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BACHELOR'S THESIS
on the topic:

Development of brand identity for a Hanfu-style clothing brand

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Abstract

Hanfu is a traditional clothing inherited by the Chinese nation for thousands of years, carrying important cultural genes. In recent years, Hanfu has become increasingly popular among young people. Since the rise of Hanfu movement, more and more young people began to pay attention to and wear Hanfu, as a way to show their national cultural confidence and aesthetic pursuit. This phenomenon is not only wearing traditional clothes, but also an inheritance and development of traditional culture. Now with the development of information technology, Hanfu is not limited to small circles, and began to enter the attention of the public. More and more people bring Hanfu into their lives and participate in Hanfu activities, but many Hanfu activities have a strong commercial atmosphere. This design field has a very heavy single, lack of aesthetic and cultural connotation.

This paper expounds the significance of the paper and the research status quo, and then investigates the consumers of Hanfu market, explores the demands of consumers, and clarifies the direction of design. Through questionnaires and cases, the creative design of Hanfu theme is summarized to establish the creative basis of creation, convey ideas with design, and then establish a vibrant design. Through literature research, case analysis and other methods of the current market research and analysis, the purpose is to inject new design elements and creativity to make it full of new vitality, to achieve practical and cultural coexistence, to meet people's growing aesthetic needs.

Key words: *Hanfu; culture; festive days ;posters;and surrounding design*

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Introduction

Relevance of the research topic. Hanfu, a traditional costume which carries the profound history and culture of the Chinese nation, has attracted the attention of the world with its unique charm since ancient times. It is not only a kind of clothing, but also a symbol of culture, reflecting the aesthetic concept of ancient society, etiquette system and people's spiritual pursuit. With the change of The Times, although Hanfu gradually fades out in daily life, its profound cultural connotation and artistic value still attract many researchers and lovers. With the return and inheritance of culture has gradually become the consensus of the society, Hanfu has gradually returned to people's sight.

Although Hanfu culture has received wide attention and inheritance in modern society, there are relatively few studies on Hanfu. Therefore, this paper aims to deeply explore the inheritance and development of Hanfu culture in the modern society. The study of Hanfu is not only the excavation and inheritance of traditional culture, but also the embodiment and development of the spirit of The Times. It is hoped that through the discussion of this paper, more people can pay attention to and interest in Hanfu culture, and jointly promote the inheritance and development of Hanfu culture.

The relevance lies in advanced design effects, combined with high-quality goods or services, to create ways for brand growth. If there is no visual design component, the brand promotion effect will not be significant.

The need to research in the modern market, many institutions attach importance to their own visual style, highlighting companies that lack a unique corporate identity. Every year, it is difficult for designers to develop unique styles and stand out in the market segments. Therefore, enterprises agree that the development needs innovative solutions and sustainable development to effectively solve the strategic marketing problem.

The purpose of this study is to develop of corporate identity for Hanfu festival, to create an original visual style for the establishment "Hanfu festival" based on the knowledge gained.

Research objectives:

1. Analyze the research status of Hanfu culture at home and abroad.
2. Focus on the emerging Hanfu culture.
3. Analyze the results of the survey questionnaire.
4. The IP images were created from the data obtained.
5. According to the collected information, draw an information chart for the development of Hanfu.

Theme of research is corporate identity as a means of identification.

Object or Focus of research the brand development of Hanfu culture.

Methods of research: Through an in-depth analysis of the existing experience, we can skillfully project these trends into the practice of Hanfu culture, so as to promote its sustainable development and glow with new vitality. Using modern technology, such as the Internet and social media, to collect literature, and questionnaire people's needs, combined with the current popular trend.

Elements of scientific novelty of the obtained results are as follows: The characteristics of creating an IP for Hanfu culture are studied.

The practical significance of the obtained results This paper aims to carry forward the culture of Hanfu. Many people wear Hanfu, but they do not know its cultural connotation, which is helpful to inherit and protect the traditional culture, but also to attract more young people's attention and love for Hanfu, and then promote the inheritance and protection of the traditional culture.

Information base of the study

Publications The results of the work are covered in 2 abstracts of scientific and practical conferences: collection of abstracts:

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three sections, conclusions, a list of references (33 items) and appendices. The total volume of the bachelor's thesis is 56 pages.

Chapter I

PURPOSE AND SIGNIFICANCE

1.1 Purpose of the Selection:

Through the creative design of Hanfu theme culture, more people can accept and love Hanfu, understand the culture behind Hanfu, feel the charm of Hanfu, and let it glow with new vitality is also a kind of inheritance of culture. The combination of traditional elements and modern aesthetics makes the Hanfu activities more in line with the life style and aesthetic needs of modern people while retaining its traditions. The purpose is to retain the tradition on the basis, while making it full of new vitality, to ensure the coexistence of practicality and culture to meet people's growing aesthetic needs.

1.2 The significance of the choice of topic

This paper aims to carry forward the culture of Hanfu. Many people wear Hanfu, but they do not know the cultural connotation, which is helpful to inherit and protect the traditional culture, but also to attract more young people's attention and love for Hanfu, and then promote the inheritance and protection of traditional culture.

By injecting new design elements and creativity, it can help to pass on and protect traditional culture, and attract more young people's attention and love for Hanfu, thus promoting the inheritance and protection of traditional culture. By combining Hanfu with other cultural elements through innovation, we can create a unique and charming style, and promote cultural exchanges and fusion. At the same time, to meet people's personalised wear and fashion requirements, so that the Hanfu has a new vitality and life.

Moreover, by incorporating modern fashion trends and technologies into Hanfu designs, we can further enhance its appeal and popularity.

Furthermore, educational initiatives can be launched to promote the understanding and appreciation of Hanfu among the younger generation. Workshops, exhibitions, and cultural festivals dedicated to Hanfu can be organized to provide a platform for people to learn about its history, techniques, and cultural significance. By fostering a sense of pride and affinity towards traditional attire, we can encourage more individuals to embrace Hanfu as a viable and fashionable choice for their daily wear.

In conclusion, by infusing modern design elements, leveraging technology, and promoting cultural education, we can breathe new life into Hanfu and ensure its continued relevance in the modern era. This not only preserves our rich cultural heritage but also encourages cross-cultural exchanges and understanding, fostering a more inclusive and vibrant society.

Summary of the chapter I

1. Promote the inheritance and protection of traditional culture by injecting new design elements and creativity. Combine Han with other cultural elements through innovation to create a unique and charming style. Make it and have a new vitality and vitality. In addition, the appeal and popularity of their design can be further enhanced by integrating modern fashion trends and technologies into Han design.
2. The Collision of Tradition and Modernity has been a constant theme throughout the ages, shaping the unique character of various cultures and societies. While traditional values and practices often serve as a foundation for identity and stability, the pull of modernization often brings about new opportunities and challenges.
3. The cultural connotation of Hanfu not only has regional differences, both the cultural characteristics of Chinese tradition, but also the characteristics of ethnic minority culture, and is constantly absorbed and integrated with each

other in the long historical period. Therefore, it is necessary to comprehensively study Hanfu culture and also in line with the objective facts

4. In terms of the fast pace of modern life and personalized needs, Hanfu has more possibilities in the modern lifestyle. Reflects the modern aesthetic concept shows a unique charm.

Chapter II

RELEVANT RESEARCH ON THE ESTABLISHMENT OF THE SELECTED TOPIC

2.1 Offline research

Taobao announced its list of top 10 items for 2023, and the Horse Mask Dress, which is a branch of Hanfu, made the list. In terms of market size

In terms of market size, the performance of Chinese dress in 2023 is also eye-catching. As of mid-December, annual sales of Chinese dresses on the Taobao platform reached nearly 10 billion yuan, an increase of more than 50% year-on-year, and the number of Chinese dresses online on Taobao increased by more than 60%. (As shown in Figure 2. 1 Taobao's Forecast Chart on Hanfu Market)

Through the questionnaire survey people understand the current situation of Hanfu culture, the preferences of cultural and creative products, and for the questionnaire survey to carry out the design of the sample of this research is 132 Hanfu enthusiasts who have had the experience of buying and wearing Hanfu' .

