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Visual design for folk singer Zhao Lei's "Hedgehog Concert" tour

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Abstract

In recent years, with the rapid development of the domestic music industry, the upgrading of cultural consumption, and the increasing public demand for entertainment, the frequency of music performances across the country has significantly risen. Consequently, the demand for the main visual design of concerts has also increased, encompassing logo design, poster design, typography, wayfinding design, and interface design, among other aspects. This paper primarily explores the critical role of main visual design in concerts. Through literature review and comparative studies, we have developed a comprehensive visual design scheme for the concerts of folk singer Zhao Lei, covering the entire process from pre-event, during the event, to post-event stages. This design effectively conveys the concert's theme and emotions, significantly enhancing audience satisfaction, and through social media promotion, further boosts Zhao Lei's visibility, laying a solid foundation for the success of the concerts.

In summary, the main visual design of concerts is the core of concert events, ensuring consistency and recognizability across all media and platforms, and is a key factor in the success of the concerts.

Keywords: concert; main concert main visual design; Zhao Lei; poster design, logo design.

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Chapter 1 Introduction

1.1 Purpose of the Study

As domestic cultural consumption steadily grows and the public increasingly seeks immersive entertainment experiences, concerts have evolved into vital platforms for interaction between musical artists and their audiences. These events not only showcase the unique talents of musical artists but also bring substantial commercial benefits and widespread social influence. As a significant form of cultural entertainment, concerts serve not only as stages for musical artists but also as comprehensive platforms for cultural dissemination, brand promotion, and social interaction. Through concerts, artists can display their creative talents and performance abilities while engaging with the audience to evoke deeper emotional resonance, creating a unique live experience. This live experience extends beyond the music itself, encompassing lighting, stage design, visual effects, and other multi-dimensional sensory elements, making concerts a comprehensive artistic feast.

The visual design of concerts plays a crucial role in this context. It directly impacts the audience's viewing experience and enhances the overall quality and cultural taste of the event. High-quality visual design can use color coordination, graphic design, spatial layout, and various other techniques to create a unique atmosphere and visual impact, enhancing the audience's immersion and participation. The visual elements of a concert need to integrate seamlessly with the musical content, using the dual stimuli of visuals and sound to fully engage the audience, resulting in deeper and more lasting memories. Furthermore, the visual design of concerts can help musical artists shape and elevate their brand image, increase market recognition and influence, attract more audiences and fans, and bring greater commercial returns.

This research aims to provide profound theoretical insights and practical guidance for the main visual design in the cultural entertainment industry. Through systematic analysis and practical exploration, it reveals the importance of concert visual design in audience experience, brand building, and artist image shaping. Specifically, this research will explore several key aspects: first, the basic principles and methods of concert visual design, including color coordination, graphic design, spatial layout, and how to skillfully use visual elements to enhance the overall atmosphere and viewing effect of concerts; second, the integration of visual design with musical content, examining how to organically combine visual design with musical content to enhance audience immersion and participation, making concerts a comprehensive artistic feast beyond auditory enjoyment; third, the role of visual design in brand building, exploring how unique visual design can enhance the brand image of musical artists, increase their market recognition and influence, and bring greater commercial returns; and finally, models of innovative collaboration, exploring the innovative collaboration modes between musical artists and designers, sparking more creative ideas through cross-disciplinary cooperation, and promoting continuous innovation and development in the cultural entertainment industry.

The ultimate goal of this research is to promote the development of musical performances, enrich the cultural life of citizens, and foster innovative cooperation between musical artists and designers. Through in-depth theoretical discussion and practical case analysis, we hope to provide valuable references and guidance for practitioners in the cultural entertainment industry, driving the continuous advancement and prosperity of concerts as an essential cultural form. We aim to elevate the overall standard and audience experience of concerts through this research and provide a platform for more musical artists and designers to exchange ideas and collaborate, jointly promoting the diversified development and innovation of the cultural entertainment industry.

In this context, the role of the main visual design in a concert is particularly crucial, significantly impacting the overall audience experience and the interactive dynamic between the artist and the audience. The main visual design is not just a decorative element but serves as a powerful communication tool that conveys deep emotions and information. By combining visual art and music, the main visual design elements provide a multi-dimensional and multi-sensory experience for the audience, which significantly enhances the attractiveness and infectiousness of the performance. Elements such as logos, posters, interfaces, and typography work together to build a unified and coordinated visual context. This not only deepens the audience's feeling and understanding of the music but also provides a new platform for music artists to showcase their individual style and artistic concepts. Through the main visual design of the concert, the music artist is able to establish an emotional connection with the audience on a non-verbal level and has the opportunity to convey unique social and cultural messages.

This paper delves into an in-depth analysis of the main visual design and its application in concerts, exploring how it can effectively enhance the audience's experience. By examining detailed case studies, exploring core design principles, and evaluating the effectiveness of these designs, this research aims to introduce new ideas and strategies to the field of concert visual design. The study highlights the importance of integrating contemporary technology and interactive elements into the design, ensuring that it resonates with modern audiences.

The research focuses on the theme of folk singer Zhao Lei's Jinan stop performance, titled "Hedgehog" Live, as the primary research objective. It involves developing a series of main visual design solutions to promote the Jinan tour stop. This includes the creation of posters, guides, and peripheral designs that not only inform but also engage the audience. The visual design will incorporate elements from Zhao Lei's music, such as motifs and themes from his lyrics, to create a cohesive and immersive experience. By doing so, the study aims to establish a coherent and engaging visual narrative that aligns with the artist's musical style and resonates with the audience.

Additionally, the study comprehensively reviews both online and offline concert visual design elements. This includes analyzing the effectiveness of social media graphics, promotional videos, and physical merchandise in creating a unified visual identity for the concert. The integration of digital and traditional media ensures a broad reach and a more profound impact on the audience. By creating visually compelling and emotionally resonant designs, the concert can enhance its cultural and commercial success.

Ultimately, this research aims to provide a comprehensive understanding of how main visual design can be leveraged to create memorable and impactful concert experiences. By fostering collaboration between music artists and designers, the study seeks to push the boundaries of visual creativity and innovation in the music industry, ensuring that concerts remain a vital and dynamic part of cultural life.

1.2 Significance

The main visual design of a concert is far more than mere decoration; it is a powerful communication tool capable of conveying profound emotions and complex messages. These design elements combine visual art with music to create a multi-dimensional and multi-sensory experience for the audience, significantly enhancing the performance's appeal and impact. Through meticulously designed visual elements, a concert can convey the emotions and stories of the music while creating a unique atmosphere that immerses the audience in the musical world.

Key visual elements such as logos, posters, interfaces, and typography work harmoniously to establish a unified and coordinated visual environment. Logos often serve as the iconic symbol of the concert or artist, instantly evoking associations and resonance with the audience. They not only represent the brand image of the concert but also convey the style and theme of the music through their design elements. Posters promote the concert through visual art, capturing

the attention of potential attendees and setting the mood and emotional tone of the event. Interface design, including ticketing systems and on-site signage, ensures that the audience can participate in and experience the concert conveniently and smoothly. Typography combines text and images organically, conveying information while maintaining visual beauty and readability.

