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

Development of a visual complex for the Jinan Baliqiao vegetable market

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## Abstract

The vegetable market is an indispensable public space for the daily consumption of the people. It is not only a place for commodity trading, but also plays a special social role, carrying multiple economic and social functions. As China's urbanisation process continues to advance, the consumption level of the population continues to improve, the old vegetable market often gives people the impression of simple, low-grade, and provides a broadly similar range of products, relying only on the differences between the products themselves for the development of the exceptionally difficult. Therefore, vegetable markets need to adapt to the new social market environment and explore the diversity of urban vegetable market development. Nowadays, vegetable markets are not only limited to meet the function of basic food material circulation, but also gradually develop the functions of playing cards, scene marketing, etc., which continuously satisfy people's increasing material needs and aesthetic pursuits.

This paper mainly takes the brand image design of Jinan Baliqiao vegetable market as a carrier, and researches the development of vegetable market through field research, literature analysis and other research methods. Based on the establishment of a standardised brand image, it is planned to take the thematic publicity activities as the entry point for the redesign of the market, and to improve the single, boring standardised market brand design by giving full play to the market's function of providing trading venues, ancillary facilities and services for buyers and sellers, and by setting up a publicity campaign on the popularisation of recipes and ingredients, as well as a systematic main visual design for the activities and a visual design for the ancillary contents. To find a feasible way for the renewal and reconstruction of vegetable markets and even the diversified development of urban visual form design.

*Key words: Baliqiao food market; branding; campaign; vector illustration*

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## INTRODUCTION

**Relevance of the research topic.**In today's rapid development of urbanization, traditional vegetable markets, as an important part of urban culture, carry rich social functions and cultural connotations. However, with the continuous progress of urbanization, traditional vegetable markets are facing a series of challenges such as aging image and single service function. In order to adapt to the development needs of the new era, the transformation and upgrading of vegetable markets is particularly important.

**The relevance** of the topic lies in the fact that brand image design is a key factor for enterprises to establish unique identity and impression in the market competition. It is not only related to the consumer's perception and acceptance of the enterprise's products or services, but also affects the enterprise's market positioning and long-term development. Brand image design is a reflection of the long-term value of the enterprise. A well-thought-out brand image design can add value over time. It is not only a short-term sales tool, but also a part of the enterprise's assets, which can bring long-term economic benefits. A brand image may need to be adapted as market conditions and consumer needs change. A flexible brand identity design can make it easier for a company to adapt to these changes and maintain its relevance and appeal.

**The need to research** the topic lies in the fact that the modern vegetable market, as a traditional trading place in the city, is not only a platform for commodity trading, but also an important place for social communication. It provides a quick shopping channel for community residents, and at the same time enhances the relationship between neighbors, epitomizing urban culture. With the continuous advancement of urbanization and the continuous improvement of residents' consumption level, traditional vegetable markets need

to adapt to the new social market environment and explore diversified<sup>8</sup> development paths by establishing a systematic brand image.

The initial data for the development of the theme are: research on the renewal and promotion strategy of urban old vegetable market based on the theory of demand hierarchy, research on the service design of urban vegetable market based on the background of social innovation, research on the transformation of farmers' market under the perspective of regional culture, enterprise positioning and information of Jinan Baligiao Vegetable Market, research on the application of flat illustration under the threshold of Internet. Research on the Application of Flat Illustration The purpose of this study is to enhance the competitiveness and attractiveness of vegetable markets through the enhancement of brand image, and to meet people's growing material needs and aesthetic pursuits.

**The purpose of** this study is to plan to take the theme publicity activities as the entry point of vegetable market redesign on the basis of developing the brand image, to give full play to the functions of the vegetable market, to open popular science publicity activities such as recipes and ingredients purchase, to carry out a systematic main visual design of the activities and the visual design of the auxiliary contents, to enhance the design level of the standardized vegetable market, and to find feasible methods for the vegetable market's We will find a feasible way to upgrade and transform vegetable markets.

