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Faculty of Design
Department of Graphic Design

BACHELOR'S THESIS
on the topic:

Development of a modern Chinese social poster design on the theme of old clothing
recycling

Performed by: a student of the BED-20 group

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Abstract

With the improvement of people's living standards, the consumer demand for clothing is also increasing, so the proportion of used clothes produced by people is also increasing. Faced with the difficulty of recycling used clothes, some charities and enterprises have started to recycle used clothes with the support of the government, but due to the late start of the project in China, an effective recycling chain has not yet been formed. One of the biggest problems is the lack of knowledge about saving and recycling habits, which must be addressed in the first place.

The title of the graduation project is to promote the rational recycling of used clothes and give them a new life, which is also the core idea of the title of this article. It adopts the design form of flattening and Internet publicity, and takes the reuse, reuse, public welfare or economic communication of old clothes as the main design content. With the theme of recycling old clothes, relevant information is conveyed to the public through logo font design, IP, illustrations, posters and other cultural and creative products, which can improve the public's awareness and awareness of old clothes recycling on the one hand, and improve efficiency on the other hand, reduce the public's demand for updated clothes, so as to effectively reduce the environmental pollution caused by old clothes. It has directly improved the recycling rate of used clothes in our country.

Keywords: clothing recycling; image design; Illustration design; poster design; Cultural and creative products

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INTRODUCTION

Relevance of the study. Clothing recycling is a key step in achieving the Sustainable Development Goals, and promoting recycled design is a key strategy to drive social innovation in this area. The aim of the Recycling Design campaign is to improve the efficiency of clothing recycling and optimize the process for a more efficient and sustainable way of recycling clothes. With the widespread acceptance of sustainable lifestyles around the world, the international community's interest in used clothing continues to rise, and discussions about used clothing are becoming more frequent. The reuse of used clothes not only has social and economic value, but also echoes the concept of "turning waste into treasure" advocated by the current society, and has a unique social function.

Recycling and reusing used clothing is essential to promote sustainable development, promote the recycling of clothing, and motivate society to work together to promote the circular development of textile resources. The recycling of textiles can effectively supplement the supply of raw materials in China's textile industry, is an important measure to alleviate the pressure on resources and the environment, is of great significance for saving resources, reducing pollution and reducing carbon emissions, and is a key part of building a green, low-carbon and circular development economic system.

The purpose of the research: The idea of recycling old clothes and reducing pollution is conveyed to the public, which aims to improve the public's awareness and recognition of old clothes recycling, on the other hand, it increases the benefits and reduces the public's demand for new clothes, thereby effectively reducing the environmental pollution caused by old clothes and directly improving the recycling rate of old clothes in China.

Research Objectives:

- 1.The IP design adds more interest and attractiveness to the whole design theme. The image of the whale is extended to create a cute IP image, which can

not only be used in promotional posters, advertisements and other publicity, but also can be applied to the design and production of derivatives, such as T-shirts, water cups, labels, etc., which increases the ductility and participation of publicity.

2.The illustration design shows the process of recycling old clothes to the masses with vivid images. The content of the illustration is depicted from the donation, collection, cleaning, processing and reuse of used clothes, showing people the whole process of recycling used clothes. These illustrations can be widely used in printed materials such as promotional posters and brochures, and can also be disseminated through the Internet, social media and other channels to let more people know how and why they are recycled.

3.The poster design uses vivid images and concise text typography to warn people of the importance of the ecological environment. This theme has designed a series of strong environmental warning posters, with bright color visual effects and concise and powerful language, calling on people to pay attention to environmental pollution, protect the ecological environment, and call on people to join in the action of recycling used clothes. These posters can be publicized in various streets of the city, and can also be widely disseminated from online media, television media, etc., to guide more people to join in environmental protection actions.

The research subject (theme) is Recycling of used clothes.

The object (focus) of the research are design idea of combining graphic and Internet publicity is adopted, and the reuse, reuse, public welfare or economic transmission of old clothes are the main recycling methods

Research methods. Through the literature research method and data statistics method, the resource integration is carried out, and the knowledge content of the paper is analyzed and analyzed.

Elements of scientific novelty. The design idea is to use the principles and techniques of visual art to design and communicate clothing recycling and communication. In the process, through the combination of visual elements such

as graphics, colors, symbols, text and images, we are guided by creativity and strategy to create design works that can influence the audience's recognition of the recycling of used clothes and support for the promotion of old clothes.

Practical significance. In the context of the development of circular economy, the trade of used clothes is a key means to undertake the rising trend of consumption and develop new economic growth points, and it is a necessary prerequisite for buffering environmental pressure and developing ecological civilization, and it is the first choice for China and the economies of developing countries to achieve a win-win situation.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three chapters, a conclusion for each chapter, and a general conclusion, and the work contains 34 drawings. The results of the study are 54 pages long.

CHAPTER I

About the topic selection

1.1 Background and reasons for the topic

In order to promote the more portable and faster recycling of waste textiles and improve the utilization rate of resources, the National Development and Reform Commission, the Ministry of Commerce, and the Ministry of Industry and Information Technology jointly issued the "Implementation Opinions on Accelerating the Recycling of Waste Textiles", which pointed out that in 2025, a waste textile recycling system will be initially established, and the recycling capacity will be greatly improved, so that the recycling rate of waste textiles will reach 25%, and the output of recycled fibers will reach 2 million tons; By 2030, we will build a more complete recycling system for waste textiles, significantly improve the recycling awareness of producers and consumers, broaden high-value utilization methods, and improve the level of industrial development, so that the recycling rate of waste textiles will reach 30%, and the output of recycled fibers will reach 3 million tons.[1] The guidelines aim to promote the efficient recycling and reuse of waste textiles, promote resource conservation and environmental protection, and promote the sustainable development of related industries.¹

With the rapid improvement of living standards, the substitution of daily necessities is becoming more and more frequent. At present, there are many problems in the disposal of old clothes, resulting in a large waste of resources and inability to make full use of them, which has a serious impact on the living

1. ¹ [25] Li Jun, Optimizing the Recycling of Waste Textiles from the Perspective of Design Innovation, Ni Jiapan, [J] Textile Herald, 2023, 42 10: 40-42

[J] Ma Qian, Wang Ke, Wang Baoguo Analysis of China's Waste Textile Recycling Standard System [J] Liaoning Silk, 2023, 03: 38-39+35

environment of human beings. According to the data released by the National Bureau of Statistics, the average expenditure on clothing in 2018 was 1,289 yuan, a year-on-year increase of 4 percentage points; In 2019, the cumulative retail sales of China's clothing products reached 977.81 billion yuan, an increase of 2.6%. By 2023, the national per capita clothing consumption expenditure will be 1,479 yuan, a year-on-year increase of 5 percentage points.² According to the data released by the China Association of Circular Economy, China discards about 26 million tons of waste textile materials on average every year, of which more than 90% of the waste clothes will be directly landfilled or incinerated, resulting in great waste of resources and environmental pollution. How to realize the recycling of waste clothes has become one of the key factors affecting social and economic development and environmental protection. As a valuable non-renewable resource, used clothes have great economic value. The recycling of old clothes is directly related to the recycling and reuse of resources, which can effectively solve the problem of accumulation of old clothes, and is an important part of reducing waste and achieving energy conservation and emission reduction.³ Although China has entered an industrialized society, due to factors such as rapid population growth and improved living standards, it is necessary to strengthen the effective disposal and utilization of used clothes.

