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**BACHELOR'S THESIS**  
on the topic:

Development of brand identity for Hometown pomegranate culture

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## **Abstract**

Visual design is ubiquitous today and fills our daily lives. With the rapid development of China's national economy, the consumption structure has also been upgraded and reformed. The increase of material level leads to the trend of individuation and diversification of people's consumption demand for agricultural products. Therefore, the key to the optimization of agricultural production structure and product sales structure lies in the brand construction of agricultural products. Through brand construction, it can significantly reduce the ineffective supply rate and increase the supply of high-quality characteristic agricultural products, so as to improve the supply quality and better meet the diversified needs of consumers. In addition, brand building can also enhance the added value of agricultural products, consumers are more inclined to choose characteristic products, making the sustainable development of branded agriculture more stable.

Rural revitalization, this strategic blueprint not only depicts a grand vision for the future development of China's rural areas, but also is a key measure to promote the modernization of agriculture and rural areas and achieve a well-off society in an all-round way. In this historical process, the characteristic agricultural products are like bright pearls, embedded in the broad picture of rural economic revitalization, they are not only a vivid carrier of regional culture, but also an important pillar to improve farmers' income and stimulate rural vitality. Therefore, the brand design of characteristic agricultural products is not only an aesthetic upgrade on the packaging, but also a profound image reshaping and value enhancement action.

This design project has a good understanding of this, and is committed to exploring and practicing a set of innovative and effective packaging design methodology for characteristic agricultural products. We are well aware that in

this era of information explosion and dazzling commodities, a unique and attractive brand image can instantly catch the eye of consumers, so as to stand out in the fierce market competition. Therefore, our design strategy will closely revolve around the three core principles of "differentiation, storytelling, and sustainability".

First of all, differentiated design means that we have to dig deeply into the unique features of each kind of characteristic agricultural products, whether it is the natural environment of the origin, the historical tradition of planting, or the nutritional value of the product, the flavor characteristics, will be cleverly integrated into the design elements, so that the product packaging becomes the first visual language to tell the story of the origin, so that consumers can feel the difference of the product at a glance.

Secondly, the creation of the story aims to tell the humanistic stories and geographical customs behind the agricultural products through the packaging design, so that consumers can taste the products at the same time, but also experience a beautiful narrative about the land, human feelings and inheritance. This kind of emotional resonance can effectively enhance the brand loyalty of consumers, so that the product is not only a commodity, but a cultural bridge connecting urban and rural areas and communicating people's hearts.

Finally, sustainable design is one of our principles. In the selection of materials, production process, we will fully consider environmental factors, the use of recyclable or biodegradable materials, reduce the impact on the environment, which is not only in line with the global trend of green consumption, but also shows the social responsibility in the transformation and upgrading of rural industries.

From the dimension of design aesthetics, the shaping of brand image is an important part of the realization of brand differentiation. It requires designers to dig deep into the intrinsic characteristics of products, creatively translate the uniqueness of agricultural products such as pomegranates into visual language,

and create a strongly recognizable and attractive brand image. This means getting rid of the traditional visual expression framework, being innovative, and customizing a visual system for the brand that is both in line with its temperament and unique among many competitors. For example, by designing an IP image that is both tailored to the characteristics of the pomegranate product and rich in creativity, as well as an iconic logo, these elements will become powerful symbols in brand communication and deepen public memory.

The design of propaganda posters needs to pay more attention to the emotional connection and the accuracy of information transmission. The use of modern design concepts combined with the natural attributes of agricultural products to create a vivid and interesting visual picture that accurately reflects the characteristics of the product. This design should not only avoid falling into stereotypes, but also subtly break the routine, using a combination of elements such as color, composition, copy writing, and so on, to create a visual experience that is both educational and engaging. The goal is to let consumers enjoy these visual works, not only can feel the fresh vitality and natural beauty of agricultural products, but also be inspired to explore the deep value of the product interest, and then promote the purchase behavior, the formation of a virtuous cycle, promote the sustainable and stable development of the brand.

*Key words : Information visualization , Poster design , IP image , Pomegranate products, Branding of agricultural products*

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## **Introduction**

With the vigorous development of China's social economy, the Central Committee of the Communist Party of China and The State Council issued a guideline on comprehensively promoting the key work of rural revitalization in 2023, and the twenty major departments of the Party drew a grand blueprint for comprehensively promoting the great rejuvenation of the Chinese nation with Chinese-style modernization. The most arduous and onerous task in comprehensively building a modern socialist country still lies in the countryside. In order to respond to the rural revitalization plan and jointly create the modernization of agricultural products, this design designs a set of visual image design for pomegranate agricultural products, including the planting, picking and processing of pomegranate products.

Pomegranate, a precious planting crop originating in the Western Han Dynasty, began its prosperous journey on the land of China since it was transplanted from the noble place of the royal Forbidden Garden to the hometown of Yi by Prime Minister Kuang Henghui in the reign of Emperor Cheng. After thousands of years of cultivation and care, pomegranate trees gradually spread across the countryside, to the Ming Dynasty has become a beautiful landscape and an important pillar of local economy. Its fruit is full and juicy, and each grain is wrapped in natural sweetness, which not only nourifies the hearts of generations, but also carries profound cultural implications and historical emotions, and is deeply loved and respected by people of all ages.

However, in the rapidly changing modern society, the sales model and sales method of pomegranate products are lagging behind, failing to fully capture the new market vane, especially the preferences and needs of young consumer groups. In an age where vision is king, the first impression of a product's appearance often determines whether consumers are willing to delve deeper into its intrinsic value. Therefore, this research project focuses on the renovation of

the visual packaging of pomegranate products, and strives to reinterpret the traditional charm of pomegranate through the combination of creative design and modern aesthetic, so as to revitalize it.

We aim to create a series of packaging designs that not only reflect the natural beauty of pomegranates, but also conform to the fashion and environmental protection concept of young people. This is not only a simple appearance upgrade, but also an exploration of the integration of cultural inheritance and innovation. Through the clever use of color, modern interpretation of patterns and the choice of sustainable materials, pomegranate products stand out on the shelf, attracting those who pursue quality life and pay attention to healthy eating young eyes. At the same time, combined with digital marketing strategies, such as social media promotion, online interactive experience, expand sales channels, enhance brand stories, further promote the upgrading and expansion of the local industrial chain, and realize the seamless connection between traditional agriculture and modern consumer markets.

In short, the transformation of the visual packaging of pomegranate products is a bridge connecting the past and future, tradition and modernity, aiming to make more young people feel the beauty of pomegranate in a more vivid and close to The Times way, so as to stimulate market demand and promote the vigorous development of local characteristic industries.

## **Chapter I**

### **Source of topic selection**

#### **1.1 Purpose and significance of the topic selection**

Visual design is ubiquitous today and fills our daily lives. Based on this background of The Times, I carried out brand image design for the characteristic products of my hometown, and created brand image design with my own personality characteristics according to some advanced design brand cases, including brand logo, logo graphic extension, commercial poster, brand form, brand diversified display and other design contents, through my own design style, design characteristics and design The technique shows.

Rural revitalization is an important strategy for China's rural reform and development, characteristic agricultural products as an important support for rural revitalization, brand packaging design is crucial to product image and market competitiveness. The purpose of this design is to study the design method of brand packaging of characteristic agricultural products, improve the popularity and sales of products, and promote the development of rural economy.

