fresh and diversified, which is also our requirements for topic selection and design content.

Practical significance.With the improvement of China's economic strength, more and more national culture abroad towards the world, many foreign friends, foreign streets everywhere Sichuan restaurant, always a long line, as the Chinese food, attracting a wave of foreign lovers to taste, even imitation, as the Chinese people, we

should constantly improve their cultural confidence and cultural soft power, perfecting food system, let food culture become a symbol of national culture, go abroad to carry forward the world.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three chapters, conclusions to each chapter and general conclusions, a list of used sources of 30 items and appendices (15pages). The work contains 14 drawings. The results of the research are presented on 56 pages.

Chapter I
Topic analysis

1.1 Purpose and significance of the topic

The food culture in Sichuan and Chongqing region has a long history, has a unique flavor, and is deeply loved by people. Sichuan cuisine is world-famous for its "one hundred dishes and one hundred flavors" characteristics. Its charm lies in its rich taste and diverse flavors. Sichuan cuisine originated from the ancient Ba and Shu states, after hundreds of years of development and innovation. Similarly, Chongqing mountain city, beautiful, come to Chongqing, feel the unique mountain city style, food city, the enjoyment of the tongue, Chongqing is a paradise of food, spicy hot pot, string incense, hot and sour powder and other food make people salivate, has become an important part of Bashu culture.

As a part of the excellent traditional culture of the Chinese nation, we should have a deep understanding of regional culture, experience regional customs, taste all kinds of food, experience social life, publicize Bashu culture, and show Sichuan and Chongqing cuisine through various art and design forms. Let's taste the delicious food of Chongqing together and enjoy the unique enjoyment on the tongue. Whether it is the beauty of the mountain city or the enjoyment of delicious food, it can bring unforgettable experience, allowing more artists and designers to leave beautiful works and share wonderful moments.

As the main part of Chinese culture, Chinese traditional food culture is a rich historical heritage passed down from our ancestors. Chinese traditional culture records the history of the occurrence and evolution of the Chinese nation and Chinese culture, and as a way of thinking, values, codes of conduct and customs passed down from generation to generation, it has permeated the blood of every Chinese, and restricts the behavior and thinking mode of today's Chinese people.   As a qualified designer, we should be in the design to reflect the food tradition, do food design, food

design, national treasure as IP image alive, in the form of illustrations and posters to reflect when people eat food state, make the public perception culture in visual feast, at the same time, graphic design always let a person with relaxed and pleasant state to promote, accept, prompting people to move in imperceptible to receive.Traditional culture is the soul and the spirit of a nation. China's Sichuan and Chongqing food culture.

Visual communication design, as a professional field, plays a crucial role in shaping how information is conveyed and perceived in today's visually oriented society. By utilizing a combination of visual elements, typography, and layout, visual communication designers create compelling and meaningful messages that resonate with diverse audiences across various platforms. This article will explore the significance of visual communication design as a major discipline and its impact on the modern world.

One of the primary responsibilities of visual communication designers is to effectively communicate ideas, concepts, and narratives through visual means. Whether it's through graphic design, illustration, photography, or multimedia, these professionals possess the creative skills and technical expertise to craft powerful visual narratives that capture attention and convey messages with clarity and impact. In a world inundated with information, the ability to cut through the noise and deliver messages that are visually engaging and memorable is invaluable.

Furthermore, visual communication design extends beyond the realm of aesthetics. It also encompasses the strategic use of visuals to influence behavior, evoke emotions, and drive action. From advertising campaigns that persuade consumers to make purchasing decisions to informational graphics that simplify complex data, visual communication design has the power to shape perceptions and drive meaningful outcomes. In an increasingly digital landscape, where attention spans are limited and competition for engagement is fierce, the role of visual communication design in capturing and retaining audience interest cannot be overstated.

Moreover, visual communication design plays a pivotal role in defining and reinforcing brands. Through the creation of logos, color schemes, and visual identities, designers help organizations establish a distinct and recognizable presence in the market. Consistent and well-crafted visual branding not only fosters brand loyalty but also communicates the values and personality of a brand to its target audience. As such, visual communication design serves as a fundamental tool for building and maintaining a strong brand image in the minds of consumers.

In the realm of user experience and interface design, visual communication designers are essential in creating intuitive and visually appealing interfaces for digital platforms and products. By understanding how users interact with visual stimuli, designers can craft interfaces that are not only aesthetically pleasing but also functional and user-friendly. This aspect of visual communication design is particularly critical in today's digital age, where seamless and visually captivating user experiences are paramount for the success of digital products and services.

In conclusion, visual communication design is a dynamic and influential field that permeates nearly every aspect of modern life. Its impact is evident in the way we consume information, engage with brands, and interact with digital interfaces. As technology continues to advance and the demand for visually compelling content grows, the role of visual communication design will only become more integral in shaping the future of communication and human interaction. Whether in the realms of marketing, branding, user experience, or beyond, the power of visual communication design to inform, persuade, and inspire is truly unparalleled.

1.2 Brief introduction of topic selection

This topic plans to integrate Sichuan and Chongqing, food, tradition, culture, national treasure, world famous paintings and other scene materials, increase investment in appreciation and publicity, and at the same time to extend the development and utilization of products. With the improvement of people's material

level and the continuous improvement of happiness, the people's requirements for food are constantly fresh and diversified, which is also our requirements for topic selection and design content.

Research is a fundamental aspect of academic and scientific endeavors, driving innovation, discovery, and progress. Central to the research process is the selection of a suitable and compelling topic. The choice of research topic not only shapes the direction of the study but also influences its impact and relevance. This article examines the significance of topic selection in research, strategies for identifying appropriate research topics, and considerations for choosing a research topic that is both feasible and impactful.

The selection of a research topic is a critical decision that guides the entire research process. A well-chosen topic not only reflects the researcher's interests and expertise but also addresses important gaps in existing knowledge and contributes to the advancement of the field. By selecting a relevant and timely research topic, researchers can engage with current debates, generate new insights, and make meaningful contributions to their discipline. Additionally, a well-defined research topic enhances the research's visibility, credibility, and potential for dissemination and impact.

Identifying a research topic requires a systematic approach that combines literature review, brainstorming, discussions with peers and mentors, and consideration of personal interests and expertise. Researchers should explore emerging trends, unresolved questions, and areas of controversy within their field to identify gaps that warrant further investigation. Collaborating with colleagues, attending conferences, and seeking feedback from experts can also help in refining research ideas and selecting a topic that is novel, feasible, and significant.

