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Faculty of Design
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BACHELOR'S THESIS
on the topic:

Development of a visual complex that challenges stereotypes about women

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ABSTRACT

Simon Beauvoir said in 1949: "Women are not born, they are molded." In society, women are often restricted by their gender and social roles and defined into certain specific roles and behaviors. Such constraints and perceptions have caused great distress and limitations to women, hindering their self-development and self-realization. In order to break this stereotype and stop being molded, women need to take a series of actions to liberate themselves. First, women need to learn to reject social role definitions and gender stereotypes, not to be totally dependent on men or bound by social roles and gender stereotypes, and to choose their careers and lifestyles freely and firmly according to their interests and abilities. Second, women need to emphasize their self-worth and equal status, show their confident talents and abilities, strive for the same status and opportunities as men, get the same job opportunities and pay, and enjoy the same status and rights in public life. Thirdly, build up their own social circles, establish contacts with other women, share experiences and ideas, support and encourage each other, participate in women's groups, and speak out for women's rights and equal status. Lastly, to strengthen one's own beliefs, actively explore one's potential, confidently face one's strengths and weaknesses, work hard to achieve one's goals, actively adapt to changes in the environment, and explore new possibilities and opportunities.

With the theme of de-labeling women, *Breaking the Mold*, we want to explore and present the importance and value of de-labeling women through visual communication design, advocating that women are not molded. Social stereotypes and gender roles often limit women's free development and expression. Therefore, I hope to convey women's diversity, independence and autonomy through my design works, and show women's strength and freedom of expression through creative compositions and unique presentation methods.

Keywords: Female, Social phenomenon, Posterdesign, Typography, Hand-painted

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INTRODUCTION

Relevance of the study. With the theme of female de-labeling, this series hopes to explore and present the importance and value of female de-labeling from society through posters, typography and other visual communication designs, advocating that women are not shaped and formed. The stereotypes and gender roles of women in society often limit women's free development and expression. Therefore, I hope to convey women's diversity, independence and autonomy through my design works, and to show women's strength and freedom of expression through creative compositions and unique expressions. With the theme of female de-labeling, this series explores the significance of such de-labeling through posters, typography, and other visual designs. It opposes the shaping of women by societal stereotypes and gender roles, which often restrict their free development and expression. The series aims to showcase women's diversity, independence, and autonomy, emphasizing their strength and freedom of expression through innovative compositions and expressions.

The purpose of the research: Identify the design theme as female de-labeling and design a set of visual communication design works.

Research Objectives:

1. Gather relevant information based on the topic chosen for the dissertation.
2. Analyze existing research on feminism.
3. Conduct offline surveys and analyze the results.
4. Conceptualize design solutions, mind maps and illustration sketches.
5. Secondary drawing of sketches through computer-aided software
6. After the design drawings are produced, the related peripheral design is carried out.

The research subject (theme) is development of a visual complex that challenges stereotypes about women.

The object (focus) of the research are Color matching, female image, poster design.

Research methods. The work uses the following theoretical and special research methods: literature reading method, comparative study method, case study method, discussion method.

Elements of scientific novelty. This research helps to further promote the theme of female de-labeling, which brings out women's strength and free expression through creative compositions and unique expressions.

Practical significance. Through design works that convey women's diversity, independence and autonomy, emphasize women's rights, interests and values, and guide and promote the concept of equality between men and women, enabling women to freely pursue their interests and potential.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three chapters, conclusions to each chapter and general conclusions, a list of used sources of 8 items and appendices (12 pages). The work contains 20 drawings. The results of the research are presented on 55 pages.

Chapter I

Purpose and significance

1.1. Purpose of Selection

In today's society, the challenges and dilemmas faced by women cannot be ignored, among which the problem of female labeling is particularly prominent. Therefore, it is of great practical significance and urgency to study the issue of women's labeling in depth, and to explore how women can break away from their inherent patterns and free themselves from constraints.

The phenomenon of female labeling is prevalent in all areas of society, from the workplace to the family, from education to the media, women are often stereotypically classified into a particular type or role. These labels not only limit women's space for development, but also deprive them of the right to pursue the realization of their self-worth. Therefore, it is necessary for us to analyze this problem in depth and seek solutions.

First of all, we have to realize that the root cause of the labeling of women lies in traditional social concepts and gender stereotypes. These concepts and impressions tend to stereotype women as gentle, weak and dependent, thus limiting their potential for development and creativity. In order to break down these stereotypes, we need to strengthen education on gender equality and raise society's awareness and understanding of women's diverse roles.

Secondly, women themselves need to make efforts to break the labeling constraints and bravely pursue their dreams and goals. Women should actively improve their abilities, broaden their knowledge horizons, and continuously enhance their competitiveness in various fields. At the same time, women should also dare to challenge traditional role stereotypes, bravely express their views and positions, and fight for their rights and status.

In addition, the media also plays an important role in shaping the image of women. The media should abandon stereotypes and prejudices against women,

report women's stories from a more objective, comprehensive and truthful perspective, and show the diversity and complexity of women. At the same time, the media should also actively disseminate the concept of gender equality and promote social recognition and respect for women's values.

To sum up, it is an important and urgent task to study the problem of women's labeling and seek solutions. We need to start from several aspects, such as strengthening education on gender equality, raising social awareness of women's multiple roles, encouraging women to improve themselves and challenge traditional role positions, and objective media reporting on women's image, etc., so as to jointly promote women's advancement and the realization of gender equality. Only in this way can we enable every woman to give full play to her potential, realize her self-worth, and work together to build a better and more equal society.

1.2. The significance of the chosen topic

The studies in this series are of great significance and have both theoretical depth and practical value. First, when we explore this issue in depth, we can better understand social issues and the situation of women in society. Second, solving the problem of women's de-labeling can make our life better and our society more stable. In addition, this study provides a very valuable reference for academics.

In today's society, the de-labeling of women is a complex and profound social issue that involves many areas, such as culture, education, law and the economy, and requires the concerted efforts of society as a whole to resolve. The de-labeling of women is not only related to women's personal dignity and rights, but also to the harmony, stability and development of society. Therefore, we must study and solve this problem in depth and create a fairer, more inclusive and respectful social environment for women.