Through visual communication, material selection and process innovation, excellent packaging design can add unique aesthetic and emotional value to agricultural products, thereby enhancing their added value. The brand packaging design of agricultural products can transform ordinary agricultural products into commodities with story, uniqueness and high quality, and then attract consumers to pay higher prices for this.

Brand packaging is an important means to shape and spread the brand image of agricultural products. In the context of rural revitalization, the brand packaging design of characteristic agricultural products should fully tap local cultural elements and industrial characteristics, form a unique visual identity and brand story, in order to help create a deeply rooted product image, enhance consumer awareness and loyalty to the brand.



In the process of packaging design, the integration of rural local cultural elements is the inheritance and promotion of regional culture. This kind of packaging rich in cultural heritage can not only enrich the connotation of the product, but also allow consumers to understand and feel the unique history, folk customs and humanistic spirit of the countryside while contacting the product, and further enhance the unique charm and social influence of agricultural products.

High-quality characteristic agricultural product brand packaging design can drive industrial upgrading, increase farmers' income, and promote the active rural consumer market. A good brand image helps to expand the sales scope of agricultural products and expand a broader market space.

### **1.1.1 Introduction to the topic content**

The purpose of this topic is to integrate the unique charm of pomegranate products into daily publicity through a unique visual design technique, not only to promote science popularization and improve the public's cognition of the nutritional value and cultural implication of pomegranate, but also to arouse the attention and interest of all circles in Yicheng, a distinctive agricultural product of the region. We hope that this series of designs will serve as a bridge between urban and rural areas, inject new vitality into the development of local agriculture, and allow the outside world to better understand the story behind the pomegranate, from its long history of cultivation to the rich variety, as well as its integral role in the local economy and culture.

This project is not only a design task, it also carries the important mission of promoting rural revitalization. Through the power of the visual arts, we hope to lead people to rediscover the beauty of the countryside and recognize the importance of supporting local agriculture to strengthen community cohesion and promote sustainable development. Meanwhile, the works will serve as a window for the domestic and international community to better understand the

unique customs and customs of Yicheng, its natural scenery, folk traditions and hardworking and talented people.

More importantly, with the pomegranate as a symbol of abundance and unity, our design aims to convey positive values to the youth and the youth community at large: respect for nature, cherish cultural heritage, and advocate innovation and practice. Such value cultivation can not only inspire the young generation's pride in local culture, but also encourage them to actively participate in the construction and development of their hometown, and jointly promote the regional tourism industry to a more green, healthy, humanistic and harmonious direction.

To sum up, this visual design creation plan is a multi-dimensional and multi-level creative action, which is not only an aesthetic exploration of pomegranate products, but also a positive response to the strategy of rural revitalization, and a vivid practice of traditional cultural inheritance and the integration of modern values. We believe that through this series of well-planned design activities, we will not only effectively enhance the brand influence of Yicheng Pomegranate, but also bring new opportunities and impetus for the comprehensive development of local economy and society.

## **1.2.Project research**

With the rapid development of China's national economy, the structure of the consumer market is undergoing a profound transformation and upgrading. This process not only reflects the significant improvement of national living standards, but also intuitively shows the trend of consumers' demand for agricultural products from single to personalized and diversified. In this context, the traditional agricultural production model and sales strategy are facing unprecedented challenges and opportunities. In order to comply with this trend, the strategic position of agricultural product branding has become increasingly prominent, and has become a key lever to promote the optimization and upgrading of industrial structure.

The core of brand construction is to build a unique market identification, through accurate positioning and differentiation strategy, effectively reduce ineffective supply, increase the supply of distinctive and excellent quality agricultural products in the market. This can not only directly respond to consumers' demand for diversified and high-quality agricultural products, but also indirectly promote the overall value of the agricultural industry chain. The power of a brand lies in the creation of its added value. A successful agricultural brand can not only attract the favor of consumers, but also inspire consumers' curiosity and resonance for the story behind agricultural products, thereby building lasting brand loyalty.

From the dimension of design aesthetics, the shaping of brand image is an important part of the realization of brand differentiation. It requires designers to dig deep into the intrinsic characteristics of products, creatively translate the uniqueness of agricultural products such as pomegranates into visual language, and create a strongly recognizable and attractive brand image. This means getting rid of the traditional visual expression framework, being innovative, and customizing a visual system for the brand that is both in line with its temperament and unique among many competitors. For example, by designing an IP image that is both tailored to the characteristics of the pomegranate product and rich in creativity, as well as an iconic logo, these elements will become powerful symbols in brand communication and deepen public memory.

The design of propaganda posters needs to pay more attention to the emotional connection and the accuracy of information transmission. The use of modern design concepts combined with the natural attributes of agricultural products to create a vivid and interesting visual picture that accurately reflects the characteristics of the product. This design should not only avoid falling into stereotypes, but also subtly break the routine, using a combination of elements such as color, composition, copy writing, and so on, to create a visual experience that is both educational and engaging. The goal is to let consumers enjoy these visual works, not only can feel the fresh vitality and natural beauty of

agricultural products, but also be inspired to explore the deep value of the product interest, and then promote the purchase behavior, the formation of a virtuous cycle, promote the sustainable and stable development of the brand.

### **Conclusion to chapter I**

1. This paper briefly expounds the positive effect of the brand of agricultural products on the present rural economy. High-quality characteristic agricultural product brand design can promote industrial upgrading, increase farmers' income, and promote the prosperity of the rural consumer market. A good brand image can also help expand the sales scope of agricultural products and open up a broader market. All in all, the branding of agricultural products is a powerful help to promote the development of rural industries and increase farmers' incomes. In addition, brand building can also enhance the added value of agricultural products, consumers are more inclined to choose characteristic products, making the sustainable development of branded agriculture more stable.

2. Local cultural characteristics give the brand upward vitality. In the process of brand design, a large number of regional local cultural elements are integrated, which is the inheritance and promotion of regional culture. This brand design rich in cultural heritage can not only enrich the connotation of the product, but also allow consumers to understand and feel the local unique history, folklore and humanistic spirit while contacting the product, and further enhance the unique charm and social influence of agricultural products.

3. The branding of agricultural products enhances the competitiveness of products. From the design point of view, brand image design is to create a powerful visual image, have a different positioning in the market, get rid of the bondage of mediocrity, break the routine, customize a set of visual image in line with their own brand temperament, and stand out from many brands. Through the in-depth understanding of pomegranate products, the design can reflect the product characteristics of the IP image, logo design, for the pomegranate product

design poster. Use appropriate and vivid visual language to convey information accurately and get rid of the shackles of the old-fashioned visual image of agricultural products and the homogenization of brand characteristics.

## **Chapter II**

### **Background research and design positioning**

#### **2.1 Background research and design positioning**

The pomegranate in Yicheng has a long history of planting, but it has not been effectively promoted and lacks of innovation. Therefore, it has become an urgent need to differentiate the pomegranate products in Yicheng from other similar products. Therefore, the construction of the brand image design of Yicheng pomegranate can reflect the cultural characteristics, regional characteristics and natural landscape of Yicheng pomegranate, which is a necessary measure to improve the competitiveness of Yicheng pomegranate products, so as to win the favor of consumers. In the specific implementation process, the brand image design of Yicheng pomegranate products made positive contributions to product identification, cultural inheritance and marketing promotion by using visual elements such as logo, graphics, color, illustration and IP image, so as to create a unified, standardized and unique brand image of Yicheng pomegranate products.

