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 on the theme "Chinese carnival"

Performed by: a student of the BED-20 group

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ABSTRACT

Liang Hui. "Chinese Carnival" social theme visual creative design. – Manuscript.

The visual creative design of the social theme of this graduation project "Chinese Carnival" aims to explore how to combine traditional Chinese cultural elements with modern social activities to create a visual image of social festivals with Chinese characteristics and modern aesthetics. In the context of globalization, the popularity of Western festivals among young people in China has sparked discussions about the preservation of local culture and the integration of foreign cultures. Through questionnaires, market analysis and cultural research, this design provides an in-depth understanding of the needs and preferences of the target audience to ensure the cultural and practical design of the solution. During the design process, we faced the challenges of cultural integration, the balance between innovation and tradition, and the diversity of audience preferences, and adopted strategies such as interdisciplinary research, user research, and customized design to ensure that the design work was innovative and culturally relevant. In the end, we succeeded in designing a series of pieces including creative fonts, tickets, work badges, bracelets and t-shirts that not only enhanced the public's interest in traditional festival culture, but also provided a new perspective on modern design. Through this design practice, we deeply realized the important role of design in cultural inheritance and social development, as well as the importance of continuous learning to the personal development of designers.

Main content:

1. The History and Cultural Background of Halloween: Introduce the origin, evolution, and manifestations of Halloween in different cultures, and analyze its relationship with religion, folk customs, and society.

2. Characteristics and Style of Halloween Design: Analyze the characteristics and style of Halloween design, and explore its forms of expression in terms of shape, color, material, etc.

3. Commercial Application of Halloween Design:Explore the application of Halloween design in the commercial field, analyze its importance and influence in product

design, brand marketing, and other aspects.

4. Social significance of Halloween design: Analyze the role and significance of Halloween design in social and cultural inheritance, urban vitality enhancement, community interaction, and other aspects.

5. Case Analysis and Outlook: * * Select classic Halloween design cases for analysis, and look forward to the development trends and challenges of Halloween design in the future.

Halloween design, as an important cultural phenomenon and social activity, constantly innovates and develops while inheriting and promoting traditional culture. Through the research and exploration in this paper, not only can we gain a deeper understanding of the characteristics and significance of Halloween design, but we can also provide some reference and inspiration for its future development.

Halloween design refers to the decoration, activities, and product design of this special holiday, Halloween. Halloween, also known as Halloween, originated from an ancient Celtic traditional festival and gradually evolved into a grand festival in Western countries with the spread of Christianity. Nowadays, Halloween has become a global celebration, particularly popular in Western countries and having a certain influence in other regions.

Halloween design includes various decorations, clothing, makeup, food, etc., to create a festive atmosphere and increase the fun and fun of celebration activities. Designers will use creativity and imagination to create various Halloween themed products and scenes, such as pumpkin lanterns, ghost pendants, wizard costumes, vampire makeup, as well as hosting Halloween parades, masquerade parties, horror mazes, and other activities, attracting a large number of participants and audiences.

In Halloween design, common themes include humor, mystery, horror, and childlike cuteness. Designers will choose appropriate themes and elements based on the target audience and event scenes to create a surprising and enjoyable holiday experience. With the development of society and people's continuous innovation in holiday celebration methods, Halloween design is also constantly enriched and updated, bringing more diverse and enriched holiday fun to people.

CONTENTS

INTRODUCTION

Relevance of the research topic. In the past decades, foreign festivals entering China have experienced rapid development and change, affected by society and economy

And the influence of traditional culture, related problems gradually emerged. Halloween in foreign countries is different from other Western traditional festivals such as Christmas

Similarly, after entering China, they did not copy the festival rituals, such as coming to the door to ask for candy, which has been received by Chinese people since ancient times

The effect of living habits. This youth festival is infused with the Internet meme that young people are familiar with, making more Young people resonate.

The relevance of This youth festival is infused with the Internet meme that young people are familiar with, making more Young people resonate. Despite the wave of heat generated by the gradual update every Halloween, there are still key problems Solve. Among them, a prominent problem is that the light-hearted and fun nature of Halloween has also made it popular in different regions of the world Have raised fears of cultural hegemony. Previous research has mainly focused on certain aspects, but on the Sinicization of foreign festivals The relative lack of research has led to gaps in our understanding of the nature, mechanisms, and effects of Halloween localization. Due to the Therefore, this paper aims to deeply explore the key issues of Halloween localization, and provide a new perspective and theoretical basis for this field.

The need to research Under the influence of globalization, traditional festivals are facing the challenge of integrating with modern lifestyle. By "Chinese Carnival" By design, the results of this study will help young people in stressful life processes to have a more healthy, fit as well as localized The festival has the important significance of providing a reference to reduce the big problem of life pressure of young groups in the current society. Also, fill There are no names, slogans, mascots, etc. needed for exclusive festivals. From the perspective of design practice, this project It tries to solve the problem of how to integrate traditional cultural elements into modern visual design in an innovative way.

The purpose of graduation design project "Chinese Carnival" aims to explore and realize traditional Chinese culture through visual communication design

Innovative expression in modern social activities.

Research objectives:

1.With what's known as a "hot meme.The distance between people

2.Turn online chat into offline communication

3.Hope to make tired people can relax on this day

4.It can add a modern feel to traditional festivals

5.Inject cultural connotation into modern design

6.Cultural inheritance and innovation

Theme of research Study on localization of Halloween.

Object or Focus of research a special carnival for young people in the country.

Methods of research:

1. Literature review: Established through extensive access to academic papers, journals and books related to this design topic

The theoretical basis. Especially to the new Chinese aesthetics, traditional festival customs, modern visual communication design and other fields of literature development

In-depth research has been conducted to ensure that the design works are innovative while also reflecting the essence and connotation of Chinese culture.

2. Investigation and research: including questionnaire survey and case analysis. Questionnaires are designed to collect the preferences and preferences of the target audience

Interest data, paying particular attention to their attitudes towards traditional and modern social activities, as well as their cultural leanings. Case score

The analysis uses examples of social events and festivals at home and abroad to identify design opportunities and challenges.

3. Interdisciplinary research: Combining sociology, psychology, cultural studies and other multidisciplinary knowledge, in-depth exploration of China

The deep value of traditional culture, and integrate it with modern design concepts.

Elements of scientific novelty of the obtained results The localization characteristics of Halloween are studied.

The practical significance of the obtained results project It tries to solve the problem of how to integrate traditional cultural elements into modern visual design in an innovative way.

Information base of the study Previous research has mainly focused on certain aspects, but on the Sinicization of foreign festivals The relative lack of research has led to gaps in our understanding of the nature, mechanisms, and effects of Halloween localization. Due to the Therefore, this paper aims to deeply explore the key issues of Halloween localization, and provide a new perspective and theoretical basis for this field.

SECTION 1. INTRODUCTION

1.1. Research Background

Over the past few decades, the introduction of foreign festivals into China has undergone rapid development and transformation, influenced by social, economic, and traditional cultural factors, leading to the emergence of various issues. Unlike other Western traditional festivals such as Christmas, Halloween, upon entering China, did not simply adopt the customs of the holiday, such as going door-to-door for candy. This adaptation has been influenced by the living habits of the Chinese people throughout history. The festival, particularly popular among young people, has been infused with internet memes familiar to the youth, resonating with a broader demographic. Despite the annual updates to Halloween that generate a surge of interest, there remain unresolved key issues. A prominent challenge is the light-hearted and amusing nature of Halloween, which has made it popular worldwide, sparking concerns over cultural dominance in different regions. Previous research has mainly focused on certain aspects, but there is a relative lack of study on the Sinicization of foreign festivals, resulting in gaps in our understanding of the essence, mechanisms, and impact of Halloween's localization. Therefore, this thesis aims to delve into the critical issues of Halloween's localization, providing new perspectives and a theoretical foundation for this field.

The research background of Halloween theme design involves multiple fields such as culture, business, psychology, etc

1. Cultural Background: Halloween originated from a traditional festival of the ancient Celts and was later absorbed and given a new meaning by Christianity. Over time, Halloween has gradually evolved into a festival that combines various traditional, mysterious, and entertainment elements, influenced by different cultures worldwide.

