

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

Faculty of Design  
Department of Graphic Design

BACHELOR'S THESIS

on the topic:

Development of a visual complex for Linyi City, Shandong Province  
Specialty 022 Design  
Educational program Design (by types)

Performed by: a student of the BED-20 group

Jing Yuru

Supervisor degree, academic rank, First name

SURNAME

Reviewer degree, academic rank, First name

SURNAME

Kyiv 2024

## ABSTRACT

The Shuiyun Langya urban cultural and creative design located in Linyi, Shandong is an innovative design model that combines traditional cultural elements with modern design concepts. Through in-depth exploration and understanding of Langya culture, combined with the needs and trends of contemporary urban development, traditional cultural elements are integrated into urban spatial design, architectural design, product design, and other aspects to create urban cultural creative products with regional characteristics and cultural heritage.

This creation is divided into five parts. The first part is the design of the map, which involves depicting the characteristic buildings of Linyi. The second part is the illustration and poster design for the representative buildings of the Shuiyun Langya urban complex; The third part is the IP image design of characters, with Wang Xizhi and Zhuge Liang as representative characters for character image design. At the same time, create emojis to enrich the design content; The fourth part is the design of cultural and creative products targeting the architecture and culture of Linyi; The fifth part is dynamic video design and production, shooting materials for the lighting show of the Water Rhyme Langya City Complex and conducting video editing.

The core concept of Shuiyun Langya urban cultural and creative design is the integration of tradition and modernity, and the combination of culture and creativity, aiming to create a unique and culturally rich urban cultural space, injecting new vitality and charm into the city. By promoting the prosperity and development of urban culture through design, promoting the sustainable development of cities, and achieving a positive interaction and win-win situation between culture and economy.

*Key words : Illustration design, Cultural and creative product design, Urban cultural and creative industry, Water Rhyme Langya, cultural tourism development*

## CONTENT

<b>INTRODUCTION .....</b>	<b>8</b>
<b>Chapter I TOPIC SELECTION IDEAS .....</b>	<b>9</b>
1.1 Current situation of urban cultural and tourism development .....	9
1.1.1 Emphasize the development and inheritance of culture .....	9
1.1.2 Policy support .....	10
1.2 Topic source .....	10
1.3 Topic significance .....	11
1.4 Topic source .....	12
Summary of the chapter I .....	12
<b>Chapter II SELECTION, POSITIONING AND RESEARCH .....</b>	<b>13</b>
2.1 Selection and positioning .....	13
2.2 Preliminary research .....	13
2.2.1 Current situation of cultural and creative development in domestic cities .....	13
2.2.2 Current situation of cultural and creative development in foreign cities .....	14
Summary of chapter II .....	16
<b>Chapter III DESIGN PROCESS AND RESULTS .....</b>	<b>17</b>
3.1 Design plan .....	17
3.2 Design process .....	18
3.2.1 Illustration element extraction .....	18
3.2.2 Map design .....	20
3.2.3 Poster Design .....	21
3.2.4 Architectural landscape illustration design .....	22
3.2.5 Character IP Image Design .....	23
3.2.6 Derivative design .....	24



Summary of chapter III .....	24
<b>CONCLUSION</b> .....	<b>25</b>
<b>REFERENCE</b> .....	<b>27</b>
<b>ANNEX</b> .....	<b>35</b>

## INTRODUCTION

The research on the design of Shuiyun Langya cultural and creative products mainly focuses on three aspects: product design concept, design process, and design results. The full text first reviews the development process of product design, emphasizing the organic combination of traditional cultural elements and modern design concepts. This combination not only inherits traditional culture, but also injects new vitality into modern design.

In the explanation of the design process, this article provides a detailed introduction to various stages, including inspiration sources, conceptual design, prototype production, and sample confirmation. Among them, the creativity and design philosophy of designers are the core of the entire design process. They cleverly integrate traditional cultural elements into product design, making the final product possess unique cultural connotations and a sense of fashion.

In addition, this article also focuses on showcasing the product design achievements. These achievements cover multiple fields such as household goods, clothing accessories, stationery and gifts. In every field, designers have fully demonstrated their professional skills, making each product have distinct design characteristics.

Through the study of the design of Shuiyun Langya cultural and creative products, we can see the important position of traditional culture in modern design. Not only does it provide rich materials for product design, but it also gives the product unique cultural attributes. This not only helps to enhance the market competitiveness of products, but also benefits the inheritance and development of traditional culture.

## **Chapter I**

### **TOPIC SELECTION IDEAS**

#### **1.1 Current situation of urban cultural and tourism development**

##### **1.1.1 Emphasize the development and inheritance of culture**

As a city with a long history, Langya's profound cultural heritage is a valuable asset for urban development. Deeply explore the historical and cultural elements of Langya in cultural and creative design, reinterpret them through modern design techniques, and bring new vitality to traditional culture.

In recent years, Linyi Culture and Tourism has attached great importance to cultural inheritance and actively carried out activities such as the Linyi Zhuge Liang Cultural Tourism Festival and the 26th Shandong Provincial Sports Games, striving to promote integrated transformation and chain development. The "Lantern Lantern Mountain · New Langya" non night block has been rated as a provincial-level night cultural and tourism consumption agglomeration area, and Linyi has started with a booming water tourism industry. The integration and development between cultural and tourism industries are becoming increasingly close, and the products and services of cultural and tourism integration are being favored by more and more people. The current design industry is also becoming increasingly competitive, so there is a need for distinctive urban cultural and creative products to create, so that all creations can compete with the core competitiveness. Overall, the development of cultural and tourism in domestic cities is showing a trend of diversification, high quality, and integrated development.

The traditional cultural elements of Langya are rich and diverse, such as ancient architectural styles, unique folk customs, and traditional craftsmanship. In order to effectively integrate these elements into cultural and creative design, methods such as element extraction and style analysis were adopted, striving to preserve the essence of

traditional culture while injecting modern aesthetic concepts.

### **1.1.2 Policy support**

Policy support plays a crucial role in urban cultural and creative design. In recent years, with the increasing attention and support from the country for the cultural and creative industry, a series of policy documents have been issued, providing strong policy guarantees for urban cultural and creative design. These policies not only provide financial and tax incentives for the cultural and creative industry, but also promote the rapid development of the industry by building platforms and promoting cooperation.

Taking the urban cultural and creative design of "Water Rhyme Langya" as an example, policy support has played an important role in it. In the topic positioning stage, policy documents provide clear direction and ideas for the design team, ensuring the innovation and practicality of the design. During the research phase, help the team gain a deeper understanding of the current situation and trends in cultural and creative development both domestically and internationally. During the design process, policy support provided the team with funding and technical support, ensuring the smooth progress of the design. Finally, with the support of policies, the urban cultural and creative design of "Shuiyun Langya" has achieved significant results, not only enhancing the city's visibility and reputation, but also injecting new vitality into the development of the cultural and creative industry.

## **1.2 Topic source**

This topic stems from a profound insight into the current trend of urban cultural and tourism development. With the improvement of people's living standards, the demand for cultural tourism is also growing day by day. Linyi, as a city with rich historical and cultural heritage and unique natural landscapes, has enormous potential for cultural and creative development, as well as abundant cultural heritage and natural landscape resources. These resources provide rich materials and sources of inspiration

for cultural and creative design. By delving deeper into the cultural connotations of cities, these unique elements can be integrated into cultural and creative products, creating a cultural and creative brand with water charm and Langya characteristics.

According to statistical data, in recent years, the market size of cultural and creative products has continued to expand, and consumers have shown strong interest in products with cultural connotations and creative designs. At the same time, the policy level has also provided strong support for the cultural and creative industry, providing a good development environment for cultural and creative design.

In addition, the cultural and creative design of Shuiyun Langya also has broad market prospects. With the increasing demand for cultural tourism from domestic and foreign tourists, cultural and creative products with local characteristics will become a popular choice in the market. Through this creation, the Shuiyun Langya series of cultural and creative products have attracted more tourists and developed into a beautiful business card for the urban cultural and tourism industry.

### **1.3 Topic significance**

The development significance of Shuiyun Langya cultural and creative design is profound, which can promote the inheritance and innovation of urban culture, and transform regional characteristics into cultural products with market value through design language. By utilizing modern design concepts and technological means, a series of unique cultural products have been created, showcasing the unique charm of Langya culture and enhancing the cultural image and visibility of the city.

In addition, the development of Shuiyun Langya cultural and creative design has also driven the development of related industrial chains, such as derivative product design, production, and sales. This not only creates more employment opportunities and economic benefits for the local area, but also provides strong support for the diversified development of urban cultural and tourism industries.

### **1.4 Topic source**

"Water Rhyme Langya" is a key urban complex project developed by Linyi City. It combines traditional cultural elements of urban characteristics with modern creativity and design as the design entry point, and is the innovation point of this graduation project.

### **Summary of the chapter I**

1. The traditional cultural elements of Langya are rich and diverse
2. Policy support provides strong support for urban culture and innovation
3. Water rhyme Langya creative design has broad market prospects

## **Chapter II**

### **SELECTION, POSITIONING AND RESEARCH**

#### **2.1 Selection and positioning**

Through in-depth research on the history, culture, geography, and other aspects of the Langya region, representative and unique elements such as Langya landscape, ancient architecture, traditional handicrafts, etc. are extracted as the main design elements. In terms of design achievements, the main visual design of the map is created, cleverly integrating the beautiful landscape and cultural characteristics of Langya, presenting a unique visual impact. The architectural poster design showcases the charm and charm of Langya ancient architecture through delicate brushstrokes and rich colors. IP image design is based on Langya culture, creating cute and interesting images that are deeply loved by the public. The design of derivative products covers multiple fields, such as stationery, household goods, clothing, etc., integrating Langya culture into daily life, allowing more people to feel its charm.