#### **2.2. Domestic research status**

With the implementation of the rural revitalization policy, the construction of agricultural product branding and the promotion of agricultural product concept innovation have gradually attracted the attention of the academic community. Domestic scholars have studied the visual image of agricultural products from different perspectives, mainly including the following aspects:

(1) Product homogenization is serious.

At present, the brand design of many characteristic agricultural products still has obvious shortcomings in reflecting and inheriting regional culture.

Although many villages in China have deep historical accumulation, unique natural landscape and rich folk customs, these precious regional elements have not been fully explored and effectively used in the actual brand innovation practice, resulting in a general lack of product recognition. The regional characteristics and cultural heritage of agricultural products are not clearly conveyed through visual language, resulting in serious homogenization.

(2) The basic information of the product is not clearly communicated.

The packaging design of most featured agricultural products often lacks accuracy and comprehensiveness when expressing the core characteristics of the product, such as taste, quality, nutritional value and planting environment. This kind of vague information transmission mode hinders consumers' good cognition and value judgment of product attributes, thus affecting the play of differentiated competitive advantages of products in the market.

(3) Lack of deepening and improvement in the construction of brand image.

Although the quality of agricultural products in many rural areas is good, brand image building is still in the initial stage. Due to the lack of a complete brand narrative system with high recognition and emotional resonance, the image of these brands is relatively flat, it is difficult to establish a bright and lasting image in the fierce market competition, and gradually lose the attention of consumers.

(4) Lack of consumption experience and interaction.

Driven by the upgrading of consumption concepts, modern consumers pursue a sense of participation and experience in the process of shopping. However, the design of characteristic agricultural products in this aspect often lags behind, the interactive design is insufficient, the information transmission mode is single, and the lack of guidance. In the digital application of product traceability, knowledge dissemination and personalized service, the depth and breadth of interactive experience design needs to be improved. It is suggested to add interactive elements in brand design to optimize user experience.

### **2.3. Foreign research status quo**

It is the same with China, but because the development of commercial economy in European and American countries is earlier than that in China, the research on the branding of agricultural products in foreign countries is earlier.

#### **(1) Analysis of social background:**

After the Industrial Revolution, the commoditized economy in Europe and the United States developed rapidly, and a large number of commodities were produced, but they were subject to the backward communication media and homogenized chaotic information at that time, which made it difficult for enterprises to sell their products. Meanwhile, consumers' understanding of product information was not comprehensive enough, resulting in a difficult situation of supply and demand. Due to the traditional marketing methods at that time, it was difficult for brands to distinguish themselves in the complex market, and it was difficult for consumers to distinguish between different brands. After that, enterprises began to try to use the overall brand design to strengthen their brand image, deepen the impression of users on their products, and strengthen the influence of their brands.

#### **(2) Emotion analysis:**

Just as the domestic academic circles have deeply explored the emotional value of agricultural products, foreign scholars have also focused their attention on the emotional dimension contained in agricultural products and conducted a series of insightful studies. These studies are not limited to the basic function of agricultural products as food, but further explore how they transcend material boundaries and play an integral role in human emotional expression and social and cultural transmission.

Through interdisciplinary methodology, including but not limited to cultural studies, psychology, and marketing perspectives, foreign scholars have analyzed in detail how agricultural products, with their unique regional characteristics, planting history, traditional customs and other related story elements, stimulate the emotional resonance of consumers. For example, when



studying wine, French scholars not only focus on its taste and winemaking process, but also explore how the history of the winery, the family heritage story, and the climatic conditions of a particular year work together to give the wine a unique emotional color and cultural value, making it a medium to convey emotions and celebrate important moments.

In addition, the study reveals how agricultural products serve as a bridge between different cultures in the context of globalization. Agricultural products from exotic places, carrying the cultural genes and customs of the origin, touch the exotic complex of consumers and promote cultural exchange and understanding. For example, Japan's cherry blossom tea and Italy's olive oil are not only commodities for food trade, but also cultural symbols that carry the lifestyle, aesthetic taste and emotional sustenance of the two peoples.

To sum up, foreign studies on the emotional value of agricultural products not only enrich our cognition of the function of agricultural products, but also emphasize the importance of emotional links for building brand loyalty and promoting sustainable consumption patterns in the era of rapid consumption. These findings encourage us to look at agricultural products from a broader human perspective and understand their complex and profound emotional and cultural significance in modern society..

In general, foreign research on the branding of agricultural products is more diversified and in-depth, not only focusing on the characteristics of the product itself, but also involving the interaction between language and society and culture. At the same time, more attention is paid to interdisciplinary research methods, such as sociology, communication, psychology, etc., are included in the research scope.

## **2.4. Data integration**

In Yicheng, I not only carefully collected a wide range of pomegranate derivatives, such as juicy pomegranate juice, nutritious pomegranate seed oil and facial mask, but also carefully studied the magical effects behind these

products, from enhancing immunity to promoting cardiovascular health and nourishing skin. Each of these findings made me deeply appreciate the increasingly sophisticated and diversified pursuit of health and beauty among Chinese consumers in recent years. This change in demand, like a fresh wind, blows the source of inspiration for design, prompting me to more keenly capture the essence of product characteristics in the creation process, and cleverly integrate these elements into my design language, so that brand identity is no longer a silent symbol, but a dynamic life, full of rich emotional colors and vivid image expression.

Influenced by the eclectic and colorful Memphis design style, I boldly break away from the shackles of traditional frames and let the wings of creativity soar freely when designing IP images. By combining the fun of Memphis style with the regional cultural characteristics of pomegranate products, I created a modern and story-rich visual image for the project, which is not only the spokesperson of the brand image, but also the bridge connecting consumers' emotions, so that every visual contact can inspire the resonance of the soul.

In the broad stage of poster design, I spare no effort to display creative magic, using multi-level visual narrative skills, combined with bright color contrast and dynamic graphic layout, to convey the unique charm of pomegranate products and the cultural value behind it in an all-round and multi-dimensional way. Each poster is a miniature story theater, inviting viewers to enter a visual and spiritual feast, making the work not only a carrier of information, but also an artistic declaration to convey the concept of life aesthetics and health.

As for the design of information visualization illustrations, I use artistic techniques to interpret the process of science. I carefully drew a beautiful and educational pomegranate product production flow chart, in an intuitive and interesting way, to the public from the pomegranate fruit picking, screening, processing to the packaging of the finished product every detail, so that the complex production process becomes easy to understand and fascinating. Such a

design not only improves the level of knowledge of the public, but also further enhances their cognition and love of pomegranate products, and truly realizes the value of the design - to make the good visible, so that knowledge is within reach. See attachment figure 2.1.