When choosing a research topic, researchers should consider the scope of the study, the availability of resources, ethical implications, and the potential impact of the research findings. It is essential to select a topic that aligns with the researcher's goals and interests while also addressing broader societal needs and theoretical frameworks.

Researchers should assess the feasibility of the proposed research, including the availability of data, access to participants, and the suitability of research methods. By considering these factors, researchers can ensure that their chosen topic is compelling, achievable, and relevant to the academic community and beyond.

The selection of a research topic is a crucial step in the research process, shaping the direction, scope, and impact of the study. By choosing a relevant and significant research topic, researchers can contribute to knowledge creation, engage with current debates, and make meaningful contributions to their field. Through careful topic selection, researchers can enhance the quality and impact of their research, establish themselves as experts in their field, and drive innovation and progress in their discipline.

1.3 Topic selection, research and research methods

"National treasure is not full" this topic design multiple cultural and traditional areas, need to understand the cultural content and Chinese history characteristics, combined with mass social psychology, marketing, and other scientific fields, design contains a variety of knowledge and learning content, in different places, design popular food propaganda, play a positive role.

Research plays a crucial role in advancing knowledge and driving progress in various fields. Choosing the right research topic is a critical first step in the research process, as it sets the direction for the study and determines its impact. This article explores the importance of selecting a research topic, strategies for identifying relevant research questions, and considerations for developing a compelling and impactful research proposal.

The choice of research topic influences the scope of the study, the methods employed, and the potential implications of the research findings. A well-defined research topic not only aligns with the researcher's interests and expertise but also addresses gaps in existing literature and contributes to the advancement of knowledge

in the field. By selecting a relevant and significant research topic, researchers can increase the visibility and impact of their work within the academic community and beyond.

Strategies for Identifying Research Questions:Identifying research questions involves a systematic review of existing literature, discussions with experts in the field, and consideration of current trends and challenges. Researchers should aim to formulate research questions that are specific, feasible, and novel, allowing for in-depth exploration and meaningful contributions to the field. Brainstorming sessions, literature reviews, and consultations with mentors and peers can help researchers refine their research questions and develop a clear and focused research agenda.

Developing a Compelling Research Proposal:A compelling research proposal outlines the research objectives, methodology, timeline, and expected outcomes of the study. It should clearly articulate the significance of the research topic, the research questions being addressed, and the potential implications of the study findings. Researchers should also consider the feasibility of the proposed research, including resource requirements, ethical considerations, and potential challenges that may arise during the study. By developing a well-structured and persuasive research proposal, researchers can secure funding, gain approval from institutional review boards, and establish credibility within the research community.

Conclusion:Selecting a research topic is a critical aspect of the research process, influencing the direction, impact, and success of the study. By carefully choosing a relevant and significant research topic, identifying compelling research questions, and developing a comprehensive research proposal, researchers can contribute valuable insights to their field and advance knowledge in meaningful ways. Through effective research topic exploration and development, researchers can make significant contributions to their disciplines and address important challenges facing society today.

Conclusion to chapter I

1.The purpose of the study is to learn traditional Chinese food, to analyze the history and culture of Chinese food, as well as the connotation and story behind it.

2.Theme of research is the characteristics of Sichuan-Chongqing cuisine.Choosing a research topic is a crucial step in the academic journey, and several considerations should be taken into account to ensure that the chosen topic aligns with one's interests, goals, and the academic requirements. The following are essential considerations to bear in mind when selecting a research topic:

3. Opt for a topic that genuinely captivates your interest. Researching a topic you are passionate about can sustain your motivation and enthusiasm throughout the research process.

4.Ensure that the chosen topic aligns with the academic discipline or field of study. It should address a specific issue, question, or gap in knowledge within the chosen discipline.

5.Feasibility: Evaluate the feasibility of the research topic in terms of available resources, time constraints, access to data, and ethical considerations. A realistic and achievable research scope is vital for successful completion.

6.Originality: Aim for a topic that contributes to the existing body of knowledge by offering a unique perspective, innovative approach, or new insights. Original research topics often garner attention and add value to the academic community.

7.Academic Requirements: Consider the guidelines and requirements set forth by academic institutions, funding bodies, or publication outlets. Ensure that the selected topic meets the necessary criteria and aligns with the academic standards.

8.Social Impact: Assess the potential social, economic, or practical implications of the research topic. Choosing a topic with real-world relevance and impact can add significance to the research endeavor.

9.Supervisory Support: If applicable, seek input from academic advisors, mentors, or supervisors. Their guidance and expertise can help refine the research topic and ensure its viability within the academic context.

10.Future Prospects: Consider how the chosen topic may align with your long-term academic or career aspirations. A research topic that complements your future goals can provide valuable experience and expertise in your chosen field.

11. the process of selecting a research topic demands careful consideration of personal, academic, and practical factors. By addressing these considerations, researchers can identify a topic that is both personally fulfilling and academically impactful, setting the stage for a successful and meaningful research endeavor.

Chapter II

Market research and design positioning

2.1 Signature of "Sichuan-Chongqing Cuisine"

When it comes to the eating habits of Chongqing and Sichuan, people's first impression is spicy and sour. Chongqing is located in many alpine rivers and Sichuan in the basin, which is often accompanied by damp, moist and cold breath. If this goes on for a long time, local residents mainly like spicy and spicy food and taste. All kinds of different chilies grow in Sichuan and Chongqing, and the spicy iness can be selected. Spicy road can sweat, form heat, use the body excretion, do spicy tongue not spicy. The people in Sichuan and Chongqing have distinctive national characteristics in terms of clothing and eating habits, and "Youmei" is a popular name of people in Sichuan and Chongqing. In terms of food, Sichuan and Chongqing hot pot has been popular all over the country. Sichuan cuisine is perfect in color, aroma and taste, mother hoof flowers and string incense are must-be specialties in Chongqing, and also the top three recommended dishes for visiting local people. Peits, hot pot, hand-peeled bamboo shoots, and sweet water glutinous rice cake are also must-eat lists for tourists.Sichuan cuisine is one of China's most famous and beloved culinary traditions, renowned for its bold flavors, spicy heat, and complex seasoning. With a history spanning thousands of years, Sichuan cuisine has evolved into a rich and diverse culinary culture that reflects the region's unique geography, climate, and ethnic heritage.