2. Business Background: With the global popularity of Halloween, businesses and brands are beginning to see it as an important marketing opportunity. Various Halloween themed products and services have emerged, including decorations, clothing, cosmetics, food, etc., becoming an important means for businesses to drive sales growth.

3. Psychological background: Halloween theme design also involves people's psychological needs and behavioral patterns. People often feel a special emotional state in the festive atmosphere, such as excitement, curiosity, fear, etc. Designers need to consider how to trigger these emotions through design and enhance the experience of participants.

4. Entertainment Industry Background: Halloween theme design is closely related to the entertainment industry, such as film and television, games, theme parks, etc. The Halloween scenes in film and television works, Halloween activities in games, and Halloween decorations in theme parks all provide designers with rich inspiration and reference.

When studying Halloween theme design, it is necessary to comprehensively consider the above factors, deeply understand the history, cultural connotations, and contemporary social needs and trends of Halloween, in order to design more attractive and meaningful works.

1.2. Research Purpose and Significance

This graduation design project, titled "Chinese Carnival," aims to explore and actualize the innovative expression of traditional Chinese culture within modern social activities through visual communication design. The core objective of the design is to create a visual identity for a social festival that integrates the traditional with the modern, the local with the international. This festival serves as a gathering point, using familiar "hot memes" to bridge the gap between people. It transforms online chatting into offline interactions, incorporating popular cosplay and other entertainment activities, and establishes a slogan and a quirky mascot for the festival, with the hope of providing a day of relaxation for weary individuals. Through this design practice, we expect to add a modern touch to traditional festivals while infusing contemporary design with cultural connotations, achieving cultural heritage and innovation.

Under the influence of globalization, traditional festivals are facing the challenge of integrating with modern lifestyles. The outcomes of this "Chinese Carnival" design are expected to benefit young people caught up in the stress of modern living by providing a healthier, more suitable, and localized festival. It also holds significant importance in addressing the issue of high stress levels among the current social youth demographic. Additionally, the project fills the gap in the lack of specific names, slogans, and mascots

required for an exclusive festival. From the perspective of design practice, this project attempts to address the issue of how to innovatively integrate traditional cultural elements into modern visual design.

The research background of Halloween theme mainly involves multiple fields such as culture, society, psychology, etc

1. Cultural Background: Halloween originated as an ancient Celtic festival celebrating late summer and harvest. Later, with the spread of Christianity, it merged with All Saints' Day and became a festival commemorating all deceased saints. Over time, Halloween has gradually evolved into a festival that combines various traditional, mysterious, and entertainment elements, influenced by different cultures and regions.

2. Social significance:Halloween has become a global holiday, not only popular in Western countries, but also in many other countries and regions. It is not only a celebration, but also a social and entertainment event, providing people with opportunities to showcase their personality, creativity, and imagination.

3. Business Impact: Halloween has become an important marketing opportunity for businesses, with various Halloween themed products and services emerging one after another, such as decorations, clothing, cosmetics, food, etc. This not only drives the development of related industries, but also brings abundant profits to enterprises.

4. Psychological factors: The unique atmosphere and exciting experience of Halloween activities have aroused people's strong interest and desire to participate. People often feel a special emotional state in the festive atmosphere, such as excitement, curiosity, fear, etc. These emotions are of great significance for individual mental health and social interaction.

5. Cultural exchange and inheritance: By studying the theme of Halloween, one can gain a deeper understanding of the traditions, customs, and values of different cultures and regions, promote cultural exchange and inheritance, and enhance understanding and friendship between different ethnic groups.

In summary, the importance of studying the theme of Halloween lies in deeply exploring its cultural connotations and social significance, promoting cultural exchange and inheritance, meeting people's needs for festival experience and entertainment, and also providing new opportunities and challenges for commercial and economic development.

1.3. Current State of Research on the Topic

Domestic Status: Unlike the common practice of dressing up as ghosts and monsters for Halloween abroad, the young participants in Shanghai's Halloween celebrations adopt a wide array of costumes that are diverse and imaginative. Some dress as the quintessential "salaryman," wearing checked shirts, carrying laptop bags, and holding A4 papers, with expressions of exhaustion. Others go as far as to carry laptops with screens filled with "Already working on it," and fake blood streaming down their faces. There are also those who impersonate celebrities and internet sensations, such as singing duets as "Na Ying" and "Faye Wong," "Guan Xiaotong" in a flight attendant's uniform singing a catchy tune, and "Li Jiaqi" shouting "How can it be expensive?" on the streets. Additionally, some dress up as characters from the classic novel "Journey to the West," including the four disciples, the Golden Horned King, and Buddha himself. Rather than being accused of blind adoration of foreign cultures, as some netizens suggest, these costumes are a form of stress relief in a society that is highly competitive and high-pressure. The existence of this Halloween celebration has far surpassed the stereotype that it is a foreign festival, and we must not overlook the entertainment and inclusiveness of a city like Shanghai, where people can dress up as they please and shine on the streets, entertaining themselves and others. At the same time, behind this grand event, we see the mental state of many young people and the issues present in today's society. One participant dressed as a mother with dark circles under her eyes, reflecting the helplessness and pain of modern parenting. Another dressed as Buddha, holding an electronic wooden fish, inviting passersby to tap for merit, which reflects the contemporary youth's pursuit of spiritual comfort and emotional support. The image of the salaryman also reflects the pressures faced by young people today and the immense stress of contemporary society.

International Status: Halloween abroad maintains its traditional celebration methods, usually celebrated with family and friends, and sometimes with colleagues. Adults may watch horror movies, host costume parties, or build haunted houses or graveyards to celebrate the holiday. Many children dress in elaborate costumes and go to nearby neighbors' houses to ask for candy, snacks, or small gifts. If they do not receive anything, they threaten to play a trick on the house. This activity, known as "trick-or-treating," is conducted in a friendly atmosphere without any ill intentions or pranks. Some families

carve pumpkins and other vegetables into lanterns with "scary" faces or decorate their homes and gardens in a Halloween theme.

When examining the research status of the "Chinese Carnival" social theme visual creative design, a comprehensive analysis can be conducted from multiple perspectives. Liu Huange's study "New Creations of Ancient Tea" provides examples of the application of new Chinese aesthetics in modern design, demonstrating how to combine traditional cultural elements with the modern social environment[1]. Ke Shenghai emphasizes the importance of Chinese elements in packaging design in his work, noting that traditional cultural elements can enhance the cultural value and market competitiveness of products[2]. In addition, Zhang Weibing's doctoral thesis explores the atmosphere design of contemporary Chinese-themed banquets, providing important references for our "Chinese Carnival" design, especially in terms of considering how to enhance the social experience through design[3]. At the same time, Zhao Ping and Gong Yuwen's research analyzes the application of the new Chinese style in modern interior design, which helps us understand the characteristics of the new Chinese style in terms of spatial layout, color matching, and material selection[4]. Yang Xiaohong and Chen Qianying's research points out the importance and innovative approaches of traditional cultural elements in modern design, providing a wealth of cultural elements and innovative ideas for our "Chinese Carnival" design[5]. Hu Jia's research analyzes the application of the new Chinese style in catering space design, discussing how to enhance the cultural atmosphere and customer experience of the catering space through design[6]. These studies not only provide us with a wealth of design cases and theoretical support but also offer valuable references and insights for the "Chinese Carnival" social theme visual creative design. Based on this foundation, this graduation design will further explore the innovative application of the new Chinese style in social theme design, aiming to create a social experience that is both characteristic of Chinese culture and in line with modern aesthetics.

Halloween theme design is flourishing and diverse in various forms today:

1 Liu, H. G. (2024). New creations of ancient tea: A study on the aesthetics of new Chinese-style tea spaces from the perspective of aesthetic vision. Design, 9(1), 1303-1309.

2 Ke, S. H. (2020). Visual communication of Chinese elements: Packaging design. Liaoning Science and Technology Publishing House.

