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BACHELOR'S THESIS

on the topic:

Product brand image design for “Make an Appearance”

Specialty 022 Design

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Performed by: a student of the BED-20 group

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ABSTRACT

The traditional culture of Dragon Boat Festival has a long history, which embodies people's longing and love for life, as well as national values. It has a profound historical and cultural heritage and is a precious treasure left to our country. For this reason, the IP image of Zongzi, which is based on the prototype design of the Dragon Boat Festival, was born. Through a series of IP extension design and poster design, it appeals to people to understand Chinese traditional culture and integrate traditional culture into people's daily life. In the Dragon Boat Festival culture, it is necessary to understand the cultural essence, combine traditional culture with modern culture, ensure unique folk cultural characteristics and modern Dragon Boat Festival characteristics, and combine modern information technology to quickly and comprehensively embed Dragon Boat Festival traditional culture into people's daily lives, and feel the strong atmosphere of Chinese traditional culture.

This graduation project revolves around the visual design of the brand image for "Longzong Appearing", completing the logo design, IP image design, and extension. Using the historical story of the Dragon Boat Festival as the theme, the brand story of "Longzong Appearing" was replaced with a visual representation, and applied to the design of packaging and cultural innovation products. This will play a certain role in establishing a brand, improving its competitiveness in the market, and promoting the inheritance and development of ancient Chinese civilization.

Keywords: IP image ; Packaging design ; Cultural and creative product design

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INTRODUCTION

The Dragon Boat Festival, also known as Duanyang Festival, Dragon Boat Festival, Double Noon Festival, Dragon Festival, Zhengyang Festival, Tianzhong Festival, etc., is one of the traditional Chinese festivals. Its origin can be traced back to ancient times, and it was originally used to ward off evil spirits and offer sacrifices to ancestors and gods. Later, the Dragon Boat Festival gradually combined with the commemoration of Qu Yuan, Wu Zixu and other historical figures, and became a festival with rich cultural connotations.

The Dragon Boat Festival is on the fifth day of the fifth lunar month, and there are many unique customs on this day, such as eating zongzi, racing dragon boats, hanging calamus, drinking realgar wine, wearing incense bags and so on. These customs not only have a strong cultural atmosphere, but also reflect people's yearning for health, peace and happiness.

In the research of Dragon Boat Festival, scholars mainly focus on the following aspects:

- Historical origin: Study the origin and development of the Dragon Boat Festival, and explore its relationship with ancient sacrifices and folk traditions.
- Cultural connotations: Analyze the cultural connotations contained in the Dragon Boat Festival, such as patriotism, unity and cooperation, exorcism and pestilence.
- Regional differences: Compare the customs and characteristics of Dragon Boat Festival in different regions and understand the diversity of their regional cultures.
- Modern inheritance: To study how to inherit and carry forward the cultural traditions of the Dragon Boat Festival in modern society, so that it can adapt to the development of The Times.

In short, the Dragon Boat Festival is an important part of traditional Chinese culture and is of great significance for the study of Chinese history, culture and folklore. At the same time, through the study of the Dragon Boat Festival, we can also better inherit and carry forward the excellent traditional culture of the Chinese nation.

This graduation project revolves around the visual design of the brand image for "Longzong Appearing", completing the logo design, IP image design, and extension. Taking the historical story of the Dragon Boat Festival as the theme, the brand story of "Longzong Appearing" has been replaced with a visual form of expression, and applied to the design of packaging and cultural innovation products. This will play a certain role in establishing the brand, improving its competitiveness in the market, and promoting the inheritance and development of ancient Chinese civilization.

The purpose of the research: In the design of product decoration, the elements of the Dragon Boat Festival are applied to it. In the design of IP image, the cultural connotation of the Dragon Boat Festival, the design characteristics of IP image, and the application value of IP are studied and analyzed. Using IP image as a medium, combined with the living habits, scenes, values, aesthetic tastes, cultural concepts, entertainment methods and other factors of young people, and based on this, combined with relevant cultural information of traditional Chinese festivals, creative and applied IP image. A creative expression that combines traditional festivals with digital art can better deepen young people's understanding of traditional festivals, make traditional festival culture a new IP symbol, and demonstrate its artistic value.

Research Objectives: The research of Dragon Boat Festival has many important significance:

Cultural significance:

1. It is helpful to have a deep understanding of the rich connotation and unique charm of the traditional culture of the Chinese nation, and show the diversity and inheritance of the national culture.

2. Excavate the traditional customs and values carried by the Dragon Boat Festival to provide a basis for protecting and inheriting excellent traditional culture.

Historical significance:

1. It can trace the social changes, the evolution of people's lifestyle and ideas in the long history, and reflect the characteristics of different periods.

2. Provide clues and perspectives for the study of politics, economy, culture and other aspects of ancient society.

Social significance:

1. Strengthen national identity and cohesion, so that people can find a sense of belonging in the common festival atmosphere.

2. Promote social harmony and strengthen exchanges and interactions between people through festival activities.

Educational significance:

(1) Provide vivid materials for education, so that people, especially young people, can better understand and accept traditional culture education.

2. Cultivate people's respect and love for history and culture, and enhance cultural literacy.

Academic significance:

1. Enrich the research content and theoretical system of folklore, history and other related disciplines.

2. Promote interdisciplinary research and promote in-depth discussion of the Dragon Boat Festival and related topics in different fields.

The research subject (theme)Traditional culture of Dragon Boat Festival

Research methods.Foreign scholars mainly use cultural anthropology, sociology, history and other methods when studying the Dragon Boat Festival. Through the study of the spread and influence of the Dragon Boat Festival overseas, this paper discusses the role of the Dragon Boat Festival in promoting international cultural exchanges and enhancing international friendship.

The object (focus) of the research

1. The historical evolution of the Dragon Boat Festival: including its origin, development and characteristics in different historical periods
2. Local customs of the Dragon Boat Festival: such as the method of wrapping zongzi in different regions, the form of dragon boat racing, other characteristics and customs.
3. People related to the Dragon Boat Festival: such as Qu Yuan, Wu Zixu, etc., to study their association with the Dragon Boat Festival and their influence on the formation of festival culture.
4. The cultural connotation of the Dragon Boat Festival: such as the patriotic spirit, family concept, blessing consciousness, etc.
5. Sacrificial ceremony of the Dragon Boat Festival: various sacrificial activities and their significance and inheritance.
6. Traditional food of the Dragon Boat Festival: types of zongzi, production process, cultural significance, etc.
7. The folklore of the Dragon Boat Festival: related myths, stories, etc., and the values they convey.
8. Dragon boat racing activities: dragon boat production, race organization, team spirit embodiment, etc.
9. Artistic expression of the Dragon Boat Festival: including related poetry, painting, music, dance and other artistic works.
10. The inheritance and development of Dragon Boat Festival in modern society: how to adapt to the changes of The Times and innovate the inheritance methods.

Practical significance. The research of Dragon Boat Festival has many important significance:

Cultural significance:

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Academic significance:

1. Enrich the research content and theoretical system of folklore, history and other related disciplines.

2. Promote interdisciplinary research and promote in-depth discussion of the Dragon Boat Festival and related topics in different fields.

Through in-depth understanding and research on the historical origins, traditional customs, and cultural significance of the Dragon Boat Festival, it can help better inherit and protect this intangible cultural heritage. The emergence of the brand image of

Longzong will not only increase public awareness and attention to the Dragon Boat Festival, but also promote the dissemination and continuation of traditional culture while improving the novelty of product packaging. On the other hand, the Dragon Boat Festival, as an important component of ancient Chinese social culture, celebratory activities and related customs reflect the beliefs, values, and social structure of ancient Chinese society. Studying the Dragon Boat Festival can also provide a unique perspective for understanding ancient Chinese society.