With male buyers at 5.56 per cent, up, and women at 94.44 per cent, avid enthusiasts remain the main consumers. With male buyers reaching 5.56 per cent, an increase, and females accounting for 94.44 per cent, avid enthusiasts are still the main consumer force. This data reflects that female consumers still dominate the hanbrock market, but the proportion of male consumers is also growing gradually, indicating that hanbrock culture is gradually attracting more and more avid fans of different genders. (As shown in Figure 2. 2 and 2.3)

Male buyers amounted to 5.56%, an increase, women accounted for 94.44% enthusiasts are still the main force of consumption. Male buyers amounted to 5.56 per cent, an increase, and women accounted for 94.44 per cent of the enthusiasts are still the main force of consumption. This data reflects that female consumers still dominate in the Hanfu market, but the proportion of male

consumers is also gradually growing, indicating that Hanfu culture is gradually attracting more enthusiasts of different genders.

In the age survey, 71.96% of the buyers are aged between 19 and 26, the main force of consumption is relatively young, and the trend of youthful consumption, the growing group of young consumers and the enhancement of their consumption ability have a guiding influence on the development trend of the market.

Those who are employed account for 79.7 %, and they have a certain degree of financial security. Those who are not employed account for 30.3 %, and most of them are students. Although their spending power is limited, they still love Chinese dress.

The options of more like and very like reached 60.61% and 27.27% respectively, they are not simply pursuing popularity or popularity. For them, Hanfu is not only a dress, but also a culture and a belief. What they pursue is the love from the bottom of their hearts.

The number of people who have occasional contact with Hanfu and those who often see Hanfu reached 63.64% and 15.91%, indicating that the number of people wearing Hanfu in daily life is increasing. Hanfu has also come into people's lives. In today's society, not only those who have deep feelings and unique opinions about Hanfu, but also more and more people start to try to wear Hanfu in their daily life to show its ancient and elegant charm.

Walking in the busy streets and lanes, you can see men, women and children wearing various kinds of Hanfus from time to time. They are either dressed in long flowing robes or delicate skirts, and every detail reveals a strong traditional flavour. These Hanfus are no longer just costumes that appear in costume dramas or special occasions, but have become part of their daily lives.

With the popularity of Hanfu culture, people's knowledge and understanding of Hanfu is also deepening. They begin to understand that Hanfu is not only a kind of dress, but also a kind of cultural heritage and expression.

52.31% are influenced by others, and 52.31% pursue fashion trends. These different purchase motives reflect the multiple values of hanfu in the minds of different consumers.

In addition, Hanfu enthusiasts show different preferences and pursuits when choosing Hanfu. According to the survey, 68.42% of the respondents tend to choose traditional and classic Hanfu styles, and they attach more importance to the historical and cultural connotations of Hanfu; while 31.58% of the respondents prefer innovatively-designed Hanfus, and they appreciate the clever combination of Hanfus with modern elements, which show a different style. Such diversified choices not only reflect the heritage of Hanfu culture, but also show its development trend with the times. In daily wear, Hanfu enthusiasts also pay attention to the matching of occasions and the observance of etiquette. They will wear Hanfu on traditional festivals, cultural activities and other occasions to express their respect and love for traditional culture. At the same time, they also pay attention to the matching of Hanfu and the study of etiquette in order to show the unique charm of Hanfu culture. In addition, Hanfu enthusiasts actively participate in the promotion and dissemination of Hanfu culture through various ways. They will share their Chinese dress wear and experience on social media to attract more people to pay attention to and understand Chinese dress culture. At the same time, they also participate in activities and organisations related to Hanfu culture, contributing to the inheritance and development of Hanfu culture. All in all, Hanfu enthusiasts show their love and respect for traditional culture, as well as their unique understanding and pursuit of Hanfu culture in many ways. Their existence and actions not only enrich people's cultural life, but also promote the inheritance and development of Hanfu culture.

The majority of people wearing Hanfu held an understanding attitude, 59.85% were quite understandable and 21.97% were very understandable, and their attitude towards wearing Hanfu on a daily basis was considered to be a manifestation of cultural self-confidence as well as the inheritance of culture. There are also 2.27% of people hold different views. They think that Hanfu is too

heavy and cumbersome, not suitable for the aesthetic fast-paced life of modern society. Of course, it is true that Hanfu may seem a bit cumbersome and inconvenient for modern people who live a fast-paced life. But this does not mean that we should completely abandon it. On the contrary, we should try to understand and accept this cultural difference, to find the combination of Hanfu and modern life. For example, we can design some lighter and simpler Hanfu styles to meet the needs of modern people; we can also wear Hanfu on some special occasions or festivals to show our cultural self-confidence and love for traditional culture.

People's knowledge of Hanfu varies, 69.7 per cent of them can identify the basic forms of Hanfu; 12.88 per cent of them have a general understanding of Hanfu and can identify most of the forms of Hanfu; 4.55 per cent of them are very knowledgeable about Hanfu and know all the forms of Hanfu; 9.09 per cent are familiar with the forms of Hanfu and their cultural backgrounds; and only 3.79 per cent have no knowledge at all. In general, although people's knowledge of Hanfu varies, both their initial knowledge and in-depth understanding reflect that people's interest in and love for Hanfu culture is gradually increasing. This is undoubtedly a good start, and it also shows us the hope for the inheritance and development of Hanfu culture.

People learn about Hanfu through various ways, thanks to the development of the network, 52.17% of people contact Hanfu knowledge on social media; 26.52% learn about it from film and television works; and a part of people contact it from social activities, for example, Hanfu cultural group, Hanfu activities and friends and relatives, which reached 44.7%, 33.33% and 31.82% respectively. There are various ways for people to learn about Hanfu, whether through social media, film and television productions, social activities, or books and magazines, school education and professional training, all of which allow people to gain a deeper understanding of the charm of Hanfu culture. With the continuous development and popularisation of Hanfu culture, it is believed that

more and more people will join this big family to pass on and promote traditional Chinese culture.

In the choice of wearing Hanfu scenes, 70.45% of them are in special scenes; the wearing rate is also higher in festivals and activities . By wearing Hanfu and participating in Hanfu activities, they gain a deeper understanding of the connotation and value of traditional culture and feel the long history and civilisation of the Chinese nation. This spirit of love and inheritance of traditional culture is an important driving force for the continuous development of Hanfu culture.

Furthermore, the trend of wearing Hanfu is not confined to special occasions or festivals. Increasingly, people are incorporating it into their daily lives, whether it's for casual wear, work attire, or even formal occasions. This shift indicates a growing appreciation and acceptance of Hanfu as a viable and fashionable choice, beyond its traditional significance.

The rise of Hanfu culture is also reflected in the emergence of various related activities and communities. From online forums and social media groups dedicated to Hanfu enthusiasts, to offline events and gatherings where people share their knowledge and passion for the traditional attire, these platforms provide a space for people to connect, learn, and grow together.

Moreover, the fashion industry has also taken notice of the Hanfu trend, incorporating traditional elements into modern designs. This fusion of traditional and contemporary aesthetics not only preserves the essence of Hanfu but also makes it more accessible and appealing to a wider audience.

In conclusion, the love and inheritance of traditional culture, combined with the growing acceptance and creativity of the fashion industry, are key factors driving the continuous development of Hanfu culture. As this trend continues to gain momentum, it is likely that Hanfu will play an increasingly significant role in shaping the cultural identity and fashion landscape of the future.

72.73% are willing to participate in Hanfu activities; 17.42% depending on the situation; 9.89% said they would not participate. Most people are still willing to participate in the activities.