3 Zhang, W. P. (2009). Research on the atmosphere design of contemporary Chinese-themed banquets. Doctoral dissertation, Zhejiang Normal University.

4 Zhao, P., & Gong, Y. W. (2023). A brief analysis of the application of the new Chinese style in modern interior design. Design, 8(2), 603-611.

5 Yang, X. H., & Chen, Q. Y. (2022). The application of traditional Chinese cultural elements in visual communication design. Journal of Hubei Open University, 35(21), 196-198.

6 Hu, J. (2019). Analysis and exploration of the application of the new Chinese style in catering space design. Journal of Kaifeng Normal University, (8), 262-264.

1. Creative Decoration: Businesses and individuals design and produce various creative decorations, such as pumpkin lanterns, ghost pendants, spider web curtains, etc., to decorate homes, shops, and public places, creating a festive atmosphere.

2. Special Clothing and Makeup: People like to wear various Halloween themed clothing and accessories, such as magic hats, wizard robes, vampire costumes, etc., while also applying corresponding makeup to increase holiday fun and atmosphere.

3. Theme activities and performances: Various Halloween themed activities and performances are held in various regions, such as Halloween parades, masquerade parties, horror mazes, etc., attracting a large number of participants and audiences.

4. Business promotion and marketing: Businesses use Halloween to promote and market products, launching various Halloween themed products and services, such as specialty dishes, limited edition products, etc., to attract consumer attention and purchase.

5.Digital media and social platforms: People share their Halloween costumes and decorations through social media platforms, showcase creativity and personality, communicate and interact with friends and fans, and form a new social culture.

Overall, Halloween theme design presents a rich and colorful form today, not only reflected in traditional festival celebrations, but also integrated into multiple fields such as business, social, and culture, becoming a comprehensive cultural phenomenon.

1.4. Research Methods

The "Chinese Carnival" social-themed visual creative design project employed a multi-faceted approach to ensure a comprehensive understanding and the achievement of effective design outcomes. The following methods were utilized during the research process:

(1) Questionnaire Survey: A questionnaire was designed and distributed to collect data on the preferences and interests of the target audience, with particular attention to their attitudes towards traditional and modern social activities, as well as their cultural inclinations.

(2) Market Analysis: An analysis of current trends in visual design and participation in social events was conducted to identify gaps and opportunities for integrating traditional Chinese culture into modern social themes.

(3) Cultural Research: In-depth research was conducted, including an exploration of

Chinese traditional festivals, customs, and aesthetic values, to extract cultural elements that can be adapted to the design.

(4) Literature Review: A review of academic papers, journals, and books related to the application of traditional Chinese elements in modern design was undertaken to establish a theoretical foundation for the project.

There are various ways to study Halloween theme design, including but not limited to the following:

1. Literature Review:By consulting relevant literature, books, journals, and academic papers, understand the history, evolution, and cultural connotations of Halloween theme design, and explore the main viewpoints and achievements of existing research.

2. On site investigation: Conduct on-site investigation and observation, participate in and observe Halloween activities, decorations, and performances, collect actual data and materials, and understand people's attitudes and needs towards Halloween theme design.

3. Interview and survey questionnaire:Conduct interviews with experts, scholars, designers, and practitioners to understand their views and experiences on Halloween theme design, or design survey questionnaires to widely collect public opinions and feedback.

4. Case Analysis:Select classic cases or representative Halloween themed design projects for in-depth analysis and comparison, explore their design concepts, implementation processes, and effectiveness evaluation, and summarize design principles and lessons learned from them.

5. Experimental Design:Design experiments or field experiments to test the impact of different design schemes or elements on people's emotions and behavior, and explore effective design strategies and techniques.

6. Digital research: Utilize digital tools and technologies to conduct data analysis and visualization of Halloween theme design, explore potential patterns and trends, and provide scientific basis and guidance for design.

By comprehensively applying the above methods, we can comprehensively and deeply study Halloween theme design, understand its development status, trends, and influencing factors, and provide strong support for design practice and theoretical research.

SECTION 2. THE CREATIVE BASIS OF "CHINESE CARNIVAL"

2.1. Collection and Preparation of Materials

In the preliminary preparation for the visual creative design of the "Chinese Carnival" social theme, we collected key materials and data through a questionnaire survey to ensure that the design work would closely align with the actual needs and preferences of the target group. A total of 100 questionnaires were collected, covering multiple provinces, including Inner Mongolia Autonomous Region, Jilin Province, Xinjiang Uygur Autonomous Region, Qinghai Province, Chongqing Municipality, and Yunnan Province. This distribution helped us to gather perspectives from different regional cultural backgrounds. The survey questions are shown in the following table:

Table 2-1 Questionnaire form

Question	Options
Your gender is	Male
	Female
Your age is	Under 18
	18-20 years old
	21-24 years old
	Over 25
Your opinion on Shanghai's Halloween	Very interested
	Somewhat interested
	Not interested
	Not aware
Social activities you usually participate	Comic conventions
	Music festivals
	Club activities
	Do not participate
The type of social activities you prefer	Foreign festivals
	Traditional festivals
	Popular festivals
	Other
The last large-scale event you attended	Music festival
	Comic convention
	Club activity
	Recent traditional festival
Your preference between traditional	Traditional Halloween

Halloween and Chinese Carnival	Chinese Carnival
	Undecided
Do you search for information about	Yes
social activities before attending	No
Do you often pay attention to the	Often
social activities of festivals held in	Occasionally
China?	Do not pay attention
Does the participation of others	Yes
influence your decision to participate?	No

In terms of gender distribution, the survey participants were almost equally divided, with 49% being female and 51% being male, indicating a balanced gender representation. The age group predominantly consisted of individuals aged between 18 to 24 years, suggesting that the younger demographic shows a high level of interest and engagement in social activities.

Regarding attitudes towards Halloween in Shanghai, 49% of respondents expressed "a lot of interest," while 33% showed "some interest," reflecting the popularity of Western festivals among young people in China.

The participation in social activities indicates that music festivals (71%), comic conventions (64%), and club activities (62%) are the preferred types of events among respondents.

In terms of preference for the type of social activities, 73% of respondents favored participating in a "Chinese Carnival" over a traditional Halloween celebration, a figure significantly higher than the 27% who preferred the traditional Halloween. Additionally, 87% of respondents stated that they often pay attention to domestic festival social activities, further confirming the potential for engagement in domestic festival activities.

When deciding to participate in social activities, the majority of respondents (74%) actively seek out relevant activity information, and 80% indicated that their participation decisions are not influenced by the behavior of others. These data provide valuable insights guiding the design of "Chinese Carnival," suggesting a need to consider the preferences of the younger group and how design can attract and encourage their participation. The survey results have provided clear direction for our design, which is to maintain the fun and interactive nature of social activities while integrating traditional Chinese cultural elements to engage the younger audience and promote the inheritance and development of domestic

festival culture.

Our material collection work mainly relies on two channels: creative design works from internet platforms and in-depth research of academic literature. Internet platforms, including social media, design communities, and online image databases, have provided us with a wealth of visual materials and design inspiration. By observing and analyzing popular elements, color combinations, and pattern designs on these platforms, we have been able to grasp current design trends and public aesthetic preferences. Meanwhile, literature references have provided a theoretical foundation and cultural depth for our design. We have extensively reviewed professional books, academic journals, and online databases related to Chinese traditional culture, festival customs, and modern visual communication design, ensuring that our design work is not only innovative but also reflects the essence and connotation of Chinese culture.

Collecting and preparing holiday materials is a crucial step in designing, organizing activities, or projects related to festivals. The following is a detailed process of material collection and preparation, covering various aspects from information collection to material organization:

1Determine the holiday theme

-Choose a holiday :

-Determine the festivals that need to prepare materials, such as Spring Festival, Christmas, Halloween, Mid-Autumn Festival, etc.

-Understand the background, history, culture, and traditions of festivals.

2.   Information collection

-Festival Background:

-Collect detailed information about festivals, including their origins, traditional customs, typical activities, and symbolic meanings.

-Read books, articles, websites, and other resources to ensure a comprehensive understanding of festivals.