Structure and volume of the thesis. The bachelor thesis consists of an introduction, three chapters, a conclusion and general conclusion of each chapter, a list of sources used for the project and an appendix (14 pages). The work consists of 29 drawings. The results of the study are 63 pages long.

Chapter I

SOURCE OF TOPIC SELECTION

1.1 Background of the topic selection

The historical origin of the Dragon Boat Festival: The Dragon Boat Festival began in China's ancient Spring and Autumn period, has a history of more than 2,000 years. The origin of the Dragon Boat Festival covers the ancient astrological culture, humanistic philosophy and other aspects of content, which contains profound and rich cultural connotation. There are many theories about the origin of the Dragon Boat Festival, the most popular of which is to commemorate the patriotic poet Qu Yuan. According to legend, in the Warring States period, Chu poet Qu Yuan jumped into the Miluo River on the fifth day of the fifth month to commit suicide, and later generations will also be the Dragon Boat Festival to commemorate Qu Yuan. There are also statements to commemorate Wu Zixu, a loyal minister of the state of Wu during the Spring and Autumn Period, and Cao E, a filial daughter of the Eastern Han Dynasty.

Development: The Dragon Boat Festival has gradually formed a rich variety of customs in the development of history. In ancient times, the Dragon Boat Festival has the custom of offering sacrifices to Qu Yuan, inserting mugwort, hanging calamus, drinking realgar wine, eating zongzi, and dragon boat racing. These customs not only reflect people's prayer for health and safety, but also reflect the cultural features of ancient society. With the passage of time, the customs of the Dragon Boat Festival vary in different regions and nationalities, but generally maintain the theme of warding off evil spirits and praying for good luck.

Heritage: The Dragon Boat Festival in various parts of China's custom content is rich and colorful, these customs mainly around the dragon offering, praying, fighting disaster and other forms of development, the trust of people to welcome good luck, evil spirits and disaster wishes. In modern society, the Dragon Boat Festival is still an important traditional festival, which is celebrated by eating zongzi, racing dragon boats and hanging moxa leaves. At the same time, the Dragon Boat Festival has become an important moment to carry forward traditional culture and enhance national cohesion.

The cultural connotation of the Dragon Boat Festival: The spirit of patriotism: The Dragon Boat Festival was originally set up to commemorate the patriotic poet Qu Yuan, his patriotic spirit and noble quality has been celebrated by people. The celebration of the Dragon Boat Festival also reflects the inheritance and promotion of patriotism.

Exorcism and distemper: The Dragon Boat Festival is in summer, the temperature rises, and the disease is easy to spread. Therefore, many customs of the Dragon Boat Festival are related to exorcism and distemper, such as inserting mugwort, hanging calamus, and drinking realgar wine. These customs express people's prayers for health and peace.

Pray for good luck: The Dragon Boat Festival also has the meaning of praying for good luck, people through eating zongzi, dragon boat racing and other activities, hoping to bring good luck and happiness.

Cultural inheritance: The Dragon Boat Festival is an important part of traditional Chinese culture, which carries rich historical and cultural connotations. By celebrating the Dragon Boat Festival, people can inherit and promote the excellent traditional culture of the Chinese nation.

Family reunion: The Dragon Boat Festival is also a family reunion festival, people will eat zongzi and dragon boat racing with their families on this day to enhance the feelings between family members.

In general, the Dragon Boat Festival is a festival with profound historical and cultural connotations. It is not only a commemoration of ancient sages, but also a

transmission and promotion of traditional Chinese culture. In today's society, the Dragon Boat Festival is still of great significance as it can enhance national cohesion, promote cultural exchanges and enrich people's spiritual life.

In the process of global integration, the Dragon Boat Festival is gradually being accepted by overseas Chinese from various countries and has different impacts in different societies. Although the Dragon Boat Festival customs vary among different ethnic groups and regions, their main cultural connotations and celebration forms are similar, reflecting the inheritance and development of Chinese tradition. The Dragon Boat Festival is not only a traditional Chinese culture, but also recognized as an "intangible cultural heritage" by UNESCO, demonstrating the importance and value of the festival internationally. In today's diverse and information-based world, information fusion is happening at a faster pace, while information processing is more about digesting and absorbing with a "skimming water" attitude. Modern design courses have shown a new development trend under the teaching mode of "following the flow" and "plagiarism". Many designers are witnessing the gradual disappearance of their country's traditional culture, and to change this situation, it is necessary to transform Chinese traditional culture into a form of cultural art. As time goes by, this traditional festival can be expressed as an emotion to promote and inherit such traditions. Integrating the elements contained therein into contemporary design aesthetic factors, creating more innovative products, can not only enrich the connotation of traditional culture, but also bring potential commercial value to it. Therefore, the theme of "Longzong Appearing" is the result of integrating traditional culture and contemporary aesthetics, which not only promotes traditional culture but also calls for everyone to develop towards multiculturalism and cultural creativity.

1.2 Study purpose and significance

1.2.1 Study Purpose

In the design of product decoration, the elements of the Dragon Boat Festival are applied to it. In the design of IP image, the cultural connotation of the Dragon Boat Festival, the design characteristics of IP image, and the application value of IP are studied and analyzed. Using IP image as a medium, combined with the living habits, scenes, values, aesthetic tastes, cultural concepts, entertainment methods and other factors of young people, and based on this, combined with relevant cultural information of traditional Chinese festivals, creative and applied IP image. A creative expression that combines traditional festivals with digital art can better deepen young people's understanding of traditional festivals, make traditional festival culture a new IP symbol, and demonstrate its artistic value.

1.2.2 Study Significance

The research of Dragon Boat Festival has many important significance:

Cultural significance:

1. It is helpful to have a deep understanding of the rich connotation and unique charm of the traditional culture of the Chinese nation, and show the diversity and inheritance of the national culture.

2. Excavate the traditional customs and values carried by the Dragon Boat Festival to provide a basis for protecting and inheriting excellent traditional culture.

Historical significance:

1. It can trace the social changes, the evolution of people's lifestyle and ideas in the long history, and reflect the characteristics of different periods.

2. Provide clues and perspectives for the study of politics, economy, culture and other aspects of ancient society.

Social significance:

1. Strengthen national identity and cohesion, so that people can find a sense of belonging in the common festival atmosphere.

2. Promote social harmony and strengthen exchanges and interactions between people through festival activities.

Educational significance:

(1) Provide vivid materials for education, so that people, especially young people, can better understand and accept traditional culture education.

2. Cultivate people's respect and love for history and culture, and enhance cultural literacy.

Academic significance:

1. Enrich the research content and theoretical system of folklore, history and other related disciplines.

2. Promote interdisciplinary research and promote in-depth discussion of the Dragon Boat Festival and related topics in different fields.

Through in-depth understanding and research on the historical origins, traditional customs, and cultural significance of the Dragon Boat Festival, it can help better inherit and protect this intangible cultural heritage. The emergence of the brand image of Longzong will not only increase public awareness and attention to the Dragon Boat Festival, but also promote the dissemination and continuation of traditional culture while improving the novelty of product packaging. On the other hand, the Dragon Boat Festival, as an important component of ancient Chinese social culture, celebratory activities and related customs reflect the beliefs, values, and social structure of ancient Chinese society. Studying the Dragon Boat Festival can also provide a unique perspective for understanding ancient Chinese society.