This coordinated approach ensures that the concert experience is immersive and memorable, contributing to a deeper engagement and appreciation of the artist's work by the audience. By seamlessly integrating visual design with musical content, the audience not only hears the music but also visually experiences the atmosphere and emotions of the music. This multi-sensory experience makes the concert not just an auditory feast but also a visual and emotional one. In such an immersive environment, the audience is more likely to experience emotional resonance, leading to a deeper understanding and appreciation of the artist's work.

Moreover, excellent visual design can enhance the overall quality and professionalism of the concert, making it stand out among numerous cultural entertainment events. Through consistent and creative visual expression, a concert can establish a strong brand image, attract more audiences, and expand its influence and commercial value. Therefore, the visual design of a concert is not just about aesthetics but about creating a perfect artistic environment through a dual experience of vision and hearing, allowing the audience to feel the charm of the music and the meticulous effort put into the design in every detail. A well-executed main visual design transcends the superficial aspects of a concert, creating a narrative that resonates deeply with the audience. It provides a new platform for music artists to express their unique style and artistic vision. For instance, the choice of colors, fonts, and imagery can reflect the mood and themes of the music, creating a cohesive aesthetic that enhances the overall concert

experience. By integrating these visual elements seamlessly with the music, the artist can amplify the emotional and thematic messages they wish to convey.

Moreover, the main visual design serves as a bridge between the artist and the audience, fostering a non-verbal emotional connection. (Di.)For example, a visually striking poster can capture the essence of the artist's message and ethos, drawing in audiences and building anticipation for the event. Similarly, thoughtfully designed merchandise, such as T-shirts and posters, can serve as tangible memories for fans, further solidifying their connection to the artist and the event.

The role of technology in main visual design cannot be overlooked. Advances in digital media, augmented reality (AR), and virtual reality (VR) have opened new possibilities for creating immersive and interactive concert experiences. These technologies allow for dynamic and engaging visuals that can respond to the music in real-time, providing an added layer of interaction and engagement for the audience. By incorporating these elements, artists can create a concert experience that is not only visually stunning but also deeply immersive and interactive.

In addition to enhancing the live experience, the main visual design also plays a crucial role in the promotion and marketing of the concert (Wang.) This increased visibility can lead to higher ticket sales and greater overall success for the concert.

In summary, the main visual design of a concert is a critical component that goes beyond decoration. It is an essential tool for communication and connection, capable of conveying deep emotions and complex information. By combining visual art with music, artists can create a multi-dimensional and immersive experience that resonates with the audience on a profound level. This approach not only enhances the live experience but also strengthens the promotional efforts, ultimately contributing to the overall success of the concert.

1.3 Research Methods

(1) Literature research method. Read a large number of literature related to this proposition to understand and master the modern concert main visual design in concert related design works. Through the study of existing literature, understand the current situation at home and abroad, collect relevant journals and monographs as well as network literature, summarize, organize, classify and analyze the information.

(2) Comparative research method. Conducting in-depth research on similar works, comparing and analysing the status quo of visual design of concerts at home and abroad, and drawing on their successful experiences and lessons of failure. Through comparison to choose a more suitable design scheme, compare and contrast to arrive at the best programme of the main visual image design of the concert.

(3) Investigation and research method. By conducting fieldwork and research, online access to information to understand the characteristics of the concert visual design elements.

(4) Case analysis method. Through the existing promotion and publicity works to analyse and generalize, learn from its works in the form of cultural expression, grasp the cultural characteristics of existing works, more reasonable to carry out the design ideas of this proposition.

(5) Design practice method. According to the content included in the visual design of the concert and such as: poster, guide design, logo design, font design, etc., personal design practice to improve the knowledge and understanding of the visual design of the concert.

Summary of the chapter I

1. Before initiating the design practice for Zhao Lei's Jinan tour "Hedgehog Concert," it is crucial to consider and analyze the visual elements. This analysis should focus on how the main visual design aligns with Zhao Lei's artistic style

and persona, ensuring the creation of a unified and coordinated visual context. By thoroughly understanding the relationship between the visual elements and Zhao Lei's music, we can craft a cohesive design that resonates deeply with both the artist and the audience. Zhao Lei is a typical example of original folk music art with considerable individuality, so in the main visual design of his concert, it is necessary to incorporate more of Zhao Lei's personal characteristics and audience's intentions, and through the process of designing the "Hedgehog Concert" site, to promote his personal characteristics.

2. Zhao Lei is a quintessential figure in original folk music, known for his distinctive individuality. Therefore, the main visual design for his concert must incorporate elements that reflect his personal characteristics and resonate with the audience's expectations. By embedding these personal traits into the "Hedgehog Concert" design, we can effectively highlight and promote his unique artistic identity.

3. "Hedgehog Live" is set to evolve into a diverse and dynamic performance brand, strategically designed to reach a broader audience. This initiative aims to encapsulate Zhao Lei's unique musical essence and transform it into a visually compelling brand that resonates with both existing fans and potential new listeners. By employing a combination of research methods—including audience analysis, visual trends evaluation, and competitive benchmarking—the main visual design of the concert seeks to forge a richer and more immersive cultural experience. This approach not only enhances the audience's engagement through aesthetically pleasing and meaningful visuals but also solidifies "Hedgehog Live" as a pivotal event in the music calendar. The goal is to craft a brand image that embodies diversity and accessibility, making Zhao Lei's artistry more approachable to a

wide demographic, ultimately fostering a deeper connection with the audience through a shared cultural and emotional journey.

4. Through the main visual design of Zhao Lei's concert, the presentation can significantly deepen the emotional connection between the artist and the audience without relying solely on words. This non-verbal communication is crucial as it allows the concert visuals to convey the unique emotional nuances of Zhao Lei's music, enhancing the overall sensory experience. Moreover, the design can also serve as a platform for Zhao Lei to express his unique social and cultural messages. This not only enriches the audience's engagement but also strengthens the impact of his music by integrating it with a powerful visual narrative that reflects and amplifies the themes and stories in his songs. Thus, a well-conceived main visual design transforms a concert into a more profound communicative event, offering audiences a richer, more layered understanding of the artist's work and worldview.