## **2.5. Design and positioning**

The strategy of Yicheng Pomegranate branding aims to create an impressive and in-depth visual identity in an effort to stand out in the fierce market competition. The core of this strategy is to build a strong brand image for Yicheng Pomegranate through careful planning and design, and then enhance its market recognition and customer loyalty. The design team explored the cultural heritage and product characteristics of Yicheng Pomegranate from the inside out to ensure that every detail of the design could accurately convey the natural charm and regional characteristics of the pomegranate.

In this creative design journey, the designers skillfully integrated the essence of market research into the poster design and the creation of IP images, and each design element was regarded as a medium to tell a story. They meticulously deconstruct and reassemble the basic visual building blocks of graphics, fonts and colors as if they were stitching together a vivid picture of a pomegranate. Each plate carries different information and emotions. Through flexible combination, it not only maintains the integrity of the design, but also gives the work infinite possibilities of change, so that it can be independent, harmonious and unified, showing a vibrant and logical design language.

In particular, the design boldly introduces elements of the Memphis style, which is known for its subversive break with traditional design rules. It abandons the conventional color scheme and instead adopts a series of bright colors that are lively and full of fun, forming a stark visual contrast that instantly grabs the viewer's attention. The use of rough and delicate lines further strengthens the visual impact, making the design work unique among many similar works.

In addition, the design also incorporates a large number of diverse shapes and lines, from simple geometric shapes to complex interwoven patterns, each form tells a different story, and together weave a creative and rich spatial depth of the visual world. The exquisite combination of these geometric figures, with the exquisite and bright line outline, as well as the rainbow of colors, together to create an avant-garde, fashionable atmosphere, perfectly fit the young, trendy brand positioning.

In a word, the design is not only a reform of the brand image of Yicheng Pomegranate, but also a feast of visual art. It has successfully created a brand image of Yicheng Pomegranate with unique design concepts and expression techniques, leading the new trend of the industry, and has made a solid step in the brand.

## **Conclusion to chapter II**

1. In the specific implementation process, the brand image design of Yicheng pomegranate products made positive contributions to product identification, cultural inheritance and marketing promotion by using logo graphics, colors, illustration posters, IP images and other visual elements, so as to create a unified, standardized and unique brand image of Yicheng pomegranate products.

2. Domestic scholars have studied the visual image of agricultural products from different perspectives, mainly including the following aspects: serious product homogeneity, no clear transmission of the basic information of the product, the lack of deepening and improving the construction of the brand image, and the lack of consumption experience and interaction. Foreign research on the branding of agricultural products is more diversified and in-depth, not only focusing on the characteristics of the product itself, but also involving the interaction between language and society and culture. At the same time, more attention is paid to interdisciplinary research methods, such as sociology, communication, psychology, etc., are included in the research scope.

3. In this design, we analyzed the products of Yicheng Pomegranate in a deep level and designed the poster design and IP image design in line with the market positioning. We divided the visual elements such as graphics, fonts and colors into several plates. Based on the design content, we designed the flexible, dynamic and logical design works by matching and combining various modules.

## **Chapter III**

### **Design Process and Results**

#### **3.1. Yicheng pomegranate brand logo design**

##### **3.1.1 Yicheng pomegranate brand logo design conception**

In planning the LOGO design for Yicheng Pomegranate, I had a vision to display the natural beauty of the pomegranate, which is round and full, with overlapping fruits, through the integration of art and creativity. I hope this is not only a picture, but also a window, allowing people to glimpse the unique customs and rich products in Yicheng.

In the design, we will skillfully use modern design concepts, combine the artistic conception of traditional ink painting with western geometric aesthetics, and create a visual effect with classical charm and fashion sense. Pomegranate shape will be given a new life, with a streamlined outline of its rounded posture, the color is selected on the representative of maturity and harvest of the crimson and gold, implying the sweet and fertile city of pomegranate, while the use of light and shadow interlace method, showing the density of the fruit kernel and vitality, symbolizing the good wishes of many children.

In terms of culture, we dug into the historical stories and folklore behind Yicheng Pomegranate, and integrated its essence into the LOGO design to find the perfect balance between traditional culture and modern aesthetics. For example, we can learn from the auspicious elements in ancient pomegranate patterns, such as bats (fu), Ruyi, etc., and present them in an abstract or metaphorical way, so that each stroke and every stroke carry profound cultural significance, and enhance the brand's recognition and memory points.

In order to comprehensively enhance the brand value, we will start from several aspects: First, through the unique LOGO design to enhance the brand awareness, so that it will become a beautiful business card of Yicheng; Second, we will build customer loyalty to the brand and encourage customers to repeatedly choose Yicheng Pomegranate for its excellent products and services. In addition, the Yicheng pomegranate will be recognized by the market for its high quality, ensuring that each pomegranate can represent the best agricultural results in Yicheng. Finally, through the brand association, consumers can recall the rich cultural heritage and green and healthy agricultural products of Yicheng when they see the image of the pomegranate, thus forming a positive brand image.

In short, this series of well-planned design and promotion strategies aimed not only to bring direct economic growth to Yicheng, but also to arouse the interest and curiosity of the outside world in Yicheng and its featured agricultural products, attract more people to learn about the city and experience its unique charm, and finally realize the extensive dissemination of local culture and far-reaching expansion of brand influence..See attachment figure3.1.

### **3.1.2.Yicheng Pomegranate brand LOGO design finalized**

The inspiration for the design of the pomegranate logo in Yicheng is rooted in the natural form of the product and its internal cultural symbol. In particular, it cleverly borrowed the rhyming L of the word "pomegranate" to serve as the starting point of the creativity. The design team carefully observed the rounded and full edges of the skin of the pomegranate, and through artistic refinement and reproduction, carefully arranged by a series of smooth geometric circles with a smooth surface - they are sometimes tangential, like the subtle touch of fruits in nature; Sometimes intersect, meaning the convergence and blend of vitality. The result of this process is a well-structured, realistic shape of the pomegranate, which not only captures the unique beauty of the pomegranate, but also contains a tribute to the perfect creation of nature.

Next, the designers made a clever 90-degree rotation of the letter L, and behind this simple corner, there is a profound change in visual language. Through the moderate expansion treatment of the rotated L, its visual area can be significantly enhanced, and it becomes the focal element in the whole logo. On this basis, the designer also carried out a delicate round modification of the edge of the L, which not only makes the letter form more harmonious into the overall design, but also further strengthens the echo of the rounded appearance of the pomegranate, and the two achieve seamless connection in form and image.

In order to give the logo a vivid vitality, the design team decided to carefully create a positive pomegranate shape to do negative 45 degrees of elegant rotation, this Angle choice just simulated the mature pomegranate hanging on the branches, slightly tilted, seems to be waiting for people to pick the warm scene, not only to show the joy of pomegranate harvest, It also implies that the brand expects to be found and cherished by consumers. Then, after careful layout, this dynamic L-shape and the pomegranate figure to carry out a subtle combination of positive and negative shapes, the two interdependent, mutual achievement, visually convey a harmonious symbiosis message.

In the choice of color, the designer did not hesitate to use the bright red represented by the pomegranate itself as the standard color of the logo. This warm and gentle red not only vividly restore the natural brilliance of the pomegranate fruit shining in the sun, but also a profound meaning, symbolizing the brand's positive and energetic spirit, as well as the infinite possibilities of the future. In a word, the Yicheng Pomegranate logo design is a wonderful journey to draw inspiration from nature and sublimate into visual art through creative processing, which not only conveys the characteristics of the product, but also further expresses the cultural connotation and value pursuit of the brand. See attachment figure3.2.figure3.3.