By exploring the historical and cultural origins of the emergence of Longzong, we can better understand its development, as well as explore the technological innovation and operational strategies reflected in its inheritance. In addition, by developing the products of the Dragon Boat Festival, potential market opportunities and development potential can be explored, and relevant countermeasures can be explored to achieve the protection and inheritance of this type of traditional cultural heritage and promote its sustainable development. In addition, due to the convenience of transportation and the increase in the number of tourists, new requirements have been placed on the local characteristic industries. Innovating the packaging of goods can not only attract the attention of tourists, but also promote local economic and cultural development.

1.3 Research status at home and abroad

The Dragon Boat Festival is a traditional Chinese festival, usually celebrated on May 5th every year. Many scholars at home and abroad have conducted extensive research on the Dragon Boat Festival, covering various aspects such as its origin, traditional customs, and cultural connotations. In domestic research, many scholars focus on the historical origins of the Dragon Boat Festival and its connection with traditional Chinese culture. They study the origin and development of the Dragon Boat Festival, exploring its significance and influence in ancient and modern societies. In addition, some scholars have conducted in-depth research and interpretation on the customs, cuisine, and customs of the Dragon Boat Festival. These studies contribute to a deeper understanding of the cultural connotations of the Dragon Boat Festival and its status and role in Chinese society. Some foreign scholars have also conducted research on the Dragon Boat Festival, especially in the fields of cross-cultural communication and folklore. They pay attention to the role of the Dragon Boat Festival in the dissemination of Chinese culture and international relations, and explore the

interpretation and acceptance of the Dragon Boat Festival in different cultural backgrounds. In addition, some foreign scholars also compare the Dragon Boat Festival with similar festivals in other countries from the perspective of comparative cultural research, exploring the traditions of the Dragon Boat Festival and its significance in different cultural backgrounds.

At home and abroad, the celebration of the Dragon Boat Festival is influenced by local culture and the size of Chinese communities, with various forms but retaining some traditional customs. Collect information and discover some common ways to celebrate the Dragon Boat Festival in different countries and regions:

1. Dragon Boat Race:

This is one of the most iconic activities of the Dragon Boat Festival. In many countries, especially in Southeast Asian countries such as Singapore and Malaysia, as well as in major cities in Europe and America such as London, Toronto, and Sydney, large-scale dragon boat races are organized. These activities usually attract a large audience, including locals and Chinese.

2. Eating Zongzi:

As a traditional food of the Dragon Boat Festival, Zongzi is very popular in Chinese communities around the world. Whether you make it yourself or buy it from a Chinese restaurant, eating Zongzi is an important part of celebrating the Dragon Boat Festival abroad.

3. Cultural activities:

In some countries, Chinese communities or cultural centers organize cultural activities related to the Dragon Boat Festival, including handicraft workshops, as well as stories and poetry recitations about the festival.

4. Hanging calamus and mugwort:

In some Chinese families who maintain traditional culture, people will hang some calamus and mugwort in their homes according to traditional customs. And these plants

are believed to be able to ward off evil and prevent epidemics, bringing health and safety to family and friends.

Domestic research:

Research content: The research of domestic scholars on the Dragon Boat Festival mainly focuses on the historical evolution, cultural connotation, traditional customs, regional characteristics and so on. By combing historical documents and investigating folk customs, scholars have deeply discussed the origin, development and evolution of the Dragon Boat Festival, as well as the cultural value and spiritual connotation of the Dragon Boat Festival.

Research methods: Domestic scholars mainly use literature research, field investigation, comparative research and other methods when studying the Dragon Boat Festival. By combing historical documents and investigating folk customs, this paper deeply discusses the origin, development and evolution of the Dragon Boat Festival, as well as the cultural value and spiritual connotation of the Dragon Boat Festival.

Research results: In recent years, domestic scholars have achieved fruitful results in the research of Dragon Boat Festival. He has published a number of academic monographs and papers on the Dragon Boat Festival, and a large number of academic papers on the Dragon Boat Festival. These research results not only enrich the research content of the Dragon Boat Festival, but also provide theoretical support for the protection and inheritance of the Dragon Boat Festival.

Foreign research:

Research content: Foreign scholars' research on the Dragon Boat Festival mainly focuses on the cultural transmission and international influence of the Dragon Boat Festival. By studying the spread and influence of the Dragon Boat Festival overseas, scholars discussed the role of the Dragon Boat Festival in promoting international cultural exchanges and enhancing international friendship.

Research methods: Foreign scholars mainly use cultural anthropology, sociology, history and other methods when studying the Dragon Boat Festival. Through the study

of the spread and influence of the Dragon Boat Festival overseas, this paper discusses the role of the Dragon Boat Festival in promoting international cultural exchanges and enhancing international friendship.

Research results: In recent years, foreign scholars have also made some achievements in the research of Dragon Boat Festival. He has published a number of academic monographs and papers on the Dragon Boat Festival, and a large number of academic papers on the Dragon Boat Festival. These research results not only enrich the research content of the Dragon Boat Festival, but also provide theoretical support for the international dissemination and development of the Dragon Boat Festival.

In general, as one of the traditional Chinese festivals, the Dragon Boat Festival has been extensively and deeply studied by scholars at home and abroad. These studies not only enrich the cultural connotation of the Dragon Boat Festival, but also provide theoretical support for the protection and inheritance of the Dragon Boat Festival.

These celebrations demonstrate the global dissemination and acceptance of Dragon Boat Festival culture, as well as the efforts of the Chinese community to maintain and inherit cultural traditions. Overall, research on the Dragon Boat Festival has received widespread attention both domestically and internationally, which not only helps us better inherit and develop the traditional culture of the Dragon Boat Festival, but also provides important reference and inspiration for cross-cultural communication and understanding.

Summary of the chapter I

1. Determine the background source of the topic, introduce the historical development of the Dragon Boat Festival and tell the activities of its program

2. The purpose of the research is clear, the purpose of brand design and the significance of the research are expounded, and the status quo of research at home and abroad is described

Chapter II

TOPIC RESEARCH AND POSITIONING

2.1 Preliminary design research

In order to better design the visual image of Zongzi for the Dragon Boat Festival and design a brand vision with novel and prominent features, we conducted a survey on the Internet, searched the data, studied the examples of brand design schemes for the Dragon Boat Festival in China, and also conducted a corresponding questionnaire survey. On this basis, a systematic study and summary were conducted on the packaging of the Dragon Boat Festival by combining well-known enterprises such as "Zhu Laoda", "Hong Kong Meicheng", "Daoxiang Village", and "Three Squirrels". Taking the case of three squirrels as an example, we did not limit our design ideas to one form, whether we grasped the current trend or pursued a perfect sense of design in the tide of the Internet. As a relatively mature brand, Three Squirrels will showcase unique design concepts and elements on various occasions such as festivals and anniversaries, while ensuring that the overall style of the brand is consistent in grasping seasonal nodes, combining trends, continuous innovation, and continuously stimulating consumer consumption of the brand. In today's era, the visual image of a brand will demonstrate infinite potential and value. Through investigation, it has been found that the current Dragon Boat Festival product promotion market has great potential, and an excellent image system is an indispensable cornerstone of a brand's product victory. Nowadays, under the "beauty economy", exquisite packaging is becoming increasingly popular among young people. When designing products, we should focus on beauty and environmental protection (see Figure 2-1, 2-2).

The packaging of various well-known brands is the key to promoting the market and shaping the brand image of enterprises. At present, people's requirements for packaging design are becoming increasingly high. People expect to reflect their creativity towards the product in packaging design and express their creativity towards the product. At the same time, customers have high requirements for food quality and nutritional content, and they hope that the packaging can reflect the origin and production process of the raw materials. In addition, simple and clear signs and instructions are crucial for customers to understand the characteristics of the product and how to use it. A beautiful appearance can catch the attention of customers and enhance their shopping desire. With the increasing emphasis on environmental protection, green and renewable packaging materials and designs are becoming more and more popular.