Chapter II

OVERVIEW AND RESEARCH ON MAIN VISUAL DESIGN FOR CONCERTS

2.1 The concept and role of concert main visual design

2.1.1 The concept of concert main visual design

In concerts, the main visual design serves as a pivotal tool for creating an immersive atmosphere, conveying a spectrum of emotions, and illustrating complex performance concepts. This design encompasses various elements such as stage setup, lighting, background visuals, and more, all tailored to align with the music artist's style and the theme of the concert. Through the strategic use of images and design styles that resonate with the artist's identity and music, this visual design not only effectively communicates the core message of the performance but also enhances the overall audience experience by creating a cohesive and engaging visual environment. The visual design sets the stage for the entire concert experience, establishing a specific mood that prepares the audience for the musical journey. Dynamic lighting effects and synchronized visuals amplify the emotional impact of the music, while gentle lighting and subtle backgrounds enhance the emotional depth of slower pieces. Visuals reflecting the concert's central theme or concept, such as those that tell a story or use symbolic imagery, help the audience engage with the artist's vision. Consistent visual elements reinforce the artist's brand and image, creating a unified visual identity that fans can associate with the artist. Modern technology, like LED screens, projection mapping, and augmented reality, enables the creation of immersive concert experiences, with stunning visual effects that interact with the music and performers. Interactive visuals enhance audience engagement by making them feel like an active part of the performance, fostering a deeper connection between the performers and their fans. The integration of visual design in concerts thus

enhances the overall experience by creating a visually stimulating environment that aligns with the artist's music and message, offering a rich, multi-sensory experience that resonates deeply with the audience, making each performance a memorable and impactful event.

2.1.2 The role of the main visual design of a concert

Such visual design not only enhances the audience's sense of participation and immersion, enabling them to feel the main theme of the concert more deeply through the visual elements, but also shapes the public image and stage style of the artists. By meticulously crafting visual components that resonate with the artist's music and persona, the design creates an environment where the audience can fully engage with the performance. Dynamic lighting effects, synchronized visuals, and interactive elements make the audience feel like an integral part of the show, heightening their emotional connection to the music. This immersive experience allows fans to appreciate the concert on multiple sensory levels, making the event more memorable and impactful. Consistent use of specific colors, logos, and motifs throughout the performance reinforces the artist's brand identity, making the concert a unique extension of their artistic persona. This cohesive visual identity not only strengthens the artist's presence in the minds of the audience but also helps in creating a distinctive and recognizable brand that stands out in a crowded market.

The main visual design also has significant implications for the concert's brand value and market competitiveness. A well-designed visual experience can attract a larger audience, increase ticket sales, and generate more buzz and media coverage. It enhances the overall production value of the concert, making it a must-see event that draws in not just existing fans but also new audiences. This increased visibility can lead to greater opportunities for the artist, including more lucrative endorsements, collaborations, and future concert bookings. By creating a visually engaging and emotionally resonant concert experience, the main visual design deepens the connection between the audience and the artists, fostering a sense of loyalty and admiration among fans. It also enhances the brand value of

the concert, making it a more competitive offering in the entertainment market. This expanded visibility not only promotes the music and the artist but also contributes to the overall growth and success of their career. Through thoughtful and strategic visual design, concerts become powerful platforms for artists to showcase their work, connect with their audience, and expand their reach to a broader demographic.

2.2 Domestic and international research status

2.2.1 Current status of domestic research

Against the background of the rapid expansion of the domestic culture and entertainment market and the improvement of consumer aesthetics, the visual design of concerts has received great attention. According to the report of Everbright Securities Research Institute 2023, from January to August, the national performance box office reached 27.07 billion yuan, exceeding the highest record of 2019. Especially in the summer, the box office revenue of the performance market was as high as 10.277 billion yuan, and the number of performances and the number of people attending the performances also increased significantly.

In this market environment, the demand for visual design for concerts has expanded. Creativity and diversity in design has become the key to making concerts stand out, driving the fact that designers are experimenting with a wide range of styles, from retro to futuristic, in search of new ways to express themselves. In addition, with the popularity of social media, the visual design of concerts needs to take into account attractiveness, shareability and interactivity, all of which are important factors in increasing online exposure and audience engagement for concerts. The commercialisation and branding of concerts has also made the role of visual design even more important, as it not only helps to shape the brand image of a concert, but also enhances the overall business benefits. At the same time, increased environmental awareness is driving designers and organisers to use sustainable materials to meet the environmental needs of modern

consumers. Taken together, visual design is becoming an important bridge between concerts and audiences, building brand image and enhancing commercial value, and its importance is increasing day by day.

2.2.2 Current status of foreign research

On 21 March 2024, the International Federation of the Phonographic Industry (IFPI) released the Global Music Report, which showed that the revenue of the global recorded music market in 2023 increased by 10.2% to \$28.6 billion, which is the ninth consecutive year of market growth. In this report, it was highlighted that concert visual design for concerts in developed countries shows a high degree of innovation and diversity, thanks in large part to a mature market environment and rich cultural heritage. Designers adopt avant-garde concepts and boldly apply digital technologies such as AR and VR, which greatly enrich the audience's experience and interaction. The main visual design of the concert showed a high degree of professionalism and systematisation, with a mature workflow from the creative stage to the execution stage. In addition, considering the extensive influence of social media, the design is not only a visual display, but also becomes a way of social interaction, emphasising the shareability and interactivity of the design on the web. At the same time, the concept of environmental protection and sustainable design has been widely integrated, and the design process not only pursues aesthetics and innovation, but also pays great attention to the selection of materials and the environmental protection of the production process, showing the concern for social responsibility. Together, these factors have fuelled the continued innovation and development of visual design for concerts abroad, providing a valuable reference for global design trends.

2.3 Current status of foreign research

Firstly, this study conducts an in-depth analysis of the implementation of the main visual design for concerts, using Wu Qingfeng's tour as a case study. The design successfully integrates Wu Qingfeng's music style with visual elements, particularly through the use of close-ups of characters and a unified font design. This approach ensures coherence and unity throughout the visual presentation of the concert, making the visuals not only more complete but also more captivating. The richness and extensibility of this design strategy enhance the overall appeal of the concert, providing a visually immersive experience that complements the musical performance.

In another example, the tour poster designs for the Universal Youth Hostel Band and the Painkillers ingeniously incorporate retro elements to align with their respective music styles. By utilizing the unique texture of ink printing and a newspaper-style layout, these designs evoke a sense of nostalgia, resonating with the retro trend prevalent in modern life. This nostalgic aesthetic not only leaves a lasting impression on the audience but also aligns perfectly with the contemporary youth's mentality of seeking freedom and independent thought. The distinctive and refined aesthetic style of these posters effectively captures the visual and emotional attention of young people, significantly enhancing the promotional impact of the tour.

Through this strategic visual design, both bands were able to establish a deeper emotional connection with their target audience. The retro elements and carefully crafted designs foster a sense of familiarity and nostalgia, which deepens the audience's empathy for the music and bolsters their support for the bands. The effective visual appeal created through these designs not only draws in the audience but also sustains their interest, contributing to a more memorable and impactful concert experience. By creating visuals that resonate deeply with the audience's emotions and aesthetics, the bands can strengthen their relationship with fans and ensure lasting engagement with their music. See attachment figure2.1、 2.2.

Summary of chapter II

1. The contents of this chapter have explored the origin and concept of concert main visual design and its role, and detailed the current situation of concert main visual design at home and abroad.
2. This chapter provides readers with a basic understanding of the field and lays a solid foundation for subsequent design practice.
3. Through two specific case studies and comparisons, the chapter highlights the need for concert main visual design to be consistent with the personal style of the singer in order to trigger emotional resonance in the audience and enhance their support.
4. Not only does the design need to express emotion, it also needs to resonate with the audience, and this approach not only enhances the visual appeal, but also the overall experience of watching the performance.