First, eliminating gender discrimination is an important prerequisite for

realizing the de-labeling of women. Gender discrimination is an unfair social phenomenon that makes women suffer from unequal treatment and restrictions in all areas of society. In order to eliminate gender discrimination, we need to start from various aspects such as education, culture and law. In education, we should strengthen gender equality education and guide students to establish correct gender concepts; in culture, we should advocate diversified values and respect women's choices and rights; in law, we need to improve the relevant laws and regulations to protect the legitimate rights and interests of women.

Secondly, breaking the constraints of traditional concepts is also the key to realizing the de-labeling of women. Traditional concepts tend to limit women to the domestic and private spheres, believing that women should take more responsibility for housework and childcare. However, this concept not only restricts women's personal development, but also hinders social progress. Therefore, we need to break the shackles of such traditional concepts and give women more opportunities to participate in the development of all areas of society.

1.3. Current status of research on the selected topic

Feminism is primarily concerned with social discrimination against women, and its essential goal is to expose the gender hierarchies implicit in seemingly neutral or egalitarian institutions. Feminist critique inevitably comes from the internal perspective of the participants, and is often most effective when it is directed at the oppressive structures of the critics' own societies. The network of relationships with other Asian feminists poses a fundamental methodological problem for Japanese feminism, namely, the fragmentation of the category of "Japanese women". Once feminist critique has thematized women's issues in the national context, Asian women are easily identified as visible objects of discrimination and oppression.

In recent years, there has been a gradual realization that the traditional

gender binary is no longer so fixed and simple, but has become more pluralistic

and complex. Gender studies have undergone four key changes: first, the understanding of gender is no longer static, but has become a dynamic process that is influenced by specific contexts of social relations and gender norms; second, people have begun to question the constancy and inherent consistency of gender dynamics, which implies that gender is not always constant in different social contexts, and that its meanings evolve in response to changes in society; and third, gender studies, which view gender as a comprehensive mechanism of inequality intertwined with age, race, class, etc., rather than as a single mechanism leading to social inequality. Finally, we are gradually moving away from the binary correspondence between gender identity and gender temperament, recognizing that gender consciousness is an interactive, multilayered process that is an important part of the institutionalized system of gender as a social practice and is influenced by specific structural positions. The relationship between women and the media is closely related to changes in women's rights and interests. With the rapid development of science and technology and the media, the media is playing an increasingly important role in "gender issues". How to effectively utilize media tools to promote gender equality and build a more women-friendly social culture has become a central issue in the study of women-media relations. By understanding these changes, we can have a more comprehensive understanding of gender issues and actively promote gender equality. This means that women are appearing in the public eye as professional women with good professional knowledge who are able to take on highly specialized jobs, which is, to some extent, a change in the image of women in society.

Summary of the chapter I

1. This section aims to provide an in-depth analysis of the purpose and significance of the topic, with a special focus on the important social issue of women's de-labeling, and to further explore how women can effectively break

stereotypes. In today's society, women face many challenges and dilemmas, the

most prominent of which is that they are often forced to be labeled in a variety of ways, which often limit their space for development and make it difficult for them to fully develop their potential. Therefore, the de-labeling of women is not only an urgent social issue, but also an important part of promoting gender equality and social progress.

2. The importance of female de-labeling is self-evident. First of all, de-labeling helps eliminate gender discrimination and prejudice. In traditional concepts, women are often stereotypically defined as gentle, dependent, family-oriented, etc. Such stereotypes not only limit women's career development, but also affect their status and role in society. Through de-labeling, we can break these inherent prejudices and give women more choices and possibilities.

Secondly, female de-labeling helps to improve women's self-knowledge and self-confidence. When women are no longer bound by fixed labels, they can explore their interests and potentials more freely and give full play to their strengths, thus enhancing their self-confidence and sense of self-worth.

3. This enhanced self-awareness and self-confidence will further stimulate women's creativity and innovation, propelling them to achieve even better results in various fields.

4. To sum up, female de-labeling is a social issue with far-reaching significance. By exploring its purpose and significance in depth, we can better understand the challenges and dilemmas faced by women and find effective solutions. At the same time, we should also realize that female de-labeling is not only a single social issue, but also an important part of promoting the progress and development of the whole society. Therefore, we should work together to create a more equal, free and inclusive social environment for women.

5. Once feminist critique has thematized women's issues in the national context, Asian women are easily identified as visible objects of discrimination and oppression. The relationship between women and the media is closely

development of science and technology and media, the media plays an increasingly important role in “gender issues” , and how to effectively utilize the media tools to promote gender equality and build a more women-friendly social culture has become the core issue in the study of the relationship between women and the media. How to effectively utilize media tools to promote gender equality and build a more friendly social culture for women has become the core issue of women-media relations research.

Chapter II

BASIS OF CREATION

2.1. Collection and preparation of materials

Practice is a necessary condition to carry out the design, without practice research can not make the design for the problem in line with the objective status quo, this series of design through the combination of online data collection and literature surveys to design, help to understand the theme from various aspects, better grasp the design content and design style.

In feudal society, some old concepts and ideas deeply influenced people's attitudes towards women. The public's stereotype of women is always emotional and weak, as if women are born to be protected and cared for, only shed tears when things go wrong, and can only stand behind men and live in dependence on them. So naturally, there are some things that only men can do. Society also set higher and higher standards for women, and even subconsciously set out the criteria of "what women should and should not do". At that time, it was generally believed that women should play their role mainly in the family, and their personal needs and development were often neglected. This belief has been carried over into modern society, where women today have their own jobs and lives, but under the dual pressure of family and work, they often have to take on more responsibility and criticism, making it impossible for them to be themselves as they would like to be. At that time, traditional moral norms such as chastity and the three virtues were like heavy shackles that prevented women from freely expressing their individuality and talents. Nowadays, whether in the workplace or in the kitchen, these abilities should never be viewed in the light of "good wives and good mothers"; they are free to do what they like and what they wish to do. In many areas, women's performance even exceeds that of men,

which is a social progress, but also a promotion of the status of women, most women can finally be brave to be themselves. However, we should also realize that social concepts have not completely changed with the progress of the times, many people still think that women should not be better than men, or that women should be busy with their families and should not have their own careers. Undoubtedly, these ideas are wrong, and they limit the development of women and hinder the progress of society. We should realize that women should not be bound by the shackles of traditional thinking, nor should they be blamed for pursuing their own happiness. We should respect every woman's choices and development, and allow them to display their talents and charms in an environment of equality and freedom. Women are undoubtedly beautiful, but women's beauty should not be defined only by their superficial looks and body shape, but by their intelligence, independence and freedom. They do not need to be praised for their contribution with verbal words, every woman is brave, and every woman has the right to be whatever they want to be.

