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Faculty of Design
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BACHELOR'S THESIS
on the topic:

Brand image design and promotion for Qingdao Polar Ocean World's "Make an Appointment with the Sea"

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ABSTRACT

Qingdao Polar Ocean World is composed of the core project Polar Marine Animals Exhibition and Performance Hall, Marine Expo and Popular Science Exhibition Hall and other venues. A large number of rare polar animals and Marine life are displayed in the polar Marine area, which makes it possible for tourists to have zero distance contact with animals. Of course, there are other interesting projects, where you can see dolphin shows and Marine animals such as jellyfish, and you can also experience diving projects, making people unforgettable.

With the progress of science and technology and the evolution of society, the exploration and appreciation of Marine culture has increasingly become the focus of public attention. People are eager to find fun in the unique space of the aquarium, so as to relieve the tension of daily life and the pressure of work, especially children, they have great curiosity and yearning for the vast ocean. In this context, Qingdao Polar Ocean World, as the forefront of Marine culture display, has become a rich source of creative inspiration with its rich tour experience and profound Marine culture. Taking this as an opportunity, by creating a series of illustrations with the theme of Qingdao Polar Ocean World play project and Marine culture, it can not only skillfully integrate modern technology and Marine aesthetics, but also greatly enhance the public's attention and attraction to the scenic spot. The application boundary of these artistic creation is broad, which can effectively promote the crossover integration of Marine culture and modern visual art, and deepen the cognitive and emotional resonance of the audience. Further, the cultural creative design extends to the series and commodity development, not only can promote the polar spread of Qingdao ocean world Marine culture, but also can inject new vitality for the healthy development of the tourism industry, significantly enhance the scenic area brand awareness and attraction, driving the linkage of surrounding industry growth, realize a win-win situation of cultural value and economic effect.

This topic selection, this design is mainly in the form of visual design to design the image of Qingdao polar ocean world, Let people have a more comprehensive and

in-depth understanding of Qingdao polar ocean world and Marine culture, From some venues at the Qingdao Polar Ocean World, Get inspiration in play sports and Marine culture, Such as watching dolphin performances, watching jellyfish, special polar projects, diving projects and some Marine animals: clown fish, etc., Conduct innovative design, Explore the special and highly effective expression form of thematic illustration, Show the Marine culture through illustration, Make people feel even more interesting, Make the Qingdao polar ocean world glow with new vitality.

Keywords: Qingdao Polar Ocean World Marine culture, poster design, cultural and creative products, font design

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INTRODUCTION

The relevance of the theme: The aquarium is a bridge between the human world and the ocean world. Through the aquarium, one can get up close to marine life and experience the rich ocean culture. This design is aimed at better promoting the aquarium and ocean culture.

The purpose of the research: The purpose of this study is to enhance the brand reputation and global awareness of Qingdao Polar Ocean World by visually designing interesting projects, rich marine life, rich marine culture, flat displays, and related tourism and product promotion based on the study of aquariums, so as to better promote marine culture.

Research objective:

1. Analyze the promotional design research of aquariums and understand the public's preferences for aquarium promotional design and cultural and creative design.

2. Create illustrations and promotional posters for Qingdao Polar Ocean World.

3. Develop cultural and creative designs related to Qingdao Polar Ocean World.

The theme of the research is the brand image design and promotion of Qingdao Polar Ocean World's "Meeting the Sea".

The research object or focus is the key core projects and venues of Qingdao Polar Ocean World.

Research method: Investigate and understand requirements, develop design plans, and use design software to draw

Elements of scientific novelty in the obtained results: This study contributes to the further development of the aquarium, meeting the new needs of modern society, and enabling people to better release life pressure. Analyzed

the current situation of Qingdao Polar Ocean World, applying illustration design to the promotion of aquariums and producing cultural and creative products related to cartoon marine animals, The basic principles for its application in the promotion of the aquarium have been determined.

The practical significance of the obtained results: it helps to improve people's sense of identification and attention to marine culture, and is of great significance for promoting the promotion of Qingdao Polar Ocean World. It can help more people understand ocean culture and experience the rich and colorful ocean.

The structure and volume of the thesis: The bachelor's thesis consists of an introduction, four chapters, each chapter's conclusion and general conclusion, a list of sources of use for 31 items, and an appendix (13 pages). This work contains 15 drawings. The research results are 64 pages in total

Section 1

TOPIC ANALYSIS

1.1 Study Purpose

Qingdao Polar Ocean World, located at No. 60 Donghai East Road, Laoshan District, Qingdao, Shandong Province, is a comprehensive large-scale ocean theme park integrating leisure and entertainment, shopping experience, culture and education. This place not only has a superior geographical location, surrounded by mountains and the sea, but also has become a popular tourist destination for domestic and foreign tourists due to its unique polar charm and rich marine biological resources.¹ (see Figure 1.1.).

This design project aims to deeply explore the unique charm of Qingdao Polar Ocean World, relying on a detailed foundation of aquarium research. Through innovative visual design language, it comprehensively showcases its interesting interactive projects, diverse marine species, and profound marine cultural heritage. Through in-depth research and understanding of Qingdao Polar Ocean World, utilizing the power of visual communication design, the aim is to build an educational, entertaining, and interactive marine culture exhibition platform. This platform not only allows tourists to gain knowledge and fun while playing, but also effectively promotes the dissemination of marine culture, further enhancing the brand image of Qingdao Polar Ocean World as an international marine theme park.

1.2 Study significance

Qingdao polar ocean world Marine culture, and the use of visual design method, from multiple angles, various levels to pass Qingdao polar ocean world Marine culture and characteristic project, show Qingdao polar Marine animals and plants, the development of related cultural products, help to improve people's sense of Marine culture identity and attention, to promote propaganda Qingdao polar ocean world has great significance, can make more people understand Marine culture, experience the ocean rich and colorful.

Qingdao polar ocean world venues environment is superior, Marine animals and plant species, and polar Marine animals, is an important bridge people with ocean interaction, the visual design, the Qingdao polar Marine world strong Marine culture and Marine environment, promote people for Marine protection, has positive significance to protect Marine ecology.

Qingdao polar ocean world Marine culture, but visibility is not high, related illustration poster use is very few, therefore, "with the sea about" campaign design, and design illustration posters, related, is the way to improve the Qingdao polar ocean world visibility, of course is also a powerful way to promote the development of Qingdao polar ocean world.

1.3 Study status

China has a long coastline, there are more Marine resources, domestic aquarium is more, but the museum design generally adopts the Marine animals physical photos, lack of interest and appeal, if the illustration and cartoon image into the design of the aquarium, it will greatly increase the attraction of the aquarium for young people and children, for the development of the aquarium and propaganda will also be a powerful way, also can sense of

science and technology into among them, such as Qingdao ocean world, Zhuhai long ocean kingdom, Beijing aquarium, Shanghai Marine aquarium, Dalian st the ocean world, etc.