-Cultural customs:

-Understand common customs and activities during festivals, such as New Year's greetings during the Spring Festival, Christmas decorations, and the trick or treat on Halloween.

-Collect pictures, videos, and descriptions about these customs to help better convey the festive atmosphere.

3 Visual material collection

- Images and illustrations :

-Collect high-quality pictures and illustrations related to festivals, such as holiday decorations, event scenes, and iconic elements (such as Christmas trees, lanterns, pumpkins, etc.).

-Use image library websites (such as Unsplash, Pexels, Shutterstock) or purchase copyrighted images to ensure legal use.

- Video materials :

-Collect video clips of holiday celebrations to help present the dynamic atmosphere of the festival.

-Use video libraries (such as Pexels Videos, Vimeo, YouTube) or shoot your own video materials.

-Icons and graphic elements :

-Search and download holiday related icons and graphic elements, such as Christmas bells, fireworks patterns, pumpkin lantern icons, etc.

-Use icon libraries (such as Flaticon, Iconfinder) or design your own icons.

4.Sound and music materials

-Background music:

-Collect background music related to festivals, such as Christmas songs, New Year music, etc.

-Use music libraries (such as Free Music Archive, AudioJungle) or purchase copyrighted music.

-Sound effects:

-Collect holiday related sound effects, such as the sound of fireworks, bells, cheers, etc.

-Use sound libraries (such as Freesound, SoundBible) or record your own sound effects.

5.Text and copywriting preparation

-Festival greetings:

-Collect and organize holiday greetings to ensure they are rich and in line with the festive atmosphere.

-You can quote classic holiday greetings or create original ones.

- Promotional copy:

-Write promotional materials for holiday events or projects, including event introductions, participation methods, important dates, etc.

-Ensure that the copy is concise, clear, and eye-catching.

 6. Handmade materials and props：

-Decorative materials:

-Collect holiday decoration materials, such as colored paper, lanterns, balloons, ribbons, etc.

-Ensure that the material color and style match the holiday theme.

-Props and Clothing:

-Prepare props and costumes related to the holiday, such as Santa Claus costumes, Halloween masks, Spring Festival couplets, etc.

-You can purchase ready-made props or make them yourself.

7. Organize and classify

- File organization:

-Classify and organize all collected information and materials according to their categories and purposes for easy search and use.

-Manage in an orderly manner using folders, tags, and other methods to avoid confusion.

-Digital Management:

-Upload all collected digital data to cloud storage platforms (such as Google Drive, Dropbox) to ensure accessibility at all times.

-Use project management tools such as Trello and Asana to track material collection and preparation progress.

8.Testing and Adjusting：

-Field testing ：

-Before actual use, test holiday decorations, sound effects, music, etc. to ensure that the results meet expectations.

-Collect feedback and make necessary adjustments and optimizations.

- Rehearsal and Preparation :

-If it is a holiday event, conduct a rehearsal to ensure that all materials and props are ready.

-Check and confirm the status of all equipment and materials in advance to avoid temporary issues.

Through the above steps, you can systematically collect and prepare holiday materials to ensure the smooth progress of projects or activities, and provide participants with a rich holiday experience.

2.2. Identification of Issues and Solutions

Based on the results of the questionnaire survey, the issues with the design are primarily concentrated in the following three areas: In the visual creative design of "Chinese Carnival," the core challenge is how to integrate traditional Chinese cultural elements with the design concepts of modern social activities. The survey data indicate that the youth group has shown a strong interest in the modern expression of traditional culture. Therefore, the design must not only deeply understand the essence of traditional culture but also grasp the aesthetic trends of modern design, creating a visual language that both inherits cultural characteristics and resonates with the values of the younger generation. In this process, the precise extraction of cultural elements to ensure their appropriate expression and dissemination in modern social activities is a pressing issue that needs to be resolved in the design. Another issue in the design is how to achieve a harmonious coexistence of innovation and traditional cultural values. The survey results reveal the audience's expectations for the application of traditional cultural elements in modern design, as well as concerns about the trend of over-Westernization. Against this backdrop, the design faces the challenge of finding the right balance between novelty and cultural heritage. The design must not only pursue innovation to attract the attention of the youth but also respect and integrate the essence of traditional culture to maintain an emotional connection with it. How to ingeniously transform traditional elements into modern design

language while preserving their original cultural charm is a question that needs careful consideration in the design process. The issue of design is also reflected in how to meet the diverse preferences of different audience groups. The data analysis of the questionnaire survey shows that the diversity in age, gender, and cultural background among the audience groups has led to a wide range of tastes and preferences for the visual design of social activities. This finding emphasizes that the design must be inclusive and capable of touching and meeting the specific expectations of different audiences. The challenge in the design is to create visual works that can resonate without losing cultural characteristics, which requires the design to not only have universal appeal but also reflect a deep understanding and respect for the personalized needs of the audience.

In response to the challenge of cultural integration, this design can adopt an interdisciplinary research approach, delving into the deep value of Chinese traditional culture and integrating it with modern design concepts. By personally experiencing cultural activities, visiting historical sites, and museums, this design strives for a more profound cultural experience. At the same time, close cooperation with cultural scholars and historians ensures the accuracy and depth of design elements, thereby accurately conveying the cultural spirit in visual expression. When dealing with the balance between innovation and tradition, this design can explore the modern expression of traditional elements and the possibility of transforming them into modern design language. This includes reinterpreting traditional patterns with modern design techniques and using modern materials and technology to showcase traditional craftsmanship. In addition, through user research and feedback mechanisms, this design deeply understands the audience's acceptance of traditional elements and adjusts the innovation strategy accordingly, ensuring that the design work not only demonstrates innovative thinking but also evokes cultural resonance among the audience. In response to the diversity of audience preferences, it is necessary to conduct detailed market and audience research to identify the specific needs of different groups. By collecting data on audience preferences through questionnaires, focus group discussions, and one-on-one interviews, this design can guide design decisions and create a variety of design solutions to meet the expectations of different audiences. At the same time, adopting a customized design strategy to provide personalized design options for different audience groups can increase the inclusiveness and attractiveness of the design.

There may be some issues in Halloween theme design, and the following are some common ones:

1. Lack of creativity: Some designs may lack creativity and novelty, overly relying on traditional Halloween elements, and lacking uniqueness and personalization.

2. Over commercialization:Some designs may be overly commercialized, focusing too much on marketing and sales, while neglecting artistic and creative aspects, resulting in a lack of depth and quality in the product.

3.Cultural Misunderstanding:Insufficient understanding of the history and cultural connotations of Halloween leads to cultural misunderstandings or inappropriate elements in the design, which affects the image and meaning of the festival.

4. Safety hazards: Some designs may have safety hazards, such as decorative materials not meeting safety standards, cosmetics containing harmful ingredients, etc., which may cause harm to users.

5.Environmental issues: Environmental issues may have been overlooked in the design, resulting in excessive use of disposable materials or environmentally unfriendly production methods, which have a negative impact on the environment.

6. Unclear value orientation: The design lacks a clear brand concept and value orientation, which cannot effectively attract the target audience or convey the brand image.

7. Insufficient cultural sensitivity: Designs may lack sensitivity to different cultures and values, which can easily lead to cultural disputes or inappropriate impressions.

The key to solving these problems lies in strengthening creative thinking, paying attention to social needs, emphasizing cultural inheritance, and improving product quality and safety. By considering these factors comprehensively, design a Halloween themed design that is more attractive, innovative, and socially responsible.

Here are some solutions to possible issues with Halloween theme design:

1. * * Lack of creativity:**

-Stimulate creative thinking: Encourage design teams to participate in creative training and seminars, expand their thinking, and discover innovative design inspirations.

-Cross disciplinary cooperation: Collaborate with designers, artists, or cultural and creative workers in other fields to obtain creative input from different fields.

2. * * Over commercialization:**

-Adhere to the original design intention: Beyond commercial considerations, maintain the pursuit of artistry and creativity, and ensure that design works have uniqueness and depth.

-Value orientation: Clarify brand philosophy and core values, focus on brand image, rather than simply pursuing commercial interests.

