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on the topic:

Development of poster designs for the popularization of Beijing opera

Performed by: a student of the BED-20 group

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ABSTRACT

Guan Yujie. Development of poster designs for the popularization of Beijing opera-Manuscript.

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In modern society, due to the development of modern science and technology, people are more and more inclined to love electronic products, and they are more and more inclined to read e-books, and they are discouraged from traditional physical book sets. People's choice of books is also more inclined to fantasy novels and other types, but there is no great interest in traditional culture books.

Neoliberalism as it emerged from the West, has been localised when it entered China along with the global market. In the 2010s, a series of neoliberal policies under the mass entrepreneurship and mass innovation (MEMI) initiative were launched to support an entrepreneurial environment for Chinese theatres. To understand how the state applied neoliberalism with Chinese characteristics to Chinese (applied) theatre via the practice of MEMI policies, this paper acknowledges Althusser's theories of ideological state apparatuses (ISAs) and interpellation to demonstrate the construction of the ideological relationship between Chinese theatre artists and China's government. ^[1]

The purpose of this design is to spread the culture of Peking Opera in the form of books, so that more people can understand and appreciate its charm. First of all, inheritance is to protect the purity and integrity of Peking Opera and ensure that its artistic essence and historical value are not forgotten or distorted. We should continue the traditional skills, performance forms and artistic styles of Peking Opera through inheritance, so that future generations can appreciate

^[1] How theatre is applied by the Chinese state for neoliberalism with Chinese characteristics? The role of Mass Entrepreneurship and Mass Innovation policies in a Jingju (Peking opera) Theatre Company Xunnan L. [J]. Research in Drama Education: The Journal of Applied Theatre and Performance, 2022, 27 (3): 359-365.

its unique charm. The development is to make Beijing Opera keep pace with The Times and adapt to the needs and aesthetic changes of modern society. On the basis of maintaining the essence of the traditional Peking Opera, we should continue to innovate and develop it, so that it will glow more brilliant in the new era. The purpose of the inheritance and development of Peking Opera is to enable this cultural heritage to be passed on and innovated, and to make it shine more brightly in modern society in a way that young people are happy to hear.

In early twentieth-century China, the term New Woman was introduced in intellectual discourses both as a solution to the perception of national weakness and as a gendered symbol of modern pursuit. The New Woman in real life took on a look peculiar to her locality while sharing some qualities. This paper will examine the Beijing New Women with a concentration on their leisure-time activities such as skating, appreciating Beijing opera, hosting salons, and shopping on donkey-back. The author points out that what characterized these women's pleasurable pastimes was their combination of tradition and modernity, which they achieved by imbuing Beijing's historical legacies with modern elements and adapting Western models to the city's conditions. Not only did their activities transcend entrenched gender boundaries and demonstrate their agency but also went beyond self-recreation and turned out to be instrumental in sustaining the city's modern enterprises through the hard times of 1928–1937.^[2]

Key words: Beijing Opera; Poster design; IP image design; Guillotine case; Book design;

^[2] Reinventing tradition and indigenizing modernity: the Beijing New Women and their leisure in the early decades of the twentieth century Aihua Z. [J]. Women's History Review, 2021, 30 (1): 28-48.

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INTRODUCTION

Relevance of the study.As a treasure of traditional Chinese culture, Peking Opera integrates poetry, music, dance, martial arts and other artistic forms, and is an important embodiment of traditional Chinese aesthetics. The spread of Peking Opera culture helps to pass on this precious cultural heritage and let more people understand, know and love Chinese culture.

Beijing Opera has been included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity, and the dissemination of Beijing Opera culture helps to enhance public awareness of the protection of intangible cultural heritage and promote the protection and inheritance of intangible cultural heritage.

Through the combination of Beijing Opera culture and picture books, the design takes picture books as the main research object and posters as the auxiliary. Through the research of this design, we can create effective conditions for the dissemination of Peking Opera culture.

The purpose of the research: The topic lies in the fact that in the modern market, In modern society, due to the development of modern science and technology, people are more and more inclined to love electronic products, and they are more and more inclined to read e-books, and they are discouraged from traditional physical book sets. People's choice of books is also more inclined to fantasy novels and other types, but there is no great interest in traditional culture books.

The purpose of this study is to increase people's attention to Peking Opera and create a new visual style for Peking Opera culture based on the knowledge gained.

Jingge is an art form that combines Peking opera and song ingeniously. The creative form of Jingge is novel, not limited to the lengthy sings of Peking opera, and combines Peking opera singing with modern songs, which not only

injects fresh blood into modern song creation, but also better inherits the traditional Peking opera art. Our country pays more and more attention to the inheritance of traditional culture, and Jingge are more and more widely used in national vocal music teaching. In vocal music teaching, the practice of “high position” in national singing is realized by referring to the singing of Peking Opera, and the practice of “articulation” in Peking song is used to improve the stage performance of students. Meanwhile, the education department hopes that through a series of promotion measures, Jingge can be better promoted and applied in normal universities.^[3]

Research objectives:

1. Field visit, go to the Peking Opera Theater to watch the movie and shoot the material;
2. Sort out relevant materials, systematically sort out the history and culture of Peking Opera, consult materials and literature, and analyze the current situation;
3. Complete the data and determine the main content of the design;
4. Hand-drawn line draft, logo design, image design and book design;
5. Design peripheral products combined with works;
6. Social platform promotion design, publicity and promotion of Peking Opera culture.

The research subject (theme) is book design and poster design as a means of propaganda.

The object (focus) of the research is a manifestation of Beijing Opera culture.

Research methods:

1. Literature reading method: Read a large number of literature materials related to this proposition, understand and master the culture of Peking Opera, and make field visits to it. Through the research of the existing literature, to understand the status quo of Peking Opera at home and abroad, to collect the

^[3] On the Application of Jingge in the Teaching of National Vocal Music in Normal Universities Bin F . [J]. Adult and Higher Education, 2022, 4 (3):

relevant journals and monographs and network literature, to summarize, sort out, classify and analyze the data.

2. Comparative research method: Conduct in-depth research and comparative reference on existing cultural and creative design works, compare and analyze domestic and foreign cultural and creative works with the current cultural and creative design of Peking Opera, and determine the final design positioning.

3. Comprehensive research method: Through field investigation and online reference, I can understand the culture of Peking Opera and make a more accurate positioning of the design.

4. Case analysis method: Analyze and summarize the existing promotional works, learn from the cultural expression forms in their works, grasp the cultural characteristics in the existing works, and carry out the design ideas of this proposition more reasonably.

5. Discussion method: Deepen my understanding of graduation design works through discussions with teachers and classmates, analyze the shortcomings of my current progress and areas that need improvement, and then come up with a better revision plan.

Elements of scientific novelty. This study is helpful to improve people's understanding of Peking Opera culture, so as to cope with people's lack of understanding of traditional Peking Opera culture under modern conditions. By analyzing the modern experience of Beijing Opera culture dissemination, the basic principles of book design and poster design suitable for teenagers are determined.