Chapter III

DEVELOPMENT OF A VISUAL COMPLEX FOR POP SINGER ZHAO LEI'S CONCERT TOUR DESIGN PRACTICE

3.1 Design Positioning

Before the design practice begins, it is crucial to determine the design style. As a folk singer, Zhao Lei's music is known for its simplicity and truthfulness, characterized by beautiful melodies and simple lyrics that move people's hearts. When designing the main visual of the concert for Zhao Lei, a design style that harmonizes with his music and personal image should be adopted. The design should incorporate rustic and natural elements to reflect the simplicity, emotional depth, and authenticity of folk music. The overall design needs to focus on conveying texture and emotion, so that the audience can visually feel the flavor of Zhao Lei's music, thereby deepening their understanding and love for him.

His works often explore life experiences, emotional expressions, and social issues, attracting many listeners who resonate with deep emotions and insights into life. While there are also younger listeners who appreciate his work, Zhao Lei's music is especially appreciated by those in their twenties and thirties and even older. This demographic connection emphasizes the need for a design that not only captures the essence of his music but also resonates with the experiences and sentiments of his audience. By focusing on elements that evoke a sense of nostalgia, simplicity, and authenticity, the concert's visual design can enhance the overall experience, making it a memorable and emotionally enriching event for all attendees.

3.2 Material Collection

Gathering the right material is crucial to the design, not only to help define the design style, but also to facilitate the construction of a consistent concert master visual design series. This is an essential step in the concert visual design process. Since each music artist's concert has its own unique style, the corresponding visuals should also be different. Only by effectively combining the style of the music artist with the main visual design of the concert can the main visual design of the concert give full play to its role in the concert. By comparing various styles of concert visual design, we can better find the design style that matches the singer's tone. This design practice focuses on the main visual design of Zhao Lei's Jinan tour, so in the material collection stage, we focused on collecting all kinds of design materials about the concert visual design, in order to find the design style that really fits the "hedgehog" live exclusive.

In the main visual design of the concert in the concert, the image of the character is particularly important, can make the design in the process of dissemination to the audience's clear and deep impression, in the design of the process of continuous dissemination of the design over and over again in people's minds to increase the impression of the design in the design of the practice of the design of the fundamental purpose is to do publicity for Zhao Lei's concert, so Zhao Lei's own photo close-ups should be throughout the overall design of the important elements through the character image and the overall colour palette of the design of the design of the overall design of the design of the concert. Through the matching of the character image and the overall colour tone, the design content can bring out the music style and personal characteristics. See attachment figure3.1、 3.2.

3.3 Material Collection

3.3.1 Finalized logo and font design

Hedgehog is Zhao Lei's code name for himself, he once said, "Each of us is a hedgehog, some of us hide the hedgehog back, and some of us put the thorns on the outside, such as the friends who spit out dirty words every day, they're not necessarily the ones who put the thorns on the outside, such as those who are gentle, and they don't necessarily hide the thorns in their hearts either. He thinks he himself is a thorn". This image is based on the logo design. For this reason, he also designed a hedgehog logo for himself, which looks concise and full of individual colours. The design practice in order to better promote Zhao Lei's image, special direct use of his hedgehog logo, and the name of his concert "hedgehog live" font and hedgehog image consistent with the style of the design, and the logo and font group design, the appropriate choice and combination of fonts and logos is essential to building a successful brand. The right choice and combination of typeface and logo is essential to building a successful brand. This combination ensures that the brand is represented consistently across different mediums, significantly enhancing recognition and professionalism.

A uniform visual style not only establishes a consistent brand image, but also significantly enhances the brand's competitiveness in the marketplace. In the music industry, for example, such standardised typefaces and logo designs not only allow music fans to instantly recognise their favourite artists, but also deepen the emotional connection between musicians and their audiences. Well-designed visual elements can tell a brand's story and reflect its core values, leaving a deep impression in the minds of the audience, which not only enhances the visual appeal, but also deepens the emotional connection between consumers and the brand. Through collecting relevant information and studying excellent works, we designed a warm and powerful font that looks simple and sincere to show Zhao Lei's personal style. The colour combination of black and red is eye-catching and

individual, black represents elegance and classicism, and the red of sincerity represents the love of life, and the combination of the same elements in different forms ensures that the content presented in different media is unified to increase people's recognition of Zhao Lei in their lives. See attachment figure3.3、 3.4、 3.5.

3.3.2 IP Mascot Design

The mascot design is based on Zhao Lei's character image, capturing his unique style and personality that fans have come to love. The design elements are inspired by Zhao Lei's classic on-stage attire, which typically features simple, everyday clothing that reflects his down-to-earth nature. This simplicity in his wardrobe is a distinctive trait, helping to create a relatable and approachable image that resonates with his audience.

To accurately represent Zhao Lei's persona, the mascot design includes several key elements. The character is depicted wearing a fisherman's hat, a staple in Zhao Lei's casual look, symbolizing his laid-back and approachable demeanor. A guitar, an essential part of his musical identity, is also included, highlighting his role as a folk singer whose music is deeply connected to his storytelling. The mascot is dressed in plain short sleeves and shorts, mirroring Zhao Lei's preference for comfortable and unpretentious clothing, which further emphasizes his authenticity and relatability.

The facial expression of the mascot is designed to exude confidence and a sunny disposition, capturing Zhao Lei's positive and uplifting presence on stage. This combination of elements – the fisherman's hat, guitar, plain short sleeves, and shorts, along with the confident and sunny facial expression – works together to create a mascot that embodies Zhao Lei's essence. It not only reflects his personal style and musical identity but also strengthens the connection between Zhao Lei and his audience by portraying him as a genuine and down-to-earth artist. This thoughtful design aims to evoke the same warmth and relatability that Zhao

Lei brings to his performances, making the mascot a true representation of his character. See attachment figure 3.6

3.3.3 Screenshots

The screen design of Zhao Lei's concert on "Hedgehog Live" uses expressive black and white grey and retro red as the main colours of the screen, combining photos of the concert and close-ups of Zhao Lei on stage. This subtle black and white combination not only highlights the elegant artistry of the concert, but also adds a sense of history and depth to the photos, allowing the audience to focus more on the performance and its musical content. This subtle black-and-white mix not only highlighted the elegant artistry of the concert, but also added a sense of history and depth to the photos, allowing the audience to focus more on Zhao Lei's performance and its music. In addition, in the design of the event title "Hedgehog Live", the combination of red and black text creates a strong visual impact, effectively attracting the audience's attention. The red colour symbolises passion and vitality, echoing the deep emotion and power of Zhao Lei's music, and reinforcing the emotional expression of the visual communication.