#### **2.2 Preliminary research**

##### **2.2.1 Current situation of cultural and creative development in domestic cities**

In recent years, the development of urban cultural and creative industries in China has shown a vigorous trend. With the increasing attention and support of the country for cultural and creative industries, more and more cities are beginning to consider cultural and creative industries as an important direction for urban development. According to statistics, as of the end of 2022, the scale of China's cultural and creative industry has exceeded 10 trillion yuan, becoming one of the important pillars of the national economy. This development trend is not only reflected in the rapid growth of the

cultural and creative industry, but also in the diversity and innovation of cultural and creative products.

Taking Beijing as an example, as the cultural center of China, its development in the field of cultural and creative industries is particularly prominent. From the hot sales of cultural and creative products in the Forbidden City, to the artistic atmosphere in Nanluoguxiang, and to the innovative practices in the 798 Art District, Beijing's cultural and creative industry has formed a unique brand effect. These successful cases not only demonstrate Beijing's profound cultural and creative heritage, but also provide valuable experience for other cities.

However, the development of cultural and creative industries in domestic cities also faces some challenges. On the one hand, the development of the cultural and creative industry requires a large amount of capital investment and talent support, which is a considerable pressure for some economically backward cities. On the other hand, the innovation and diversity of cultural and creative products also need to be continuously improved to meet the growing needs of consumers.

In response to these challenges, domestic cities need to pay more attention to planning and strategies in cultural and creative development. Firstly, the government should increase its support for the cultural and creative industry, provide financial support and policy incentives, and attract more enterprises and talents to invest in the cultural and creative field. Secondly, cities should combine their own cultural characteristics and resource advantages to create cultural and creative brands with local characteristics, and enhance the city's visibility and influence. Finally, cities should strengthen exchanges and cooperation with the international cultural and creative industry, introduce advanced creative concepts and technological means, and promote the international development of the cultural and creative industry.

### **2.2.2 Current situation of cultural and creative development in foreign cities**

When exploring the current situation of cultural and creative development in



foreign countries, it is necessary to mention the outstanding performance of European and American countries in this field. Taking the United States as an example, its cultural and creative industry has become one of the pillar industries of the national economy. According to statistics, the annual growth rate of the cultural and creative industry in the United States continues to remain above 5%, far exceeding other traditional industries. The achievement is due to the high attention and strong support of the US government towards the cultural and creative industry. At the policy level, the US government has provided a series of preferential policies such as tax reductions and financial support for the cultural and creative industry, creating a favorable external environment for its vigorous development.

In terms of innovation in cultural and creative products, European and American countries are also at the forefront of the world. Taking the UK as an example, its cultural and creative products have won the love of global consumers with their unique creativity and exquisite craftsmanship. For example, British designers combine traditional craftsmanship with modern design by delving into local cultural elements, creating a series of cultural and creative products that have both cultural connotations and a sense of fashion. These products are not only popular in the domestic market, but also exported overseas, becoming beautiful business cards of the British cultural and creative industry.

In addition, European and American countries have also achieved significant results in business model innovation in the cultural and creative industry. They are good at using the Internet, big data and other modern information technology means to promote the deep integration of cultural and creative industries with science and technology, education, tourism and other industries. This cross-border integration not only enriches the connotation and extension of the cultural and creative industry, but also provides consumers with more diverse and personalized cultural experiences. For example, through virtual reality technology, consumers can experience the charm of foreign cultures firsthand; Through online education platforms, consumers can learn various cultural knowledge and skills anytime, anywhere.

## **Summary of chapter II**

1. Positioning and significance of the topic of cultural and creative design
2. Investigate the development status of urban culture and creativity at home and abroad

## **Chapter III**

### **DESIGN PROCESS AND RESULTS**

#### **3.1 Design plan**

In the design planning stage, a detailed planning was first carried out for the overall framework of the "Water Charm Langya" urban cultural and creative design. The core goal of the design has been clarified, which is to deeply explore the cultural characteristics of the water area in Langya region, integrate these elements into various cultural and creative products through creative design, and promote the development of urban cultural tourism.

In the preliminary stage of the design plan, conduct market research and data analysis. By collecting historical and cultural information, tourism market data, and consumer demand information from the Langya region, we have gained a deep understanding of the local cultural heritage and market environment. These data provide strong support for subsequent design work.

In the implementation stage of the design plan, use element extraction method to extract representative symbols and patterns from the characteristic cultural buildings of New Langya; Determine the overall style and tone of the design through style analysis. Color contrast analysis ensures the harmony and unity of color application in design works.

In the process of advancing the design plan, emphasis is placed on communication with mentors, regular design discussion meetings are held to share design ideas and methods, discuss problems encountered and solutions. This approach not only improves design efficiency, but also ensures the quality and creativity of the design work.

## 3.2 Design process

### 3.2.1 Illustration element extraction

There are six representative buildings in map design, namely the Book Saint Pavilion, People's Square, Wang Xizhi's Former Residence, TV Tower, Phoenix Square, and Shuiyun Langya. They are distributed around the intersection of the three rivers in Linyi, forming the Shuiyun Langya Urban Complex project. These buildings are not only a microcosm of urban construction in China, but also important symbols that reflect the cultural heritage and regional characteristics of the city.

#### (1) Extraction of architectural elements from New Langya

Linyi New Langya Block is based on the characteristic history and culture, with Langya culture as the core, integrating elements such as China-Chic, intangible cultural heritage, celebrities, etc., and elaborately setting up performance art performance, bonfire performance stage, giant sculpture beauty and Chen punch points, Langya couples theme square, etc.

The design selects the main gate of New Langya as a representative design element, with a symmetrical architectural structure. In terms of color, the original characteristics of the building are preserved, with blue as the main tone and yellow as the auxiliary.

#### (2) Illustration Design of the Book Saint Pavilion

The Shusheng Pavilion is a cultural building with calligraphy as its theme. It is located in the center of the city and has become a unique cultural landscape. The design inspiration for the Shusheng Pavilion comes from Wang Xizhi, a renowned calligrapher in ancient China. Its architectural style is simple and elegant, complementing the surrounding garden landscape. The architectural color adopts a yellow tone as the main tone, which further reflects the charm of calligraphy.

#### (3) Illustration Design of Wang Xizhi's Former Residence

The former residence of Wang Xizhi is a historically significant architectural complex, which preserves many of Wang Xizhi's calligraphy and cultural relics from

his lifetime. Here, you can learn about Wang Xizhi's life story and feel the style of this calligraphy master. The garden landscape around the former residence provides a peaceful resting place. The building structure is symmetrical, with yellow as the main tone, reflecting the cultural heritage of Wang Xizhi's former residence.

#### (4) Illustration Design of Phoenix Square

Linyi, also known as Turtle Carrying Phoenix City, has a huge phoenix sculpture in the center of Phoenix Square, with wings spread out as if to soar in the sky. The Phoenix Square is surrounded by abundant greenery and a beautiful environment, making it a great place for citizens to hold various activities. This design features a beautiful phoenix hovering next to the sculpture, with two phoenixes facing each other in a warm red tone, reflecting the fiery passion of the city of Langya.

#### (5) Illustration Design of People's Square

People's Square is an iconic square in Linyi, witnessing the development and changes of the city. In the middle of the People's Square stands a tall red sculpture called Gaoshan Liushui. The mountain is Mengshan, and the water is Yishui. The warm red symbolizes the glorious red tradition of Yimeng, which spans eight hundred miles.

#### (6) Illustration Design of Linyi Radio and Television Tower

The TV tower is one of the landmark buildings in the city, with its body towering into the clouds and becoming a part of the city's skyline. The TV tower is in the shape of a brush, with the tower shaped like a brush head, symbolizing that Linyi is the hometown of the sage of calligraphy. The tower is decorated with some stainless steel rings, which can mean "abacus beads", symbolizing that Linyi is the hometown of Liu Hong, the sage of calligraphy; There is a slanted single-sided truss below the tower, which outlines the "Tai Chi Diagram" with two arcs, symbolizing that Linyi is the hometown of the wise sage Zhuge Liang; The tower seat resembles a stretched bamboo slip, symbolizing that Linyi was the site of bamboo slips unearthed during the Han Dynasty. The steel pipe truss of the tower resembles a giant dragon soaring, echoing the phoenix sculpture in Phoenix Square as a symbol of dragon and phoenix prosperity.

### 3.2.2 Map design

The main visual design of the map cleverly integrates elements such as water systems, landforms, and architecture in the Langya area. Through the clever use of colors, lines, and composition, it presents a work with both regional characteristics and artistic beauty. This work not only provides tourists with an intuitive city map, but also becomes an important carrier for promoting Langya culture. Architectural illustration design, through delicate brushstrokes and rich colors, presents the ancient buildings and dwellings in the Langya area vividly, allowing people to appreciate the beauty while also feeling the profound cultural heritage of Langya.

#### (1) Design style

In the map design, six representative buildings near Shuiyun Langya were selected as the depicted objects. The buildings include the Book Saint Pavilion, People's Square, Wang Xizhi's Former Residence, TV Tower, Phoenix Square, and Shuiyun Langya, which not only have reasonable geographical distribution but also have unique styles and characteristics, making the map more ornamental and practical.