Practical significance. The content of this study can improve people's awareness of Peking Opera culture and promote it.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, four chapters, conclusions to each chapter and general conclusions, a list of used sources of 30 items and appendices (5 pages). The work contains 19 drawings. The results of the research are presented on 54 pages.

Chapter I

SOURCE OF SELECTION

1.1 Research background of topic selection

In modern society, due to the development of modern science and technology, people are more and more inclined to love electronic products, and they are more and more inclined to read e-books, and they are discouraged from traditional physical book sets. People's choice of books is also more inclined to fantasy novels and other types, but there is no great interest in traditional culture books. The project responds to the call of the Party to help the majority of children inherit the excellent traditional Chinese culture and establish the cultural confidence of socialism with Chinese characteristics.^[4]

Abstract This article discusses the first Peking Opera presentations in Brazil, in 1956. Traveling from the then-recently founded People's Republic of China, the Chinese Art Troupe demonstrated the country's diplomatic efforts to obtain international recognition and was enthusiastically welcomed by Brazilian audiences. After presenting the peculiar immediate reception of the touring company, we argue that although Chinese scenic conventions and aesthetics failed to be properly understood by local spectators and no apparent substantial exchanges between the highly diverse cultures of China and Brazil were reached, this episode should not be disregarded. Neglected by both Brazilian and Chinese theatrical historiographies, the incident begs to be analyzed anew. Using transcultural communications theories, we investigate this encounter to inquire what each different side shared, transgressed, and transcended.^[5]

^[4] Bibliometric analysis of Peking Opera Studies // National Academy of Chinese Opera. Beijing Opera and Modern Education -- Proceedings of the 9th International Symposium on Beijing Opera (II) Fan Xiaoli.[C]. CHINA THEATRE PRESS, 202:10.

^[5] Of Barriers and Transits: An Initial Study of Peking Opera's First Presentations in Brazil Marinho E S ,Hanchen E F . [J]. Journal of Transcultural Communication, 2022, 2 (2): 129-143.

Peking Opera literature, as a branch of art research, contains extremely rich aesthetic value. The art of Peking Opera has been gradually included in the research category of literature after the study and discussion of scholars in the past dynasties, and Beijing Opera has also opened a beautiful flower on the platform of literature. As a kind of performance literature, Beijing Opera contains the unique beauty of three-dimensional stage performance art, which can not be fully explained by the traditional literary theory. Nowadays, people's understanding of Beijing Opera is less and less, so this design is to do a book design of Beijing Opera, introduce the beauty of Beijing Opera guillotine, and drive people to understand Beijing Opera with stories.^[6]

1.2 Introduction of Topic selection

1.2.1 Reasons for selecting the topic

As a traditional artistic treasure of China, Peking Opera contains rich cultural heritage and historical inheritance. Through the visual and vivid form of picture books, we can better convey the charm of Peking Opera to the younger generation and let them feel the breadth and depth of traditional culture. The creation process of Peking Opera picture book is also an in-depth study and exploration of traditional culture. In the process of creation, we can have a more in-depth understanding of the history of Peking Opera, performance forms, characters and other aspects, which not only increases our knowledge, but also improves our artistic accomplishment. Peking Opera picture books have a wide audience, suitable not only for children to read, but also for adults to enjoy. Through the form of picture books, we can let more people know and love Peking Opera, and further promote the inheritance and development of traditional culture.

1.2.2 Research purpose of the topic selection

^[6] The Soul of Beijing Opera: Theatrical Creativity and Continuity in the Changing World by Li Ruru (review) Colin M. [J]. CHINOPERL Papers, 2020, 29 (1): 268-273.

Peking Opera literature, as a part of the artistic treasure of the Chinese nation, its aesthetic value is rich, which is undoubtedly worthy of in-depth discussion. After several generations of scholars' unremitting efforts and in-depth research, Beijing Opera has gradually changed from a simple performing art to a broader category of literary research. Under the nourishment of literature, Beijing Opera is like a flower in full bloom, showing its unique charm.

As a unique performing literature, Peking Opera integrates various artistic forms such as singing, reading, acting and playing, presenting a three-dimensional and rich beauty of stage performance art. This kind of beauty is not only the external gorgeousness and skill, but also lies in its inner spiritual connotation and cultural heritage. Although the traditional literature theory is extensive and profound, it often appears to be too short to fully explain the charm of Beijing Opera, a special art form.

The original intention of this design is to dig deeper and spread the profound connotation of Peking Opera culture, so that more people can appreciate the charm of Peking Opera. In this process, we should not only pay attention to the inheritance of Peking Opera, but also pay attention to its innovative development. Inheritance is to protect the purity and integrity of Peking Opera and ensure that the artistic essence and historical value of this cultural heritage are not forgotten or distorted. We should inherit the traditional skills, performance forms and artistic styles of Peking Opera, so that future generations can continue to enjoy the unique charm of Peking Opera.

The development is to make Beijing Opera keep pace with The Times and adapt to the needs and aesthetic changes of modern society. On the basis of maintaining the essence of traditional Peking Opera, we should continue to innovate and develop, explore new performance forms and new artistic styles, and make Beijing Opera shine more brilliantly in the new era. This kind of innovative development is not only a kind of inheritance and continuation of the

tradition of Peking Opera, but also an active exploration of its survival and development in modern society.

The inheritance and development of Beijing Opera is an arduous and significant task. We should pass on this cultural heritage through various ways and means, continue to innovate, and make Peking Opera more dazzling in modern society, attracting more young people's attention and love.

As an intangible cultural heritage, Beijing Opera contains abundant historical, artistic and cultural values. It carries thousands of years of cultural memory and aesthetic pursuit of the Chinese nation, and is an important part of Chinese culture. In the digital age, with the rapid development of science and technology and the change of people's lifestyle, the dissemination of intangible cultural heritage is also facing new challenges and opportunities.

The integration of digital technology and traditional culture provides new possibilities for the dissemination of intangible cultural heritage. Through digital technology, we can digitize the performance form, artistic style, historical and cultural background of Peking Opera, making it easier to spread and preserve. At the same time, we can also use advanced technologies such as virtual reality and augmented reality to provide audiences with a more realistic and vivid viewing experience, so that they can better understand and feel the charm of Peking Opera.

However, in the process of spreading Peking Opera culture in the digital age, we are also faced with some difficulties and challenges. On the one hand, due to the varying degree of popularization and application of digital technology, the dissemination scope and effect of Peking Opera culture are limited; On the other hand, due to the fast-paced life of modern society and the impact of fragmented information, people's attention to and recognition of traditional culture is gradually decreasing.

To solve these problems, we need to start from many aspects. First of all, we should strengthen the research and development and application of digital technology to improve the quality and efficiency of the digital communication

of Peking Opera culture. Secondly, we should strengthen the education and popularization of Peking Opera culture to improve the public's cognition and recognition of traditional culture. Finally, we should actively explore new ways and channels of communication, so that Peking Opera culture can better integrate into modern life and become an indispensable part of people's lives.