The design not only faithfully reflects the core qualities of Zhao Lei's music, i.e., his true feelings and deep depiction of life, but also establishes a strong emotional connection with the audience through a blend of modern and retro-inspired visual language. This visual approach captures the essence of Zhao Lei's artistry, resonating with his authentic storytelling and heartfelt lyrics. By integrating elements that evoke both contemporary and nostalgic sentiments, the design creates a bridge between different eras, appealing to a broad audience demographic.

The concert screen design enhances the overall visual appeal of the show, making it a visually captivating experience. This careful attention to visual aesthetics not only elevates the concert's production value but also significantly boosts its marketing impact. The striking and memorable visuals serve as powerful promotional tools, drawing attention to the upcoming concert and generating

excitement among fans and potential attendees. This increased visibility helps in building anticipation and ensuring a successful turnout for the event.

Overall, this design strategy transcends mere aesthetics; it serves as a profound medium of communication through visual arts. By thoughtfully incorporating design elements that mirror Zhao Lei's musical themes and personal style, the audience is able to connect with his musical world on a deeper level before they even step into the concert venue. This pre-concert engagement fosters a sense of familiarity and emotional connection, enhancing the overall concert experience. The design not only amplifies the visual spectacle of the concert but also enriches the audience's emotional journey, making them feel more connected to Zhao Lei's music and the stories he tells. Through this comprehensive and immersive visual strategy, the concert becomes more than just a performance; it transforms into a shared emotional and artistic experience. See attachment figure 3.7.

3.3.4 Concert promotional poster design

Promotional posters play a crucial role in the promotion of Zhao Lei's concerts. A well-designed poster not only clearly conveys key information about the concert, such as the date, venue and highlights, but also accurately showcases Zhao Lei's musical style and artistic qualities. Such a design not only attracts the attention of the target audience, but also stimulates their interest and expectation of the event, thus effectively boosting ticket sales.

In addition, the prominent visibility of these posters on social media and other advertising platforms not only helped to expand Zhao Lei's audience base and enhance his influence, but also generated more public discussion and attention. This strategy helped build closer fan relationships through the posters, bringing a lasting positive impact to Zhao Lei's music career. See attachment figure 3.8.

When designing the poster for Development of a visual complex for pop singer Zhao Lei's concert tour, to ensure that it would appeal to a wider audience, the elegant and classic vintage black and red colours were chosen to not only convey the vintage and natural style, but also reflect the warmth of Zhao Lei's

music. A handwritten antique typewriter font was chosen for the typeface to add character and a sense of vintage. The central image is a processed greyscale portrait of Zhao Lei playing guitar, framed by quiet movement and soft lighting effects to keep the image from being overly emotional, while the background elements incorporate scenes from the gig, more in keeping with the theme of the Development of a visual complex for pop singer Zhao Lei's concert tour, with some soft line illustrations added to give the image more warmth, highlighting his folk roots and in-depth portrayal of the lives of ordinary people. Cultural and emotional connections are also essential, with a section of the poster showcasing Zhao Lei's performance in smaller font, and individual hidden songs bringing a sense of mystery to the performance and mobilising the audience. This design not only reflects Zhao Lei's artistic characteristics, but also visually and emotionally resonates with the audience, enhancing the poster's appeal and infectiousness. See attachment figure3.8、 3.9、 3.10.

3.3.5 Representative works poster design

Music poster design not only has the main publicity significance for the concert can also make good works so that the audience can understand, which is very collectible for the work of the enthusiasts, the design of the music poster to choose the two classic music, "I remember" is rich in meaning to reincarnation point of view to describe the previous lives and a person who has been friends, uncles, lovers, this life is the mother's story, to express his longing for his mother, and to express his love for her. It expresses one's longing for one's mother. Cheng Ai Ying" is a poignant love story about Hu Lancheng and Zhang Ailing during the Republican period. The main characters in the lyrics are Wu Lanzheng and Cheng Ai Ying, which is in fact the Shanghai pronunciation of Hu Lancheng and Zhang Ailing..See attachment figure3.11、 3.12.

The design of the music poster integrates the song title and the "Hedgehog" scene with a unified style of font design, ensuring a cohesive and harmonious

overall aesthetic. This approach not only unifies the visual elements but also creates a strong cultural and emotional connection with the audience, making the work more impactful. To emphasize the resonance of the music with the audience, the poster features smaller font sections displaying Zhao Lei's classic lyrics from these songs. These lyrics, rich in meaning, highlight the emotional depth of the music and reflect Zhao Lei's unique artistic characteristics.

Additionally, the poster includes a line style illustration to add dynamism and visual interest. As shown in Figure 3.13, the illustration depicts a cartoon character swimming in the water and reaching out to Zhao Lei, which resonates with the lyrics of "I Remember" and "Swimming to the Bottom of the Nile." This visual element enhances the emotional connection, making the lyrics more relatable and vivid for the audience. The illustration also features straight and turning arrows that symbolize the lyrics "Time and space is a circle, straight or turning, we will meet in the end." This imagery echoes the theme of reunion and continuity, particularly the poignant sentiment of waiting to meet a loved one in the next life.

This thoughtful combination of text and illustration presents a warm and evocative picture to the audience, deepening their understanding of the lyrics and the emotions behind them. The poster not only serves as a promotional tool but also as an artistic piece that conveys the profound messages of Zhao Lei's music. By creating this layered and meaningful visual experience, the design allows the audience to better appreciate the artistic and emotional nuances of Zhao Lei's work, making the concert experience more immersive and memorable. As shown in Figure 3.14, a rose blooming in the dust is held in the hands of a character with deep meaning, which echoes the lyrics of "Cheng Ai Shadow", "There is no miracle, no surprise, and the flower in the dust will not cry", which describes a sentence once written by Eileen Chang, "When she saw him, she became very, very, very low, low to the dust. to the dust. But in her heart she rejoiced, and flowers blossomed from the dust." Even when Hulan Cheng left her in the end, Zhang Eileen did not cry.

3.3.6 Visualisation Design

The visual guidance system of a concert is crucial not only for ensuring the smooth execution of the event but also for significantly enhancing the overall experience of the audience. This system plays a vital role in providing clear and effective directional instructions, helping attendees quickly and conveniently find their entrances, seats, restrooms, and other important locations within the venue. This functionality is especially important in large venues like the Jinan Olympic Sports Center, where navigating through vast spaces can be challenging for the audience.

A visual guidance system typically includes various signs and indicators, which must be not only prominent and easy to recognize but also consistent in design to maintain overall visual coherence. By using bright colors, simple icons, and clear text, the visual guidance system can immediately attract the audience's attention and quickly convey the necessary information. Moreover, the strategic placement of these signs and indicators is crucial; they should be located in high-traffic areas and key points to ensure that the audience can easily access information at any time.

To enhance the audience's experience, the visual guidance system needs to meet basic functional requirements and consider the audience's psychological and behavioral habits. For example, when indicating the path to seating areas, it is important not only to show the direction but also to provide distance markers and rest area signs to alleviate fatigue from long walks. Additionally, the design of signs at key locations such as restrooms and exits can include user-friendly elements, such as combining graphics and text or offering multilingual prompts, to cater to the diverse needs of the audience.