3. * * Cultural misunderstandings:**

-Gain a deeper understanding of culture: Strengthen the learning and understanding of the history and cultural connotations of Halloween to avoid inappropriate cultural misunderstandings.

-Feedback and correction: Timely accept user feedback and expert opinions, adjust design elements in a targeted manner, and ensure compliance with cultural background and tradition.

4. * * Safety hazards:**

-Product testing: Conduct product safety testing to ensure that the product meets relevant safety standards and avoid harm to users.

-Material selection: Choose safe and environmentally friendly materials and chemicals to ensure product safety and harmlessness.

5. * * Environmental issues:**

-Environmental awareness cultivation: Promote environmental awareness, choose biodegradable or recyclable materials, and reduce negative impacts on the

environment.

-Green production: adopting environmentally friendly production processes and technologies to reduce energy consumption and waste emissions.

6. * * Unclear value orientation:**

-Brand building: Strengthen brand building, clarify the core concept and value pursuit of the brand, and design and promote based on brand image.

-User feedback: Actively listen to user feedback, continuously optimize products and services, enhance user identification and satisfaction.

7. * * Insufficient cultural sensitivity:**

-Cultural training: Strengthen the cultural education and training of the team, improve sensitivity and understanding of different cultures and values.

-Diversified references: refer to design cases and experiences from different cultures and regions to enrich design ideas and perspectives.

By implementing the above solutions, possible problems in Halloween theme design can be effectively addressed, improving the quality and brand image of design works, and bringing better experiences and feelings to users.
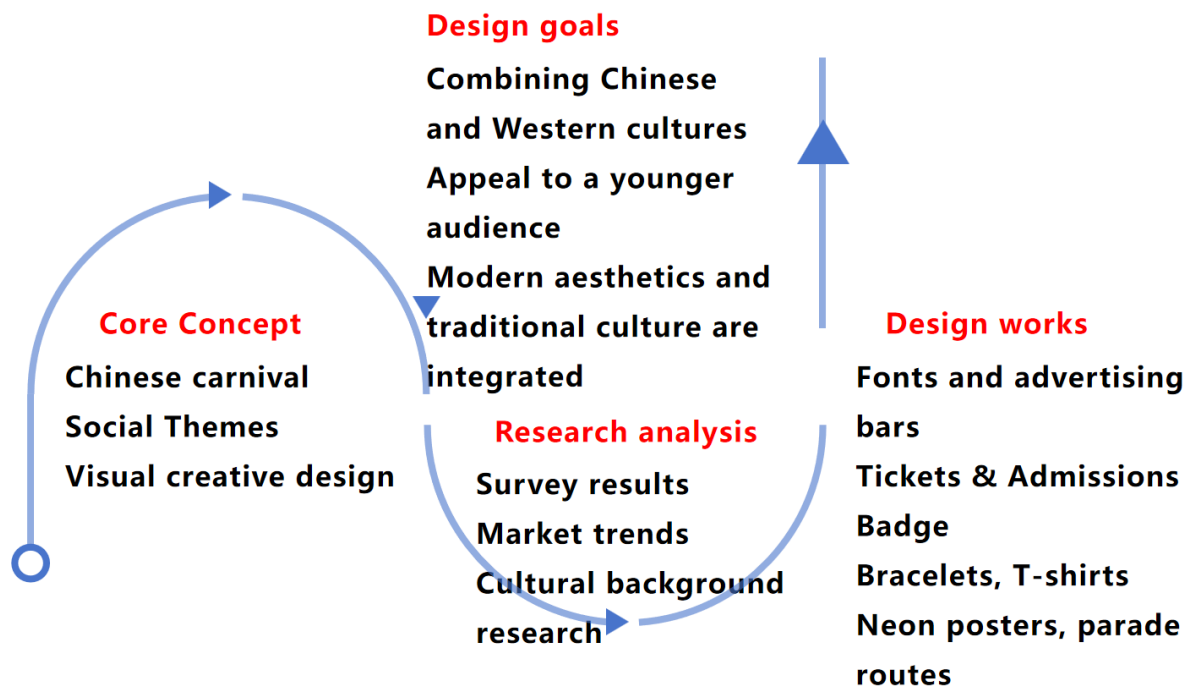
SECTION 3. DESIGN PROCESS

3.1. Design Conceptualization Phase

The graduation design concept for Halloween theme may include the following aspects:

1. Theme concept: Choose a unique and interesting Halloween theme, such as "the fusion of future technology and magic" or "modern interpretation of classic monsters", to showcase creativity and design abilities.

2. Creative clothing design: Design clothing collections related to the theme, including fashionable Halloween costumes, accessories, and makeup, highlighting innovative design and personalized elements.

3. Stage setting and props: Create a captivating stage setting, combining lighting effects and special effects to create a mysterious atmosphere for Halloween. Carefully design props and background decorations to enhance the stage effect.

4. Multimedia presentation: Utilizing multimedia technologies such as video, projection, and sound effects to present the concepts and creativity of graduation projects, enhancing the audience's audio-visual experience.

5. Interactive participation: Set up interactive activities, such as performances, photo areas, or themed games that interact with the audience, to increase audience participation and activity.

6. Sustainability considerations: In the design and production process, sustainability should be considered, and environmentally friendly materials and processes should be used as much as possible, promoting the concept of sustainable fashion design.

In the design conceptualization phase of the "Chinese Carnival" social theme visual creative design, we initially conducted extensive market research and cultural analysis to ensure that the design scheme would resonate with the values and aesthetic preferences of the target audience. Through an in-depth analysis of the questionnaire survey results, we identified the core elements of the design, including characteristics of social activities that appeal to the youth, a modern interpretation of traditional cultural elements, and innovative expressions of festive atmospheres. Based on this, we conceived a series of design

proposals aimed at conveying the unique charm of "Chinese Carnival" through visual language, while maintaining the design's innovation and cultural relevance. The focus of the design conceptualization phase was to establish the design direction, explore the possibilities of visual expression, and formulate a set of systematic design principles to lay a solid foundation for subsequent font design, poster design, and cultural and creative peripheral design. The creative thinking mind map is as follows:

Design goals
Combining Chinese and Western cultures
Appeal to a younger audience
Modern aesthetics and traditional culture are integrated

Core Concept
Chinese carnival
Social Themes
Visual creative design

Research analysis
Survey results
Market trends
Cultural background research

Design works
Fonts and advertising bars
Tickets & Admissions
Badge
Bracelets, T-shirts
Neon posters, parade routes

3.2. Font and Billboard Design

The following ideas can be used to design fonts for Halloween themes:

1. Horror style font: Choose a font with a terrifying and mysterious atmosphere, such as bloody font, ghost font, or distorted font, to highlight the terrifying atmosphere of Halloween.

2.Fantasy elements: Add fantasy elements such as magic symbols, ghost images, or skull bones to add mystery and fantasy.

3. Color matching: Choose colors that match the Halloween theme, such as orange, purple, black, etc., to highlight the visual effect of the festival.

4. Unique Shape: When designing fonts, consider special shapes or lines, such as sharp angles, curved lines, etc., to make the font more personalized and creative.

5. Readability: Although pursuing uniqueness, it is also important to ensure the readability of the font and avoid overly complex or difficult to recognize designs.

6. Diversity:Design different styles of fonts, including title fonts, body fonts, and decorative fonts, to meet different design needs.

In the font design for the "Chinese Carnival" social theme, a strategy that integrates innovation with tradition was adopted. The concept of "nothing but joy" conveys a light-hearted and pleasant attitude towards life, echoing the cheerful atmosphere of the social theme. By studying the structure of Chinese characters and combining modern design techniques, the aim was to create a font style that has both traditional charm and a modern feel. The font features smooth yet forceful lines, reflecting the aesthetic of Chinese calligraphy, while incorporating modern minimalist elements in the character design to cater to the aesthetic preferences of the youth. Additionally, equal importance was given to the readability and aesthetic appeal of the font to ensure its recognizability and attractiveness across different application scenarios. Overall, the font design aims to reinforce the core concept of the "Chinese Carnival" social theme through visual communication, while stimulating the audience's enthusiasm for participation.