The overall design adopts a flattened style, highlighting the visual effect with simple and bright lines. During the drawing process, we strive to restore the vitality of the building, so that each building can be presented vividly on the map. The focus is on depicting the landmark buildings near Shuiyun Langya, which not only have high popularity but also play an important role in the urban planning of Linyi. On the map, these landmark buildings have become highlights due to their unique shapes and colors. They have witnessed the development and changes of Linyi city, carrying rich historical and cultural connotations.

#### (2) Color matching

Display its unique beauty in map design with vivid colors and exquisite details. Combining the ecological environment around Shuiyun Langya with the beautiful natural landscape and architecture. The green vegetation, blue lakes and rivers on the

map complement each other with the architecture, showcasing the beautiful scenery of Linyi's picturesque water landscape.

### **3.2.3 Poster Design**

Poster design is a visual art that conveys specific information and emotions through elements such as patterns, colors, and composition. Among the rich cultural heritage in our country, the Shusheng Pavilion, Wang Xizhi's former residence, and Shuiyun Langya have extremely high artistic value and cultural connotations, making them very suitable as materials for illustration design.

#### **(1) New Langya Poster Design**

The design of the New Langya poster utilizes the on-site elements of the New Langya neighborhood, with blue and yellow as the main colors, and adopts a central composition to create a poster rich in poetry and landscape imagery. These scenes not only showcase the representative buildings and on-site performances of New Langya, but also reflect Langya's literati sentiment.

#### **(2) Poster design for the Book Sage Pavilion**

The Shusheng Pavilion is an attic built in memory of the famous calligrapher Wang Xizhi during the Eastern Jin Dynasty in China. The design features yellow as the main color and a central composition, combined with Wang Xizhi's calligraphy works, showcasing his beautiful calligraphy lines and unique artistic style.

#### **(3) Poster Design for Wang Xizhi's Former Residence**

The former residence of Wang Xizhi was first built within the territory of Langya County during the Jin Dynasty. It has historical relics such as the Washing Inkstone Pond, Puzhao Temple, Jiliu Stele, Shushu Terrace, Wang Youjun Temple, Zuogong Temple, Sibao Terrace, Wuxian Temple, and Langya Academy. This design combines the gate architecture of Wang Xizhi's former residence with the famous inkstone washing pool that appears in many stories of Wang Xizhi. It adopts a central composition, with yellow as the main color and green sky as the background, reflecting

the cultural heritage of Wang Xizhi's former residence. (4) Poster design for People's Square

The Linyi People's Square is built with the essence of "Mengshan Yishui, Wentao Wulue", fully showcasing the natural characteristics of "Mengshan Yishui" and the historical and cultural characteristics of "Wentao Wulue". This design is mainly based on the red symbol "high mountains and long rivers" in the center of the square, with red as the main element. It adopts a central composition, which not only reflects the spiritual style of the people in the revolutionary base area of Yimeng, but also reflects that the Yimeng region is a hot land.

#### (5) TV Tower Poster Design

Linyi is also called "Little Shanghai" because of its beautiful coastal construction. Linyi Radio and TV Tower is a "Oriental Pearl TV Tower" comparable to "Little Shanghai". The design takes the TV Tower as the main body, adopts the central composition, and the reflection of the river reflects the theme of "water charm Langya", which fully reflects the historical and cultural characteristics of Linyi, the rapid rise of the new era, and the beauty of modern architectural art.

#### (6) Phoenix Square Poster Design

Phoenix Square is one of the squares in the Linyi Riverside Scenic Area. It is often said that there is a phoenix coming to Yi. The theme sculpture of the square is called "Danfeng Crying Green", which echoes the TV tower and is collectively known as "Dragon and Phoenix Auspicious". The design is mainly based on Danfeng Crying Green, with red as the main color tone and a central composition, reflecting the profound cultural heritage of the old Yimeng Phoenix City and Tiemen Pass, as well as the passionate modern trend.

### **3.2.4 Architectural landscape illustration design**

This design utilizes the six main buildings of the Water Rhyme Langya Complex, each with its own unique features, forming the illustration design elements of the map.



Through illustrations, one can see the glory and rich cultural heritage of urban construction in China. At the same time, in the design process, some harmonious combinations are made in terms of color.

### **3.2.5 Character IP Image Design**

IP image design conveys the essence of Langya culture to a wider audience through cute cartoon characters, enhancing the dissemination and influence of culture.

Character IP image design is an innovative approach that combines historical characters with modern cartoon elements. In this design, we have infused two outstanding figures from ancient Linyi - Zhuge Liang and Wang Xizhi - with a brand new cartoon image. This cartoon design not only makes the character images more vivid and concrete, but also presents historical and ancient characters vividly in front of us.

#### **(1) Wang Xizhi's IP Image Design**

Wang Xizhi was a famous calligrapher during the Eastern Jin Dynasty in China, known as the "saint of calligraphy". In the design of character IP images, we have portrayed Wang Xizhi as an elegant and lovely cartoon character. He held a brush in his hand, his expression focused, as if he was splashing ink on paper. This design not only showcases the style of Wang Xizhi's calligrapher, but also makes him more approachable, allowing more people to understand and love this historical figure.

#### **(2) Zhuge Liang's IP Image Design**

Zhuge Liang, as a famous politician and military strategist in Chinese history, deeply rooted in people's hearts with his image of intelligence and courage. In character IP image design, we portray Zhuge Liang as a smart and cute cartoon character. He wore a feather fan on his head and a war robe, with a smiling face and full of wisdom. This design not only retains the characteristics of Zhuge Liang's historical image, but also makes him more friendly, cute, and easily accepted by modern audiences.

The design of character IP images has innovatively inherited historical and cultural

heritage, bringing new vitality to ancient characters. This design not only helps to spread China's rich historical and cultural heritage, but also allows more people to feel the cuteness and charm of historical figures. At the same time, this design also provides a new development direction for the cultural industry, combining history with reality, and bringing more creativity and inspiration to modern society.

### (3) Design of character IP emojis

The design of character IP emojis is a new type of design method full of creativity and imagination. By endowing the historical figures of Zhuge Liang and Wang Xizhi with cartoon characters, we have revitalized ancient figures in modern society and provided new possibilities for the development of the cultural industry.

## **3.2.6 Derivative design**

Cultural and creative derivatives refer to derivative products created and designed based on original cultural works. Aiming to combine creative design and cultural elements, the design and production of cultural and creative derivatives usually focus on the plot, characters, scenes, and other elements of original works. Through unique design styles and creative concepts, these elements are transformed into products with ornamental and practical value. The original cultural industry brings more business opportunities and economic benefits.

Cultural and creative derivatives are an extension and expansion of original cultural works, an important part of the cultural and creative industry, and a bridge connecting original works and consumers, with significant significance.

## **Summary of chapter III**

1. Research and implementation of the design plan
2. Design process
3. Design results

## CONCLUSION

After in-depth exploration and practice of the theme "Water Charm Langya: Exploration and Practice of Urban Cultural and Creative Design", I deeply understand the importance of cultural and creative design for the development of urban culture and tourism. Through this design practice, we have successfully integrated the cultural characteristics of Shuiyun Langya into cultural and creative products, not only enhancing the added value of the products, but also further promoting the cultural image of the city.

In the design process, I pay attention to the extraction of elements and the shaping of style, striving to showcase the unique charm of water charm in the details. The main visual design of the map cleverly combines the landmark buildings of the city with river elements, forming a unique visual impact; Architectural illustration design showcases the charm and characteristics of urban architecture through delicate brushstrokes and rich colors; The IP image, on the other hand, is designed with cute imagery to bring it closer to the audience and enhance interactivity; Derivative product design combines practicality and creativity to meet the needs of different consumers.

This design practice not only received a good market response, but also gained recognition from the industry. According to sales data, the sales of cultural and creative products in the market are steadily increasing, with products featuring map based visual design and architectural illustration design being particularly popular among consumers. At the same time, positive feedback has also been received from the industry, who believe that the design works fully showcase the cultural heritage and tourism potential of Shuiyun Langya.

Looking back at the entire design process, I deeply understand the responsibility and mission of designers. As the famous designer I.M. Pei once said, "Design is a feeling, a mindset, and an extension of human nature." As a designer, one should not only focus on the appearance and function of a product, but also pay attention to the cultural connotation and emotional value it carries. In future design practices, I will

continue to delve deeper into the cultural characteristics of cities and convey more emotions and values through design works.

Looking ahead to the future, I believe that cultural and creative design will play a more important role in the development of urban cultural tourism. With the increasing demand for cultural experiences from consumers, cultural and creative products will become an important bridge connecting cities and tourists. Meanwhile, with the continuous progress and innovation of technology, cultural and creative design will also face more development opportunities and challenges. I will continue to pay attention to the development trend and market demand of cultural and creative design, continuously improve my design ability and innovative thinking, and contribute my strength to the development of urban cultural tourism.