Qingdao Polar Ocean World was completed and opened to the public in June 2006, more than ten years ago, but the use of illustration is not much. However, with the rapid development of the Internet, illustration design is a good communication medium, which can clearly and interestingly convey the theme you want to express. In China, there are not enough cases of applying Marine biology themes to illustration design. The audience tends to be children, with simple expression techniques and lack of creativity. At present, the aquarium rarely uses Marine illustration.

The core highlight of Qingdao Polar Ocean World lies in its Polar Marine Animal Exhibition and Performance Hall and Marine Science Popularization Expo Hall, and these characteristic areas constitute the essence of the scenic spot. As its name suggests, the Qingdao Polar Ocean World is a central polar world, centered on a display of Marine life living in a simulated polar ecological environment. Stepping into the process, visitors seem to travel to the distant north and south poles, surrounded by realistic snow caves, snow houses and other polar landscapes, creating an immersive exploration experience.

In this wonderful polar ocean area, there are many precious polar animals and various Marine creatures that are rarely seen in China, which meet the tourists' curiosity and yearning for the mysterious polar world, stimulate infinite reverie, and make people feel like they are in the fantasy field at the other end of the earth. In addition, Qingdao Polar Ocean World also presented wonderful dolphin performances, light dancing jellyfish groups, and diving experience for tourists seeking adventure. Each activity is designed to be fascinating, making people forget to return, and deeply understand the mystery and charm of the ocean.

The early illustrations of overseas Marine culture widely covered biological maps, illustrations of fairy tale books, and pure artistic paintings. In this, the Marine life maps carefully drawn by biologists are particularly rich and detailed. They are not only important materials in biological research, but also the crystallization of art. The art form of Nature (Art Forms in Nature), a vivid example of the diversity of Marine life.

Indian illustrator Svabhu Kohli is a brilliant star in the field of contemporary Marine illustration, especially whales and seals, giving these behemoths a unique gentle temperament through his brush strokes. Kohli's works are characterized by his clever fusion of bright colors, brave and innovative design elements, and the construction of fine and complex pictures, successfully capturing the magnificent body and peaceful character of whales and seals, creating a dreamy and magnificent underwater world scene. His bright colors and innovative artistic processing techniques not only impress people, but also profoundly convey the infinite vitality and magnificent beauty of nature. [1]

The emergence of illustration art can be traced back to the mid-19th century, closely linked to the rise of publishing media such as newspapers and books, especially gradually taking shape in the flourishing development of Western culture. Later, in the mid-20th century in the United States, illustration art ushered in a glorious period, widely regarded as the "Golden Age of American illustration.". Handdrawn skills dominate the field of illustration, and many outstanding artists have devoted themselves to commercial illustration creation, promoting the maturity and prosperity of this field. In the subsequent evolution of art, the wave of abstract expressionism deeply influenced the style of illustration, promoting a new branch of abstract illustration and opening up an unprecedented innovative path for illustration art. The breakthrough progress in photography technology has led illustration to shift from manual drawing to highly realistic object restoration, not only significantly improving

the artistic quality of illustration, but also injecting strong development momentum into the graphic design industry. At the end of the 20th century, with the rise of digital technology, especially the popularization of digital products, illustration design entered a new era. Digital technology has greatly expanded the boundaries of creative expression, making illustration works more diverse, vivid, and realistic, marking the deep integration of illustration art and modern technology, and opening up the era of infinite creativity in digital illustration. [2]

For the design and study of Qingdao Polar Ocean World, the elements of polar projects and dolphin performances can not be ignored, which is the core project of Qingdao Polar Ocean World, and also an important subject of transmission.

Conclusions of section 1

1. Analysis of the topic selection of Qingdao Polar Ocean World design: This design uses visual design to present interesting projects, rich marine life, and rich marine culture of Qingdao Polar Ocean World in a flat manner, and promotes them with related tourism and creative products to enhance brand appeal and the visibility of Qingdao Polar Ocean World, enabling better dissemination of marine culture.

2. Research significance analysis: Qingdao Polar Ocean World has a strong marine culture, but its popularity is not high, and the use of related illustrations and posters is also very limited. Therefore, designing promotional activities such as "Meeting with the Sea" and designing illustrations and posters, as well as related cultural and creative activities, is a way to enhance the visibility of

Qingdao Polar Ocean World and, of course, a powerful way to promote its development.

3.The importance of the marine elements: For the design and research of Qingdao Polar Ocean World, the elements of polar projects and dolphin performances cannot be ignored. This is the core project of Qingdao Polar Ocean World and also an important subject of dissemination.

Section 2

Investigation, Research And Design And Conception

2.1 Practice and research

Before starting the visual design of Qingdao Polar Ocean World, conducting comprehensive and in-depth research is a crucial cornerstone. Design is not a mere imagination, but a process of creative expression based on a deep understanding of the target object. Without sufficient preliminary research, any design cannot accurately match actual needs, let alone reach the height of excellent design. Therefore, research and analysis are like the twin oars of a design boat, driving the project steadily towards its established goals.

To ensure the accuracy and effectiveness of the design, a diversified research path combining online and offline approaches should be adopted. In the online section, the latest information, user reviews, industry trends, and other data related to Qingdao Polar Ocean World can be collected through online resources. Social media, official websites, tourism forums, and other platforms can be used to widely listen to public opinions and suggestions, understand market demand and audience expectations. Offline, it is necessary to conduct on-site inspections, experience the environmental atmosphere of Qingdao Polar Ocean World firsthand, communicate face-to-face with staff and tourists, obtain first-hand observation data and feedback, and deeply appreciate the characteristics and soul of the place.

The key to improving design quality is to closely integrate the intuitive feelings obtained from practical research with the theoretical knowledge accumulated during school. Theoretical learning provides framework guidance on design principles, historical background, aesthetic concepts, etc., while field research endows design with vitality and authenticity. The two complement

each other, not only enriching the connotation of design, but also ensuring the practicality and innovation of design.

Starting from multiple dimensions and perspectives, an in-depth analysis of the Qingdao Polar Ocean World means not only paying attention to its natural landscape and biodiversity, but also understanding its cultural value, educational significance, and contribution to the local economy. Through such comprehensive research, designers can more comprehensively grasp the breadth and depth of design content, accurately lock in the design style, whether it is reflecting the mystery and unpredictability of the ocean or conveying the concept of ecological protection, all can be targeted.