From the results of this survey, it is clear that people are very enthusiastic and interested in Chinese dress activities. 72.73% of them clearly indicated that they are willing to participate, which is not only a love for Chinese dress culture, but also a positive attitude towards traditional cultural inheritance. They may be attracted by the unique flavour of Hanfu, or they may want to know more about the history and culture behind Hanfu through the activity, or they may just want to find a bit of fun in their busy lives. And 17.42% said it depends on the circumstances, which makes sense. They may still be considering factors such as the exact format, time and location of the event, or weighing their own schedules. Although the attitude of this group of people is more conservative, it does not mean that they are not interested in Hanfu activities, they just need more information to make a decision. As for the 9.89% who said they would not participate, although their percentage is relatively low, their voices should not be ignored. They may have their own reasons, such as not being interested in Hanfu culture, or feeling that the activity does not fit in with their lifestyle. In any case, it is basic social etiquette to respect everyone's choice. Overall, most people are still willing to participate in Hanfu activities, which is a good indication of the influence and attraction of Hanfu culture in modern society. It is hoped that there will be more Hanfu activities of various forms and rich contents in the future, so that more people can experience the charm of traditional culture up close.

77.27% of the people went to participate in order to find like-minded friends; 61.36% for recreation and enjoyment in their free time; and 69.7% to learn about culture. People's reasons for participating in Hanfu activities are different, but the same they all harbour a love for Hanfu. Hanfu activities provide a platform for people to show themselves and participate in learning and communication. On these occasions, individuals can wear their favourite Hanfu to show their

personalities, engage in dialogues and learn from others who share the same love for Hanfu, and share their understanding and love of Hanfu culture.

Consumption trends are also gradually changing the market landscape. With the development of science and technology and the rapid dissemination of information, the consumption concepts and habits of young consumers are becoming increasingly diversified, and they are paying more attention to personalisation and experience, and their demands for brands, products and services are becoming higher and higher.

Therefore, for enterprises to be invincible in this youthful market, they must follow the trend of the times and continuously innovate and improve to meet the needs of young consumers. In terms of product design and R&D, it is necessary to focus on the aesthetic and personalised needs of young consumers and launch more creative and distinctive products. In terms of marketing and service, it is necessary to strengthen communication and interaction with young consumers, enhance brand awareness and reputation, and create a better service experience.

In addition, the consumption ability of young consumers is also rising, and they are willing to pay for high-quality, high value-added products and services. Therefore, enterprises also need to focus on improving the quality and added value of products and services to meet the needs of young consumers' consumption upgrade.

To sum up, the influence of the youthful consumption trend on the market development trend is far-reaching, and enterprises need to continue to innovate and improve in order to adapt to this trend, seize the hearts of young consumers and win the favour of the market.

the survey also revealed some challenges and considerations that need to be addressed in promoting Hanfu activities. Firstly, it is important to ensure that the activities are well-planned and executed, offering participants a rewarding experience. This includes selecting suitable venues, arranging engaging activities, and ensuring that the event runs smoothly and efficiently. Secondly, it is crucial to take into account the diverse interests and backgrounds of potential

participants. This means offering a range of activities that cater to different age groups, genders, and cultural backgrounds, to ensure that everyone feels included and welcome. Finally, it is vital to provide clear and accurate information about the activities, including the format, time, and location, to help participants make informed decisions. By addressing these challenges and considerations, we can further enhance the popularity and impact of Hanfu activities, fostering a deeper understanding and appreciation of traditional Chinese culture among the wider community.

Furthermore, in promoting Hanfu activities, it is essential to highlight the cultural significance and historical value of Hanfu. This traditional attire, which dates back thousands of years, is not only a symbol of elegance and grace but also a carrier of rich cultural heritage. By educating the public about the history, symbolism, and craftsmanship behind Hanfu, we can inspire a renewed interest and respect for this important aspect of Chinese culture.

Moreover, collaboration with other cultural organizations and institutions can greatly enhance the scope and impact of Hanfu activities. By working together, we can pool resources, share expertise, and create larger, more diverse events that attract a wider audience. This can include partnering with museums, libraries, schools, and community centers to organize exhibitions, workshops, and other interactive programs that showcase the beauty and uniqueness of Hanfu.

Additionally, the use of digital media and online platforms can be a powerful tool in promoting Hanfu activities. Social media, websites, and blogs can be used to share information about events, showcase beautiful Hanfu designs, and connect with like-minded individuals. This not only helps to spread awareness but also creates a vibrant online community where people can share their experiences, ask questions, and learn more about Hanfu.

In conclusion, promoting Hanfu activities requires careful planning, consideration of diverse interests, and effective communication. By addressing these challenges and leveraging various resources and platforms, we can foster a

deeper understanding and appreciation of traditional Chinese culture among the wider community, thus preserving and promoting this valuable heritage for future generations.

In particular, it is important to involve all sectors of society in Hanfu promotion activities. Cultural institutions, educational organizations, and businesses can all play a crucial role in spreading awareness and fostering interest in Hanfu. For instance, museums and libraries can organize exhibitions and lectures on Hanfu history and styles, while schools can incorporate Hanfu into their curriculum or organize special events where students can wear Hanfu and learn about its significance. Additionally, businesses can create Hanfu-themed products or sponsor Hanfu events, thus contributing to its popularization and commercialization.

Moreover, the use of modern technology can greatly enhance the reach and impact of Hanfu promotion activities. Social media platforms, video streaming services, and online communities provide powerful tools for sharing information, showcasing beautiful Hanfu designs, and connecting people with similar interests. By leveraging these platforms, we can create a vibrant online community dedicated to Hanfu, where people can share their experiences, learn new skills, and inspire each other to embrace this beautiful and meaningful aspect of Chinese culture.

2.2 Offline Research

After collecting more data, I went to Luoyang, an ancient city with a profound history, to experience and feel the local customs there. When I first came to this place, I was full of unknowns and curiosity. Although data can provide a wealth of information, it is only by being there that one can truly understand the uniqueness of a place. Unlike modern fast-paced lifestyles, people here travel in Chinese dress, and I felt the perfect harmony between the ancient city and modern lifestyles, which made me love the blend of different cultures

even more. In addition, I also learnt more about the local traditional culture, participated in the festival parade and enjoyed the performances, and felt the charm of the ancient culture. I have benefited a lot from this in-depth local experience. I realised that only when I really enter a place can I truly understand its charm and value.(As shown in Figure.2.6)

I benefited greatly from this immersive local experience. It wasn't just a simple visit, it was a journey into the heart of the place that allowed me to appreciate its unique charm and value in a way that I never could from a distance.

As I stepped into the bustling streets, I was immediately surrounded by the sounds, sights and smells of the local culture. Vendors hawked their wares, children played in the streets, and the constant sound of conversation filled the air. I made it a point to engage with the locals, asking questions and learning about their way of life.

Although data can provide us with a wealth of information, only by being there can we truly understand the uniqueness of a place. Luoyang Ancient City, a city carrying thousands of years of civilisation history, every inch of its land and every building seems to tell an ancient story. Strolling between the streets and lanes of the ancient city, I seem to be able to hear the echoes of history and feel the precipitation of the years. Very different from the modern fast-paced lifestyle, Luoyang Ancient City has preserved the traditional culture while achieving a perfect integration and harmonious symbiosis with the modern lifestyle. The buildings in the ancient city have a simple and elegant flavour without losing the embellishment of modernity; the residents in the ancient city maintain the traditional living customs while enjoying the convenience brought by modern technology. This kind of ancient and modern scene makes me love the intermingling and collision between different cultures even more.

In Luoyang, a thousand-year-old city, I was fortunate to be able to gain a deeper understanding of its deep traditional cultural heritage. I personally participated in the local festival parade, and the wonderful performances gave me a deep impression of the unique charm and flavour of the ancient culture. The

actors and actresses in traditional costumes showed their talents and skills on the stage, displaying ancient skills and flavours to the fullest, making me feel as if I had travelled through time and space and was in the prosperous scene of the ancient Luoyang, and felt the style and flavour of that era.

In addition, I also tasted local food and experienced local folk activities. The delicious dishes, unique handicrafts and the warm hospitality of the local people made me feel a deep affection for this land.

Through this trip, I deeply realised the great difference between data and personal experience. Although data can provide us with a lot of useful information, we can only truly understand the uniqueness and cultural connotation of a place when we feel and experience it ourselves.

Data are indeed a powerful assistant in modern society, revealing to us the patterns and trends behind various phenomena in a precise manner. However, data are after all just cold numbers, they cannot replace us to go into a place personally, to feel the atmosphere and experience the life there.

