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BACHELOR'S THESIS
on the topic:

Development of a corporate style for the brand “Chicat”

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ABSTRACT

In order to conform to the trend of the development of The Times and the cultural aesthetic needs of the public, traditional Chinese elements are also applied in modern pet products. Under the background of the accelerating process of "globalization" in the world, the specific application of modern Chinese elements in cultural and creative products will play a role in promoting and developing traditional Chinese culture.

This topic is based on the "Palace Museum Cat" as an important carrier, supplemented by traditional New Year picture color matching and modern simple layout. The design elements are from the Palace Museum cat Papa, Ruyi, Ao Bai, Grandpa Huang, 2024, traditional New Year picture, palace elements, traditional patterns, flat layout, etc. The core focus is on how to integrate traditional Chinese elements into contemporary cultural and creative products for derivative creation. By analyzing the characteristics of traditional Chinese aesthetics and the major IP of the Song Dynasty Cat culture and the Palace Museum Cat, from the perspective of traditional cultural innovation, we seek a design style that meets the current trend of The Times and the preferences of young people and the market, so as to promote cultural innovation and inheritance. Enhance the country's cultural dissemination soft power and international influence.

Key words: Chinese traditional aesthetics; Brand design; The integration of tradition and modernity

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INTRODUCTION

Relevance of the study. In the wave of vigorous economic development, the prosperity of society not only promotes the enrichment of material life, but also quietly nourishes people's inner higher pursuit of spiritual culture and aesthetic taste. Under this trend, the value of traditional Chinese aesthetics becomes more and more prominent, becoming a bridge between the past and the future, inspiring people's deep recognition of local culture and the desire to inherit and innovate. As a result, the need to integrate traditional Chinese aesthetic concepts into modern life has become increasingly urgent, especially in the field of daily consumer goods, such as the design and development of pet products, which has become a new stage to show cultural confidence and innovative vitality.

In the tide of globalization, cultural exchanges and collisions are more frequent than ever. Western brands influence the global consumer market with their mature marketing strategies and design concepts. Faced with this situation, Chinese designers and brands need to learn from the advanced experience of the west, layout the market with an international vision, and shoulder the unique mission of protecting and shining Chinese aesthetics. They skillfully combine traditional elements such as the elegance of blue and white porcelain, the agility of calligraphy, and the artistic conception of landscape painting with modern design concepts to create pet products with both cultural heritage and fashion sense, making these products not only the daily companion of pets, but also become the art of transmitting Eastern aesthetic feelings.

This topic deeply explores the practice path of Chinese elements in modern trend cultural and creative commodity design, aiming to reveal how to preserve the essence of traditional culture while giving it new vitality of The Times through specific case analysis.

The purpose of the research: This project aims to design a series of fashion brand cultural and creative pet products with the theme of the Palace

Museum Cat. In the design, a large number of elements of New Year pictures and traditional Chinese elements are used in the design, and traditional New Year pictures are superimposed to match colors, supplemented by modern trend flatness and simple text typesetting. Through the development and re-creation of national culture, traditional culture and modern trend are re-integrated. The application and dissemination of IP image in the brand makes the modern aesthetic and the inheritance of traditional culture closely related, endless and endless.

Research Objectives:

1. Analyze literary materials according to the theme, the general requirements for the object of the direction, and the normative documents that must be considered when designing the object of this category.
2. Analyze the historical and cultural background of the Forbidden City as a unique cultural phenomenon.
3. Analyze the research and development status of cultural and creative products at home and abroad.
4. Identify the research background and significance of fashion pet brand combined with traditional culture.
5. Identify the determine the traditional Chinese aesthetic style and modern fashion design style.
6. Identify the image used in the brand design, the main colors used in the design, the elements used in the design and the main style.
7. Identify the Brand design principles.
8. According to the research results, a pet fashion brand project was designed with the theme of the Palace Museum Cat.

The research subject (theme) is process of designing a brand and its derivatives.

The object (focus) of the research are color design, the use of traditional culture in graphic design, traditional pattern design, brand design.

Research methods. This work adopts the literature research method and the comparative research method.

Literature research method refers to the in-depth collection, reading, sorting and summarizing of relevant materials after the researcher has established the topic, so as to collect the general situation of the research object and take useful information from it. According to the carrier of the topic, the Palace Museum cat, cat culture and fashion cultural and creative products, combined with the keywords "Chinese cat culture", "Chinese traditional aesthetics", "Palace Museum cultural and creative products" and "modern fashion design", the relevant literature was selected from the large databases such as China Journal Knowledge network, China Science Journal network and Weipu. By drawing on academic achievements, the theoretical knowledge to promote basic work is extracted.

Comparative research method is to compare objects with similar characteristics, explore the similarities and differences between other pet brands in the market and the subject, so as to reveal the objective universal law and particularity of the topic.

Elements of scientific novelty. This research Through the extraction and application of traditional symbols, it is expected to deepen the relationship between traditional culture and cultural and creative products, in order to achieve theoretical innovation and in-depth exploration in the perspective of research and the integration of culture and industry.

Practical significance. The findings of this research can be summarize the successful cases of traditional culture construction and cultural and creative product development and communication, provide valuable experience for the subsequent cultural promotion of the Palace Palace Cat, and provide reference for the reform of other domestic cultural and creative brands

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three chapters, conclusions to each chapter and general conclusions,

a list of used sources of 50 items and appendices (15 pages). The work contains 34 drawings. The results of the research are presented on 71 pages.

Chapter I

SOURCE OF SELECTION

1.1 Background Of The Selected Topic

The overall industrial background of the cultural and creative brand of the Palace Museum

Cultural and creative products, namely cultural and creative products, reflect culture at their core, and their essential feature is to create product value with cultural creativity. Such products not only have practical value and aesthetic value, but also are a cultural transmission carrier with far-reaching social influence, which can further meet the cultural needs of the market and the psychological needs of consumers. Cultural and Creative Economy is gradually emerging. It integrates cultural tradition and innovative thinking, takes cultural tradition as the production basis, and creativity and realization as the core, and has achieved extremely high communication value and market value.

As a cultural complex with a history of more than 600 years, the Forbidden City carries rich cultural heritage and profound historical deposits. Its existence is a unique cultural phenomenon. Through the development of the Intellectual Property of the Forbidden City, It provides a huge historical and cultural background and ample source of inspiration for the subsequent design of related cultural and creative product brands.

The state has strong macro-policy support for cultural and creative brands

Since the 16th CPC National Congress, the CPC Central Committee and The State Council have attached increasing importance to the cultural industry, regarded it as an important strategic area to promote economic and social development, and formulated a series of policies and measures to vigorously

promote the reform of the cultural system and accelerate the rapid development of the cultural industry. The introduction of a series of policies, such as the Cultural Industry Revitalization Plan, not only clarified the strategic position of the cultural industry, but also provided a clear direction and blueprint for the development of the industry. The 17th, 18th and 19th National Congresses of the CPC all emphasized the importance of the cultural industry for the national image display and the promotion of cultural confidence, which shows the country's long-term commitment and strategic investment in the cultural industry.