### 3.1.3.Font design

In the careful elaboration of the font design, we have thoroughly implemented the design philosophy of the overall visual image, ensuring that every stroke is harmoniously symbiosis with the overall style. The designer cleverly uses clean lines to create a clear and powerful outline for the basic font. Based on this, the outer edge of the font is delicately rounded, aiming to create a soft but forceful visual effect. This process is not only the adjustment of the shape, but also an emotional and aesthetic transmission, so that the font while maintaining the recognition, exudes a warm jade texture.

In order to further enhance the uniqueness and fit of the design, we innovatively integrate the pomegranate shape into the font design, and achieve the perfect combination of word and shape through artistic techniques. Pomegranate as the choice of design elements, meaning is rich, it symbolizes vitality, prosperity and unity, such integration not only gives the font a deeper cultural connotation, but also makes it visually lively and interesting, full of vitality. The insertion of each pomegranate form has been carefully considered, not only retaining the natural beauty of the pomegranate itself, but also subtly connecting with the font structure, achieving a seamless connection between traditional imagery and modern design language.

In addition, the entire font design project strictly follows the design principle of simplicity and not simple, and every detail adjustment is to achieve the ultimate goal - to create a set of font system that conforms to the aesthetic trend of young people, but also does not lose the bright and high-end sense. This kind of design positioning not only requires a fresh and refined appearance, but also emphasizes that in the era of information explosion, fonts can quickly convey information and attract and maintain the attention of young audiences. Through this design concept and practice, our font design successfully stands out among many designs, becoming an emotional link between the brand and the user, highlighting the brand's youthful vitality and the appeal of The Times. See attachment figure 3.4.

## **3.2. IP design**

### **3.2.1. IP design and conception**

IP (Intellectual Property) is not only a cultural symbol, but also a carrier of emotion and value. Through deep mining and artistic processing, it enables the audience to cross the surface visual experience and deeply feel the unique concept and characteristics behind the product. This deep resonance, like building a bridge, so that the writer and the viewer's hearts can be connected, so as to leave a more profound imprint in people's hearts. With the deepening of the impression, the visibility and recognition of the product will also be improved, attracting more attention at the same time, naturally achieving the dual goals of publicity and promotion, opening a broader market space for the brand or product.

When designing an IP image, digging deep into the local history and culture is a crucial step. This is not only a tribute to the past, but also gives modern products a unique soul with the weight of history. By tracing the birth background of the product, local characteristics, traditional elements and modern design concepts can be skillfully combined to create an image that is both rooted and does not lose the sense of The Times. Such a design strategy enables consumers to enjoy product functions while also feeling the inheritance and innovation of a culture, enhancing their cultural identity and sense of belonging.

In addition, for the design of personality IP, younger is a trend that cannot be ignored. Under the tide of the Internet, as the main force of information dissemination, young people's aesthetic preferences directly affect the popular trend of content. Therefore, the design transformation of IP characters in line with the contemporary youth aesthetic, such as the use of more dynamic lines, bright color contrast and interesting expressions, is an effective means to attract the attention of this group. At the same time, the integration of positive values and life attitudes makes these IP roles not only visually attractive, but also a reflection of the spiritual world of young people, triggering their emotional resonance and identity, further promoting word-of-mouth communication and social sharing, and achieving the publicity effect of twice the result with half the effort.

To sum up, a successful IP image construction must not only dig deep into the cultural connotation, accurately locate the product characteristics, but also keep up with the pace of The Times, especially close to the aesthetic needs and

communication habits of young groups, so as to stand out in the fierce market competition and achieve the perfect transformation from culture to business. See attachment figure 3.5.

### **3.2.2. The IP design is finalized**

The design inspiration of IP image, like a strand of creative spring, comes from the deep inherent characteristics of the product and the long historical story behind it. In the shape design, the originality of the use of the proportion of two heads, this classic and full of childlike design choice, gives the character a beyond the reality of the Q version charm, its shape is naive, unforgettable, as if it can instantly light up the smile of the audience.

Hair design, is unique, the use of mellow and soft outline lines, clever simulation of the beauty of nature at the same time, the head deliberately into the pomegranate after the maturity of the residual calyx elements, which is not only a subtle tribute to the nature, but also the embodiment of the depth of brand culture mining. Above the calyx of the flower, a carefully designed pomegranate headband gently hoses the hair, which not only stabilizes the unique design, but also adds a little playful and clever. And in the ear lightly embellished a blooming pomegranate flower, like the finishing touch, not only balance the overall vision, but also let the role exudes vitality and natural fragrance.

Tracing the footsteps of history, we find that the story of Yicheng Pomegranate can echo back to the distant Western Han Dynasty, and this long history has become a source of inspiration for the fashion design. Therefore, in the clothing decoration, choose the Qin and Han period women's favorite "deep clothes" as a model, which is a kind of classical beauty clothing with profound cultural heritage. The figure wears a curved train and deep clothes, the upper and lower body structure is connected with a smooth curve, and the waist is gently tied with a delicate belt, outlining a graceful posture, which not only shows the wisdom of ancient clothing, but also reflects the simple and elegant modern aesthetic.

In terms of color matching, the bold choice of red and yellow as the main tone, the two colors symbolize luck and prosperity in traditional Chinese culture, their high saturation combined to form a strong visual impact, not only make the character image more vivid and eye-catching, but also insubly convey the brand positive and energetic brand spirit. The whole IP image design, from the details to the whole, reveals the respect for tradition and the pursuit of innovation, perfectly integrates the charm of history and modern aesthetics, and creates a unique image that is both lovely and rich in cultural heritage. See attachment figure3.6.

### **3.2.3. IP emoticon design**

IP' emoji design cleverly captures the 12 subtle changes in everyday life. These expressions are not just simple joys and sorrows, they cover from the warmth of a knowing smile to a slightly naughty wink, from a thoughtful frown to a relieved laugh, each of which is delicate and close to the heart. The design team carefully integrated these rich emotions with the characteristics of the IP image itself, not only retaining the unique personality of the character, but also giving the emoji a vivid soul.

In the process of creation, it not only pays attention to the intuitive expression of expressions, but also cleverly combines text descriptions to match each emoji with refined humor or profound sentences, making the information transmission more accurate and interesting. Such a design strategy not only allows viewers to understand the emotions and situations to be expressed at a glance, but also greatly enhances the appeal of the content and deepens the memory of the brand in a relaxed and pleasant atmosphere.

In addition, this series of carefully created memes effectively optimizes the brand's communication path through a high degree of recognition and resonance. They spread quickly on social media platforms, becoming a new language for fans to interact with brands, and every time they are shared and used, they are a silent promotion of the brand, and virtually broaden the influence boundaries of

the brand. This innovative way of expression not only makes the brand image more cordial and down-to-earth, but also promotes the spontaneous word-of-mouth communication of users, realizes the deep connection between brand value and user emotion, and jointly weaves a close and dynamic brand communication network. See attachment figure 3.7.