Through the cross-dimensional investigation of spatial production theory and virtual reality technology, we can find the current situation, predicament and reasons of the cultural transmission of Peking Opera in the digital age. On this basis, we can use space theory to deeply analyze the problems existing in the current cultural transmission of Beijing Opera, and put forward targeted solutions. At the same time, we can also combine the attributes of virtual reality technology and industrial development planning to explore new models and new ways of Beijing Opera culture transmission.

In short, as an artistic treasure of the Chinese nation, Beijing Opera literature is rich in aesthetic value and cultural connotation. We should carry forward this cultural heritage through a combination of inheritance and innovation, so that more people can enjoy the charm of Peking Opera. At the same time, we should actively explore new ways and channels of communication, so that the Peking Opera culture in the modern society glow more brilliant light. With the help of spatial theory, this paper analyses the two leading causes of the current problems in the cultural dissemination of Peking opera: the lack of functionality and the lack of emotionality. And through the attributes of virtual reality technology, its industrial development planning, and the audience's psychological and emotional aspects, new strategies for disseminating Peking Opera culture are presented.^[7]

1.2.3 Research significance of the topic selection

As a treasure of Chinese traditional culture, Peking Opera carries rich historical and cultural connotations. Through inheritance, we can not only

^[7] Application of Virtual Reality in the Inheritance of Peking Opera Ao L . [J]. Frontiers in Art Research, 2023, 5 (3):

protect and continue this valuable cultural heritage, but also let future generations understand and feel traditional Chinese culture, and enhance national pride and cultural identity. This respect for and inheritance of traditional culture helps to maintain the spiritual bond of our nation and promote social harmony and stability. The popularization of Peking Opera culture is also of great significance for cultivating artistic talents and traditional skills. The performance of Beijing Opera requires exquisite skills and profound artistic accomplishment. Through inheritance, we can train groups of excellent opera actors and carry forward the performance skills and singing tradition of Beijing Opera. At the same time, the inheritance of Peking Opera can also inspire a new generation of actors and artists, promote the innovation and development of the opera art form, and make it better adapt to the needs of modern audiences.

The development of Peking Opera also helps to promote the foreign exchange and spread of traditional Chinese culture. In the era of globalization, cultural exchanges are becoming more and more frequent. Through the display and performance of Peking Opera, we can let the world know more about China's traditional culture and artistic charm, and enhance international cultural understanding and friendship.^[8]

1.3 Research status at home and abroad

1.3.1 Domestic status quo

In recent years, with the rise and growth of popular culture, the rapid development of TV media and mobile network media, Peking Opera has gradually entered into an awkward situation in which the number of new plays is decreasing, the consumer market is gradually shrinking, and the audience is gradually decreasing. To deal with these problems, the Chinese government and

^[8] A Peking Opera LP Record at the Princeton University Library Shuwen C . [J]. Journal of Cultural Interaction in East Asia, 2022, 13 (2): 147-157.

cultural authorities have taken a series of measures. For example, CCTV has set up a special drama channel to broadcast Peking Opera programs in fixed time slots. Set up related columns of Peking Opera singing and teaching; To hold a large-scale theatrical evening in memory of Peking Opera artists. At the same time, the government also formulated support plans for the Peking Opera project, and continued to give preferential and supportive policies. Peking Opera troupes and educational institutions explored and sorted out a number of traditional plays, and a number of young new forces emerged in Jingwu and martial arts, which alleviated the pressure of uneven local Peking Opera troupes and troupes and talents, and laid the foundation for the construction of the Peking Opera art inheritance system.

Abstract In Chinese animated films, the stylized performance of traditional Chinese theater allows for greater expression and creativity, due to 3D digital technology and 8K display technology. This paper takes the animated film *New Sanchakou* (*The Crossroads Inn*, 1951), adapted from the traditional *Duanda Wusheng* (Bunt fighter: martial arts performers equipped with short clothes and short-handle weapons) drama *Sanchakou* in Peking opera (Jingju) as an example, to explore the application and innovation of stylized performance. In the digital era, Chinese animated films innovate based on past achievements and utilize new technologies to both construct an aesthetic system with Chinese characteristics and to further display the unique charm of traditional Chinese aesthetic thought. By exploring new forms of animation's performance creation, *New Sanchakou* meets the new challenge of Chinese animated film nationalization in the new era of China. ^[9]

This paper mainly reviews the literature and books related to the elements of Peking Opera, picture books and the integration of the two. Through research, it is found that domestic researches related to Peking Opera elements and picture books are fruitful. The case studies of physical books related to Peking Opera elements include *The Summary of Peking Opera* by Gong Hede in 2016, *The*

^[9] The Application and Innovation of the Stylized Performance of Traditional Chinese Theater in the Animated Film *New Sanchakou* Lijun S ,Siqu C . [J]. *Journal of Chinese Film Studies*, 2023, 3 (3): 563-576.

Research on Traditional Opera Inheritance and Promotion Based on New Media Platform by Zhou Xue in 2018, and the Exploration of the Source of Peking Opera by Beijing Fine Arts and Photography Publishing House in 2021. The search results of all the literatures on Peking Opera on CNKI are 2563. The search results of all literatures on "picture books" were 5202; There are only 13 domestic literatures integrating Peking Opera elements with picture books.^[10]

1.3.2 Foreign status quo

There are few studies on Peking Opera abroad. First of all, when it comes to the study of Peking Opera in Japan, there are a group of influential scholars and works. The History of Chinese Drama by Tian Zhong Yicheng deeply analyzes the evolution and development of Chinese drama from a historical perspective, including a detailed discussion of Peking Opera. Toru Kato's Peking Opera: Actors in a "Political Country" explores the roles and images of Peking Opera actors in a specific historical period from the political and social background.

In the United States, many scholars have conducted in-depth research on Peking Opera. Joshua Goldstein's Drama Kings: Players and Publics in the Recreation of Peking Opera, 1870-1937 is an important work that explores in detail the interaction between actors and the public during the revival of Peking Opera in the late 19th and early 20th centuries, And how Beijing Opera is reshaping its social and cultural status.^[11]

Summary Of The Chapter I

1. Many classic Peking Opera plays are based on Chinese historical stories, such as Farewell My Concubine and Drunk Concubine. These stories often contain profound cultural connotations and moral implications. Through the art

^[10] Liu Zengfu as One of the Last Connoisseurs of Jingju (Peking Opera) Xu P. [J]. CHINOPERL: Journal of Chinese Oral and Performing Literature, 2020, 34 (1): 78-80.

^[11] If you can Recite it you can Play it: The Transmission and Transcription of Jingju (Peking Opera) Percussion Music Po-wei W. [J]. CHINOPERL: Journal of Chinese Oral and Performing Literature, 2020, 35 (2): 89-113.

form of Peking Opera, the audience can feel the thick history and cultural charm in the appreciation.

2.Literary works are also an important source of Beijing Opera topics. Many Peking Opera plays are adapted from classical literary classics, such as A Dream of Red Mansions, Journey to the West, and so on. These literary works have profound literary heritage and artistic value. Through the interpretation of Peking Opera, the audience can understand and appreciate these literary classics more deeply.

