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BACHELOR'S THESIS
on the topic:

Development of a graphic complex of visual communications with an application of
feminist concepts

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ABSTRACT

With the decline of fertility rate caused by many social problems, pregnant women become the focus of social attention. This article takes“Pregnancy” as the theme, carries on the visual image design to the pregnant age female question, aims at displaying the pregnant age female’s unique charm and the maternal brilliance, simultaneously transmits the positive, the healthy birth idea. Through the methods of literature study, Case Analysis and questionnaire survey, this paper finds out the creative materials that can be mined, and after drawing up the emotional tone, visual language and other creative ideas, the image of pregnant women as the main body, completed the information visualization design, activity main visual design, souvenir design, dynamic graphic design, UI interface design, short video design, etc. , to spread the concept of inclusive and healthy reproduction.

Keywords : Pregnant women; theme creativity; visual image design; information visualization design;

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INTRODUCTION

Relevance of the study: When designing the visual image of pregnant women, it is necessary to have a deep understanding of the core needs and emotional state of this special group. Pregnant women undergo a series of physiological and psychological changes during pregnancy, which not only affect their physical health but also their emotional and psychological state. Therefore, the primary task in visual design is to convey a warm, safe, and supportive message, making pregnant women feel understood and respected.

In color selection, soft and warm tones such as pink, light blue, or beige should be used. These colors can create a warm and comfortable atmosphere, help pregnant women relax, reduce anxiety and stress. Meanwhile, these colors can also convey a warm, friendly, and loving feeling, echoing the emotional state of pregnant women. In terms of image and graphic design, concise and powerful expression should be pursued, and overly complex elements should be avoided. A concise design can not only clearly convey messages of care and love, but also reduce visual interference, making it easier for pregnant women to understand and accept. For example, using silhouettes of pregnant women or abstract mother child heart patterns, these intuitive elements can quickly convey the theme and emotions of the design. The selection of text content is also crucial and should include encouraging and positive information to help pregnant women feel confident and receive support from society and the surrounding environment. These pieces of information can be knowledge about prenatal care, advocacy for maternal rights, or affirmation and praise of the role of mothers. Through these positive information, pregnant women can effectively establish a positive mindset and enhance their sense of self-worth. In overall design, attention should be paid to details and texture, so that the target audience can feel the emotional connection between respect and depth. This can be achieved through carefully selected fonts, images, and colors. For example, in design, rounded and soft fonts can be chosen to convey a sense of warmth and

care; High quality images and patterns can also be chosen to enhance the quality and professionalism of the design. The visual image design of pregnant women should be a process that comprehensively considers emotions, aesthetics, and market demand. The theme design needs to meet the emotional needs of pregnant women while also taking into account market demand and brand positioning. Through artistic methods, it is possible to enhance the brand's image, enhance its attractiveness, and achieve better performance in the market.

Ultimately, the visual image design of pregnant women should be a combination of emotions and art. It should not only convey warm, safe, and supportive messages, but also inspire positive emotions in pregnant women, enhance their confidence and self-worth. Through careful design, pregnant women can enjoy a happy and healthy pregnancy, while also creating more value and influence for the brand.

The purpose of the research: Pregnancy education and health information delivery is crucial for women of pregnancy age. Improve the readability, attractiveness and educational effect of the information through visual design. Through design expression, to convey the concept of positive and healthy pregnancy, emphasize the positive and negative aspects of childbirth, so that more people will pay attention to the needs and rights of pregnant women.

Research Objectives:

1. Analyze literary materials according to the theme, the general requirements for the object of the direction, and the normative documents that must be considered when designing the object of this category.
2. Analyzing existing research on visual design for pregnancy and women of gestational age
3. Analyze the breeding of completed projects in China and around the world.
4. Determine the design conceptualization and subsequent organization of work on this theme.
5. Determine the specific design content and use of elements for the

conception theme.

6. Developed and designed programs based on research findings for pregnancy, pregnancy-age women's themes.

The research subject (theme): is visual identity design for the theme of “Nurturing” women of pregnancy age

The object (focus) of the research: are women of pregnancy age as a group and the process of conception

Research methods: A large number of existing pregnancy and age theme visual design related excellent works, to analyze and overview, learn from the expression and form, and creative expression. Drawing inspiration from them, we organize the design conception and ideas. Using questionnaires to investigate and understand the ideas related to conception, and extracting the key research to be presented by visual expression. By going through a lot of literature on the topic of pregnancy and childbearing on the Internet, we summarize and organize a large amount of knowledge in an orderly manner, so as to pave the way for the subsequent UI design, information visualization design, and so on.

Elements of scientific novelty: This study contributes to the further development of visual design on the theme of conception to meet the new needs of modern society. The modern experience of many related themes was analyzed. The basic principles of creating emotional expressions for women of pregnancy age in line with the...

Practical significance: Nowadays, pregnancy is not only a physiological process, but also an important topic involving emotions, culture and social values. For the theme image design of pregnant women, the meaning of the theme is far-reaching. Combining artistic images with pregnant women not only expresses strong emotions to the public, but also raises the social masses' awareness of childbirth and respect for pregnant women.

Structure and volume of the thesis: The bachelor's thesis consists of an introduction, three chapters, conclusions to each chapter and general

conclusions, a list of used sources of 30 items and appendices (16 pages). The work contains 24 drawings. The results of the research are presented on 66 pages.

SECTION 1

INTRODUCTION

1.1 Research background

With the development of society and the emphasis on gender equality, the role of women in the family and society is increasingly prominent, especially during the special period of pregnancy. Pregnant women are not only the core of the family, but also an important force driving social progress. They not only have to deal with significant physical changes during pregnancy, but also face multiple psychological challenges such as anxiety, depression, and other emotional problems. At the same time, they also have to deal with expectations from their families and changes in social roles. In addition, pregnant women also need to find a balance between work and family, and handle the relationship between personal career development and family responsibilities. In this situation, creating a warm, comfortable, and loving visual environment for pregnant women is particularly important. A good visual environment can not only alleviate the physical and mental stress of pregnant women, improve their quality of life, but also allow them to feel the care and support from family and society. This support is crucial for the physical and mental health of pregnant women, helping them maintain a positive mindset during pregnancy and promoting their physical and mental health.

To achieve this goal, it is necessary to explore how to create a positive, healthy, and enjoyable living space for pregnant women through visual design. This involves multiple aspects, including color selection, spatial layout, lighting design, furniture selection, etc. Firstly, in color selection, soft and warm tones such as pink, light blue, or beige should be used, which can create a warm and comfortable atmosphere. Secondly, in terms of spatial layout, the convenience and comfort of pregnant women should be considered to avoid overcrowding or complex designs. Lighting design is also very important, ensuring that there is

sufficient natural light indoors, while using soft artificial lighting to avoid glaring light. When choosing furniture, it is important to choose a rounded and sharp edged design to ensure the safety of pregnant women.

Through careful design, pregnant women can be provided with a more comfortable, safe, and loving environment. This not only improves the quality of life for pregnant women, but also helps to enhance the happiness and quality of life of the entire family. A good family environment is also very important for children's growth, as it can provide them with a healthy and happy growth environment, promoting their physical and mental development.

Creating a positive, healthy, and enjoyable living space for pregnant women is a topic worthy of in-depth research. This not only relates to the physical and mental health of pregnant women and the harmony and happiness of families, but also involves the improvement of the quality of life during pregnancy and the optimization of the future growth environment for children.

1.2 Purpose and significance of the study

1.2.1 research objective

With the rapid development of the times, society, and technology, people's understanding and attention to women are becoming increasingly profound. Especially with the introduction of the three child policy, pregnant women have become the focus of social attention. Pregnancy is a unique and important period in women's lives, during which their visual perception is different from usual, which is closely related to hormonal changes, changes in physical structure, and fluctuations in psychological state. Visual design, as a powerful tool, can not only influence people's psychological perception, but also bring visual comfort and pleasure to pregnant women. Through carefully designed color combinations, lighting layouts, spatial planning, and decorative elements, a beautiful and practical environment can be created to meet the needs of pregnant women for comfort, safety, and psychological balance during pregnancy. Such visual design can not only improve the quality of life of pregnant women, but

also help alleviate the pressure and anxiety during pregnancy, promote their physical and mental health, and make positive contributions to the harmonious development of families and society.

When designing visual images of pregnant women, the principles of color psychology and visual aesthetics can be cleverly applied to create a safe and comfortable reproductive environment. The choice and combination of colors can directly affect the emotions and psychological state of pregnant women. For example, soft blue and green can bring a sense of calmness and relaxation, while warm yellow and orange can stimulate positive and joyful emotions. In addition, a reasonable lighting layout and spatial planning can provide sufficient natural light, reduce visual fatigue, and ensure the brightness and transparency of the indoor environment. The dissemination of pregnancy education and health information is crucial for women of gestational age. Through careful visual design, such as using clear fonts, intuitive charts, and attractive images, the readability, attractiveness, and educational effectiveness of this information can be significantly improved. In this way, pregnant women can more easily obtain useful knowledge and information about pregnancy care, nutritional diet, and fetal development, so as to better prepare and enjoy every day of pregnancy.

Through design expression, we can deeply explore and showcase the unique charm and vitality of pregnant women, and convey a positive and healthy pregnancy concept. This design is not only a visual enjoyment, but also an emotional and spiritual support. It will showcase the beautiful changes and inner strength of pregnant women during pregnancy through the clever combination of images, colors, and text, thereby enhancing their confidence and self-worth. At the same time, such a design will also present the positive and negative aspects of the delivery process in a balanced manner, helping society to have a more comprehensive understanding of the experience of pregnant women, and encouraging more people to pay attention to the needs and rights of pregnant women. Through this approach, we can inspire society's sympathy and support for pregnant women, providing them with more help and understanding.

Ultimately, this visual design aims to create a more beautiful and comfortable living environment for pregnant women, allowing them to feel care and respect from all sides during this special period full of changes and challenges, and enjoy a journey of love and support during pregnancy.

1.2.2 research meaning

Pregnancy is not only a physiological process, but also deeply touches on emotions, culture, and social values, becoming an important topic of discussion in modern society. For the theme image design of "nurturing" pregnant women, the significance of this theme is profound. By combining artistic images with pregnant women, we can not only convey strong emotions to the public, but also enhance society's awareness of childbirth and respect for pregnant women. Artistic works showcase the physiological and psychological changes during pregnancy in their unique way, helping the public to have a more comprehensive understanding of the experience. Through artistic expression, we can convey the challenges of parenting, thereby increasing society's attention and reflection on childbirth related issues.