2.2. Online Research

In designing the questionnaire, we took into full consideration the diversity of the female population, and set up questions in different fields and at different levels to reveal the richness of women's interests. For example, we asked questions about women's interests and preferences in the areas of work, family, socializing, and entertainment, and we also paid attention to their level of concern for self-improvement, knowledge learning, and hot issues in society.

In order to ensure the validity and reliability of the questionnaire, we used a variety of measures for quality control. First, in the questionnaire design stage, we referred to relevant literature and empirical studies, and drew on existing successful experiences and cases to ensure the scientificity and rationality of the questionnaire questions. Second, in the process of questionnaire distribution, we adopted random sampling to ensure the representativeness of the samples. In

addition, we also carried out strict data cleaning and organization of the recovered questionnaires to ensure the accuracy of the analysis results. Through in-depth analysis of the online survey data, we found that women's interests are diversified and personalized. This is very different from the traditional image of women's interests as stereotypical and one-dimensional. In fact, women's interests cover a wide range of fields, including literature, art, science and technology, sports and so on.

In literature, many women are keen on reading all kinds of novels, essays and poems to experience different emotions and life experiences through words. In the arts, women have a strong interest in art forms such as painting, music and dance, and they are willing to invest time and energy in learning and appreciating these art forms.

In addition, the field of science and technology is also getting more and more attention from women. More and more women are getting involved in cutting-edge technology fields such as programming and artificial intelligence, and they are using their intelligence and talent to push forward the progress of technology. Meanwhile, the sports field is also an important part of women's interests, whether it is fitness, yoga or all kinds of ball sports, there are a large number of women actively participating in them.

In addition to the above fields, women also have a wide range of interests in other areas. For example, some women are passionate about food, tourism, handicrafts and other fields; others are keen on participating in social welfare activities and contributing to society.

To sum up, through the data analysis of the online survey, we can clearly see the diversity and personalized characteristics of women's interests. This not only helps us break the stereotype of women's interests, but also makes us respect and appreciate women's unique charms more. Meanwhile, for enterprises and businessmen, understanding the distribution of women's interests also helps them formulate more accurate market strategies to meet the needs of female

consumers.Fig.2.1(result of an investigation) .

2.3. Research methodology for the selection of topics

(1) Literature Reading Method

In delving into and exploring relevant topics on feminism, it is necessary to read a large amount of literature extensively in order to fully understand and grasp the phenomenon of feminism. This not only helps to deepen the understanding of feminism, but also provides rich materials and grounds for more in-depth analysis and discourse.

First of all, a clear understanding of the concept and background of feminism is needed. Feminism is a social movement and system of thought aimed at fighting for women's rights and equality. It originated in the late 19th century and has gone through a long and tortuous development process, and is still an important driving force for social progress. In the process of reading the literature, we need to understand the origin, development history and main views of feminism in order to better grasp its connotation and extension.

Secondly, it is necessary to conduct field investigation and research on the phenomenon of feminism. By participating in relevant activities, interviewing feminists, observing social phenomena, etc., we can obtain first-hand information and understand the specific manifestations and impacts of feminism in real life. The results of these field investigations will provide valuable materials and cases.

When reading and organizing the literature, we also need to pay attention to different types of literature resources, in addition to traditional academic journals and monographs, network literature is also an important source of information, through search engines, academic databases and other channels, we can obtain a large number of related literature, thus enriching my research. At the same time, it is also necessary to pay attention to the screening and identification of literature to ensure that the cited literature is reliable and

authoritative.

(2) Comparative Research Method

In today's increasingly prosperous cultural and creative industries, it is particularly important to conduct an in-depth study of existing cultural and creative design works. This not only helps us understand the current situation and development trend of contemporary cultural and creative design, but also provides us with valuable reference and inspiration. Therefore, we need to systematically sort out and analyze the existing cultural and creative design works, and determine the final design orientation through comparison and reference.

First of all, we need to collect and organize a wide range of cultural and creative design works at home and abroad. These works may cover various fields of creative design, such as graphic design, product design, space design and so on. By understanding the design concepts, expression methods, cultural connotations and other characteristics of these works, we can better grasp the overall style and characteristics of the current cultural and creative design.

Secondly, we need to carefully compare and analyze the collected works. This includes comparing the similarities and differences between domestic and foreign works, analyzing the differences in creative design under different cultural backgrounds, and exploring the impact of these differences on design positioning. Through such comparison and analysis, we can more clearly recognize the advantages and shortcomings of domestic and foreign cultural creative design, so as to provide a strong basis for our design positioning.

On this basis, we also need to combine the current cultural background, market demand and the characteristics of the target audience to determine the final design positioning. This requires an in-depth understanding of the current cultural hotspots, trends and consumer aesthetic needs, while combining our design concepts and creative ability to create a unique charm of cultural and creative design works.

In conclusion, through the in-depth study and comparison of existing cultural

and creative design works, we can better grasp the current situation and trend of contemporary cultural and creative design, and provide strong support for our design orientation. At the same time, such research also helps us to continuously improve our own design level and innovation ability, and contribute to the prosperity of cultural and creative industries.