At present, in this field, we are facing a very competitive market. Competitors, on the other hand, pay more attention to product characteristics, brand image, and customer needs, which requires finding their own differences and innovations in packaging design in order to highlight the brand's characteristics. From the perspective of market trends and opportunities, people are paying more attention to the personalization of products and emotional resonance. This requires emotional connection with customers on the packaging.

The selection of Longzongzi for the project will also draw on its successful cases and apply it to its own products, allowing more people to understand and familiarize themselves with the traditional culture of the Dragon Boat Festival through Chinese cultural and creative products. With the Dragon Boat Festival as a breakthrough, the cultural connotations of this traditional festival will be transmitted to young people through the festival activities.

2.2 Design and positioning

After a series of investigations, "Longzong Appearing" has gained a clearer positioning in brand design. According to research results, innovative products are popular among young people, so the visual image of this brand has been designed to be youthful with traditional cultural elements. The main audience is young people. And designed packaging and peripheral derivative cultural and creative products for different products.

Summary of the chapter II

In order to better design the visual image of Zongzi for the Dragon Boat Festival and design a brand vision with novel and prominent features, we conducted a survey on the Internet, searched the data, studied the examples of brand design schemes for the Dragon Boat Festival in China, and also conducted a corresponding questionnaire survey. After a series of investigations, "Longzong Appearing" has gained a clearer positioning in brand design.

Chapter III

DESIGN PROCESS AND RESULTS

3.1 Design process

3.1.1 Logo and font design

In the design of logo and characters, in order to show the creativity of the product, the image of Zongzi is integrated. The design of logo and characters can improve the recognition and differentiation effect, make people unforgettable at first sight, and show a unique lightweight feeling.

3.1.2 Sign and font design idea

In the initial logo and text design, the first consideration is how to express the "Zongzi" and how to reflect its modern sense, highlight the viewers' vision, and cause emotional resonance of users. Therefore, we selected the IP image as the basis in the sketch. In the design of the text, a cute art style design structure is adopted, which makes people feel the fusion of creativity and tradition (see Figure 3-1).

3.1.3 Finalization of logo and font design

Combine the designed font with the IP to create a creative logo design, which brings the shape elements of Zongzi into full play to highlight a round, lively and lovely image. In terms of color use, green is used, symbolizing rebirth, upward movement, and reflecting the clean and healthy characteristics of the product. Especially in the design of the logo, the matching text reflects a characteristic of combining traditional culture with the culture of the new era. Logo design can be suitable for different categories of packaging design and derivative products (as shown in Figure 3-2).

3.2 Image design

3.2.1 IP image design

In the process of designing IP image, it is not only necessary to fully recognize that IP, as a concrete and symbolic expression of the brand, should be able to convey both connotation and customer emotions, but also make the appearance of "Longzong" more recognizable and infectious, thus highlighting the homogenized competition of brand products. IP can also connect brands more closely with consumers, making them more commercially valuable. When designing the image, the first idea is how to use the image of Zongzi reasonably and integrate it with the extension design. The original idea is to wear the shape of Zongzi on the character's body in the form of an animated headdress to create an IP image, so that people can be interested in the development of traditional culture and promote the development of traditional culture by liking animated characters (as shown in Figure 3-3).

3.2.2 Image design emoji package extension

In the extension design of IP images, the first thing that emerges is the design of IP image emojis. Due to their wide range of applications, they can be better integrated into modern society and can be used continuously, especially now that most people are accustomed to using WeChat. The appearance of emojis can help communicate, liven up the atmosphere, and establish good interpersonal relationships. Therefore, this emojis are created using cartoon characters, which look more lively (as shown in Figure 3-4).

3.3IP image extension

At the beginning of the design, six illustrations were designed according to the customs of the Dragon Boat Festival, and each illustration corresponds to the relevant customs

(1) Eating Zongzi at Dragon Boat Festival:

The meaning of eating zongzi on the Dragon Boat Festival mainly includes remembering Qu Yuan, symbolizing unity and harmony, symbolizing getting rid of diseases, symbolizing harvest and praying for good luck, and specific cultural meanings such as seeking children and glorifying ancestors.

Memory of Qu Yuan: Qu Yuan was a minister of the state of Chu during the Spring and Autumn Period. Due to his loyalty to the state, he was framed and eventually committed suicide by throwing himself into a river. In order to commemorate him, people use the food Zongzi to remember him, because Zongzi was Qu Yuan's favorite food.

Symbol of unity and harmony: The shape of Zongzi symbolizes unity and harmony, and the quadrangular cone or rectangle symbolizes unity and harmony in all directions, implying unity, harmony, stability and prosperity.

Meaning dispelling disease: Eating zongzi on the Dragon Boat Festival is also related to dispelling disease, as the shape and making process of zongzi are believed to drive away evil spirits and bless the body.

Symbol of harvest and blessing: During the summer Dragon Boat Festival, it is the season when crops begin to grow. In ancient agricultural societies, eating zongzi was believed to pray for good harvest and protection.

Specific cultural connotations: such as seeking sons, glorifying ancestors, etc. Because "zongzi" homophonic "neutron", there is a folk custom of eating "zongzi" to get a son, implying prosperity. There is also the meaning of fame, because "Zongzi" and "in" sound close, take "fame in" meaning.

To sum up, eating zongzi on the Dragon Boat Festival is not only a eating habit, but also a cultural tradition and symbolic meaning, it symbolizes unity, harmony, tenacity, patience, sweetness and family affection, meaning that people in the face of life's difficulties and challenges, to have the spirit of perseverance, patience and wisdom, cherish the beauty and sweetness of life, care and help each other (as shown in Figure 3-5).

(2) Dragon Boat Race:

Dragon boat Race is a custom that has existed since the Warring States Period. In the Warring States Period, people carved canoes in the shape of dragons in the sound of drums, and played boat racing games to entertain gods and musicians. At this time, dragon boat racing was a semi-religious and semi-entertaining program in the ceremony. In the two Lakes region, offering sacrifices to Qu Yuan is closely related to dragon boat racing. May Qu Yuan and Cao E, Wu Zixu and other dead, the local people have also used the soul boat to send its soul to be buried, so there is this custom. However, in

addition to commemorating Qu Yuan, the dragon boat race has also given different meanings to people around the country.

Before the dragon boat race, we must invite the dragon and sacrifice to the god. For example, the dragon boat in Guangdong, before the Dragon Boat Festival to rise from the water, sacrifice in the South China Sea God in the South China Sea temple, install the head, the dragon tail, and then prepare for the race. And buy a pair of paper cockerels on the dragon boat, think that can bless the ship. Fujian, Taiwan to the Mazu Temple worship. Some directly in the river to sacrifice the dragon head, kill chicken blood on the dragon head, such as Sichuan, Guizhou and other individual areas.

Before the dragon boat race, a variety of sacrificial ceremonies and commemorative ceremonies are held, generally lighting candles, burning paper money, offering chicken, rice, meat, fruit, zongzi and so on. Today, these superstitious rituals are rare, but in the past, people worshipped the dragon temple in a very serious atmosphere, praying for a good harvest, good weather, evil spirits, disasters, all the best, and also bless the safety of boating. In people's words, "picture a lucky", to express the good wishes of people(as shown in Figures 3-6).

(3) Dragon Boat Festival Fishing:

The Dragon Boat Festival is a traditional festival, also known as the Dragon Boat Festival or Zongzi Festival. This festival has many customs and traditions, one of which is fishing. So, in terms of feng shui, can you fish during the Dragon Boat Festival? Normally, the Dragon Boat Festival is a more auspicious time, so fishing is not only OK, but also brings good luck.