**Research objectives: .**

1. analyze the importance of vegetable market brand design in the process of urban modernization
2. to study the necessity of brand image design of vegetable market. 3. to study the brand marketing activities of vegetable market;
3. to study the entry point of vegetable market brand marketing activities;
4. to determine the development dynamics and current situation of convenient vegetable and fruit markets in the world and China;

5. to determine the characteristics and current situation of Jinan Baliqiao vegetable market, and to analyze the original visual image of Baliqiao vegetable market;

6. to determine the branding activity design program and activity content of Baliqiao vegetable market;

7. selecting creative sources and transforming the artistic image of Baliqiao brand;

8. analyze the application of flat style illustration visual language in food packaging design and design vector graphics for food market ingredients;

9. form a set of brand main visual design, output 100 kinds of vector graphic design for food market, one set of three-level space guide system and plan map design, roll folded science and technology leaflet, 7 versions of mobile interface design, 4 dynamic banners and posters design, a set of derivatives, application system design, packaging design, logo and font design

**Theme of research** is the process of designing a brand and its derivatives.

**Object or Focus of research** is development of a visual complex for the Jinan Baliqiao vegetable market

**Methods of research:** The thesis adopts a variety of research methods such as literature reading method, comparative research method, comprehensive research method and case study method. Through these methods, customer needs, market trends and activity effects are comprehensively analyzed, and the theories and research results of different disciplines are comprehensively applied to deeply analyze and solve the problems and challenges in the planning and promotion of vegetable market activities.

**Elements of scientific novelty of the obtained results** are as follows: the importance of creating a brand image for convenient vegetable markets was studied. The whole process of creating a brand image for vegetable markets was studied.



**The practical significance of the results lies in the fact that** the materials formed in this subject create a closer connection with consumers through an innovative visual image, intending to find a feasible method for the renewal and transformation of vegetable markets and even the diversification of urban visual form design.

**Information base of the study** The subject of this work is the study of service design of urban vegetable markets in the context of social innovation, which is of interest to scientists and practitioners at home and abroad.

The problem of creating a brand image and the problems related to the characteristics of farmers' markets are defined by the authors: Tong Chao, Wang Jian, Liu Cheng Jin. Definition by Nana Wu et al. Generally speaking, brand image design is a key factor for enterprises to establish unique identity and impression in market competition. It is not only related to the consumer's perception and acceptance of the enterprise's products or services, but also affects the enterprise's market positioning and long-term development. In this research, we focus our attention on creating a brand image for traditional vegetable markets and planning the visual design of related marketing activities.

**Approbation of research results.** The design results, in China's 15th Blue Bridge Cup National Software and Information Technology Professionals The design results, in China's 15th Blue Bridge Cup National Software and Information Technology Professionals Competition won the first prize at the national level and the first prize at the provincial level in Shandong Province a total of two.

**Structure and volume of the thesis.** The bachelor's thesis consists of the following introduction, four parts, conclusion, list of references (30 items) and appendices. The total length of the bachelor's thesis is 75 pages.

## **Chapter I**

### **ANALYSIS OF SELECTED TOPICS**

#### **1.1 Introduction of selected topics**

Vegetable markets have a long history and are a traditional form of market, usually one that specialises in the sale of a wide range of vegetables, fruits, meats, seafood and other fresh foods. In a vegetable market, farmers or suppliers deliver produce directly to the market, where it is then sold by retailers in fixed or mobile stalls. Its characteristics include the diversity of commodities, the relative cheapness of prices and the lively and active shopping atmosphere. Vegetable market is not only a place for commodity trading, but also plays a special social role, carrying multiple economic and social functions. Among them, a commodity trading function: for urban and rural residents to provide a convenient and fast shopping channels. A wide range of commodities in the vegetable market, covering all kinds of seasonal vegetables and fruits, meat, seafood and local specialities, to meet the diversified needs of consumers. Agricultural products directly to the market, eliminating the intermediate links, thus ensuring the freshness of the goods and the relative advantage of the price; Second, social communication function: the market is an important place for communication between residents, people in the purchase of goods at the same time, will also carry out social activities to enhance neighbourhood relations and social contacts. This is also a unique feature of vegetable markets compared with shopping malls and supermarkets. Third, cultural heritage function: as a traditional market form, vegetable markets carry rich local culture and folk customs, representing the unique local lifestyle and food culture, which is of great significance to the inheritance of local culture.