3.The subject of Beijing Opera also comes from real life. Some Peking Opera plays directly reflect the real life of the society and the thoughts and feelings of the people at that time, such as "Fishing and Killing the Family" and "Picking a Tackle". These plays show the social contradictions and the sufferings of the people in a vivid and concrete art form, which has strong social and practical significance.

4.The selection of topics in Beijing Opera comes from a wide variety of sources, with both profound historical and cultural deposits and distinct characteristics of The Times. These sources of selected topics not only provide rich artistic materials for Beijing Opera, but also bring colorful artistic enjoyment to people.

Chapter II

RESEARCH FOR THE SELECTED TOPIC

2.1 Market research

As China's “quintessence”, Peking Opera has become an important channel for foreign people to understand Chinese culture. One of the characteristics of Peking Opera is that its librettos contain a wealth of culture-loaded words. Based on this, under the guidance of Eugene Nida's functional equivalence theory, this thesis explores the translation strategies of culture-loaded words of the famous Peking Opera fragments in Translation Series of a Hundred JingJu Classics, and make suggestions for revisions on its deficiencies. After research, the thesis finds that, firstly, the quality of the translation is higher when abiding by functional equivalence theory; secondly, for different types of culture-loaded words in Peking Opera, translators will adopt different translation strategies; thirdly, the commonly used translation methods of culture-loaded words in Peking Opera are as follows: free translation, amplification, annotation, omission and substitution, among which free translation and substitution are the most widely used.^[12]

Search the type and quantity of Peking Opera books through library research. They include different types of books such as Peking Opera theory, Peking Opera stories, and biographies of Peking Opera actors. A search of several libraries reveals the rich diversity of Peking Opera books, as well as which works have received widespread attention from readers. Internet surveys are also an important source of data. By collecting information online, we can investigate the preferences of Peking Opera readers and the demand for Peking Opera books. This survey method can more intuitively see which kinds of Peking Opera books people prefer.^[13]

In terms of the survey results, we can find that readers of Peking Opera generally believe that books about Peking Opera are essential for understanding

^[12] Study of the Translation Strategies for the Chinese Culture-loaded Words in Peking Opera under Functional Equivalence Theory Li M. [J]. *Advances in Broadcasting*, 2022, 2 (1):

^[13] Qi Rushan, Gewu (Song-and-Dance), and the History of Contemporary Peking Opera in Early Twentieth-Century China Hsiao-Chun W. [J]. *CHINOPERL: Journal of Chinese Oral and Performing Literature*, 2020, 36 (1): 22-45.

and learning Peking Opera. They expect to have more kinds of books to meet their needs, such as script interpretation, singing skills, historical background and so on. In addition, classic works such as Peking Opera and Gao Xingjian and Beijing, the Capital of Peking Opera, have attracted wide attention from readers.^[14]

Bamboo musical instruments, such as bamboo flute and Ching-hu (Beijing opera fiddle), can generate a crisp and melodious sound closely related to the delicate multiscale pore structure of bamboo. Bamboo is a natural hydrophilic material, and its acoustic vibration characteristics are highly sensitive to changeable environmental humidity levels. Herein, we investigated the acoustic vibration characteristics of bamboo under three conditions: constant relative humidity (status I), changeable relative humidity (status II), and subjected to water extraction (status III). Three typical parameters were selected as evaluation indicators of bamboo acoustic vibration characteristics, namely, specific dynamic elastic modulus (E'/ρ), loss tangent ($\tan\delta$), and acoustical converting efficiency (ACE). The outer bamboos (OB) had higher E'/ρ and ACE but lower equilibrium moisture content (EMC) and $\tan\delta$ than the inner bamboos (IB). Under status I, bamboo showed the maximum E'/ρ and ACE and the minimum $\tan\delta$ at 35% RH (relative humidity) and about 6% MC. Compared with the bamboo under status II, the bamboo under status I retained higher E'/ρ and ACE and lower $\tan\delta$. However, the bamboo under status (III) reached the maximum E'/ρ and ACE and the minimum $\tan\delta$. The bamboo musical instrument is made of bamboo with proper removal of water-soluble extractives and high fiber volume fraction and stored in a stable relative humidity environment of 35%, which has suitable acoustic vibration characteristics.^[15]

^[14] Two Decades of Selling Peking Opera White Snakes to Foreigners: From Tourist Peking Opera in Beijing (1996) to Zhang Huoding at Lincoln Center (2015) L. D R. [J]. CHINOPERL: Journal of Chinese Oral and Performing Literature, 2020, 37 (1): 57-74.

^[15] Effect of Environmental Humidity on the Acoustic Vibration Characteristics of Bamboo Liping D ,Xiaoyi C ,Fuming C , et al. [J]. Forests, 2022, 13 (2): 329-329.

2.2 Research methods of the subject

Literature reading method: Read a large number of literature materials related to this proposition, understand and master the culture of Peking Opera, and make field visits to it. Through the research of the existing literature, to understand the status quo of Peking Opera at home and abroad, to collect the relevant journals and monographs and network literature, to summarize, sort out, classify and analyze the data.

Comparative research method: The existing cultural and creative design works are deeply investigated, compared and referenced, and the cultural and creative works at home and abroad are compared and analyzed with the current cultural and creative design of Peking Opera to determine the final design positioning.

Comprehensive research method: Through field investigation, online access to information, to understand the culture of Peking Opera, design for a more accurate positioning.

Discussion method: Deepen my understanding of graduation design works through discussion with teachers and classmates, analyze the shortcomings of my current progress and the areas that need to be improved, and then come up with a better revision plan.

We propose a sentiment analysis model based on Bi-DLSTM to solve the problem of sentiment analysis of Beijing Opera lyrics. A Bi-LSTM network with dilated recurrent skip connections (Bi-DLSTM) is introduced in this model, which can improve the ability to exact long-sequence information. The proposed model can learn the dependence of long sequences in different time dimensions and effectively improve the semantic extraction performance of lyrics. The attention mechanism is introduced to ensure the recognition of the more important words in the text sequence, which further improves the performance of the network. In order to solve the problem of lack of data on lyric sentiment analysis on the Internet, we build a dataset that can be used for lyric sentiment

analysis. This paper completes multiple experiments on four datasets and verifies the effectiveness of the proposed model.^[16]

Summary of Chapter II

1. According to the market research, the main audience of Peking Opera is the middle-aged and the elderly, and the young people have a relatively shallow understanding of Peking Opera. Therefore, the main audience of this work is determined to be the young people, and a novel Peking Opera is presented to them for publicity and promotion.

2. The main research methods include literature research, through which we can understand the status quo of Peking Opera at home and abroad, and summarize, sort, classify and analyze the data. Comparative research method, in-depth research on existing works, comparative reference. Comprehensive research method, through the field investigation and other in-depth understanding of Beijing Opera culture, design for a more accurate positioning.