In traditional Feng shui, fishing is a way to regulate people's minds and emotions. In the Dragon Boat Festival this special day, fishing has a certain symbolic significance. The Dragon Boat Festival is in memory of Qu Yuan, so catching a fish on this day also represents a successful victory over the evil forces in the water. At the same time, fishing also means "more than every year", with the meaning of harvest and wealth. So

fishing on the Dragon Boat Festival day also contributes to the promotion of family wealth.

In addition to the symbolism of bringing good luck, fishing also helps to increase the connection between people and nature. In modern society, it is difficult for people to have the chance to get close to nature, and fishing can help us return to the embrace of nature. The Dragon Boat Festival is a good time for people to find a quiet water side in the morning or evening, enjoy the fun of fishing and the beauty of nature.

In general, fishing on the special day of the Dragon Boat Festival is OK and has many benefits. Fishing helps to improve people's mood and mood, and also has the symbolic significance of bringing good luck and wealth. In addition, fishing is also conducive to close contact with nature, so that people have a peaceful mind and a happy mood (as shown in Figures 3-7).

(4) Drinking realgar wine during the Dragon Boat Festival:

The Dragon Boat Festival is one of China's traditional festivals, with a long history and rich cultural connotation. On this day, people will hold various activities to celebrate, one of the most distinctive customs is to drink realgar wine. According to ancient books, realgar wine has the effect of warding off evil spirits, sterilization and disinfection, and praying for good luck. Therefore, the custom of drinking realgar wine on the Dragon Boat Festival has been passed down to this day.

In ancient times, people believed that realgar wine had magical exorcism and could protect people from evil spirits. This belief gradually evolved into a custom, that is, on the Dragon Boat Festival day, every family will drink realgar wine to ward off evil spirits. At the same time, parents will also use realgar wine to smear children's cheeks, ears and nose, or write a "king" on their foreheads, symbolizing the tiger, to deter evil.

In addition, realgar wine also has the actual sterilization effect. In the case of limited medical conditions in ancient times, the disinfection function of realgar wine made it a necessary product in people's lives. Moderate consumption of realgar wine can enhance the body's resistance and prevent disease. However, excessive consumption

of realgar wine may be harmful to health, so you must pay attention to the right amount when drinking.

In ancient times, realgar wine was often used in sacrifices and celebrations, symbolizing blessings and blessings. Dragon Boat Festival is an important traditional festival of the Chinese nation, drinking realgar wine is not only a custom, but also a cultural expression and emotional sustenance. On this special day, every family will drink realgar wine to express their yearning for a better life and respect for traditional culture.

In general, the custom of drinking realgar wine on the Dragon Boat Festival means warding off evil spirits, sterilizing and praying for good luck. This custom not only reflects the Chinese people's pursuit of a better life, but also reflects our inheritance and protection of traditional culture. In the coming days, we should continue to carry forward this excellent traditional culture, so that more people can understand and inherit this unique custom(as shown in Figure 3-8).

(5) Dragon Boat Festival Banner:

Carry forward the tradition: It shows the importance of the Dragon Boat Festival as a traditional festival, reminding people to inherit and carry forward the cultural connotation and customs of the Dragon Boat Festival. Create atmosphere: Create a strong festival atmosphere, so that people can feel the unique atmosphere of the Dragon Boat Festival, enhance the existence of the festival. Express blessings: Convey good wishes to people through the text on the banner, such as well-being, happiness and good luck. Cultural propaganda: play a role in promoting the culture of the Dragon Boat Festival, so that more people understand the history, significance and value of the Dragon Boat Festival. Building consensus: It helps to gather people's consensus on traditional festivals and enhance their sense of identity and pride in national culture (as shown in Figures 3-9).

(6) Dragon Boat Festival hanging sachet:

Wearing a perfume bag is one of the traditional customs of the Dragon Boat Festival. The Dragon Boat Festival is the southern Wu Yue ancestors founded to worship the dragon ancestor festival, because of the legend of Chu poet Qu Yuan in the Warring States period on May 5 to jump into the Miluo River suicide, posterity will also be the Dragon Boat Festival as a memorial to Qu Yuan festival. In general, the Dragon Boat Festival originated from the ancient ancestors choose "dragon ascension" auspicious day to worship the dragon ancestor, inject the summer season "disease prevention" fashion; The Dragon Boat Festival as "evil moon evil day" began in the northern Central Plains, attached to commemorate Qu Yuan and other historical figures commemorative content. The Dragon Boat Festival, is a collection of good luck to ward off evil, celebrating entertainment and food as one of the folk festival, custom activities around the dragon pay dragon, pray for good luck, suppress evil to fight disaster and other forms of development, the content is rich and colorful. Dragon Boat Festival hundred herbs are medicine, during the Dragon Boat Festival, many places in our country have smoked mugwort leaves, incense bags and other customs, Chinese herbs in which played a vital role. Sachet is also called sachet, sachet, pouch, etc. There is a cloud in the "Rites" of the Han Dynasty: "Men and women are not crown... The dress is full of fragrance." The odor is the perfume bag, indicating that the underage men and women of the Han Dynasty were wearing the perfume bag. It is made of five-color silk thread and shredded cloth. It is filled with spices (made of Chinese herbs Angelica, ligusticum Chuanxiong, Scutellaria baicalensis, Paicao, Shanai, Kanpine and Gaobenxing). It is worn on the chest with a pleasant smell. Chen Shiliang's "Shi Shi Guang Ji" quoted "Shi Shi Zao Ji" as referring to a kind of "end five with red and white color like a sac, with color lines through it, making it like a flower." And another "mussel powder bell" : "End five days to mussel powder napsilk, fix it to cotton, if beads." Make children wear it to absorb sweat." The contents of these carry-on bags have undergone several changes, from the mussel powder of absorbing sweat, the charm of dispelling evil spirits, copper coins, and the realgar powder of insects, to the sachet

with spices, and the production has become increasingly exquisite, becoming a unique folk art of the Dragon Boat Festival. There's something about wearing a sachet.

In some places in the south of the Yangtze River, the custom of "wearing incense bags" is filled with spices and given to lovers to show loyalty. In order to prevent disease and keep fit, the elderly generally like to wear plum blossom, chrysanthemum, peach, apple, lotus, doll riding fish, doll holding rooster, double lotus and other shapes, symbolizing birds and flowers, all the best, husband and wife love, family harmony. Children like birds and animals, such as tigers and leopards; Monkey on the yu, cockfighting drive away, etc. Young people wear sachets the most particular, if it is a lover in love, the amorous girl very early to elaborate one or two unique sachets, before the festival to give their lover. The young man wearing a sweetheart sent a sachet, naturally to cause the comments of men and women around, straight praise the young man's object dexterous.

The so-called sachet, is the aroma of Chinese herbs such as atractyloidy, patchouli, Evodia, mugwort, cinnamon, amomum, realgar, borneol, camphor and so on made of medicine, packed in a special bag, the outer silk cloth, fragrance, and then with the five-color silk string into a rope, into a variety of different shapes, formed a string, all kinds of, exquisite and lovely, wear in the chest, waist, umbilical middle place, It has the functions of fragrance, insect repellent, distemper avoidance and disease prevention. The selected Chinese herbs have the functions of dispersing wind and dispelling cold, strengthening spleen and stomach, regulating qi and relieving pain, and clearing nine passes, and most of them contain volatile oil, with pure scent and long-lasting smell. Most of the effective ingredients of Chinese medicine can inhibit or kill a variety of bacteria, viruses and molds to varying degrees, thus playing a role in warding off evil and dispelling distemper. Studies have shown that these aromatic substances enter the human body through the respiratory tract, can excite the nervous system, stimulate the body's immune system, promote the generation of antibodies, inhibit the growth of a variety of pathogenic bacteria, can improve the body's resistance to disease. At the same

time, after the drug odor molecules are absorbed by the body, they can also promote the vitality of the digestive glands, increase the secretion, thereby improving the activity of digestive enzymes and enhancing appetite. Often put the sachet in the pocket, pillow side, can prevent influenza, diphtheria, chickenpox, epidemic meningitis, measles and other infectious diseases (as shown in Figure 3-10).