At the heart of Sichuan cuisine is the use of Sichuan peppercorns, a small aromatic seed that imparts a distinctive numbing sensation to the mouth. Combined with chili peppers, garlic, ginger, and a host of other seasonings, Sichuan cuisine delivers a punch of flavor that tingles the tongue and tantalizes the taste buds.

One of the most famous Sichuan dishes is Kung Pao Chicken, a stir-fry of marinated chicken, peanuts, vegetables, and chili peppers that embodies the classic Sichuan flavor profile of spicy, sweet, and savory. Another signature dish is Mapo

Tofu, a spicy and silky tofu dish served in a fiery chili oil sauce, garnished with minced pork and Sichuan peppercorns.

Beyond these iconic dishes, Sichuan cuisine boasts a wide variety of regional specialties that showcase the diversity and creativity of the local culinary culture. From the hot pot culture of Chongqing to the street foods of Chengdu, Sichuan cuisine offers a never-ending culinary adventure for those willing to explore its many flavors and textures.

In addition to its delicious cuisine, Sichuan also has a rich culinary history and cultural significance. The region's cuisine is deeply intertwined with its traditional medicine practices, with many ingredients used for their medicinal properties. Moreover, Sichuan cuisine has played a significant role in the exchange of ideas and culture between China and other countries, with its bold and flavorful dishes gaining popularity and recognition worldwide.

Overall, Sichuan cuisine is a testament to the power of food as a cultural and social force, bringing people together through shared experiences of flavor and tradition. Whether enjoyed in a bustling restaurant or on the streets of a local market, Sichuan cuisine offers a sensory journey through the heart of China's culinary heritage.

2.2 Development process of "Sichuan and Chongqing Food" at home and abroad

Chinese contemporary food craze, With the development of the economic and cultural level and the improvement of the living standards, Material and spiritual civilization is constantly enriched, Not only the young people of today, More and more people pay attention to food culture and healthy health, Many Chinese people take advantage of the holiday to travel around, Experience the local characteristics and local customs, Food is an essential part of it, As Sichuan and Chongqing, famous for its spicy and sweet food, Naturally, it is also a tourist destination for many tourists, Sichuan and Chongqing hot pot, string string incense, roast duck, glutinous rice cake,

Are a must-eat item for tourists, Experience a unique and authentic spicy food, Has long become the daily habits of the "youngest girls" in Sichuan and Chongqing, Even more and more people are constantly exploring and doing research, And even settled here. The "Chongqing hot pot" and "Sichuan hot pot" that can be seen everywhere in the street are also places for people to get together to talk about warmth after daily work. There are many fast food packaging products in Sichuan and Chongqing, so that friends who love to eat spicy food can eat "Sichuan flavor" and "spicy flavor" at any time no matter where they are.

Sichuan Fine Arts Institute is located in Chengdu, including many professional designers, which attract a batch of graphic designers to travel and promote them, and even prepare exhibitions and competitions regularly. For example, skullpanda designers create a series of national images with IP characters.

With the improvement of China's economic strength, more and more national culture abroad towards the world, many foreign friends, foreign streets everywhere Sichuan restaurant, always a long line, as delicious Chinese food, attracting a wave of foreign lovers to taste, even imitation, as the Chinese people, we should constantly improve their cultural confidence and cultural soft power, perfecting food system, let food culture become a symbol of national culture, go abroad to carry forward the world.

2.3 The influence of "food culture" on People's Daily life

First, it is used to relieve stress. When you feel stressed or the pace of life is tight, a delicious hot pot or delicious noodles can immediately divert your attention to you.

Food culture, encompassing the culinary traditions, eating habits, and rituals surrounding food consumption, exerts a profound influence on people's lives in numerous ways. From shaping social interactions to defining individual identities,

food culture plays a central role in how people experience and navigate the world around them.

One of the most significant impacts of food culture is its ability to foster social connections and community. Meals are often shared experiences that bring people together, whether it's a family dinner, a gathering of friends, or a communal feast celebrating cultural traditions. The act of sharing food creates opportunities for bonding, communication, and the exchange of stories and ideas, strengthening relationships and reinforcing social ties.

Furthermore, food culture contributes to the preservation and transmission of heritage and tradition. Traditional recipes, cooking techniques, and culinary practices are passed down through generations, serving as a link to the past and a source of cultural pride. By preparing and consuming traditional dishes, individuals connect with their cultural roots, fostering a sense of belonging and continuity within their communities.

In addition to its social and cultural significance, food culture also has a direct impact on individual health and well-being. Dietary habits and food choices greatly influence physical health, energy levels, and overall vitality. Moreover, traditional dietary practices often incorporate locally sourced, seasonal ingredients, promoting sustainability and environmental consciousness.

On a psychological level, food culture can evoke nostalgia, comfort, and emotional well-being. Certain foods carry sentimental value and are deeply intertwined with personal memories and experiences. Whether it's a favorite childhood dish or a holiday meal, the act of consuming familiar foods can evoke feelings of warmth and connection to one's past, providing a source of emotional nourishment.

From a broader perspective, food culture has economic and commercial implications, driving culinary tourism, food-related industries, and global trade. Unique food traditions and local delicacies attract tourists, contributing to the economic development of regions and fostering cross-cultural exchange.

Conclusion to chapter II

1.Literature reading method, comparative research method.

2.comprehensive research method, case analysis method, discussion method.

3.food culture profoundly shapes the way people interact, celebrate, and nourish themselves.

4.Its influence extends beyond the dinner table, permeating various aspects of daily life, from social dynamics and individual well-being to economic development and cultural preservation.

5. Embracing and understanding diverse food cultures not only enriches people's lives but also fosters a deeper appreciation for the interconnectedness of humanity through the universal language of food.

6.In the realm of visual communication, posters serve as powerful tools for conveying messages, promoting events, and capturing attention. Effective poster design requires careful consideration of various elements to ensure maximum impact and engagement with the audience.

7.Before embarking on the design process, clearly define the purpose and objective of the poster. Whether it's promoting a product, raising awareness about an issue, or announcing an event, a well-defined objective serves as a guiding principle throughout the design process.

8.Understand the demographic and psychographic characteristics of the target audience. Tailor the visual elements, tone, and messaging of the poster to resonate with the intended audience, fostering a deeper connection and engagement.