In recent years, with the support of national policies, the cultural industry has developed rapidly, and as a "tertiary industry" has risen to one of the pillar industries of the national economy. Data in 2019 show that the added value of culture and related industries reached 4,436.3 billion yuan, accounting for 4.5% of the total GDP, which fully reflects the important role of the cultural industry in the economic structure, the growth rate of the cultural industry is expected to remain high, and the future will pay more attention to high-quality development through the deep integration of science and technology, creativity and industry. To promote the innovation and upgrading of cultural and creative products to meet the growing spiritual and cultural needs of the people, China's cultural and creative industry has shown strong vitality and innovation, indicating its prosperous future.

In general, the development prospects of cultural and creative brands are broad, the development prospect of domestic pet brand market is optimistic.

With the upgrading of consumers' consumption concept, consumers are willing to invest more money in food, supplies, medical and professional services for pets, which provides a broad market space for pet brands.

The aging population and the increase of one-child families also make pets become an important member of the family, and the demand for pets in the market continues to grow.

The government's support and policy inclination for the pet industry, as well as the improvement of the market environment, have also provided favorable policy support for the development of pet brands, such as relaxing pet import restrictions and encouraging pet medical and educational services, which have provided a good policy environment for pet brands, reduced the entry threshold of the industry, and promoted the development of related industries.

The rise of Internet + pet economy through e-commerce platforms and social networks, products more effectively reach consumers, accurate user positioning and marketing, push, improve market penetration and related brand awareness.

Branding and professionalism have gradually become an important consideration for consumers to choose pet products, and high-quality and safe brands and services have become the goals pursued by consumers, which prompts pet brands to constantly optimize themselves.

The above factors interweave together to promote the prosperity and high-quality development of the domestic pet brand market. The pet brand market is expected to continue to maintain strong growth momentum in the future.

The design of this series of cultural and creative brand works is based on "Palace Museum Cat" as an important carrier, supplemented by traditional New Year picture color matching and modern simple layout design. The design elements are from the Palace Museum cat Papa, Ruyi, Aobai, Grandpa Huang, 2024, traditional New Year picture, Palace Museum elements, traditional patterns, flat layout, etc.

1.2 research meaning

In recent years, through the clever use of Chinese elements, a large number of brand designs on the market have realized the unity of cultural attributes and commodity attributes, and the unity of product functional consumption and

cultural experience consumption, thus obtaining higher economic and social benefits, which are as follows:

(1) Promoting cultural exchange and understanding. The inclusion of Chinese elements in the design not only promotes cultural identity domestically, but also plays a bridging role internationally. Through contemporary cultural and creative design, we can present Chinese art, philosophy, history and folklore to the world, and promote understanding and respect among people of different cultural backgrounds, which helps to build global cultural exchanges and enhance China's cultural influence and international status.

(2) Cultivate innovative talents. Through the application of Chinese elements in the cultural and creative industries, people's awareness of innovative thinking and interdisciplinary cooperation is promoted. This can not only promote designers and creators to tap the depth of traditional culture, but also cultivate a new generation of talents with international vision and local feelings, and reserve strength for the future development of cultural industry.

3) Enhancing social cohesion. The inheritance and promotion of Chinese elements helps to enhance local national pride and cultural identity, thus promoting social harmony and unity. When people appreciate and use these cultural and creative products, they virtually enhance the sense of belonging to the country and national culture.

(4) Safeguarding intangible cultural heritage. Integrating traditional Chinese elements into contemporary cultural and creative products is an effective way to protect intangible cultural heritage. Through innovation and transformation, traditional arts and crafts can continue in modern aesthetic life, reducing the risk of disappearing due to the passage of time, so as to achieve disguised inheritance and protection.

The integration of Chinese elements into the contemporary cultural and creative industry can not only bring economic value, but also play an important role in the inheritance of traditional culture, international exchanges, personnel training and protection of cultural heritage, etc. The integration of traditional

Chinese aesthetic elements with modern trend design is an important way and means to promote the prosperity and development of traditional Chinese culture.

In terms of theoretical significance, the profound cultural heritage of the Palace Museum is naturally connected with the topic of "Palace Cat". As a large-scale cultural IP, the Forbidden City has extremely high cultural value and industrial value, which provides a powerful driving force for the development of modern cultural and creative fashion brand. The modernization of traditional aesthetic is also an effective means and way to inherit and innovate traditional Chinese aesthetics in the new era. The integration of traditional culture and modern trend is not only the core direction of the brand research of "Chicat", but also the theoretical guidance of the current market environment for brand development. Through the extraction and application of traditional symbols, it is expected to deepen the relationship between traditional culture and cultural and creative products, in order to achieve theoretical innovation and in-depth exploration in the perspective of research and the integration of culture and industry.

In terms of practical significance, on the one hand, the study aims to summarize the successful cases of traditional culture construction and the development and dissemination of cultural and creative products, provide valuable experience for the subsequent cultural promotion of the Palace Palace Cat, and provide reference for the reform of other domestic cultural and creative brands. On the other hand, through comparative analysis of domestic and foreign examples and in-depth analysis of practice, we can reveal the potential problems in the promotion of cultural and creative products, and provide a basis for improvement in the follow-up work. Therefore, the practical value of this research subject cannot be ignored.

1.3 Reasons for choosing the topic

This topic deeply excavates the essence of Chinese elements, skillfully integrates them into the design blood of modern trend cultural and creative goods, aiming to not only promote but also activate Chinese traditional culture, so that it can glow with new vitality and vitality in contemporary society. In the context of global design, Chinese elements have become a bridge between the past and the future. Their unique display on the international fashion stage is not only a tribute to the pure Chinese cultural charm, but also an important way to dialogue with the global aesthetic trend, promoting the development and innovation of traditional aesthetics to a broader and more diversified direction.

With "Palace Cat" as the core creative inspiration, the project takes a unique approach and selects this image full of fun and cultural heritage as the soul of pet fashion brand. Palace cats, these little guardians living in the Forbidden City, their historical footprints are intertwined with royal legends, carrying profound cultural significance and life interest. The design team carefully selected the representative characters of the Palace Museum cat, such as Papa, Ruyi, Aobai and Grandpa Huang, and combined with the rich historical stories and cultural connotations behind them, through the delicate brushwork and color application, the images of these palace cats were made to rise above the modern design, retaining the simple charm, but also the sense of fashion and the sense of The Times.

In terms of visual expression, the design cleverly integrates the traditional New Year picture color matching - bright and harmonious, and the modern simple style of typography design complement each other, creating a retro and avant-garde visual experience. This cross-era aesthetic collision not only shows the superb skills of design, but also allows consumers to feel a unique charm from the ancient East every time they contact the product, thus deepening their understanding and love of traditional Chinese culture.

In terms of design, we strive to perfect every detail, from the smooth lines to the matching of colors, every place contains thoughtful cultural considerations and artistic pursuit. The design not only stays on the surface beauty, but also

pays more attention to the deep cultural connotation transmission, trying to tell a wonderful story about Chinese culture through this flowing art, build a brand image with both historical depth and modern flavor, and become an emotional link between consumers and traditional Chinese culture.