3.4 Poster design

In the design of the poster, Zongzi was changed into a hill shape to design the poster. The overall structure highlights the elements of the Dragon Boat Festival, highlighting both the theme and creativity.

(1)The poster clearly conveys the theme of the Dragon Boat Festival through the choice of tones and elements. In particular, dragon boat, zongzi, wormwood, lotus and other elements are important symbols of the Dragon Boat Festival.

Color matching:

The poster uses a fresh green color as the main color, giving people a fresh and natural feeling, but also in line with the seasonal characteristics of the Dragon Boat Festival. The soft colors make people feel comfortable and complement the warm atmosphere of the traditional festival.

Composition and hierarchy:

The composition of the poster is clearly layered, showing mountains, water, dragon boats, zongzi, lotus and other elements from top to bottom, creating a three-dimensional sense and a sense of space. The background design of mountains and buildings makes the whole picture more profound and cultural.

Text design:

The text is in traditional calligraphy, echoing the poster's traditional holiday theme. The combination of Chinese and English not only respects the tradition, but also takes into account the needs of international expression.

Details:

The details are rich, especially the veins of the zongzi, the texture of the dragon boat, the petals of the lotus, etc., are all finely depicted, enhancing the sense of reality and beauty of the picture.

Message delivery:

In addition to visual effects, the poster clearly conveys the relevant information of the festival, including the date and traditional activities of the festival, helping the audience to quickly understand the theme.

In general, this poster design has excellent performance in color, composition, theme expression, text design and detail processing, which can effectively convey the atmosphere and cultural connotation of the Dragon Boat Festival (as shown in Figures 3-11).

(2)The main elements of the poster, such as zongzi, duck eggs, mountains and birds, show the traditional atmosphere of the Dragon Boat Festival and clearly convey the theme of the festival.

Color matching:

The poster mainly uses a combination of green and yellow, which not only accords with the seasonal characteristics of the Dragon Boat Festival, but also gives people a fresh and natural feeling. Green symbolizes life and hope, while yellow adds visual highlights and makes the picture more lively.

Composition and hierarchy:

The composition of the poster is very clever, and the zongzi and eggs in the foreground and the mountains and birds in the back create a good sense of hierarchy, increasing the depth and sense of space of the picture. The addition of birds makes the picture more vivid.

Text design:

The text continues to be written in traditional calligraphy, in keeping with the poster's traditional holiday theme. The combination of Chinese and English not only appeals to local audiences, but also takes into account the needs of international audiences.

Details:

The details, such as the texture of the zongzi leaves, the texture of the egg yolk, the layers of the mountains and the gestures of the birds, are all finely depicted, enhancing the sense of reality and beauty of the picture.

Message delivery:

The poster not only conveys the atmosphere of the Dragon Boat Festival through visual effects, but also conveys the date of the festival and related activities through text, helping the audience to better understand the festival message.

Emotional expression:

The overall design of the poster conveys a warm and peaceful holiday atmosphere, especially through the treatment of colors and details, creating a feeling of family reunion and sharing food.

In general, this poster design has excellent performance in color, composition, theme expression, text design and detail processing, which can effectively convey the atmosphere and cultural connotation of the Dragon Boat Festival, and arouse the resonance of the audience(as shown in Figures 3-12).

(3)The poster clearly conveys the theme of the Dragon Boat Festival through elements such as zongzi, swallow, wormwood and dragon boat. In particular, the combination of zongzi and dragon boat highlights the important symbol of the Dragon Boat Festival.

Color matching:

The poster mainly uses pale green and pale yellow tones to create a fresh, natural feel. The contrast between the light green of the water surface and the dark green of the

dumplings makes the picture more layered, while these colors also bring a quiet and peaceful festive atmosphere.

Composition and hierarchy:

The composition of the poster is cleverly designed, with the dragon boat dumplings in the foreground, the mountains and the swallows in flight in the background, forming a clear sense of hierarchy. The delicate processing of water waves and the three-dimensional sense of zongzi make the picture more dynamic and visual impact.

Text design:

The text part adopts the traditional calligraphy font, which complements the traditional culture of the festival. The combination of Chinese and English not only considers the local audience, but also takes into account the understanding needs of international audiences.

Details:

The details of the poster are in place, such as the veins of zongzi, the feathers of swallows, and the ripples of water waves, which are all finely depicted, increasing the sense of reality and beauty of the picture.

Message delivery:

The poster clearly conveys the date and traditional activities of the Dragon Boat Festival through visual elements and text, so that the audience can quickly understand the festival information.

Dynamic and vibrant:

Dynamic elements such as the flying of swallows and the floating of zongzi boats in the water make the picture more vivid and energetic, adding to the cheerful atmosphere of the festival.

In general, this poster design has excellent performance in color, composition, theme expression, text design and detail processing, which can effectively convey the atmosphere and cultural connotation of the Dragon Boat Festival, while creating a vivid and lively festival atmosphere (as shown in Figure 3-13).

3.5 Packaging design

An excellent packaging can stand out among numerous products, thereby capturing the attention of customers. They will use special colors and shapes to showcase their characteristics on the display stand, thereby arousing customer curiosity. By using appropriate graphics, logos, and text on the appearance, the brand concept, values, and story background of the product can be accurately expressed. By conveying information on the appearance and packaging of brand products, customers can generate a sense of recognition in their hearts, thereby establishing brand loyalty. Through unique packaging, customers can better experience the innovation and high quality of the product. In addition, some Dragon Boat Festival stories or small gifts related to the festival can be provided on the packaging to increase customer purchasing power and satisfaction (see Figures 3-14 and 3-17).

3.6 Cultural and creative product design

Cultural and creative product design has the following important roles:

Cultural communication: Integrating cultural elements into products can spread culture more widely and vividly, so that people can understand and feel the cultural charm in the process of using or appreciating products.

Enhanced identity: helps to strengthen people's sense of identity and belonging to a specific culture, and enhances their cognitive and emotional connection to their own cultural roots.

Economic promotion: It can drive the development of related industries, create economic value, and become an important part of the cultural industry.

Innovation stimulation: Encourage the application of innovative thinking and design concepts to promote the development and progress of the design field.

Tourism promotion: Characteristic cultural and creative products can attract tourists, become one of the important attractions of tourist destinations, and play a role in promoting the tourism industry.

Rich life: to add cultural color and interest to People's Daily life, improve the quality of life and aesthetic experience.

Cultural activation: Let the traditional culture in a new form and appearance, so that it in the modern society to revitalize and vitality.

Brand building: It helps to shape cultural brands and enhance the influence and competitiveness of culture.

1. Phone case

Personality expression: Let users show their unique personality and aesthetic, and express their preferences and styles by choosing mobile phone cases with specific cultural elements.

Cultural transmission carrier: It carries various cultural symbols and themes, plays a role in spreading culture, and enables people to contact and understand different cultures imperceptible in daily life.

Embellishment: Add decoration to the phone to make it more attractive and interesting.

Emotional sustenance: Some cultural and creative phone cases may be associated with personal feelings, memories or interests, and become a kind of emotional sustenance.