In short, only through detailed investigation and research, integrating theoretical knowledge with practical experience, from macro to micro, from intuitive and rational analysis, and comprehensively and multi-level understanding of Qingdao Polar Ocean World, can design works be creative and practical, ultimately achieving multiple design goals such as enhancing brand image, enhancing tourist experience, and spreading ocean culture.

2.1.1 Offline research

I have two offline research of Qingdao polar ocean world, including, Qingdao polar ocean world play projects and venues, clear the Qingdao polar ocean world, layout, Marine animals and Marine culture of expression, feel the Qingdao polar ocean world deep Marine culture and rich Marine elements, for the sea about related design accumulated very valuable material and experience.

Through offline experimental research, I learned that the main play projects of Qingdao Polar Ocean World include polar projects (penguins, polar bears), watching jellyfish, watching dolphin performances, diving and so on.

Dolphin performance is also a characteristic project of Qingdao Polar Ocean World. Here you can see dolphins doing some action performances, which is very flexible.(See Figure Figure 2.1.).

The core project of Qingdao Polar Ocean World is the polar project. There are some animals from the polar regions, penguins, polar bears and so on. Here, they simulate the environment of their polar life, and you can see their eating activities.(See Figure Figure 2.2.graph 2.3.).

Jellyfish are very beautiful in the water, they blend in with the sea water, all kinds of colors are very beautiful, very fantastic.(See Figure Figure 2.4.).

Diving can have close contact with Marine life and feel the most real ocean atmosphere, which is very interesting (see Figure 2.5.).

2.1.2 Online research

Online surveys, as an important means of obtaining public opinions and feedback, play a crucial role in gaining a deeper understanding of Qingdao's polar marine world and its influence on marine culture. The design of this core content is meticulous and thoughtful, not limited to basic questionnaire surveys, but comprehensively explores and analyzes the multi-dimensional cognitive and emotional connections of the public towards the ocean world through a carefully constructed question framework.

(see Figure 2-6).

Through this comprehensive and in-depth online survey method, not only can we effectively reveal the current cognitive status and personal preferences of the public towards Qingdao Polar Ocean World, but we can also collect

valuable first-hand data to provide precise guidance for the operation optimization, cultural connotation deepening, and cultural and creative product innovation of scenic spots, thereby promoting the wider dissemination of marine culture and the enhancement of public environmental awareness.

According to recent statistical analysis, although 37% of survey participants have not yet had the opportunity to personally visit Qingdao Polar Ocean World, this group of people expresses a strong interest and curiosity in the ocean world and its rich marine culture. This discovery highlights the urgency and importance of strengthening the popularization, education, and promotion of marine culture, indicating that Qingdao Polar Ocean World has enormous potential to enhance its public awareness and attractiveness. Through broader and deeper cultural dissemination strategies, it is possible to effectively stimulate more public interest, guide them from understanding to longing, and ultimately transform them into practical experiences, thereby enhancing marine conservation awareness and promoting the inheritance and development of marine culture.

Based on the above research results, we have identified several popular categories of cultural and creative products through data analysis, including portable and practical canvas bags, cultural and collectible bookmarks, and gold badges that reflect identity and commemorative significance. These products can not only be integrated into people's daily lives as daily necessities, but also serve as cultural symbols, carrying the unique brand story of Qingdao Polar Ocean World and the essence of marine culture. Therefore, we will focus on the design and development of these cultural and creative products, striving to integrate innovative elements and marine characteristics into the design, making it a bridge connecting the public and marine culture, and also an effective way to enhance the brand influence and commercial value of Qingdao Polar Ocean World.

In the design and development process, we will focus on combining originality and cultural significance to ensure that every cultural and creative product can reflect the characteristics of Qingdao Polar Ocean World, while meeting the needs of consumers of different ages and preferences. Through refined market positioning and differentiated product strategies, the aim is to create a series of cultural and creative masterpieces that have both visual impact and profound cultural significance, further enriching the visiting experience of tourists, and spreading the charm of marine culture in a wider community, stimulating the attention and participation of all sectors of society in marine protection.

2.2 Design and conception

The "Meeting with the Sea" series of design projects is a comprehensive and multi-dimensional cultural and creative project aimed at deeply exploring and showcasing the unique charm of ocean culture through carefully planned five core contents - IP image design, illustration design, poster design, font design, and cultural and creative product design, while reaching and attracting the main target audience, namely energetic young people and curious children.

The design of the "Meeting with the Sea" series is not only a visual feast, but also a cultural mission aimed at building an emotional bridge between humans and the ocean through art and creativity. The aim is to make every person who comes into contact with this series feel the beauty of the ocean and become an advocate and practitioner of ocean conservation.

Marine theme culture and emotion, and the style of illustration can bring different visual effects; the main target audience of this series are young people and children, meet the needs and aesthetics of the target audience and applying it to creative products and derivatives to make it better communication, which is the design positioning of the design with the sea.

As the core soul of the series, the IP image needs to be carefully crafted with one or more cartoon characters or symbols that have both maritime characteristics and resonance. These images not only require a vivid and interesting appearance that can instantly catch the audience's attention, but also contain deep cultural connotations, allowing people to feel the mystery and vastness of the ocean while enjoying it, thus establishing a profound emotional connection. The initial idea of IP image design revolves around the image fusion of dolphin and intelligent narrator, and cleverly integrates the elements of science and technology, aiming to create an emotional resonance point. Behind this design is the positive impression of the public —— They are knowledgeable and friendly, and the headset symbolizes the openness of being ready to communicate with people. The original intention of the IP image is intended to build a bridge to shorten the distance between tourists and Marine life, so that the interactive experience is like a direct dialogue with the sea spirit, and then deepen the tourists' understanding and emotional connection of Marine life and Marine culture. Through such a design, we hope to create a more intimate and interactive IP image, and guide tourists to explore the mysterious and vast ocean world in the virtual communication with the "dolphin".

In terms of design conception, illustration design is to combine some venues, projects and Marine creatures of Qingdao Polar Ocean World. Through flattening and the form of illustration design, people can have a more intuitive understanding of various interesting play projects and lovely Marine creatures of Qingdao Polar Ocean World.

As a crucial part of promotion, poster design needs to combine IP image and illustration elements to create works that are both visually impactful and informative. Through creative layout and color matching, convey the core concept and event information of the series, attract the attention of the target audience, encourage them to participate in related activities, or stimulate their

desire to purchase cultural and creative products. Poster design is to use illustrations and form posters with a communication theme by changing the composition. In the design, typesetting pays attention to the unity of form and a strong communication subject.