In the field of art, the theme image design of "nurturing" pregnant women holds a special position. It provides artists with a platform to explore the origin of human life and the essence of motherhood, enabling them to showcase the complex emotional and physiological changes of women during the reproductive process through artistic creation. These works not only guide the audience to understand pregnancy from a new perspective, but also inspire public reflection on policies supporting pregnant and postpartum women.

A carefully designed theme image can bring the design closer to the pregnant woman. The design of artistic images can resonate with a wide audience, especially those who are experiencing or about to experience the stage of pregnancy. Excellent image design can not only convey brand care and understanding, enhance brand image, but also promote the market promotion of related products and services. The design of the theme image of "nurturing"

pregnant women provides a way to express and explore the most basic human experience. It not only showcases the beauty and strength of pregnant women, but also encourages society to pay more attention to and respect the needs of pregnant women, providing them with more support and assistance. The power of this design can inspire people's profound thinking about life, love, and care, thereby generating positive changes in society. Through these designs, we can not only showcase the unique charm of pregnant women, but also promote social understanding and support for pregnant and postpartum women, creating a more inclusive and supportive environment for them.

The female discourse constructed by contemporary Chinese female artists in the process of visual image communication is often based on gender differences. From female physiological gender to social gender, female emotions play a linear guiding role in female art creation. The combination of emotions expressed behind women's psychology, body, life, and culture with the visual feelings conveyed by visual images highlights the unique aesthetic character and spiritual direction of female art¹.

1.3 Current research status at home and abroad

1.3.1 Current research status in China

In terms of research status in China, research on the theme visual image design of pregnant women is gradually increasing. Pregnancy is a special period for women. Due to special physiological conditions and sudden changes in social roles, pregnant women's psychological conditions are also more sensitive than usual and require more care². They explore how to better convey the theme and emotions of pregnancy in visual image design by conducting in-depth research on the psychological, physiological needs, and aesthetic preferences of pregnant women.

At the same time, domestic research is constantly exploring new design

¹ .Geng Tingting. The Communication of Emotions among Contemporary Chinese Female Artists in Visual Images [J]. Drama Home, 2016, (05): 207.

² Research on the design and color matching of maternity clothing based on the physiological and psychological needs of pregnant women [J]. Chemical Fiber and Textile Technology, 2021,50 (12): 123-125+138

techniques and elements to enrich the expression forms of visual image design for women of gestational age. Yan Ping, a female painter who gradually gained a foothold in the art world, mostly depicts the trivial and ordinary things in life in her works. While enjoying life, she constantly explores herself and expresses sincere emotions. The series of works "Mother and Son" expresses her true feelings towards herself as a mother, and the spiritual collision depicted in the images is the artistic flower that blooms from her emotions. Another female artist, Luo Hanlei, portrays the beauty of contemporary women in her meticulous figure paintings from a unique female perspective. Observing her paintings reveals her character, and her purity, holiness, classicism, and beauty are the most direct annotations to the painter¹. Cultural, social, and other rational issues are often the focus of male discourse, while women's expressions are often reflected in their attention to life consciousness. For example, some studies have begun to attempt to combine traditional cultural elements with modern design concepts to create visual images with national characteristics and a sense of the times.

1.3.2 Current research status abroad

In terms of research status abroad, there is a greater emphasis on the relationship with brand shaping, the influence of color and composition elements in design, and the connection between design and environment in the theme visual design of pregnant women.

The stress during pregnancy is an extremely common problem that affects a mother's health, mental health, and the well-being of her baby. However, women who have friends and family who support the internet may experience reduced stress and improved mental health².

The gestation period is a special and important stage in a woman's life, during which not only the body undergoes significant changes, but also the

¹ Geng Tingting. The Communication of Emotions among Contemporary Chinese Female Artists in Visual Images [J]. Drama Home, 2016, (05): 207.

² Kayla H ,A J Z . Stress Experiences and Mental Health of Pregnant Women: The Mediating Role of Social Support.[J].Issues in mental health nursing,2019,40(7):1-8.

psychological and emotional state undergoes significant adjustments. In foreign countries, research on the theme image design of pregnant women has gradually become a hot topic of interdisciplinary discussion, especially in the fields of art and design.

In the field of art, the presentation of images of pregnant women is diverse, ranging from traditional warm and loving depictions to modern art reinterpreting the physical strength and beauty of pregnant women. For example, some modern artists have explored the diversity and complexity of pregnant women through photography and painting, emphasizing the importance of individual differences and personal stories, thereby breaking down inherent stereotypes.

There is also research and application in the field of design on the image design of pregnant women, especially in fashion and product design, emphasizing the combination of practicality and aesthetics. For example, pregnant women's clothing design is increasingly focused on comfort and functionality, and can also meet the aesthetic needs of modern pregnant women in terms of aesthetics.

Overall, research on the theme image design of pregnant women in foreign countries has reached a considerable and extensive level. These studies not only focus on increasing public awareness and respect for pregnant women as a special group, but also aim to use the power of art and design to help pregnant women better express their personality and identity. These research and design works not only reflect society's care and respect for pregnant women, but also reflect the important role of art and design in promoting social progress and humanistic care.

1.4 Current research status at home and abroad

1、 Case analysis

By delving into the visual design of gestational age themes, we can learn how to cleverly use colors, graphics, fonts, and layouts to convey emotions and information. The choice of color can affect the audience's emotional response,

for example, warm tones can convey a warm and comfortable feeling, while cool tones may bring a calm and professional impression. Graphic design can visually display concepts, while font selection can enhance information transmission. Clever layout can guide the audience's gaze and highlight the focus of the design.

2、 Survey and research method

Through a carefully designed questionnaire survey, we have gained a deeper understanding of the topic of visual design for pregnant women. The questionnaire survey not only collected valuable opinions and feelings from pregnant women with different backgrounds and experiences, but also provided rich first-hand information. By analyzing these data in detail, key research points can be extracted, covering the physical and mental changes of pregnant women during pregnancy, their needs and expectations, as well as societal attitudes and perceptions towards pregnant women.

3、 Literature research

By searching and reading rich literature on pregnancy topics online, not only can we systematically organize and summarize key knowledge points, but we can also gain a deeper understanding of the complex and wonderful physiological process of pregnancy. This process not only helps to comprehensively understand the physiological changes, psychological effects, nutritional needs, and socio-cultural significance of pregnancy, but also provides a solid theoretical foundation and creative inspiration. In UI design and information visualization design, these knowledge points can be applied to guide design practice, ensuring that design works are both scientific and attractive. Choose appropriate colors, graphics, and layouts to present information in a clear and intuitive manner, helping users better understand and absorb the design, and emphasizing the aesthetics and artistry of the design. Through creativity and innovation, attract user attention and improve the attractiveness and infectiousness of the design.

Conclusions to section 1

The topic of visual image design for pregnant women with the theme of "pregnancy" not only has profound significance, but also demonstrates a profound understanding and respect for the role of women in reproduction. This topic showcases the beauty, resilience, and maternal love of pregnant women through visual art in an intuitive and moving way, thereby arousing widespread attention and respect from society for the role played by women in the reproductive process. It not only promotes family harmony, but also contributes to the progress of society.

Through the research and practice of this project, we are committed to creating a visual environment full of beauty, warmth, and love, aiming to provide pregnant women with a more positive and supportive space. In this environment, pregnant women can not only feel the care from their families and society, but also obtain necessary information and resources during this special period of pregnancy, helping them better cope with various challenges during pregnancy. These works not only beautify the lives of pregnant women, but also stimulate more people's attention and understanding of the pregnant women community, jointly creating a more inclusive and supportive social atmosphere.

In summary, the "Pregnancy" themed visual image design project for pregnant women is a design practice with profound influence and wide application. It not only improves the quality of life of pregnant women, but also makes positive contributions to promoting social progress and development. Through the research and practice of this topic, we have reason to believe that pregnant women will feel more support and encouragement in this environment full of love and care, pass through pregnancy smoothly, and welcome the arrival of a new life.

SECTION 2

SELECTED TOPIC RESEARCH

2.1 Background of Topic Development

Regarding the visual design of the theme of pregnancy, most excellent works explore and create from multiple perspectives to convey the beauty and challenges of pregnancy, as well as the care and support of society for pregnant women. The development process of visual design for pregnant women is a comprehensive evolution, involving multiple aspects such as medical health, social culture, design aesthetics, and user needs.

In the early stages, visual design for pregnant women mainly focused on universally visible medical and health issues. These designs were simple and intuitive, with the aim of providing clear guidance and information in the medical environment. With the progress of society over time, designers have begun to pay attention to the comfort and experience of pregnant women when using products, as well as their aesthetics. This stage of design not only focuses on functionality, but also continuously improves in design aspects such as color, shape, and material selection to enhance the quality of life for pregnant women. Under the influence of new media, visual communication has gone through five stages: connection, fusion, interaction, transformation, and presentation. Designers have begun to value user experience and actively engage pregnant women in the design process through interactive design, thereby enhancing the humanization and personalization of the design. Information visualization design occupies an important position in the visual design of pregnant women. Designers use charts, graphics, and symbols to simplify complex medical information, making it easier for pregnant women to understand and remember.

Subsequently, the concept of service design was introduced into visual design for pregnant women, and designers began to focus on the experience of the entire service process, including the interaction of pregnant women in

medical, family, and social environments. With the development of technology, visual design for pregnant women has begun to integrate intelligent technologies, such as health monitoring devices and applications. The application of these technologies not only improves the efficiency of pregnant women's health management, but also provides new creative space for designers. Designers are increasingly valuing cultural and emotional factors in visual design for pregnant women. Design is no longer limited to functionality and aesthetics, but rather takes into account the emotional needs and socio-cultural background of pregnant women to create designs that are more inclusive and culturally sensitive.

In the post pandemic era, sustainable development has become an important consideration in design. Designers use environmentally friendly materials in the visual design of pregnant women, considering the long-term impact of the design and how to promote maternal health and social well-being through design. (Quoted from the "Lancet China Women's Reproductive, Maternal, Newborn, Children, and Adolescent Health Special Invitation Major Report")

Through the development of these stages, visual design for pregnant women has gradually shifted from a single functional design to a multi-dimensional, interdisciplinary and comprehensive design field. It not only focuses on the practicality and aesthetics of products, but also on the overall experience, emotional needs, and socio-cultural background of pregnant women.