Gift selection: is a meaningful and practical gift, you can choose the corresponding cultural theme of the phone case according to the interests of the other party as a gift.

Tourism souvenir: Buying a mobile phone case with local characteristics and culture in the tourist destination can be used as a souvenir of the trip.

Spice up your life: Bring some freshness and fun into your daily life.

Brand promotion: For some cultural brands, cultural and creative mobile phone cases help to promote and spread the brand image (as shown in Figure 3-18).

2. Emblem

Cultural inheritance and promotion: carrying specific cultural elements and symbols, helping to spread and inherit various cultures.

Commemorative meaning: can be used as a memorial of an event, activity or experience, leaving a deep memory.

Personality logo: Wearers can show their interests, hobbies or belong to groups through badges to reflect their unique personality.

Decorative embellishment: adding decorative effects to clothing or items, increasing the sense of beauty and fashion.

Social interaction: To be a topic for people to communicate and interact, to promote social connection and emotional communication.

Collection value: Some cultural and creative badges with special significance or exquisite design have a certain collection value.

Branding: It is an effective way of publicity and promotion for relevant cultural brands or organizations.

Emotional sustenance: can arouse people's feelings and memories of some good things.

Activity identification: In a particular activity, it is easy to identify participants or distinguish between different groups.

Cultural exchange: as a medium of cultural exchange, to promote cultural understanding and integration between different regions and groups(Figure 3-19).

3. Pillow

Comfortable and practical: Provide comfortable support and pillow function, can be used for rest and relaxation.

Cultural display: display specific culture with unique cultural patterns, elements, etc., to play a role in spreading culture.

Home decoration: beautify the home environment, add cultural atmosphere and artistic sense.

Emotional comfort: give people psychological comfort and warmth.

Personality embodiment: Through the selection of a unique cultural pillow to show personal aesthetic and preferences.

Gift selection: Can be used as a special gift to others.

Brand promotion: to promote the effect of related cultural brands or themes.

Create atmosphere: help to create a specific cultural scene or atmosphere, such as a throw pillow with classical cultural elements can create an elegant atmosphere.

Increase the warmth: placed on the sofa, bed and other places, make the space more warm.

Relieve fatigue: Holding when tired can relieve the discomfort of the body to a certain extent (Figure 3-20) .

4. Keychain

Practical functions: easy to hang and carry keys, to prevent key loss.

Decorative effect: add beauty to the key and play a decorative role.

Cultural communication: It carries various cultural elements, such as regional culture, historical culture, etc., and can spread and carry forward culture.

Personality expression: The expression of the holder's personality, interests and preferences.

Commemorative meaning: Can be used as a memorial to a specific event, experience, or place.

Emotional sustenance: May be associated with some cherished memory or emotion.

Social topics: The unique cultural keychain is easy to arouse the interest of others and become a topic of social interaction.

Brand promotion: To play a certain role in promoting related cultural brands or organizations.

Gift choice: It is a small but meaningful gift that can be given to others.

Daily companionship: As a small object in People's Daily life, often accompanied by the side. (Figure 3-21) .

5. Refrigerator sticker

Decorative: beautify metal surfaces such as refrigerators to add life interest and artistic atmosphere.

Cultural carrier: carries various cultural elements and themes, disseminates and promotes specific culture.

Commemorative significance: as a souvenir of travel, activities and other experiences, to evoke good memories.

Personality expression: Displays one's unique interests, preferences and aesthetics.

Emotional sustenance: associated with certain emotions and stories, giving spiritual comfort.

Life embellishment: make the daily living environment more distinctive and dynamic.

Topic starter: Unique and interesting refrigerator magnets are easy to spark conversation and discussion between people.

Gifts: It is a small and meaningful gift choice.

Branding: Helps to publicize and promote relevant cultural brands or organizations.

Daily companionship: It often accompanies people's living space, giving people a feeling of familiarity and warmth (Figure 3-22).

6. Water cup

Practical drinking water: meet the basic needs of People's Daily drinking water.

Cultural communication: The dissemination of specific cultural connotations through its unique design patterns or elements.

Personality display: reflect the user's personality and aesthetic preference.

Decorative embellishment: Can become a decorative item in the desktop or environment, adding beauty.

Commemorative significance: For example, cultural and creative water cups related to specific events and places have commemorative value.

Emotional sustenance: May be associated with certain emotions or memories.

Gift selection: It is a special and practical gift.

Enhance taste: Unique and cultural design can enhance the user's taste of life.

Brand promotion: help to promote and publicize related cultural brands.

Daily companionship: Often used and seen in People's Daily lives, bringing a sense of companionship(Figure 3-23) .

7. Cup Mat

Protect the desktop: prevent the cup from directly touching the desktop to leave traces, such as watermark, scratch, etc., to protect the desktop.

Heat insulation: To a certain extent, block the heat transfer, keep the desktop temperature relatively stable.

Decorative embellishment: Add beauty and artistic atmosphere to the table with its unique design and pattern.

Cultural display: It can reflect various cultural elements and themes and spread cultural connotations.

Non-slip stability: prevent the water cup from sliding or tipping, so that the water cup is more stable.

Personality: Through the selection of different styles of water coasters to show personal aesthetics and preferences.

Memory carrying: May be associated with certain experiences or emotions, carrying certain memories.

Easy to clean: It's easier to clean the coasters than directly on the table.

Atmosphere: helps to create a specific atmosphere, such as warm, lively and so on.

Gift choice: It can be used as a small gift with characteristics(Figure 3-24) .

8. Mouse pad

Provide mouse operation platform: Ensure mouse can move smoothly, improve the accuracy of operation.

Protect desktop: Prevent desktop wear caused by long-term use of the mouse.

Cultural dissemination and display: its patterns and elements carry cultural information and spread a specific culture.

Decorative: Beautify the desktop environment and add personality and style.

Anti-slip function: prevent the mouse pad from sliding during use.

Comfortable feel: to provide a certain degree of support and comfort for the wrist.

Brand promotion: play a role in promoting related cultural brands.

Emotional sustenance: May be associated with some special meaning, bringing emotional satisfaction.

Topic arousing: Unique design is easy to arouse others' interest and discussion.

Add to work or play atmosphere: Create a unique atmosphere and enhance the experience(Figure 3-25).

9.Postage stamp

Collection value: For stamp collectors, it has a certain collection significance and potential value.

Cultural inheritance: It carries rich cultural information and contributes to the inheritance and promotion of culture.

Art appreciation: Beautiful designs and patterns have artistic beauty and can be used for appreciation.

Commemorative meaning: Can commemorate a specific event, person or theme.

Knowledge dissemination: The dissemination of relevant historical, geographical, scientific and other knowledge through the content of stamps.

Emotional ties: Can evoke emotional memories of a specific period or experience.

Investment potential: Some rare cultural and creative stamps may have the potential of investment appreciation in the market.

Diplomatic gifts: can be used as special diplomatic gifts to promote cultural exchanges.

Tourism souvenir: Cultural and creative stamps related to tourism can be used as a special souvenir of the trip.

Decorative display: Can be framed to decorate a room or display space (Figure 3-26).

10. Calling card

Basic information transmission: Like traditional business cards, convey key information such as the name, title, and contact information of an individual or organization.

Cultural display: Display specific cultural connotations or styles through unique designs, patterns, elements, etc.

First impression: Create a distinctive, cultural and creative first impression.

Individuality highlights: reflects the holder's unique personality, aesthetic and taste.

Memory point reinforcement: because of its cultural and creative characteristics, it is easier to be remembered, and enhance the memory of the other party.

Topic initiation: It may trigger interest and discussion of the recipient's business card design or the culture behind it.