## REFERENCE

1. Fang Yuting, Wang Xin. Research on the application of graphic creativity in urban cultural and creative packaging design [J]. China Packaging, 2024,44 (04): 43-46.  
[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLW7A-sbmIhb4AsPJ8-xWgWp6OfZpLXVc\\_v8FIzddn0ZAi4d41I\\_IJwC9f4QJbu5BzffZFfghE0rUxhqDqUZSyuHxHEhUvfeCGBVb1zlopw5\\_sNqI3P07ajGdRk42\\_NemAjU=&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLW7A-sbmIhb4AsPJ8-xWgWp6OfZpLXVc_v8FIzddn0ZAi4d41I_IJwC9f4QJbu5BzffZFfghE0rUxhqDqUZSyuHxHEhUvfeCGBVb1zlopw5_sNqI3P07ajGdRk42_NemAjU=&uniplatform=NZKPT&language=CHS)
2. Qiu Zhike. Design of AR technical cultural and creative products of City University of Macau based on KANO and SERVOQUAL model [J]. Screen printing, 2024,(06):77-79.  
[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLV5XUIJNMqXQP45QT4S0-kpZBlvhyGa-ioGLYc0ipc40Yw4b0xCRjvBXo\\_uiSax81yoiAvxbSjVHI\\_cNhgOPmwJFyo0c4AINTnPBrHBw-mSxdPSGxGNJYjRhVajXi075LU=&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLV5XUIJNMqXQP45QT4S0-kpZBlvhyGa-ioGLYc0ipc40Yw4b0xCRjvBXo_uiSax81yoiAvxbSjVHI_cNhgOPmwJFyo0c4AINTnPBrHBw-mSxdPSGxGNJYjRhVajXi075LU=&uniplatform=NZKPT&language=CHS)
3. Yi Ran. The importance of intangible cultural heritage in the cultural and creative design of urban tourism [J]. Popular literature and art, 2024,(06):64-66.  
[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLWdyy8\\_ttKSW0PnNPmd5QTrawW8PhtDA1XI6IyqtlDj9h0z2ZzA96TuWrQL5P1cumxRVD\\_7L8ThWbhaDENXRgwFAlkgNR5hwI6NcQ4qPcH5XXYcSEJUL7ii9OEutY7KMeRI=&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLWdyy8_ttKSW0PnNPmd5QTrawW8PhtDA1XI6IyqtlDj9h0z2ZzA96TuWrQL5P1cumxRVD_7L8ThWbhaDENXRgwFAlkgNR5hwI6NcQ4qPcH5XXYcSEJUL7ii9OEutY7KMeRI=&uniplatform=NZKPT&language=CHS)
4. Wei Xiaoyan. Visualization and analysis of regional expression studies in cultural and creative design [J]. Fine Arts Education Research, 2024, (05): 58-61.  
[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLVUDtxkLa0ecj1oNu6VENU17mZ81l\\_8ePhIl-kkrX3dZzAGZl8wuwnPHoZnV5SO0I-V1C6j-cSpz7em6Rd8XR8eN6djcxxybbjoSYjHCsRpmW4pZFfLC\\_OaGcw931D20sg=&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLVUDtxkLa0ecj1oNu6VENU17mZ81l_8ePhIl-kkrX3dZzAGZl8wuwnPHoZnV5SO0I-V1C6j-cSpz7em6Rd8XR8eN6djcxxybbjoSYjHCsRpmW4pZFfLC_OaGcw931D20sg=&uniplatform=NZKPT&language=CHS)
5. Liu Yang, Yang Lili. Research on the design methods of subway cultural and creative products [J]. DESIGN The 2024,37(05):4-7.

[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLU6-v2kl6nSdXUv5LUWqMWp7B\\_Dresz1S\\_tpV62jANZN5kQ\\_8h-DQu4LtFH2zua0c0YYV8CA0W-8YvwCzI61ew4pzGUvWpvxMEJTFrmRIn0nlVBy4pjZn5NoLGDBea5o0=&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLU6-v2kl6nSdXUv5LUWqMWp7B_Dresz1S_tpV62jANZN5kQ_8h-DQu4LtFH2zua0c0YYV8CA0W-8YvwCzI61ew4pzGUvWpvxMEJTFrmRIn0nlVBy4pjZn5NoLGDBea5o0=&uniplatform=NZKPT&language=CHS)

6. Zhong Lei, Zhou Ying. Research on the design of Haihe Cultural tourism products — Take Mazu cultural and creative design as an example [J]. Art Education, 2024, (03): 249-252.

[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLXRY1Ym3XPJH\\_Ao1ZNWhFJym6LzMx8Xs8zTzBY7XxhSYscpgEtOa9qxZj3xTfIS669wVuP660C1wPwsdK9IX2oNB3I3WMwFe3fPZwAcCFgCJ7O0vkz2sU4EqNbc-0SfsLi4iJCPhkpJcA==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLXRY1Ym3XPJH_Ao1ZNWhFJym6LzMx8Xs8zTzBY7XxhSYscpgEtOa9qxZj3xTfIS669wVuP660C1wPwsdK9IX2oNB3I3WMwFe3fPZwAcCFgCJ7O0vkz2sU4EqNbc-0SfsLi4iJCPhkpJcA==&uniplatform=NZKPT&language=CHS)

7. Into the house. Research on the cultural and creative product design of urban rail transit based on the concept of five senses [J]. Research on Urban Rail Transit, 2024,27 (03):

[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLXgl4OJBYGL2JhpSwUfiwvOzys8PqTYA63IFnBjCj2HX1Ia9QsX7hXyF\\_3EAbD05BZWl2RLQajKYwDePF1jdY-9Zn0ILh2pX8EF4u5tYEdHArmZoC\\_-IScIuBqcAdRiLxtCh5kPCGdkJw==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLXgl4OJBYGL2JhpSwUfiwvOzys8PqTYA63IFnBjCj2HX1Ia9QsX7hXyF_3EAbD05BZWl2RLQajKYwDePF1jdY-9Zn0ILh2pX8EF4u5tYEdHArmZoC_-IScIuBqcAdRiLxtCh5kPCGdkJw==&uniplatform=NZKPT&language=CHS)

8. Suet Wah Lau. Research on the city image shaping and communication strategy of Xi'an Cultural Creation in the era of new media [J]. Western Radio and Television, 2024,45 (04): 82-85.

[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLUbRE-jYxhDuMAsTXqWTo-BaSSf8-TLZHMUYZth7mnS7oOxCuvCBXZzIF529qgeq3EawlRjKkVpbSYndX3WX6PHo3HWpCQ-wHLIpd07PBedPKc2jUzPmTNWAhnCBdRXeVk=&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLUbRE-jYxhDuMAsTXqWTo-BaSSf8-TLZHMUYZth7mnS7oOxCuvCBXZzIF529qgeq3EawlRjKkVpbSYndX3WX6PHo3HWpCQ-wHLIpd07PBedPKc2jUzPmTNWAhnCBdRXeVk=&uniplatform=NZKPT&language=CHS)

9. Liu Shucheng, Chen Maoliu, Zhang Xinjiang. Research on the design of "Quzhou

polite" urban cultural tourism products based on regional culture [J]. Screen printing, 2024,(03):1-7.

[https://kns.cnki.net/kcms2/article/abstract?v=C\\_qHzaiysLWr1bfMuqXsg-EVDqES3mSlz01egHfDAjHyMuzBfg-ebW36Bdh\\_eL0GFFJKE2mOhx11uzkopAkBek7a\\_lB41FJ03fMvwh0SH8hugx4Pp5OCn43yELaCJgOgb8sXNIFqSmR3cdrKev-NNg==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=C_qHzaiysLWr1bfMuqXsg-EVDqES3mSlz01egHfDAjHyMuzBfg-ebW36Bdh_eL0GFFJKE2mOhx11uzkopAkBek7a_lB41FJ03fMvwh0SH8hugx4Pp5OCn43yELaCJgOgb8sXNIFqSmR3cdrKev-NNg==&uniplatform=NZKPT&language=CHS)

10. Wu Moying. Cultural and creative design practice based on Yulin Ancient City culture [J]. Delta, 2024, (01): 219-221.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiOEVQ0T8K0CaC3J4fBM00p365MQn-KnBRWlvb4fAAAbNlayNO7FJ3ybOigIM\\_IyQ\\_XdNIPz6W6Zung7UJss4EXw-GUgw0R2nP6-LfdktZa4HIMLWKZeiqXjfKcAzxP3VS8=&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiOEVQ0T8K0CaC3J4fBM00p365MQn-KnBRWlvb4fAAAbNlayNO7FJ3ybOigIM_IyQ_XdNIPz6W6Zung7UJss4EXw-GUgw0R2nP6-LfdktZa4HIMLWKZeiqXjfKcAzxP3VS8=&uniplatform=NZKPT&language=CHS)

11. Wu Julin. Research on the application of Suzhou Garden decoration in cultural and creative design[D]. Shandong University of the Arts, 2023.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohC1iR8bcxIE5mTl-xwZJ7h3gn1LX6qPXZYk9ilO8RJ8QQE7E-xJEbmoQL0syUrC5mORQFyW\\_S-jNqpExfIDI447ZlnrNLxuBNR9exOWCvmikSARwPY9Mi5gKOZdirK89UEeQh09V941A==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohC1iR8bcxIE5mTl-xwZJ7h3gn1LX6qPXZYk9ilO8RJ8QQE7E-xJEbmoQL0syUrC5mORQFyW_S-jNqpExfIDI447ZlnrNLxuBNR9exOWCvmikSARwPY9Mi5gKOZdirK89UEeQh09V941A==&uniplatform=NZKPT&language=CHS)

12. He Yanan. Research and application of Cangzhou City cultural and creative products design[D]. Beijing Institute of Printing, 2023.