2.2 Research on the Current Situation of Topic Selection

I conducted a comprehensive survey and collected data on multiple aspects related to pregnancy through a questionnaire survey to gain a deeper understanding and insights.

In the face of pregnancy issues, the proportion of women participating in discussions is significantly higher than that of men, reflecting that women often bear more consideration and pressure in reproductive decision-making. The results of the survey and discussion further reveal gender differences in dealing

with fertility issues: most men exhibit a more positive attitude and tend to have children; The vast majority of women, on the other hand, exhibit more hesitation and resistance towards childbirth, which may be due to their deeper understanding and concerns about the difficulties and challenges they may encounter during pregnancy, childbirth, and parenting.. (See Figure 2-2-1)

People have various motivations for choosing to have children, among which "passing on the family line" and "taking care of children to prevent aging" are more traditional concepts, accounting for 53.7% and 55.57% respectively, indicating people's emphasis on continuing their family lineage and ensuring elderly life. In addition, "improving life" and "enhancing family emotions" are also important factors that people consider, accounting for 38.89% and 35.19% respectively. This indicates that many people believe that children are the key to achieving personal life integrity and close family relationships. A portion of children are born because they "like" or "follow the crowd", accounting for 25.93% and 20% respectively, which may reflect the influence of personal emotional tendencies and social conformity psychology. (See Figure 2-2)

The economic conditions rank first with a high proportion of 96.3%, indicating that the economic foundation is one of the most important factors for people to determine fertility. Raising children requires stable economic support to ensure that necessary material conditions and educational resources are provided for them. The proportion of physical conditions is 79.63%, indicating that healthy children need good physical condition from their parents, which also involves genetic and prenatal health issues. Educational conditions account for 68.52%, reflecting parents' concern for their children's future educational opportunities. The social atmosphere accounts for 50%, which may include factors such as social support for families, parenting attitudes, and social stability. The proportion of parental opinions is 27.78%, although relatively low, it still demonstrates the role of parental opinions in fertility decision-making. My inner thoughts closely follow economic conditions with a proportion of 90.74%, which emphasizes the importance of personal willingness and

psychological preparation in fertility decision-making. (See Figure 2-2-3)

The reasons for childbirth are diverse, involving multiple levels such as economy, health, education, social environment, family opinions, and personal wishes. These factors work together in an individual's decision-making process, leading some people to choose not to pursue the path of reproduction. Among them, choosing not to have children due to fear of postpartum injury and depression is the choice of most women, indicating that health issues are one of the key factors affecting women's fertility decisions. Postpartum recovery and mental health are issues that women are extremely concerned about when it comes to childbirth. They are concerned about the potential physical damage and emotional fluctuations that may occur after childbirth, as well as the social environment, which may lead them to hold a reserved attitude towards childbirth. It is important to respect whether one chooses to have children or not, as this is a thoughtful decision made by individuals based on their own circumstances. (See Figure 2-2-4)

2.3 Topic: Future Development Direction

The future development direction of visual design for pregnant women may be influenced by various factors, including social and cultural changes, technological progress, and changes in consumer demand.

With the progress of society, the demand for personalized products from consumers will continue to grow. Pregnant women's visual design will pay more attention to meeting individual specific needs, provide customized design services, and try to meet individual differences as much as possible, completing a series of customization based on individual physical characteristics. The advancement of technology has also prompted the future to use AI technology to provide more intelligent and interactive products for visual design of pregnant women, such as smart wearable devices and applications, to better adapt to the health monitoring and life management of pregnant women. In humanistic care, design will pay more attention to the emotional needs of pregnant women,

enhance user experience through emotional visual elements and design language, enhance the emotional connection between users and products, compensate for the emotional gap generated by women in the pregnancy process, and better serve the sexual needs of pregnant women. The visual design of pregnant women will also pay more attention to health orientation, such as promoting the physical and mental health of pregnant women and fetal development through design, and providing relevant educational and monitoring tools. Sustainable development will also become an important consideration in the visual design of pregnant women. Designers will use environmentally friendly materials and production processes to reduce their impact on the environment. In the future, visual design will be more closely integrated with other disciplines such as medicine, psychology, ergonomics, etc., making reasonable use of scientific research content and resources in different fields to create design solutions that better meet the needs of pregnant women. Design will no longer be limited to vision, but will include multidimensional sensory experiences such as touch and hearing, in order to more comprehensively meet the sensory needs of pregnant women and achieve a perfect presentation of interactive design. With the development of technology, visual design for pregnant women will integrate more new technologies, such as augmented reality (AR), virtual reality (VR), etc., to provide an immersive experience for pregnant women. The design will take into account more social and cultural backgrounds, respect and integrate multicultural elements, continuously develop and expand the knowledge level related to pregnant women, to meet the needs of pregnant women in different cultural backgrounds. Simultaneously, continuously simplifying various pregnant woman related settings

The popularization and explanation of design usage methods should be achieved through the production of concise and clear short videos, ensuring that the functions and operating steps of each design can be clearly displayed and explained, so as to facilitate pregnant women and their families to quickly understand and use correctly.

The future development direction of visual design for pregnant women will pay more attention to innovation and development in personalized, intelligent, environmentally friendly, emotional, cross-border cooperation, as well as digitalization and virtualization. These directions will help improve the visual experience and quality of life of pregnant women, meeting their special needs and expectations during pregnancy.

Conclusions to section 2

The background of visual design for pregnant women is closely related to the profound understanding of maternal health and emotional needs in society, and also benefits from the design concepts and material innovation brought about by technological progress. With the increasing emphasis on personalization and user experience, this field is moving towards more customization and humanization. In terms of design expression, the visual design of pregnant women emphasizes the use of warm colors, intuitive graphics, concise interaction, and emotional elements, in order to establish emotional connections with pregnant women and provide clear and accurate information transmission.

Through in-depth investigation and research, we found that women's attention to pregnancy is significantly higher than that of men. They not only care about their own physical health, but also pay attention to the potential impact of childbirth on personal life, career development, and family relationships. This requires us to have a deep understanding of women's needs and expectations during design, and provide solutions that can meet their unique needs.

Our goal is to help women make the most suitable choices for themselves, whether it is providing reproductive support, parenting resources, or counseling and guidance on reproductive choices. We are committed to giving them the greatest support and respect in this process.

Looking ahead to the future, the increase in personalized services, the integration of intelligent products, the deepening of interdisciplinary

collaboration, and the emphasis on sustainable development will jointly promote the development of visual design for pregnant women, creating a more caring, safer, and enjoyable maternal experience. With the continuous advancement of technology and changes in market demand, the visual design of pregnant women will continue to evolve to meet the diverse needs of pregnant women in the new era, improve their quality of life, and bring them a richer and more enjoyable visual experience.

SECTION3

DESIGN POSITIONING AND CREATIVE CONCEPTION

3.1Design positioning

3.3.1 Product positioning

The application of the strategy of "competitive segmentation guided by product functional benefits" in the theme design of pregnant women emphasizes the close integration of product design and the actual life experience of pregnant women. Under the guidance of this strategy, the designer is committed to developing product features that can alleviate pregnancy discomfort, provide emotional support, and enhance pregnancy knowledge education. For example, product design can greatly improve the daily quality of life for pregnant women by using comfortable materials, ergonomic design, and an easy to understand and operate user interface. Meanwhile, by integrating educational resources and health information, products can become important tools for pregnant women to learn and grow during pregnancy. This user centered design approach not only meets the practicality and comfort needs of pregnant women, but also demonstrates the brand's profound understanding and care for this special group.

In addition, the "product functional benefit oriented competitive segmentation" strategy also requires designers to clearly communicate the unique value and benefits of the product in product promotion and marketing. Through effective communication strategies, brands can demonstrate to target user groups how their products address specific pregnancy issues and improve the quality of life for women of gestational age. This type of communication includes not only traditional advertising and public relations activities, but also social media, word-of-mouth marketing, and user community building. Through these channels, brands can establish direct dialogue with pregnant women, collect feedback, and further optimize product design and services. This kind of interaction and participation helps deepen the cognitive and emotional

connection of pregnant women towards the brand, thereby establishing a differentiated advantage and loyalty of the brand in a fiercely competitive market.

3.3.2 Market positioning

The visual image design of the theme of gestational age women should focus on the market positioning of "the product meets the competitive gap between the audience, the audience, and consumers", which requires designers to have a deep understanding of the specific needs and challenges faced by pregnant age women during pregnancy. Design must go beyond surface aesthetics and delve into the lifestyle, emotional needs, and socio-cultural background of pregnant women. Designers should create visual elements that are both beautiful and resonant through research and empathy. These elements should include easily recognizable symbols, soft color combinations, and concise and expressive graphics to ensure clear communication of information and positive emotional impact. Design should not only attract the target audience, but also provide practical assistance and support, such as enhancing the understanding of pregnancy changes among women of gestational age through visual education.

In addition, this positioning strategy requires designers to continuously monitor market trends and consumer feedback. Designers need to constantly collect and analyze market information in order to adjust and optimize their designs in a timely manner. This includes sensitivity to emerging trends, insight into consumer behavior, and understanding of the competitive environment. Through this approach, designers can ensure that the product always stays in sync with the needs of pregnant women and maintains uniqueness and relevance in a fiercely competitive market. The designer's goal is to create a brand that can establish a lasting connection with pregnant women, meet their ever-changing needs through continuous innovation and improvement, and build brand trust and loyalty in their hearts.

3.3.2 Market positioning

The visual image design of the theme of pregnant women adopts a people-oriented psychological positioning strategy in brand positioning, which is not only based on the functional characteristics of the product and market demand, but also deeply touches the cognitive and emotional levels of consumers. The core of mental positioning lies in understanding and influencing the cognitive process of pregnant women, and conveying the brand's profound understanding and care for their unique needs through design. This positioning strategy emphasizes the emotional connection between the brand and consumers, establishing consumer emotional loyalty to the brand by creating resonance and trust. When implementing mental positioning, designers need to consider the psychological state of pregnant women during pregnancy, such as their pursuit of beauty, concern for health and safety, and need for comfort and convenience. Visual image design should reflect a response to these psychological needs, creating both beautiful and practical design works through careful selection of colors, graphics, fonts, and layout. Brand stories, advertising campaigns, and marketing communication strategies should also be coordinated with mental positioning, telling stories that resonate with pregnant women and strengthening their understanding and emotional identification with the brand.