^[16] Attention-Based Bi-DLSTM for Sentiment Analysis of Beijing Opera Lyrics Cong J ,Zhen S ,Jiaqi X , et al. [J]. Wireless Communications and Mobile Computing, 2022, 2022

Chapter III

DESIGN PROCESS AND RESULTS

3.1 3.1 Logo Design

3.1.1 Logo design concept

At the beginning of the design, the Jingzi began to evolve, and the combination with the Peking Opera facial makeup gradually transformed the upper part of the Jingzi into the style of the ancient roof, the mouth in the middle of the Jingzi into the eyes of the facial makeup, and the small bottom part into the beard in Beijing Opera. In order to mark the proper connection of each part, the grid drawing method is adopted. Several of the sketches make use of text elements and Peking Opera elements. Facial makeup in Peking Opera is a makeup technique used during Peking Opera performances with the purpose of better shaping the characters on stage. The art of facial makeup, with its rich array of colors, varied designs, and profound cultural significance, has gained wide recognition among the public and has gradually become a symbol of Chinese culture. This paper focuses on exploring the colors of Chinese opera masks as it delves into the cultural connotations, symbolic meanings, and aesthetic significance inherent in this unique art form. Color plays a pivotal role in these masks, not only expressing the distinctive Chinese customs and cultural connotations through the use of color lines and blocks but also imbuing Peking Opera mask art with profound symbolic and aesthetic value.^[17] The following is a sketch of the logo design manuscript (see Figure 3-1).

3.1.2 Final logo design

^[17] Evolution, Symbolism, and Artistry: A Study on the Colors of Peking Opera Facial Makeup Zheng Z. . [J]. Art and Performance Letters, 2023, 4 (12):

The original font design is carried out by using the Chinese font of Opera Huishen, and the original font design is designed by combining the traditional Chinese brush writing techniques. The font and logo design will be combined and arranged to obtain a complete logo design with high connotation and can convey the culture of Beijing Opera. In this design, the font design and logo design are combined horizontally and vertically, which can adapt to different book design covers and various derivative products. As a distinct symbol in Chinese opera, Peking Opera masks developed gradually with the formation of Peking Opera in the late 18th and early 19th centuries, forming a traditional art with the most styles of masks and the most complete system of masks on the stage of Chinese opera so far. Based on contemporary society, this paper analyzes the aesthetic connotation of traditional Peking Opera mask culture from an aesthetic point of view, integrates and sorts out the innovative design of Peking Opera mask culture, and explores new ideas and possibilities for innovation in Peking Opera mask design.^[18]The following is the final logo design (Figure 3-2).

3.2 IP image design

When using standard neural network transfer methods for portrait style transfer, semantically correct transfers often cannot be guaranteed; the texture details in the style examples tend to be ignored. This paper proposes a style transfer method for Peking Opera faces called POFMakeup. This method can transfer the style of a portrait with a Peking Opera face to another portrait. This method uses two guides, namely, a position guide and an appearance guide. The position guide ensures semantic consistency in the transfer process, while the appearance guide ensures the appearance of the target subject can be preserved during transfer. The experimental results show that this method not only solves the problem of traditional portrait style transfer but also can quickly and

^[18] Research on the Aesthetic Connotation of Beijing Opera Mask Culture and Innovation of Modern Design An S . [J]. Art and Design, 2022, 5 (5):

perfectly realize the style transfer of the Peking Opera face. The proposed method showed a 17% improvement in structural similarity (SSIM) over conventional methods.^[19]

This design mainly focuses on the Peking Opera in the end of the ugly pentagon to carry out, the color of Beijing Opera costumes mainly has the upper five colors and the lower five colors. The top five colors include red, yellow, green, white and black, which are usually used by the upper classes of society such as emperors, generals and relatives. The next five colors include purple, blue, pink, lake, ancient, copper and other ten colors, these colors are relatively low status, the use of a wide range, including some emperors and generals in the backyard and home casual clothes. In Beijing Opera, different colors of clothing represent different meanings, such as the black clothes in this design represents the rough character and temperament. The yellow clothes in the corner represent imperial power and prestige. The red clothes of the clear corner are the color of nobility, and also represent the loyal and heroic character. The blue clothes in the bottom corner represent a lower official position. The green clothes of the harlequin represent the spirit of courage.

Peking Opera IP image design is an innovative way to combine traditional Peking Opera culture with modern design elements, aiming to inherit and promote Peking Opera culture while attracting more young people to become interested in Peking Opera. Through the application of traditional elements, the guidance of market demand and the pursuit of innovation and originality, a unique and attractive IP image of Peking Opera can be created.^[20] The following is the IP image design line draft and finished draft (see Figure 3-3).

3.3 Book Design

^[19] POFMakeup: A style transfer method for Peking Opera makeup Fachao Z ,Xiaoman L ,Yaqi S , et al. [J]. Computers and Electrical Engineering, 2022, 104 (PA):

^[20] Research on visual image design and Communication of Peking Opera elements in the New Media Era Tingting J ,Qiangqiang F . [J]. 한국콘텐츠학회 ICCC 논문집, 2021,

Peking opera is one of the national cultural heritages in China. However, it is difficult for people to learn the gestures in Peking opera performance, which limits the spread of this traditional culture. To address this issue, we propose a Peking opera gesture training system using infrared sensors. Specifically, we build a character avatar for demonstrating the gestures in Peking opera in the proposed system. Based on the data collected by infrared sensors, a method for calculating gesture similarity is proposed and is applied for the training of Peking opera gestures, which allows natural interactions and provides interactive feedback for user gestures. We conducted multiple experiments to verify the feasibility and effectiveness of the training system. The experimental results showed that the proposed system can overcome the difficulties in the traditional learning process of Peking opera gestures, which helps users to achieve the goal of learning standard Peking opera gestures. The proposed training system greatly eases the learning of Peking opera gestures, adding vitality into the culture of traditional Peking opera.^[21]

This paper investigates the subtitle translation of the film *Farewell My Concubine* from a relevance-theoretic perspective. The Chinese film *Farewell My Concubine* has been well-received in China as well as in other parts of the world and marked a milestone in Chinese film history. Its subtitle is rich in Chinese culture-loaded words, which may pose difficulties for both the translator to translate and for the oversea audience to understand. To explore the reasons for the warm reception of the subtitle translation of *Farewell My Concubine* among international audiences, this paper takes a relevance-theoretic approach to analyze the translation of culture-loaded expressions in the film, including mainly three types: Beijing Opera jargon, the Beijing dialect, and Chinese idioms. Through a detailed case study, this paper finds that the translator flexibly uses different translation strategies, such as domestication and foreignization, for different texts and contexts to cater to the audience's

^[21] POGT: A Peking Opera Gesture Training System Using Infrared Sensors Xingquan C ,Tong W ,Xin B , et al. [J]. International Journal of Pattern Recognition and Artificial Intelligence, 2022, 36 (06):

cognitive environment. Meanwhile, the translator also takes into account the features of subtitles, which are often limited by time and space, and accordingly makes reasonable omissions of the translated texts. From the perspective of relevance theory, the translator realizes optimal relevance and delivers the subtitle information accurately to the target audience. This paper also proves that relevance theory, as a cognitive pragmatic approach to communication, is a useful tool for translation studies.^[22]

First of all, the overall design of the book will be full of strong traditional Chinese cultural elements. The cover will use light yellow as the main color, with self-created characters, forming a more soft and comfortable cover design. The spine of the book will use simple lines to outline the facial makeup of Beijing Opera, so that people can feel the theme of the book at a glance.