All in all, this project is a bold and meticulous attempt, which is not only an exploration of the integration of traditional and modern design languages, but also a vivid practice of how to make traditional Chinese culture continue to shine in modern society. Through this design practice, we hope to inspire more people's interest and love for traditional Chinese culture, so that more hearts will be touched by this beauty spanning thousands of years, witness and participate in the inheritance and development of Chinese culture, and feel its endless charm and inexhaustible vitality.

1.4 The current situation of domestic and foreign research

Wang Chenyu, from the School of Art and Design of Tianjin University of Science and Technology, in his in-depth research report "The Application of Chinese Elements in Contemporary Cultural and creative Industry - Taking" Cultural and Creative Museum "as an example, deeply states that the cultural and creative industry, an innovative field rooted in profound cultural heritage, is a bridge that skillfully integrates the essence of traditional culture and modern aesthetic trend with cultural creativity as its soul. It is not limited to simply re-engraving classical aesthetic symbols on modern goods, but through deep excavation and re-creation, the ancient wisdom is revitalized in the new era context. The successful case of the Forbidden City's cultural creation is the perfect connection between the historical deposits of the Forbidden City and contemporary design concepts, creating a product series that meets market demand and is rich in cultural implications, thus demonstrating the unique value of the cultural and creative industry as a link between the past and the future, and its power to promote economic and cultural prosperity.

Xiang Min of Xihua University further emphasized in his academic exploration from *Meaning to Creativity: Research on Design Methods of Chinese cultural and Creative Products* that in today's deepening global cultural integration, "Chinese style" is not only a style label, but also a reflection of deep cultural confidence and inheritance consciousness. She pointed out that the design of Chinese cultural and creative products should not only stay at the surface of the visual imitation, but should deeply explore the cultural connotation behind the words, deconstruction and reorganization through creative techniques, so that each product can become a unique carrier to tell Chinese stories. This design idea aims to stimulate people's sense of identity and pride in national culture through the innovative design of cultural and creative products, and at the same time, open a new window for the world to understand Chinese traditional culture, and promote the international communication power and influence of Chinese culture to a new level. The research of the two scholars undoubtedly reveals for us the broad prospects and far-reaching significance of the cultural and creative industry in the development path of Chinese cultural inheritance and innovation.

In Jin Longji's in-depth analysis, "Cat Garden" is not only a case of illustration design and application practice, but also a window through which we can glimpse how the element of "cat" has crossed the boundaries of time and space and evolved into a universally accepted and popular cultural symbol in the long history. From the spiritual companion under the pen of ancient literati to the warm companionship in the life of modern urban people, the image of "cat" has gradually penetrated into all aspects of daily life, carrying people's yearning for harmonious coexistence and emotional sustenance behind it. With the development of social economy and the improvement of living standards, pet cats are not only a member of the family, but also the extension of personal taste and emotional world. This trend undoubtedly provides fertile soil for the illustration art of "cat culture".

The data of Research reveals a remarkable phenomenon: the vigorous rise of China's pet consumption market is not only a reflection of the changes in individual lifestyles, but also a direct reflection of the level of social and economic development and the upgrading of residents' consumption. The rapid expansion of the market size of the pet industry indicates that "it economy" is becoming a new economic growth point that cannot be ignored. The market size of 300 billion yuan is not the end, but the starting point for the full outbreak of the pet economy. It is expected that in the next few years, the compound annual growth rate will reach 14.2%, which means that by 2023, the scale of China's pet market will break through the 445.6 billion yuan mark, showing strong growth momentum and broad development prospects.

Behind this series of data, is the increasing improvement of the pet-related industry chain and the continuous emergence of innovative service models. From pet food and supplies to medical care and beauty services, to pet insurance, foster care and funeral services, a comprehensive and multi-level pet economic ecosystem is taking shape. The continuous injection of capital not only accelerates the standardization and specialization process of the industry, but also promotes the application of new technologies and new concepts in the pet field, such as smart wearable devices to monitor pet health, personalized customized services, etc., and further improves the consumption experience and satisfaction of pet owners.

To sum up, as a representative element of pet culture, the wide application of "cat" in illustration design and application practice is not only an aesthetic expression, but also a mirror image of the mood of The Times and social changes. The vigorous development of pet economy is not only the result of market demand, but also the product of scientific and technological progress, cultural evolution and social structure changes, which indicates a more diversified, humanized and loving social development trend.

In abroad

On the discussion of the current situation of foreign research, we dug into the development context of cultural and creative products and the latest trend of pet products market, and strive to comprehensively analyze the status quo of these two fields and the social and cultural motivations behind them.

In the field of cultural creative products, its development status is not only reflected in the innovation and diversity of design, but also in how to skillfully transform cultural symbols (IP) into carriers of emotion and value. These symbols transcend the material level and become a bridge connecting consumers with a deep cultural identity. Taking the British Museum as an example, it accurately captures the joy and affection of the yellow duck as a cultural symbol, and creatively integrates it into children's cultural and creative products, such as beautifully designed stationery sets, educational toys and clothing lines full of children's fun. This product strategy of integrating traditional and modern design concepts not only makes the ancient cultural heritage radiate new vitality, but also successfully touches the emotional resonance of young families and children groups, driving a consumption behavior based on cultural identity. In addition, the wide application of the image of the yellow duck, from art exhibitions to commercial cooperation, further highlights the infinite possibilities and strong market attraction of cultural and creative products across the border.

Turning to the pet products market, with the general improvement of social and economic levels and changes in life concepts, pets have changed from a simple partner role to an important part of the family. This shift has prompted the pet market to undergo a profound consumption upgrade. Nowadays, pet owners pay more attention to the quality of life and health of their pets, and are willing to invest more resources to buy high-quality food, customized healthcare services, and intelligent pet supplies for their pets. A number of high-end pet brands integrating technology, environmental protection and personalization have emerged on the market, which provide not only products, but also a full range of pet health management solutions and emotional care services. The

application of digital technology, such as intelligent feeders, remote monitoring systems, etc., is gradually changing the way of pet care, making pet care more convenient and efficient, and also reflecting the new trend of the pet market to high-tech and highly humane direction.

In summary, whether it is the in-depth mining and innovation of cultural and creative products, or the fine division and service upgrading of the pet products market, it deeply reflects the current social pursuit of cultural experience and the demand for improving the quality of life, showing the diversified and refined development trend of the modern consumer market.

Conclusion to Chapter 1

1. Understanding the current development background of cultural and creative products, as well as the strength of national policy support, cultural and creative products have broad development prospects, and the development prospects of the pet market are optimistic.

2. A large number of brands on the market through the clever use of Chinese elements, a large number of cultural and creative brands have realized the unity of cultural and creative attributes and commodity attributes, and the unity of product function and consumption.

3. Through the specific application of Chinese elements in the trend, to promote the promotion of traditional Chinese culture, the design of "Gong MAO" as an important carrier, the historical significance and lively image of the design adds a unique cultural charm.

4. The research found that the development prospects of domestic and foreign language products are very optimistic, and have been respected by the mainstream in the country, and the response is excellent.