In conclusion, the traditional vegetable market still shows continuous vitality in the current development of urbanisation, and it is an indispensable public space for people's daily consumption. Upgrading the brand image of vegetable markets and planning targeted thematic activities can enhance the competitiveness and attractiveness of the market, attracting a broader consumer base and meeting the many challenges facing society in the current process of urbanisation and modernisation.

## **1.2 Purpose and significance of the topic**

As China's urbanization process continues to advance and the consumption level of residents continues to rise, as a public place in the city with complex social roles and diversified cultural values, the vegetable market needs to adapt to the new social market environment and explore the diversity of the development of urban vegetable markets. Today's vegetable market can not be limited to meet the function of basic food material circulation, but also gradually develop the function of playing card, scene marketing, etc., and constantly meet the growing material needs and aesthetic pursuit.

To this end, the brand image needs to be upgraded and remodeled, and adopt corresponding innovative activity strategies. For example, it can establish a brand image through high-level design works, develop the market through planning actual activities and advertising promotion, realize art into the community, and let the vegetable market return to the vision of urban residents. This initiative can increase customer loyalty and satisfaction with the vegetable market, thus further enhancing and enriching people's living standards and aesthetic level.

At present, the traditional vegetable market often gives people the impression of simple, low-grade, and the types of products provided are generally similar, relying only on the differences in the product itself for development is very difficult. Under the dual orientation of people's aesthetic demand and urban innovation background, the development of vegetable market activities plays an important role in the development of vegetable markets. Market activities can not only help vegetable markets establish brand image, promote products, optimize the shopping experience, but also spread culture, beautify the shopping environment and advocate a healthy lifestyle through activities, which is an important part of the sustainable development of vegetable markets. At present, vegetable market products retail, boxed, gift boxed and other packaging products are relatively perfect, but lack of diversity, can not meet the aesthetic needs of residents. Therefore, I think there is still a need for further enhancement and improvement in the design of brand wholeness and product packaging design.

### **1.3 Brief description of the selected topic**

Based on the establishment of a standard brand image, this project plans to take the theme of publicity activities as the entry point of vegetable market redesign, through playing the function of vegetable market as a trading site for both buyers and sellers, supporting facilities and services, and opening recipes and ingredients purchase popular science publicity activities, to carry out a systematic main visual design for the activities and the supporting activities of the content of the visual design, to improve the design of a single, boring standardised vegetable market, and find a feasible way for the renewal and transformation of vegetable markets and the diversified development of urban visual form design. The main visual design and the supporting visual design for the event will improve the single, boring standardised vegetable market design,

and find a feasible way for the renewal and transformation of vegetable markets and even the diversified development of urban visual form design.

### **1.4 Research Ideas and Methods for Selected Topics**

Food market activity planning is an important means to enhance the brand image of food markets, attract customers and promote sales. In order to effectively carry out the research on the topic of "Eight Mile Bridge - Vegetable Market Outstanding", it is necessary to analyze customer needs, market trends and activity effects with the help of scientific research methods. Meanwhile, vegetable market activity planning involves the knowledge of many disciplines, and requires the comprehensive use of theories and research results of different disciplines to comprehensively and thoroughly analyze and solve the problems and challenges in the planning and promotion of vegetable market activities.