Proper recycling of clothing not only saves energy, but also protects the environment. In the proper recycling of clothing, everything can be used to the fullest.⁴ Under the premise of green environmental protection and resource conservation, the value of idle clothes can be maximized, and the value of green environmental protection can be reflected in the recycling process to promote the

2. ² [2] Analysis on the Development Status of Recycling of Waste Textiles in Foreign Countries, Xu Huan, Tang Shijun. Textile Review, 20127:31-32.Chinese

3. ³ [4] Analysis of the recycling status of waste textiles and clothing in Guangzhou[J].Chemical Fiber and Textile Technology,2016,452:48-54.Chinese

4. ⁴ [27] et al. Research Progress and Development Strategy of Waste Textile Recycling Technology, Chen Haihong, Xu Jie, Qi Chunyi [J] Western

development of poor areas. In the process of processing used clothes, there is an inconvenience in the recycling process, which cannot mobilize the enthusiasm for recycling, and some unscrupulous enterprises obtain high profits in the name of public welfare, which makes clothing recycling face great challenges.⁵

To solve these problems, we need to start from multiple aspects. First of all, strengthen publicity and education to improve the public's awareness and attention to the recycling of waste clothes. Through media campaigns and community activities, more people understand the importance and significance of recycling used clothes. Secondly, improve the recycling system and establish convenient recycling channels and outlets to facilitate residents to send waste clothes to recycling points. At the same time, strengthen the supervision of recycling enterprises, crack down on the illegal behavior of illegal enterprises, and ensure the healthy development of the waste clothing recycling industry.

In addition, we can also improve the efficiency and quality of waste clothing recycling through technological innovation and industrial upgrading. For example, develop more environmentally friendly and efficient waste clothing treatment technologies to improve the recycling rate of waste clothes; Promote the industrialization and large-scale development of the waste clothing recycling industry, reduce recycling costs, and improve economic benefits.

In conclusion, the recycling of used clothes is a significant endeavor. By strengthening publicity and education, improving the recycling system, and promoting technological innovation and industrial upgrading, we can effectively solve the problem of waste clothing accumulation, maximize the use of resources, and protect the environment. At the same time, it will also bring a more sustainable development model to the society and promote the harmony and progress of human society.

1.2 Purpose and significance of the topic

5. [3] Research Progress on Waste Textile Recycling System, Han Fei, Lang Chenhong, Qiu Yiping. Cotton Textile Technology, 2022, 504: 42-48. Chinese

Apparel recycling is a key link to achieve sustainable development, and the promotion of recycling design is an important means to promote social innovation in this field. ⁶The Recycling Design campaign aims to improve recycling efficiency and optimize the recycling process to create a more efficient and sustainable way to recycle clothes. With the popularity of sustainable lifestyles around the world, the international community is paying more and more attention to used clothes, and there are more and more questions and discussions about "used clothes". ⁷The reuse of used clothes not only has social and economic significance, but also coincides with the concept of "turning waste into treasure" put forward by today's society, and has a special social function.

With the popularity of sustainable lifestyles around the world, the international community is also paying more attention to used clothing. Waste clothes not only occupy a lot of social resources, but also cause a lot of pressure on the environment. Therefore, how to effectively dispose of waste clothes has become an urgent problem to be solved. In this context, the importance of clothing recycling is becoming more and more prominent, and the discussion about used clothes is becoming more and more intense.

The reuse of used clothes not only has important social and economic significance, but is also in line with the concept of "turning waste into treasure" put forward by today's society. By recycling old clothes, we can recycle resources by converting items that would otherwise be considered waste into valuable resources. This practice not only helps to reduce the generation of waste, but also helps to reduce pollution to the environment.

6. 6 [5] Research on the Recycling Status of Waste Textiles in China, Chen Yanhua, Zhao Ping, Science and Technology of Light Industry, 2019,35 01 : 92-93, 117.Chinese

7.

8. 7 [26] Liu Jin, Promoting the Recycling of Waste Textiles [N] Economic Daily, August 1, 2023, 006 DOI: 10.28425/n.cnki.njjrb.2023.005251

The reuse of used clothes also has a special social function. On the one hand, by recycling used clothes, we can provide high-quality, affordable clothing to the economically disadvantaged and help them improve their quality of life. On the other hand, the reuse of used clothes can also promote interaction and cooperation between communities, and promote the formation of a more harmonious and environmentally friendly social atmosphere.

In conclusion, design for clothing recycling plays an important role in driving sustainability. By promoting recycled design, we can improve the efficiency and quality of garment recycling and contribute to the sustainable development of society. At the same time, the reuse of used clothes also has important social and economic significance, contributing to the recycling of resources and environmental protection. Therefore, we should pay more attention to the development of clothing recycling design and promote its popularization and application around the world.

The recycling and transformation of old clothes is one of the important ways to promote sustainable development, which can not only promote the recycling of clothing, but also encourage the whole society to work together to promote the recycling of textile resources.⁸ The recycling of textiles can effectively supplement the supply of raw materials in China's textile industry, is an important measure to alleviate the pressure on resources and the environment, is of great significance to save resources, reduce pollution and reduce carbon emissions, and is an important part of building a green, low-carbon and circular development economic system.

In China's economic system, the recycling of textiles is one of the important economic tools, which has a profound impact on employment, labor wages and taxes. Using the field of used clothing recycling, new related jobs can be

9. 8 [6] Typical Models of Waste Clothing Recycling and Its Environmental Performance Analysis, Jiang Tao, Zhou Li, Wang Lin, et al. *Journal of Textile and Textile Research*, 2022,43 1 : 186-192.Chinese

developed to alleviate the pressure of employment. From an environmental point of view, garment recycling can effectively reduce the amount of waste textiles sent to incineration facilities and landfills, and reduce the use of natural resources such as books, trees, fresh water, etc.⁹ Not only that, recycling can also reduce the demand for new materials, improve the industrialization and high value-added use of recycled products, play an important role in saving energy and damage, and prevent ecological pollution, realizing the planned prospect of resource conservation and carbon emission reduction.¹⁰

From an employment perspective, the used clothing recycling industry provides employment opportunities for a large number of workers. With the continuous pursuit of fashion by consumers, a large number of waste clothes will be eliminated every year. If these used clothes are properly recycled and reused, they can give rise to a new industrial chain. For example, recyclers can sort, wash, and repair used clothes before selling them to consumers who need them, either online or offline. At the same time, some companies can also use waste clothes to make new clothes or household items, so as to achieve resource reuse and reduce costs. Such a model not only solves the problem of the accumulation of waste clothes, but also provides employment opportunities for more people, which helps to alleviate the pressure of social employment.

From the perspective of environmental protection, the recycling and reuse of waste clothes is of great significance to reduce environmental pollution and save natural resources. Traditionally, used clothes are disposed of directly to incineration plants or landfills, which not only results in a large waste of reusable resources, but also can pose a potential threat to the environment and human health. Through recycling, we can effectively reduce the pollution of waste

10. 9 [29] Research on the Design of Community Clothing Recycling Service Based on Value Co-creation, Qin Xueying[D] Qiaowai Chinese University, 2023 DOI: 10.27155/d. CNKI. ghqiu.2023.000617

11. 10 [7] Green Consumption Policy System and Clothing Green Consumption Enlightenment , Shao Peng, Zhang Yuanyuan. Journal of Textile Research, 2012, 431:208-215

clothes to the environment and reduce the dependence on natural resources. At the same time, the reuse of waste clothes can also reduce the mining and production of new materials, thereby reducing energy consumption and carbon emissions, and helping to achieve the goals of resource conservation and low-carbon environmental protection.

In addition, the recycling of used clothes can also promote the industrialization process of related industries and increase the added value of products. With the continuous progress of technology and the continuous expansion of the market, more and more enterprises have begun to pay attention to the recycling of waste clothes. Through the introduction of advanced production technology and equipment, improve the recycling rate and product quality of waste clothes, so as to promote the upgrading and development of the entire industry. At the same time, through innovative research and development, more high value-added products can be developed to meet the diversified needs of consumers and further enhance the competitiveness of the industry.

On the government side, through the introduction of a series of support policies, to encourage the development of waste textile recycling industry. For example, preferential policies such as tax exemption and financial support will be given to enterprises engaged in the recycling and reuse of waste textiles to reduce operating costs and improve market competitiveness. At the same time, the government has also strengthened the supervision of the waste textile recycling market, regulated the market order, and ensured the legality and sustainability of recycling activities.