In the inner page design, we will use hand-painted way to present the scenes and roles of Beijing Opera. Each page is an exquisite painting, delicately depicting the costumes, props and environment of Peking Opera. At the same time, we will also use some modern design elements, such as bold color matching and simple lines, to make the picture more lively and interesting.^[23]

Of course, the most important thing is the character design. We will create unique characters based on the classic roles in Beijing Opera, such as Sheng, Dan, Jing, Mu and Chou. These characters will combine the characteristics of Peking Opera facial makeup, and show their personality characteristics and emotional states through changes in lines and colors. Of course, the most important thing is the character design. We will create unique characters based on the classic roles in Beijing Opera, such as Sheng, Dan, Jing, Mu and Chou. These characters will combine the characteristics of Peking Opera facial makeup,

^[22] A Relevance-Theoretic Approach to the Subtitle Translation of Farewell My Concubine Li Q . [J]. International Journal of English Language Studies, 2023, 5 (3): 22-34.

^[23] Research on the application of Peking opera character modeling in children's picture books Guangyu Z ,Qiangqiang F . [J]. 한국콘텐츠학회 ICCS 논문집, 2021,

and show their personality characteristics and emotional states through changes in lines and colors.^[24]

In addition to the design of the characters and scenes, we will also intersperse some interesting interactive elements in the book. For example, we can set up page turning in some key scenes, so that readers can feel the rhythm and rhythm of Beijing Opera in the process of page turning. Or, we can set up interactive questions and answers at the end of the book, so that readers can have a deeper understanding of the cultural connotation of Peking Opera. The following is the final draft of the design (see Figure 3-4~3-11).

The first and second pages are mainly about Chen Shimei to go to Beijing to take an exam, Qin Xianglian go out to see each other, two people reluctantly say goodbye.

The third and fourth pages mainly tell about Chen Shimei after the exam has not been to visit Qin Xianglian even a letter, so Qin Xianglian went to Beijing to see Chen Shimei, but was rejected by Chen Shimei.

Fifth, six pages are mainly about Qin Xianglian was rejected after sad home, met on the way to Bao Gong, Bao Gong see its sad so come forward to ask that what happened, determined to find justice for Qin Xianglian.

The seventh and eighth pages are mainly about Bao Gong taking Qin Xianglian to Chen Shimei's theory and advising Chen Shimei not to forget his roots. However, Chen Shimei does not recognize Qin Xianglian as his wife, said he never married.

The ninth and tenth pages mainly tell the story of Bao Gong Qin Xianglian how not easy Chen Shimei is how ungrateful, Chen Shimei angry to kill Qin Xianglian, was stopped by Bao Gong.

The 11th and 12th pages mainly tell the story of Bao Gong to find Chen Shimei a series of criminal evidence such as deceiving the king to hide the facts of the existing family, attempted murder, abandoned his wife and so on.

^[24] The Color of Peking Opera Face // Chinese Teaching Modernization Society. Digital International Chinese Education (2022). Jiangsu Maritime Vocational and Technical College; , Ms. Wang. [C], 2022, 4.

The thirteenth and fourteenth pages mainly tell the story of the public trial of Chen Shimei based on the evidence of a series of crimes committed by Bao Gong and sentenced Chen Shimei to death.

This paper starts from the overview of *Farewell, My Concubine*, a classic Chinese film that contains many professional terms of Peking Opera. Now people don't watch it so much, but its out-datedness as a film does not mean that as a research material it's out-dated, too. As a matter of fact, there has been no film received better in the English world that has a richer Peking Opera cultural repertory since its release. Therefore, based on *Farewell, my concubine*, this paper aims to address the issue of the translation of Peking Opera terms of culture so that overseas audiences can understand and accept them better.^[25]

Pages 15 and 16 are mainly about taking Chen Shimei to the execution ground under the custody of Bao Gong and beheading the public.

Personalized modeling of Peking Opera faces is a challenging question in computer vision due to the artistry of painted faces, which is more challenging on natural human faces. To address this issue, in this paper, we propose a personalized modeling method for Peking Opera faces based on a depth camera device. Firstly, to solve the abnormal deformation of unrelated areas on 3D standard Peking Opera faces, a method that divide the Action Unit (AU) according to the face painting is designed, and the shape bases are constructed using local deformation based on the Laplacian algorithm. Secondly, to complete the linear fusion of different shape bases and model a natural and vivid personalized Peking Opera face, we design a method that calculates the weight of different shape bases based on the BlendShape algorithm to solve the conflicts between different shape bases. In addition, a real-time interactive method is proposed to calculate the weight value of each shape base based on 3D information of facial feature points captured by a depth camera. The results show that our method can achieve personalized modeling of Peking Opera faces with vivid expression in real-time, while reducing the complexity of the

^[25] The Transmission of Peking Opera Culture in the English Subtitle Translation of *Farewell, My Concubine* Xiang X. [J]. *Frontiers in Educational Research*, 2020, 3.0 (13.0):

vectorization pattern database used in the existing personalized modeling of Peking Opera faces.^[26]

3.4 Poster Design

The illustration is a very intuitive form of language expression in modern graphic design. It expresses character scenes, allegorical dialogues, etc. in the form of vivid paintings. Synthesizing the connotation and form of all aspects from literature to art. Illustration art pervades all areas of daily life. It can be said that its formal beauty has become a fashion trend in the decorative art world. Based on the back-propagation algorithm, this paper constructs a BPA-transformation model. Through comparative analysis, it can be seen that illustrations that are not integrated into the theme of Peking Opera have low story inclusion, only 45%. As for the illustrations that incorporate Peking Opera themes, the storyline is highly inclusive, accounting for 68%. Illustrations that incorporate traditional Peking Opera themes are highly realistic, up to 93%. Through comparative analysis, the integration of ink and wash artistic conception is relatively high. Ink illustrations are 40% more innovative.^[27] As a widely used visual media, poster uses pictures, text, color and other elements to display the information of this design to everyone quickly and intuitively. Posters are good helpers to spread information. Through the poster, we can quickly convey the information of this design to everyone, so that everyone can see the core of my design at a glance. Posters are also a form of artistic expression. It integrates a variety of artistic elements such as design, painting, text, etc., and presents the clever ideas of this design and information in a unique way to bring people the enjoyment of beauty.