Literature reading method. Through consulting books and reading related literature, we can understand the research status and trend of upgrading and innovation of urban vegetable markets; through the study of existing literature, we can understand the current situation of upgrading and transformation of vegetable markets, summarize the styling meaning of related brand image, as well as the design needs and performance methods of the image of vegetable markets in the process of branding and marketing, etc., which can serve as the theoretical support for the redesign of vegetable markets in the later stage.

Comparative research method. Organize and compare the brand of vegetable market and visual design related to agricultural products in foreign countries to fully understand the design concept. Understand the domestic and foreign vegetable market business model, brand positioning, product display, etc., as well as consumer feedback and experience. According to the results of the comparative study, discover the similarities and differences in the renewal practices of domestic and foreign vegetable markets, draw on their excellent

research results and practical experience, inject new vitality into the exploration of the brand transformation of Baliqiao Vegetable Market, enhance its brand image, and strengthen market competitiveness.

Comprehensive research method. By going to Jinan Baliqiao convenient vegetable market to conduct offline fieldwork research, collect the operation of the vegetable market, the consumption habits, preferences and needs of the vegetable market customers and competitors, and understand the regional characteristics of the Baliqiao vegetable market elements, humanities and customs, and the surrounding facilities. Through offline observation to understand the actual situation and brand image performance of the vegetable market, to provide empirical support for brand building, and to assess its strengths, weaknesses, opportunities and threats, and to accurately position it for upgrading and remodeling.

Case study method. By analyzing the existing successful urban vegetable market renovation cases, sorting out their successes, learning their thinking logic and design language, grasping the trend and trend of vegetable market branding design, and providing references for vegetable market branding activity planning.

Discussion method. Through in-depth discussion with the instructor and students, more comprehensive in-depth graduation design, analyze the current progress of the existing problems and the need for improvement. Finally, a more perfect revision plan was formulated to enhance the quality and value of the design. effectively carry out the research on the topic of "Eight Mile Bridge - Vegetable Market Outstanding", it is necessary to use scientific research methods to analyse customer demand, market trends and the effects of activities. At the same time, the planning of food market activities involves the knowledge of many disciplines, and it is necessary to apply the theories and research results of different disciplines in order to comprehensively and thoroughly analyse and

solve the problems and challenges in the planning and promotion of food market activities.

### (1) Literature Reading Method

Through consulting books and conducting relevant literature reading, we understand the research status and trend of upgrading and innovation of urban vegetable markets; through the study of existing literature, we understand the current situation of upgrading and transformation of vegetable markets, and summarise the styling meanings of relevant brand images, as well as the design needs and expression methods of the image of the vegetable market in the process of branding and marketing, as a theoretical support for the redesign of the vegetable market in the later stage.

### (2) Comparative research method

To collate and compare foreign vegetable market brands and visual designs related to agricultural products, and to gain a comprehensive understanding of design concepts. Understand the operation mode, brand positioning, product display, etc. of domestic and foreign vegetable markets, as well as the feedback and experience of consumers. Based on the results of the comparative study, discover the similarities and differences between the renewal practices of domestic and foreign vegetable markets, draw on their excellent research results and practical experience, and propose new strategies for the subsequent upgrading and transformation of the Bali's Bridge - Caihua Outstanding Vegetable Market.

### (3) Comprehensive research method

By going to Jinan Baliqiao convenient vegetable market to conduct offline fieldwork and research, we collected information on the operation of the market, the consumption habits, preferences and needs of the market customers and competitors, and learnt about the regional characteristics of Baliqiao market, humanities and customs, and the surrounding facilities. Through offline

observation, we learnt about the actual situation of the market and the performance of the brand image, so as to build a new brand for the market.

The setup provides empirical support and assesses its strengths, weaknesses, opportunities and threats to pinpoint its upgrading.

#### (4) Case study method

By analysing the existing successful urban vegetable market renovation cases, sorting out their successes, extracting lessons learned from their thinking logic and design language, and grasping the trend and trend of vegetable market branding design. Provide reference for vegetable market branding activity planning.