In terms of enterprises, more and more enterprises have begun to pay attention to the recycling and reuse of waste textiles, and improve the recycling rate and product quality of waste clothes through technological innovation and industrial upgrading. Some companies are also actively exploring new business models and marketing strategies, combining the recycling and reuse of waste

textiles with fashion, culture and other elements to launch unique products and services to attract more consumers' attention and recognition.

On the social front, public awareness and participation in the recycling of used textiles is also increasing. More and more people are beginning to pay attention to environmental protection issues and choose to buy environmentally friendly products to support the development of the waste textile recycling industry. At the same time, some public welfare organizations and volunteers also actively participate in the public welfare activities of recycling and reusing waste textiles, and promote more people to participate in this cause through publicity, education, practice and other means.

To sum up, the recycling of waste textiles plays an important role in China's economic system. It can not only alleviate employment pressure, promote economic growth, but also reduce environmental pollution, save natural resources, promote the industrialization process of related industries, and increase the added value of products. Therefore, it is necessary to further strengthen the publicity and promotion of the recycling and reuse of waste textiles, improve the public's awareness and participation in environmental protection, and jointly promote green development and sustainable development. With the continuous improvement of public awareness of environmental protection, the waste textile recycling industry is ushering in unprecedented development opportunities. The government, enterprises and all sectors of society are taking positive actions to jointly promote the rapid development of the industry.

Chapter 1 Summary

1. Background of used clothing recycling: The project started late in China and did not produce an effective recycling chain.

2. The purpose of recycling old clothes: the recycling process reflects the value of green environmental protection, and at the same time promotes the development of poor areas, which has strong social significance.

3. The benefits of recycling old clothes: it can save energy, protect the environment, make the best use of clothes when they are reasonably recycled, and maximize the value of idle clothes under the premise of green environmental protection and resource conservation.

CHAPTER II

Topic selection research

2.1 Overview of the current situation of used clothing recycling and design orientation

Waste clothes are mainly processed through the existing mature industrial chain and then shipped to other countries, which is the status quo of the used clothing recycling industry; Some of the idle old clothes can be sold on the Internet platform in accordance with the secondary regulations, so that they can be reconsumed and reused, instead of being discarded as garbage.¹¹ For those who want to donate used clothes, more than 90% say they have encountered difficulties in finding a suitable donation platform. Therefore, the promotion of used clothing recycling is not strong, and many people lack awareness of used clothing recycling services and related platforms. Therefore, increasing the awareness of recycling and promoting the recycling of used clothes to communities, universities, office buildings and shopping malls is a top priority today.

Business units need to effectively guide consumer consumption habits to achieve business goals and improve market position. As an important part of the circular economy of second-hand clothing sales, its circulation management needs to be more strict, from the source, health and other aspects.¹² Currently, the second-hand clothing resale market is stagnant due to high prices, insufficient policy support, and concerns about health, safety, and authenticity. On the other hand, it is also essential to improve the quality and level of recycling of renewable

12. 11 [8] Research on the feasibility and market development trend of second-hand clothing transformation, Chen Weiling, Liu Wen, Zeng Qian. Textile Herald, 20220202:62-64

13. 12 [28] Development Space and Promotion Mechanism of Waste Textile Recycling Industry, Jiang Tao, Duan Xianyue, Peng Guofang [J] Woolen Technology, 2023, 51 06: 132-139 DOI: 10.19333/j.mfkj.20221203308

resources.¹³ Consumer demand for recyclable materials is increasing, which is increasing the pressure on material innovators to bring them to market. However, there are still many obstacles to achieving this goal due to various factors such as public acceptance, state of technology, management and business model.

In the era of increasingly powerful digital media, the development of enterprises is inseparable from publicity, and good publicity can make more people understand the development content of enterprises.¹⁴ At present, the used clothing recycling industry system is imperfect and lacks protection. Most of the used clothing recycling enterprises are small and medium-sized enterprises, with small production and operation scale, low anti-risk ability, and insufficient technology development ability. When the local government does not have relevant policies to protect the recycling of used clothes, enterprises will have bad behaviors and irregular operations due to interest disputes in the recycling process, resulting in a decline in residents' sense of participation and identity.

Design orientation: This paper takes the promotion of used clothing recycling as the design theme, uses logo design to strengthen people's attention to old clothing recycling, IP design to improve the awareness and love of promotional content, illustration design to let the public understand the process of used clothing recycling, and poster design to remind people to pay attention to the ecological environment.¹⁵ Through these propaganda contents, people participate in the recycling of used clothes, promote social and economic development, reduce the use of natural resources and refractory resources, improve the

14. 13 [9] Investigation and analysis of the recycling and reuse of used clothes, Sun Rui, Wang Xiaoying, Xue Jingwen, et al. *Journal of Textile Research*, 2021, 01: 44-47 DOI: 10.16481/j.cnki.CTL. 2021.01.012

15. 14 [29] Research on the Design of Community Clothing Recycling Service Based on Value Co-creation, Qin Xueying[D] Qiaowai Chinese University, 2023 DOI: 10.27155/d. CNKI. ghqiu.2023.000617

16. 15 [30] Current Situation and Development Suggestions of China's Waste Textile Recycling Industry, Liu Kexin, Cui Yan, Wang Qianda [J] *Resource Regeneration*, 2023, 05: 28-31

17.

ecological environment, promote the prosperity of the motherland, and create a green and clean China.¹⁶

The publicity work of the used clothing recycling industry is of great significance. Through clever design, we can make more people pay attention to the recycling of used clothes, raise public awareness and participation in environmental protection, and contribute to the construction of a beautiful China. At the same time, we also need to recognize that recycling used clothes is not only an environmental action, but also an economic industry. Through effective recycling and reuse, old clothes can be transformed into new resources, bringing economic benefits to businesses and creating jobs for society. Therefore, while promoting the recycling of waste clothes, we should also actively explore the business model of waste clothing recycling to provide strong support for the healthy development of the industry.

In addition, the government, enterprises and all sectors of society should also strengthen cooperation to jointly promote the development of the waste clothing recycling industry. The government can introduce relevant policies to provide support and guarantee for the waste clothing recycling industry; Enterprises can increase technology research and development efforts to improve the recycling rate of waste clothes; All sectors of society can actively participate in the publicity and promotion of waste clothing recycling, and create a good atmosphere for the whole society to participate.

In terms of publicity, we can also use the power of the Internet and new media to release relevant information about waste clothing recycling through social platforms such as Weibo, WeChat, and Douyin, so as to attract more young people's attention and participation. At the same time, we can also hold public welfare activities with the theme of waste clothing recycling, so that the public

18. 16 [10] An Examination of the Upcycling Design Process of Used Clothes for Fashion Design Students: Approaches to Sustainable Fashion Design

Practices, Chuma C, Muza T, Chipambwa W. International Journal of Fashion & Fashion:International Journal of Fashion & Fashion, 2019, 19 2: 59-69

can more intuitively understand the process and significance of waste clothing recycling through on-site demonstrations and interactive experiences.

Advocating for the used clothing recycling industry is a long-term and daunting task. Through continuous efforts and exploration, we will promote the development of the waste clothing recycling industry and contribute to the construction of a beautiful China. It is believed that with the joint efforts of the whole society, the waste clothing recycling industry will usher in a better future.

2.2 Research status at home and abroad

2.2.1 Current status of domestic research

At present, there are various ways to dispose of used clothes in China, among which decomposition and donation is the most common way, but there are also cities that can explore and use other ways to deal with them: Shanghai arranges old clothes recycling bins on the streets, and sorts the collected old clothes to relevant recycling enterprises for processing.¹⁷ This recycling method of old clothes not only brings more economic benefits, but also reduces the demand for new clothes and reduces the environmental pollution caused by the incineration and landfill of old clothes.