(3) Case Study Method

Through an in-depth analysis and a comprehensive overview of existing publicity works, it is possible to draw from them a wealth of cultural expression techniques and artistic connotations. These works have not only attracted the attention of many audiences with their unique forms and contents, but also become an important carrier of cultural dissemination with their profound cultural connotations and unique ways of expression.

When analyzing these publicity works, we can start from multiple dimensions, such as the theme, form, color, composition and other aspects of the works. By analyzing these elements one by one, I can gradually reveal the cultural connotation and artistic charm behind the works. At the same time, we can also pay attention to how the cultural elements in the works are integrated with the themes and forms of the works, so as to better understand the important role of cultural expression in publicity works.

In addition, we can also learn from the successful expressions and techniques in these works and apply them to our own creations. For example, we can learn from the clever use of color in the works, and enhance the visual effect of the works through contrasting and setting off techniques; we can learn from the careful arrangement of the composition in the works, and highlight the theme and connotation of the works through reasonable layout and combination; we can also learn from the use of cultural elements in the works, and enhance the cultural connotation of the works through skillful integration and expression.

By analyzing and summarizing the existing publicity works, we can gain

valuable experience and inspiration, which will provide strong reference and

guidance for future creations. We can apply these experiences and skills to our own works, and gradually improve our creative level and ability through continuous practice and innovation.

(4) Discussion Method

In the process of understanding and perfecting our graduation design works, through in-depth discussions with our tutors and classmates, we can further deepen our understanding of our works and thus propose more precise modifications. This process not only helps to improve our professionalism, but also allows us to explore and grow in practice.

First of all, communication with the tutor is an important way to deepen the understanding of the graduation design work. As an experienced professional, the tutor can provide us with valuable suggestions and opinions. In the process of discussion, we can ask our mentor some professional questions to understand the possibilities and limitations of the work in practical application. At the same time, we can also show our preliminary results to our tutors and listen to their comments and suggestions, so that we can better grasp the overall direction and detail treatment of our works.

Secondly, discussion with classmates is also an effective way to improve the graduation design work. Communication and sharing among classmates can let us look at the problem from different perspectives, so as to find out the shortcomings in the works. We can organize group discussions to discuss the strengths and weaknesses of the work and put forward suggestions for improvement. In addition, we can also learn from the excellent works of our classmates and draw inspiration and creativity from them to add new highlights to our works.

On the basis of in-depth discussion, we can make a more precise revision plan. First of all, we need to organize the overall structure of the work to ensure the logic and coherence between the various parts of the content. Secondly, we

need to refine the details of the work to make it more perfect. For example, in

graphic design, we can try to use different color combinations and typography to make the work more visually impactful; in text expression, we can focus on the accuracy and vividness of the language to make the work more persuasive and infectious.

In short, through in-depth discussions with our tutors and classmates, we can deepen our understanding of the graduation design work and put forward more accurate revision proposals. This process not only helps to improve our professionalism, but also allows us to explore and grow in practice. In our future study and work, we should actively participate in the discussions and exchanges, constantly broaden our horizons and improve our abilities, so as to lay a solid foundation for realizing our career goals.

2.4.Selection of design difficulties and solutions

2.4.1. Design Difficulties

The design difficulties of this series are mainly focused on the following aspects. When the design was first carried out, a very important problem was the lack of innovation in color matching, constantly entangled in the poster color scheme, which made the theme of the poster not distinct enough. An excellent poster design, the use of color is very important, it can directly affect the visual effect of the poster, color collocation is appropriate, you can catch the theme of the poster at a glance, and then produce in-depth understanding of the interest. However, I did not do well enough in this aspect, the color matching is not coordinated, which leads to the overall effect of the poster greatly reduced.

Secondly, the drawing of the main characters in the poster is also not coordinated enough. Characters are the core elements in the poster, and their images, movements and expressions will affect the visual effect of the poster.

Initially, when drawing the main characters, they may pay too much attention to

the details and neglect the overall coordination and the display effect, which makes the poster image look disorganized and unattractive.

2.4.2. cure

The first is to define your own design direction, refer to excellent poster design works, draw inspiration from them and accumulate design materials. At the same time, actively communicate with tutors and classmates, share each other's design insights, and inspire each other.

Secondly, I will do more training on color matching, learn some basic color theory knowledge, understand the relationship between different colors, so that I can be more comfortable in design and improve my ability in color matching. In addition, I will draw a variety of color matching color drafts, from which I will select the appropriate theme for in-depth. When drawing the main characters in the poster, I will pay attention to the details as well as the harmony of the whole picture, and improve my drawing skills by observing excellent illustration works and collecting materials.

Finally, keep accumulating design experience, practicing more, summarizing your shortcomings, and reflecting on the difficulties encountered in the design process and the solutions applied after each design is completed, so as to avoid making the same mistakes in the next design.

Summary of chapter II

1. This chapter focuses on an in-depth discussion of the cornerstones of the creation of design works, as well as the challenges faced in the design process and the corresponding solution strategies. At the same time, it emphasizes that design work requires continuous accumulation and innovation to realize its unique artistic value and social function.

2. In the process of creating design works, the mastery and application of basic knowledge is indispensable, and it is necessary to deeply understand these basic theories and be able to flexibly apply them in practice to create both

3. beautiful and practical design works, and through the in-depth study of

different cultural backgrounds, designers are able to draw inspiration from them, integrate traditional elements with modern design, and create uniquely attractive works.

4. Through an offline questionnaire survey, the results of the analysis concluded that women's interests are varied and not the stereotypes that the general public thinks they are.

SECTION 3

DESIGN PROCESS

3.1. Design conception stage

The "Breaking the Plastic" series of design works, which is aimed at this social phenomenon, has created a number of themed posters and related cultural and creative products. In the poster design, the theme style is bold and innovative, using a variety of elements to express this theme. In terms of color selection, it is bright and rich to show the diversity and individuality of women. Color is no longer just a decoration in this series of works, but an allegory of women's independence, self-confidence, and bravery, which fully demonstrates the diversity of women's strength. Secondly, the graphic and pattern design also breaks through the traditional gender stereotypes and creates unique and personalized images, which is in line with the theme of breaking the mold. The use of text is also very important, through simple and powerful language to express the concept of women's de-labeling, emphasizing that women should not be bound by society, and that women are brave to pursue independence and autonomy of personality. In addition, handmade papier-mâché works are also used to support the design, and the diversity of women is expressed through the display of different postures of women, in order to better highlight the theme.