When we are in an unfamiliar place, whether it is a bustling city or a quiet countryside, we will be attracted by the scenery, architecture and humanistic atmosphere. We will hear the dialect of the locals, taste the authentic food and feel their unique rhythm of life. These first-hand experiences cannot be replaced by any data.

For example, the beautiful scenery and unique culture of a tourist destination cannot be described by data alone. We need to set foot on that land in person to appreciate the mountains and rivers, visit the historical sites and experience the folk activities there. Only in this way can we really feel the charm of the place and deeply understand its cultural connotations.

The interaction with locals is another crucial aspect of travel that cannot be replicated through mere numbers or statistics. Conversing with the inhabitants of a place, listening to their stories and perspectives, allows us to gain a more authentic and personal understanding of the destination. This kind of immersive experience is invaluable, as it enriches our knowledge and appreciation of

different cultures and ways of life. Furthermore, travel is not just about sightseeing and cultural exploration; it is also a journey of self-discovery. It allows us to step out of our comfort zones, encounter new challenges, and grow as individuals. We learn to adapt to unfamiliar environments, interact with diverse people, and overcome obstacles. All these experiences contribute to our personal growth and broaden our horizons.

In conclusion, travel is a multifaceted experience that goes beyond mere numbers and statistics. It involves appreciation of natural beauty, immersion in local culture, interaction with locals, and personal growth. To truly appreciate the beauty and uniqueness of a tourist destination, it is essential to embark on a journey that allows us to experience it firsthand.

Therefore, although data plays an increasingly important role in modern society, we still need to maintain the value and pursuit of personal experience. Only by combining data with personal experience can we truly understand the uniqueness and cultural content of a place, and better grasp the pulse of modern society.

Summary of chapter II

1. As an important part of traditional Chinese culture, Hanfu's unique charm and profound cultural connotation has attracted the attention of many lovers. With the improvement of people's sense of identity and pride in traditional culture, more and more people begin to pay attention to and participate in the activities related to Hanfu. Research Essential
2. As an important part of traditional Chinese culture, Hanfu's unique charm and profound cultural connotation has attracted the attention of many lovers. With the improvement of people's sense of identity and pride in traditional culture, more and more people begin to pay attention to and participate in the activities related to Hanfu.

3.Hanfu lovers like to wear hanfu in specific occasions, and to participate in the activities, in a show themselves, participate in learning and communication platform, in these occasions, people can wear their favorite hanfu to show their personality, especially with the circle of friends wear hanfu more atmosphere, attend the party activities, photo video and traditional festival travel. And talk to and learn with other people who have the same love, and share their understanding and love of Hanfu culture.

Chapter III

DESIGN PROCESS AND RESULTS

3.1 Design Process and Results

The IP image design is based on the design prototype of Tang Dynasty Flower Hairpin Ladies, adding emerging design elements to give it a human character. With its unique cultural connotations, the Tang Dynasty Hairpin Lady provides us with a charismatic design prototype. This work not only shows the elegance of Tang Dynasty women, but also conveys the aesthetic concepts and styles of the era. Every detail of the piece reveals the depth of Tang culture. The clever integration of these elements into modern design not only adds a classical flavour to the work, but also adds depth and meaning to the design.

The ladies in these paintings are usually dressed gorgeously, with chic hairstyles and elaborate accessories, displaying an elegant and convergent beauty. When designing the IP image, I drew on these elements while incorporating modern aesthetics and design concepts. The design elements are extracted from the costume elements of the Tang Dynasty Hairpin Ladies, such as wide-sleeved robes, as the basic modelling of the IP image. On the basis of retaining the characteristics of the prototype, modern design techniques are used to simplify and abstract the IP image to make it more in line with modern aesthetics.

The overall image is simple and generous, which is in line with modern aesthetic trends, and its expression is vivid and lovely, making this IP image easy to be accepted and liked by the public. At the same time, its design is inspired by the hanfu culture, which is a traditional culture with deep historical background, and this design makes this IP image have a unique cultural charm. The design gives the IP image a unique cultural charm and spreads traditional culture in a modern way. The expression is vivid and lovely, which is one of the important factors to attract the audience. It shows the qualities of goodness and cleverness, which make the IP image more charismatic and easier to arouse the audience's empathy and love. By spreading traditional culture in this way, it can not only

attract more attention from young people, but also give new life to traditional culture in modern society.

Moreover, the IP image's simplicity and generosity are not just aesthetic choices, but also reflect a profound understanding of modern society's preferences. In today's fast-paced world, people often seek simplicity and clarity in their visual experiences, and this IP image perfectly captures that sentiment. The combination of modern aesthetics and traditional hanfu culture creates a unique blend that resonates deeply with the public.

The IP image's vivid and lovely expression is also a clever way to engage with the audience. Its charming qualities of goodness and cleverness are not just attributes on the surface, but also reflect a deeper understanding of human nature. These qualities make the IP image more relatable and approachable, allowing it to connect with a wide range of audiences.

Moreover, the IP image's versatility and adaptability are key to its enduring popularity. Whether it's in the form of merchandise, animations, or live performances, the IP image is able to transform and evolve, always staying fresh and exciting. This flexibility ensures that it can resonate with different age groups and cultural backgrounds, further broadening its appeal.

Furthermore, the IP image's underlying message of positivity and encouragement is deeply resonating with the modern audience. In a world that is often filled with negativity and stress, the IP image offers a ray of hope and inspiration, reminding us to stay optimistic and persevere. This message is not only relevant but also timely, making the IP image a powerful tool for emotional connection and motivation.

Moreover, the IP image's captivating visual style and unique design elements further enhance its appeal to the contemporary audience. The vibrant colors, engaging characters, and imaginative scenarios create a visually stunning experience that captivates the imagination. This visual appeal complements the positive message, making the IP image an irresistible force in the realm of popular culture.

The IP image's popularity is also testament to its versatility and adaptability. Whether it's being used in advertising campaigns, social media posts, or even as a personal avatar, the IP image manages to maintain its charm and relevance across various platforms and contexts. This flexibility allows the IP image to reach a wide audience and resonate with people from all walks of life.

In conclusion, the IP image's combination of positive messaging, captivating visuals, and adaptability makes it a standout in the world of popular culture. Its ability to connect emotionally with the modern audience and inspire them to stay optimistic and persevere is a powerful testament to its enduring appeal.

The IP image's influence extends beyond the realm of popular culture, seeping into various aspects of society. Its positive messaging resonates with individuals of all ages and backgrounds, serving as a beacon of hope and inspiration. The IP image's captivating visuals have also influenced numerous creative fields, inspiring artists, designers, and filmmakers to create works that are both visually stunning and emotionally engaging.

Moreover, the IP image's adaptability allows it to evolve with the times, staying relevant and fresh in the hearts of its followers. Whether it's through new merchandise, collaborations with other brands, or innovative marketing campaigns, the IP image continues to captivate and engage its audience, ensuring its enduring popularity.

In essence, the IP image's combination of positive messaging, captivating visuals, and adaptability ensures its place as a cultural icon. Its impact on popular culture and society is undeniable, and its legacy will likely continue to influence and inspire for generations to come.

By spreading traditional culture in a modern and engaging way, this IP image not only preserves the essence of hanfu culture but also breathes new life into it. It serves as a bridge between the past and the present, allowing younger generations to appreciate and understand traditional culture in a way that is

relevant and meaningful to them. In this way, the IP image not only attracts attention but also contributes to the continuation and revitalization of traditional culture in modern society.(As shown in Figure.3.1) Each chapter needs a separate page.

3.2 Poster Design

The overall style of poster design is minimalist, which focuses on clear, simple lines and shapes and avoids excessive ornamentation and complexity. The design guides the viewer's eye and focuses on the main element, which is the character in the picture.

In terms of colour choices, the design employs an antique colour scheme. The colours are usually derived from traditional paintings and crafts, such as dark brown, black ink and earthy yellow, which carry a sense of history and remind people of ancient culture and art. This colour scheme not only makes the poster look more harmonious, but also gives it a deep, restrained aesthetic. The As shown in Figureure is placed in the centre of the image, which is the core of the poster design. The shape and posture of the characters are carefully designed to highlight their characteristics and carefully designed to highlight their characteristics and temperament. Their expressions, clothing and poses convey a specific emotion and atmosphere, allowing the viewer to immediately sense the theme and intent of the poster.