### **3.3. Poster design**

Poster design, mainly for the pomegranate product itself to design. Pomegranate juice, pomegranate wine and pomegranate itself are designed according to the product characteristics. It is designed to convey a specific message, capture the attention of the target audience, and lead them to further action. The design combines the local historical and cultural background, brand image and audience characteristics to create a unique and attractive visual effect.

The poster has a clear theme, emphasizing the core values of the event or the unique selling point of the product. The design style will be modern, simple or creative to match the brand image and audience preferences. Color matching will focus on visual impact while maintaining harmony and unity.

The layout of the poster follows design principles to ensure a clear level of information and focus on product features. The title is in a prominent position to attract the attention of the audience; Enhance visual appeal with illustrations and graphic elements.

The use of color follows the brand color specification, while adjusting appropriately according to the theme and audience characteristics to create a vivid visual effect.

The poster design focuses on the combination of creativity and practicality, and strives to convey a clear and powerful message within the limited layout. By combining with the local landmark Guan Shi Durian Garden and Bao Guo Tower, the poster has a stronger recognition and effectively attracts the attention of the target audience. See attachment figure 3.8, figure 3.9, figure 3.10.

### **3.4. Package design**

The packaging continues the overall design style, with simple graphics and eye-catching brand identity, forming a strong visual impact. In the color matching, the main color of the brand is selected, which is mainly based on the striking red and yellow color, which not only maintains the unity of the brand image, but also adds the fashion sense of the packaging. The product is equipped with corresponding cartoon illustrations on the package.

The design follows the design concept of simplicity, fashion and environmental protection, and creates a fresh visual effect with simple lines and color matching. The design style not only conforms to the modern aesthetic trend, but also reflects the cultural connotation of the brand. The use of environmentally friendly recyclable paper materials not only reduces production costs, but also conforms to the concept of green environmental protection. In the process, advanced printing technology and surface treatment technology are used to make the packaging colorful, delicate texture, and improve the grade and quality of the packaging. The main body of the package is printed with clear product characteristics, brand identity and production source, which is convenient for consumers to understand product characteristics and purchase channels. See attachment figure 3.11 to figure 3.16.

### **3.5. Derivative peripheral design**

The design art derived from the surrounding area is a delicate custom feast, which cleverly integrates the aspirations of the target audience into each work. From adorable sticker stickers that add fun and personality to daily communication, to environmentally friendly and durable paper cup designs, they not only convey the concept of green living, but also make each toast a gentle echo of the brand's impression. On the short-sleeved T-shirt, the creative combination of the brand LOGO and the popular IP image is not only a declaration of fashion trends, but also makes the wearer stand out in the crowd

and become a walking brand spokesperson. And those soft and comfortable square throw pillows not only add a touch of warmth to home life, but also become a small world of emotional support for fans. Carefully designed paper bags are not only an upgrade to the shopping experience, but also small ornaments such as billboards and brooches flowing through the streets and alleys, which are subtle expressions of taste and loyalty in the details.

In the unity of style, the derivative surrounding is like every note in the symphony, although each plays its role, but harmonious resonance, and together weave a beautiful chapter of the brand story. This visual and emotional coherence builds a magnetic field of belonging, attracts and consolidates consumers' loyalty to the brand, and virtually improves market competitiveness. Designers understand the soul of the brand. Like alchemists, they extract the core values and unique charm of the brand and infuse it into every product to make it unique in the market.

The dual pursuit of quality and practicality is the key to gain favor around derivatives. The selection of superior materials, supplemented by the craftsmanship, to ensure that the touch and look of each product are top quality, so that consumers feel the brand's intentions and sincerity in the process of use. Whether it is a functional backpack or a beautiful and practical stationery set, we strive to improve the quality of life while meeting the daily needs, so that consumers in frequent use, naturally deepen the positive association of the brand and word of mouth.

All in all, excellent derivative peripheral design is not only a diversified presentation of consumer choices, but also a dual carrier of brand culture and commercial value. With creativity as its wing and quality as its base, it not only enriches the sensory world and emotional experience of consumers, but also builds a solid and dynamic market moat for the brand, achieving a win-win situation for business and culture.

### **Conclusion to chapter III**

1. By designing the brand of pomegranate in Yicheng, I hope to found out its connotation and cultural characteristics, sought the combination of traditional culture and modern culture, improved the added value of the product from the aspects of brand popularity, loyalty, quality recognition and brand association, and promoted the characteristic culture and brand of the local agricultural products, bringing practical benefits to the local economy. Let more people know Yicheng, to form the brand recognition and influence.

2. The design of Yicheng Pomegranate logo was mainly inspired by the appearance of the pomegranate products. Rotate the positive pomegranate shape minus 45 degrees to show the posture of ripe pomegranate waiting to be picked, and combine the positive and negative shapes with the obtained L-shape. And pomegranate itself represents the red as the standard color, meaning the brand concept positive, vigorous.

3. The design inspiration of IP image comes from the historical story of the product itself, and the standard two-headed body is used in the shape, which is more lovely. The top of the head is the calyx of the pomegranate, which remains on the fruit after ripening, and is tied with a hairband bearing the pomegranate head, and a blooming pomegranate flower is inserted next to the ear. The history of Yicheng Pomegranate can be traced back to the Western Han Dynasty, so it adopted the "Shenyi", the most popular style for women in the Qin and Han Dynasties. The characters in Yicheng have a curved train and deep clothes, which are divided into upper and lower structures and bound by a belt in the middle. The overall color is red and yellow, the color saturation is high, and the visual impact is stronger.

4. In terms of poster design, pomegranate juice, pomegranate wine and pomegranate itself are designed according to product characteristics. It is designed to convey a specific message, capture the attention of the target audience, and lead them to further action.



5. The packaging design follows the design concept of simplicity, fashion and environmental protection, and creates a clear visual effect with simple lines and colors. The design style not only conforms to the modern aesthetic trend, but also reflects the cultural connotation of the brand. The use of environmentally friendly recyclable paper materials not only reduces production costs, but also conforms to the concept of green environmental protection.

## **Chapter IV**

### **Problems in the creation process and solutions and design results display**

#### **4.1. Problems in the creation**

One of the major challenges we face is the information collection and integration phase, which exposes several key problems. First of all, the preliminary information collection work was not prepared enough to fully cover important data in related fields, resulting in a lack of solid research foundation. Secondly, the quality of the collected data is uneven, and many contents lack authority and timeliness, which makes it difficult to support in-depth analysis and innovative thinking. Moreover, the lack of efficient information retrieval skills means that in the vast ocean of information, we are like sailing on a ship without a compass, and it is difficult to quickly locate valuable information islands. In addition, the ability of literature screening and data processing also needs to be improved, which directly affects the effective absorption and utilization of existing knowledge, resulting in a waste of resources.

In the design practice of visual communication, taking poster design as an example, the initial attempt encountered the dilemma of typesetting layout. The chaotic layout not only failed to guide the audience's sight effectively, but also caused visual confusion. The choice of color is too bright and dazzling, but ignores the harmonious principle of color matching, the result is that the overall picture presents a disorderly and disorderly state of color hybridisation, unable to impress the viewer, let alone form a unified brand visual style with other projects.