3.2. Typography Ideas

The font design mainly expresses the word "break plastic", making changes in form and color, and the overall font should be in line with the tone of the poster. In the form design, a combination of sharp and rounded lines are used .Fig. 3.1(poster Fonts).Presenting a breakthrough posture, as if it is going to break through the paper and release strong energy, further emphasizing the theme of "breaking plastic".

In terms of color, the clever use of contrasting color combinations and red

accents not only gives the work a unique visual impact, but also symbolizes vitality and courage on a deeper level, fully expressing the power to break through the constraints. This color combination not only matches the theme of “Breakthrough Plastic” , but also subtly conveys the emotional connotation associated with it.

First of all, the contrasting color combination creates a strong visual contrast, bringing a distinctive personality to the work. By using the contrasting techniques of warm and cold, light and dark, saturation, etc., the image becomes more eye-catching and striking. This color combination not only highlights the thematic elements, but also enhances the sense of hierarchy of the picture, enabling the audience to understand and feel the message of the work more deeply.

Secondly, red, as an accent color, injects vitality and passion into the work. Red symbolizes passion, bravery and strength, which complements the theme of “breaking through plastic” . In the picture, red can be used as a decorative color for key elements, such as embellishing key areas or as a background color, thus emphasizing the importance of the theme. At the same time, red can be contrasted with other colors to make the image more colorful.

In addition, this color scheme can also trigger the audience's empathy. By using symbolic colors, the work can touch the audience's emotions and stimulate their empathy. When the audience enjoys the work, they can not only feel the visual enjoyment brought by the color, but also be able to appreciate the emotions and themes expressed in the work.

In short, in the use of color, the use of contrasting color combinations and red embellishment is a very creative and expressive approach. It can not only highlight the personality of the work, but also convey a profound theme and emotion. In the creative process, we should give full play to the role of color, through clever matching and use, to inject more vitality and connotation into the work.

It is worth noting that this color combination is not isolated. In the process of creation, we also need to consider other factors, such as composition, light and shadow, and materials, in order to form a complete work. At the same time, we also need to pay attention to the audience's reaction and feedback in order to better adjust and optimize the use of color in our works.

Through in-depth research and practice, we can discover more mysteries and techniques about the use of color. In our future creations, we can be more flexible in the use of contrasting color combinations and red accents to bring more surprises and touches to the audience. At the same time, we should also continue to explore new ways of color matching and expression methods, in order to enrich our creative means and style.

3.3. Poster Design Ideas

The posters are all designed with a black background, which can make the theme color more prominent, and black is also a color of tolerance, which tells us that women should be respected and understood no matter what lifestyle they choose. And then choose a high contrast color pattern to increase the visual impact, and pay attention to the coordination of the color and the background, which can better highlight the theme pattern .Fig.3.2(poster Color Sketch) .For the character images on the poster, I choose women with various postures and make simple hand-drawn designs to better integrate them into the main color of the poster .Fig.3.3(character drafts).At the same time, you can use some contrasting or auxiliary colors to enhance the poster's sense of hierarchy and richness.

The design concept of this poster is to convey a reflection on women themselves. For the color palette, I chose yellow and purple. The strong contrast between these two colors not only expresses the gentleness and resilience of women, but also reveals the portrayal and expectation of women's roles in society. The main image of the poster is a woman lying on her side, who has no

facial features and no expression, which means that women are often observed

and evaluated in society. What is special is that I painted the hair part of the woman in color and the body part in black, which is a contrasting color scheme intended to express the constraints and repression that women face in the social context .Fig.3.4(Poster of a woman lying on her side).The colored elements in the hair symbolize women's deep desire for freedom and independence. In terms of details, the poster is cleverly embellished with a variety of colorful patterns, which is consistent with the overall style and highlights the diversity and three-dimensionality of women. These colorful patterns are like a splash of color in women's lives, injecting vitality and hope into their lives, expressing that women are not stereotypical images, and that women still have a vibrant personality and the right to pursue freedom in their social roles. In addition, the contrast between the black body and colored hair in the poster also suggests the difficulties and challenges women face in their pursuit of freedom and independence, but it is these challenges that make women more determined to pursue their self-worth.

The overall colors of this poster are also strongly contrasting red and green, representing passion and energy and quietness and calmness respectively. This color combination makes the poster more visually appealing and thought-provoking. The main image of the poster is a woman sitting in a crouching position with her head in her hands .Fig3.5(Posters of squatting women).Which shows a helpless and confused state, reflecting the difficulties faced by women in the context of society, and this gesture also conveys a rebellious and unyielding spirit, which expresses women's determination to seek a breakthrough and pursue freedom in the midst of difficulties.

With pink and blue as the main colors, this poster shows the survival of women in the social context by depicting the image of a woman sitting on her knees with her head bowed down, expressing her resilience and helplessness under the constraints of social traditions. Fig.3.6(Poster of a kneeling woman).

The main colors of this poster are green and lake blue. Green symbolizes life, vitality and nature, while lake blue represents tranquility, depth and breadth.

The combination of these two colors reflects the vitality and dynamism of sports, while showing the softness and elegance of women. The subject of the poster is a woman who is running .Fig.3.7(Poster for Running Women). Women can be in various postures, whether sprinting, jogging or jumping, all of which show the strength and beauty of women. This design not only makes the poster more dynamic and visually appealing, but also conveys the message that women can also become who they want to be through sports, and that they can show their style and charm in sports.

In this poster, the main colors are eye-catching yellow and tranquil blue, which are skillfully intertwined to create a visual effect that is both vibrant and serene. Yellow symbolizes sunshine, vitality and enthusiasm, injecting unlimited vitality and power into the poster; while blue represents serenity, depth and calmness, adding a sense of quietness and harmony to the whole picture. The combination of these two colors not only brightens the eyes, but also causes the viewer to think deeply.