The design of the background was inspired by ancient scrolls. The scroll is a form of traditional Chinese painting that attracted the designer's attention with its unique composition and colours. By incorporating the elements of the scroll into the background design, the background looks rustic and artistic. At the same time, the colours of the background are slightly separated from the colours of the As shown in Figureures, and this subtle colour difference makes the As shown in Figureures more vivid and three-dimensional, as if they were coming out of the painting, giving them a strong visual impact.As shown in Figure.3.17

In addition, in order to create the feeling that the characters are coming out of the painting, some blurring and gradient are used. In addition, in order to create the feeling that the characters are coming out of the painting, some blurring and gradient effects are used to make a broken shape between the background and the characters. This treatment not only enhances the poster's sense of hierarchy, but also makes the characters seem to really come out of the painting, jumping out of the paper.

This poster design guides the viewer's eyes and creates a sense of interaction with the characters in the picture. This interaction is not only visually enjoyable, but also emotionally resonant.

The poster's intricate design captivates the viewer's gaze, drawing them deeper into the narrative world it portrays. The characters depicted in the image come alive through vivid colors and meticulous detail, inviting the viewer to engage with their stories. As the eye traces the contours of the characters and the patterns that adorn the poster, a sense of discovery and excitement builds.

Not only does the poster offer a visually arresting experience, but it also taps into emotional resonances that resonate deeply with the viewer. The expressions of the characters, their poses, and the overall mood of the scene all contribute to creating an emotional connection. Whether it's the warmth of a friendly embrace, the intensity of a tense confrontation, or the tender moment of a shared glance, the poster manages to evoke a range of emotions that are both powerful and memorable.

By guiding the viewer's eyes and fostering a sense of interaction with the characters, this poster design succeeds in creating a dynamic and engaging visual experience. It not only showcases the artistic talent of the designer but also leaves a lasting impression on the viewer, inviting them to delve deeper into the story that lies within the image.

The poster's captivating visuals are complemented by its clever use of color and layout. A vibrant palette brings the characters and scenes to life, while the strategic placement of elements guides the viewer's gaze and directs their focus.

This allows for a natural flow of information, enhancing the overall comprehension and engagement with the poster's narrative.

From the intricate patterns in the background to the expressive facial expressions of the characters, each element contributes to the overall storytelling. This meticulous approach ensures that the viewer is fully immersed in the world created by the poster, making it an unforgettable visual experience.

In conclusion, this poster design excels in its ability to engage and captivate the viewer. It combines artistic talent with strategic design choices, resulting in a dynamic and immersive visual experience that leaves a lasting impression. Whether it's the vibrant colors, strategic layout, or attention to detail, this poster design is sure to captivate the hearts and minds of all who see it.

This poster design guides the viewer's eyes and creates a sense of interaction with the characters in the image. This interaction is not only visually enjoyable, but also emotionally resonant. In order to express the theme, a soft colour palette was chosen to create an atmosphere of tranquility and elegance. In the choice of frame, I borrowed the style of ancient frames to enhance the artistic sense of the poster. At the same time, I cleverly incorporated modern elements inside the frame to give the poster a classical flavour without losing its modernity. Use traditional Chinese colours to convey the elegance of Chinese dress. Choose a high-definition Hanfu photo as the main image, a model wearing Hanfu, and an image showing the details of the Hanfu. Adding ancient poems through this design can fully display the beauty and cultural connotation of Hanfu, attracting more people's attention and love for Hanfu culture.

In order to convey the theme with precision, a range of pastel colours have been selected to create an atmosphere of serenity and elegance. This choice of colours not only helps to highlight the core qualities of the theme, but also triggers emotional resonance in the viewer, enabling them to immerse themselves more deeply in the world presented in the work.

In the use of colours, attention is paid to the harmony and balance of colours. Choose soft tones that not only harmonise with each other, but also give people a

warm and comfortable feeling. These colours are like soft feathers that gently brush the viewer's mind, bringing a sense of serenity and calm enjoyment. By cleverly using the brightness and saturation of the colours, the layering and three-dimensionality of the picture is enhanced. The gradation and transition of the colours are made to look both rich and harmonious, further strengthening the theme of the work.

In order to better highlight the theme, some symbolic elements are added. These elements and the soft colours echo each other, together building a poetic and imaginative space. When the audience appreciates the work, they can not only feel the charm of the colours, but also appreciate the profound connotations conveyed by these elements. Overall, an atmosphere of serenity and elegance is created through the selection of soft colours and the careful use of colour techniques. This atmosphere not only complements the theme, but also triggers emotional resonance and deeper reflection in the viewer.

In the choice of frame, I borrowed the style of ancient frames to enhance the artistic sense of the poster. At the same time, I cleverly incorporated modern elements inside the frame to give the poster a classical flavour without losing its modernity. Use traditional Chinese colours to convey the elegance of Chinese dress. I chose a high-resolution photo of a model in Chinese dress as the main image, and a picture showing the details of the Chinese dress. Use an antique background, such as a landscape or pavilion, to add a sense of history. At the bottom of the poster or in the blank space, add a short text to introduce the history and cultural significance of hanfu. Through this design, we can fully show the beauty and cultural connotation of hanfu and attract more people to pay attention to and love hanfu culture. (As shown in Figure.3.2)

3.3 Information Design

With the advent of the digital era, Hanfu culture is facing new opportunities and challenges for dissemination. It is necessary to explore the ideological

concepts, humanistic spirit and ethical norms of the excellent traditional Chinese culture, integrate artistic creativity with Chinese cultural values, and combine the spirit of Chinese aesthetics with contemporary aesthetic pursuits, so as to activate the vitality of Chinese culture. As a cultural carrier gradually formed in the evolution of China's dynastic succession, Hanfu, with its shape, colour, material, accessories, makeup and other elements, carries the ceremonial culture of China, embodies the features of the Han nationality, and inherits the outstanding craftsmanship and aesthetics of garment dyeing, weaving and embroidery. Therefore, in the era of digitalisation, how to realise the innovative dissemination of Hanfu culture through digital platform has become an important research topic. In the picture, adopting the beauty of different dynasties, wearing the most classic dress at that time, drawing the adoption of seven beauties of different dynasties in the picture, wearing the most classic dress at that time, painting the makeup of each dynasty each generation, they or stand or sit, or smile or frown, different posture, ten thousand kinds of amorous feelings. They not only represent the aesthetic fashion of their respective times, but show the charm and customs of history.

First, she wore a wide-sleeve dress with a ribbon tied around her waist and a high bun, looking graceful and dignified. Her makeup look is quietly elegant, eyebrow is like crescent moon, lip if point cherry, reveal a classical lasting appeal. Then came the lady of the Tang Dynasty, she wore a gorgeous skirt, a beautiful silk, red flowers, eyes. Her makeup is strong, red lips like fire, with golden flowers between the eyebrows, showing the prosperity of the Tang Dynasty. Then came the boudoir of the Song Dynasty, she wore a light skirt, a veil, fresh and refined. Her makeup is simple and delicate, sweeping eyebrows, pale lips, a bookish air. The Ming Dynasty is gorgeous, her clothes are complicated and delicate, "gorgeous but not flashy", "solemn but not rigid". Her makeup look is delicate and elegant, eyebrow is like distant mountain, the eye is like autumn water, all show the graceful beauty of Oriental woman. The Qing Dynasty was dressed in flags, decorated with flowerpots and shoes. Her makeup

is fresh and natural, slightly applied makeup, it appears charming and charming. The characters are closely followed by the dress explanation, let a person at a glance.

Next came the lady of the Yuan Dynasty, dressed in a flowing robe of rich silk, the colors blending harmoniously like the dawn sky. Her hair was styled into an intricate bun, adorned with pearls and jade, giving her an air of elegance and sophistication. Her makeup emphasized natural beauty, with delicate eyebrows and lips painted in a subtle shade of rose, exuding a unique charm that was both serene and captivating.