9.Utilize visual hierarchy to guide the viewer's attention and convey the most important information effectively. Employ techniques such as size, color, contrast, and placement to emphasize key elements and create a visually engaging composition.

10.Select high-quality images or graphics that align with the theme and message of the poster. Visual elements should evoke emotion, evoke curiosity, or communicate information in a clear and impactful manner.

11.Keep the text concise, informative, and easy to read. Use attention-grabbing headlines, subheadings, and bullet points to convey the main message quickly and effectively. Avoid clutter and ensure adequate white space for readability.

12.Maintain consistency with the brand identity, using colors, fonts, and imagery that align with the brand's visual style and personality. A cohesive visual identity reinforces brand recognition and strengthens the message conveyed by the poster.

13.Explore different layout options and compositions to find the most visually appealing and effective design. Balance visual elements, maintain symmetry or asymmetry as appropriate, and experiment with typography and spatial relationships to create visual interest.

14.Gather feedback from peers, colleagues, or target audience members to evaluate the effectiveness of the poster design. Iterate based on feedback, making adjustments to improve clarity, readability, and overall impact.

15.In conclusion, designing a visually compelling and effective poster requires careful planning, creativity, and attention to detail. By understanding the

Chapter III

Design process and results

3.1 Logo and font design

In design logo and font, should be a national treasure as the main graphics, combined with Sichuan cuisine, Chongqing cuisine elements, consider to create a lovely, pure and fresh logo, follow the principle of practicality, overall artistic, personalized, can effectively convey the text itself deeper connotation and meaning, play the function of information, can play a better propaganda effect, promotion to more young people.

First design, the priority is the font form and structure, should be rhythm and pen structure full, easy to read, conform to the theme, on the font can reflect the national vivid and lovely, logo design in the form of the font design, the overall design is lively, with rectangular tilt Angle and arc, at the same time to ensure the unity of the whole. The addition of panda palm prints adds another interest to the whole logo.

Under the guidance and advice, to correct the first version of the draft problems, bear claw identification degree is not high, does not reflect food, national treasure and food elements, joined a more distinctive, more can reflect the theme of bamboo and food, and the "countries" word strokes directly with the little panda wu eyes look forward to food form, "no" a little turn into leaves, delete the original strokes, symmetrical flip draw leaves, "full" in the middle of the strokes to add food elements, make the font design theme more clear, shaping brand image, attract the audience (Figure 3.1).

In the last version of the draft, the ball are replaced with elements of panda eyes, so that the font looks clearer, unified style, more compatible with the theme, and more integrity and coordination. This modification will show the food and mascot of the food image incisively and vividly and simple and clear (Figure 3.2).

Typeface design, often referred to as typography, is a meticulous blend of artistry and engineering that shapes the visual language of written communication. From the elegant curves of serif fonts to the modern simplicity of sans-serif typefaces, every aspect of typography is carefully crafted to convey meaning, evoke emotion, and enhance readability.

At its core, typeface design involves the creation of individual letterforms, each meticulously crafted to achieve a harmonious balance of form and function. Designers consider factors such as stroke width, x-height, contrast, and character spacing to ensure optimal legibility and visual appeal. Whether designing a timeless serif font for a classic book or a sleek sans-serif font for a digital interface, typographers meticulously refine every detail to achieve the desired aesthetic and readability.

Moreover, typeface design is deeply rooted in cultural and historical influences, with each font reflecting the design trends and artistic movements of its time. From the ornate lettering of medieval manuscripts to the geometric precision of Bauhaus typography, typefaces serve as visual artifacts that encapsulate the spirit of their era. By drawing inspiration from past traditions while embracing contemporary design principles, typographers create fonts that resonate with audiences across generations.

In addition to aesthetic considerations, typeface design also plays a crucial role in shaping user experience and brand identity. Fonts convey subtle cues about a brand's personality, values, and tone of voice, influencing how audiences perceive and interact with its messaging. Whether it's the authoritative presence of a serif font in a legal document or the friendly warmth of a handwritten script on a product label, typography has the power to evoke emotional responses and forge meaningful connections with audiences.

Furthermore, advancements in technology have expanded the possibilities of typeface design, with digital tools enabling greater precision, flexibility, and accessibility. Font designers utilize specialized software to create custom typefaces, experiment with variable fonts, and optimize fonts for various screen sizes and devices. Additionally, the rise of web fonts and responsive design has revolutionized the way

typography is implemented on digital platforms, ensuring consistent readability and visual coherence across diverse contexts.

In conclusion, typeface design is a dynamic and multifaceted discipline that bridges the gap between art and functionality. By blending aesthetic sensibility with technical expertise, typographers create fonts that not only captivate the eye but also facilitate clear communication and foster meaningful connections between people and ideas. As technology continues to evolve and cultural trends shift, the art of typography will remain an enduring hallmark of human expression and creativity.

3.2 Book design

This set considered book design is mainly through a three-up book, to show a food production process, to help you deeper to understand the cuisine production process and background, from the food selection to the overall cooking, understand the cultural connotation, including Chinese food such as raw materials, through three pages made panda on the assembly line food production process, panda as a "chef workers" involved in the food technology, more combined with the panda version image, express the theme resonates.

Since the development of new media, media forms and media technology have evolved in an orderly way. Traditional paper books are also seeking new transformation to adapt to the new situation in the development of The Times. The article takes new media as the research background, based on the protection of traditional handicrafts, and improves the reading experience of paper books on traditional handicrafts

First of all, the overall style of cartoon animation, vivid and lovely. The first page is a record of the "chef" national treasure in preparing and selecting ingredients. The second page is a record of the cooking process of the "chef" national treasure. The third page is the meticulous completion and achievement of dishes full of achievement.

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In the design process, the cartoon ip is first drawn out, the figure of the facade is determined first, and the design form of others, the national treasure, food materials and kitchenware are three-dimensional, and the blank form is used in writing (Figure 3.3).

Book design is a subtle yet impactful art form that encompasses the visual and tactile elements of a printed work. From the cover design to the layout of the interior pages, every aspect of book design plays a crucial role in shaping the reader's experience and enhancing the narrative or informational content of the text.

The cover of a book serves as its visual ambassador, offering a glimpse into the world within its pages and enticing potential readers. A well-designed cover strikes a delicate balance between aesthetic appeal and conveying the essence of the book's content. Typography, imagery, color palette, and overall composition work in harmony to create a compelling visual narrative that resonates with the book's intended audience.