The production of traditional Peking opera facial masks often relies on hand painting by experienced painters, which restricts the inheritance and

^[26] A real-time personalized face modeling method for peking opera with depth vision device Fengquan Z ,Pingzhe L ,Yahui G , et al. [J]. Computers and Electrical Engineering, 2021, 93

^[27] Analysis on the path of integrating traditional culture into illustration design based on visual communication Hu W . [J]. Applied Mathematics and Nonlinear Sciences, 2024, 9 (1):

development of this intangible cultural heritage. Current research mainly focuses on the digital reconstruction and storage of existing Peking opera facial masks, while high-quality facial mask generation technology is still in an infancy stage. In this paper, different deep learning frameworks are improved for learning features of Peking opera facial masks and generating new masks, which can effectively promote the creative application of Peking opera facial masks. First, using different data enhancement methods, an improved Style Generative Adversarial Network-2 (StyleGAN2) can learn implicit and explicit features of Peking opera facial masks and automatically generate new facial masks. In addition, an image translation framework for joint cross-domain communication under weak supervision is used to translate face sketches and color reference maps to an intermediate feature domain, and then synthesize new facial masks through an image generation network. The experimental results show that the generated Peking opera facial masks have good local randomness and excellent visual quality.^[28]

In this design, the poster is designed with the raw, denier, pure, final and ugly aspects of Beijing Opera. I cleverly integrate this traditional art form with modern design elements to create a visual feast with both traditional charm and modern sense. The theme of the poster is Beijing Opera Pentagon-born Dan pure end ugly. The colors are mainly the traditional Chinese red, blue and gold, symbolizing the solemnity and magnificence of Peking Opera. Red represents joy and enthusiasm, blue represents strength and bravery, gold represents majesty and mystery. The poster as a whole takes life, Dan, net, end and ugly Pentagon as the main images, occupying the golden position of the center left or right of the whole poster. The fresh corner is heroic, the graceful and graceful, the clear corner is fierce and strong, the end corner is stable and dignified, and the clown is funny and humorous. The image design of the five characters not only maintains traditional characteristics, but also integrates modern aesthetics, so that people can feel the charm of Peking Opera at a glance.

^[28] Intelligent generation of Peking opera facial masks with deep learning frameworks Ming Y ,Rui X ,Yinghua S , et al. [J]. Heritage Science, 2023, 11 (1):

The background design of the poster is dominated by the classic images of five Peking Opera characters: the background adopts the painting style of the scenery under the moon, with the moonlight element as the main element and the Peking Opera related elements as the supplement, creating a distant and profound artistic conception. At the same time, the background is also interspersed with the classic facial makeup and environment of Beijing Opera, such as clothing patterns, facial makeup, etc., making people feel as if they are in the world of Beijing Opera. On the top or bottom of the poster, the theme text of "Peking Opera Pentagon-Sheng Dan Pure end Ugly" is written in atmospheric calligraphy. Font design should reflect the charm of traditional Chinese culture, but also conform to modern aesthetic standards. At the bottom of the poster, add my understanding of the corresponding corner of Sheng Dan net end ugly to popularize to everyone.

This Peking Opera Pentagon poster is presented in a way that combines tradition and modernity, showing the unique charm of Peking Opera art while integrating modern design elements and knowledge popularization elements. Through the design of this poster, we hope to let more people know and love Peking Opera, a treasure of traditional Chinese art. The following is the draft and final version of the design (see Figure 3-12).

3.5 Cultural and creative product design

To perfect the audience's enjoyment of Peking opera performance in modern theaters, the present study set out to identify the main subjective attributes for good acoustic quality of Peking opera and find out the optimal values of correlated acoustic parameters. Firstly, the importance of the subjective attributes was evaluated through a social survey by audience in Peking opera theaters. Then, the correlated acoustic parameters were identified. Lastly, in order to obtain optimal values of the acoustic parameters, subjective preference tests were conducted and the factors influencing the preference scores were also investigated. The social survey revealed that the most valued

acoustic attributes apart from the loudness were clarity and liveness of voice. The acoustic parameters correlated with the attributes were reverberation time, frequency characteristics of reverberation time and sound level. The subjective preference tests revealed the optimal value of occupied reverberation time was around 0.6 s. The optimal frequency characteristics of reverberation time was the one with more reverberation in higher frequencies. The optimal sound level for young group was 70–73 dBA. When comparing the experienced and young group, there was no significant difference in expectation in acoustic attributes. What was unique in young generation' preference in acoustic parameters was that the optimal range of reverberation time was longer for young people (0.6–1.0 s) than it was for the experienced people (0.2–0.6 s). The present study will facilitate the construction of Peking opera theater with good acoustics and boost the revitalization of the cultural heritage.^[29]

Peripheral products are mainly mouse pad, multi-functional throw pillow, canvas bag, hairpin, small mirror and so on. See Figure 3-13~3- for details.

Mouse pad, as a small part of computer accessories, is often overlooked by people. However, this mousepad with the main color of red can show a unique charm in the details. The design of the mouse pad is full of creativity and ingenuity, and cleverly integrates the elements of traditional Chinese culture -- Beijing Opera, making this mouse pad not only practical, but also a cultural carrier.

On this mouse pad, the designer carefully arranged and combined 5 self-created IP images, which have their own characteristics and are lifelike, as if a wonderful Peking Opera is being staged. Each IP image contains a profound cultural connotation, so that people can appreciate, but also feel the broad and profound Chinese traditional culture.

In addition to the IP image, the mouse pad is also printed with the designer's own LOGO, which is simple and generous, and the style of the entire

^[29] Main acoustic attributes and optimal values of acoustic parameters in Peking opera theaters Mengjun W ,Hui M ,Jiaojiao Y , et al. [J]. Building and Environment, 2022, 217

mouse pad complement each other. Overall, although this mouse pad seems simple, it is full of design, so that people can feel its difference at a glance.

It is worth mentioning that this mouse pad not only integrates the cultural elements of Beijing Opera, but also pays attention to practicality and comfort. It is made of high-quality materials and exquisite craftsmanship to ensure the durability of the mouse pad. At the same time, the surface of the mouse pad has been specially treated to feel delicate and very comfortable to use. In addition, the mouse pad has also added a non-slip design, making the mouse more stable in use, thereby improving work efficiency.

This mouse pad with red as the main color and the cultural elements of Beijing Opera is not only a practical computer accessory, but also a cultural inheritance and display. It allows people to feel the charm and temperature of traditional Chinese culture in daily use. Whether at home or in the office, this mouse pad can become a beautiful landscape, adding a different color to people's lives.

Multifunctional throw pillow: This multifunctional throw pillow is designed with rich elements of Peking Opera culture. The bottom of this design pattern is red color, filled with smooth lines, and above are five IP images arranged and combined. It adopts traditional Peking Opera characters and colors, combines the essence of Peking Opera culture with modern design, which not only embodies the charm of Peking Opera culture, but also satisfies modern people's pursuit of beauty.

Summary of Chapter III

1. Through the separation and combination of the Chinese character "Jing" and the facial mask of Beijing Opera, a new logo design is formed.

2. The design of IP image is to draw the traditional Peking Opera pentagon with Q print style, which integrates the cultural characteristics of Peking Opera to make the image more novel.

3. Book design is made into picture books according to traditional cardboard books, mainly highlighting the content and character image design of Peking Opera repertoire.