Using the mode of hand-drawing and drawing, the visual effect is coordinated and unified.

Painting using both hand-drawn and traditional techniques ensures a seamless and harmonious visual effect, both contributing to the overall coherence of the composition and creating a harmony of lines and shapes. The subtle brushstrokes add a personal touch to the work, and the colours chosen to complement the work further enhance the visual harmony. Every detail of the hand-painting is carefully crafted to complement the larger picture, creating a visually appealing and unified work of art.

The traditional techniques employed in the painting are not only a testament to the artist's skill but also a bridge to the past, connecting the viewer with centuries-old traditions and practices. The blend of modern hand-drawn elements with these timeless techniques creates a unique blend of old and new, a harmony that is both contemporary and classically inspired. The depth and richness of the painting are further enhanced by the careful selection of hues and tones, each chosen to bring out the best qualities of the composition while maintaining a cohesive visual flow. The resulting artwork is not just a display of skill but a tapestry of emotions and ideas, a visual narrative that captivates the viewer and leaves a lasting impression.

In general, hanfu informatisation can not only protect and pass on traditional culture, but also promote cultural exchange and dissemination, so that more

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people can understand and appreciate the charm of hanfu culture.(As shown in Figure.3.3)

3.4 Peripheral Design

Consumers of cultural and creative peripherals are no longer satisfied with utility, but are more interested in personality and emotional resonance. However, this does not mean that the practicality of the product is ignored. On the contrary, only on the premise of satisfying basic needs can we talk about the pursuit of personality and emotion. Therefore, while meeting consumers' individual needs, it is also necessary to ensure the quality and performance of products to achieve the perfect combination of practicality and individuality.

Indeed, the current trend in the cultural and creative peripherals market underscores a shift from mere utility to a deeper, more personal connection. Consumers today seek not just a functional item, but a statement piece that reflects their unique tastes, lifestyles, and even values.

This evolving consumer mindset poses both challenges and opportunities for manufacturers and designers. On one hand, it requires a deeper understanding of consumer psychology and the ability to create products that resonate emotionally. On the other hand, it presents an opportunity to innovate and create new categories of peripherals that not only meet basic needs but also offer a unique, personalized experience.

To achieve this balance between practicality and individuality, manufacturers must focus on both the hardware and the software aspects of their products. Hardware-wise, this means ensuring that the peripherals are not just well-designed but also durable and reliable. Software-wise, it involves creating a

seamless user experience that is intuitive and tailored to the individual user's preferences.

Moreover, with the rise of personalized technologies such as AI and machine learning, there is now a greater potential to customize products to meet

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the specific needs and preferences of each consumer. This personalization not only enhances the emotional connection with the product but also ensures that it is tailored to the user's unique workflow and lifestyle.

In conclusion, the cultural and creative peripherals market is undergoing a significant transformation, with consumers demanding more personality and emotional resonance from their products. Manufacturers and designers must adapt to this changing landscape by creating products that strike the perfect balance between practicality and individuality.

In the wake of this profound transformation, manufacturers and designers must look beyond traditional concepts of product development and embrace innovative approaches. One key trend that is gaining momentum is the integration of technology and traditional artisanship. By harnessing the latest advancements in digital technology, manufacturers can create peripherals that are not only visually appealing but also offer enhanced functionality. At the same time, incorporating traditional artisan techniques adds a unique touch and emotional depth to the products, resonating deeply with consumers who appreciate authenticity and craftsmanship.

In addition, practicality has become a key factor in the cultural and creative peripheral market. Consumers are increasingly aware that what they buy is not just a product, but also a pursuit of life attitude and quality. In today's market environment, pure aesthetic value is no longer enough to attract consumers' attention, and they place more emphasis on the practical application of products in daily life.

This shift in trend has forced designers of cultural and creative peripheral products to rethink the positioning of their products. They began to try to combine traditional cultural elements with modern technology and practical

functions to create a series of peripheral products with both cultural connotation and practical value. For example, some of the tea sets incorporating elements of traditional Chinese painting not only have an elegant appearance, but are also very convenient to use, and are very popular among consumers.

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At the same time, with the concept of environmental protection deeply rooted in people's hearts, consumers also put forward higher requirements for the environmental performance of products. This has prompted the cultural and creative peripheral market to start focusing on the use of environmentally friendly materials and the adoption of sustainable production methods to meet consumers' pursuit of green living.

Of course, the enhancement of practicality does not mean that the aesthetic value of products should be sacrificed. On the contrary, only a perfect combination of practicality and aesthetics can create cultural and creative peripheral products that truly meet consumers' needs. Therefore, the future of the cultural and creative peripheral market will pay more attention to the comprehensive performance of the product, and strive to meet the aesthetic needs of consumers, but also to provide a practical, environmentally friendly quality experience.

Overall, practicality has become an integral part of the cultural and creative peripheral market. In this era of rapid change, only by keeping up with the changes in consumer demand, and constantly innovating and improving the practicality of products, can we stand invincible in the fierce competition in the market. This approach not only broadens the appeal of the products but also fosters cultural exchange and understanding, contributing to a more inclusive and diverse cultural landscape.

Indeed, the focus on practicality in the cultural and creative peripheral market is not just a trend, but a necessary shift in the evolving landscape of consumer preferences. As society progresses and technology advances, consumers are increasingly demanding products that not only look good but also serve a purpose in their daily lives. This shift is reflected in the diverse range of

products available in the market, from innovative home appliances to stylish yet functional accessories.

Moreover, the focus on practicality is also fostering a deeper cultural exchange and understanding. As cultural and creative products become more

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accessible and affordable, people from different backgrounds are able to appreciate and understand diverse cultures through these products. This cultural exchange not only broadens individuals' horizons but also contributes to the creation of a more inclusive and diverse society.

In conclusion, the emphasis on practicality in the cultural and creative peripheral market is not just a passing fad but a sustainable trend that is shaping the future of this industry. By focusing on the practical needs of consumers and incorporating sustainability into product design, manufacturers and designers can create products that are not only visually appealing but also functionally superior, contributing to a more vibrant and inclusive cultural landscape.

Therefore, we have selected a number of peripheral products that combine practicality with aesthetics, such as folding fans, canvas bags, umbrellas and so on.(As shown in Figure.3.4)

3.5 Problems

The goal of the first stage is not clear, the idea is confusing, and the idea of the work is not clear enough. Too many ideas and frequent changes affect the design progress and final results. In design, flashes of inspiration and bursts of creativity are undoubtedly the most valuable assets. When these ideas have not been fully thought out and sorted out, it is necessary to firmly focus on this point to deepen each change means that the design direction has to be readjusted, and may even have to start from the beginning. Such repetition not only wastes valuable time and energy, but also requires learning to filter and integrate. Dare to discard ideas that are innovative but difficult to realise, and concentrate on those that are both innovative and practical. Keep revising and refining your

design ideas in practice. In response to the problem of incongruity in the poster image, the first thing to be clear is that the colour combination plays a crucial role in the visual effect of the whole work. If the colours of the picture are too chaotic or clash with each other, it not only fails to convey the expected theme

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and atmosphere, but also may bring uncomfortable visual experience to the audience.

In the process of exploring the operation of the software in depth, I encountered a number of unskilled difficulties. These difficulties seemed like a barrier that blocked my progress, but I knew that only through continuous learning and practice could I overcome these difficulties and master the essence of the software.

First of all, I found myself rusty in some specific operations. Even though I had read the relevant operation guide, I still felt overwhelmed when I actually operated the programme and found it difficult to get the hang of it. In order to overcome this problem, I decided to take a more systematic approach to learning. I used my free time to watch the teaching videos repeatedly and follow the demonstrations in the videos. Through continuous practice, I gradually mastered the essentials of these operations and felt my progress in software operation.

Secondly, I also found that I have deficiencies in understanding the functions of the software. Some functions seem to be simple, but behind them there are rich connotations and usage. In order to better understand these functions, I began to consult more information and communicate with other experienced users. They provided me with a lot of valuable advice and experience, which gave me a deeper understanding of the functions of the software.