Chapter II

Market Research And Design Positioning

2.1 The overall industrial background of the cultural and creative brand of the Palace Museum

This topic aims to promote and spread Chinese traditional culture through the specific application of Chinese elements in modern trend cultural and creative goods. In the modern design trend, the embodiment of Chinese elements in the trend brand has become an important design means, which can not only reflect the pure Chinese cultural atmosphere, further promote Chinese culture, but also combine with modern aesthetics to promote the development and innovation of traditional aesthetics. The overall design aims to create a unique brand image that is both traditional and modern through exquisite visual expression and the transmission of cultural connotations, fully demonstrating the perfect combination of traditional Chinese aesthetics and contemporary trends. Through this design practice, this project explores and demonstrates the specific application of Chinese elements in modern trend cultural and creative goods, aiming to promote and spread traditional Chinese culture, so that more people can feel the charm and vitality of Chinese culture.

Through the in-depth development and design of the IP of the Forbidden City, this topic not only focuses on creating products with cultural depth and aesthetic value, but also hopes to promote the development of cultural and creative industries and promote the spread and recognition of Chinese culture in the world. The rich historical resources and cultural background of the Palace Museum provide a steady stream of inspiration and materials for cultural and creative products, making them have unique competitiveness and attraction in the market.

Cultural and creative products mean cultural and creative products, whose core value lies in promoting local culture, and its essential feature is to create product value with cultural creativity. This kind of product not only has practical value and aesthetic value, but also is a cultural transmission carrier, with far-reaching social influence, can further meet the cultural needs of the market and the psychological needs of consumers. Under the background of economic globalization, the cultural and Creative Economy is gradually emerging. It integrates cultural tradition and innovative thinking, based on cultural tradition, combined with the creativity of the creator, and takes realization as the core, with high communication value and market value.

As a cultural complex with a history of more than 600 years, the Palace Museum carries rich cultural heritage and profound historical deposits. Its existence is a unique cultural phenomenon. Through the development of IP (Intellectual Property) of the Forbidden City, it provides a huge historical and cultural background and sufficient source of inspiration for the subsequent design of related cultural and creative products.

The design takes "Palace Cat" as an important carrier, supplemented by traditional New Year picture color matching and modern simple typography design as the basis for the design of the Palace Cat cultural creation pet fashion brand. The design elements are mainly derived from the Palace Museum cat Papa, Ruyi, Aobai and Grandpa Huang, combined with traditional New Year pictures, Palace Museum elements, traditional patterns and other elements, reflecting a strong Chinese culture. The historical significance and vivid image of the Palace Cat add a unique cultural charm to the design.

2.2 The state has strong macro-policy support for cultural and creative brands

Since the 16th CPC National Congress, the Central Committee of the Communist Party of China and The State Council have attached increasing importance to the cultural industry as a key strategic fulcrum driving

comprehensive social and economic progress. In this context, a series of deliberate policy measures came into being to deepen the innovation of the cultural system and accelerate the vigorous rise of the cultural industry. The promulgation of policy documents such as the "Cultural Industry Revitalization Plan" not only demarcates the core coordinates of the cultural industry in the national development blueprint, but also lays out a clear development path and future vision, providing fertile soil for the robust growth of the cultural industry.

The subsequent 17th, 18th and 19th National Congresses of the Communist Party of China continuously emphasized that the cultural industry, as the main force in shaping the national image and enhancing cultural confidence, carries irreplaceable strategic value. The clear statement of this series of high-level meetings highlights the persistent support and long-term layout of the cultural industry at the national level, indicating that the cultural industry will usher in a broader space for development and sustained strategic investment.

In recent years, under the strong east wind of national policies, the cultural industry has become a leader of the "tertiary industry" and has gradually established its pillar position in the national economic system. According to the 2019 annual statistics, the added value of the cultural industry has exceeded 4.4 trillion yuan, accounting for 4.5% of the GDP, which profoundly reflects the significant contribution of the cultural industry in optimizing the economic structure and promoting transformation and upgrading. Looking forward to the future, the growth momentum of the cultural industry is still abundant, and its development strategy will be more focused on high-quality promotion, committed to the deep integration of scientific and technological innovation, cultural creativity and the real economy, to catalyze the iterative update and quality leap of cultural and creative products, in order to meet the increasing spiritual and cultural consumption needs of the people.

The vigorous vitality and avant-garde innovation demonstrated by China's cultural and creative industries are not only a vivid portrayal of scientific and technological progress and cultural prosperity, but also a solid step toward the goal of becoming a cultural power. With the acceleration of digital

transformation, the deepening of international cultural exchanges and the increasing diversification of consumer preferences, cultural and creative brands are ushering in unprecedented development opportunities. A new era of cultural and creative industry integrating traditional charm and modern flavor, cultural heritage and market vitality is slowly unfolding, indicating a more brilliant future is coming.

2.3 Domestic pet brand market development prospects are optimistic

With the steady growth of social economy and the profound changes in consumer concepts, modern people's care for pets is no longer limited to the basic feeding needs, but gradually upgraded to a symbol of emotional sustenance and quality of life. This trend leads the majority of pet owners to pursue more natural and healthy options in the food they love their pets, seek more intelligent and convenient designs in supplies, tend to be more professional and comprehensive services in medical care, and require personalized and scientific guidance in education and training. This series of consumption upgrading trend has undoubtedly opened up unlimited business opportunities for pet brands and encouraged the industry to continue to innovate to meet the increasingly refined and personalized market needs.

At the same time, demographic changes -- the arrival of an aging society and the popularity of one-child families -- have transformed the role of pets from simple companion animals to an indispensable part of the family, filling the emotional gap and becoming the "hairy child" in many people's hearts. The deepening of this emotional bond makes pet consumption not only an expenditure behavior, but also a way to express love and responsibility, which further promotes the demand of the pet market to continue to rise, forming a stable and rapidly growing consumer group.

The active intervention of the government level has also injected a strong dose of strength into the vigorous development of the pet industry. Through a series of policy adjustments, such as relaxing the restrictions on imported pets

and their products, encouraging the innovation of the local pet medical system and service model, and promoting pet-related education services, it not only optimized the market environment, lowered the industry threshold, but also promoted the coordinated development of the upstream and downstream of the industrial chain, and built a solid policy cornerstone for the rise of pet brands. These measures not only attract more capital attention and investment, but also stimulate the industry enterprises to enhance their competitiveness, accelerate the standardization and specialization process of the industry.

The rapid development of Internet technology, especially the deep integration of the concept of "Internet +", has given wings to the pet economy. The rise of e-commerce platforms allows pet products to cross geographical restrictions and reach consumers nationwide and even globally; The widespread use of social networks allows word of mouth to spread more rapidly, precision marketing strategies to be implemented, and brand stories and culture to be widely disseminated. This digital transformation has not only increased market penetration, but also significantly increased brand awareness and user loyalty, further catalyzing the prosperity of the pet market.

In this context, branding and professionalism have become the new heights of competition for pet products. When choosing pet-related products and services, consumers increasingly value the quality assurance and professional reputation that brands represent. Safe and harmless raw materials, scientifically formulated food, humanized designed supplies, senior professional medical services, these have become the key indicators to measure whether a pet brand is trustworthy. Therefore, continuous technological innovation, service optimization and brand building have become the only way for pet brands to maintain competitive advantages and win the favor of consumers.