The centerpiece of the poster is a woman practicing yoga, her body showing elegant curves, as if a flowing scroll. This woman is not a stereotypical female figure, but a perfect combination of strength and flexibility. Her posture not only demonstrates the softness and harmony of yoga, but also reveals a kind of life attitude that is not bound by constraints and dares to pursue the ultimate self-improvement. In addition, the poster reflects the new perception of women's role in modern society. It no longer confines women to traditional family roles, but encourages women to be brave enough to step out of the house and pursue their careers and dreams. At the same time, it also emphasizes the strength and flexibility that women should possess, which is not only reflected in physical strength, but also in mental toughness and independence. Overall, through the perfect combination of color, image and connotation, this poster successfully conveys a positive, self-seeking and challenging attitude towards life. It is not

enlightenment.Fig.3.8(Poster for Being a Yoga Woman).

The main body of this poster uses the image of a dancing woman, and the overall color palette also uses brighter pinks and purples, and the dance clothes are drawn in color to show that women can live their own lives in any way .Fig.3.9(Poster for Dancing Women) .In real life, many women have made outstanding achievements in various fields. They are artists, scientists, politicians, entrepreneurs They have proved with their efforts and talents that women can have the same status and power as men. This poster is a reflection and affirmation of this reality, and it encourages more women to bravely pursue their dreams and become what they want to be.

Another series of posters I lengthened its length to make it look like a large-size sticky note, giving it a new visual effect. Fig.3.10(Long poster concept art).The same high contrast and high brightness colors were used, and for the background of the characters, a transparent background was made to increase their layering and viewability, filled with a combination of practicality and artistry. In the design process, I emphasized the drawing of the main characters in the middle. Bold use of color and rich gradient effects make these characters vivid and lifelike. Fig.3.11(Relaxed seated women). At the same time, this makes the whole poster more visually appealing and eye-catching.

The design concept of this poster is to show an image of a woman with a relaxed posture .Fig.3.12(Long posters with seated women). The main character in the poster looks forward in a seated position, showing the determination and confidence of the woman to face the future bravely. In the painting technique, rich and vivid colors and gradient are used to make the character more vivid and full of vitality. Women themselves are colorful beings with unique perspectives and unlimited potential. Through the use of color, this poster breaks the traditional constraints and stereotypes of women, and liberates women from traditional roles.

This poster features a sharp, vivid image of a standing woman with a chubby body type.Fig.3.13(Long posters with fat women). Women are not only beautiful

by being thin; they can be any body type. This poster breaks the traditional constraints on the image of women and the inherent molding of women's image in society. It sends us an important message that women's beauty is diverse and should not be limited by a single standard. It aims to arouse people's attention to women's equality and make more people realize the charm and value of women.

In this poster, the protagonist is a female figure in a sexy outfit who is vibrant, independent and confident, exuding a unique charm. The poster captures the viewer's attention with its distinctive visual impact, making it impossible to ignore. In terms of the overall design style of the poster, it adopts bold color combinations and simple line compositions, creating a fashionable and energetic atmosphere. The background of the poster adopts gradient colors, which not only highlights the image of the protagonist, but also makes the whole picture more harmonious and unified. The text design of the poster is also very elaborate, which conveys the theme idea of the poster in a concise and clear way. The design concept of this poster aims to advocate women to break the constraints and bravely show their personality and charm. In modern society, women are facing various challenges and pressures, and they need to be brave to pursue their dreams and express their emotions. This poster is designed to encourage women to break away from the constraints of the outside world and be brave enough to be the master of their own destiny. To summarize, with its unique visual image and profound design concept, this poster successfully conveys the theme idea that women should be brave to show themselves. It reminds us that women should get rid of the constraints, bravely pursue their own dreams and become the masters of their own destiny. Fig.3.14(Long posters with sexy women).

3.4. Cultural and Creative Peripheral Design

In today's society, with the continuous improvement of people's pursuit of

quality of life, cultural and creative products are increasingly favored by the public. These products are not only the derivation and application of design content, but also the vivid presentation and communication of design concepts. They have both aesthetic value and cultural connotation, which makes the design work more deeply rooted in people's hearts.

Cultural and creative products are of various types and forms, with different design concepts and styles. Take different shapes of pillows as an example, they attract people's attention with their unique shapes and exquisite patterns, and at the same time convey the designers' unique understanding and perception of life.

With its chic shape and comfortable touch, I have incorporated elements from my design work into the pillow, making it a highlight design in this series of cultural and creative products. Fig.3.15(Alien Pillow).

Poster as a form of visual art, its unique design style and strong visual impact makes it become a very effective publicity tool. Whether it is a movie release, activities organized, commodity promotion or public welfare publicity, posters can rely on its unique charm and influence, the information quickly and effectively conveyed to the general public, so as to attract their attention and participation. In addition, posters are not only a promotional tool, but also a kind of artwork. In the design process, the poster integrates the aesthetic meaning, aesthetic interest and aesthetic characteristics, through the unique expression and aesthetic value, not only can attract the audience's eyes, but also can trigger people's emotional resonance, enhance people's emotional experience in the appreciation process. A successful poster should not only have attractive visual effects, but also be able to touch people's hearts and minds, causing them to

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resonate and think. Fig.3.16(poster).

Transparent acrylic products with its simple and beautiful appearance loved by the public. The uniqueness of these products is that its surface can carry out a variety of exquisite design, especially hand-painted patterns of spray painting treatment, so that the original bland acrylic material glows with a unique brilliance,

hand-painted patterns of spray painting treatment, not only for the display of design works, but also for the full use of the characteristics of the acrylic material. Acrylic material has good light transmission and weather resistance, making the hand-painted patterns in the sun more brilliant and eye-catching, but also withstand the test of time and the environment, to maintain a long-lasting beauty. Fig.3.17(Transparent acrylic products).

The children's jigsaw puzzle is one of the unique products in this series of cultural and creative products. I have abstracted the elements in the design works and made them into jigsaw puzzles that are suitable for children to manipulate. Fig.3.18(jigsaw puzzle).