IP image design also encountered many problems in the early stage. Modeling design is too complex, not only does not accurately convey the theme of the idea, but may cause misunderstanding or neglect. In the color matching strategy, the lack of thoughtful, resulting in the use of color appears single and

lack of change, repeated use of similar tones, making the entire image appears dull, lack of vitality and freshness. The choice of low saturation runs counter to the youthful character of the desired expression, further reducing the recognition and attractiveness of the IP image.

As for the brand design of agricultural products, innovation has become a bottleneck that needs to be broken through. In this competitive market, it is no longer easy to stand out by relying solely on traditional elements. However, in the process of design, how to skillfully integrate local characteristics, cultural connotation and modern aesthetics to create a brand image that is both novel and competitive in the market has become a big problem.

The establishment of a research topic was also a difficult problem in the early days. At the beginning, due to unclear goals and ambiguous research directions, team members often felt confused and hesitant, unsure of which specific topic to focus on for in-depth exploration. This uncertainty directly delays the overall progress of the project and affects the orderly development of subsequent work. Therefore, clarifying the research focus and establishing a clear research path are crucial to driving the project forward..

## **4.2. Solutions**

In the process of academic research, making full use of various academic resources is a crucial first step. This means not only collecting extensive data related to the research topic, but also learning to use scientific methods to sift out high-quality information and eliminate invalid or irrelevant content. When sorting out these valuable data, using a reasonable classification system and database management tools can greatly improve efficiency and ensure the order and accessibility of information. At the stage of data analysis, it is necessary to master statistical software and analysis methods, dig deep into the meaning behind the data, and provide solid support for the research conclusions.

Reasonable planning of work plan and time management are the cornerstones to ensure the smooth progress of the project. By creating a clear

work schedule, setting short - and long-term goals, and assigning tasks in conjunction with your productivity levels, you can avoid procrastination and ensure that each phase is completed on time. Adjust your strategy to deal with possible delays.

In the field of design, visual effects directly affect the quality of information conveyed. Therefore, carefully planning the overall layout of the poster and choosing a harmonious and unified color system can not only enhance the cleanliness of the picture, but also visually strengthen the brand image and make it stand out in many messages. By adjusting the color of the IP image, increasing contrast and saturation, and removing excess line elements, the design can be more concise and powerful, forming a highly recognizable design scheme.

Keeping a keen eye on industry dynamics is equally important. Broadening our horizons and actively focusing on policy orientation, industry reports and the latest academic discussions help us to grasp the latest trends in module development and provide inspiration for design innovation. Dare to try new ideas and technical means, on the basis of respecting and learning the achievements of predecessors, pay attention to the integration of personal opinions and creativity, and constantly explore, and gradually form a unique design concept and style.

To clarify the goal of graduation design is the key to focus on the research direction and improve the pertinence of research. Through systematic review of literature and careful review of relevant data, we can reveal the hot issues and development trends in the current research field, so as to find a potential and valuable research breakthrough in the vast academic ocean. In addition, establishing a regular communication mechanism with the tutor can not only obtain valuable guidance and suggestions, but also deepen understanding in the discussion, and jointly determine a research topic that is both in line with the academic frontier and has practical significance, laying a solid foundation for the success of the graduation project.

### **4.3. Display of design results**

This comprehensive and detailed design proposal covers multiple visual communication dimensions of the product, aiming to build a unified and attractive brand image. First of all, the design of logo graphics will be the core of the entire project, which is not only the identity of the brand, but also the visual symbol of the brand concept and value. We will dig deep into the essence of the brand to create a logo that is both unique and highly identifiable, ensuring that it stands out from the competition.

Then, the creation of IP image and extension design will give vitality to the brand. Through a vivid and interesting image setting, combined with brand personality and story background, we aim to create a character that is loved by the target audience, making it a star in the brand communication. This IP image will not only be applied to all kinds of promotional materials, but also further expand to peripheral products, digital media content, etc., forming a complete set of brand image ecosystem.

On the physical carrier of visual communication, poster design will make full use of creative layout and visual impact to accurately convey the core information of each marketing campaign or product. We will customize and design a variety of poster series according to different publicity purposes and audience groups to ensure that they can attract attention in a variety of display environments, effectively enhance brand awareness and influence.

As for product packaging design, we are well aware of its importance as a medium for consumers to come into contact with products for the first time. Therefore, we will combine the characteristics of the product and market positioning, the use of environmentally friendly materials and innovative structural design, and strive to protect the product at the same time, through the unique appearance design to stimulate consumers' desire to buy. Every detail on the packaging, from color matching to pattern texture, will be carefully curated to reflect the brand's high-end texture and commitment to quality.

To sum up, this design work is a comprehensive, multi-level brand visual shaping process, aiming to build a three-dimensional, coherent and profound brand image through the careful conception and execution of logo graphics, IP images, posters and product packaging and other aspects, to win a place for the brand in the fierce market competition.

### **Conclusion to chapter IV**

1. Encountered some problems during the creation of the work, such as time, data collection, information research, etc. Early information collection is insufficient, the quality of data is not high, the lack of effective information retrieval skills, the lack of literature screening and processing ability, the lack of time planning awareness.

2. Unable to express the subject accurately. In the poster design, the layout is chaotic, the color selection is too bright, resulting in the overall picture is loose, the color is messy, and can not form a unified whole with other design projects. IP image design, the initial modeling is cumbersome, lack of thinking in color matching, resulting in a single color, repetition, saturation is not high, does not meet the characteristics of vitality and vitality, identification is not high.

3. Use academic resources to collect relevant data, learn to screen, sort out, analyze and solve problems. Plan time reasonably and make work plans to ensure timely completion of tasks. Through literature review and data review, we can understand the hot spots and trends of research, and determine the research direction with potential and value.

4. Study the sequence of agricultural product branding design stages, from a simple idea, step by step derived a complete set of systematic design. It includes the history and culture of the featured products, the design of standard graphics according to the local regional characteristics, and the collection of information to bring the cultural antiquity of the place into the design works.

5. Printing using environmentally friendly recyclable paper materials, not only reduces production costs, but also conforms to the concept of green

environmental protection. In the process, the use of advanced printing technology and surface treatment technology, so that the printing color, fine texture, can improve the grade and quality of the brand.

## GENERAL CONCLUSION

In exploring the vast ocean of information about the brand of Yicheng pomegranate products, I not only experienced a journey of transformation of professional skills and design thinking, but also deeply understood the remarkable leap of personal professional quality and design ability. This process seems to be a well-planned self-improvement campaign. Every page of literature and every case analysis is like a whetstone, sharpening my cognitive boundaries and innovation inspiration. As an important engine to promote the diversified development of social economy and the transformation and upgrading of local agricultural economy, the brand of agricultural products has far-reaching influence, and it has painted a vivid blueprint in my mind. This not only gave me a more thorough understanding of industry trends, but also prompted me to reflect on the limitations of my own knowledge structure, igniting the enthusiasm for continuous learning and vowing to constantly climb new heights in the field of design.

In the journey of this graduation project, I always treat every conception and practice with a pious and rigorous heart. Through the in-depth research on the branding of many successful agricultural products at home and abroad, I gradually unveiled the mystery of brand building, from concept construction to visual communication, the subtleties of every link are well understood. Brand development takes many forms, from storytelling to the creation of a visual identity system (VI), and every step is filled with creative wisdom and strategic considerations. In this process, I have a more three-dimensional and delicate understanding of the basic process of brand building, as if I have personally built a bridge connecting tradition and modernity, culture and market.