In summary, under the interweaving effect of multiple favorable factors, the domestic pet brand market is entering an unprecedented golden development period. In the future, with the continuous improvement of people's living standards and the increasing attention of all sectors of society to the well-being

of pets, the pet brand market is expected to continue to maintain its strong growth momentum and move towards higher quality and more humane care.

2.4 Positioning of the selected topic

The design concept of this series of cultural creative brand works is deeply rooted in the deep soil of Chinese culture, and the core carrier is the image of "Palace Cat", which is smart and rich in historical significance, and skillfully integrates the traditional and modern aesthetic taste. The design not only captures the majesty of Papa, the cat of the Palace Museum, the beauty of wishful thinking, the physique of Ao Bai, and the wisdom of Grandpa Huang, but also especially integrates the forward-looking imagination of 2024, as well as the rich colors and auspicious patterns from the ancient New Year paintings, and reinterprets these elements with modern simple layout design techniques, showing an aesthetic dialogue across time and space.

In the choice of creative tools, carefully combined with the powerful vector drawing function of Adobe Illustrator, accurately draw every detail on the computer to ensure smooth lines and bright colors; At the same time, take advantage of the convenience of Procreate on the tablet to quickly sketch out creative sketches and capture the moment of inspiration; Then, through the professional processing power of Photoshop, the hand-drawn prototype is perfectly combined with digital technology to produce realistic and creative renderings, providing an accurate blueprint for the physical production. This series of processes reflects the design team's ultimate pursuit of technology and unremitting exploration of technological innovation.

The overall visual style aims to highlight the essence of traditional Chinese aesthetics, such as the warm elegance of classical Chinese color matching and the exquisite sophistication of traditional patterns, while losing the vitality and innovation of the new era trend. The design project covers LOGO design - the core symbol of condensed brand identity; IP image design -- give the character a vivid story and emotional connection; Visual illustration design - creating

compelling narrative scenes; Poster design - Condensing information to convey a strong visual impact; Packaging design - seeking a balance between practicality and aesthetics to enhance the added value of products; And derivative design - let culture enter the daily life of Gong Cat in more diversified forms, and strive to accurately convey the design concept in every step to achieve the harmonious coexistence of art and business.

This graduation design is not only a comprehensive test of personal professional skills, but also a profound practice of paying tribute to traditional Chinese culture and creating new ones, showing young designers' unique insights and unremitting efforts on how to revitalize traditional aesthetics while retaining cultural heritage.

Conclusion to Chapter II

1.As the product of the integration of culture and creativity, cultural and creative products not only carry practical and aesthetic values, but also play a key role in cultural communication. The development of intellectual property rights of cultural and creative products by the Forbidden City has laid a historical and cultural stage for the design of cultural and creative products, and further promoted the inheritance and innovation of culture.

2.Since the 16th CPC National Congress, the Chinese government has attached great importance to the cultural industry, which has rapidly developed into one of the pillar industries of the national economy. In the future, cultural and creative industries will achieve high-quality development through the deep integration of science and technology, creativity and industry, meet the spiritual and cultural needs of the people, show strong vitality and innovation, and have a bright future.

3.With the upgrading of consumption concepts, pet brands are facing a broad market space. The aging population and the increasing number of one-child families make pets an important family member, and the market demand

continues to grow. The market is expected to maintain a strong growth momentum in the future.

4.This series of cultural and creative brands with "Palace Museum Cat" as the theme, a combination of traditional New Year picture color matching and modern simple design, inspired by the Palace Museum cat dad, Ruyi, Aobai and other elements. Using Adobe Illustrator, Procreate and Photoshop to draw design drawings, emphasizing the combination of traditional Chinese aesthetics and contemporary trends, the design scope includes LOGO, IP image, illustration, poster, packaging, derivatives, etc.

Chapter III

Design Process And Results

3.1 Design Plan

- (1) First find a lot of material allusions on the Internet, and then select to determine the topic of graduation design.
- (2) After determining the topic, use the computer to design the Logo, and determine the Logo and Logo standard word arrangement.
- (3) Determine the number of IP images, select the image, draw the sketch with the tablet, and complete the draft with the computer.
- (4) Use computer to make main visual illustrations and 4 extended visual illustrations.
- (5) Extended graphic design (total 17)
- (6) Poster design.
- (7) Combined with the produced materials, carry out the product packaging design and draw the knife layout (product packaging boxes, cat strips, cat cans, handbags, cat food, stickers, badges, postcards, mobile phone cases, key chains, etc.)
- (8) Purchase a prototype to map out the effect.
- (9) After the overall design and production is completed, contact the store to print and make the physical object.

3.2 Design process

3.2.1 IP image design

IP image selection and positioning

First of all, I searched the map of the Palace Museum cats on the Internet, and selected four palace cats from a wide range, namely Papa, the most popular cat who likes to eat, the beautiful Ruyi, the handsome Ao Bai, and the long-lived Huang Grandpa (as shown in Figure 3-1), which correspond to four aspects of diet, appearance, physique, and longevity respectively.

IP image sketch drawing

After selecting the IP prototype, move to the tablet to draw the sketch of the three views of the IP image (as shown in Figure 3-2), and transfer to the computer to draw the finished product after the production is completed.

IP image sketch color production map

After drawing the sketch, use the computer to color the finished product according to the design of the sketch, and make action changes, such as cheering, holding a fan, practicing martial arts, drinking tea, etc. (as shown in Figure 3-3).

When designing Papa, two sets of costumes are prepared, one is the emperor's costume, which is designed with reference to the Qing Dynasty Emperor's Xia Dynasty crown, which is remembered in ancient texts, and is customized according to ancient texts: The emperor uses the Xia Dynasty crown for the imperial court, or woven jade grass, rattan silk, bamboo silk into it, the second layer uses curb green piece gold, and the inner uses red piece gold or red yarn. Above decorated Zhu weft, shrimp crown prefix golden Buddha, decorated east beads 15, then fix Serin, decorated east beads seven.

The second is the tiger head hat shape, the tiger head hat in the traditional culture of the meaning of bravery, protection of peace, authority, honor, celebration, in the concept of the world has a deep cultural heritage, the design of this clothing also means the protection of peace, for a good omen of auspicious celebration, but also in line with the image positioning of Papa IP.

When designing Ruyi, I also prepared two sets of clothing, one is the Qing Dynasty palace dress, which uses elements such as flag head, jade, palace dress and flower fan in the design, and the other is the flying dress with Dunhuang elements.

The design of Ao Bai clothing also used two sets of clothing, one for his namesake character "Ao Bai" with the same style of great subject, one for the general uniform.

Grandpa Huang designed a set of images to show the characteristics of aging, adding a hunchback design on the back of the three views.

3.2.2 Design brand LOGO and design logo arrangement combination

In the Song Dynasty, people often used dried fish, salt and other objects to engage the cat ceremony, and "cat slave" is another name for the ancient

Chinese cat, the selection of the topic "hired small cat slave" is also out of this dual meaning and carried out the name.

Chicat is a combination of China and cat, which means Chinese cat.