<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oimjM8pAw1XbPYetTNi1hpsQ4uavm8u-alunH1keiUxZCjk6LaGJnPASjcIekdbKkYKO29mgNvgXoMGxbBeYcjTJfcGPA9NGdZQpCdMmMydqvVNfDKeN8WTMeVPHAAGD2GOfvIT72OoeQ==&uniplatform=NZKPT&language=CHS>

13. Liu Jia, Zhu Canhua. Research on the application of regional culture in animation cultural and creative design[J]. sculpture, 2022, (06): 80-81.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogjnb5feNBHs\\_33bFDhtNa7tcA9Jw0816sOzxPjs20WK7srD922Zaw5LrIJsJUS4wa3fs0tY0EvEgjQrH817fTFeuJ7bi-iZjZz94xCyPAn8-\\_VCd-](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogjnb5feNBHs_33bFDhtNa7tcA9Jw0816sOzxPjs20WK7srD922Zaw5LrIJsJUS4wa3fs0tY0EvEgjQrH817fTFeuJ7bi-iZjZz94xCyPAn8-_VCd-)

[s1jQq5ZILYCAKO12r7kwS7ITh8g==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojXWaEIz2fPWmQ0lYmMKfYzAEeuDlMZkbY0yPGMnXUZvOeaFkpEwldUvtymNwNA-t1LeZLrAB_etJxNykLvsQJFNvme55pTKghyPUmOg8a_hnJTT8uGOXpkVHkauH7Lu-vkecQ01Mz5TQ==&uniplatform=NZKPT&language=CHS)

14. Li Hongchao. Research on the cultural and creative design of Beijing Hutong tourism[J]. art education ,2022,(11):225-228.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojXWaEIz2fPWmQ0lYmMKfYzAEeuDlMZkbY0yPGMnXUZvOeaFkpEwldUvtymNwNA-t1LeZLrAB\\_etJxNykLvsQJFNvme55pTKghyPUmOg8a\\_hnJTT8uGOXpkVHkauH7Lu-vkecQ01Mz5TQ==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojXWaEIz2fPWmQ0lYmMKfYzAEeuDlMZkbY0yPGMnXUZvOeaFkpEwldUvtymNwNA-t1LeZLrAB_etJxNykLvsQJFNvme55pTKghyPUmOg8a_hnJTT8uGOXpkVHkauH7Lu-vkecQ01Mz5TQ==&uniplatform=NZKPT&language=CHS)

15. Liu Juan. Cultural and creative design from the perspective of Wuxi regional culture[J]. Footwear technology and design, 2022, 2(12):37-39.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0og3r6lsCJGb41qVyPu3eonZD1bzRMYmpvTXn7kC\\_MHAJMC0vP6ADau6mFJAjvJbT-lda5YMxz1tfxHxhLClszHdBxuJkF7I9goFqSFF7Sza5VVofBO5MhzEDQhp-A5MFNGf6u7hHgbuvA==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0og3r6lsCJGb41qVyPu3eonZD1bzRMYmpvTXn7kC_MHAJMC0vP6ADau6mFJAjvJbT-lda5YMxz1tfxHxhLClszHdBxuJkF7I9goFqSFF7Sza5VVofBO5MhzEDQhp-A5MFNGf6u7hHgbuvA==&uniplatform=NZKPT&language=CHS)

16. Ye Fusen. Research on the design of cultural and creative products based on Shenyang urban context[D]. Shenyang University of Aerospace University, 2022.

<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiXGOSzbFLfATIX962JBh9aInGib4OOKr0v1Ko1DLg9h4QeDm1EUUf2xVRm5jkitbH-pZGpxDDT35FfpvY0TULUS-sC-K5DX1jzWy2e1hYH-mAJ3MgSWGcb3YCc6aI0kBedO6X6KAZCjQ==&uniplatform=NZKPT&language=CHS>

17. Xu Hui. Design of tourism cultural and creative products in Jinan city, based on the perspective of emotional experience[D]. Shenyang Jianzhu University, 2022.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohTpMY1aLXq5Zc9KUby6phYkpAQ-RwY9ql5uIrmold5xxfmQPEqDpOhWvPDpLYibNsKn-GxFXf9U4VpPUnpQWS68RA8QIFy8dr\\_6PEM5F70CfKLPh-QdWebXmiZwDs12kH9cXP9ZDZcA==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohTpMY1aLXq5Zc9KUby6phYkpAQ-RwY9ql5uIrmold5xxfmQPEqDpOhWvPDpLYibNsKn-GxFXf9U4VpPUnpQWS68RA8QIFy8dr_6PEM5F70CfKLPh-QdWebXmiZwDs12kH9cXP9ZDZcA==&uniplatform=NZKPT&language=CHS)



18. Dou Qianqian,Xiao Wangqun,Wu Fei.Design of cultural and creative products based on urban memory: A case study of Nanjing[J].Journal of Anhui University of Technology (Social Science Edition),2022,39(02):32-35.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohNM6A5DGvWbP0ZGZP25b9wc2Pm5\\_XZYZF02JuDaF-xhsKinRFgcOwLGYi5p9zflSbWxQl2j5G0NEd8juhwTI3gKWbzLN0HvxW-Nu1rujWkTrcSnesA93\\_mM3sWamByXABVtkTkvlCJZ4A==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohNM6A5DGvWbP0ZGZP25b9wc2Pm5_XZYZF02JuDaF-xhsKinRFgcOwLGYi5p9zflSbWxQl2j5G0NEd8juhwTI3gKWbzLN0HvxW-Nu1rujWkTrcSnesA93_mM3sWamByXABVtkTkvlCJZ4A==&uniplatform=NZKPT&language=CHS)

19. Yang Peiyuan.Application Research of Chongqing Night Tour Culture in Cultural Creative Design[D].Sichuan Academy of Fine Arts,2022.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0og\\_sdRI-fD1W2JR2uvu4fUPUKUYB8bvyXQZCywYrtyL58PXTjh5l2nhDlmhpKfDJwbZ3Mjx8fzjx3aYNgicbRNp1jpQdFQo3vM1a9Mh\\_lfUHL-U0Gr6\\_rL\\_zNcXK0Z-giZdoHjtW5RxQ==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0og_sdRI-fD1W2JR2uvu4fUPUKUYB8bvyXQZCywYrtyL58PXTjh5l2nhDlmhpKfDJwbZ3Mjx8fzjx3aYNgicbRNp1jpQdFQo3vM1a9Mh_lfUHL-U0Gr6_rL_zNcXK0Z-giZdoHjtW5RxQ==&uniplatform=NZKPT&language=CHS)

20. Pi Yuchen.Research on the innovative development and design of urban themed cultural and creative products[J].Western leather,2022,44(02):129-131.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiLRrrO2vBVKM0jIwBuv8WOrrWqn\\_WMd3ams5SM7hGAq0IAkecG8dM0ptEWB4BAkqa9AWPfpQcPenXag4J\\_xPEa1-88SCAOFGEk06jM0\\_AklJM-cPyxTkVUMWMhvb\\_zg6YS--fNn4iu3Q==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiLRrrO2vBVKM0jIwBuv8WOrrWqn_WMd3ams5SM7hGAq0IAkecG8dM0ptEWB4BAkqa9AWPfpQcPenXag4J_xPEa1-88SCAOFGEk06jM0_AklJM-cPyxTkVUMWMhvb_zg6YS--fNn4iu3Q==&uniplatform=NZKPT&language=CHS)

21. Wang Jingzhang.Research on the cultural design of ancient construction scenic spots in the digital age[D].Beijing Institute of Printing,2022.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohA8\\_hK5OdSoc0ISQ9UHDIVJdVDt0zibdLXmi8XHo9lJCozVFYvmFzplasqD6XLhg\\_XRUfw96EgZu8qbBx4iR\\_L0hbnJvjohmaxVoOQkzsfY4w2UmXZ0EKB1zOz1Z4f3Zh1bktfvVWXuA==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohA8_hK5OdSoc0ISQ9UHDIVJdVDt0zibdLXmi8XHo9lJCozVFYvmFzplasqD6XLhg_XRUfw96EgZu8qbBx4iR_L0hbnJvjohmaxVoOQkzsfY4w2UmXZ0EKB1zOz1Z4f3Zh1bktfvVWXuA==&uniplatform=NZKPT&language=CHS)

22. Lu Jingyi,Zhang Dalu.Research on the study of cultural and creative design of "Ten Canal" in Suzhou under the background of Grand Canal Cultural Belt construction[J].Hunan packaging,2021,36(06):126-131.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojSs4OZdxBsbGZQ7GLvQQMKgehmyUy5FSslV9fBiunil4CJRikI70kSdnTJ4SzflGyflbFiQmmJgS5qKcAMxuT7IxExwqjwPBN16awvm\\_nOYmcNNFsra\\_DPqYU\\_y82C6ykTWM7w4bo3uw==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojSs4OZdxBsbGZQ7GLvQQMKgehmyUy5FSslV9fBiunil4CJRikI70kSdnTJ4SzflGyflbFiQmmJgS5qKcAMxuT7IxExwqjwPBN16awvm_nOYmcNNFsra_DPqYU_y82C6ykTWM7w4bo3uw==&uniplatform=NZKPT&language=CHS)

23. Gao Zihan, Yang Ye. Research on Urban Culture Construction and Brand Image Design —— Take the Forbidden City as an example[J]. peony, 2021, (12): 193-194.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohqkkAyAyn3NwnV12aPUMs5TkQrWbNo-GIikPmSYip56ZAeQrV5M4AA8gmRXnlbyKhT9BNKNspUL0P0goTE5UircvfgO4u36gc8\\_62B7mZEvdR7pNfdn4AFKbZZ-AvmOqOLtzA4ZxMgQ==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohqkkAyAyn3NwnV12aPUMs5TkQrWbNo-GIikPmSYip56ZAeQrV5M4AA8gmRXnlbyKhT9BNKNspUL0P0goTE5UircvfgO4u36gc8_62B7mZEvdR7pNfdn4AFKbZZ-AvmOqOLtzA4ZxMgQ==&uniplatform=NZKPT&language=CHS)