#### (5) Discussion method

Through in-depth discussions with instructors and classmates, we delved into the graduation design more comprehensively, analysing the problems in the current progress as well as the areas that need to be improved. Eventually, a more perfect revision plan was formulated, which enhanced the quality and value of the design.

### **Summary of the chapter I**

1. Define the social role and historical significance of vegetable markets. As a traditional trading place in the city, the vegetable market is not only a platform for commodity trading, but also an important place for social communication. It provides a quick shopping channel for community residents and also enhances the relationship between neighbors, epitomizing urban culture.

2. Clarify the purpose and significance of the selected topic and introduce the content and method of the selected topic. With the continuous progress of urbanization and the increasing consumption level of residents, traditional



vegetable markets need to adapt to the new social market environment and explore the diversified development path. This study aims to enhance the competitiveness and attractiveness of vegetable markets through brand image enhancement to meet people's growing material needs and aesthetic pursuits. Based on the establishment of a standardized brand image, this selected topic plans to take the theme publicity activities as the entry point of vegetable market redesign, and find a feasible method for the upgrading and transformation of vegetable markets by giving full play to the functions of vegetable markets, opening popular science publicity activities, such as recipes and ingredients shopping, and carrying out a systematic main visual design of the activities and the visual design of the auxiliary contents, so as to upgrade the standardized design level of vegetable markets.

3 Introduces a variety of research methods adopted in the dissertation, such as literature reading method, comparative research method, comprehensive research method, case study method and so on. Through these methods, it comprehensively analyzes customer needs, market trends and activity effects, and comprehensively applies theories and research results of different disciplines to deeply analyze and solve the problems and challenges in the planning and promotion of vegetable market activities.

## **Chapter II**

### **MARKET RESEARCH AND DESIGN POSITIONING**

#### **2.1 Research on "Brand Image Upgrading of Vegetable Markets" at home and abroad**

##### **(1) Foreign research developments**

With the development and continuous progress of society, the industrial economy is increasingly transforming into a service-oriented economy globally. Economic transformation has led to design transformation, and design has begun to participate in solving more livelihood issues. Some foreign studies focus on the role of vegetable markets in the process of urban renewal, explore how vegetable markets become an important part of urban culture and economic development, and discuss the role of visual communication design in market transformation. At present, there are two main forms of vegetable market transformation and renewal in foreign countries, one is cultural integration dimension and the other is urban renewal dimension.

In the urban renewal dimension, the focus is on upgrading the market, so that the transformed market visual identification system is holistic, increasing the consumer's sense of shopping experience, which in turn can bring great benefits to the economy. Doug Stephens (2017) in his article "Retail Reinvention: the Future of Selling in a Post-Digital World" points out that the act of selling itself is no longer linear, and that merchants must adapt to the new status quo by providing customer experience, real value, and buying experiments. Today, consumers not only want community shopping, but also leisure shopping and enjoying the company of others. For example, the Markthal Colorful Vegetable Market in Rotterdam, the Netherlands, displays market-branded umbrellas, clothes, tote bags, and other peripheral cultural and creative products in glass

windows set up along the elevators inside the market. The exterior of the market attracts tourists and city dwellers from all over the world with its unique vaulted shape and still life paintings of flowers, insects, birds and animals on the top surface.

In the dimension of cultural integration, mainly on the basis of the original market, it integrates the local special culture and activities, re-planning the space decoration, and exploring the value and meaning of the vegetable market based on culture, history, customs, and so on. For example, in the most artistic Santa Caterina vegetable market located in Barcelona, Spain, in order to adapt to the new requirements of the modern city, the overall renovation boldly used graphics and shapes with local ethnic flavor. The roof consists of colorful hexagonal ceramic tiles forming a dome, and the interior of the vegetable market is decorated with ceramic collages of various vegetables and fruits, which gives the market a unique visual image and maximizes the joyful atmosphere of the surrounding neighborhoods, and now it has become an important symbol of the image and culture of the Spanish city. (Nana Vu, 2022)