In addition, mental positioning also requires brands to constantly innovate in product design and services to adapt to the constantly changing needs of pregnant women. Through continuous market research and consumer feedback, the brand is able to adjust its design direction in a timely manner, ensuring that the design always aligns with the cognition and expectations of pregnant women. This people-oriented positioning strategy helps brands stand out in the fiercely competitive market, establish a unique brand image, and occupy a place in the hearts of pregnant women.

3.2 Creative conception

The visual design of pregnant women can use various techniques to highlight

their unique themes and emotions in expression, such as colors, elements, and visual language. The key to expressing the emotions of pregnant women in design lies in creating a warm, inclusive, and emotionally resonant visual language.

In the picture, warm and soft colors such as pink, beige, or light purple, or colors with high saturation, can be widely used to convey the tenderness of pregnancy and the warmth of maternal love. Displaying different stages of pregnancy through silhouettes, contours, or positive images of pregnant women can convey their physical beauty, inner emotions, and physical changes during the pregnancy process. Reasonable use of heart-shaped, hand in hand, or hugging symbols with warm meanings can convey emotions of love, care, and support. Using natural elements such as flowers, butterflies, and clouds to symbolize the beginning of life and the process of natural growth. In the application of lighting, soft lighting and shadow effects can be utilized to create a warm and reassuring atmosphere. Leave enough space in the layout design to avoid overcrowding and convey a sense of openness and tranquility. (See Figure 3-2-1)

In terms of text content, we are committed to conveying messages of care, support, and encouragement, aiming to provide psychological comfort and support for pregnant women. For this purpose, rounded and soft fonts were carefully selected to ensure harmony and unity with the overall design style, creating a warm and friendly atmosphere. This design choice not only attracts the attention of pregnant women, but also conveys positive emotions, helping them maintain a positive attitude during pregnancy.

On the basis of in-depth research, conceptualization of design will begin, which includes sketching, creating emotional boards, and exploring visual elements initially. These steps will help determine the direction of the design theme, ensuring that the final UI and information visualization work is both aesthetically pleasing and in line with research objectives. Through these preliminary explorations and experiments, we can better understand the needs

and preferences of pregnant women, and thus design products that better meet their expectations.

Creating preliminary design sketches is an important starting point for any design project. Whether in hand drawn or digital form, sketches can quickly capture and express the basic structure and elements of design concepts. Hand drawn sketches have intuitiveness and flexibility, allowing for quick iteration of ideas, while digital sketches provide more precision and convenience for modification. In the preliminary sketch stage, designers will focus on the overall layout, color scheme, font selection, and placement of images and icons, which are key elements that constitute the visual language of design. As design gradually develops, sketches will undergo a series of improvements and updates. We will adjust the sketch based on feedback, test results, and further creative thinking. This process may include optimizing the layout, fine-tuning colors and fonts, as well as redesigning images and icons to ensure that the design is not only aesthetically pleasing, but also maximizes functionality and user experience. The ultimate goal is to create a design that not only aligns with the original design intention, but also attracts the target audience while conveying clear information. Through continuous iteration and refinement, the design will gradually mature, forming a final product that is both attractive and functional. (See Figure 3-2-2)

Conclusions to section 3

This chapter delves into the importance of design positioning and creative ideas, emphasizing their core role in the design process. Design positioning, as the cornerstone of design work, helps us clearly define the target audience and ensure that the direction of design aligns with the needs and expectations of the audience. By deeply analyzing the target audience, we can accurately capture the core elements of design and create works that can touch people's hearts.

In the design positioning stage, we pay special attention to the pregnant women aged 18 and above, believing that they are the main audience of the

design. Women in this age group have the ability to think independently, possess keen insight and rich emotions, and can quickly capture and understand visual information. They are currently in an important reproductive stage of their lives and exhibit high sensitivity and accuracy in visual design of related themes. Therefore, in the design, we adopted harmonious color combinations and a warm atmosphere, aiming to alleviate the anxiety and anxiety they may encounter during the pregnancy process.

Creativity is an indispensable key link in the design process, which helps us systematically organize design ideas and ensure that every step of the entire design process has clear direction and goals. The spark of creativity inspires us to explore novel design elements and innovative forms of expression, enabling us to create works that can touch the hearts of the target audience. By establishing emotional connections with the audience, our design is not only a visual enjoyment, but also able to convey deeper meanings and values, achieving emotional resonance between the design and the audience.

Through the discussion in this chapter, we deeply understand the important role of design positioning and creative conception in the design process. Design positioning allows us to accurately determine the target audience, while creative ideas provide us with clear design ideas and directions. The organic combination of these two enables us to create design works that not only meet the needs of the audience, but also have strong emotional resonance. In addition, this combination also promotes innovation and diversity in design, bringing new perspectives and possibilities to the field of design.

SECTION4

DESIGN PROCESS AND ACHIEVEMENT DISPLAY

4.1 Information visualization design

When visualizing the theme image design of pregnant women, it is necessary to deeply understand and respect the physiological and psychological changes of pregnant women. This design should not only focus on women's emotions and changes, but also convey rigorous and scientific medical knowledge, combining art and science in a reasonable way.

Information visualization design should be based on accurate and real-time updated data, such as physical changes, nutritional needs, psychological status, etc. at various stages of pregnancy. The clever use of visual elements such as charts, colors, and shapes can make this information easier to understand and accept. In addition, utilizing interactive design elements such as clicking or sliding to view different pregnancy precautions not only increases user engagement, but also improves the efficiency of information transmission.

In online surveys and studies on pregnancy related visual design, we found that most designs tend to use warm tones, simple icons, and small elements to avoid information overload. This design strategy helps alleviate the pressure on pregnant women in information processing, while providing a warm and comfortable visual experience. The carefully designed layout and visual hierarchy not only highlight key information, but also reduce visual interference, allowing pregnant women to quickly grasp key points through rounded and comfortable fonts, thus effectively obtaining and understanding information.

In addition, this type of information visualization design usually adopts a pink purple color tone, with warm colors occupying the majority of the image, interspersed with yellow and green, creating a warm and soothing atmosphere. The pregnant woman image in the middle has high saturation and clear contrast, making the theme clear at a glance and easy for relevant groups to quickly

recognize and understand. The clear and reasonable distribution of information enables everyone to quickly classify and understand different content, improving the accessibility and readability of information, which is particularly important for pregnant women as they need to quickly and accurately obtain critical health and reproductive information during pregnancy. (See Figure 4-1)

4.2 Activity main visual design

The main visual design of an event refers to the visual representation created for a specific event, which typically includes logos, posters, banners, and other promotional materials. A successful visual design for an event can attract the attention of the target audience, convey the core message of the event, and shape the brand image of the event. It not only involves aesthetic considerations, but also plays a crucial role in conveying information, shaping brand image, and attracting target audiences.

Through investigation, it was found that the main visual design of activities related to pregnancy is carefully selected through colors, patterns, and layouts, aiming to create a warm, inclusive, and educational atmosphere. The design incorporates images of pregnant women and babies, conveying love, care, and the joy of a new life, while emphasizing the core values of the activity: providing knowledge, support, and a sense of community. Through this visual communication, the event not only attracts expectant and new mothers, but also promotes awareness of the importance of pregnancy and childbirth, encouraging participants to actively prepare and enjoy every stage of the pregnancy journey. In addition, the design also considers cultural sensitivity and brand consistency, ensuring clear communication of information and smooth progress of activities.

Combining investigation and browsing, the main visual design of the event was carried out. The combination of pregnant women and flowers is a profound and poetic creative expression, cleverly comparing the process of life's conception with the growth and blooming of flowers. In this design theme, each flower is not only a symbol of natural beauty, but also a metaphor for the vitality

and potential of new life. The designer used soft pink, elegant purple, and vibrant green to create a warm visual space full of love and hope. Here, every detail has been carefully selected and designed to reflect the tenderness, resilience, and greatness of maternal love of women.

The delicate petal patterns, elegant butterfly and lace trims, and delicate pearl embellishments not only add a sense of hierarchy and artistic beauty to the design, but also silently express the unique inner qualities and maternal radiance of pregnant women. Through this visual language, we convey deep respect for pregnant women and infinite expectations for a new life. The entire design creates a warm and brand new atmosphere, allowing every pregnant woman to perceive the unique magnetic field and connection between herself and the new life. Showcasing the greatness of maternal love and the preciousness of new life. (See Figure 4-2)

4.3 Memorabilia Design

Souvenir design is a design activity aimed at creating products with commemorative value and emotional significance. Souvenirs are usually connected to various memories, blending with specific occasions, times, and events. Souvenir design should have special memory points, which will bring people different memories and commemorations.

The design of pregnancy related souvenirs is a special form of commemoration aimed at capturing precious moments during pregnancy and celebrating the arrival of new life. These souvenirs usually incorporate design elements of warmth, hope, and maternal love, using soft pink, purple, and green tones, as well as floral and baby related patterns, to reflect the brilliance of new life and the greatness of mothers. Designers cleverly use these visual languages to create not only souvenirs that can serve as beautiful memories during pregnancy and postpartum, but also practical and decorative, such as customized or frames with baby footprints and fingerprints. These souvenirs are not only a tribute to the mother's pregnancy process, but also a precious gift to future children, allowing the entire family to reminisce about this special time many

years later. Through these designs, we hope to provide warmth and strength to every expectant mother, accompanying them through this unforgettable journey.

Because souvenirs are diverse, I have prepared a variety of souvenirs. The souvenir design includes postcard design. Hanging picture, phone case design. Fan design. Square card design, refrigerator sticker, phone airbag bracket design.

1. Postcard design: Taking the uterus as the creative starting point, cleverly shaping it as the central image of the pendant, not only showcases the origin of life, but also praises the unique strength and tenderness of women. Surrounding this gentle nest, pendants incorporate elements of flowers, butterflies, and stars, each carrying rich symbolic meanings.

The pattern of flowers, like the tenderness and kindness that women bloom during pregnancy, conveys messages of love and care with its colorful and colorful posture. Butterflies, with their light and free flight, represent the transformation that women experience in becoming mothers and their boundless aspirations for the future. And the stars, like the brightest stars in the night sky, symbolize each mother and the little life they have nurtured, unique and shining.

In terms of color selection, the clever combination of pink, green, and yellow not only creates a warm and harmonious atmosphere, but also reflects the hopeful and energetic mentality during pregnancy. Pink represents love and tenderness, green symbolizes life and growth, and yellow is the embodiment of sunshine and happiness. The harmonious fusion of these colors makes the entire pendant emit a positive and upward atmosphere.