Moving beyond the cover, the interior layout of a book is equally significant in optimizing readability and engagement. The careful selection of typefaces, line spacing, margins, and page dimensions all contribute to the overall reading experience. Thoughtful typography enhances legibility and guides the reader through the text,

while strategic use of white space and visual hierarchy creates a sense of rhythm and flow within the pages.

Furthermore, book design extends to the inclusion of illustrations, diagrams, and other visual elements that complement and enrich the written content. Whether it's a novel, a textbook, or a coffee table art book, the integration of visuals requires meticulous consideration of placement, scale, and integration with the text to create a seamless and harmonious visual narrative.

In addition to the visual aspects, the tactile experience of a book is equally important in creating a connection between the reader and the physical object. Factors such as paper quality, binding, and finishing details contribute to the overall feel and durability of the book. A well-crafted book invites the reader to engage with it on a sensory level, enhancing the overall reading experience and leaving a lasting impression.

Moreover, the rise of digital publishing has expanded the possibilities of book design, with e-books and multimedia formats offering new opportunities for creative expression. Designers now have to consider responsive layouts, interactive features, and adaptive typography to ensure a seamless transition from print to digital, while still delivering an engaging and visually compelling reading experience.

In conclusion, book design is a dynamic and interdisciplinary craft that harmonizes visual aesthetics, tactile qualities, and functional considerations to create a holistic reading experience. By thoughtfully integrating artistic sensibility with practical design principles, book designers elevate the act of reading into a multisensory journey that transcends the mere conveyance of information, making each book a unique and immersive work of art.

3.3 Illustration design

According to a series of investigations, the final illustration design includes eight major cuisines- -Mapo tofu, Chongqing hot pot, string incense, hand peeled bamboo

shoots, mother hoof flower, split flour, dessert glutinous rice cake, Sichuan herbal tea, and painted around these eight classic foods. At the same time, it is divided into two categories. The first category is the panda food image and food interaction, and the second category is the combination of pandas with world famous paintings. The illustration design mainly focuses on stimulating customer interest, enhancing persuasion and appeal, and the illustration will arouse people's yearning for Sichuan and Chongqing characteristic food. In the illustration, the combination of flat wind illustration and the subject with body feeling, highlighting the key points and playing a good publicity role .

Dessert and herbal tea is the main food of each afternoon tea, Chengdu summer more humid summer, with the heat and detoxification of Sichuan herbal tea, has the effect of clearing damp remove fire, Chengdu is a slow city, most people like in the afternoon or evening time to rest around to play mahjong, drink herbal tea, so dessert and herbal tea is one of the most representative food. In painting, the green tone is the main tone, giving people a soothing and relaxed atmosphere, coupled with mahjong, Chengdu and other cultural elements, you can better understand the local conditions and customs of Sichuan and Chongqing areas. The three pandas lie stacked together to express the comfort and comfort of herbal tea. The so-called local dialect is "Ba Shi's son" (Figure 3.4).

Ice cold dessert can let a person relaxed and happy, dessert is easy to let a person get happiness and satisfaction, therefore, people in afternoon tea time, not only drink herbal tea detoxification, usually collocation dessert enhance satiety and happiness, in the illustration design will also color for green, give a person with relaxed visual effect, the sweet bamboo cup and dessert stand isomorphic, national treasure as dessert makers in selling dessert, the whole picture more lively (Figure 3.5).

Pesplit is a special snack in Chongqing, which belongs to the Sichuan cuisine. The dish is made with peas, onion, ginger and garlic, which is smooth and spicy. The soft and glutinous peas, the strength of noodles and the sweetness of the mixed sauce are delicious. The illustration gives a national treasure "kung fu panda" identity, two little panda for food eyes, spicy steamed stuffed bun as the background, noodles strong

elastic, the painting is given priority to with red tone, match the color of the split, bright color, bring people spicy, acid cool experience (Figure 3.6).

Hot pot is the most representative food in Sichuan Chongqing, also known as spicy hot pot, Chongqing hot pot is very prosperous, many people from other provinces come for a pure base taste, with "spicy, hemp, salty, fresh, fragrant, crisp" for its taste, with a variety of dishes, unique seasoning, eating freely. So in the process of drawing, using symmetrical composition, the little panda cheerful form around hot pot, is also people like around together to eat hot pot, talk about family cheerful atmosphere, the whole with bright red, is the understanding of "fire", add ingredients, like ribbons in the air, brings the flexibility and vividness (Figure 3.7).

World painting series illustration for a section, this design will be national treasure with the Mona Lisa smile, with eternal charm, is the treasure of human culture treasure, age spirit, and the combination with cold water pot characteristic string incense, the combination of medieval and modern elements, picture more vivid, cold pot string let all people obsession (Figure 3.8).

The historical evolution of Mapo tofu mainly took place in the beginning of the 20th century, at this time, Sichuan cuisine gradually formed a unique style. Chen Mapo's tofu dishes became a part of Sichuan catering culture and gradually carried forward. This dish is famous for its unique spicy taste and rich spices, and is one of the most representative Sichuan and Chongqing cuisines. Combined with the world famous painting "The Girl with Pearl Earrings", the pearl earrings are inlaid on the ears of pandas, using the Dutch little painting art style, the whole illustration is more quiet (Figure 3.9).

The Statue of liberty is a world name, the goddess of liberty dressed in ancient Greek style dress, wearing radiant crown, right hand holding the torch symbol of freedom, left hand holding the declaration of independence, in this illustration design of right hand into zi ba, left hand peel bamboo shoots, reflect national love of food, put on the goddess of clothes, metaphor national treasure will be food as a top priority, make the picture more interesting (Figure 3.10).

This design is to combine the national treasure and the famous painting of "the woman holding the silver mink", replace the face into the panda, retain the unique dress of the woman itself, replace the silver mink into the pig's feet, the picture is coordinated and rich, so that the temperament of the panda is noble, quiet, lifelike, full of vitality, the mother hoof flower as the thing in the arms, reflecting the love of food. The whole picture does not have other complex composition, light green as the bottom, the color of the clothes is also heavy by the atmosphere calm brown, dull green and dark red, at the same time, the quiet panda and the clever of the pig's feet make the picture produce the interest of the combination of movement and movement. Using Da Vinci's light and dark method, we perfectly match the light and shadow to foil the face of the national treasure, and show more touching beauty in the delicate place (Figure 3.11).