Japanese brand design master Kenya Hara (2006) puts forward "Life itself is the place where design originates; and design, in the final analysis, is what we say about life." The design of the Osaka City vegetable market in Japan is cross-border co-branded with the MUJI brand, and the image style of the vegetable market fits well with MIJI's concept of practical and quality-oriented life. The design is in line with the Japanese culture of simplicity, nature, routine and craftsmanship. The natural colors inside the market neutralize the visual fatigue caused by the highly saturated colors in vegetables and fruits, and the bright and soft lighting and simple guide design create a relaxing and pleasant shopping atmosphere that makes customers feel relaxed and comfortable. In addition, the vegetable market space emphasizes practical function and minimalist aesthetics, using natural materials to build an indoor environment and advocating harmonious coexistence with nature. Such a design concept can

make customers feel convenient, comfortable and satisfied during the shopping process, creating a vegetable market brand with memory points and unique experience feelings.

## (2) Domestic research developments

In the digital age, people's material and spiritual level in daily life is gradually becoming higher, and the demand for consumption experience is also getting higher and higher. The old visual image and service experience of domestic traditional vegetable markets are no longer suitable for the consumption habits and needs of the new generation of consumers. At present, the innovation research on urban vegetable market mainly focuses on the dimensions of branding and marketing strategy, and the dimensions of cultural heritage and innovation integration. At the same time, the operation of vegetable market tends to be digital informationization, and the development of physical and network dual-platform advertising and promotion.

In the branding and marketing strategy dimension, the research is based on market consumption demand, branding agricultural food products with high quality, improving the added value of agricultural products, enhancing the market image, attracting consumers, and improving market awareness and competitiveness through visual communication design means. For example, Wenzhou Vegetable Basket Group implements the IP-based design strategy of the vegetable basket brand by integrating the brand image and product characteristics. The brand concept and personality of the vegetable market are integrated into the IP image design, which makes the IP more recognizable. In this way, IP becomes a key potential asset of the brand, which not only enhances the personalized expression of the brand, but also improves the brand recognition and attractiveness, and plays an important role in the construction and output of the brand image. (Zhou Yaqing, 2021)

Tong Chao (2022) from Shanghai Normal University pointed out in his article "Research on Brand Image Design with Personality and Affinity--Taking

Shanghai Triangle Food Market as an Example" that consumers' pursuit of "respect demand" is intuitively embodied in the brand image value and artistic shape of products. The pursuit of consumers' "respect demand" is intuitively reflected in the value of brand image and artistic modeling of products. Wang Jian (2023) from Tsinghua University pointed out in his article "From "Vegetable Market" to "Neighborhood Center" - A Study on the Renewal and Enhancement Strategies of Old Vegetable Markets Based on the Hierarchy of Needs Theory" that in the context of urban renewal, old vegetable markets are not only a source of energy, but also a source of energy. The development of traditional vegetable markets into multi-functional composite small-scale neighborhood centers is an important exploration of the construction of perfect "last-mile" residential function support. This shows that the commercial value and cultural attributes behind the brand image are increasingly recognized and concerned by the society.

In the dimension of cultural heritage and innovative integration, the innovative vegetable market brand that retains humanistic characteristics is created mainly through the brand heritage of dietary experience and cultural experience. The renovation design of the Sanyuanli market in Beijing's Chaoyang District focuses on community micro-renewal, the creation of an artistic community, and innovations in spatial layout and operational management. Firstly, the interaction between the market and the neighboring streets and community was re-examined through community micro-renewal and creation activities. Through regular activities and exhibitions, elements of art are skillfully integrated into the market and residents are encouraged to participate in the design process of the market. The aim is to create a more open, pleasant and affordable shopping environment, thus strengthening the connection between the community and the market. Secondly, the renovation of the market also included infrastructure improvements, interior landscaping, and optimization of the design and decoration of the stalls, displays, and price tags,