2.2.2 Current status of foreign research

Since 2009, the EPA and other federal agencies have adopted sustainable materials management methods that reduce the impact of material consumption throughout the life cycle, including climate impacts, effectively reducing the use

19. ¹⁷ [11] Researchers from the Polytechnic University of Madrid discussed findings on waste management, developing a national textile and clothing recycling plan, Public Health – Waste Management; Ecology and Environmental Protection, 2019

of hazardous substances, and separating material use from economic growth. At the end of 2021, the U.S. Environmental Protection Agency developed a national recycling strategic plan aimed at building a circular economy.¹⁸ It is a systems-centric approach to economics that is restorative and regenerative to industrial processes and economic activities, aiming to maintain the highest value of resources for as long as possible and eliminate material waste through superior material design.

In Japan, since 1980, government agencies have been vigorously promoting the circular economy, including the Basic Law on the Promotion of a Circular Society, as well as a series of related laws and regulations, such as the Renewable Resources Promotion Law and the Waste Disposal Law.¹⁹ These measures encourage people to actively carry out recycling projects and follow the government's recommendations for building a circular society; Enterprises should develop on the basis of recycling at the early stage of product design, save resources and create employment opportunities by recycling; Institutions should take the lead in using recycled products to provide policy guarantees and financial support for the development of a circular economy.

The recycling bins in Australian society are highly utilized, and some used clothes will be donated to people in need, while the rest will be sold at a very low price through second-hand stores for charitable purposes. Nowadays, the recycling system of used clothes in foreign countries is relatively mature, and used clothes can be recycled through the recycling system of municipal authorities, used clothing recycling enterprises and recycling bins, etc., and can also be made into other textiles and second-hand platforms for secondary use through love donations.

20. 18 [12] Textile recycling market to reach \$11.9 billion by 2032, DataHorizzon research[J]. Food & Beverage Close - Up, 2024,

21.

22. 19 [13] Exploring Supply Chain Capabilities from Textiles to Textile Recycling: A European Interview Study , Sandberg E, Pal R. Clean Logistics and Supply Chain, 2024, 11 100152-. .

In the context of the development of circular economy, the trade of used clothing is the key means to undertake the rising trend of consumption and open up new economic growth points, and is the premise of alleviating environmental pressure and developing ecological civilization, and is the first choice for a win-win situation between China and the majority of developing economies.²⁰

In addition, the trade in used clothing is not only good for the environment, but also creates economic opportunities. It provides a platform for individuals and businesses to engage in sustainable practices and contribute to the circular economy. By recycling and reusing garments, we can minimize the environmental impact of our production process by reducing the need for new raw materials.

The second-hand clothing market also offers consumers a diverse range of fashion options at affordable prices. This not only saves consumers money, but also encourages them to be more mindful of their spending habits. It promotes a culture of frugality and sustainability, where people value quality over quantity and appreciate the beauty of timeless pieces.

The second-hand clothing trade plays an important role in bridging the gap between developed and developing economies. By exporting used clothing, developed countries can provide affordable fashion options to consumers in developing countries, while also creating jobs and economic growth in these regions. This reciprocity not only strengthens economic ties, but also fosters cultural exchange and understanding.

In conclusion, the used clothing trade is a viable and sustainable solution to environmental challenges and economic growth. It encourages individuals and businesses to adopt circular economy practices, reduce the environmental impact of production, and provide consumers with affordable and sustainable fashion options. In addition, it serves as a bridge between developed and developing economies, promoting mutual benefit and cultural exchanges.

23. 20 [14] 工业纺织品回收替代品的生命周期评估。佩雷斯 E A L, 佩雷斯 E T A, Vázquez C ó. 环境科学, 2024, 927 172161-172161.

Chapter II Summary

1. The design orientation of this paper: with the recycling of old clothes as the design theme, it aims to use a variety of design methods such as logo design, IP design, illustration design and poster design to strengthen people's attention to the recycling of old clothes, improve the recognition and love of the promotional content, and at the same time let the public understand the process of recycling old clothes, and warn people to pay attention to the ecological environment.
2. Research status of used clothing recycling at home and abroad: In the context of the development of circular economy, used clothing trade is a key means to undertake the rising trend of consumption and develop new economic growth points, and is a necessary prerequisite for buffering environmental pressure and developing ecological civilization, and it is the first choice for China and the economies of developing countries to achieve a win-win situation.

Chapter 3 Design Process and Results

3.1 Design concept

Reuse is the process of designing and communicating the recycling and promotion of garments through the use of visual arts principles and techniques. In this process, through the combination and matching of visual elements such as graphics, colors, symbols, words and images, creative and strategic design works can influence the audience's recognition of used clothes recycling and support used clothes recycling. This work aims to effectively convey the influence of old clothes and new clothes, deepen the memory and impression of clothing recycling publicity, and help people develop the habit of clothing recycling. The ultimate goal of this design is to establish effective communication with the audience through visual language communication and achieve effective communication of recycling publicity. With the theme of old clothes recycling, through logo font design, IP, illustrations, posters and other cultural and creative products, we call on people to protect the ecological environment, actively participate in clothing recycling, make it a daily habit, and create some cultural and creative derivative products, so that the creative content of old clothes recycling can be integrated into people's lives.²¹

From an economic point of view, reuse brings new business opportunities for the apparel industry. The traditional apparel industry often faces problems such as overstocking and wasting resources, and Repurpose can transform these old clothes into new products with market value. Designers can turn old clothes into fashionable clothing styles, or they can transform them into household items, handicrafts, etc., thus creating a new consumer market. This will not only help

24. 21 [15] Characterization Method for End-of-Life Textile Recycling Based on Shortwave Infrared Spectroscopy, Giuseppe B, Riccardo G, Roberta P, et al. Waste and Biomass Valuation, 2024, 15 3: 1725-1738.

reduce waste and pollution, but will also bring new growth points to the apparel industry.

Reuse also embodies the concept of sustainable development. With the continuous improvement of people's awareness of environmental protection, more and more people have begun to pay attention to the impact of their consumption behavior on the environment. Reuse is a practice that is in line with this philosophy. By reusing old clothes, we can reduce the need for new materials, reduce energy consumption and polluting emissions in the production process, and thus achieve environmental protection. This approach to sustainable development is not only in line with current social trends, but also in line with future directions.

Reuse also has the value of cultural heritage. Each piece of old clothes carries a piece of history, a story, recording the changes of the times and the bits and pieces of people's lives. By repurposing, we can give new life and meaning to these old clothes, so that they can be passed on and carried forward in new forms. This is not only a kind of respect and commemoration of the past, but also a kind of expectation and prospect for the future.

Reuse can also spark people's creativity and imagination. In the process of reusing old clothes, designers need to give full play to their creativity and imagination to transform and upgrade old clothes to make them glow with new brilliance. This is not only a challenge and exercise for the designer's own ability, but also brings a new visual experience and feeling to the audience. At the same time, the audience can also experience the joy and sense of accomplishment of creation by participating in the "reuse" activity, and use their imagination and creativity to turn old clothes into their favorite works.

As an innovative way to reuse garments, reuse has multifaceted value and significance. It not only helps to promote the development of environmental protection, improve people's aesthetic level and quality of life, but also brings new business opportunities to the clothing industry, embodies the concept of

sustainable development, inherits cultural values, and stimulates people's creativity and imagination. It is believed that in the near future, reuse will be applied and promoted in a wider range of fields, bringing more surprises and possibilities to our lives.

3.2 Logo and Font Design

3.2.1 Logo and font design ideas

The core purpose of the new logo design is to allow people to immediately associate the name with their logo when they see it, and to connect with the actual product through the design symbol.²² Once a design is named, its name is inextricably linked to the cultural and creative entity. When it comes to new and used clothes, people naturally think of used clothes recycling propaganda. In order to ensure that the name can quickly and effectively enter people's vision and memory, in the design process, it is necessary to ensure that the logo not only has a unique aesthetic in appearance, but also in recycling and promotion. It is only when the logo is perfect in form and mood that it can make a strong impression. The combination of the two is crucial to the effectiveness of the overall visual communication.²³ In the initial design of the logo, the initial cycle of the recyclable logo is the basic shape, and the new "clothes" initial Y of the old clothes is used as the carrier, which integrates the two, implying the recycling of clothes, calling on people to protect the environment and actively participate in clothing recycling.²⁴

25. 22 [16] Research on the influencing factors of Chinese college students' willingness to recycle clothing textiles: A study based on TPB and VBN , Sun Bin, Liu De, Zhang Jie. *Frontiers in Psychology*, 2024, 14 1328037-1328037.