3.3.   Ticket and Admission Pass Design

In the visual creative design of the "Chinese Carnival" social theme, the design concept for tickets and admission passes is closely centered around the core philosophy of the event. Firstly, the ticket design adopts a simple and modern composition to cater to the aesthetic preferences of the youth. At the visual center, a square logo design is used, whose geometric form symbolizes the structural constraints of modern society, while also reflecting people's desire for individual expression and free revelry within the social framework. The face pattern in the logo conveys the warmth and inclusiveness of the festival through a smiling expression, echoing the goal of "Chinese Carnival" to bring joy and relaxation to people.

The design details of the tickets and admission passes reflect a profound understanding and innovative transformation of traditional Chinese culture. The choice and layout of the font consider both readability and the charm of Chinese calligraphy, showcasing the profound heritage of Chinese culture. In terms of color usage, the designer skillfully combines traditional and modern elements, using a red tone that can stimulate the festive atmosphere, with gold accents to add a sense of nobility and celebration. Moreover, the

back of the admission pass is also meticulously designed, providing event information and cultural introductions to enhance the participants' sense of experience and identification with the "Chinese Carnival" theme.

Overall, the design of tickets and admission passes is not only a visual presentation but also a transmission of culture and emotion. Through careful composition and color matching, the design work aims to stimulate the audience's enthusiasm for participation while conveying the spiritual core of the "Chinese Carnival" festival - finding a balance between restraint and freedom, and achieving a release of the soul and social connection through smiles and joy.

The design of Halloween themed tickets can consider the following elements:

1. Theme Pattern:Add Halloween related patterns such as pumpkins, ghosts, wizard hats, etc. to the ticket to highlight the holiday theme.

2. Terrifying Elements:Add some terrifying or mysterious elements, such as skulls, spider webs, bloodstains, etc., to increase the mystery of the ticket.

3. Font Design: Choose fonts that are suitable for the theme, such as magical or bloody style fonts, to highlight the festive atmosphere.

4. Color matching: Use colors that match the Halloween theme, such as orange, purple, black, etc., to make the tickets more vivid and attractive.

5. Special Materials: Consider using special materials or printing techniques on tickets, such as frosted paper, fluorescent ink, etc., to increase tactile and visual effects.

6. Important Information: Ensure that the ticket contains important information, such as the event date, time, location, and ticket purchasing channel, to facilitate audience participation in the event.

3.4. Work Pass Design

In the visual creative design project of the "Chinese Carnival" social theme, the design concept of the work pass reflects a profound insight into the current socio-economic conditions and a skillful integration of traditional culture. The design of the work pass not only serves the practical function of identity recognition but also acts as a medium for cultural and emotional transmission.

The key part of the work pass is decorated with the image of a small wealth dragon.

This design is inspired by the increased demand for a sense of economic security during the pandemic and the popular trend of online wealth deities. The image of the small wealth dragon not only caters to the public's universal desire for wealth and good fortune but also combines with the traditional culture of the dragon year, creating an IP image that has both traditional significance and a modern feel. This design aims to enhance people's affection and identification with the festival, while also giving the work pass an auspicious and festive meaning.

The band part of the work pass is printed with carnival fonts, a design detail that further strengthens the festive atmosphere. The design of the carnival font considers both the attractiveness of the visual effect and the clarity of information transmission. The choice and arrangement of the font aim to create a visual sense of rhythm and movement, echoing the theme of "Chinese Carnival" and stimulating the enthusiasm of the holder and the audience to participate. In terms of color usage, the work pass adopts a striking color contrast to highlight its visual recognition. The color selection not only considers the festive atmosphere but also the harmonious unity with the small wealth dragon image. Through the contrast and combination of colors, the work pass forms a strong visual impact, making it stand out among many festival elements. In addition, the design of the work pass also considers the choice of materials and manufacturing processes. The selected materials are required to be durable to adapt to frequent use needs and to have a texture to reflect the solemnity and formality of the festival. In terms of manufacturing technology, fine printing technology is used to ensure the detailed expression of the small wealth dragon image and the carnival font, enhancing the overall texture of the work pass. In terms of information layout, the design of the work pass focuses on the balance between functionality and aesthetics. Key information such as name and job position is arranged in a position that is easy to recognize without affecting the overall visual effect. Such a layout not only meets the basic information transmission needs of the work pass but also maintains the cleanliness and coordination of the design.

The design concept of the work pass reflects respect for traditional culture, reflection on modern socio-economic phenomena, and the pursuit of design aesthetics. Through the innovative application of the small wealth dragon image, the clever integration of carnival fonts, the careful selection of colors and materials, and the rational planning of information

layout, the work pass has become an important cultural carrier and visual focus in the social theme of "Chinese Carnival."

3.5. Creative Wristband Design

In the visual creative design project of the "Chinese Carnival" social theme, the design concept of the creative wristband reflects a profound understanding of the event theme and meticulous consideration of the participants' experience. As an interactive accessory, the wristband not only enhances the participants' sense of belonging but also becomes an indispensable part of the festival atmosphere.

The design of the wristband adopts simple and rhythmic elements, with the word "carnival" repeatedly arranged in the image, creating a visual sense of movement and vitality that fits the social theme of "Chinese Carnival." This design aims to create a strong visual impact through repetitive patterns, making the wristband stand out among many accessories and serve as a medium for participants to express themselves and celebrate the festival.

In terms of color selection, the wristband design uses bright and contrasting color combinations to attract attention and stimulate vitality. The use of color not only considers the festive atmosphere but also the coordination with the overall visual design. Through the clever use of color, the wristband becomes a link connecting participants with the festival atmosphere. In terms of material selection, the wristband uses lightweight and durable materials to ensure comfort and convenience for wearers. At the same time, the wristband's exquisite craftsmanship ensures the clarity of patterns and text, enhancing the overall texture and appearance. In addition, the design of the wristband also considers personalized needs, offering a variety of color and pattern combinations for participants to choose according to their preferences, increasing the interactivity and fun of the wristband. This personalized design concept not only meets the needs of different audiences but also reflects the inclusiveness and diversity of the "Chinese Carnival" social theme.

Overall, the creative wristband design concept embodies a deep grasp of the "Chinese Carnival" theme, meticulous attention to the participants' experience, and the pursuit of design aesthetics. Through careful pattern design, color matching, material selection, and personalized considerations, the wristband has become an important interactive element in

the festival, enhancing the participants' experience and adding a unique touch to the "Chinese Carnival."

3.6. Creative T-Shirt Design

In the "Chinese Carnival" social theme visual creative design project, the creative T-shirt design concept aims to convey the core philosophy of the event through the everyday medium of apparel, enhancing the participants' sense of experience. As a common form of clothing, the T-shirt's design not only reflects a sense of fashion but also ignites enthusiasm and a sense of participation towards the festival.

The T-shirt design centers around the logo element depicted in the figure, which is simple yet powerful, easily recognizable, and quickly conveys the festival's vitality and passion. In the design, the logo pattern appears in a repetitive or varied form, creating a visual rhythm and dynamism that resonates with the social atmosphere of "Chinese Carnival." This design technique not only enhances the recognizability of the T-shirt but also serves as a medium for conveying the spirit of the festival. In terms of color application, the T-shirt design employs bold and vivid color contrasts to attract attention and stimulate vitality. The color choices are intended to harmonize with the festive atmosphere while also coordinating with the T-shirt's pattern/graphic. Through the clever use of color, the T-shirt becomes a link between participants and the festive ambiance. In terms of material selection, the T-shirt features a comfortable and breathable fabric, ensuring wearability and suitability for various occasions. The manufacturing process utilizes high-quality printing techniques to ensure the clarity and durability of the patterns, enhancing the overall texture of the T-shirt. Additionally, the T-shirt design considers personalized needs, offering options in different sizes and colors, allowing participants to choose according to their preferences and body types. This personalized design approach not only meets the needs of different audiences but also reflects the inclusiveness and diversity of the "Chinese Carnival" social theme.