3.5 Character Design Ideas

I have carefully designed nine unique female figures with different physiques. These images not only fully demonstrate the charm and diversity of women, but also highlight their style in different life scenarios.

First of all, these female figures show rich variations in physical appearance. Some of them are slim and smooth, as if they are having an elegant yoga practice, while others are robust and powerful, as if they are sweating for strength training. In addition, some women are wearing light dance dresses and dancing, while others are wearing casual sportswear and enjoying outdoor sports.

These female figures also show significant differences in age. There are young girls, who are full of vigor and youthfulness; and there are also mature women, who radiate calmness and wisdom. These images of women of different

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ages together constitute a rich picture of the female world, showing the charm and elegance of women at different stages.

In terms of color selection, I deliberately chose bright and rich colors. These colors not only have high brightness and purity, but also signify the richness and undefined nature of women. For example, some female figures wear pink

sportswear, which looks gentle and cute, while others wear blue yoga clothes, which shows calmness and wisdom. These colorful colors contrast with the female figures, making the whole picture more vivid and interesting.

In addition, in order to show the charm and diversity of women, I also designed different backgrounds and props for these female figures. Some of the female figures are in the natural beauty, blending with nature; some are in the city streets, showing the independence and confidence of modern women. These backgrounds and props not only enrich the content of the picture, but also make the female image more three-dimensional and full.

Overall, I designed these nine female figures with different body shapes to show the colorful and undefined nature of women. Their unique body shapes, ages and color choices together form a vivid and interesting picture of women. Through these images, we can not only appreciate the beauty and charm of women, but also gain a deeper understanding of the diversity and complexity of women. Fig.3.19(portrayal of women).

Summary of chapter III

1. In this section, I elaborate in depth the specific process and design concept of each design work. I chose a bold and innovative design style to present a unique artistic appeal, and I also carefully selected a bright and rich color scheme to better interpret and express the theme. I have tried to use a variety of novel design elements and techniques to make the works more personal and attractive, and visually more colorful, which not only have a

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unique style and charm, but also can penetrate into the hearts of the people and trigger the audience's resonance. I believe that through these works, I can better convey my design concepts and artistic pursuits. At the same time, I also hope that through this series of design works, I can inspire and stimulate more people's design inspiration and creativity. I believe that as long as we dare to try and

innovate, we can create more excellent design works and bring more beauty and surprise to people's lives.

2. In terms of poster design, the theme style is chosen boldly and innovatively, using a variety of elements to express this theme. In terms of color selection, it is bright and rich to show the diversity and personality of women. Color is no longer just a decoration in this series, but an allegory of women's independence, self-confidence and bravery, which fully demonstrates the diversity of women's strength.

3. The use of text is also very important to convey the idea of female de-labeling through simple and powerful language.

Conclusions

Graduation design, as the final result of four years of university life, is the most complete design we have completed independently, and it is a stage for everyone to show their abilities and efforts. It is not by chance that I chose the theme of "Feminization". In my daily observation and thinking, I gradually realized that stereotypes and labels of women are not uncommon in our society, and these labels are like invisible shackles restricting women's development and progress. Women can live to be whatever they want to be. Whether in their professional, family or personal lives, women should have the right to make their own choices and live their own wonderful lives. Deeply feeling the importance of this issue, I decided to make it the theme of my graduation design, hoping that through my design, I can make more people pay attention to and reflect on this issue.

From the beginning of the selection process to the completion of the design, the process was full of challenges and difficulties. I experienced countless attempts and failures in color matching, and constantly struggled with how to better express the theme. However, it was in this predicament that I received attentive guidance and assistance from my mentor, which not only helped me solve the difficulties in designing, but also gave me a deeper understanding of today's society, especially the plight of modern women. During the process of creation, I gradually realized that social problems do not exist in isolation, but are closely related to many factors such as history, culture, social environment, people's values, etc. The emergence of the phenomenon of women's labeling is not only influenced by traditional social concepts, but also closely related to the development and changes of modern society. Therefore, I try to incorporate more cultural elements and contemporary features into the design of this series in order to show the complexity of this issue in a more comprehensive way.

Through this graduation design, I not only have a deeper understanding of the phenomenon of female labeling, but also have a summary of my four years'

study life in university. In this process, I not only improved my design level, but also practiced my thinking ability and innovation ability, these valuable experiences and gains will have a profound impact on my future study and work, in short, the graduation design is a very valuable experience in my study career.

Thank

I want to buy cinnamon flowers to carry wine with me, but it's not like that, I'm a teenager traveling.

I have countless times typed for this acknowledgement, in a happy or sad moment, want to use the floating cursor to record every person who has helped me.

Drinking water and thinking of its source, learning to remember my teacher. I would like to thank my advisor, Ms. Sha Lin, for her guidance and assistance in my graduation design. From the selection of the topic to the final paper, there have been many mistakes in the middle encountered many difficulties, the tutor gave me careful teaching, to help me overcome the difficulties, I can't think of any gorgeous language to describe her, only thought of the word gentle and firm, the tutor's rigorous attitude of governance is more in the influence of the subtle influence on me. It is a great honor to meet a good teacher, maybe I have said thank you countless times, but I still want to write a long expression of gratitude in the acknowledgement of my thesis. I wish you all the best, and I wish you all the best.

Spring sunshine and grass, mountain high and sea deep. Parents' love is strong but understated, it is the love and care of parents, so that I have a more determined on the road ahead, more than twenty years of careful upbringing and cultivation, selfless support on the road of study and silent payment, guidance when confused, worry when the guidance, are unforgettable to me. I stride forward, walked a long time and a long way, even forgetting that my parents are still standing in the same place with me waving, being in a foreign land, have not said a word of thanks, have not repaid the kindness of upbringing, just want to go slower, my parents are safe and sound is my biggest wish.

I wish that I could be thankful for the years and be with my friends for a long time. In every happy moment, there is a friend's company, in every stage can meet a close friend is what a lucky thing, thanks to the intimate friends have

been accompanied, as well as distant friends of the watchful eye, I can be determined to move forward so far. Toward the end of the article, I would like to mention a special friend of mine - Jackson-Yee, he is a particularly important person in my youth, “know life without fear, day by day since the new,” he is so life, so I chased his footsteps slowly forward, slowly become the current I am now myself.