Customized font design not only enhances brand image, but also adds unique visual recognition. The font of the ocean theme may blend natural elements such as waves, shells, seaweed, etc., which is both beautiful and interesting, ensuring that in any promotional material, the text can be harmonious and unified with the overall visual style, deepening the brand impression. Font design is to design the theme of the poster and the communication subject of the sea engagement, so as to improve the theme dissemination of Qingdao Polar Ocean World and the popularity of Qingdao Polar Ocean World.

Cultural and creative products design, The design of cultural and creative products is the direct carrier for the "Meeting with the Sea" series to reach the market, including but not limited to canvas bags, bookmarks, metal badges, etc. mentioned above. When designing, it is necessary to balance practicality and artistry, ensuring that every product can become a medium for the dissemination of marine culture. Through creative design, these products become highlights in daily life, while conveying positive messages of protecting the marine environment, inspiring the younger generation and children to cultivate a love for the ocean from an early age. cultural and creative products are derivatives and physical applications of Qingdao Polar Ocean World illustration, IP image and visual graphics. Good cultural and creative products can stimulate the consumption of related products in the aquarium and make tourists more memorable.

Conclusions of section 2

1.Research on the Qingdao Polar Ocean World: Through offline experimental research, it was learned that the main amusement projects of Qingdao Polar Ocean World include polar projects (penguins, polar bears), watching jellyfish, watching dolphin performances, diving, etc. The online survey collected data through questionnaires, effectively revealing the public's understanding of Qingdao Polar Ocean World and their preference for cultural and creative products.

2.The idea and positioning of this design: The design of "Meeting with the Sea" mainly expresses the theme culture and emotions of the ocean. The style of illustration design is flat, which can bring different visual effects; The main target audience of this series of designs is young people and children. Through this series of designs, we aim to meet the needs and aesthetics of the target audience, achieve attractive effects, and apply the series of designs to cultural and creative products and derivatives to better promote their dissemination. This is the design positioning of the design of "Going to Sea".

Section 3

Design Process And Results

3.1 Font design

Font design is a design activity that follows the principles of visual aesthetics and involves artistic processing and layout of text. It aims to transcend linguistic and geographical boundaries, utilize creative font design as a tool for visual expression, achieve a clever combination of form and meaning, and enhance visual enjoyment. By adopting innovative and appropriate font design, not only does it enrich the meaning of modern graphic design, but it also significantly enhances the conveying power of visual information, putting a more charming aesthetic on graphic works, ensuring that information is communicated comprehensively and deeply to reach the audience's soul. 【12】

In the design concept of "engagement with the sea", font design plays a core role. It is not only the carrier of information transmission, but also the bridge of emotional expression. Carefully designed fonts can be perfectly integrated with poster design and cultural and creative products to ensure the accurate transmission of information. At the same time, the emotions and concepts behind the design are permeated through each text to deepen the feelings and understanding of the audience.

3.1.1 Design and conception

Chinese character font design not only serves commercial purposes, but also carries the mission of "following orthodoxy" at the cultural level, which means adhering to the standardization of Chinese character writing and the

rigor of its structure. This adherence not only safeguards the aesthetic tradition of Chinese characters themselves, but also reflects the preservation of their profound cultural heritage. As a key carrier of the continuous development of Chinese civilization, the innovation of Chinese character font design is not only an exploration of artistic forms, but also an indispensable responsibility for the inheritance of national culture. It shoulders the important mission of promoting the continuation of cultural bloodline。 【13】

The font design concept of "keeping an appointment with the sea" focuses on the specification and sense of strength of the form. It selects the strong font style, and cleverly integrates Marine elements and sharp lines. Through the bold strokes and clear square corner design, it shows the firmness and sharpness of the font, aiming to enhance the visual impact. The design is rigorous and neat, aiming to create a font that reflects both the depth of Marine culture and has a high degree of visual recognition, and realize the harmonious unity of aesthetics and information transmission.(See Figures 3.1., 3.2.).

3.2 IP image design

The construction of brand IP is essentially aimed at maximizing commercial value. This strategy aims to enhance the brand's innovation in derivative products and value-added services by accurately positioning the IP, utilizing efficient creative thinking patterns, and deeply cultivating cultural and emotional elements, thereby promoting monetization opportunities and enhancing marketing communication effectiveness in the digital space. The true core of IP lies in a profound understanding and interpretation of the internal characteristics of the brand, cleverly integrating it into a unique cultural context, making the brand image become a vibrant and vibrant individual, vividly showcasing its unique charm. Brand IP image can continuously create content with profound meaning, stimulate consumer

interest, enable them to obtain psychological satisfaction from it, and bring considerable profits, thereby promoting the synergistic development of current cultural appreciation and brand image itself. 【8】

When shaping its unique IP image, Qingdao Polar Ocean World not only pursues visual novelty and attractiveness, but also deeply integrates the core values and emotional experience of the aquarium, striving to convey a vivid and friendly personality expression in every detail. This IP image design is like a guide guiding tourists on a fantastic ocean journey. Its role is not just a stacking of graphics, but also a bridge connecting reality and the dreamy deep-sea world.

3.2.1 Design and conception

IP image creation often begins with a core character concept, followed by exploring diverse carriers to carry emotions and deepen imaginative space. This process involves the dismantling and reconstruction of images, the addition of elements, and the meticulous construction of scenes. By integrating diverse artistic techniques and vibrant color combinations, a vivid visual narrative is created. In the interaction of protagonist setting, scene layout, detail decoration, and color application, different emotions and deep emotions are presented in a delicate manner, which not only enables viewers to perceive these emotions, but also resonates with them, establishing links and imagination with traditional cultural elements.

Designers play the role of cultural translators here, concretizing abstract cultural images and experiences into intuitive symbols, guiding audiences to re-understand culture from a fresh perspective, stimulating their emotional reactions, and creating unique cultural expression styles. The key is that designers need to cleverly integrate the above creative strategies into the design concept of cultural and creative products, in order to deepen the narrative scene

of the product and infuse aesthetic ideas, effectively touching the emotions of the target audience and enriching their experience level. In this way, not only does it enhance the cultural connotation and aesthetic value of the product, but it also allows the audience to experience and understand new dimensions of culture through emotional resonance. The ultimate instinctive level of design is the IP appearance design that is related to the user's first intuitive response. 【15

1 This IP image is named after the "dolphin", image according to the image of the dolphins and the narrator, to stand, like Marine animals to visitors, the color and style to the ocean blue and modern clothing redesign, the narrator generally can communication at any time, it has a certain sense of science and technology, so its application in the design of the IP image.

3.2.2 Design and finalization

This IP image design cleverly conforms to the aesthetic trend of the public, successfully creating an art model that is both pleasing to the eye and deeply popular. In this design, the character of the dolphin is endowed with vivid vitality, and its form, expression, and even every subtle action are portrayed vividly, perfectly capturing the natural nature of the dolphin's intelligence, friendliness, and curiosity. Seems to be able to cross the screen at any time, creating intimate interactions with the audience.