Thirdly, I realized that practice is the best way to master the skills of the software. No matter how much theory I learned, it was only through practical operation that I could truly grasp the essence of the software. Therefore, I started to actively participate in various practical projects and challenges, trying to apply the knowledge and skills I had learned to practical situations. Although I

encountered many difficulties and challenges, I persevered and ultimately overcame them. This experience not only improved my practical ability, but also strengthened my confidence in mastering the software.

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Fourthly, I discovered that continuous learning is essential for keeping up with the rapid development of software technology. Software updates are frequent, and new functions and features are constantly being added. To keep up with these changes, I began to actively learn new knowledge and skills, participating in training courses, reading relevant books and articles, and following the latest trends in the industry. Through continuous learning, I have been able to keep pace with the development of the software and constantly improve my own abilities.

3.6 Methodological measures

Making a plan, defining the objectives, giving and taking, and maximising the best results are the principles that we should adhere to in formulating any plan. The establishment of goals not only gives us direction, but is also the standard by which results are measured. In the planning process, we must clearly understand that every choice involves trade-offs, and that true wisdom lies in making decisions that are most conducive to the achievement of goals.

Clarifying goals is the first step in planning. A clear goal gives us direction and allows us to focus our energies and avoid wasting time on things that don't matter. Specific, measurable, achievable, relevant and time-bound goals are the cornerstone of our success. In defining our goals, we need to analyse our strengths and weaknesses, as well as the opportunities and threats in the external environment, in order to develop a realistic plan.

To address the problems of posters, observe more excellent poster works and learn their colour matching skills. Excellent posters are often able to cleverly

use colour to create atmosphere and highlight the theme, and by observing these works, we can learn a lot of practical skills and experience.

Finally, keep practising and experimenting. After mastering a certain amount of theoretical knowledge, we need to experiment and find out through practice. You can try to use different colour schemes, observe their impact on the

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picture effect, and gradually sum up a suitable colour matching style for yourself. In addition to colour matching, the composition of the poster is also a key factor affecting the coherence of the picture. Composition should follow the principle of aesthetics, focusing on the balance and contrast of the picture. The position and size of each element in the picture should be reasonably arranged to avoid overcrowding or too empty. At the same time, through the creation of contrast and hierarchy, the key message of the poster can be highlighted and the attractiveness of the picture can be enhanced.

In the process of implementing the plan, we need to have give and take. This does not mean that we have to give up all possibilities, but that we have to allocate resources and energy according to the importance and urgency of the goal. We need to weigh the pros and cons and choose the option that is most conducive to achieving our goals. Sometimes, giving up a seemingly attractive opportunity allows us to focus more on achieving the goal. In order to maximise the best possible outcome, we need to constantly optimise our plans. Plans are not static and need to be adjusted and optimised as the external environment and internal conditions change. This requires us to maintain a keen eye on the market and the flexibility to adapt in order to seize opportunities in the face of change and achieve our goals.

Finally, I also realised that I lacked enough patience and care when facing problems. Sometimes, I would get into an irritated mood because of a small problem and could not calm down to think about the root of the problem. In order to change this situation, I have learnt to adjust my mindset and remain calm and patient. I believe that only by feeling and experiencing with my heart can I truly grasp the essence of the software.

Overall, although I encountered a lot of difficulties in the process of familiarising myself with the operation of the software, these difficulties have become my motivation to move forward. Through continuous learning and practice, I gradually overcame these difficulties and made obvious progress in software operation. I believe that in my future study and work, I will be more

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skilful in using this software to bring more convenience and benefits to my work and life.

In addition to overcoming the initial challenges, I have also discovered the versatility and efficiency of this software. Its user-friendly interface and intuitive tools have greatly simplified complex tasks, enabling me to complete them more quickly and accurately. I am constantly exploring new functions and applications of the software, finding new ways to apply it in my daily work and study.

Looking ahead, I am excited about the potential of this software and its ability to enhance my future work and learning experiences. I plan to continue exploring its advanced features and capabilities, and I am confident that with my growing proficiency, I will be able to leverage this software to achieve greater success and satisfaction in my career and personal life.

In the end, a successful design work is often formed on the basis of a stable core idea, through continuous polishing and optimisation. Therefore, we should treasure every idea, but we should also learn to choose and stick to it.

Summary of chapter III

1. Hanfu, as a cultural carrier gradually formed in the change and evolution of Chinese dynasties, carries the etiquette culture of China and reflects the elegant demeanor of the nation. Therefore, it is necessary to rely on the rich cultural foundation of the ancient times and the modern design skills, so that the Hanfu culture can present a new style, and combine the artistic creativity

and the Chinese cultural value to combine the Chinese aesthetic spirit with the contemporary aesthetic pursuit.

2. Determine the design style, with the ancient classical cultural image, and modern design concept to create an image full of cultural charm. Identify the target groups. To facilitate public identification. Reasonable use of the color

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principle, to weave a rich and interesting story background, to add memory points for the IP image.

3. The upgrading of consumers' aesthetic concept also reflects the importance that modern society attaches to individuation and emotional expression. In this context, in order to stand out in the fierce market competition, it is necessary to deeply understand the psychological needs of consumers, and to provide products and services that can trigger emotional resonance

Conclusion

This design takes "Hanfu theme creative design" as the theme to creation. IP design, poster design and information design were completed through literature research, questionnaire survey and other methods. Confirm the overall design idea. The ancient cultural elements are combined with modern design. In terms of cultural creative design, elegant style is more suitable for expressing the theme. Through the design of IP image, it is noted that the image should express the theme and have personality charm, which is more likely to be loved by the audience.

Through the drawing of the poster, when choosing the color, according to the disharmony of the poster picture, learn the color theory knowledge, and understand the relationship between different colors and the collocation principle. Improve their own color collocation ability, to adjust the contrast of the color. Notice how to coordinate the color in the picture, so that the color of the whole painting is unified and coordinated, to avoid the picture is too abrupt. In the process, I have mastered the trick of colour collocation gradually. So the classical color and theme are used in the picture is more appropriate. Different characters bring people different feelings, and the characters should be consistent with the painting style, so that the poster can play the biggest visual role.

Through this design experience, I have a deeper feeling, a more comprehensive and profound understanding of a mature work. The completion of the product is not an easy thing. In the revision, practice and exploration, I not only honed my skills, but also tempered my mind.

At first, I devoted myself to the project with full confidence, looking forward to completing the design task quickly. However, as the design deepened, As I deepen my work, I gradually realize that the perfect presentation of a work often requires countless polishing and adjustment. I realized that my shortcomings in software operation became a bottleneck restricting my work efficiency and the quality of my work.

Therefore, I spent more time getting familiar with and mastering various software tools to better put my ideas and ideas into practice. In the early design process, I did not fully take into account the needs of the users. I focus too much on my own ideas and design ideas, but ignore the user experience. I did not set up a questionnaire to collect user feedback and opinions, resulting in too many unnecessary features included in the design, making the product complex and difficult to use. In addition, my design style is also single, lack of innovation and diversity, easy to make users feel tired in the early stage of use.

In order to improve these shortcomings, I began to re-examine my own design ideas and methods. I realized that a good work should not only have a unique creativity and design concept, but also meet the needs and use habits of users.

Therefore, I began to pay attention to user research, through questionnaire survey, user interview and other ways, to deeply understand the needs and expectations of users. According to these feedback and opinions, I have made targeted adjustments and optimization to the design, so that the product is more in line with users' usage habits and needs.

At the same time, I also began to focus on improving my software operation ability. I constantly learn and master new software tools and technologies by attending online and offline training courses and watching teaching videos. These skill improvements not only make me more comfortable in the design process, but also allow me to better translate ideas into practical work.

In this process, I deeply realize the truth that "practice makes perfect". Only by continuous practice and practice can we constantly improve our skills and level. Every failure and setback is a spur and incentive to me, let me more firmly on the road to success.

Looking back on the whole process, I feel deeply moved. I know very well that in order to achieve better results and performance in my work, I must keep learning and making progress. I will continue to work hard to constantly improve my ability and quality, to bring more quality works and services to users.