which together enhanced the overall image of the market and enhanced the consumer experience. Not coincidentally, the Beijing Mo Cai Vegetable Market, created by Beijing Intellect Limited Studio, is a standard traditional Chinese building made of three floors of red bricks. The designers transformed it into a unique visual language that conveys a sense of "strange familiarity". The upgrading of the market removes the usual images of the mercenary and chaotic past from people's minds, while maintaining a sense of intimacy. The brand logo is inspired by the "scale" most commonly found in vegetable farms, conveying the fair and equitable business philosophy of vegetable farms. The auxiliary graphic is refined with checkered patterns and lines as elements, and is conveyed through the poster design of the strong atmosphere of the food market.

To summarize, the above rich practice cases and literature research provide very good reference value and theoretical support for this brand image design research. At the present stage, most of the domestic and international remodeling of urban vegetable markets choose to upgrade the overall image of vegetable markets and integrate the development of multiple business modes. Through this design study, the author hopes to utilize his own professional knowledge to visually design the brand image of Baliqiao vegetable market to enhance people's pursuit of a better quality of life.

## **2.2 Analysis of the Characteristics and Current Situation of Jinan Baliqiao Vegetable Market**

### **2.2.1 Characteristics of the Baliqiao market**

Jinan Baliqiao Vegetable Wholesale Food Market covers an area of more than 100 acres, with 300 acres planned for expansion in the long term. It has a steel-frame structure shed of 10,000 square meters, a business room of 2,000 square meters and a high-level side food hall of 1,200 square meters, with

complete facilities, a superior geographical location and broad prospects for development. It is located in the western part of the city, close to the city center, along Zhangzhuang Road in the north, east of Weidi Road, Jikou Road, Jiqi Road, west of the outer ring road, the inner railroad line, the traffic is very convenient. Jinan Bailiqiao Market has a long history, the former market is the largest wholesale market of vegetables and food in Jinan, and it is the key project of the provincial and municipal governments for the "food basket". Its vegetable wholesale volume in Jinan Huayin District occupies a dominant position, with an average daily listing of 500,000 kilograms, accounting for more than 1/3 of the entire supply of vegetables in Jinan City, making a positive contribution to the government's regulation of the market, suppressing prices, and enriching the masses of the "food basket". In a sense, it maps out the development process of Jinan's social ordering and has a greater social influence.

### (1) History and Culture

The history of Baliqiao can be traced back to the Kangxi period of the Qing Dynasty, because it is eight miles from the west gate of the former Jinan Prefecture to this bridge, which is located at the north end of Jinan Weidi Road and the border of the old Jiqi Road, so it is called "Baliqiao". According to history, during the Kangxi period of the Qing Dynasty, Teng's family moved from Wande, Changqing County, Jinan to settle here, and because of the eight-mile bridge, the village was named "Eight Mile Bridge Village". The market was established in 1995 and offers a wide range of fruits and vegetables, poultry, meat, eggs and milk, as well as daily necessities. In July 2019, the Baliqiao market will undergo its second remodeling. Under the impact of the Jinan rail transit construction project, the market's northeast corner street stores, several shed structures and the main entrance were forced to be demolished. As a result, some of the merchants were relocated to the newly constructed shed area on the west side of the market to continue their business, and the original

site was transformed into the entrance and exit of the subway station and a non-motorized parking area. Baliqiao Market was once the largest vegetable wholesale and distribution center in Jinan, and still exudes vitality after half a century of development. The market is equipped with a one-stop business system of processing, storage, trading and transportation, as well as a full set of service facilities for food, accommodation and transportation. The market is divided into areas for trading, trading area for meat, eggs, poultry, dry, fresh, live, wholesale food seasoning area; the second trading area for the vegetable wholesale area. The market has become across the north and south, through the east and west, facing the city, the province's vegetable food distribution center. At present, Baliqiao Village has been transformed from a small village of squatters into an urban community.