This postcard is not just a decoration, it is a hymn to the beauty of female fertility, a tribute to the role of a mother, and an expectation for a better future life. Whenever you touch this pendant, you can feel the miracle of life and the power of maternal love, becoming a warm memory and blessing that you carry with you. (See Figure 4-3-1)

2. Hanging pictures and phone case design: In this series of hanging pictures and phone case designs, the gentle image of pregnant women is cleverly

combined with vibrant flowers and plants, creating a visual experience full of vitality and natural beauty. In the hanging painting, the outline of the pregnant woman is outlined by soft lines, and her posture is either standing, sitting, or lying on her side, each of which exudes maternal tranquility and anticipation. The surrounding flowers and plants, with their brilliant colors and complex flower patterns, surround pregnant women, symbolizing the vitality of life and the harmony of nature. (See Figure 4-3-2)

The embellishments of stars, like twinkling dots of light in the night sky, add a mysterious and dreamy atmosphere to the entire design. These stars, big or small, bright or dark, are scattered in every corner of the picture, just like small joys in life, reminding us that even in the most ordinary moments, there is still a beautiful existence.

The carefully selected three color schemes - yellow, orange, and purple - are all representatives of warm colors, creating a warm and comfortable environment together, making people feel the warmth and tranquility of home. The yellow tone is bright and warm, like sunlight shining on the heart; The orange color is lively and lively, like autumn fruits, full of joy of harvest; The purple tone is elegant and mysterious, like the gentlest comfort in the night sky.

The content of the screen not only wants to convey the beauty of women like flowers, but also wants to convey the growth process of children, like various plants, which require mothers to constantly irrigate with love and nutrition, and require a lot of effort to raise children from childhood to adulthood.

The hanging paintings and phone cases in this series are not only decorations, but also expressions of mother's greatness and praise for life. Every birth of life is a miracle of nature, and every mother is the creator of miracles. Through these designs, we hope to convey respect for our mother, reverence for life, and admiration for the concept of harmonious coexistence in nature.

3. Fan design: The illustration design on the fan combines the image of a pregnant woman with peony flowers, creating a profound aesthetic. The use of delicate and elegant colors as the main focus, supplemented by soft lines, sets

off the pregnant woman in the middle of the peony flowers, creating a harmonious and warm atmosphere. Through the embellishment of peonies, the great image of a mother becomes even more pure and selfless. Pregnant women are cleverly placed in the center of peony stamens, or gently wrapped in petals. This composition not only showcases the tranquility and harmony of pregnant women, but also symbolizes the conception and growth of life.

Peony, as a flower of wealth and prosperity in traditional Chinese culture, is often regarded as a symbol of prosperity and happiness. In the fan design, the layers of peony petals gradually unfold, just like the blooming of life, indicating that the family will become more complete and happy due to the arrival of new members. This design cleverly combines the beauty of nature with human emotions, conveying expectations and aspirations for a better future life. In addition, fans, as a cultural symbol, also carry the function of conveying emotions and expressing wishes. This fan is not only a cool breeze in summer, but also a special gift, suitable as a gift for pregnant women or newborns, conveying deep blessings for pregnant women and the upcoming new life.

The illustration design on the fan combines the image of pregnant women with peonies, not only showcasing the beauty of art, but also rich in cultural symbolic significance and emotional expression, making it a work of art with profound connotation and commemorative value. (See Figure 4-3)

4. Square card design, refrigerator sticker, and phone airbag holder design: In this series of square card, refrigerator sticker, and phone airbag holder designs, we delve into the challenges faced by pregnant women during the pregnancy process, paying tribute to the greatness of mothers. Each design carefully selects common adverse reactions during pregnancy: the appearance of stretch marks symbolizes the extension of life and the imprint of motherhood; Frequent insomnia reflects the sleepless nights experienced by pregnant women for the arrival of a new life; Emotional irritability reveals the impact of hormonal changes during pregnancy on psychological state; And physiological nausea and vomiting directly demonstrate the physical discomfort that pregnant women

endure in order to conceive the next generation. These designs not only vividly depict the hardships of pregnancy, but also deeply reflect the selflessness and resilience of the mother. Through these vivid visual expressions, we hope to enhance the public's understanding of the physical and mental changes of pregnant women, while providing emotional resonance and support for pregnant women. Every piece of work shows respect for the role of a mother and is also a profound memory of every difficult moment in the journey of nurturing.(See Figure 4-3-4)

4.4 Dynamic graphic design

Pregnancy is a theme full of emotions and power, which not only conveys many complex emotions, but also touches on the origin of life, as well as family and society. Therefore, for the image design of the theme of "nurturing" pregnant women, especially dynamic graphic design, this is not only a visual expression, but also a way of conveying emotions and information.

Dynamic graphic design can more vividly display various physiological and psychological changes of pregnant women during pregnancy. By adding dynamic elements, many difficult to explain things will be presented in a dynamic way, such as psychological changes during pregnancy, physical changes caused by hormones, and various discomforts during pregnancy. Dynamic elements can also be used to display changes in fetal growth.

Dynamic graphic design has high visual appeal and emotional resonance. It can be used in multiple fields such as healthcare brands, maternity clothing lines, educational tools, etc. Effective visual communication can not only enhance consumer awareness of the brand, but also deepen their understanding and importance of the special period of pregnancy.

In the actual design process, a balance between accuracy and aesthetics is considered. Graphic design should be based on scientific knowledge of pregnancy and possess artistic expression to ensure the correct transmission of information while also touching people's hearts. In addition, considering the

diversity of the target audience, the design style should have a certain degree of universality and inclusiveness to adapt to users with different cultural backgrounds and aesthetic preferences.

The dynamic graphic design of the theme of "pregnancy" for women of gestational age is a challenging but highly meaningful field. It not only provides visual enjoyment to the audience, but more importantly, it enhances the public's understanding and respect for the sacred process of nurturing through artistic forms.

In my dynamic graphic design, the core theme of nurturing life is deeply conveyed through carefully designed animation elements - falling blood droplets and rising hope. The animation of blood droplets symbolizes a mother's selfless dedication to her unborn child during pregnancy. She nourishes a new life with her own blood, supporting every heartbeat and growth of the fetus. This not only reflects the connection between mother and child in life, but also highlights the hardships and greatness of mother in the process of pregnancy. As blood droplets fall, the slowly rising hope in the picture can be a beam of light, a new star, or the blooming of a flower bud, representing the infinite possibilities of the fetus's growth and future potential nurtured by its mother. This upward trend not only gives people a visual sense of sublimation, but also an emotional touch, indicating that after being nurtured by a mother, a new life will emerge like a butterfly, shining in love and hope, welcoming their own bright world.

The entire dynamic graphic design narrates the miracle of life from conception to birth in a poetic and powerful way. It is not only a tribute to the journey of motherhood, but also an expectation and blessing for a new life in the future. Through this visual narrative, the audience can feel the solemnity and sanctity of the birth of life, experience the delicate and profound maternal love like water, and thus trigger deep reflection on the origin of life and maternal love for everyone. (See Figure 4-4)

4.5 UI interface design

When conceptualizing the UI interface design of the theme image of "pregnancy" for women of gestational age, it is necessary to first consider the specific needs and psychological state of its core user group - pregnant women. This group usually requires more care and support, so interface design should be concise and clear, avoiding overly complex or flashy elements, and ensuring the readability and accessibility of information.

The UI interface of the theme image design for pregnant women is not only a functional tool, but also a good bridge for communicating information between pregnant women and the outside world. Through professional and empathetic interface design, we aim to provide a safe, convenient, and comfortable user experience to help pregnant women better manage their lives and health during pregnancy.

Through elegant visual design and thoughtful user experience design, this UI interface can effectively enhance brand image and user satisfaction, thereby attracting more target users and bringing new market opportunities to the maternal and child health service industry.

The UI interface design of the pregnancy theme carefully weaves a harmonious symphony of visual and functional elements, aiming to provide a warm and practical interactive experience for pregnant women and their families. The design typically adopts a soft pink color scheme, warm purple tones, or vibrant green, paired with simple graphic elements and intuitive icons to create a reassuring and comfortable atmosphere. The interface layout takes into account usability, ensuring that pregnant women can easily access pregnancy tracking, health advice, fetal development information, and parenting resources. In addition, dynamic elements such as growth timelines and interactive educational modules not only increase educational value, but also provide emotional resonance. Overall, nurturing UI interface design is a celebration of the beauty of the origin of life, conveying respect for the role of the mother and celebrating the miracle of new life through every detail.

My UI design uses light pink as the main color tone. This soft and warm

color not only gives people a warm and peaceful visual feeling, but also perfectly matches the warm atmosphere of the nurturing theme. In terms of layout, I pay attention to the rational use of space and create an open and breathing interface layout by consciously leaving blank spaces. This design technique not only reduces visual congestion, but also brings users a more comfortable browsing experience. In the design of interface elements, I pursue a concise and clear way of expression. Every icon, paragraph, and line is carefully designed and arranged to convey information in the most direct way, ensuring that users can quickly understand and operate. This simple yet not simple design concept not only reflects the trend of modern aesthetics, but also demonstrates a profound understanding of user experience. It not only provides users with pleasant visual enjoyment, but also brings users a convenient and efficient user experience. This is an exploration of UI design art and a deep tribute to the beauty of nurturing. (See Figure 4-5)

4.6 Short Video Design

The design of short videos related to pregnancy is centered around warmth, education, and inspiration. Through carefully arranged visuals and sounds, it conveys the complex emotions, physiological changes, and parenting knowledge of pregnancy to the audience in a short period of time. The design incorporates soft tones, friendly animations and charts, as well as realistic or simulated images of pregnant women, aiming to create an atmosphere full of love and anticipation. At the same time, short videos also incorporate practical pregnancy guidance, fetal development information, and parenting techniques, providing scientific and accurate sources of information for expectant mothers and families. In addition, through emotional storytelling, these short videos can establish deep emotional connections with the audience, resonating widely with the miracle of pregnancy and the strength of the mother.

In my short video concept, the growth of a seed in the mother's womb symbolizes the conception and birth of a new life, which is not only vivid but

also full of power. The video unfolds from the perspective of a seed, showcasing how it slowly absorbs nutrients under the care of its mother, gradually sprouts, blooms, and ultimately grows into a brand new life. This process not only symbolizes the changes and challenges that pregnant women experience during pregnancy, but also demonstrates the resilience and miracles of life.