24. Jia Meijuan. Research on the application of traditional architectural patterns in modern cultural and creative design in Jinzhong area[D]. Xi'an University of Architecture and Technology, 2021.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogLkdeoCM0WqNixui2cLQrF9uFpxP8BgpoAVhAosp5KvTLFEWKT6mb2DqOnSh1N9s2sdnuwuiGyWPE26C2hU=4lCUEMSEkvH8VoqN9IFL3Iu6dntYAx5CvNQC3QEp\\_APhSuVX4uzuzbGw==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogLkdeoCM0WqNixui2cLQrF9uFpxP8BgpoAVhAosp5KvTLFEWKT6mb2DqOnSh1N9s2sdnuwuiGyWPE26C2hU=4lCUEMSEkvH8VoqN9IFL3Iu6dntYAx5CvNQC3QEp_APhSuVX4uzuzbGw==&uniplatform=NZKPT&language=CHS)

25. Zeng Shuaijun. Application and research of Nanchang regional cultural elements in cultural and creative design[D]. Jishou University, 2021.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oisTJc21lILBY71uZouNKC MOR6iKkdWPXcF1qFY-sOjYEFdtvQbx5oi-Tq\\_aeR86xV062LfinlRNieNyAPfRmt40d-JDTwaxWXzWgBgRzkiZkzpqqufUrZyQwHGafvUqPv84vn1ETq82Q==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oisTJc21lILBY71uZouNKC MOR6iKkdWPXcF1qFY-sOjYEFdtvQbx5oi-Tq_aeR86xV062LfinlRNieNyAPfRmt40d-JDTwaxWXzWgBgRzkiZkzpqqufUrZyQwHGafvUqPv84vn1ETq82Q==&uniplatform=NZKPT&language=CHS)

26. Chen Jiaxin. The Application Research of Urban Color in Cultural and Creative Design[D]. Qingdao University of Science and Technology, 2021.

<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogqXxGgnk8hvWxy4uUc3Et>

[5fJPdsy8M4qxXe\\_QrQcH4idoIV4JR4WJYsINQGS-R9DDCCGS-0kME-Tc\\_LTJ2BgHP1OzZmB\\_7DILt4VpxvQNUbPQetwSbKJESqcMtrwPdv-UhrC-flh1vw==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiJXJ3hS-fMpQGce9z7-mNvM1PXHJrZezW2uDirCgfpLNgsIX-xGHPgLpa8PUhzvLAQyDVDVxQVeWnhhE96cXMAfQD8ZwrjQq-nC7yW1zeVrZR-N5V8FFpsYQxpQic_vHDhIebji1MMg==&uniplatform=NZKPT&language=CHS)

27. Wu Julin. Research on the Application of Suzhou Garden Decoration in Cultural and Creative Design [D]. Shandong Academy of Arts, 2023

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiJXJ3hS-fMpQGce9z7-mNvM1PXHJrZezW2uDirCgfpLNgsIX-xGHPgLpa8PUhzvLAQyDVDVxQVeWnhhE96cXMAfQD8ZwrjQq-nC7yW1zeVrZR-N5V8FFpsYQxpQic\\_vHDhIebji1MMg==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiJXJ3hS-fMpQGce9z7-mNvM1PXHJrZezW2uDirCgfpLNgsIX-xGHPgLpa8PUhzvLAQyDVDVxQVeWnhhE96cXMAfQD8ZwrjQq-nC7yW1zeVrZR-N5V8FFpsYQxpQic_vHDhIebji1MMg==&uniplatform=NZKPT&language=CHS)

28. Huang Yue. Research on Cultural and Creative Design of Celebrity Homes [D]. Qingdao University of Science and Technology, 2023

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogKaMAd\\_IkbVp-jgKE-uBJL9KjrsclK2OD1ZmFvLPKDxkb8kf8roboBdEzTwgxemEIRNQmBH52gHi0MsLK112VXvrd2RqyUSXTNj4CfmWfymrDpYGZ49yq7ChQGgNmjKoblTICDqZa0Cg==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogKaMAd_IkbVp-jgKE-uBJL9KjrsclK2OD1ZmFvLPKDxkb8kf8roboBdEzTwgxemEIRNQmBH52gHi0MsLK112VXvrd2RqyUSXTNj4CfmWfymrDpYGZ49yq7ChQGgNmjKoblTICDqZa0Cg==&uniplatform=NZKPT&language=CHS)

29. C B K ,M J M ,Sonja W , et al. Innovation and geographic spread of a complex foraging culture in an urban parrot.[J].Science (New York, N.Y.),2021,373(6553):456-460.

[https://kns.cnki.net/kcms2/article/abstract?v=m2RMPZxbF1IuSbUjlMwDt6UI71Uu6aF7j0j5r3LvwTOIKOk5KXDyc8S5VSR6sxJt8Bd-x8bo7pQdK2sith6Ic3gqlMBAiUdPeQFrLoVRTcRYsj3A4xR2cnOlteHt7rHm4XUx7SJ TfVzwtecpZFRiapPX3ON8o8Sr0H-s\\_CJOIMblYWw3VJH0RAsV\\_YUyJ65c\\_&uniplatform=NZKPT](https://kns.cnki.net/kcms2/article/abstract?v=m2RMPZxbF1IuSbUjlMwDt6UI71Uu6aF7j0j5r3LvwTOIKOk5KXDyc8S5VSR6sxJt8Bd-x8bo7pQdK2sith6Ic3gqlMBAiUdPeQFrLoVRTcRYsj3A4xR2cnOlteHt7rHm4XUx7SJ TfVzwtecpZFRiapPX3ON8o8Sr0H-s_CJOIMblYWw3VJH0RAsV_YUyJ65c_&uniplatform=NZKPT)

30. Pi Yuchen. Research on the innovative development and design of urban themed cultural and creative products[J].Western leather,2022,44(02):129-131.

[https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohYI57vtExw68oDSZOBQsFV5W2cSSnFsucy\\_96QgURtYZ7S5bi1w6tfu7w5TN2s6FbGrYGLVK5PP6GsBCZajCb fH2BLlissY1xvm-QgcGfszTbOCe0\\_9Uex2klR65x4WEMrdaE0G4N\\_qg==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohYI57vtExw68oDSZOBQsFV5W2cSSnFsucy_96QgURtYZ7S5bi1w6tfu7w5TN2s6FbGrYGLVK5PP6GsBCZajCb fH2BLlissY1xvm-QgcGfszTbOCe0_9Uex2klR65x4WEMrdaE0G4N_qg==&uniplatform=NZKPT&language=CHS)