After drawing the IP image, I used the computer to design the Logo. The original plan was to arrange and combine the demonstration Buddha body, and then combine the design with English CHICAT. Later, after the tutor's suggestion, I transformed the cat ear on the word "hire", supplemented by the hollow design of the cat beard, and then transformed the cat tail on the word "slave". Supplemented by a beaver pattern hollow design, special-shaped features in line with the brand LOGO positioning (as shown in Figure 3-4).

3.2.3 Illustration design

Visual illustration sketch drawing

In the design process, the elements of 2024 as the Year of the Dragon and the image of Nian beast commonly used in New Year pictures are combined with the elements of pine and cypress, plum blossom, ancient Gong Gong Yu, traditional patterns, swans, auspicious clouds, dragon scale flags, flying swallows, reeds, koi carp and other elements to design, and the main visual illustration is made. The main visual illustration is the most elaborate one. To place all IP images into and participate in the design, design a separate illustration (4 in total) for each IP image and draw a sketch (as shown in Figure 3-5 to 3-6).

In the design of Papa's illustration, the setting of Papa's "eating" is combined, and elements such as sugar gourd and koi carp are added to the composition elements. The cheering shape of Papa's tiger's head hat is selected as the visual center. In the process of designing Ruyi's illustration, the flying shape of Ruyi is selected as the visual center. Ao Bai's illustrations adopt the shape of Ao Bai practicing martial arts, supplemented by weapons, military flags, and stone roads, intending to construct a scene of a martial arts field.

Huang Grandpa uses the shape of yawning to create a feeling of sunshine and bright years.

Visual illustration drawing

In terms of color design, in the illustration combination design, a large number of traditional Chinese colors such as rose red, low saturation lake green, and azure blue are used in color, supplemented by dark green, yellow, azure blue and other small area colors.

In terms of design form, the style of making New Year pictures, combined with the custom of pasting New Year pictures on the door in traditional Chinese culture, usually on the occasion of the Lunar New Year, every household will paste painted or woodcut New Year pictures to pray for good luck, hope for a safe New Year, and the family can be happy and healthy. The style of New Year pictures is made to imply protection at the same time, which is in line with the brand positioning.

In terms of composition design, more symmetrical methods are adopted. In the main visual illustration, the appearance is composed with a long diamond shape that is more visually harmonious, in which the image of the cat is evenly dispersed and supplemented by the flying bird to increase the spirit dynamic. In Papa's illustration, the design is distributed along the S-shaped curve, making the whole fluid and dynamic, while Ruyi's illustration pays more attention to evenly dispersing elements. Aobai's composition pays more attention to highlighting the image of the cat, and the dragon is scattered around and seems to come out of the ground. In Grandpa Huang's illustration composition, the visual center is more dispersed in the middle and lower parts, and the whole is inverted S-curve.

In the combination of five illustrations, the basic idea of illustration combination is that the basic trend of each picture is determined by the moving line of the dragon's body, and then the IP image is placed in the visual center, combined with a large area of circular maple leaf and half a maple leaf around the dragon's body to arrange and combine, and the Imperial Palace, the ridge animal and other elements are combined at the top. Traditional patterned flowers

are also one of the elements that often appear, in addition to koi, Nian beast, plum blossom, flag, auspicious cloud and other elements are arranged and combined around the moving line of the dragon body, and finally the use of various dots to embellish (as shown in Figure 3-7 to 3-12).

3.2.4 Poster design

In the poster design, a large amount of rose red was used as an aid, and a total of three poster demos were produced. One version had paper texture, supplemented by low saturation yellow for the picture composition, and irregular composition with the brand name; the other version had a large area of rose red as the background, supplemented by the brand name "CHICAT" to increase the design details; the other version used pure white as the background. After the joint consideration of the instructor and the author, the first two editions (as shown in Figure 3-13) were not dropped, and the final decision was made to choose a simple white poster as a media poster (as shown in Figure 3-14). However, considering the visual impact and brand representative color when the final exhibition was arranged, the poster with rose red background may participate in the on-site exhibition.

In terms of design, we did not continue to choose the traditional ancient style of text layout design, but chose the simple thinking source Song Typeface CN-HEAVY combined with flat text layout, neutralizing the "traditional sense", amplifying the modern aesthetic design elements, so that the traditional aesthetic and modern trend were re-integrated and re-created.

3.2.5 Extended graphic design

In the extended graphic design, the brand name, Nian beast, dragon and other elements are combined with the slogan "Don't give cans, cats are good and bad", "Fresh meat Plan", "refuse to abandon." Love does not stray ", "Hot weather bath", "Cat gift", "Pet of Day", "I'm A VIP" and other slogans in line with the tone of the brand and combined with the flat packaging style of the

product, a total of 17 types of extended graphics were designed. In the design, a large number of Siyuan Song CN-HEAVY was used for text typeset. The design combines traditional Chinese aesthetics with modern trend flattening elements (see Figure 3-15).

3.2.6 Core product packaging design

In planning the visual feast of the core product box, we have a deep insight into the inextricable link between the brand identity color and the recent successful poster design style. In order to create a seamless brand experience, we carefully selected an artistic style that echoes the poster design to plan the layout of the box, aiming to deepen the impression and loyalty of consumers to the Chicat brand through this visual continuity.

Inside the box is the core product line Chicat prides itself on: four flavors of cat food, each designed to satisfy the cat's discerning taste buds; Four unique flavors of cat strips, bringing an unprecedented culinary adventure for your pet; And four flavors of canned cat food, selected ingredients, nutrition balance, make every feeding a small celebration of the cat. In addition, we also kindly added the brand official stickers and exquisite key chains as additional surprises, these small objects not only highlight the meticulous care of Chicat, but also the small ideas of pet owners to show their personality and brand belonging.

In terms of text layout design, we adhere to the concept of minimalism without losing the exquisite, and only choose the iconic rose red and low saturation lake green as the main color. Rose red, symbolizing the brand's endless love and passion for pets; The low-saturation lake green gives people a sense of tranquility and harmony, and the two are cleverly integrated to visually convey the unique temperament of Chicat brand, which is both warm and elegant. Such a color match not only strengthens the consistency of the brand image, but also stands out among many products and is memorable at a glance. (see Figure 3-16 to 3-17).

This handbag is ingenious in design, cleverly drawing on the classic format knife style, giving it a unique visual charm. Sizes are carefully customized for L:220mm, W:80mm, H:280mm, ensuring the perfect balance of practicality and portability. In terms of color matching, the designer was bold and innovative, and carefully selected four harmonious and pleasing color combinations: First, the passionate collision between the red and the green of the Papa Palace, like the magnificent scene of the palace in the morning; Then there is the elegant fusion of wishful sky blue and pure white, like a quiet lake under a clear sky; Another is the dreamy interweaving of austro-violet and light quartz violet, like the tenderest starlight in the mysterious night sky; Finally, Grandpa Huang's warm embrace of yellow and bright orange vividly shows the gorgeous splendor of the sunset. These colors not only shine on the handbag, but also become the iconic color scheme in the subsequent packaging design.