3.7. Neon Poster and Parade Route Design

In the neon poster design for the "Chinese Carnival" social theme, the event's logo is ingeniously integrated into the core of the poster. The logo is presented in vivid and

recognizable neon colors, quickly drawing the eye and conveying the festival's energy and excitement. The slogan "Let's get together and have some ghostly fun" is playfully displayed on the poster, stimulating the audience's interest in participation, while the specific event date "2024. 5. 25" is clearly marked at the bottom of the poster for easy recall and planning. The overall design not only reflects the integration of Chinese and Western cultures but also successfully combines tradition with modernity through the use of modern visual elements. This creates a visual image that is both characteristic of Chinese culture and in line with contemporary aesthetics, adding a unique touch to the "Chinese Carnival" event.

The parade route design displayed in the following figure skillfully connects several iconic locations in Shanghai, starting from North Suzhou Road, along the banks of the Huangpu River, passing through the historic Shiliupu, the iconic Waibaidu Bridge, the modern symbol of Lujiazui (Shanghai World Financial Center), and the culturally rich Yuyuan Garden, among others. This route not only showcases Shanghai's historical and cultural heritage but also incorporates the bustling modern city, adding rich visual and cultural connotations to the parade. Through the carefully designed parade route, participants and spectators will experience a journey from tradition to modernity, feeling the unique urban charm and cultural depth of Shanghai.

3.8. Culture and creative design

The cultural and creative design of Halloween themes can include various creative products and handicrafts to showcase the unique charm and fun of the festival. Here are some possible directions for cultural and creative design:

1. Halloween decorations: Design and produce various Halloween decorations, such as pumpkin lanterns, ghost pendants, spider web curtains, etc., to add atmosphere to the festival.

2. Halloween costumes: Design costumes and accessories with Halloween themes, such as magic hats, wizard robes, skull printed T-shirts, etc., to allow people to fully showcase their individuality during the festival.

3. Halloween Candy and Pastry:Design and produce Halloween themed candies, chocolates, and pastries, such as chocolate pumpkins, ghost shaped marshmallows, etc.,

to satisfy people's sweet desires.

4. Halloween Stationery and Gifts: Design and produce Halloween themed stationery items, such as magic notebooks, ghost pens, pumpkin shaped pen holders, as well as various holiday gifts, such as Halloween greeting cards, gift bags, etc.

5. Halloween handicrafts: Use various materials and techniques to design and produce Halloween handicrafts, such as pumpkin embroidery, skeleton pottery, ghost Paper Cuttings, etc., to show individuality and creativity.

6. Halloween themed books and comics: Create Halloween themed storybooks, comics, or illustrations to enrich holiday culture and traditions, allowing people to experience the joy and mystery of the holiday while reading.

These cultural and creative designs can be promoted and sold through online and offline sales, exhibitions or events, attracting more people to participate and experience the fun of Halloween.

3.9.IP image design

In the visual creative design project of the "Chinese Carnival" social theme, the design of IP image is to connect traditional culture with

An important bridge of modern aesthetics. The image design of Xiaocailong, as shown in Figures 3-6, cleverly integrates people during the epidemic period

The demand for economic security and the popular trend of the image of the internet god of wealth. This design not only caters to the public's expectations of wealth and goodwill

The universal desire for luck, combined with the traditional culture of the the Year of the Loong, has created a sense of both traditional significance and modernity

The IP image of. The design of Xiaocailong aims to enhance people's love and identification with festivals, while also serving the entire social network

The question added auspicious and festive meanings.

IP (Intellectual Property) image design is aimed at creating a unique and attractive brand image, which can be a character, an icon, a logo, or a series of elements. The following are the general steps and considerations for designing an IP image:

1. Target audience positioning: Determine the target audience of the IP image, including characteristics such as age, gender, interests, etc., in order to design an image that can attract and resonate with it.

2. Develop brand philosophy: Clearly define the core values and brand philosophy that the IP image aims to convey, including brand positioning, personality traits, emotional expression, etc., to provide guidance and basis for design.

3. Character Shaping: If the IP image is a character, it needs to be shaped, including appearance features, clothing styles, facial expressions, and actions, to ensure compatibility with the brand concept and target audience.

4. Graphic Design:Based on the brand concept and the characteristics of the target audience, graphic design is carried out, including icons, logos, color schemes, etc., to ensure that the image is recognizable and attractive.

5. Story Background: Build a rich story background for the IP image, including its background, growth experience, personality traits, etc., to enhance the three-dimensional and narrative sense of the image.

6. Multi channel promotion: Apply the designed IP image to multiple platforms and channels, such as online and offline advertising, product packaging, social media, etc., to expand brand influence and visibility.

7. Protection of Intellectual Property:Timely apply for relevant intellectual property protection, such as trademark registration, copyright registration, etc., to ensure the independence and rights of the IP image.

Through the above steps, an IP image with uniqueness, attractiveness, and brand value can be designed to establish a good image and awareness for the brand, enhance brand value and market competitiveness.

The following steps and elements can be considered when designing an IP image for Halloween themes:

1. Target audience:Clearly identify the target audience, which can be children, teenagers, adults, or families, and determine the image style and content based on the characteristics of the audience.

2. Brand philosophy: Develop a brand philosophy that can be joyful, mysterious,

thrilling, etc., to ensure that the IP image matches the Halloween theme and can attract the target audience.

3. Character Design: Design a representative and personalized character, which can be a cute little monster, a brave wizard, a mysterious ghost, etc. The image should have Halloween characteristics and atmosphere.

4. Appearance features: Determine the appearance features of the character, including facial expressions, clothing, body movements, etc., highlight the elements and characteristics of Halloween, and increase the recognition and attractiveness of the image.

5. Color scheme: Choose a color scheme that is suitable for the Halloween theme, such as orange, purple, black, etc., and match it with appropriate bright or dark colors to highlight the visual effect of the image and the festive atmosphere.

6. Story Background: Design a rich story background for the character, including their background, special abilities, relationships with other characters, etc., to enhance the storytelling and three-dimensional sense of the image.

7. Application Scenario: Apply the designed IP image to different scenarios and platforms, such as games, animations, books, toys, etc., to expand the influence and popularity of the image.

Through the above steps, a creative and charming Halloween themed IP image can be designed to establish a unique image and story for the brand, attracting more target audience participation and attention.

CONCLUSION

Issues and Deficiencies

In the "Chinese Carnival" social-themed visual creative design project, while certain achievements have been made, there are also some issues and shortcomings. Firstly, the project's ability to rapidly respond to market trends during the design process needs to be improved, which to some extent limits the timeliness and foresight of the design works. Secondly, there is a lack of sensitivity to changes in user needs. Future designs should pay more attention to user experience and enhance interaction with users to more accurately capture and meet their personalized needs. In addition, while the design works embody cultural depth and innovation, they also face the challenge of how to more effectively integrate with modern aesthetics and social demands. In terms of the promotion and application of design works, there is a need to further explore effective communication strategies and market-oriented approaches.

When designing cultural and creative products with Halloween themes, you may face the following issues:

1. Lack of originality: Some designs may lack sufficient originality, easily falling into conventional Halloween elements, lacking novelty and uniqueness.

2. Over commercialization: Some designs may be overly commercialized, focusing too much on marketing and sales, while neglecting artistic and creative aspects, resulting in a lack of depth and quality in the product.

3. Insufficient consideration of sustainability: Sustainability issues may have been overlooked in the design and production process, resulting in excessive use of disposable materials or environmentally unfriendly production methods, which have a negative impact on the environment.

4. Audience Limitations: The design is too limited to the tastes and needs of specific audience groups, while neglecting a wider market and audience, which limits the promotion and sales of the product.

5. Quality control issues: Due to certain technical and technological difficulties in the production process of handicrafts and creative products, there may be quality control

issues that affect the quality and reputation of the products.

6. Intense market competition: During Halloween season, there may be a large number of cultural and creative products and designs emerging in the market, and the competition is fierce. It is necessary to highlight the competitive advantage of products through uniqueness and creativity.

Designers can address these issues by strengthening creative thinking, paying attention to market demand, and emphasizing sustainable development, in order to design more competitive and attractive cultural and creative products.