At the same time, the images of the instructor and the dolphin are intertwined, forming a natural and smooth visual fusion. The narrator not only creates a harmonious coexistence with the dolphin in appearance, but also conveys the concept of harmonious coexistence between humans and nature through their clothing, posture, and even their eyes. Cleverly utilizing the role of a guide as a bridge between the audience and the ocean world, allowing the

audience to experience deeper educational significance and emotional resonance while appreciating.

Overall, through the natural fusion of dolphins and guides, this IP image not only achieves a visual unity of beauty and coordination, but also touches people's hearts emotionally and culturally, effectively enhancing public attention and understanding of marine ecological protection. It is not only a visual art work, but also a profound transmission of humanistic care and ecological concepts, perfectly meeting the aesthetic needs of modern people's pursuit of natural beauty and spiritual touch.(See Figures 3.3., 3.4.).

3.3. Design of illustration

Extracting the essence of ocean culture into a visual art form, creating iconic totems that deeply reflect the unique charm of the ocean and seamlessly integrate with contemporary product design, creating ocean themed products with regional identity. This process delves into the contours, structural forms, and rich colors of marine life, extracting these natural elements and creatively arranging and combining them to transform them into storytelling illustrations. These illustrations with marine life as the theme were cleverly integrated into various products, not only injecting new themes into China's cultural and creative industry, but also deepening and expanding the expression level of marine culture.

Illustration art, as a visual reflection of human spirit and culture, not only conveys information and communicates emotions, but also embellishes and enhances the beauty of our living space. Therefore, applying marine life illustrations to product design is not only a harmonious unity of aesthetics and practicality, but also a deep respect and dissemination of marine culture, allowing the public to get close to the ocean in daily life and feel its unique charm and cultural heritage. Illustration design not only reflects the personal

value of the creator, but also has a broader social value. It is a special form of social consciousness, implying social ethics and morality as well as people's reactions to the living conditions around them. [3]

The construction of illustration art can be summarized into five core elements: composition layout, image shaping, theme setting, color application, and material selection, with the application of color playing a crucial role. On the vast stage of illustration design, the construction of color systems is not only a shaper of visual beauty, but also a bridge for conveying deep emotions and thematic connotations. It not only determines the first visual impression that the work gives to the viewer, but also profoundly affects the effective communication of information and the emotional richness of the story.

Furthermore, a carefully planned color system is key to enhancing the unique recognition of illustration works. It is like an artist's signature, allowing the audience to recognize it at a glance among numerous works. For creators, mastering and developing personalized color application skills is an important way to shape personal style and deepen artistic language. Therefore, in-depth exploration and research on the construction strategy of the color system in illustration is not only related to the optimization of aesthetic expression, but also a core issue in promoting innovation in illustration art and shaping personal art brands. [18]

Illustration design is the best way to directly reflect the various projects in Qingdao Polar Marine World and Marine life. It is the most intuitive and effective way to understand the Marine culture and feel the beauty of the ocean. It also occupies an important position in the cultural propaganda.

3.3.1 Design and conception

Color has intuitiveness. When the audience comes into contact with a work, the first thing that enters the visual experience is color, followed by visual language such as content and text. Therefore, color is a key factor in expressing the charm of illustration art. The ocean nurtures colorful creatures, including colorful fish, coral, and jellyfish. The richness and diversity of marine life provide rich color references for illustration designers to create, and imitating the colors of nature is an effective way for humans to improve their aesthetic cultivation. ^{【3】} Designers should not only respect and understand the spirit and humanistic care of traditional colors, but also continuously improve and develop on this basis, innovate and keep up with the times through reference, and achieve a lifestyle and aesthetic needs suitable for modern people. ^{【10】}

The overall tone of the illustration is mainly blue, and the blue and turquoise with different lightness are selected as the background color to form a unified visual effect. The illustration adopts vertical pictures, and the painting style is flat illustration to reflect the characteristics of Qingdao polar ocean world, highlighting the fun of the project and the lovely and interesting Marine life. In the composition, the main elements are clear and the main objects are prominent. At the same time, some of the most representative plants in the ocean are added for collocation. Moreover, the IP image dolphin is integrated into the four illustrations, which has a sense of connection and interaction.(See Figure Figure 3.5.).

3.3.2 Design and final draft

Illustration is no longer the kind of optional illustrations after long paragraphs of text in the past, but mainly based on pictures, conveying the meaning of the text to the audience through the illustrations. Illustration has

been able to develop independently as an art form. It can achieve the purpose of communication through nonverbal and intuitive images, whether it is the thinking and understanding of reality and concepts, or the imagination of unknown fields, serving as a bridge for communication, guidance, and guidance. In addition, illustration also belongs to the category of visual art, which is an art form of external expression that we can perceive visually; It is an artistic expression that reflects human inner emotions; It is an artistic expression of subjective consciousness from life observation and perception. Therefore, illustration is a visual art form in which pictures and symbols are expressed, and text or information media are used to explain and supplement each other. [4]

In the process of illustration design, the ocean elements are used in the illustration design, on the one hand can enrich the picture, on the other hand can create a better underwater atmosphere..

The whole set of illustrations shows the main items of play and Marine animals in Qingdao Polar Marine World, and the visual effects are coordinated and unified. The illustration drawing is mainly ps and ai. In the field of visual communication design, the three in one elements - text, color, and graphics - constitute a complementary design force. Among them, color is not only a fundamental element, but also an important design tool. [6]

When two or more color blocks appear in the screen, a contrasting effect can be produced. The brightness, purity, and contrast of temperature of different colors can enhance the atmosphere and emotional expression of illustration works. Designers can use different colors to create rich and three-dimensional illustrations. [20]

The color scheme of the illustration is mainly blue and green, with cold colors such as spring green as auxiliary colors, which adds a sense of spirit to the picture.(See Figure Figure 3.6.)

3.4 Poster design

There are 4 posters with the sea engagement series, which are used for the publicity of the Qingdao Polar Ocean World and the sea engagement activities, mainly using drawn illustrations for typesetting and design. The overall style of the poster design is flat, which makes the combination of illustrations and text, and the theme text makes the poster intuitive and readable. To introduce the major projects of the Qingdao Polar Ocean World.

3.4.1 Design and conception

When creating this series of posters with the theme of "Meeting the Sea", various design elements and techniques were cleverly integrated, aiming to guide the audience on a dreamy and profound ocean journey through the power of visual art. Each poster is an independent storyline that harmoniously and uniformly forms the narrative thread of the entire series.