However, this video also keenly touches upon society's biases and criticisms towards women of gestational age and pregnant women. Through comparison, the video conveys a strong message: despite facing various external pressures and difficulties, mothers have become stronger due to the arrival of their children. In the video, the mother is portrayed as a resilient hero, and her love is like a pair of wings, protecting her child while welcoming the wind and rain.

This kind of love is pure selflessness, immensely great, and invincible. Using this image as a metaphor, the video can be viewed from the following perspectives: firstly, it emphasizes the important role and sacrifice of mothers in the process of nurturing new lives, reminding society to provide more understanding and support for pregnant women; Secondly, it showcases the miracles and beauty of life, inspiring people to respect and cherish life; Finally, it conveys a positive and upward force, encouraging pregnant women to face difficulties and challenges, remain optimistic and strong.

Through such design and expression, videos can not only touch people's hearts and evoke resonance, but also convey positive social values and humanistic care. It reminds us that every life is precious, and every mother is worthy of respect and support. Through such visual expression, we hope to arouse more people's attention and respect for pregnant women, and create a more friendly and inclusive social environment for them.

An important message is conveyed by everyone: mothers can be fragile and require everyone's understanding and support; Also able to persevere and escort children in difficult situations. (See Figure 4-6)

Through this video, we hope to encourage more people to respect and understand pregnant women and mothers, and work together to build a more

inclusive and supportive society. By raising public awareness and promoting social dialogue, people's perceptions of pregnant women and mothers can gradually be changed, thereby creating a more friendly and equal environment. To create a world full of love, respect, and understanding for pregnant women and mothers, so that they can feel the warmth and strength from all sectors of society during pregnancy and childcare.

Conclusions to section 4

1. Information visualization design greatly enhances the readability and ease of understanding of information by transforming data and information into intuitive charts and graphics. When dealing with pregnancy related consultation information, I adopted a color scheme mainly based on warm tones, which not only attracts visual attention but also creates a warm and comfortable atmosphere. Through this approach, key information and data points can be quickly identified, allowing pregnant women to easily extract the necessary information and make informed decisions.

2. Through carefully designed visual activities, we can vividly showcase the image of pregnant women and unfold a series of emotional and educational stories around their lives. These stories not only focus on the pregnant women themselves, but also cleverly incorporate characters such as family, friends, and medical professionals who interact with them, forming a diverse collection of female elements. This design strategy not only enriches the visual narrative, but also effectively conveys important information about pregnancy care, healthy living, and family support, allowing pregnant women to feel the widespread care and support from society.

3. As a special form of art, souvenir design can transform precious moments and important stories into tangible objects that can be touched and permanently preserved. Through careful selection and design, meaningful images and content are given new life, becoming objects with commemorative value and emotional significance. These souvenirs not only record the various stages of the

incubation process, but also convey warm and joyful information, providing a special way for pregnant women and their families to collect and review this unforgettable time. Through this approach, souvenirs have become a link between the past and the future, as well as between individuals and families, enhancing emotional connections between people.

4. Dynamic graphic design, through its unique dynamic characteristics, can stimulate the audience's curiosity and provide a brand new visual experience. This design utilizes the dynamic changes in images and elements, not only increasing visual appeal, but also effectively conveying the importance of pregnancy as a life process. It emphasizes the importance of deep emotional connections and interdependence between mothers and children by showcasing the growth and changes of children in their mother's womb, as well as the irreplaceable role that mothers play in their child's growth. This design not only captures the miracle of nurturing life, but also strengthens the attention and support of families and society towards this process.

5. Through a carefully designed UI interface, we are able to convey aquaculture related information in a clear, concise, and comprehensive manner, meeting the needs of different user groups. The pink spacious layout not only provides visual comfort, but also creates a warm and friendly browsing environment. This design takes into account the user's reading habits and operational convenience, making information acquisition and interaction intuitive and easy. Through reasonable layout and color matching, UI design ensures the readability and usability of information, thereby improving user satisfaction and experience.

6. Video design, as a powerful medium, can vividly convey the deep emotions and stories to the audience. By combining dynamic visuals, sound, and music, videos can create an immersive viewing experience, making emotional expression more concrete, vivid, and intense. In the video, the image of mothers and their efforts during the pregnancy process, as well as their interaction with children, all reflect the greatness and selflessness of mothers. This design not

only records the beautiful moments of life growth, but also conveys respect and praise for the role of the mother, inspiring the audience's profound understanding and resonance with maternal love.

GENERAL CONCLUSIONS

This article focuses on pregnant women and explores in depth the visual design creation for pregnant women. By analyzing excellent cases, conducting questionnaire surveys, and consulting a large number of online literature, a series of design work has been completed, including information visualization design, event main visual design, souvenir design, dynamic graphic design, UI interface design, and short video design. The goal of this theme design is to discover the beauty of pregnant women and calmly accept the different physical and psychological changes at each stage of pregnancy.

In information visualization design, partition layout and corresponding images are used to clearly convey relevant information. In the main visual design of the event, pregnant women are the main focus of the design, aiming to clearly express the theme. The design of various souvenirs cleverly incorporates elements related to pregnancy and women, which not only better expresses the theme but also leaves a deep impression on certain aspects of pregnancy through design.

Through exquisite design, we hope to stimulate people's interest in the theme of pregnancy. The design of dynamic graphics makes the connection between mother and child more vivid and can actively convey the intention of this theme. In the design of the UI interface, a concise and clear layout and a soft color scheme are used to bridge the gap between pregnant women and provide a more friendly and comfortable user experience.

In short video design, use small creativity to reflect the difficulties of female reproduction and express the greatness of mothers. Through the application of dynamic advantages, we hope to better convey the concept of reproductive difficulties and awaken people's understanding and respect for pregnant women.

Although many shortcomings were also recognized during the design process, such as the need to consult more information and excellent works, and to have a deeper understanding of the related design of pregnancy themes. At

present, people's understanding of pregnant women and childbirth is still very superficial. Pregnancy should be a strict and complete content that requires more attention and research. I hope to provide more support and assistance to pregnant women and women who are about to become mothers through a series of designs, so that they can feel more care and respect during this special period.

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Appendix A

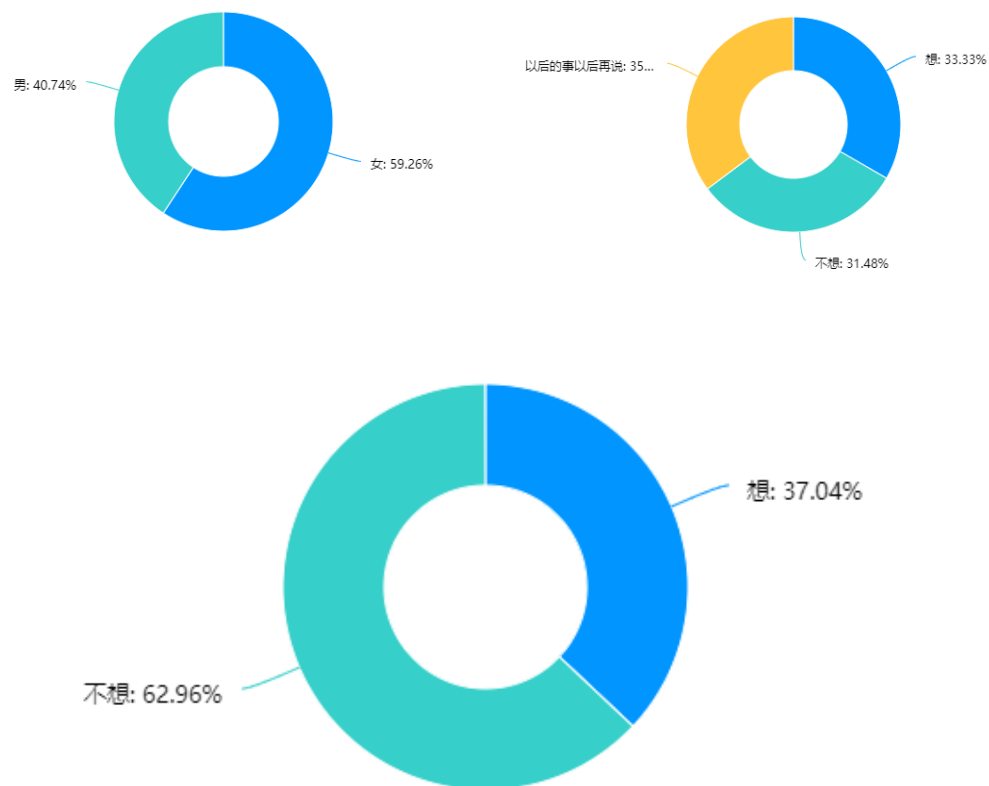


Fig 2-2-1 Pregnancy Theme Survey Questionnaire (Source: Questionnaire Star)

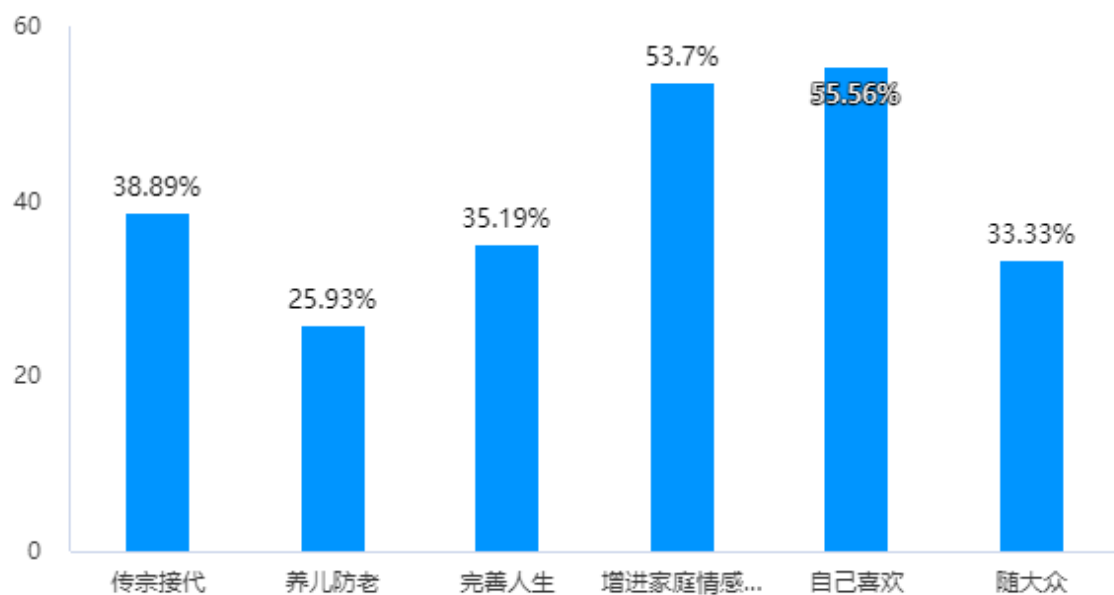


Fig 2-2 Pregnancy Theme Survey Questionnaire (Source: Questionnaire Star)