Illustration design is a captivating blend of creativity and visual storytelling that enriches and enlivens various forms of media, from books and magazines to digital platforms and advertising. Through the skillful use of imagery, color, and composition, illustrators breathe life into narratives, convey complex ideas, and evoke emotional responses, captivating audiences of all ages and backgrounds.

At the heart of illustration design lies the ability to distill complex concepts and narratives into compelling visual narratives. Whether it's the whimsical characters of a children's book, the evocative imagery of a magazine article, or the dynamic visuals of a digital interface, illustrations serve as powerful tools for communication, engaging audiences in a way that transcends language and cultural barriers.

Moreover, illustration design encompasses a wide range of styles and techniques, from traditional hand-drawn artwork to digital illustrations created using specialized software. Each approach offers its own unique aesthetic and expressive potential, allowing illustrators to tailor their work to suit the tone and context of the project at hand.

Furthermore, the role of illustration design extends beyond mere decoration, playing a crucial part in shaping brand identity, visual communication, and user experience. In fields such as advertising, editorial design, and digital media, illustrations serve as key elements in establishing a distinctive visual language that resonates with target audiences and enhances the overall impact of the message being conveyed.

In addition to their communicative power, illustrations have the capacity to evoke emotions, spark imagination, and leave a lasting impression on the viewer. Whether through vibrant colors, expressive linework, or intricate details, illustrators have the ability to create visuals that captivate the eye and resonate with the hearts and minds of their audience, fostering a deep and memorable connection.

Furthermore, the digital landscape has expanded the possibilities of illustration design, offering new avenues for creativity and engagement. From interactive digital illustrations to animated graphics and virtual reality experiences, technology has opened up exciting new frontiers for illustrators to explore, allowing them to craft immersive and dynamic visual narratives that push the boundaries of traditional storytelling.

In conclusion, illustration design stands as a vibrant and essential art form that weaves together creativity, storytelling, and visual communication. By harnessing the power of imagery to captivate, inform, and inspire, illustrators play a vital role in shaping the way we perceive and interact with the world around us, leaving an indelible mark on our collective imagination and cultural landscape.

3.4 Poster design

The two poster design in this graduation design is the extension of the illustration design. By changing the background, adding the title, time, subtitle, etc., the poster has more characteristics. At the same time, use ps to make, click the menu bar-window-timeline, select the layer to change, adjust the number of frames, and finally click the menu bar-file-export-render video-select folder-set the video size in scale-rendering-complete. This design moves the strings in the right hand of the "Mona Lisa" national treasure to his mouth to show the surprise of the national treasure to the food (Figure 3.12).

This design holds the glutinous rice ba in the right hand of the "Goddess of Liberty" from now on to show the respect and love of the national treasure for food (Figure 3.13).

Poster design is a dynamic and multifaceted discipline that combines artistic expression with strategic communication to create visually compelling and informative displays. Whether promoting an event, raising awareness for a cause, or advertising a product, posters serve as powerful tools for capturing attention, conveying messages, and influencing audience behavior.

At its core, effective poster design is about distilling complex information into concise visual messages that resonate with the target audience. From bold typography and striking imagery to intuitive layouts and vibrant colors, every element of a poster is carefully orchestrated to command attention and communicate key information at a glance.

Typography plays a central role in poster design, serving as both a functional tool for conveying written content and a visual element that adds personality and style to the overall composition. The choice of typeface, font size, and layout can significantly impact the readability and impact of a poster, guiding the viewer's eye and emphasizing key messages.

Moreover, imagery plays a crucial role in poster design, serving as a powerful tool for evoking emotions, sparking curiosity, and reinforcing the central theme or message

of the poster. Whether through photographs, illustrations, or graphic elements, visuals have the power to convey complex ideas and concepts in a way that resonates with the viewer on a visceral level.

Furthermore, the layout and composition of a poster play a critical role in organizing information and guiding the viewer's attention. By strategically arranging elements such as text, imagery, and graphic elements, designers can create visual hierarchies that prioritize key messages and facilitate easy navigation of the poster's content.

In addition to aesthetics, effective poster design also requires a deep understanding of the target audience and the specific goals of the poster campaign. Whether aiming to inform, persuade, or entertain, designers must tailor their approach to resonate with the interests, values, and preferences of the intended viewers, ensuring maximum impact and engagement.

Moreover, the rise of digital technology has opened up new possibilities for interactive and multimedia poster experiences, allowing designers to incorporate elements such as QR codes, augmented reality, and embedded videos to enhance engagement and interactivity.

In conclusion, poster design is a dynamic and versatile discipline that blends artistry with strategic communication to create visually compelling and impactful displays. By leveraging typography, imagery, layout, and interactivity, designers can craft posters that captivate attention, convey messages, and inspire action, making them a powerful tool for communication and persuasion in today's visually driven world.

3.5 Production of peripheral extension

The surrounding extension is made with posters, mobile phone cases, acrylic brand, cups, plates, silk scarves, socks and other cultural and creative products, each made 3-4 to facilitate the exhibition booth, the knife plate to determine the size, and affixed the prototype display map. In the design process of peripheral extension, the

style of each type of product is unified, which is not easy to be too complicated. Grasp the large tone and structure are not wrong, the typesetting is full, avoid dirty and gray colors, and at the same time flow out for a week to print (Figure 3.14).

Merchandise extension design is a strategic and creative endeavor that involves leveraging brand identity and visual storytelling to create captivating products that extend the reach and influence of a brand. From apparel and accessories to stationery and collectibles, merchandise serves as a tangible expression of brand values, fostering connections with consumers and driving brand loyalty.

At its essence, merchandise extension design is about translating the essence of a brand into tangible products that resonate with the target audience. By infusing products with elements such as logos, colors, and imagery, designers can create cohesive and memorable brand experiences that transcend traditional marketing channels.

One of the key aspects of merchandise extension design is maintaining consistency with the brand's visual identity while also offering a fresh and innovative perspective. Whether through subtle variations of existing brand assets or bold reinterpretations of familiar themes, designers must strike a balance between continuity and novelty to keep audiences engaged and excited.

Moreover, merchandise extension design offers brands an opportunity to connect with consumers on a deeper emotional level by tapping into their passions, interests, and lifestyle preferences. By aligning products with consumer aspirations and values, brands can create meaningful connections that go beyond mere transactions, fostering long-term loyalty and advocacy.