Firstly, the use of illustration elements has become a major highlight of the series of posters. Carefully depicting delicate and vivid marine life and magnificent sea views, each stroke is filled with awe and imagination for the mysteries of the ocean. These illustrations are not only colorful and vividly showcase the colorful underwater world, but also cleverly convey the deep meaning of protecting marine ecology.

The introduction of geometric cutting technology adds a touch of modernity and design to the poster. By non-traditional shape cutting of the image, such as wavy, circular, or abstract outlines of marine life, the designer breaks the conventional visual framework, guides the viewer's gaze to flow, and increases the visual dynamism and hierarchy of the poster. This design

technique not only makes the visual content more focused, but also makes the overall layout appear more dynamic and orderly.

The artistic treatment of leaving blank edges endows posters with breathing space, making the main content more prominent and creating a peaceful and profound atmosphere. Blank space is not just a physical emptiness, it is more like a faint light rising on the sea, giving people infinite imagination and guiding the audience's soul to gently sway with the story in the poster.

In terms of text processing, a font designed to fit the ocean theme was adopted, ensuring that the text is not only a carrier of information, but also a part of visual aesthetics. The theme text of each poster is carefully arranged, with careful consideration given to its position, size, and color to ensure that it captures the audience's attention at first glance, while harmoniously coexisting with the background image, enhancing the promotional effect of the poster.

In addition, the design of edge wireframes also has unique craftsmanship. The use of textured lines or slight shadow effects not only defines the boundaries of the poster, but also gives the work a delicate and sturdy texture, increasing the administrative or high-end layering of the poster. These detailed treatments allow each poster to maintain an independent aesthetic while also serving as a component of the overall series, showcasing a highly unified and rich visual style.

In summary, this series of poster designs for "Meeting with the Sea" have successfully created a visual feast that is both storytelling and modern through illustrations, geometric cutting, blank edges, and carefully selected themes and font designs. This not only allows the audience to appreciate the charm of the ocean, but also deeply realizes the importance of protecting the marine environment, achieving a perfect integration of art and philosophy.

3.4.2 Design and final draft

In poster creation, careful selection of paper materials is a crucial step. It is not only the physical carrier of the designer's creative concept, but also directly affects the sharpness and color saturation of the image, as well as the physical durability of the finished product, ensuring that the poster still performs well in a diverse display environment. Faced with various paper material options such as copperplate paper, matte paper, and art paper, the unique properties of each material require designers to find a balance between artistic pursuit and practical application, which should not only conform to the artistic positioning of the design, but also meet the constraints and cost considerations of actual display conditions.

Design decisions also need to incorporate a deep understanding of printing technology to ensure that the selected paper complements the printing techniques used (such as artistic micro spraying), which not only maximizes the restoration of design details but also adds texture and depth to the work. In view of this, this project has decided to use art paper as the medium and use art micro spray technology for printing. This combination aims to accurately capture every subtle aspect of the design, enhance the visual impact of the poster, and ultimately present an art piece that meets aesthetic expectations while also possessing high quality and durability. [16]

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In general, the series of posters with the sea engagement will convey the core projects of Qingdao Polar Ocean World to visitors in a more intuitive cartoon form (see Figure 3.7.).

3.5 Cultural and creative design

Under the theme of "Meeting with the Sea", cultural and creative products are not just simple commodities, but a perfect combination of art and practicality deeply rooted in the connotation of marine culture and the characteristics of aquariums. They are like a bridge, connecting people's inner longing for the mysterious ocean with the contact point of the real world. Through careful design and creative conception, these products can tell stories about the ocean, convey information about protecting marine ecology and respecting marine life, and stimulate tourists' deep desire to explore and protect the blue world.

Each cultural and creative product is a unique interpretation of the design concept of "meeting with the sea". For example, a keychain made of environmentally friendly materials with a marine creature design not only looks cute and irresistible, but also reminds people to pay attention to the issue of marine debris and advocates for environmentally friendly living; Or

incorporating the lightweight posture of jellyfish into bookmark design, such a design continues the experiential memory of the aquarium in daily life.

Furthermore, high-quality cultural and creative products can promote the integration of education and entertainment, allowing children to learn about marine life in fun, while also deepening their recognition and love for marine culture. This kind of creativity not only enriches the memories of tourists, but also adds cultural depth to the brand image of the aquarium, enhancing its social and economic value.

In summary, cultural and creative products under the theme of "Meeting with the Sea" can not only effectively enhance the experience and loyalty of tourists through their unique design language and rich cultural connotations, but also successfully stimulate the consumption of related products. More importantly, they sow the seeds of marine protection invisibly, promote public attention and participation in the marine ecological environment, and truly achieve a win-win situation in culture, education, entertainment, and economy.

The series of creative products include metal badges, canvas bags, bookmarks, umbrellas, mouse pads, and mobile phone cases.

The design of the sea engagement pillow series can be applied to the office nap or family life scenes, with advanced sense and practicality (see Figure 3.8.).

Marine elements are applied to paper tape to make cultural and creative products. And the paper tape is widely used, which can maximize the publicity effect (see Figure 3.9.).

Mouse pads are common office supplies. Through visual design, ocean elements are applied to the creation of mouse pads, and three series of works are designed to standardize the style and theme of mouse pads, enabling them to accurately express corresponding concepts.

Bookmark design also incorporates ocean elements, extracting marine animals from illustrations and other designs as the main objects in bookmarks for visual expression, and adding theme text to express the theme.

Umbrella is a tool used by people.(See Figure Figure 3.10.).

Conclusions of Section 3

Illustration design:Drawing and Design Conception of Four Series Theme Illustrations The overall color tone of the illustration is mainly blue, and different shades of blue and turquoise are chosen as the background colors to form a unified visual effect. The illustrations use vertical frames and a flat style to reflect the characteristics of Qingdao Polar Ocean World, highlighting the fun of the project and the cute and interesting marine creatures. In terms of composition, the main elements are clear, the main subject is prominent, and some of the most representative plants in the ocean are added for matching. In addition, the IP image of the dolphin is integrated into the four illustrations, which has a sense of connection and interaction.

1. poster design: Drawing and Design Conception of Four Series Theme Posters In the design process of the "Meeting with the Sea" series of posters, illustrations were used to perform geometric cutting and blank edges, and font design themes and sub theme text were added. The sub theme text of each poster was enlarged to highlight the promotional theme. Texture line frames were added to the edges to increase the poster's sense of hierarchy and enrich the image.

3.character design: The design and concept of IP image of the dolphin The image of this IP is named after the "dolphin" and is created based on the image of dolphins and guides. It is designed in a standing posture, like a marine

animal explaining to tourists. The color and style of the clothing are redesigned in the blue of the ocean and modern clothing. The guides usually have earphones that can communicate at any time, which have a certain sense of technology. Therefore, they are applied in the design of the IP image.