Brand promotion: It plays a certain role in promoting the personal brand or the brand of the affiliated organization.

Social icebreaker: Be a fun way to start conversations in social situations.

Collection value: Some exquisite cultural and creative business cards may have a certain collection significance.

Communicate innovative ideas: Show innovative and unique ways of thinking and convey a positive image (Figure 3-27).

Summary of the chapter III

1. Began to design logo and font design, and integrated Zongzi into the design of logo and text
2. Design fonts to highlight the audience's vision and resonate with the audience's emotions
3. Image design Design memes and image extension to highlight the brand image
4. The poster design highlights the elements of the Dragon Boat Festival, highlighting both the theme and creativity
5. Packaging design can stand out among many products, thus attracting customers' attention
6. Cultural and creative products can spread the culture of the Dragon Boat Festival more widely and vividly

Chapter IV

CONCLUSION AND EXPERIENCE

After nearly a semester of hard work, the graduation project was successfully completed. Looking back on the series of processes involved in making the graduation project, I have a deep impression. The graduation project is like a summary and concentration of knowledge from four years, with each picture corresponding to every course learned during the undergraduate period. From collecting information and organizing thoughts to later completing the entire project with the help of teachers, it is a comprehensive application of the knowledge learned during the undergraduate period. The graduation project is a process with a long time span, which requires continuous and meticulous modification and organization of materials. In this design process, I also constantly discover the areas where I am still immature in design and the shortcomings discovered in the process of understanding contemporary brand design. Insufficient. In future learning, it is necessary to continue to enhance one's professional knowledge and make up for one's shortcomings

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APPENDIX



Figure2-1 Dragon Boat Festival gift box



Figure2-2 Dragon Boat Festival gift box

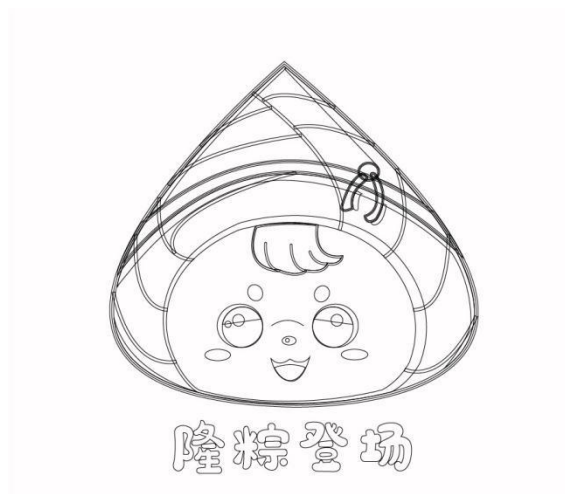


Figure3-1 Brand logo draft



Figure3-2 Finalization of brand logo and font



Figure3-3 IP image



Figure3-4 IP image emoji pack



Figure3-5 Eating Zongzi at Dragon Boat Festival



Figure3-6 dragon boat racing



Figure3-7 Dragon Boat Festival Fishing Record



Figure3-8 Drinking realgar wine during the Dragon Boat Festival



Figure3-9 Hanging banners during the Dragon Boat Festival



Figure3-10 Dragon Boat Festival hanging sachet



Figure3-11 poster



Figure3-12 poster



Figure3-13 poster



Figure3-14 package design



Figure3-15 package design



Figure3-16 package design



Figure3-17 package design



Figure3-18 Phone case

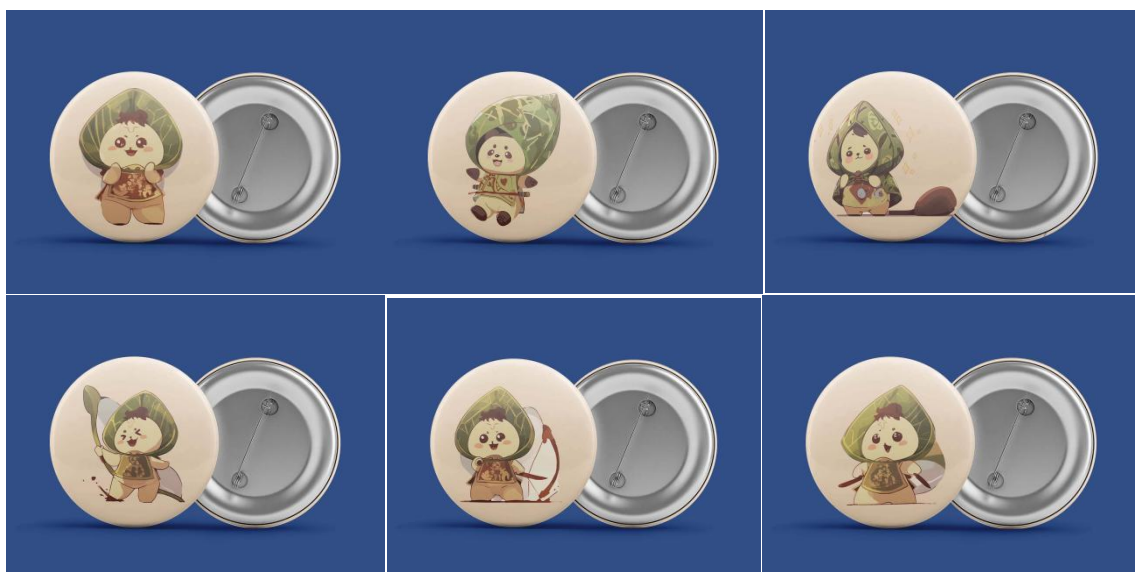


Figure3-19 badge



Figure3-20 Pillow



Figure3-21 Refrigerator sticker



Figure3-22 Refrigerator sticker



Figure3-23 Water cup



Figure3-24 Cup mat



Figure3-25 Mouse pad



Figure3-26 Mouse pad

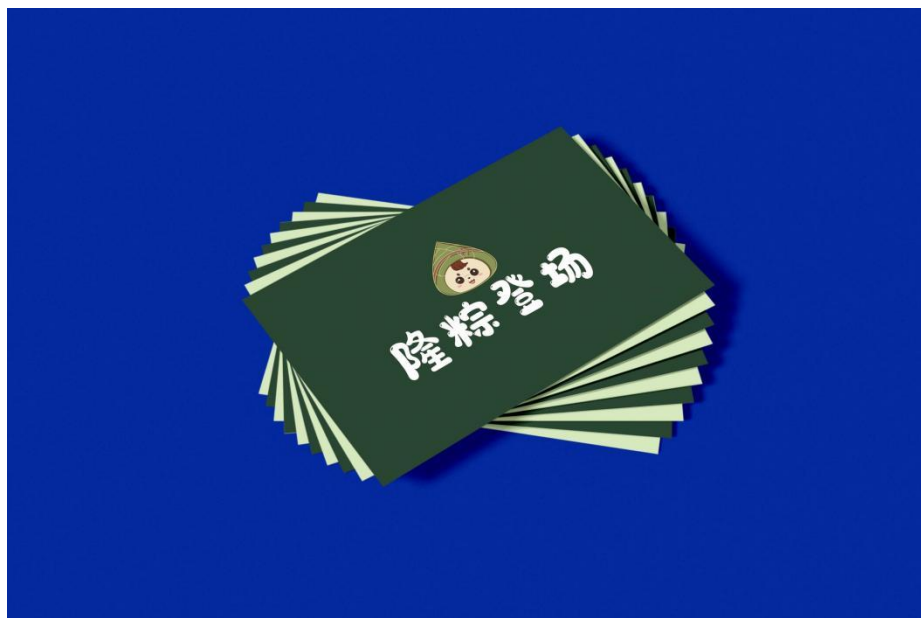


Figure3-27 Mouse pad