Future Prospects

The "Chinese Carnival" social-themed visual creative design project has demonstrated a broad application prospect and development potential. With the continuous deepening of globalization and the increasing frequency of cultural exchanges, the demand for designs that integrate traditional culture with modern aesthetics will continue to grow. Future design work will further strengthen user experience by enhancing interactivity and participation to increase the attractiveness and influence of the design. At the same time, the design team will pay attention to the development of emerging technologies, such as Augmented Reality (AR) and Virtual Reality (VR), to explore more diversified forms of expression and interactive methods, providing users with a more immersive experience. In addition, the design will also focus on sustainability and social responsibility, striving to promote the spread of positive social energy and the positive guidance of cultural values through design. In the practice of design, we will continue to deepen the understanding and application of Chinese traditional culture, constantly explore and innovate, with the aim of achieving a harmonious unity of cultural inheritance and innovation.

Chinese carnival design has great future prospects, especially with the increasing interest in Chinese culture on a global scale. Here are some considerations for future prospects:

1. International market demand: With the increasing interest in Chinese culture and tradition, Chinese style carnival design will face more market demand on a global scale. Not only in China, but also in many countries and regions, people are interested in Chinese

culture and traditional celebration methods, so Chinese carnival design has broad development space in the international market.

2. Cultural exchange and integration:Chinese carnival design will exchange and integrate with other cultures, creating a more innovative and unique design style. By integrating with other cultural elements, Chinese carnival design can better adapt to the needs of different regions and groups, and enhance its international competitiveness.

3. Tourism and Cultural Experience: Chinese style carnival design will become an important component of tourism and cultural experience. More and more tourists will choose to participate in Chinese style carnival activities, experience the charm of traditional Chinese culture, and promote the development of the tourism industry and economic growth.

4. Business and Brand Promotion: Chinese style carnival design will provide new opportunities for business and brand promotion. By combining brand elements with Chinese style carnival activities, it can attract more consumer attention and participation, enhance brand awareness and reputation.

5. Digitization and Technology Application: In the future, with the development of technology and the application of digital technology, Chinese style carnival design will have more innovation and development in virtual reality, augmented reality, interactive experience, and other aspects. The application of digital technology can bring more diverse and diverse experiences to Chinese carnival activities, attracting more participants.

In summary, Chinese style carnival design will have broad development prospects in the future. It can not only promote the dissemination and exchange of Chinese culture, but also inject new impetus and vitality into the development and innovation of related industries.

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Through this graduation project, I have not only learned professional knowledge but also learned how to face challenges and solve problems. This experience will be a valuable asset in my life.

Once again, I am grateful to all those who have helped me. It is you who have enabled the successful completion of this design project.
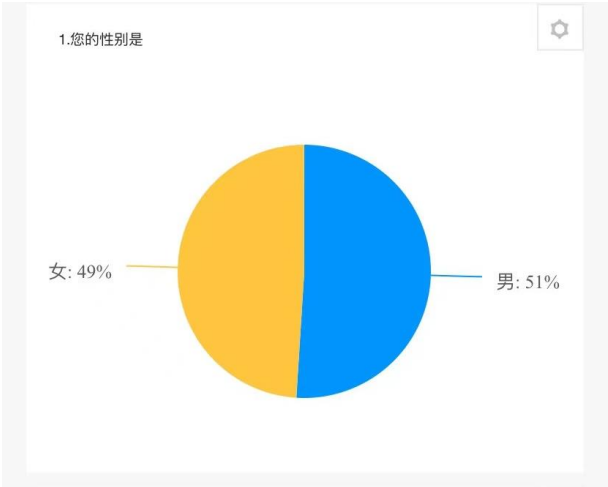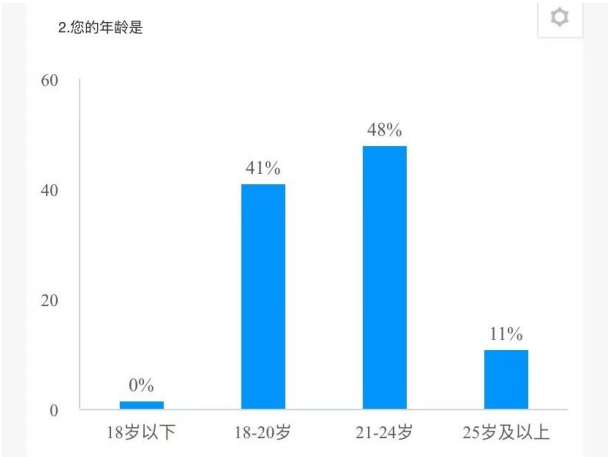
APPENDICES

Figure 2-1 Gender Distribution

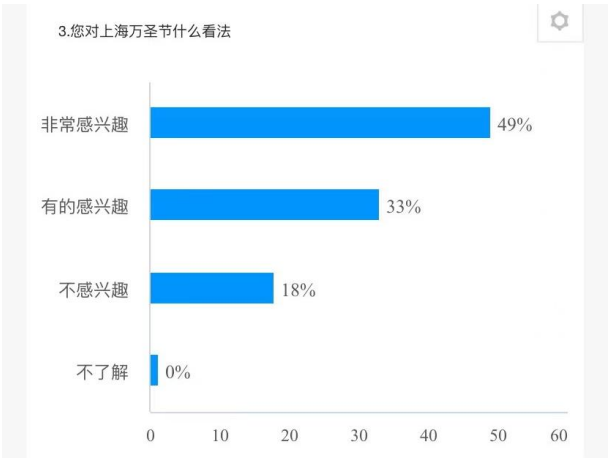Figure 2-2 Age Distribution

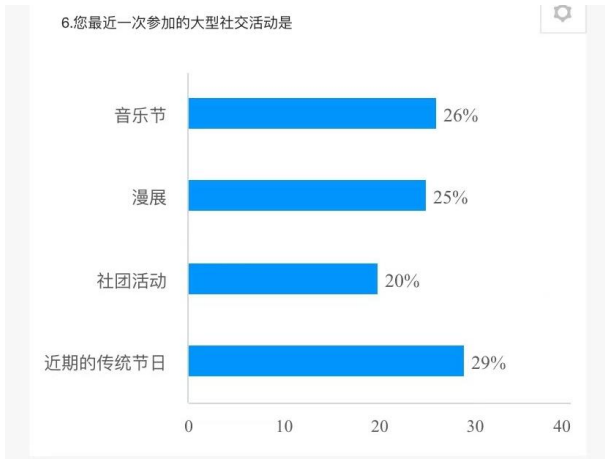Figure 2-3 Perspectives on Shanghai's Halloween

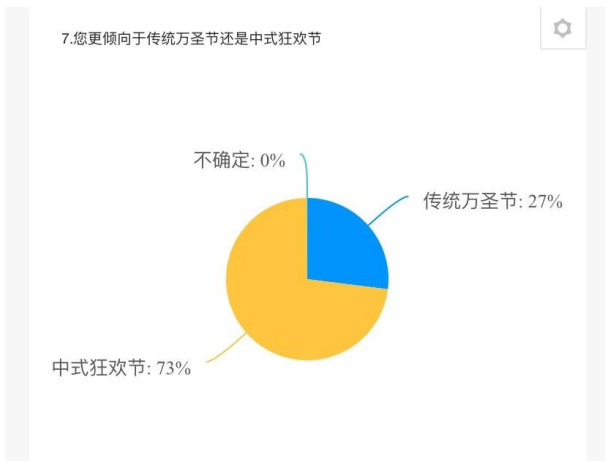Figure 2-4 Participation in Social Activities

Figure 2-5 Preferences for Types of Social Activities

Figure 3-1 Font Design

Figure 3-3 "Chinese Carnival" Logo

Figure 3-4 Ticket Design

Figure 3-5 Admission Pass Design

Figure 3-6 Illustration of the Small Wealth Dragon Image

Figure 3-7 Work Pass Design

Figure 3-8 Creative Wristband Design

Figure 3-9 Creative T-Shirt Design

Figure 3-10 Neon Poster

Figure 3-11 Parade Route