4.Cultural and creative products: The series of cultural and creative products including metal badges, canvas bags, bookmarks, umbrellas, mouse pads, and phone cases.

Section 4

Problems In The Creation Process, Solutions And Results Display

4.1 Problems

Firstly, a key challenge encountered in creating the IP image of "dolphin" is the handling of side views. In the initial design, the dolphin's facial contour appeared too smooth and singular, almost forming an unchanged curve, which directly led to a lack of necessary depth and depth in the face.

Secondly, regarding the creation of the illustration work "Dolphin Dance", the improper handling of perspective exposed in the initial draft has become a major obstacle to the quality of the work. On the screen, due to the inappropriate enlargement of the character images, they occupy most of the space, which not only creates visual pressure, but also blurs and marginalizes the dolphin dance scene that should have been the focus. In addition, this composition also leads to extreme simplification of the background, lacking detailed elements that can attract the audience's attention and enrich the narrative. The entire painting appears empty and lacks appeal, unable to fully showcase the dynamic beauty of dolphin dancing and the joyful atmosphere of the scene.

4.2 Solutions

Firstly, in order to change the profile of the IP image, I adopted a meticulous strategy to enhance its three-dimensional and realistic feel. Specifically, by delicately depicting the bangs of the character and using techniques such as light and shadow changes and layering, the fluidity and thickness of the hair are clearly displayed, effectively establishing a sense of volume in the head. At the same time, the subtle adjustment of the nose

structure, through contrast between light and dark and precise depiction of contour lines, further emphasizes the three-dimensional spatial relationship of the face, making the character's profile more vivid and profound, solving the problem of flat and lack of three-dimensional sense in the previous image.

Subsequently, I took a series of targeted optimization measures to address the composition flaws in dolphin dance illustrations. The figure figures in the original picture, due to improper perspective processing, occupy too much space and appear too abrupt. The hollow background makes the entire picture appear monotonous and lacks attractive details. To address this issue, I boldly rearranged the screen layout by appropriately enlarging and moving the character images below the screen. This not only maintains the character's position as a story guide, but also avoids excessive occupation of the visual center. Through such adjustments, more space has been freed up for the depiction of dolphins. I have carefully drawn multiple dolphins with different forms and lively jumps, flying up and down in the picture, showcasing harmonious and vibrant dance scenes, greatly enriching the content of the picture.

In addition, I also pay attention to the clever use of color and light and shadow to enhance the visual depth and dynamic effects of the picture, making the interaction between dolphins and characters more natural and smooth, and the overall atmosphere of the picture more vivid and interesting. By optimizing the composition, not only did it solve the problem of the original subject not being prominent, but it also significantly improved the artistic appeal and viewing value of the work, allowing viewers to better immerse themselves in the beautiful scene of dolphin dance, achieving a comprehensive upgrade from visual to emotional aspects.

4.3 Achievement display

The achievements of the "engagement with the Sea" series include IP image design (see Figure 4.1.), illustration design and poster design (see Figure 4.2.), font design (see Figure 4.3.), and cultural and creative design (see Figure 4.4.).

Conclusions of section 4

1.Problems in the creative process: Firstly, when creating the IP image of "dolphin", there is no volume change on the face in the side view, presenting a curve.

Secondly, it is the illustration "Dolphin Dance". During the drawing process, it was found that due to a problem with the perspective, there were large depictions of people's backs in the picture, which resulted in empty content, lack of details, unclear main body, and the overall effect of the picture did not achieve the expected effect.

2.Solutions and processes: Firstly, in order to change the facial features of the IP image in the side view, I delineated its bangs and nose to clarify its volumetric relationship, in order to solve this problem.

Secondly, in response to the problem of large depictions of character backs in the illustrations of "Dolphin Dance" due to perspective reasons, resulting in empty content, lack of details, unclear main body, and unsatisfactory overall visual effect, I enlarged and moved the figure's back to the bottom of the screen, reduced the proportion of the back area, increased the depiction of the main subject dolphin, and optimized the composition, enhancing the visual effect of the picture. This problem has been greatly improved.

General Conclusion

Graduation design purpose is to let us go to do a set of design system, improve their design ability, before the topic, Qingdao polar ocean world had some understanding, Qingdao polar Marine world has rich Marine life and interesting projects, want to through my design to Qingdao polar ocean world recommend to you, let everybody find Qingdao polar ocean world interesting, to love Marine culture, in this pressure society calm down into the ocean world, to release the pressure.

From the topic selection, to the end realize their ideas, complete the graduation design, there are many difficulties and setbacks in the process, but all hard to overcome, for example: grasp the color characteristics of the ocean, four illustrations of the color control is difficult, and began to use the software difficult, process is oneself, in the design process under the guidance of the teacher, in their own exploration, repeated modification, not impatient, calm, in a few months of efforts finally completed the Qingdao polar ocean world "with the sea engagement" series of works.

Through this design experience, I have a deeper understanding of Qingdao Polar Ocean World and ocean culture. I hope to recommend Qingdao Polar Ocean World to every tourist through my theme design of the engagement with the sea. Let them linger on it.

In the practice of illustration, I deeply understand the importance of the overall concept, that is, clear the primary and secondary points in the creation, to ensure the harmonious coexistence between the whole and the details. I learned to examine the work from a macro perspective to ensure the unity of color and composition, in case of inconsistent visual elements. Through the experience of poster design, I have mastered the strategy of reuse of visual elements, so as to strengthen information transmission and enhance visual

attraction. In the process of IP image creation, I realized that IP, as a powerful information carrier, contains the concept communication value behind it which should not be underestimated.

In a word, the creation of the series of "engagement with the Sea" is not only a test of my comprehensive design skills, but also a systematic summary and promotion of my four years of study in university. This process not only consolidated my design foundation, but also pushed my design thinking and practical ability to a new height, and laid a solid foundation for my future career, with its far-reaching influence and great significance.