26. 23 [17] 纺织纤维回收技术白皮书 , Stubbe B , Vrekhem V S , Huysman S , et al. 可持续发展, 2024, 16 2:

27. 24 [18] Research on the Design of Apparel Textile Recycling Based on Sustainable Development , Jianping G , Feifei X . *Frontiers of Science and Technology*, 2023, 5-18:

The font is one of the core elements in the overall design structure of the old and the new, giving it a rich spiritual connotation. In this design, the creation and use of the font is crucial as it directly affects the visual and messaging of the overall design. When creating and using fonts, the impact of the font on the overall design effort needs to be carefully considered to ensure visual harmony and unity. Fonts should not only convey their own meaning, but also be consistent with the concept of recycling, and match the connotation and concept that cultural and creative products want to convey. Through artistic processing, the structure and form of the text are innovated to attract the attention of the public and enhance the attractiveness of the design work. This careful typography design and use is one of the key factors in the success of this design. At the beginning of the design, it was associated with public-facing design, while the design maverick played the opposite role. Since the design is designed for national propaganda, the design style is relatively neat and clean, the industrial style is strong, it is easier to understand, it can be accepted by the public, and the byte radical is soft, which reduces the "regularization" of the font. Here's a first draft of the font logo, see Figure 3-3.

3.2.2 Logo and font design completed

The final version of the logo is based on the first letter of the four words "old refresh" and references to clothing elements such as collars, ties, shoes, etc. Compared to the first draft, the final version is more dynamic and flexible, the public is not too rigid like the first draft, the average age of the clothing recycling crowd is lower, and the more lively design is more loved and recognized by the crowd.²⁵ The color is light blue.

28. 25 [19] Cotton Inc. 的 Blue Jeans Go Green 计划认识到纺织品回收工作的积极影响 [J]. 2023 年制造收盘

The final font logo is deformed with Chinese font as the basic element of "updating the old". The font is in serif script, while the English font is sans-serif, making it simple and beautiful. Compared with the first draft font, the smooth and regular font is combined with each other, making the design vivid and flexible, but not lacking in seriousness and regularity, improving the font recognition, and standing out from many clothing recycling projects.

The light blue hue of the logo exudes freshness and vibrancy, perfectly complementing the theme of "renewing the old". The choice of colors not only fits the younger demographic of the clothing recycling audience, but also creates a visually appealing and memorable image.

The combination of serif and sans-serif fonts in the logo adds a layer of sophistication and elegance. Serif fonts have a traditional and classic look that represents respect for the past and the value of old clothing. On the other hand, sans-serif fonts bring a modern and minimalist touch, symbolizing the innovation and revival of these garments.

The overall design of the logo is both vivid and professional, balancing the need for a fun and engaging visual representation with the need for a professional and recognizable brand identity. This balance ensures that the logo not only resonates with the target audience, but also stands out from the competition in the garment recycling industry.

In conclusion, the final version of the logo successfully combines the essence of "renewing the old" with modern design elements and colors. It effectively conveys the brand's message and values while appealing to a younger, more energetic audience.²⁶

Based on this, the colors are changed according to the corresponding usage scenarios, as shown in Figure 3-5.

29. 26 [20] 纺织废料回收：需要严格的范式转变， Tamene W， Murugesh K B. AATCC 研究. 2023. 10 6: 376-385.

3.3 IP Design

3.3.1 IP Design Ideas

Pollution of marine textiles poses a great threat to the survival of whales. Discarded textiles such as fishing nets, fishing gear, and torn clothes accumulate in the ocean and become ruthless predators.²⁷ Large whales are essential for keeping the marine environment healthy. The rebound of baleen whale and sperm whale populations has helped strengthen the global marine life network. Whales balance the distribution of nutrients throughout the ocean and provide abundant organic matter to deep-sea ecosystems after their death. The death of a 40-ton gray whale provides the same amount of carbon to the benthic ecological community as the normal cutting and nutrient cycling that has occurred over 2,000 years. As the top link in the chain of marine life, whales, once extinct, will cause a large number of marine plankton and small marine life, resulting in an imbalance in the proportion of marine animals.²⁸

In addition, the pollution caused by marine textiles is not limited to whales, but extends to a wide range of marine life. These discarded textiles often contain harmful chemicals that release toxins into the water, affecting the health and reproductive systems of marine life. Tangling caused by fishing nets and other fishing gear can cause serious injury, disability and even death to marine animals such as dolphins, turtles and seabirds.

The importance of whales in maintaining the health of the marine environment cannot be overstated. As giants in the ocean, they play a vital role in nutrient cycling and carbon sequestration. The disappearance of whales will upset

30. 27 [21] 纤维到纤维纺织品回收 , Leonas K K . 纺织世界, 2023, 173 5: 8-12.

31. 28 [22] An Examination of the Upcycling Design Process of Used Clothes of Fashion Design Students: Approaches to Sustainable Fashion Design Practices , Chuma C , Muza T , Chipambwa W . International Journal of Fashion & Fashion:International Journal of Fashion & Fashion, 2019, 19 2: 59-69.

the delicate balance of marine ecosystems, leading to a decline in biodiversity and an increase in the dominance of certain species.

In order to address the problem of marine textile pollution, strict regulations must be imposed on the disposal of coastal areas and marine waste. In addition, public awareness campaigns should be undertaken to educate people about the harmful effects of discarding textiles in the ocean. By working together, we can ensure a safer and healthier marine environment for whales and all other marine life.

As leaders and advocates of ocean circulation, whales are aligned with the core idea of this design. Therefore, the IP design uses whales as ambassadors to create a character image that promotes environmental protection, recycling, and recycling.

3.3.2 Draft IP Design

Design drafts improve image detail. Clothes and costumes are decorated with textures, and the holding of an object, a trident, and the waves behind it make the image of the whale more detailed and obvious.

After an in-depth analysis of the first draft of the design, the image details were significantly improved. In terms of clothing and dress, delicate textured decorations are added to make the overall image richer and more delicate. Holding the object trident, which is more majestic and solemn against the background of choppy waves, the image of the whale can be presented more delicately and obviously.

While maintaining the original style, the first draft of the design further enhanced the artistry and decoration of the image by adding delicate brushstrokes and accurate depictions. The delicate portrayal of the texture of the clothing not only enriches the visual effect, but also enhances the realism and three-dimensional sense of the picture. As an important prop, the delicate depiction of

the waves around the trident injects a dynamic aesthetic into the picture, bringing the image of the whale to life.

In addition, the first draft of the design also cleverly uses light and shadow effects, through the precise control of the relationship between light and dark, so that every detail in the picture can be highlighted, bringing the audience a more immersive viewing experience.

To sum up, on the basis of maintaining the original style, the first draft of this design successfully improved the overall quality and artistic value of the image by enhancing the detail depiction and light and shadow processing, and presented a more exquisite and shocking visual feast for the audience.

The next iteration of the design will further elevate an already beautiful image to a higher level of art. For example, the texture of the garment will be carefully refined, and every thread and weave will be carefully rendered to bring out the intricate patterns and tones that are unique to each garment. This attention to detail not only enriches the visual experience, but also deepens the narrative and cultural significance of the overall composition.

In addition, the trident, as a central element of the design, will undergo a transformation in form and symbolism. Its shape will be more elegantly curved, its edges will be sharper, and its overall presence will be more majestic and authoritative. The waves around it will be vibrant, reflecting the power and power of the sea, further emphasizing the importance of the trident as a symbol of strength and authority.