Life is going well.

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Fig.2.1. Result of an investigation



Fig.3.1. Poster Fonts



Fig.3.2. Poster Color Sketch

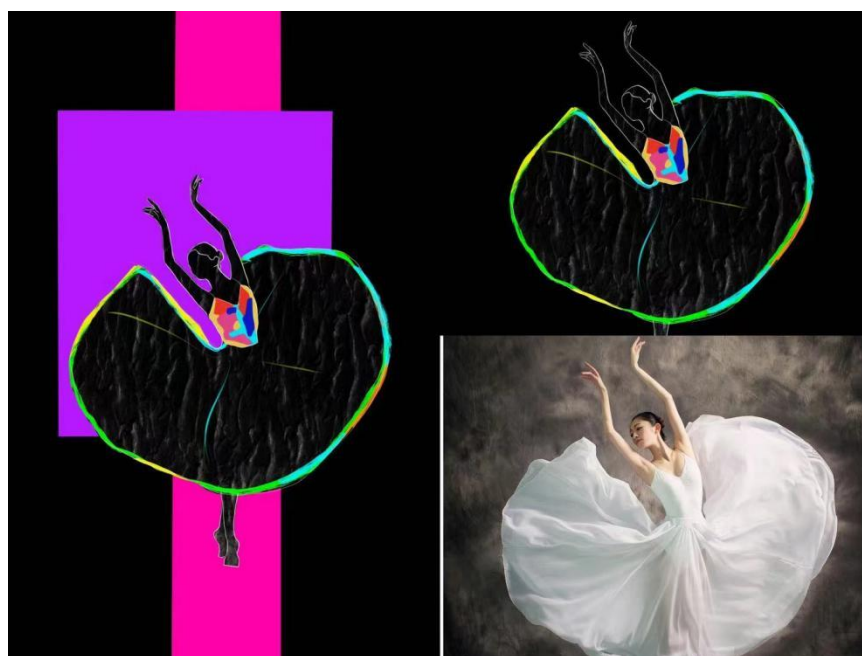


Fig.3.3. Character drafts



Fig.3.4. Poster of a woman lying on her side

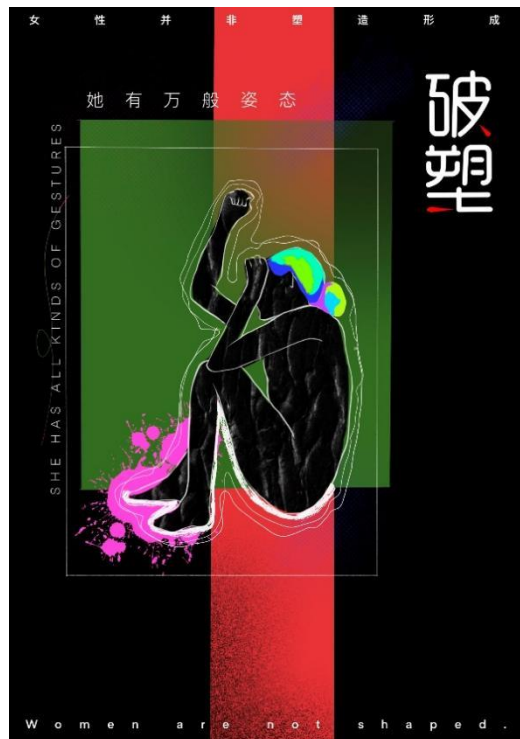


Fig.3.5. Posters of squatting women



Fig.3.6. Poster of a kneeling woman



Fig.3.7. Poster for Running Women



Fig.3.8. Poster for Being a Yoga Woman



Fig.3.9. Poster for Dancing Women



Fig.3.10. Long poster concept art

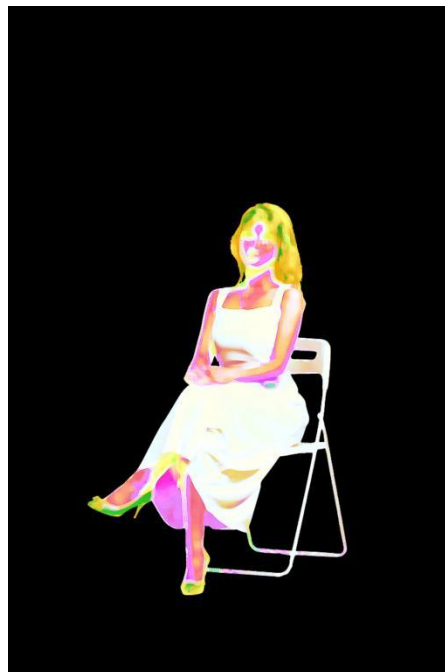


Fig.3.11. Relaxed seated women



Fig.3.12. Long posters with seated women



Fig.3.13. Long posters with fat women



Fig.3.14. Long posters with sexy women



Fig.3.15.Alien Pillow)



Fig.3.16.Poster.



Fig.3.17.Transparent acrylic products

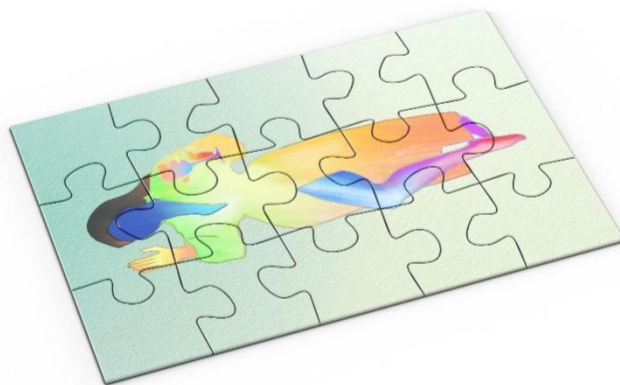


Fig.3.18.Alien Pillow.



Fig.3.19.Portrayal of women