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APPENDICES



Fig. 1.1. The Qingdao Polar Ocean World



Fig. 2.1. Dolphin performance



Fig. 2.2. Penguin



Fig. 2.3.polar bear



Fig. 2.4 .scaleph



Fig. 2.5.go under water

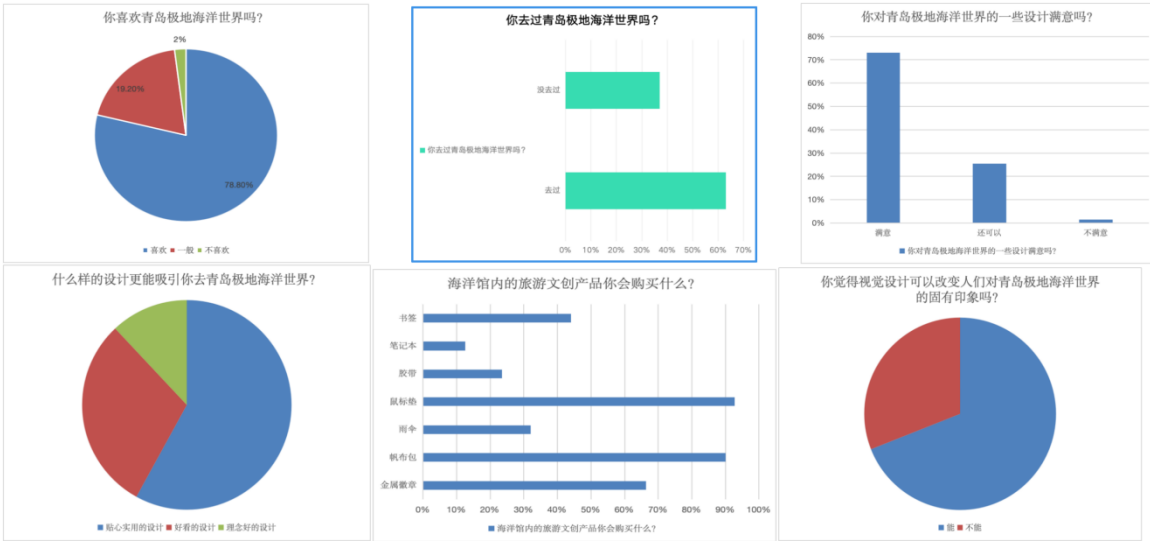


Fig. 2.6.questionnaire

与海赴约

Fig. 3.1. Design the theme, and the font is finalized

水母奇遇

极地旅行

海豚之舞

潜水探险

Fig. 3.2. Design of subtopic font finalization

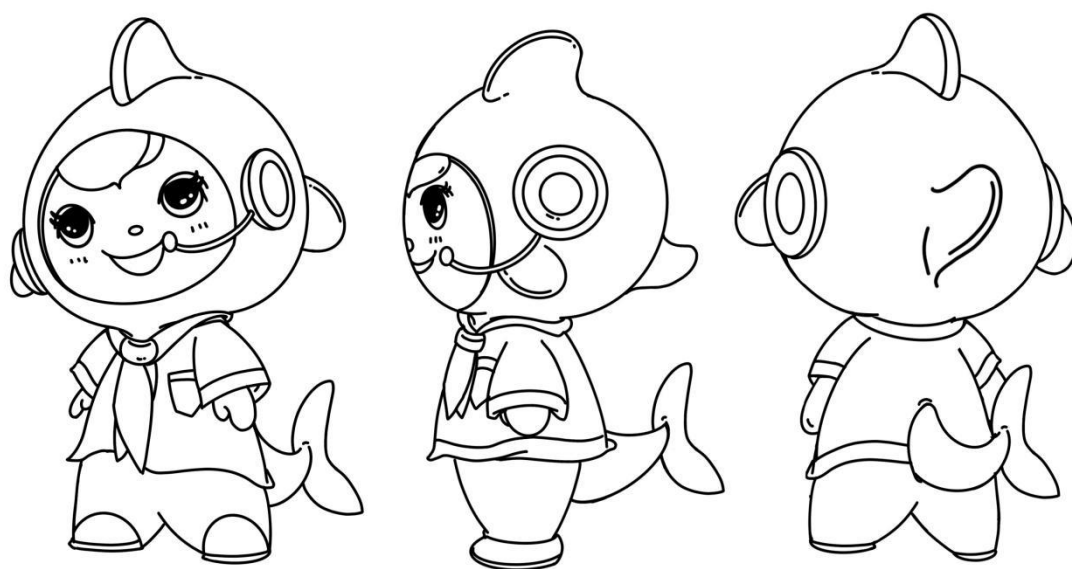


Fig. 3.3. IP image three-view line draft

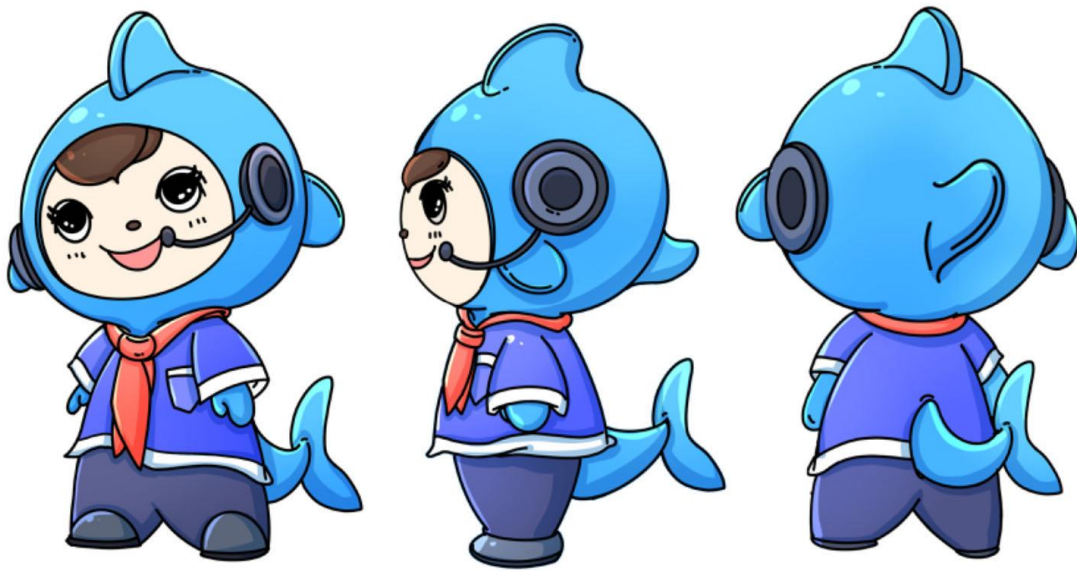


Fig. 3.4.IP Image: Three views of the final draft



Fig. 3.5. Illustration line draft



Fig. 3.6. Illustration design finalized



Fig. 3.7. Poster design finalized



Fig. 3.8. Holding pillow creative product design



Fig. 3.9. Paper and adhesive tape cultural and creative product design



Fig. 3.10. Umbrella cultural and creative product design



Fig. 4.1. Display of IP image results



Fig. 4.2. Display of illustration design and poster design results

水母奇遇
极地旅行
海豚之舞
潜水探险
与海赴约

Fig. 4.3.character design



Fig. 4.4. Pillow culture and creative product design