Furthermore, merchandise extension design allows brands to extend their presence into new markets and demographics, reaching audiences who may not have been previously exposed to their core products or messaging. By offering a diverse range of merchandise options tailored to different segments of the market, brands can broaden their appeal and capture new opportunities for growth.

In addition to driving brand awareness and loyalty, merchandise extension design also offers tangible benefits in terms of revenue generation and brand monetization. From limited-edition collaborations to exclusive merchandise releases, brands can leverage the scarcity and exclusivity of certain products to create buzz and drive sales, further enhancing their bottom line.

In the realm of visual communication, posters serve as powerful tools for conveying messages, promoting events, and capturing attention. Effective poster design requires careful consideration of various elements to ensure maximum impact and engagement with the audience.

Before embarking on the design process, clearly define the purpose and objective of the poster. Whether it's promoting a product, raising awareness about an issue, or announcing an event, a well-defined objective serves as a guiding principle throughout the design process.

Understand the demographic and psychographic characteristics of the target audience. Tailor the visual elements, tone, and messaging of the poster to resonate with the intended audience, fostering a deeper connection and engagement.

Utilize visual hierarchy to guide the viewer's attention and convey the most important information effectively. Employ techniques such as size, color, contrast, and placement to emphasize key elements and create a visually engaging composition.

Select high-quality images or graphics that align with the theme and message of the poster. Visual elements should evoke emotion, evoke curiosity, or communicate information in a clear and impactful manner.

Keep the text concise, informative, and easy to read. Use attention-grabbing headlines, subheadings, and bullet points to convey the main message quickly and effectively. Avoid clutter and ensure adequate white space for readability.

Maintain consistency with the brand identity, using colors, fonts, and imagery that align with the brand's visual style and personality. A cohesive visual identity reinforces brand recognition and strengthens the message conveyed by the poster.

Explore different layout options and compositions to find the most visually appealing and effective design. Balance visual elements, maintain symmetry or asymmetry as appropriate, and experiment with typography and spatial relationships to create visual interest.

Gather feedback from peers, colleagues, or target audience members to evaluate the effectiveness of the poster design. Iterate based on feedback, making adjustments to improve clarity, readability, and overall impact.

designing a visually compelling and effective poster requires careful planning, creativity, and attention to detail. By understanding the objective, knowing the audience, and employing design principles effectively, designers can create posters that captivate attention, communicate messages, and leave a lasting impression on viewers.

In conclusion, merchandise extension design is a powerful tool for elevating brands, engaging audiences, and driving business growth. By leveraging brand identity, visual storytelling, and consumer insights, designers can create compelling products that not only enhance brand perception but also foster meaningful connections with consumers, ultimately driving long-term success and sustainability.

Conclusion to chapter III

1.The color collocation of the illustration.

2.The fit of the theme have more unity and integrity.

3.typeface design is a dynamic and multifaceted discipline that bridges the gap between art and functionality. By blending aesthetic sensibility with technical expertise, typographers create fonts that not only captivate the eye but also facilitate clear communication and foster meaningful connections between people and ideas. As technology continues to evolve and cultural trends shift, the art of typography will remain an enduring hallmark of human expression and creativity.

4.book design is a dynamic and interdisciplinary craft that harmonizes visual aesthetics, tactile qualities, and functional considerations to create a holistic reading experience. By thoughtfully integrating artistic sensibility with practical design

principles, book designers elevate the act of reading into a multisensory journey that transcends the mere conveyance of information, making each book a unique and immersive work of art.

5.illustration design stands as a vibrant and essential art form that weaves together creativity, storytelling, and visual communication. By harnessing the power of imagery to captivate, inform, and inspire, illustrators play a vital role in shaping the way we perceive and interact with the world around us, leaving an indelible mark on our collective imagination and cultural landscape.

6.poster design is a dynamic and versatile discipline that blends artistry with strategic communication to create visually compelling and impactful displays. By leveraging typography, imagery, layout, and interactivity, designers can craft posters that captivate attention, convey messages, and inspire action, making them a powerful tool for communication and persuasion in today's visually driven world.

7.merchandise extension design is a powerful tool for elevating brands, engaging audiences, and driving business growth. By leveraging brand identity, visual storytelling, and consumer insights, designers can create compelling products that not only enhance brand perception but also foster meaningful connections with consumers, ultimately driving long-term success and sustainability.

Conclusion

1. After this graduation design, which focuses on illustration design, I learned a lot of knowledge, which raised my design theory and knowledge skills to another height. In the design process, I had a more profound understanding of the design thinking.

2. From the simple application at the beginning to the flexible application, the modeling theme of the text was not clear to reflect the theme, and the text twists and turns and encountered many difficulties, but I still did not give up and adjusted the strokes little by little.

3. In the illustration design, I have undergone continuous investigation and research, and even made field visits to taste the "Sichuan flavor", which also makes me have a further understanding of Chinese culture.

4.In the illustration and painting, the whole painting should be harmonious and unified, fresh color, mainly based on the visual experience of the viewer.

5.In poster design, do dynamic posters is a big problem, never before formal dynamic design, first to make poster elements clear, such as text, time, the position of the subtitle, make posters look more harmonious, color collocation and beautiful collocation, second dynamic comfortable, form in line with the content.

6.In book design, the first time to try three-up book design, in the process of design, printing, binding, the size control also extra treasure, should conform to the theme, also to the cover of the book, spine, ring lining, title page, page format, book design the most important is typesetting and content, in the design, I consolidated more books knowledge, improve the understanding of format, exercise the level of painting.

7.through the graduation design I realized myself before not considering the problem, pay more attention to the user experience and visual effect, more access to information, and in their own efforts and constantly pondering a little scrutiny to achieve the final effect, is also a kind of promotion to their ability, in the future study I will keep efforts, pay attention to the actual effect.