age=CHS

## ANNEX



Figure 1-1 On-site elements



Figure 1-2 On-site elements



Figure 1-3 New Langya elements



Figure 1-4 New Langya elements





Figure 1-5 Live performance



Figure 1-6 On site elements



Figure 3-1 New Langya illustration

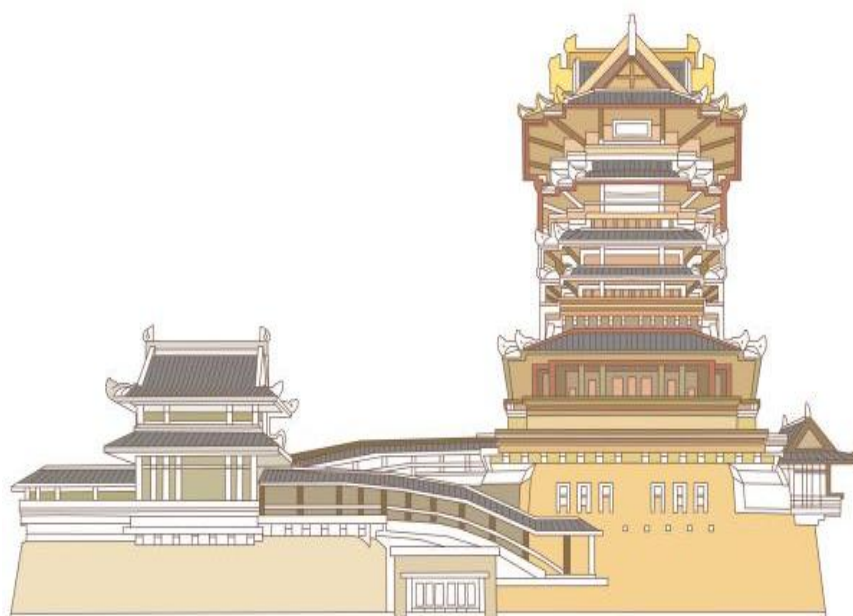


Figure 3-2 Book saint pavilion color draft

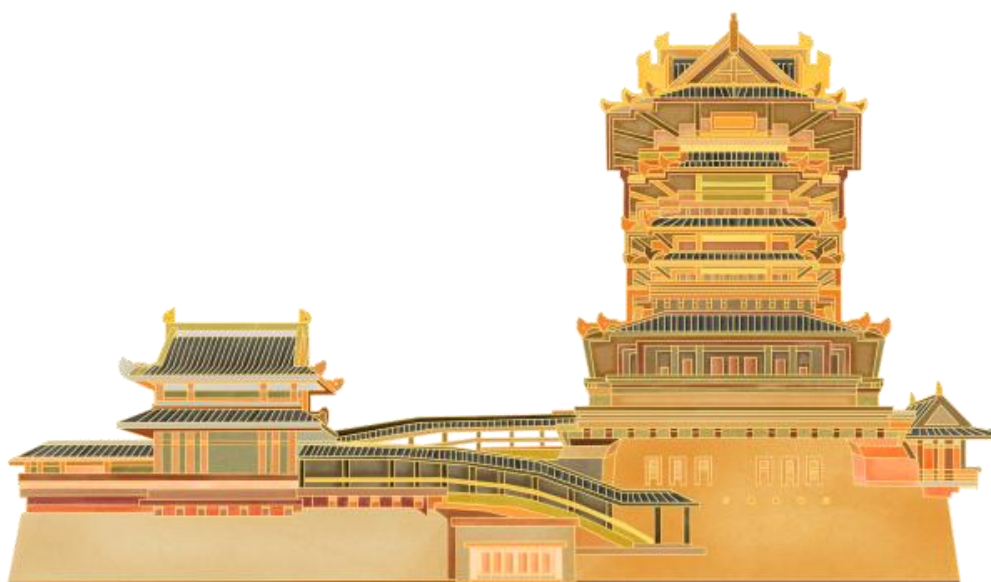


Figure 3-3 Book saint pavilion illustration



Figure 3-4 Illustration of Wang Xizhi's former residence



Figure 3-5 Phoenix Square illustration





Figure 3-6 People's Square illustration



Figure 3-7 TV tower illustration



Figure 3-8 Big map color draft



Figure 3-9 Large map illustration



Figure 3-10 New Langya poster



Figure 3-11 Book saint pavilion poster





Figure 3-12 Poster of Wang Xizhi's former residence



Figure 3-13 People's Square poster



Figure 3-14 TV tower poster



Figure 3-15 Phoenix Square poster



Figure 3-16 Landscape illustration of Wang Xizhi's former residence



Figure 3-17 People's Square landscape illustration



Figure 3-18 Phoenix Square landscape illustration





Figure 3-19 TV tower landscape illustration

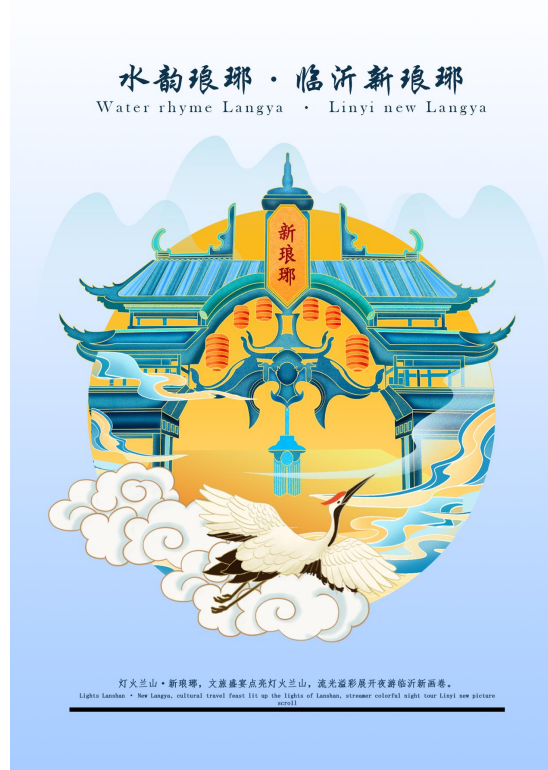


Figure 3-20 New langya landscape illustration



Figure 3-21 An illustration of the landscape



Figure 3-22 Wang Xizhi IP image three views



Figure 3-23 Zhuge Liang IP image three views

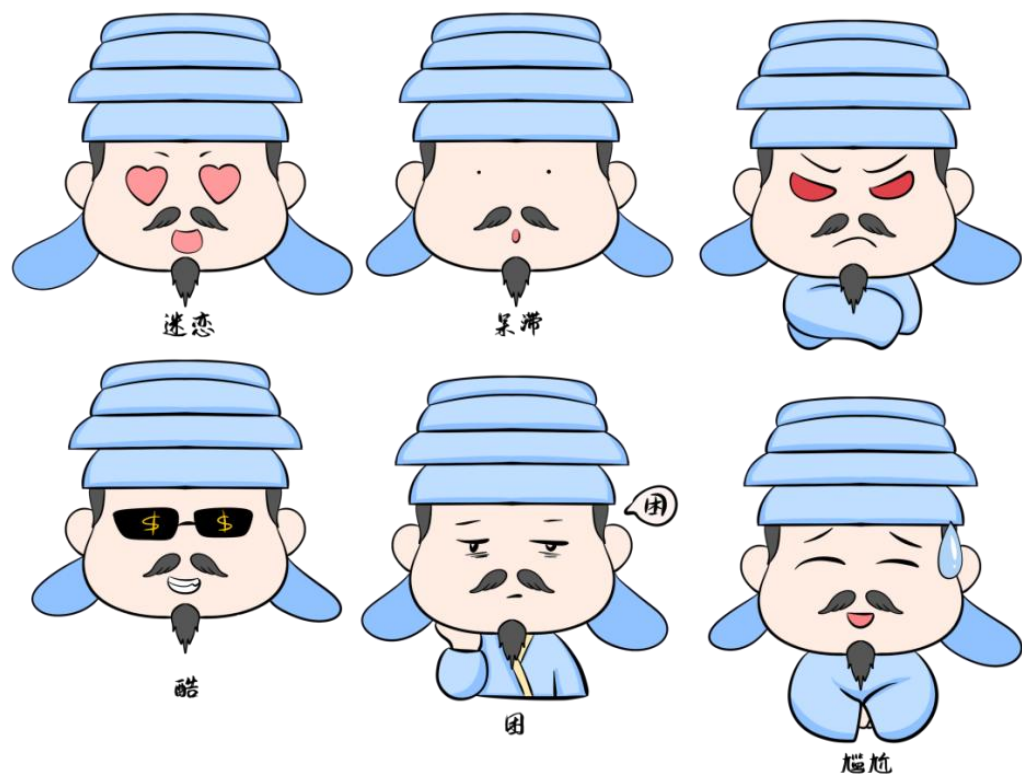


Figure 3-24 Wang Xizhi emoji package design



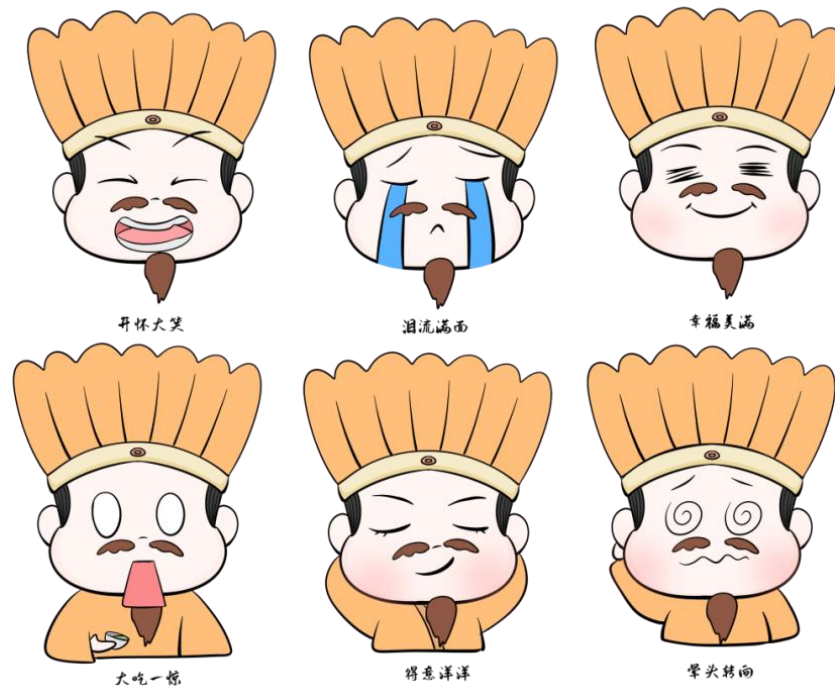


Figure 3-25 Zhuge Liang emoji package design



Figure 3-26 back cushion



Figure 3-27 back cushion



Figure 3-28 champignon



Figure 3-29 champignon