Lighting and shadow effects will be further optimized to create a more realistic and immersive environment. The chiaroscuro will be carefully balanced to accentuate the focal point of the image while maintaining a harmonious overall tone. This focus on light and shadow will bring out the depth and dimension of the image, making it more appealing and engaging to the viewer. The overall composition of the design is fine-tuned to ensure that every element is in perfect harmony. The balance between foreground and background, the proportions of

the figures to the landscape, and the arrangement of the various elements will all be carefully considered to create a visually coherent and aesthetically pleasing work of art.

The next iteration of the design promises to be an even more refined and captivating visual feast, elevating an already impressive image to a new level of artistic excellence.

3.3.3 IP Manipulation Expression Extension

Movement Extension Figure 3-8 to 12.

3.4 Illustration design

3.4.1 Illustration design ideas

The illustration design adopts the first, middle and last stages of promoting the rejuvenation of old clothes. In the early stages, it shows the dirty and bad recycling of old clothes and the inevitable determination to rectify them. The theme character is the character of the image design. Finally, refine the background, add small details, and add a logo design for "old and new clothes".

In the intermediate stage, a split-screen drawing is used to clearly express the disposal of the recycled old clothes. Through the three basic ways of donating to poor children, export trade left, recycling and reprocessing, and sales right, let people understand the process stages of their own clothing recycling, and increase the support rate of used clothing recycling. Contribute to China's ecological environment, employment, economic development, social atmosphere, etc.²⁹

In the later period, through the treatment of cool colors, it is shown that the future prospects of "cyberpunk" have been developed through "old clothes new".

32. 29 [23] Public Health – Waste Management; Researchers from the Polytechnic University of Madrid discuss the results of waste management research on the development of a national textile and clothing recycling plan[J]. Ecological Environmental Protection, 2019,

In the future, recycling old clothes has become a habit for people. When there are old clothes that need to be recycled, developed technological machines can realize the automation of recycling, and old clothes can be recycled without leaving home. The level of science and technology has reached an unprecedented height.

Continuing the narrative, the post-illustration design delves into a vision of the future in which "old clothes new" is not just a concept, but a reality that has been fully integrated into our daily lives. In this futuristic environment, old clothes are not only discarded or forgotten, but also transformed into valuable resources through innovative recycling methods.

The image depicts a cityscape with towering skyscrapers adorned with neon signs, creating a cyberpunk vibe that is both futuristic and vibrant. The streets are clean and orderly, and there are automatic recycling bins on every corner, ready to receive discarded clothes. These bins are connected to a vast network of recycling centers, where advanced machines process clothes into new materials or products.

The subject figure of this stage is a futuristic figure, dressed in clothes made entirely from recycled materials. This man represents the new norm of sustainability and fashion coexisting in harmony. The logo design of "Old and New Clothes" is prominently displayed on the characters' clothing, symbolizing the seamless blend of old and new in the fashion world.

In addition, the illustration highlights the positive social and environmental impact of this recycling revolution. With fewer clothes ending up in landfills, the earth's resources are conserved and the air and water become cleaner. In addition, the recycling industry creates jobs and stimulates economic growth, contributing to a more prosperous society.

Overall, the late illustration design gives us a glimpse of a hopeful future, where old clothes are not just a thing of the past, but a valuable resource for the future. It encourages us to embrace sustainability and recycle our clothes, thereby contributing to a better world for all.

3.4.2 The illustration design is completed

The draft design improves the details of the first, middle and final phases. In the early stage, the characters are portrayed with large hands, the background is too thin, the color of some areas is gray, the content is empty in the middle stage, and the image is dull.

Building on the revised draft design, further refinements have been made to enrich the overall visual impact and coherence of storytelling. In the early stages, the characters are now depicted with more complex and realistic hands, capturing the essence of their actions and emotions. The background is thickened, adding depth and texture to the scene, while the grayscale areas are lightened to inject a vivid color palette.

For the mid-term phase, the content has been plenary and diversified. Detailed illustrations and narrative elements are integrated to bring the story to life. The images are now vibrant and engaging, effectively conveying the intended message.

In the final phase, the IP image was significantly improved. Through excellence, it better reflects the core values and characteristics of the brand. Color coordination has been further optimized, creating a harmonious and visually appealing color palette that complements the overall design aesthetic.

Overall, the revised draft design provides a more comprehensive and immersive experience, successfully bridging the gap in the initial concept. It effectively conveys the intended message while maintaining a consistent and cohesive visual style throughout the three phases.

3.5 Poster Design

The poster design is unified in green style, with pictures, text, and design elements for typesetting, introducing people to the recycling of old clothes. The theme of the poster is the promotional content of the poster, the clothes on it are old and refreshed and the English style is unified, the background color of the English text is matched with different posters to present different colors, the right side is the keyword content of the poster promotion, which can make people see the central idea of the poster at a glance, and the lower left corner is the logo logo and design text. Multiple elements present different posters and promote different content, while the same typography and colors unify the poster style.³⁰

The poster design continues to emphasize the importance of recycling old clothes in a fresh and engaging way. The central image of each poster shows different aspects of garment recycling, from sorting and collecting them to transforming them into new items. The illustrations are vibrant and colorful, grabbing the viewer's attention and encouraging them to learn more about the process.

The text on the poster is succinct and straightforward, explaining the benefits of recycling used clothes and urging individuals to participate in the program. While maintaining the same font and style as the Chinese text, the English text is tailored to the overall design of each poster, ensuring a cohesive and harmonious appearance.

The keyword content on the right side of the poster varies depending on the design, highlighting different aspects of garment recycling. Whether it's emphasizing environmental benefits, economic savings, or the creative potential of reusing garments, these keywords effectively convey the poster's message.

33. 30 [24] et al. Recycling Technology of Waste Polyester Textiles, Luo Libin, Chen Rong, Sun Xiaoli [J] Renewable Resources and Circular Economy,

In the bottom left corner, the logo and design text remain consistent as a recognizable brand identity for the garment recycling campaign. This consistency helps unify the various poster designs under a common theme, ensuring that the overall message is clear and unified.

Overall, the poster design successfully blends informative text, engaging illustrations, and consistent branding to promote the importance of recycling used clothes. Each poster is unique yet cohesive, effectively conveying the message of the event while engaging a wide audience.

3.6 Cultural and creative peripheral design

Based on the content of this graduation project, a cultural and creative peripheral design was developed.

Chapter III Summary

- 1.Design Concept: Apply the principles and techniques of visual arts to design and communicate clothing recycling and communication.
2. Logo and font design: Through the design symbols, people can immediately associate with the old clothes when they see the logo, and establish a connection with the actual product. Once a design is named, its name is closely linked to the cultural and creative entity and is inseparable.
3. Illustration design: Adopt the three stages of before, during and after the promotion of the renewal of the old clothes.
4. IP image design: IP design with whales as the ambassador to create a character image that promotes environmental protection, recycling and recycling.
5. Poster design: With green style as the unity, use images, text, and design elements for typography to introduce people to the recycling of old clothes.
6. Cultural and creative design.

Chapter 4 Problems encountered in the creative process and solutions

4.1 Problems encountered in the creative process

At the beginning of the design, the logo and font design were too simple and arbitrary, and there was no grid tool for calibration, and the effect was uneven. In the design of the poster, the issue of unity of color tone and layout was not considered at the beginning, but only the preliminary drawing method of combining the text layout and pen elements was determined, which led to the inconsistency of the final style and had to start the design again. In the illustration design, it was found that the CYM format was not found until after drawing, resulting in the content not being perfectly rendered in gray. In illustration design, the lack of detail control makes each illustration too simplistic. In the production of cultural and creative products, there is no unified supply.

Upon realizing the shortcomings in our initial design work, we immediately began the revision process to ensure that our work met the required standards. For logo and font design, we used a grid tool to calibrate the elements to ensure a harmonious balance of the overall effect. We also consider the brand's identity and core values, reflecting them through the choice of colors, shapes, and fonts.

In poster design, we focus on achieving a uniform color tone and layout. We've redesigned the layout to ensure that the text and pen elements complement each other seamlessly. We also tweaked the color palette and visual hierarchy to create a cohesive and impactful final style.