Appendix B

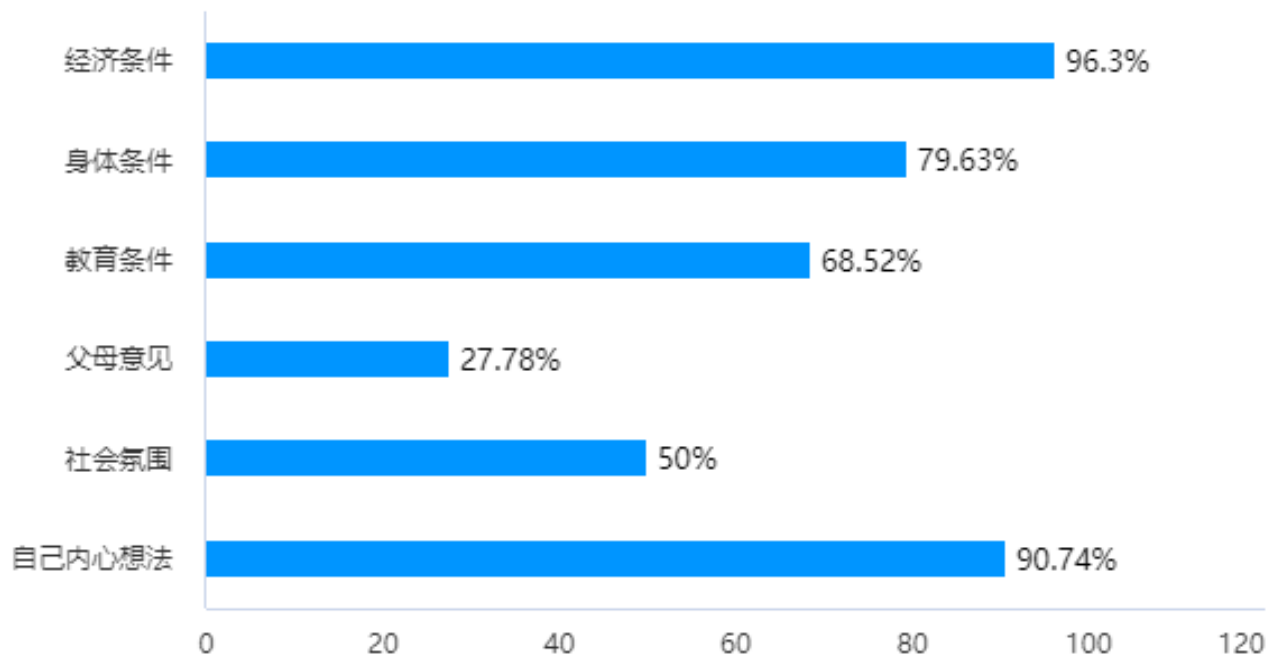


Fig 2-2-3 Pregnancy Theme Survey Questionnaire (Source: Questionnaire Star)

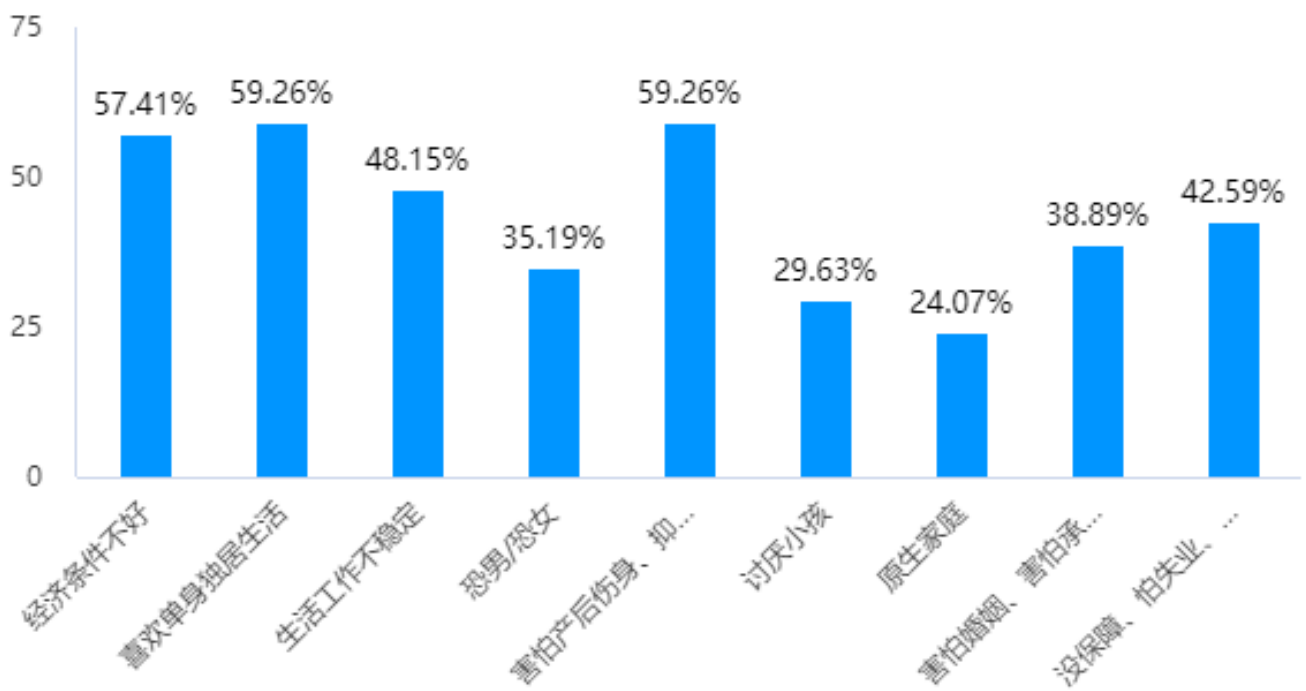


Fig 2-4 Pregnancy Theme Survey Questionnaire (Source: Questionnaire Star)



Fig 3-2-1 Example of UI design related to pregnant women (from the Internet)