4. As a visual design that can only show the cultural style, the poster is mainly designed with characters, supplemented by Peking Opera related elements, and the Peking Opera pentagon is displayed.

5. Cultural and creative products as a means of publicity, I will combine this design with throw pillows, mobile phone cases, etc., to promote Peking Opera culture.

CHAPTER IV PROBLEMS ENCOYNTERED IN THE PROCESS OF CREATION AND SOLUTIONS

4.1 Problems encountered in the creative process

At the beginning of the graduation project, I was dazzled by all kinds of topics and did not know how to choose them. The data in the early stage of design are complicated and varied, and it is difficult to select the data related to my own design. The lack of understanding of research methods leads to non-standard and unscientific research methods. Improper time management leads to lagging processes.³⁰

4.2 Solution measure

When faced with the difficulty of selecting a topic, I am well aware of the importance of the topic selection, which is not only the starting point of research work, but also the key factor determining the quality of research. Therefore, I will dig deeply into those topics that I am interested in and good at according to my professional field and research direction. In the process of selecting the topic, I will conduct sufficient literature research and understand the background, current situation, existing problems and future development trend of this topic by referring to a large number of relevant literatures. This will help me to fully grasp the research field and frontier dynamics of this subject, and lay a solid foundation for subsequent research work.

After determining the topic, I will further clarify the research purpose, questions, hypotheses and methods. I will formulate a specific, feasible and meaningful research plan according to the characteristics of the topic selection and research objectives. At the same time, I will also keep close communication

³⁰ ON COGNITIVE OBSTACLES AND TEACHING COUNTERMEASURES IN PEKING OPERA TEACHING Lu L . [J]. *Psychiatria Danubina*, 2021, 33 (S7): 29-31.

with my supervisor, timely solicit their opinions and suggestions, and constantly adjust and improve the topic selection to ensure the smooth progress of the research work.

In terms of data collection, I am well aware that data is the foundation and support of research work. Therefore, I will determine in a timely manner what information needs to be collected and from what sources, based on the research needs. Then, I will use various tools and platforms, such as libraries, databases, networks, etc., to conduct extensive search and screening. At the same time, I will actively seek guidance and help from experts, and obtain first-hand data through questionnaires and other means.

After obtaining the data, I will conduct strict evaluation and screening of the data. I will carefully check the data author, source, time, content and other information to ensure the authenticity and reliability of the data. At the same time, I will also classify, summarize and summarize the data in order to better use the data to support my research work.

In terms of research methods, I am well aware that scientific research methods are essential to ensure the accuracy and reliability of research results. Therefore, I will strive to master various research methods and techniques, and rationally choose and apply these methods under the guidance of my supervisor. At the same time, I will also conduct strict quality control and statistical analysis of the collected data to ensure the objectivity and scientific results of the research.

In addition, I pay great attention to time management. I know that time is an important factor in research work, so I will make detailed plans and arrange my time reasonably to ensure that every link is fully considered and prepared. I set aside a certain amount of redundant time to deal with possible delays and always maintain a high degree of self-discipline and time management skills.

In short, faced with the difficulty of topic selection and challenges in data collection and research methods, I will actively seek various solutions and constantly improve my professional quality and research ability. I believe that

through continuous efforts and accumulation, I can overcome these difficulties, successfully complete the research work, and make certain contributions to the academic community and society.

Summary of Chapter IV

1. Analyze and summarize various problems encountered in the design, and find various solutions.
2. Find the best solution according to the solution ideas of various problems.

CONCLUSION

Through the baptism of "Opera Jing Hui Shen" book design and poster design, which is a graduation project, I have a deep understanding of the artistic charm and cultural connotation of Peking Opera, and try to show this traditional art form to a wider audience through the design language. During the design process, I focused on the three major artistic characteristics of Beijing Opera: comprehensive performance, rigorous performance procedures, graceful voice, and diverse genres. I try to incorporate these elements into the design of the book, so that the work is modern without losing the traditional charm. At the same time, when doing poster design, I understand how to make my design accurately express what I want to express and what elements I really need. After half a year, through the careful guidance of my mentor and my efforts and efforts, the final design result is also relatively ideal, and has been recognized by everyone. It makes me more confident, and I believe that I will work harder in the future design, dare to innovate, dare to break through, and be brave to create.

In book design, my biggest achievement is that I have determined the expression forms of books through discussion with my mentor, and at the same time, through a lot of investigation and communication with my mentor, I have learned about the expression forms that I have not been exposed to in book design, so that I have learned about various books. In the use of color, I also have a new experience. Through the combination of different points, lines and surfaces, a variety of pictures with the same style are formed. Then through the color of the cold and warm to make the picture look more comfortable, strengthen the picture level to highlight the theme of the picture. Make full use of my professional resources to watch and copy modern, trendy and innovative design works to enhance my artistic design ability and artistic aesthetics. Improve the use of black, white and gray to make the picture look more rich, highlight the theme, reasonable structure, and outstanding overall effect.

Overall, the process of this graduation project has made full progress than before, but also let me harvest a lot. But in the use of color also found a lot of problems, such as the color is slightly monotonous. Poster design on the whole is slightly single, not rich enough, but also let me know that I am not skilled in PS, AI and other software. In the days to come, we will continue to study hard, consult with an open mind, think more, and enhance professional competence. In particular, all kinds of painting software will be carefully studied, not let it become a stumbling block on the way to my design, but let it become a stepping stone on the way to my design.

Through this graduation project, my theoretical knowledge and creative ability have been greatly improved, and I have also seen a lot of my weaknesses. I hope that I will gradually improve my weaknesses into my strengths in the future, and I will definitely work harder and push ahead.

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ANNEX

京



Figure 3-1 LOGO design process



1Figure 3-2 Final LOGO



2Figure 3-3 IP image design



3Figure 3-4 Go to Beijing for the exam



4Figure 3-5 Family visits were denied



5Figure 3-6 The road met Bao Gong



6Figure 3-7 Bao Gong urged peace



7Figure 3-8 Raging Slash Xiang Lian



8Figure 3-9 Conclusive evidence



9Figure 3-10 Hold a trial



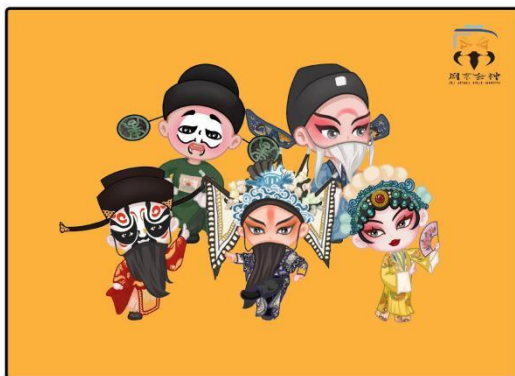
10Figure 3-11 Kill Chen Shimei



Figure 3-12 Poster design



12Figure 3-13 Throw pillow design



13Figure 3-14 Mouse pad design



14Figure 3-15 Cup design