For illustration design, we learned from our mistakes and started with the CMYK format. This allows us to render the content perfectly in grey, ensuring that the illustrations translate well into a variety of printed materials. We've also paid more attention to detail, adding more complexity and depth to each illustration to make them more appealing and visually appealing.

Finally, in the production of cultural and creative products, we ensure the unity of supply. We source materials and components from reliable suppliers, ensuring that the quality and style of our products are consistent. This not only enhances the overall aesthetic of our pieces, but also ensures that they meet the high standards expected by our clients. In addition to these revisions, we are placing greater emphasis on user feedback and market research. We conducted surveys and interviews to understand the preferences and expectations of our target audience and incorporated their insights into our design decisions. This approach allows us to create designs that are not only visually appealing, but also resonate with the audience.

In addition, we recognize the importance of collaboration and teamwork in the design process. We encourage open communication and brainstorming sessions, where all team members are invited to provide input. This leads to more creative and innovative results because we are able to leverage the diverse perspectives and skills of our team.

Finally, we also prioritize the sustainability of our design. We choose eco-friendly materials and production methods to ensure that our cultural and creative products have the lowest impact on the environment. This commitment to sustainability not only aligns with our brand values, but also appeals to an increasingly environmentally conscious consumer base.

Overall, by addressing initial flaws in our design process, incorporating user feedback, emphasizing teamwork, and prioritizing sustainability, we were able to create visually stunning, audience-relevant, and environmentally friendly designs. This approach not only improves the quality of our work, but also makes us a leader in the field of cultural and creative design.

4.2 Solutions

First of all, in order to solve the difficulties in the graduation project, we must first consider the overall planning, so we first made the overall planning mind map, so that each design is related to each other, and finally find the appropriate style to improve the efficiency of the design. Illustrations are designed using graphic design composition methods to outline the impact of three types of propaganda on society through the old and the new. In logo design, after solving the grid tool, a large number of domestic and foreign design precedents have made the combination of conventional font style and fluency reach the perfect threshold. When designing a poster, first determine the design style and color, and start the design after being approved by the tutor. Both efficiency and content have improved, and the fresh, green unified style has left a deep impression.

In addition, we are meticulous in the selection of materials and techniques to ensure that every detail of our graduation project reflects our professionalism and dedication. We've carefully selected the appropriate fonts, colors, and images that resonate with the design theme and style. We also utilize modern design software and technology to enhance the visual impact of illustrations and logos.

In addition, we emphasize the fusion of traditional and modern elements in our design. We take inspiration from traditional cultural elements and blend them with modern design concepts to create a unique and memorable visual style. This approach not only demonstrates our creativity and innovative spirit, but also reflects our respect for traditional culture.

We maintained close communication with our mentors throughout the design process, seeking guidance and feedback at every stage. This ensures that our designs stay on track and meet the requirements set for our graduation project. It also allows us to identify and resolve any issues or challenges that arise during the design process.

All in all, our capstone project was a well-rounded exercise that tested our skills, creativity and professionalism. Through careful planning, meticulous execution, and ongoing communication with our mentors, we were able to create

a design that was not only visually appealing, but also meaningful and impactful. We are confident that our graduation project will leave a lasting impression on our audience and make a positive contribution to the field of graphic design.

Summary

It wasn't easy to complete this graduation project, and I gained a lot of experience. At the beginning of the project, I encountered some problems, but under the careful guidance of my supervisor, I successfully completed the complete graduation project. This process verified the results of my four years of university study, and also greatly improved my personal ability, laying the foundation for my later life.

In the design process, I learned and learned many popular design methods and styles, which not only broadened my artistic horizons, but also allowed my design thinking to grow. I finally realized that in design, attention to detail is a must, because even a small vignette can lead to a huge difference in the final result. After that, I will find and solve problems in time during the design process to prevent bigger problems from happening in the end.

In addition, I learned how to express my work message and the necessity of prioritization. I combined this information with the form of artistic beauty, and made a reasonable layout and arrangement of the graphics, text, tone and other elements in the picture. The experience gained from these difficulties will have a profound impact on my future design work.

When creating my illustrations and posters, I used pen and board drawing techniques. However, due to my lack of design experience, I encountered a lot of obstacles at first. However, through unremitting exploration and hard work, I finally succeeded in overcoming these problems and completed my graduation project, from which I gained a lot of design experience. In the painting of the poster, I chose to use different shades, saturation, and brightness of green to fill the picture, rather than using complex colors to enhance the expressiveness. This method made the picture relatively simple, which made me realize that I lacked experience in applying color. In order to continue to improve in my future studies

and work, I humbly ask my colleagues and elders for advice to improve my professional skills and broaden my design path.

Confirm

There have been many ups and downs in my four years of college, and I have grown a lot in both joy and pain. After studying, I can better adapt to work, and social experience can help me avoid pitfalls and better develop my life path.

I would like to thank my parents for raising me, supporting me in school, and unconditionally supporting me in their decision to make my four years of college life happy. I usually go out to play or go to class or play games, but I don't have time to call my parents often. In the future, I will work hard to repay them for their love for me.

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Finally, I would like to thank my roommates, who passed on the happiness factor of four years of college to me, we climbed mountains together, ate delicious food together, and went out on a trip. Our dorm room is recognized as the biggest laugh, haha, I hope my roommates and I can find a suitable job and live happily.

In the end, thankfully, I persevered with some bitterness, not only cultivating my own perseverance, but also knowing the cruelty of society, and the road of life in the future will go on fearlessly.

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Annex

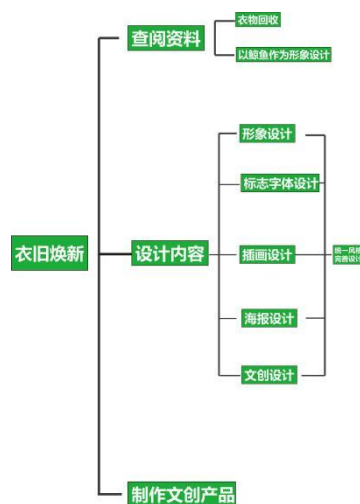


Figure 3-1 Mind map



Figure 3-2 The first draft of the "Old Clothes Rejuvenation" logo design

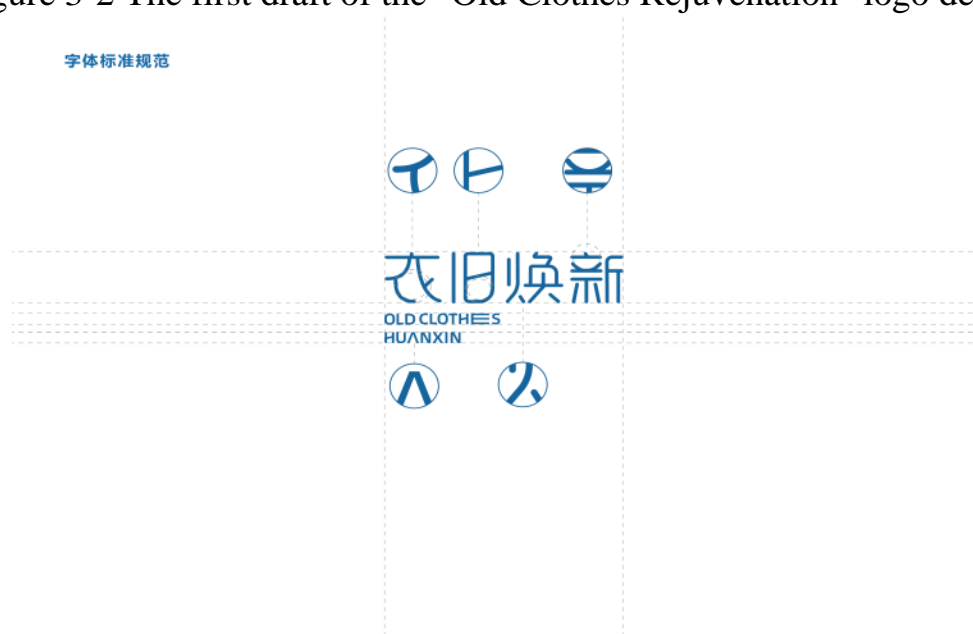


Figure 3-3 The first draft of the font design of "Revitalizing Old Clothes".