8. Development process of "Sichuan and Chongqing Food" at home and abroad.

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Figure 3.1

Figure 3.2

Figure 3.3

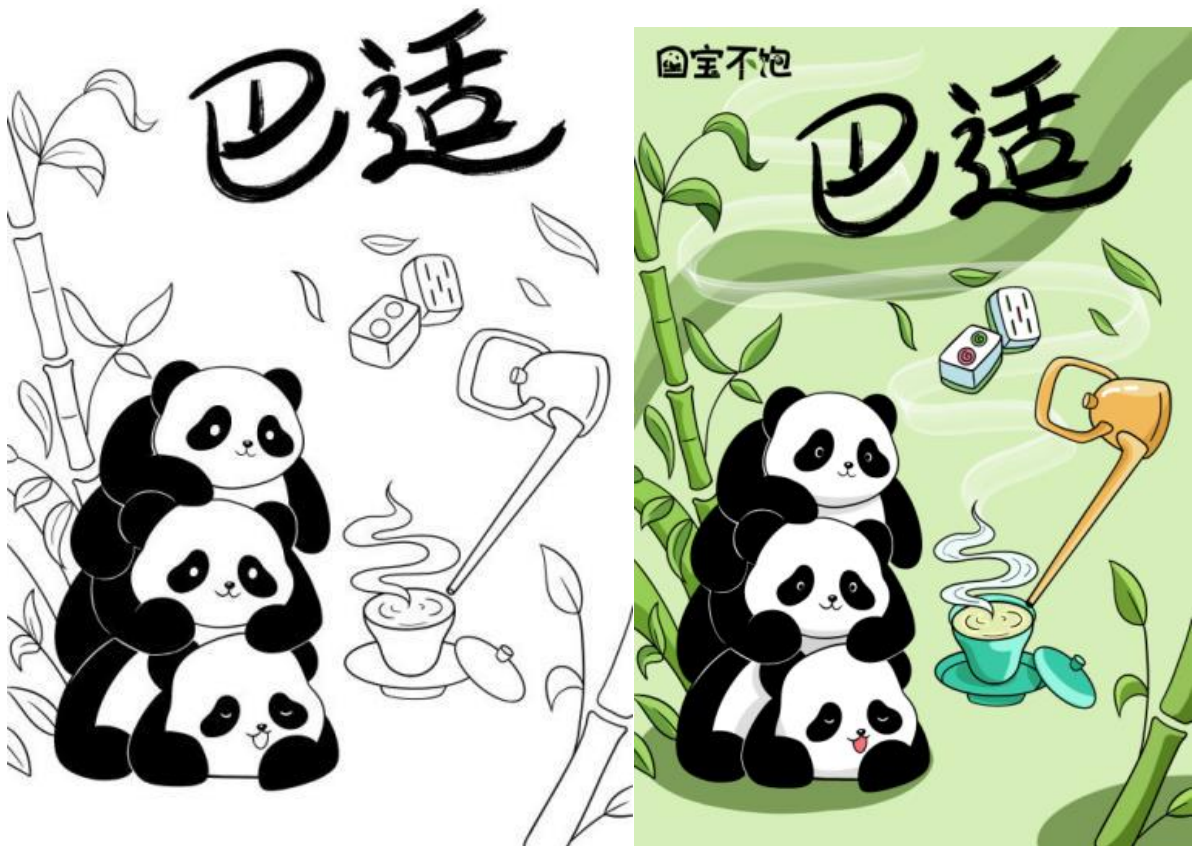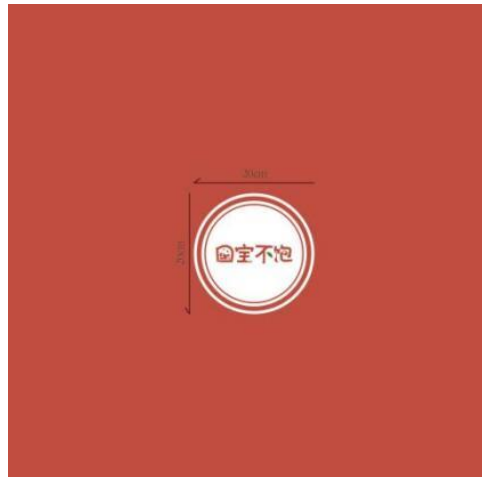Figure 3.4

Figure 3.5

Figure 3.6

Figure 3.7

Figure 3.8

Figure 3.9
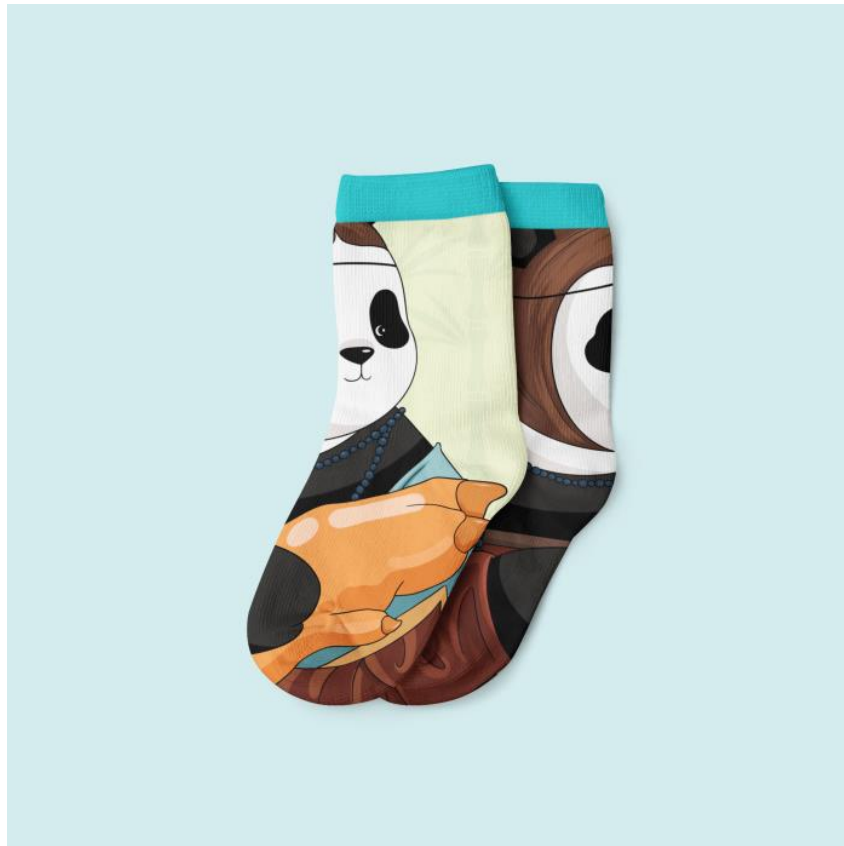

Figure 3.10

Figure 3.11

Figure 3.12

Figure 3.13

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40cm

17cm

17cm

Figure 3.14