Focusing on the brand design of Yicheng Pomegranate, I strive to perfectly integrate the cultural essence of this land with the aesthetics of The Times. By refining the graphics of local landmark buildings, I tried to capture the cultural symbols that can touch people's hearts, aiming to tell a story about Yicheng through the design language. In terms of design style, I boldly cross the boundary



between tradition and modernity, not only retaining the profound cultural heritage of pomegranate as a regional symbol, but also cleverly integrating modern design concepts to create both retro and avant-garde design styles. This cross-era dialogue not only enriches the layers of design, but also gives the brand a unique soul.

However, the road to artistic creation is never smooth. In the process of mining cultural elements, I realized that I failed to fully tap the deep charm of some cultural features, resulting in some design results failing to fully achieve the expected artistic effect, which is undoubtedly a warning for future work. In the face of these deficiencies, I am full of humility and regard them as catalysts for growth. I am determined to study the cultural background in more detail in my future design adventures, improve the accuracy of creative execution, and ensure that the design works can not only highlight the depth of cultural inheritance, but also meet the dual needs of practicality and aesthetics. It will contribute an innovative force to the economic development of Yicheng and even the wider agricultural region.

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## APPENDICES



Figure 2.1.

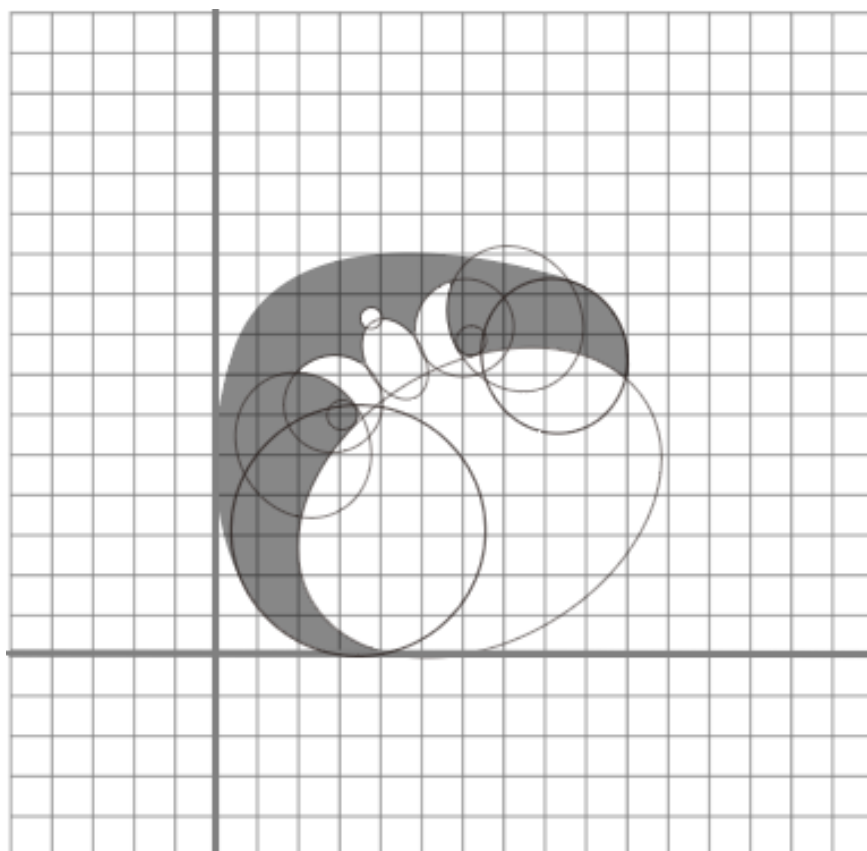


Figure 3.1.

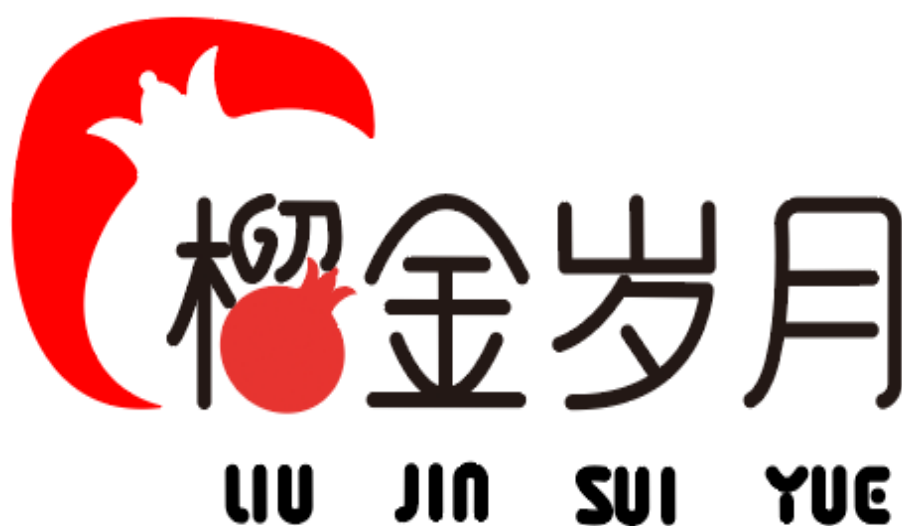


Figure 3.2.



Figure 3.3.

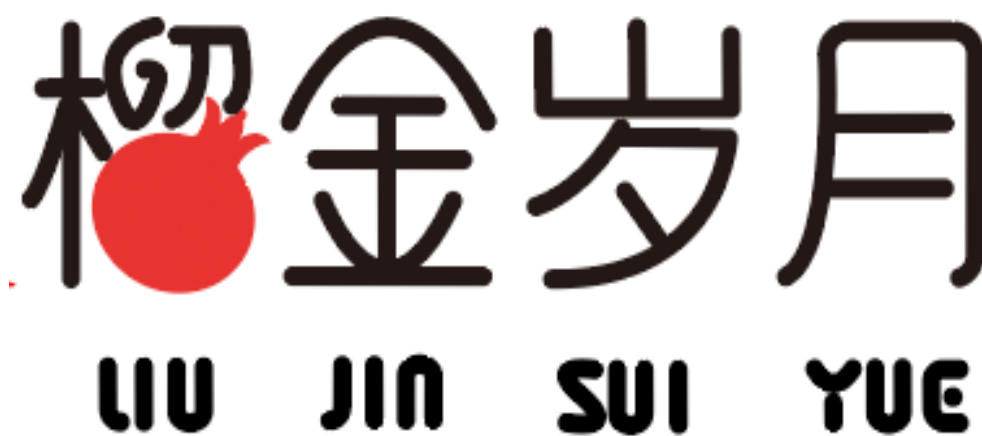


Figure 3.4.



Figure 3.5.



Figure 3.6.



Figure 3.7.



Figure 3.8.



Figure 3.9.





Figure 3.10.



Figure 3.11.





Figure 3.12.



Figure 3.13.



Figure 3.14



Figure 3.15.



Figure 3.16.



Figure 4.1.



Figure 4.2.



Figure 4.3.