Figure 3-4 The final design of the "Revitalized Old Clothes" logo



Figure 3-5 The final font design of "Revitalizing Old Clothes".



Figure 3-6 Font design of the "Revival of Old Clothes" logo



Figure 3-7 The first draft of the image design of "Revitalized Old Clothes".



Figure 3-8 Final image design of "Revitalized Old Clothes".

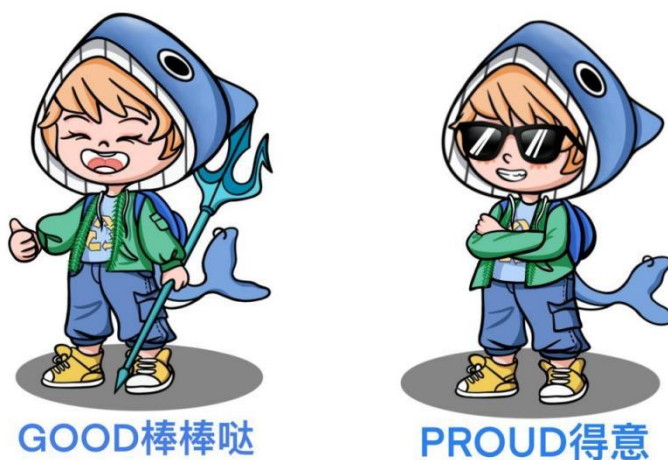


Figure 3-9 Extension of the image design of "Revitalized Old Clothes".



Figure 3-10 Extension of the image design of "Revitalizing Old Clothes".



Figure 3-11 Extension of the image design of "living old clothes".



Figure 3-12 The first draft of the illustration of "Revitalizing Old Clothes".



Figure 3-13 The first mid-term draft of the illustration "Revitalizing Old Clothes".



3-14 Initial draft of the illustration design of "Revitalizing Old Clothes" in the later stage



Figure 3-15 The first draft of the illustration design for "Old Clothes Refurbished" is completed



Figure 3-16 Completed the mid-term design of the illustration of "Revitalize Old Clothes".



Figure 3-17 Completed the illustration design of "Revitalizing Old Clothes".



Figure 3-18 The final design of the poster "Revitalizing Old Clothes".



Figure 3-19 The final design of the poster "Revitalizing Old Clothes".



Figure 3-20 30% draft of the poster design of "Revitalizing Old Clothes".



Figure 3-21 40% draft of the poster design of "Revitalizing Old Clothes".



Figure 3-22 50% draft of the poster design of "Revitalize Old Clothes".



Figure 3-23 60% draft of the poster design of "Revitalizing Old Clothes".



Figure 3-24 Acrylic keychain product design



Figure 3-25 Pillow cultural and creative product design

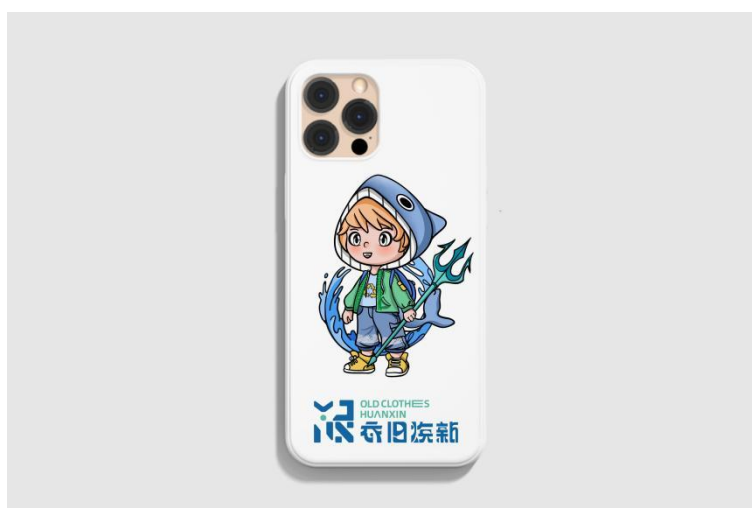


Figure 3-26 Design of cultural and creative products for mobile phone cases



Figure 3-27 Design drawings of various types of cultural and creative products



Figure 3-28 Designing cultural and creative products by category



Figure 3-29 Category design of cultural and creative products



Figure 3-30 Designing cultural and creative products by category

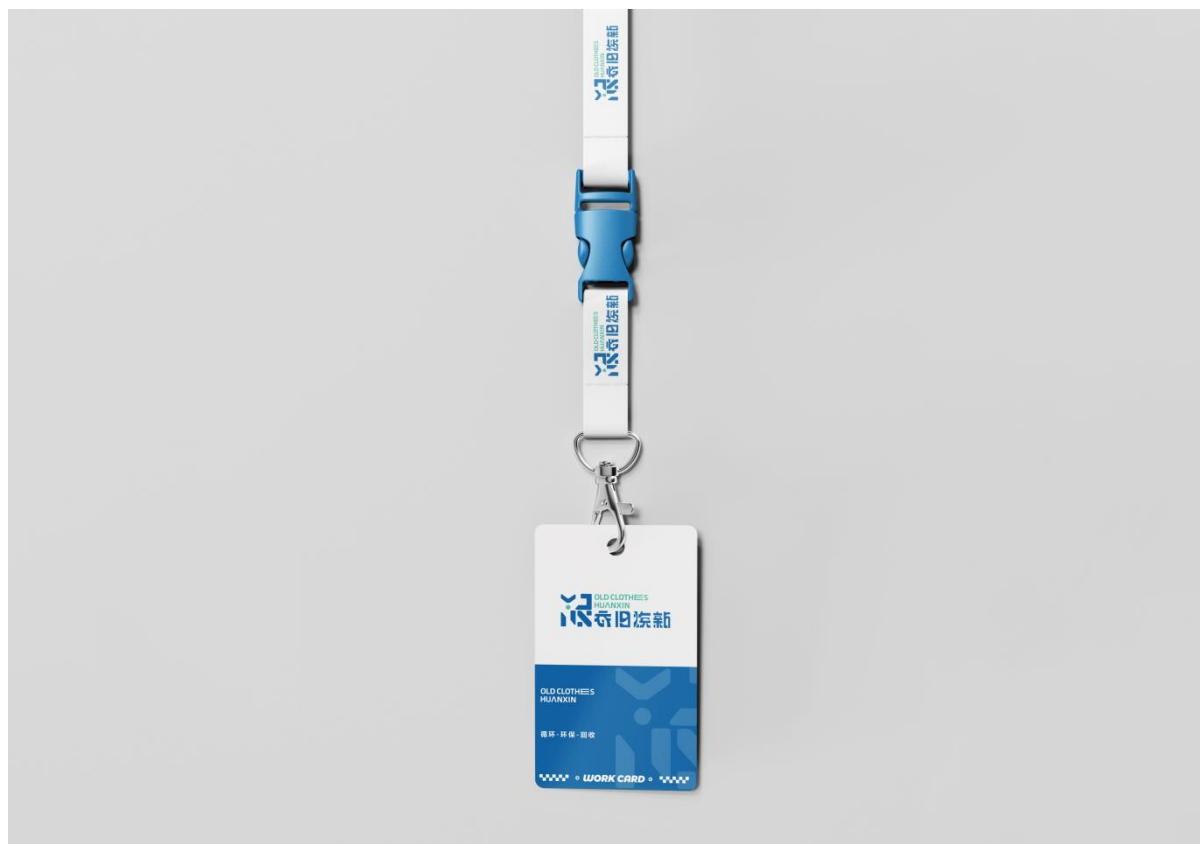


Figure 3-31 Design drawings of various types of cultural and creative products



Figure 3-32 Classification design of cultural and creative products



Figure 3-33 Classification design of cultural and creative products