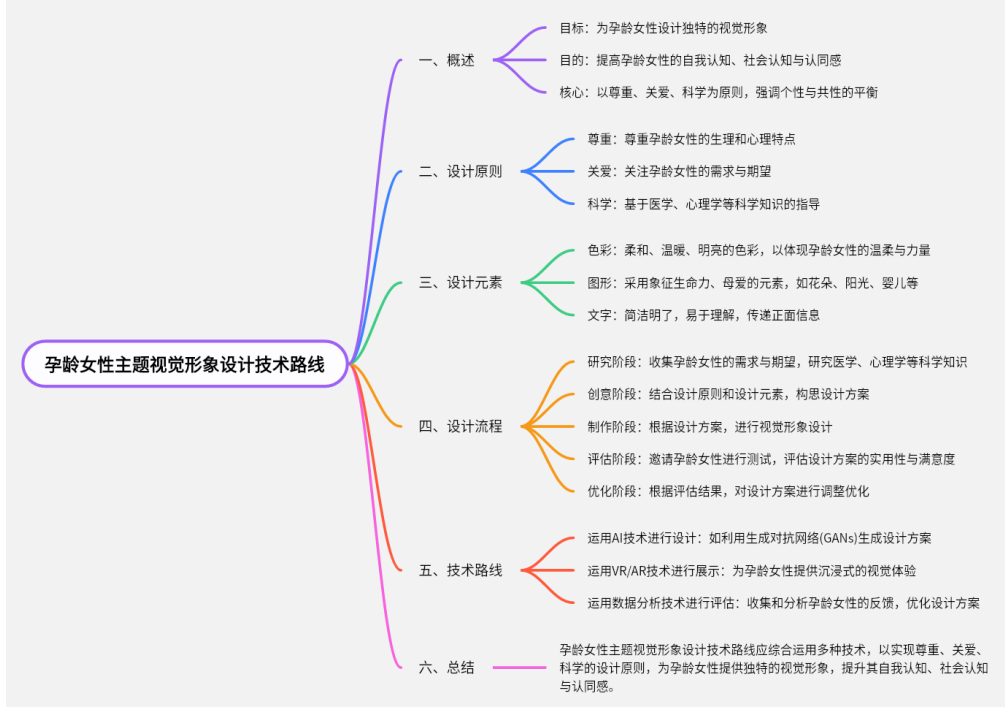


Fig 3-2-2 Design Concept Roadmap

Appendix D

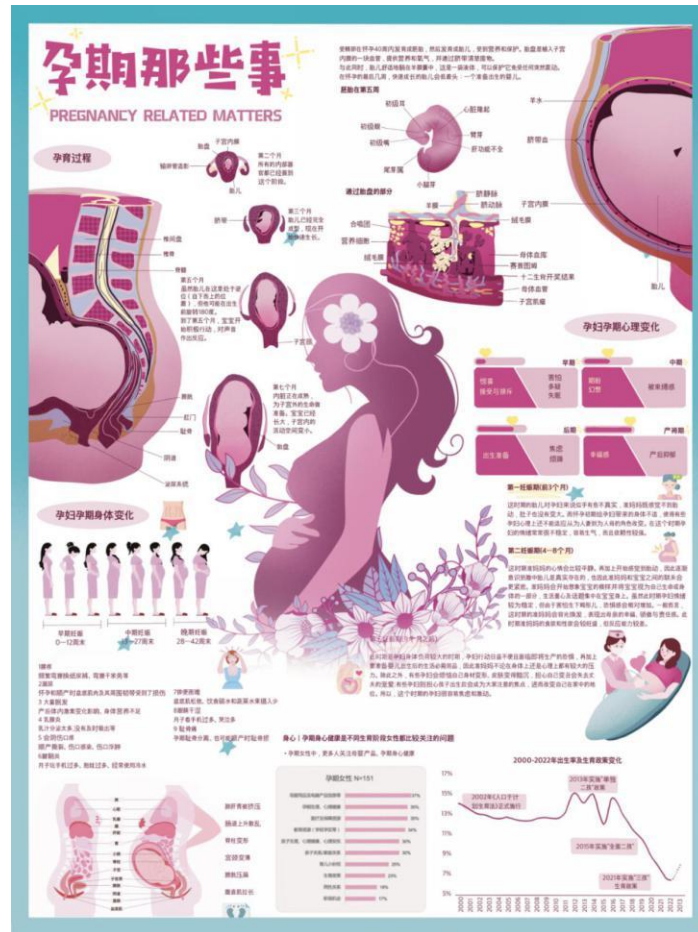


Fig 4-1 Information Visualization Design

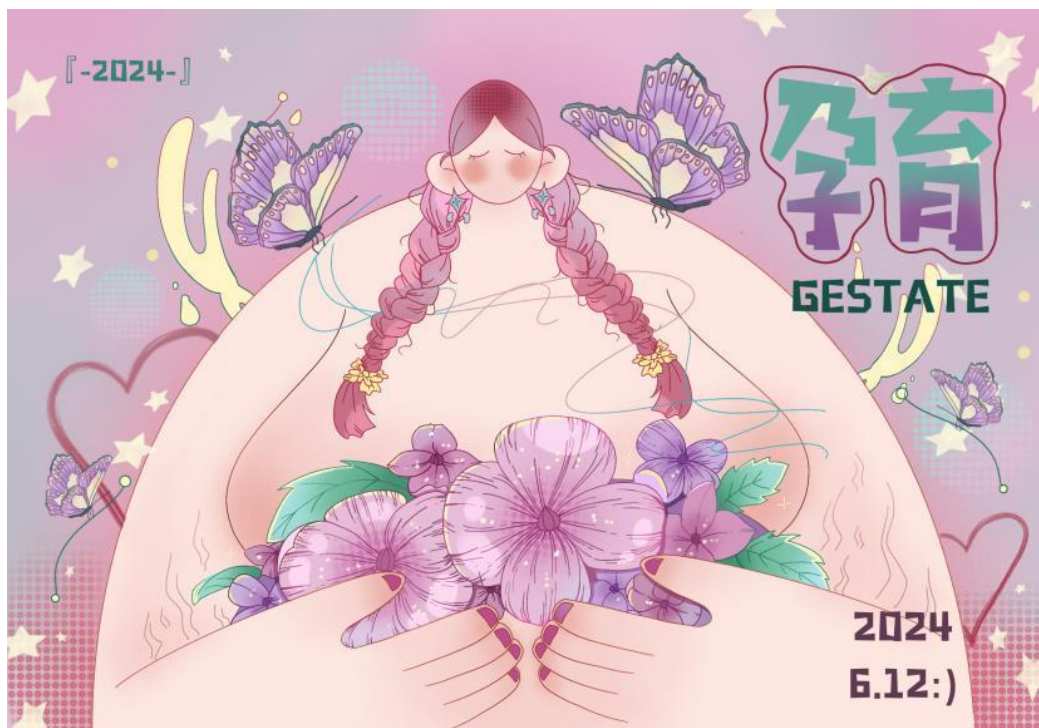
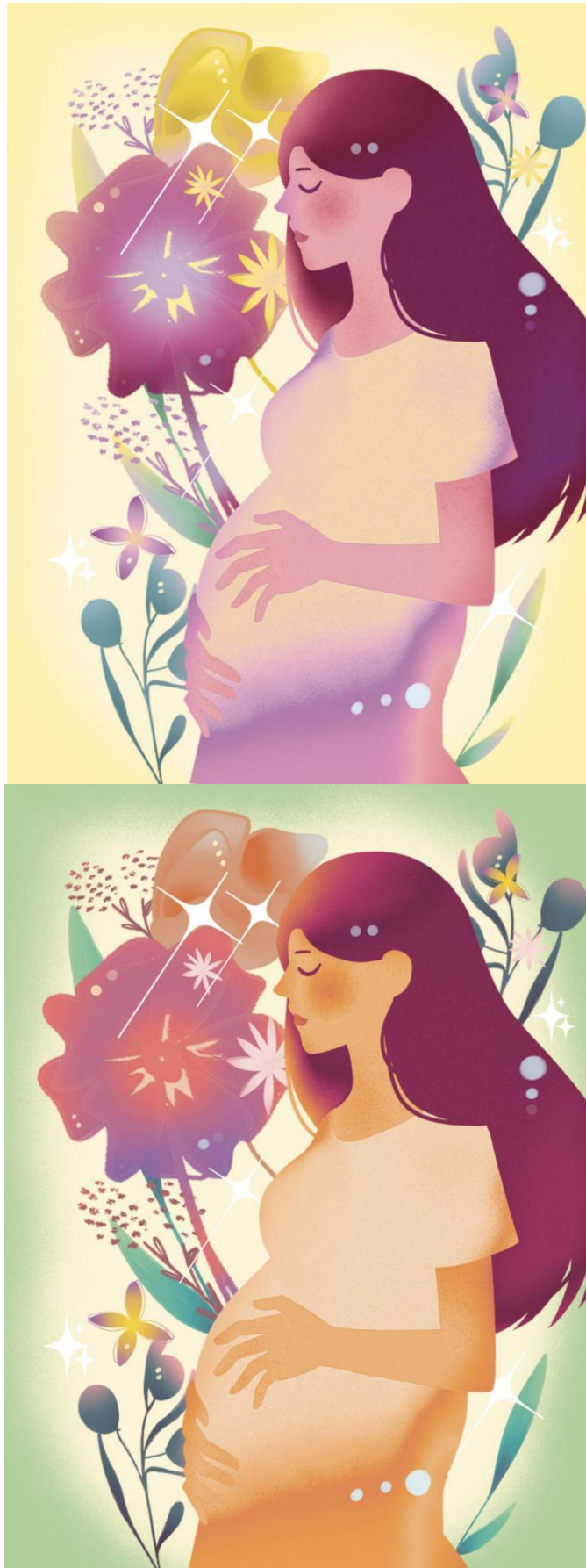


Fig 4-2 Main Visual Design for Activities

Appendix E

Fig 4-3-1 Postcard Design

Appendix F



Appendix G



Fig 4-3-2 Hanging Picture Design



Fig 4-3-3 Fan Design

Appendix H



Appendix I



Fig 4-3-4 Square Card Design

Appendix J



Fig 4-4 Dynamic graphic design

Appendix K



Appendix L

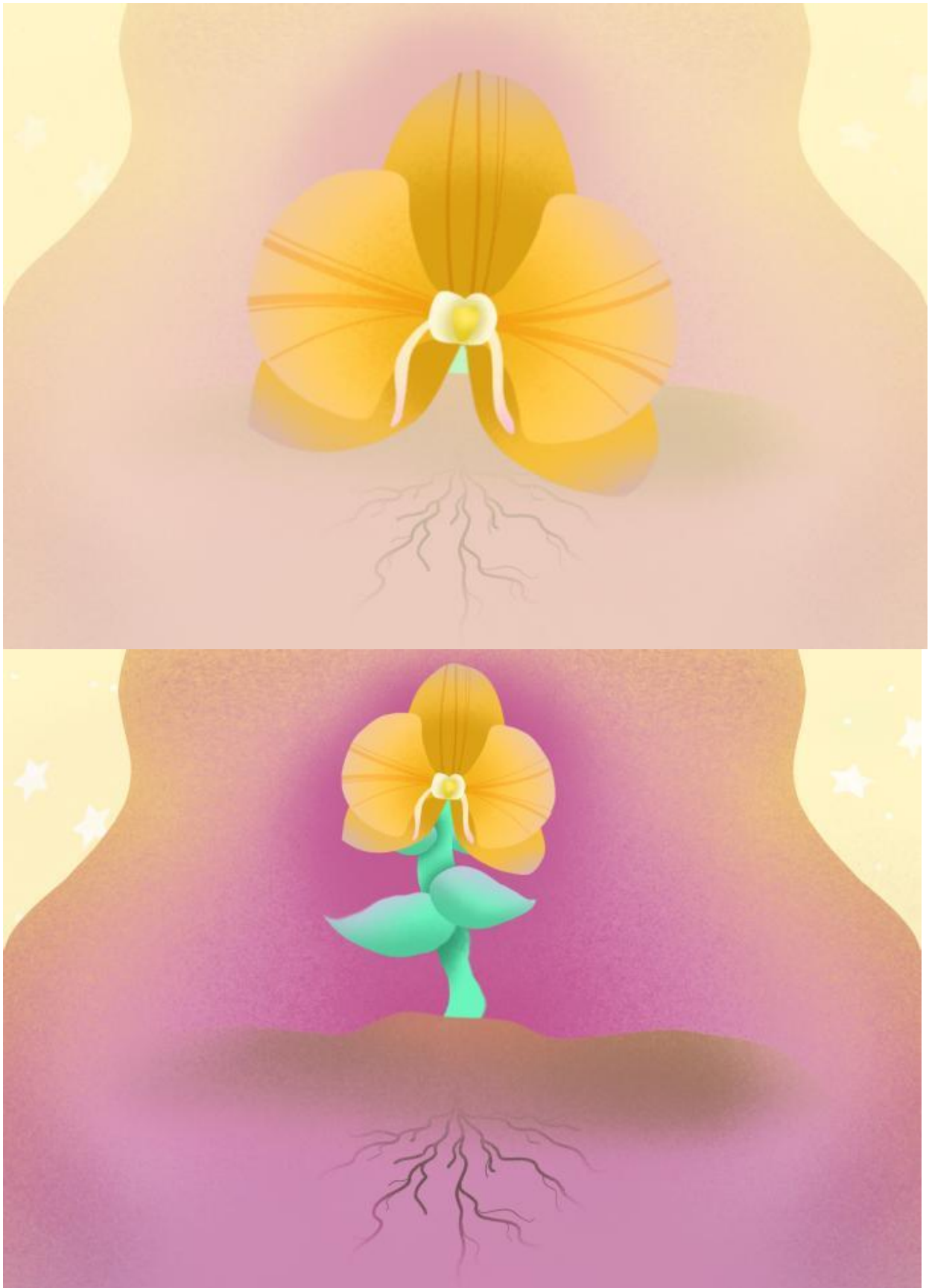


Appendix M



Fig 4-5 UI interface design

Appendix N



Appendix N



Fig 4-6 Short Video Design Part Splitting