The application of modern technology also brings more possibilities to the visual guidance system. Digital signage and dynamic display screens can update information in real-time, flexibly adjusting instructions based on the on-site

situation to provide more accurate and timely navigation services. Furthermore, the combination of mobile applications and QR code scanning technology can offer personalized navigation routes and information services to the audience, making their concert experience smoother and more enjoyable.

In summary, a well-designed visual guidance system can ensure the smooth operation of a concert and greatly enhance the overall experience of the audience. Through scientifically reasonable design and layout, combined with modern technological means, the visual guidance system can help the audience easily navigate large venues, reducing confusion and inconvenience, allowing them to focus more on and enjoy the audiovisual feast of the concert. This not only helps improve audience satisfaction with the event but also sets high standards and new benchmarks for future cultural and entertainment activities.

Beyond its practical functionality, the visual guide system also enhances the aesthetic appeal and thematic unity of the concert. By incorporating attractive and cohesive design elements, the guide helps to immerse the audience in the concert atmosphere even before they enter the main performance area. The visual consistency throughout the guide—from fonts and color schemes to imagery and layout—contributes to a more engaging and memorable experience, making the audience feel more connected to the event.

The guide also serves as a medium for conveying important information, such as performance schedules, venue maps, emergency exits, and letters from the performers. This information helps the audience to better plan their participation, ensuring they do not miss key moments of the concert. By providing these details in a clear and accessible manner, the guide contributes to a smoother and more enjoyable event experience for all attendees.

Furthermore, a well-designed visual guide system reflects the professionalism and meticulous attention to detail of the concert organizer. (Xinwei.) They demonstrate a commitment to excellence and a deep understanding of the audience's needs, fostering a positive perception and increased loyalty among concert-goers.

In conclusion, an effective visual guide system is a multifaceted tool that plays a critical role in the success of a concert. It ensures the smooth navigation of the venue, enriches the audience's experience through cohesive and appealing design, and communicates essential information clearly. Additionally, it reinforces the professionalism and brand image of the organizer, contributing to the overall success and positive reception of the event. See attachment figure 3.15 、 3.16、 3.17、 3.18、 3.19.

3.3.7 Commemorative Ticket Design

Commemorative tickets are more than just an entry pass to a concert; they also have strong emotional value and significant collector's significance. These tickets often allow the audience to relive those unforgettable moments they experienced during the performance and deepen their emotional connection to the event. They serve as a special souvenir that evokes deep memories of a particular performance, providing a sense of emotional belonging and connection. In terms of design, souvenir tickets often include beautiful artwork, key information about the performance and a unique image of the artiste, all of which help to enhance the brand image of the artiste and their music.

In addition, commemorative tickets play a key role in promotional and marketing strategies. They are often designed with social media sharing features, such as interactive elements that include QR codes, encouraging holders to share their experience on social platforms, thereby expanding the reach and impact of the show. This strategy not only increases the online exposure of the show, but also helps artists build a wider fan base.

Overall, commemorative tickets, through their unique design and emotional value, significantly enhance the audience's experience, making their trip to the show more memorable. These tickets are not just entry passes but cherished keepsakes that fans can hold onto as a tangible reminder of the concert. The thoughtful design of commemorative tickets often incorporates elements related

to the artist and the event, such as distinctive artwork, special edition graphics, or personal messages from the artist, which add to their sentimental value.

By creating a physical memento that fans can treasure, commemorative tickets strengthen the emotional connection between the artist and the audience. This deepened connection is pivotal, as it fosters a sense of personal investment and attachment to the artist. Fans feel appreciated and recognized, enhancing their overall concert experience and making them more likely to support the artist in the future.

The emotional value imbued in these tickets has an immeasurable impact on fan loyalty. When fans possess a keepsake that reminds them of a memorable experience, it reinforces their bond with the artist and increases their likelihood of attending future events, purchasing merchandise, and promoting the artist within their own social circles. This enhanced loyalty translates into stronger, long-term support for the artist, contributing to their sustained success and popularity.

In conclusion, commemorative tickets are much more than simple concert entry passes; they are carefully crafted mementos that capture the essence of the event and the artist's brand. Through their unique design and emotional significance, these tickets elevate the concert experience by transforming it into a memorable occasion that fans can cherish long after the final encore. The design of commemorative tickets often includes special features such as exclusive artwork, limited edition prints, holographic elements, and even personalized messages from the artist, making them highly valued by concert-goers. These thoughtful design elements fortify the emotional bond between the artist and the audience by creating a tangible connection to the concert experience. Fans appreciate the effort and creativity put into these tickets, which in turn enhances their perception of the artist as someone who values and respects their support. This deeper emotional connection not only makes the concert more memorable but also fosters a sense of belonging and community among the fans.

Moreover, commemorative tickets play a crucial role in cultivating and maintaining fan loyalty and support. When fans possess a unique keepsake that serves as a reminder of a special event, it reinforces their attachment to the artist and their music. This emotional attachment can lead to increased fan engagement, including attending future concerts, purchasing merchandise, and sharing their experiences on social media. The tickets become a symbol of the fans' journey with the artist, marking significant moments and milestones in their fandom. This strategic approach of using commemorative tickets not only enriches the concert-goers' experience but also helps build a dedicated and enduring fanbase for the artist. Fans who feel a strong emotional connection are more likely to remain loyal and supportive over the long term, contributing to the artist's sustained success. In essence, commemorative tickets serve as a powerful tool for artists to connect with their audience on a deeper level, ensuring that each concert leaves a lasting impression and strengthens the bond between the artist and their fans. See attachment figure 3.20.

3.4 Visual Extension Design

In this design practice, we have meticulously created two comic books based on the lyrics of Zhao Lei's songs "I Remember" and "Cheng Ai Ying." As shown in Figures 3-21, 3-22, and 3-23, this innovative presentation format contextualizes the emotions and stories within the songs, allowing listeners to experience the music from a new perspective, significantly increasing their interest and engagement. The comic strips not only tell the story behind the songs but also visually enhance the emotional communication conveyed by the lyrics.

This comic format is not merely a straightforward presentation of the lyrics but a comprehensive reinterpretation and extension of the song's essence. Through carefully designed images and narrative techniques, the comic books can intricately depict every detail within the songs, allowing the audience to more

intuitively feel the emotions and atmosphere conveyed. The audience becomes part of the story rather than just passive listeners, enabling deep emotional resonance and interaction through the plot and images in the comics. This new way of experiencing music enriches the presentation form of the songs and offers the audience a more diverse experience.

Furthermore, the content of the comics is highly shareable and interactive. Audiences can share these captivating illustrations and storylines via social media platforms, providing Zhao Lei's existing fan base with a valuable collectible and potentially attracting more illustration enthusiasts and a broader visual art audience. In this way, Zhao Lei's musical works can not only further consolidate their influence among core fans but also transcend musical boundaries, attracting enthusiasts from different fields and expanding his social influence and popularity.