In terms of brand identity, the text brand name is presented in a font that is both modern and traditional, which is set off with the dynamic slogan of "Dragon and Tiger" to convey the vitality and enterprising spirit of the brand. The illustration elements are developed around the brand story. The image of swans flying high symbolizes purity and nobility, the integration of traditional patterns highlights the profound cultural heritage, and the embellishment of pine and cypress elements means perseverance and long-term prosperity. All these details together weave a vivid and profound picture.

Material selection, the bag uses 250 grams of white kraft paper, this material is not only environmentally friendly and durable, but also comes with a natural and rustic beauty. In the printing process, the application of art micro-spray technology makes every color can be accurately restored, the level of detail is clear, and more artistic atmosphere, but also effectively retains the original color and texture of the bag, so that every touch becomes a pleasant experience. All in all, this handbag is not only a tool for loading items, but also a work of art that conveys aesthetic and cultural value. (as shown in Figure 3-18 to 3-20).

The main product line has carefully developed four unique flavor flavors for cats, namely, the coveted beef and egg flavor, the salmon and egg flavor rich in Marine essence, the nutritionally balanced chicken and beef flavor, and the easily digestible fish oil and egg flavor. These four flavors not only meet the cat's basic need for food, but also cleverly integrate the design concept representing different health and happiness.

In order to accurately cater to the unique needs of each cat, our products are specially designed. First of all, the "IP Papa" series of beef and egg essence, especially the perfect combination of high-quality beef and fresh eggs, aims to stimulate the original appetite of cats through the rich meat aroma, so that they can eat with relish every meal, enjoy the pure happiness brought by food.

Followed by the "Ruyi" series of salmon egg essence, inspired by the treasure of the deep sea - salmon, with high-protein eggs, not only delicious, but also rich in Omega-3 fatty acids, help the cat hair bright, skin health, as if for the pet covered with a layer of natural luster coat, to achieve the beauty effect of both inside and outside.

The "Aobai" series innovatively combines beef and chicken to create a new flavor that is both robust and easy to accept. This balanced source of protein is designed to support an energetic and muscular life, allowing cats to perform at their best in every run and jump.

Finally, the "Yellow Grandpa" series is specially customized for elderly cats, using a mild and easily digestible combination of fish oil and eggs, carefully considering the more sensitive digestive system of elderly cats. The EPA and DHA in fish oil not only promote cardiovascular health, but also help maintain joint flexibility, extending their golden years and staying with their owners longer.

In the packaging design, also poured a lot of effort, using the color formula coordinated with the cat food packaging, many details can be found with the cat food packaging and fashion handbag elements clever echo, both practical and stylish. Four flavors, four different design concepts, precisely match the

personality and needs of each little master, ensuring that every feeding is a reflection of their all-round care. (as shown in Figure 3-22to 3-23).

The packaging design of the cat can is ingenious, skillfully blending the natural color of the cat food with the attractive tone of the cat strip, forming a color scheme that is both appealing to the cat's eye and pleasing to the eye. This design is not only visually pleasing, but also understands the cat's diet, emphasizing the core concept of "raw liquid hydration", ensuring that each can can replenish the necessary water for cats to maintain their health and vitality.

In terms of delicious customization, I carefully studied the taste bud preferences of cats to create a diverse combination of flavors designed to meet the personalized pursuit of different cats. Each recipe has been carefully formulated to make every feeding a moment for cat to enjoy, not only delicious, but also healthy.

Comprehensive nutrition is an integral part of the design of this cat can, it is not just a simple lunch box, but a small treasure trove of balanced meals for cats. Rich in high-quality protein, essential fatty acids, vitamins and minerals, the scientific mix of these key nutrients helps your cat grow healthily, from glossy hair to a strengthened immune system, every detail reflects a deep concern for your cat's well-being.

To sum up, the packaging design of this cat can is not only innovative in appearance, but also the perfect combination of internal quality and scientific feeding concept, ensuring that every cat enjoying it can be cared for and loved from the inside out. (as shown in Figure 3-24to 3-26).

3.2.7 Peripheral product design

In planning and executing the design journey of the peripheral products, I explored the infinite possibilities of visual elements, skillfully incorporating more dimensions of expanded graphic design. These designs are not just simple decorations, they harmonize perfectly with the tones of the product packaging and complement each other to create a harmonious and engaging visual feast. Each IP image is endowed with a unique vitality, which is displayed through a

carefully designed individual phone case, a total of four different styles but unified and harmonious series, to meet the personalized needs of different fan groups.

For the design of the stickers, I put my heart into it and innovated two different styles .(as shown in Figure 3-27).

In addition, in order to build a complete and rich official peripheral universe, I have also masterfully designed a series of supporting products, including but not limited to: The official collection of personal stickers, the adorable small badge, the key chain for daily carrying, and the postcard with warm messages, suitable as a souvenir for travel, etc. (The specific design is shown in Figures 3-28 to 3-34). Each product has been repeatedly considered, from material selection to pattern layout, none of which reflects the ultimate pursuit of details and strict control of quality, aiming to bring consumers a perfect experience integrating practicality and collection value. The launch of this series of peripheral products has not only enriched the collection choices of fans, but also further extended the cultural influence of IP, so that the love of love continues in a more diversified way.

These styles not only retain the charm of the original IP, but also contain new ideas, whether it is a loyal fan of the pursuit of classic restoration, or a preference for modern creative trend followers.

Summary of chapter III

IP image design, IP image design is one of the core of cultural and creative product design. By creating a vivid IP image, such as the Palace Cat, you can inject unique personality and charm into the brand. This requires comprehensive consideration of the characteristics of the IP image, the preferences of the target audience and the needs of the market, to create an image with recognition and affinity.

Design brand LOGO and design logo arrangement combination, LOGO is the core logo of the brand, with a high degree of recognition and brand

recognition. When designing a LOGO, you need to consider the core values and positioning of the brand, as well as the aesthetic trends of the target audience. At the same time, designers also need to consider how to arrange the LOGO with other elements to create a more visually appealing and distinctive brand effect.

Illustration design, Illustration design plays an important role in cultural and creative products, which can tell stories through vivid images and convey the core ideas and emotions of products. In illustration design, designers need to use a variety of visual elements and design skills to create expressive and imaginative works that attract the attention of the target audience.

Poster design, poster is an important means of brand publicity and promotion, with intuitive, vivid, outstanding characteristics. In poster design, designers need to skillfully combine the core information and visual elements of the brand to create eye-catching visual effects, attract the eye of the target audience, and convey the unique charm and brand value of the product.

Extended graphic design, extended graphic design refers to the extension of brand image and visual elements to different carriers and scenes, such as product packaging, store decoration, advertising and so on. Designers need to flexibly use brand image and design language according to different needs and environments to create visual effects that match products and scenes to enhance the overall image and recognition of the brand.

Core product packaging design, the core product packaging design is the key link in the design of cultural and creative products. Packaging should not only protect the product, but also convey the core values and taste of the brand and attract the attention of consumers. In packaging design, designers need to consider the functionality, aesthetics and brand recognition of packaging, and create a unique packaging image that matches the product.