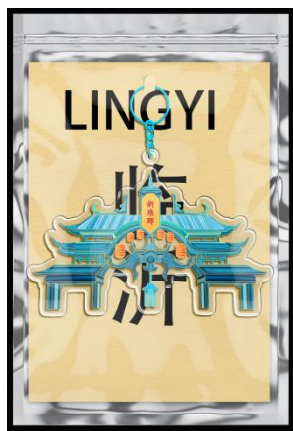


Figure 3-30 Keychain

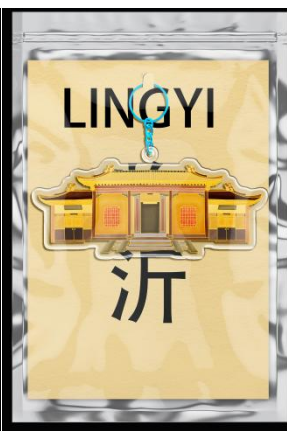


Figure 3-31 Keychain

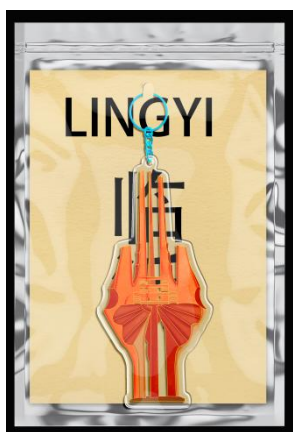


Figure 3-32 Keychain



Figure 3-33 Keychain

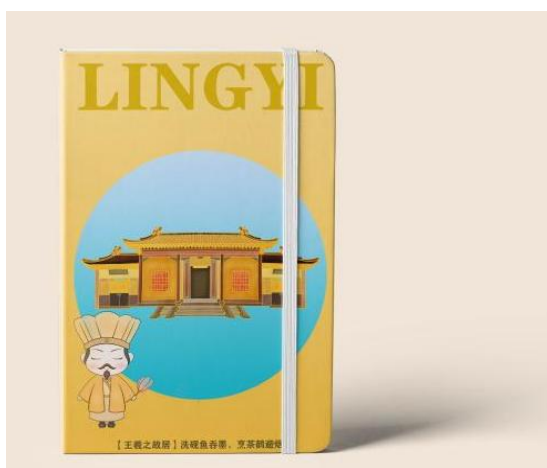


Figure 3-34 notebook



Figure 3-35 notebook



Figure 3-36 notebook



Figure 3-37 notebook

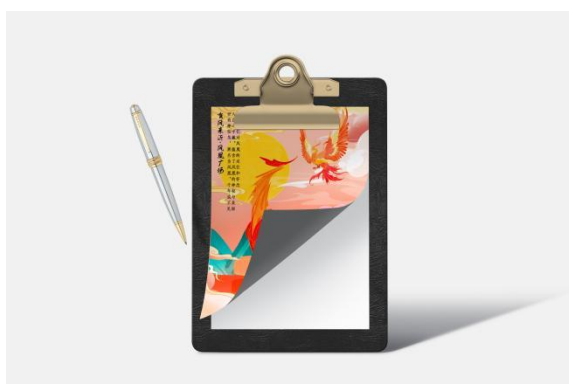


Figure 3-38 folder

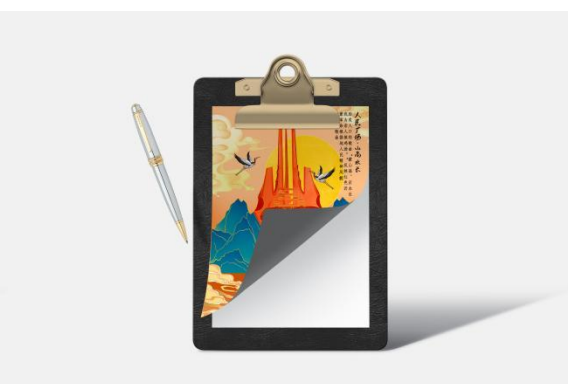


Figure 3-39 folder

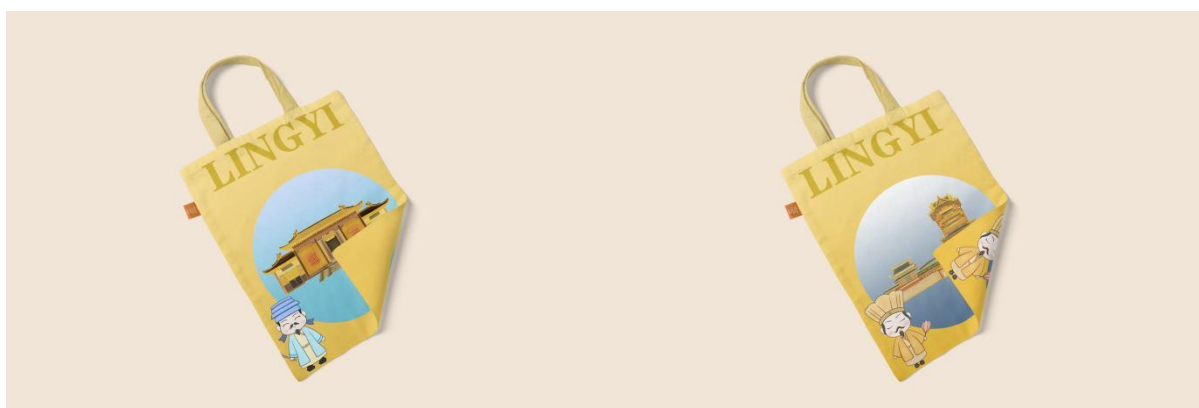


Figure 3-40 Canvas bag



Figure 3-41 Canvas bag



Figure 3-42 Canvas bag

Figure 3-43 Canvas bag



Figure 3-44 Taiwan calendar

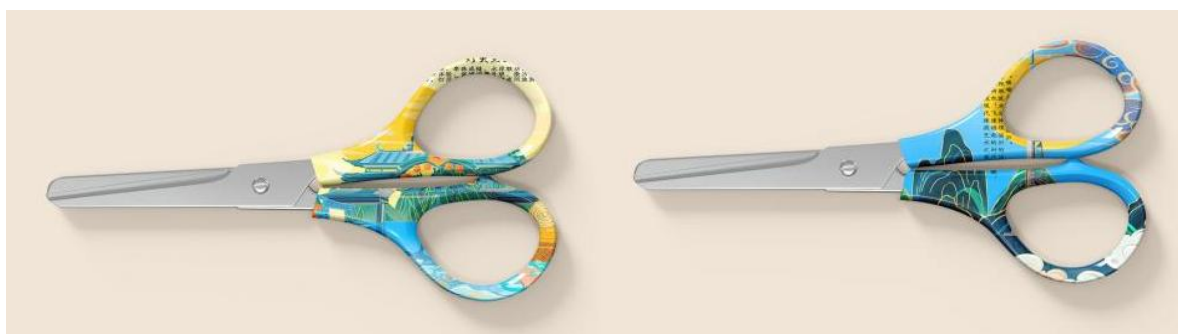


Figure3-45 scissors

Figure 3-46 scissors





Figure 3-47 Puzzle



Figure 3-48Puzzle

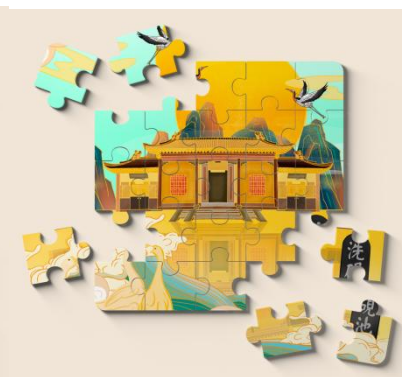


Figure 3-49 Puzzle



Figure 3-50 badge



Figure 3-51 badge



Figure 3-52 badge



Figure 3-53 badge



Figure 3-54 badge



Figure 3-55 badge



Figure 3-56 badge



Figure 3-57 badge



Figure 3-58 Phone case



Figure 3-59 Phone case

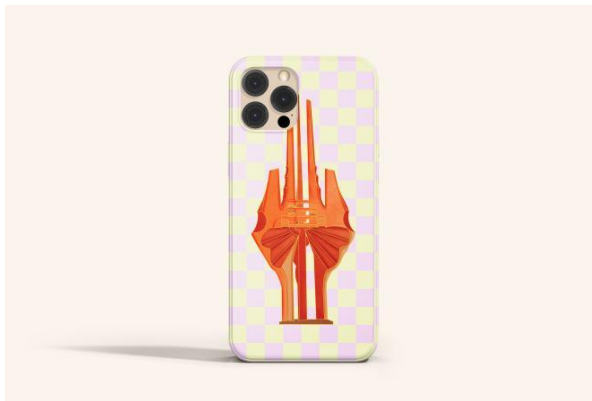


Figure 3-60 Phone case



Figure 3-61 Phone case



Figure 3-62 Mouse pad



Figure 3-63 Mouse pad



Figure 3-64 Water cup

Figure 3-65 Water cup



Figure 3-66 plate

Figure 3-67 plate

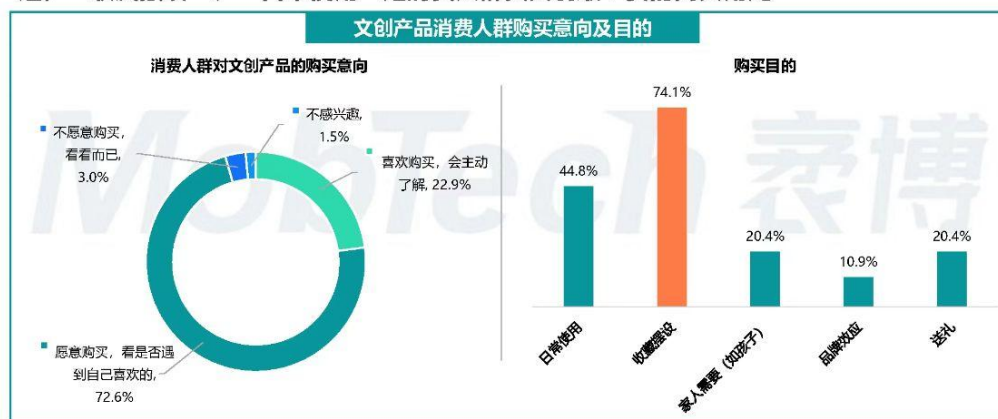


Figure 3-68 plate

Figure 3-69 plate

## 消费者对文创产品有浓厚兴趣，购买目的以收藏摆设为主

调研显示，95.5%消费者会购买文创产品，表明了消费者对文创产品具有很高的需求和兴趣；“收藏摆设”、“日常使用”是消费人群买文创最主要的两大用处



Source: Mob研究院调研 (N=243), 2024.01

12

Figure 1 Consumer interest statistics



Figure 2 display board





Figure 3 display board

# 建筑景观插画设计



文创产品



Figure 4 display board