This cross-disciplinary creative form not only enhances the spread of the songs but also explores new possibilities for the integration of music and visual art. Through the medium of comics, Zhao Lei's musical works gain new vitality and expression, making his artistic creations more three-dimensional and interactive. This is not just a successful design practice but also provides valuable experience and inspiration for future music creation and promotion. We believe that through continuous innovation and exploration, the combination of music and other art forms will create more wonderful works, enriching people's cultural lives.

Looking further, this creative approach of combining music with comics not only injects new vitality into the music industry but also opens up a new market. By expressing musical works through visual art, it is possible to attract not only existing music lovers but also those interested in comics and visual arts, thus expanding the audience base and enhancing commercial value. The comic books, as a tangible representation of music, can be sold and displayed at concerts, signing events, and other activities, becoming a unique peripheral product that enhances fans' enthusiasm for collection and participation.

During the creation process, we also paid attention to the control of details and the conveyance of emotions. Every image and scene was repeatedly

scrutinized and polished to perfectly present the imagery and emotions in the lyrics. Through the clever use of color, composition, and character expressions, the comic books have become not only an extension of the music but also a standalone work of art with high visual appeal and collectible value.

In summary, this design practice has demonstrated the immense potential of combining music with comics and provided new ideas and directions for future music creation and promotion. We look forward to continuing to explore more innovative forms of expression in the future, transmitting the charm of music through various media to more people. Through continuous experimentation and effort, we believe that the fusion of music and other art forms will spark more inspiration and creativity, bringing audiences more memorable experiences and emotions.

Through such visual innovation, the comic strip not only serves as a work of art to communicate Zhao Lei's music, but also effectively enhances the promotional effect of the concert, creating a unique brand impression of Zhao Lei's musical performances. This cross-media artistic fusion allowed Zhao Lei's music and artistic image to be deeply rooted in people's hearts, creating a deeper emotional resonance and

Summary of chapter III

1. Chapter 3 analyses the design positioning of Zhao Lei's concert visual design in terms of audience preferences, age and Zhao Lei's personal characteristics and music style.
2. It is then elaborated that the material is collected and analysed, and a comparison is made between the material and the design content based on the material.
3. Finally, the design is described in detail one by one.

Chapter IV

SUMMARY AND EXPERIENCE

In the process of nearing the completion of my studies, I chose to take on the challenge of designing the visuals for Zhao Lei's Jinan concert tour. I invested a great deal of time in designing the visual content with the aim of expressing the emotional depth and artistic connotation of Zhao Lei's music through a unique visual language. In the poster design, I carefully selected the colour palette and the text so that it would resonate deeply with the audience when they first see it and feel the motivation of the music. Such a poster is not just a promotional tool, it also carries the emotion to guide the audience to step into the world of Zhao Lei's music and resonate with it.

In terms of the visual design, I paid special attention to the coherence of the scene layout and visual elements. Through meticulous planning and thoughtful integration of various visual components, I endeavored to create a distinctive atmosphere for the concert, ensuring that the audience could be fully immersed in Zhao Lei's musical emotions. Every element, from the stage backdrop to the lighting, was designed to harmonize with Zhao Lei's music, creating a seamless and engaging experience.

The design of the guide was particularly significant. It was not merely a straightforward informational booklet for the audience but a key element in crafting the concert's ambiance. The guide's design was tailored to reflect Zhao Lei's music style, incorporating rustic and natural motifs that resonate with his heartfelt and genuine musical narratives. By doing so, the guide aimed to prepare

the audience for the emotional journey of the concert, setting the mood and expectations even before they arrived at the venue.

Furthermore, the guide included detailed visual cues and thematic elements that paralleled the concert's overall design. These elements worked together to create a sense of anticipation and excitement, allowing the audience to feel connected to the performance from the moment they received the guide. The use of cohesive fonts, color schemes, and imagery throughout the guide helped to reinforce the concert's theme, ensuring that the audience's experience was immersive and consistent with Zhao Lei's artistic vision.

Ultimately, the goal was to provide the audience with an experience that transcended the typical concert-going encounter. By paying close attention to the coherence and thematic alignment of visual elements, the design aimed to evoke the same emotions and authenticity that characterize Zhao Lei's music. This approach ensured that the audience felt a deep connection to the performance, as if they were not just attending a concert, but being transported into Zhao Lei's musical world.

Conclusion

After completing this graduation design with IP image as the main theme, I have learned a great deal, significantly advancing my design thinking and aesthetic abilities. Throughout the process, I mastered the use of nomad modeling, which was initially challenging. Despite encountering numerous difficulties, I persisted in refining the IP image, perfecting it step by step until I achieved a satisfactory result.

In addition to illustration, I gained valuable insights into poster design. I learned how to use typography effectively to bring out the best visual experience for the viewer and how to present the main character prominently. This involved careful consideration of layout, font choice, and visual hierarchy to ensure that the poster was both attractive and communicative.

During the process of designing derivative products, I came to deeply appreciate the importance of coordination and practicality. Initially, I found that some graphics and elements that appeared very appealing in two-dimensional designs did not always translate well when applied to three-dimensional products with volume, light, and shadow. This experience taught me to pay more attention to the selection and coordination of colors to ensure that the design maintains visual coherence and aesthetic pleasure when applied to three-dimensional objects.

In practical application, I learned how to effectively handle the reflection, texture, and color impact on different materials and surfaces. For example, some colors may appear bright and vibrant on paper but may look dull or distorted on

plastic or metal surfaces due to light reflection. Thus, I learned to consider these factors in the initial design stages to achieve the desired effect in the final product. Additionally, I gained a deeper understanding of how to enhance the visual appeal and functionality of products through lighting effects and three-dimensional modeling.

This project has significantly enhanced my technical skills and provided me with a more comprehensive understanding of design concepts. I gradually realized that design is not merely about pursuing visual aesthetics, but about how to cleverly combine these aesthetics with practical functionality to provide true value to users. Through this project, I have gained a deeper appreciation for the importance of user experience and practical application in design, understanding that every design detail can impact the overall user experience.

During the project, I learned how to balance aesthetics and functionality in the design process. Through continuous experimentation and adjustment, I discovered that only by integrating visual appeal with practicality can we create products that are both pleasing to the eye and easy to use. For instance, in the design process, I had to consider not only the harmony of color combinations and shapes but also the operability and comfort of the product in different environments. Additionally, I learned how to optimize design through user feedback to better meet actual user needs.

In this process, I also began to pay attention to the details of the design. Details make or break a design, and every small design element can have a significant impact on the final user experience. Whether it's the size of a button,

the choice of font, or the contrast of colors, each aspect needs careful consideration and repeated testing. By doing so, I can ensure that every design brings the best possible effect and experience in practical use.