Peripheral product design, peripheral product design is the extension and supplement of the cultural and creative product line, which can bring more sales channels and market opportunities for the brand. Designers need to design all kinds of peripheral products according to the brand image and product characteristics, such as clothing, accessories, stationery, etc., to meet the

different needs and preferences of consumers, and expand the influence of the brand and market share.

Conclusion to Chapter III

1. Determine the design process, determine the production steps, and clarify the main IP image selection, color matching, use style, historical meaning, as well as the software and production methods to be used in the design, and produce works with appropriate style

2. The design process of this series of cultural and creative brands includes searching and selecting material allusions to determine topics, Logo design and standard word arrangement, IP image quantity and drawing sketches and finished drafts, making main visual illustrations and extended visual illustrations, designing 17 types of extended graphics, poster design, commodity packaging design combined with materials and drawing blade layout. Purchase the prototype to produce the effect map, and finally contact the shop to print and produce the real thing.

GENERAL CONCLUSION

1: In today's ever-changing era, with the acceleration of the pace of globalization, the exchange and integration of world cultures have reached an unprecedented height. In this context, the collision of tradition and modernity and the intersection of Eastern and Western cultures have become a highlight in the field of design. In order to better conform to this trend and meet the growing cultural aesthetic needs of the public, designers began to turn their eyes to the profound and rich treasure house of traditional Chinese culture, exploring how to skillfully integrate these classic elements into the design of modern pet products, which not only retains the simplicity of the charm, but also does not lose fashion.

2: As a unique design subject, "Palace Museum Cat" is not only an innovative attempt of pet products, but also a bold practice of modern expression of traditional Chinese culture. The Forbidden City, as the symbol of ancient Chinese royal culture, its profound historical heritage and unique cultural symbols provide infinite inspiration for creative design. The project chooses "Palace Museum Cats" as the core carrier, not only because they have a high popularity on the Internet and become a cultural bridge connecting ancient and modern times, but also because the images of these cats contain rich stories and cultural values, which can stimulate people's curiosity and desire to explore traditional Chinese culture.

3: In the design, the color matching of traditional New Year pictures is cleverly borrowed, and the bright and harmonious color matching not only brightened people's eyes, but also awakened people's warm and beautiful memory of the traditional festival. At the same time, combined with the modern simple design concept, abandon the complexity, the pursuit of the ultimate balance of lines and colors, so that the product has classical beauty, without losing the sense of The Times, in line with the contemporary people's pursuit of simple and without losing the style of life concept.

4: The diversity of design elements is also a highlight of this topic. From the majesty of the cat father in the Forbidden City to the auspicious meaning of Ruyi, from the noble nobility of the proud white to the kindly wisdom of Grandpa Huang, and then to the future outlook of 2024, each element carries specific cultural significance and emotional support. Carefully choreographed with traditional patterns and graphic layouts, these elements work together to create a vivid, playful and story-telling picture, making each pet product a work of art that can tell a story.

5: This topic is committed to drawing inspiration from the cat culture of the Song Dynasty and the cat IP of the Forbidden City, deeply exploring and reinterpreting the essence of traditional Chinese aesthetics, and striving to find a perfect balance between inheritance and innovation. This is not only a tribute to traditional culture, but also hopes to guide young people to pay attention to and love their own cultural roots through the power of cultural creativity, so as to enhance the soft power of national cultural communication in the tide of globalization, enhance international influence, and let the world see an ancient and dynamic China.

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Annex



Figure 3-1 IP image prototype

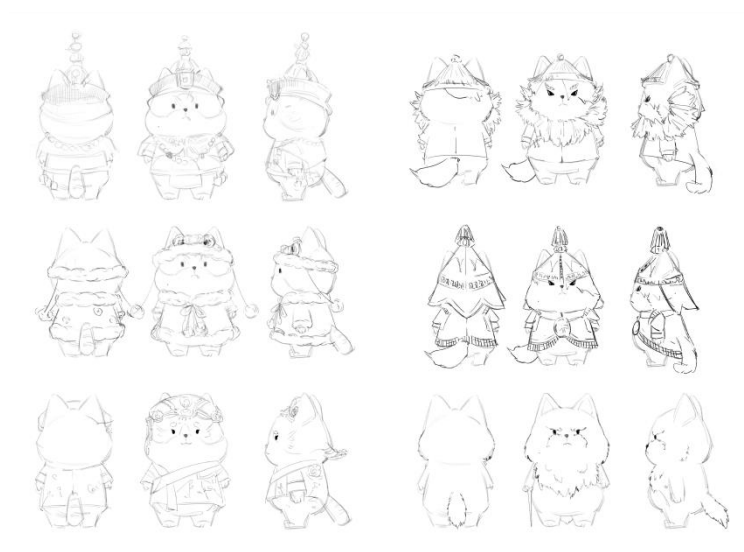


Figure 3-2 Sketch IP image



Figure 3-3 Complete IP image



Figure 3-4 LOGO



Figure 3-5 Main visual illustration sketch

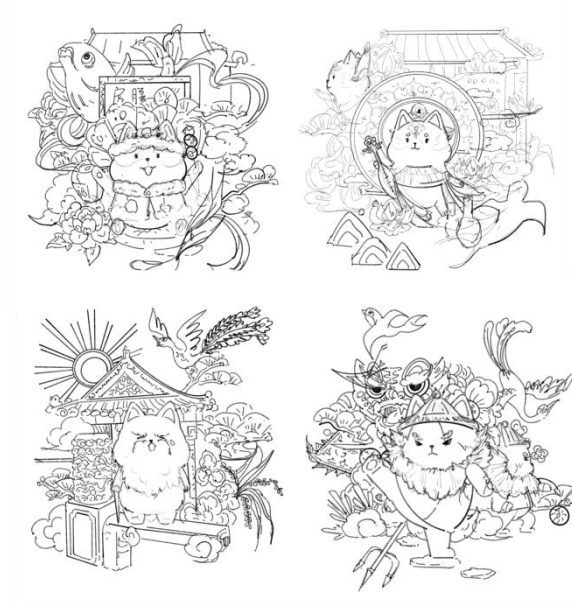


Figure 3-6 Sketch IP illustrations



Figure 3-7 Main visual illustration



Figure 3-8 Illustration by Papa



Figure 3-9 Ruyi illustration



Figure 3-10 Ao Bai illustration



Figure 3-11 Illustration by Grandpa Huang



Figure 3-12 Picture composition elements



Figure 3-13 DEMO of two rejected posters

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Figure 3-17 Effect of packing large box



Figure 3-18 Handbag knife layout



Figure 3-19 Effect picture of handbag



Figure 3-20 Map of cat food packaging knife



Figure 3-21 Cat food packaging effect



Figure 3-22 Layout of cat strip packing knife



Figure 3-23 Cat strip packaging effect



Figure 3-24 Map of cat can packaging knife



Figure 3-25 Front effect of cat can packaging



Figure 3-26 Effect of the back of cat can packaging



Figure 3-27 Design of mobile phone case



Figure 3-28 Sticker effect



Figure 3-29 Design of the badge



Figure 3-30 Effect of the badge



Figure 3-3 IP image prototype



Figure 3-32 Effect picture of extended graphic key chain



Figure 3-33 Postcard design



Figure 3-34 Design of cat food bottling