Every day I am reminded of the importance of dedication and perseverance. The challenges and obstacles I have faced in my work have not only honed my skills, but also taught me valuable lessons about resilience and adaptability. I strive to maintain a positive attitude and approach each task with enthusiasm. I believe that with a strong work ethic and a willingness to learn, I can overcome any obstacle and achieve my goals.

In the future, I plan to explore new areas of expertise and broaden my knowledge base. I am excited about the opportunities that lie ahead and am confident that I will continue to grow and develop professionally.

My ultimate goal is to make a significant contribution to the success of our organisation and to make a positive impact on the lives of our users. I am determined to work tirelessly towards this goal and make a lasting impression in my field.

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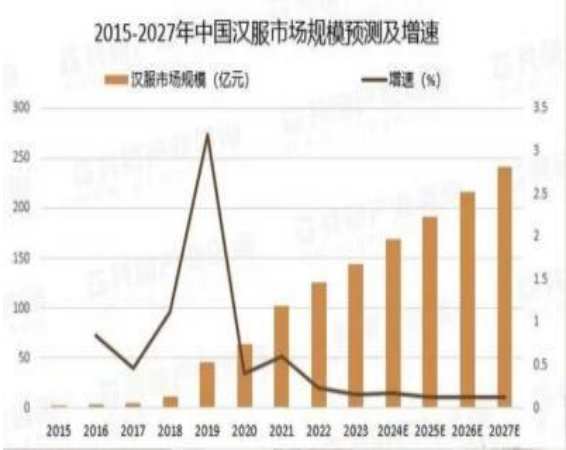
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APPENDICES



.Figure.2.1 (Taobao's Forecast Chart on Hanfu Market)

关于汉服的问卷调查

1. 您的性别：[单选题] *

男

女

2. 您的年龄段？[单选题] *

16 岁以下

16-18 岁

19-26 岁

27-39 岁

39 岁以上

3. 是否已就业？[单选题] *

是

否

4. 您是否喜欢汉服？[单选题] *

非常喜欢

比较喜欢

一般不讨厌

不感兴趣

5. 您平时有接触过汉服吗？[单选题] *

- ☐ 经常见
- ☐ 偶尔接触
- ☐ 从不接触

6. 您购买汉服的主要原因是？ [多选题] *

- ☐ 弘扬中国传统文化
- ☐ 喜欢汉服文化
- ☐ 衣服好看
- ☐ 特殊场合需要
- ☐ 自身穿搭的需要
- ☐ 追求潮流
- ☐ 受他人影响
- ☐ 其他

7. 您对汉服的接受程度是？ [单选题] *

- ☐ 很能理解，有尝试的想法
- ☐ 比较理解，能够接受人在日常生活中穿汉服
- ☐ 比较了解，能够接受人在特殊场景中穿汉服
- ☐ 中立
- ☐ 不能理解，没有意义

8. 您对汉服了解的程度是？ [单选题] *

- ☐ 有大概的认识，能辨别出汉服
- ☐ 比较了解，能辨别汉服的基本形制
- ☐ 非常了解，几乎认识汉服的所有形制
- ☐ 熟悉汉服的形制和文化背景

☐完全不了解

9. 您了解汉服的途径是？ [多选题] *

☐影视作品

☐社交媒体

☐汉服文化社团

☐汉服活动

☐历史文献

☐博物馆展览

☐亲朋好友介绍

☐其他

10. 您通常在什么场景下穿汉服？ [多选题] *

☐汉服活动

☐艺术/摄影

☐特殊场景

☐传统节日

☐日常生活

☐没穿过汉服

☐其他

11. 如果有机会的话，你会参加有关汉服的活动吗？ [单选题] *

☐会

☐不会

☐看情况

12. 您参加有关汉服活动的原因是什么？ [多选题] *

- ☐休闲娱乐
- ☐结识好友
- ☐了解文化

Figure.2.2

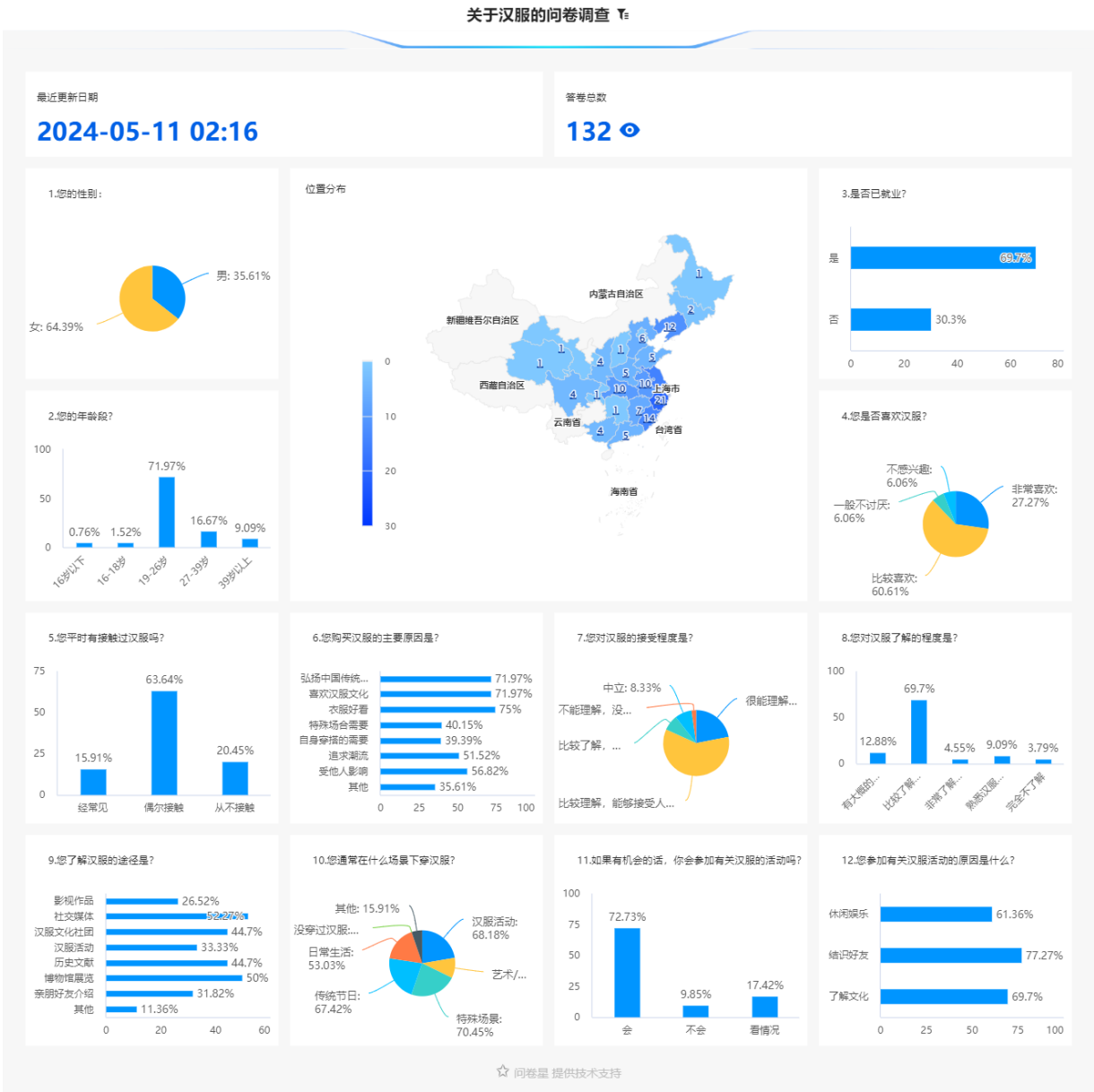


Figure.2.3



Figure.2.6



Figure.3.1



Figure.3.2



Figure.3.3

HANFU

地点：山东省济南市Xx



VIP票

时间：6/21 8:00



HANFU

VIP票



使用说明：

凭借此票可在验票处领取精美礼品一份

凭借此票可在指定地点参加游戏

凭借此票可自由出入活动场地

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Hanfu-themed festival



Figure.3.4