Overall, this project has not only improved my design skills but also given me a deeper understanding and insight into design. I have learned how to pursue aesthetics while not neglecting the importance of practical functionality. Moving forward, I will continue to strive for excellence in the field of design, constantly improving my professional skills, and always prioritizing user experience. Through continuous learning and practice, I hope to design more outstanding works that combine aesthetics and functionality, bringing greater value and better experiences to users. Overall, this project taught me many things I had not learned before and marked a significant improvement in my design capabilities. I learned how to maintain consistency and practicality throughout the complex design process and developed a greater respect for users' needs and experiences. Looking ahead, I will continue to strive for excellence in my studies, continuously improving my design skills, and always prioritizing user experience. My goal is to create practical and effective work outcomes. I believe that through continuous learning and practice, I can achieve greater accomplishments in the field of design, bringing more value and surprise to users.

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ANNEX



Figure2.1

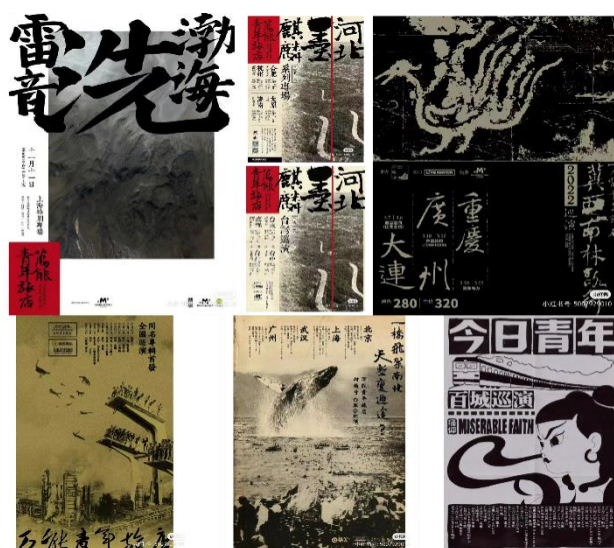


Figure3.2



Figure3.1



Figure3.2



Figure3.3



Figure3.4



Figure3.5



Figure3.6



Figure3.7



Figure3.8

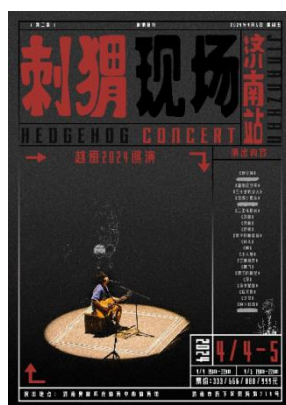


Figure3.9



Figure3.10

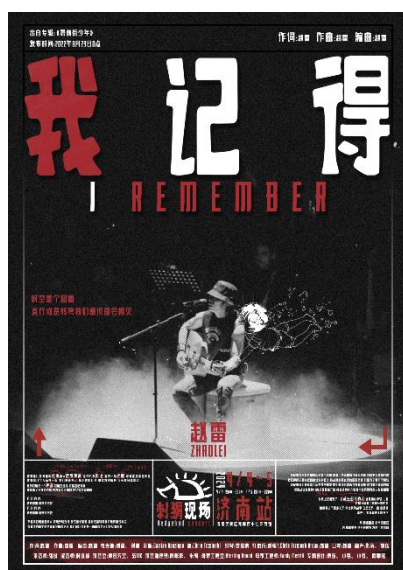


Figure3.11



Figure3.12



Figure3.13

Figure3.14

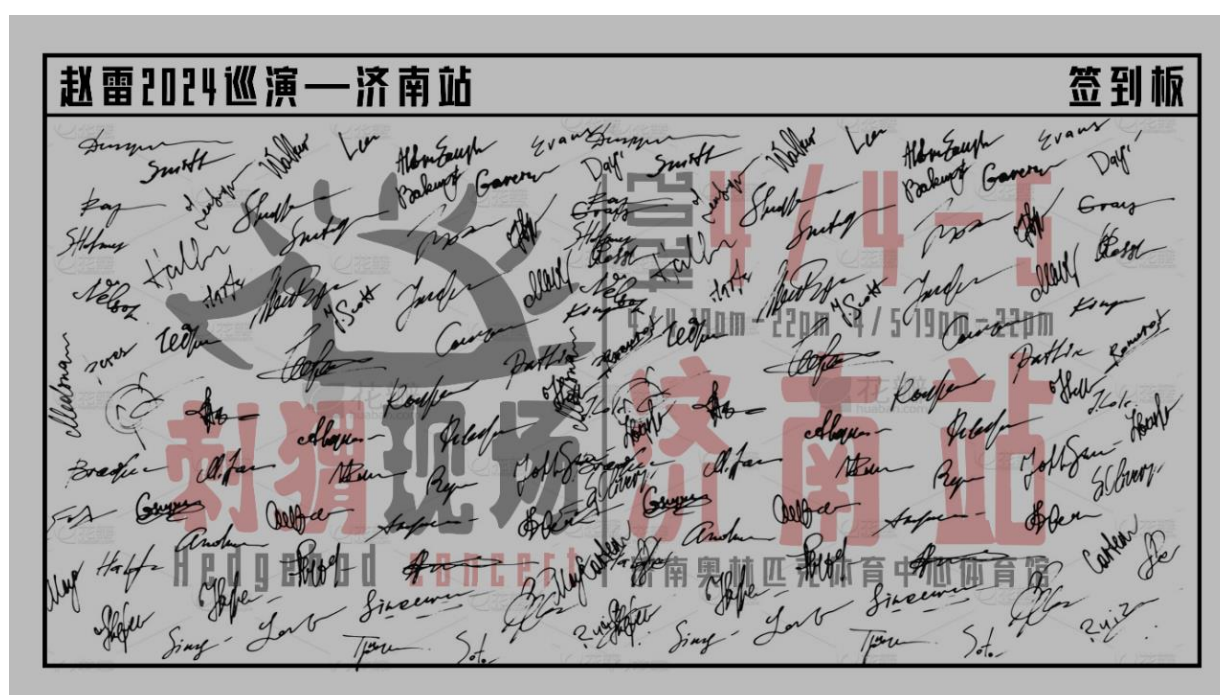


Figure3.15



Figure3.16



Figure3.17



Figure3.18



Figure3.19



Figure3.20



Figure3.21



Figure3.22



Figure3.24

Figure3.25





Figure3.26

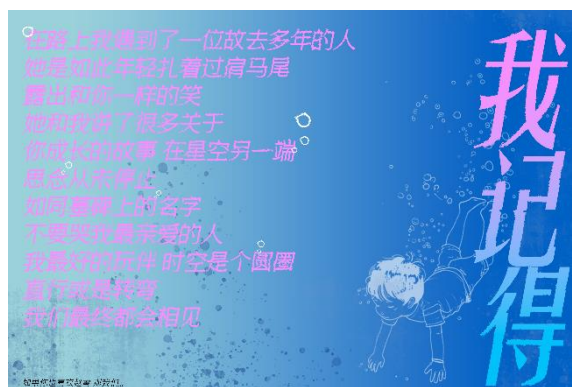




Figure3.27



Figure3.28