## (2) Geographical location of Baliqiao vegetable market

Baliqiao is located in the urban-rural interface of northwest Jinan, close to the center of Jinan, along Zhangzhuang Road in the north, west of Jinan's ancient stagecoach road, Jiqi Road, east of the westernmost part of the merchant port of twelve roads, Jikou Road, Jiqi Road, and south of the Jinpu Railway line. With the railroad line inside, the transportation is very convenient. "The main road for the passage of the western capital and the eastern province" is the necessary route from the old Jinan to the direction of Qihe, and the surrounding area is particularly well located. Baliqiao vegetable market is located at No.4 Zhangzhuang Road, Tianqiao District, Jinan City, Shandong Province. The market serves a 400-metre catchment area with intersections and shops on both sides, and is surrounded by many city roads and living communities. The vicinity of the market is surrounded by

The neighbourhood is well served by public transport, with metro stations and bus stops in the vicinity. Exit F of Baliqiao metro station leads directly to the entrance of the market. There are 5 bus stops on the road outside the market, making it easy to get around.



### **2.2.2 Analysis of the Original Visual Image of Baliqiao Vegetable Market**

Due to the early establishment and remodeling of the Baliqiao vegetable market, the brand image of the current market is missing, without a clear logo design and basic brand design specifications. Through field research, it is found that the partition of vegetables, fruits and meat is fuzzy, and there is a lack of systematic visual guide planning and management, presenting a kind of "hodgepodge" state. Through the research found that the original Jinan Baliqiao convenient vegetable market visual image of the following three main directions of the problem. Lack of visual guide system. In addition to the original logo display at the front door, there is almost no visual guide system design in the interior. There is no organization of the logical relationship between floors, levels, and stores, which leads to the confusion of the internal dynamic line and the crowded flow of people. Visual language is not unified. Signboards and price tags inside the food court are designed by individual stores, with various forms and colors, without any connection and echo with the main logo image. The design of store fronts and the appearance of stalls are relatively random, and the visual language is seriously unstandardized, lacking the aesthetic sense of order brought by brand wholeness, which can easily cause consumers' boredom with the food court. Between the stalls and stores between the stalls operating seriously, largely affecting the aesthetic and visual effect of the market, easy to bring customers chaotic and disorderly, cluttered and low-grade shopping experience. This leads to a weak business atmosphere and low commercial value. The lack of auxiliary graphics. Part of the store will sell products simply drawn on the signboard, but most of the store sign is through the shopkeeper's different forms of hand-drawn hastily. The simple and rough drawing of the signboards exposes the overall image of the food court which is not uniform and the aesthetic level is not high.

## Summary of chapter II

1. Combining the current status and trend of research on brand image enhancement of vegetable markets at home and abroad, the development status and characteristics of Jinan Baliqiao vegetable market are described in detail. Foreign studies focus on the role of the overall image of the vegetable market in the process of urban transformation, exploring the role of visual communication design in market transformation as well as expanding the service functions and formats of the vegetable market. Domestic research mainly focuses on the dimensions of branding and marketing strategy, cross-domain co-branding, and cultural heritage and innovation integration.

2. Investigate the positioning and current characteristics of Jinan Baliqiao vegetable market. Jinan Baliqiao vegetable market as an important vegetable market in Jinan, has a unique history, culture and geographic advantages, compared to the surrounding large shopping malls and supermarkets prices pro-people, good shopping atmosphere, huge development potential, and high customer traffic. At present, the brand image of the vegetable market is missing, the visual image is not unified, and there is a lack of effective visual guidance system. Through field research, the specific situation of Baliqiao vegetable market is analyzed to provide a basis for the subsequent design.

## **Chapter III**

### **DESIGN PROCESS AND RESULTS**

#### **3.1 Logo and font design**

When designing the logo and typeface, it is necessary to consider the relevance of the market's industry, the choice of colours, the choice of typeface, the size and proportion, and the cultural and brand identity elements, to ensure that the designed logo can effectively convey the market's brand image and concept, attract customers' attention, and enhance the value and competitiveness of the brand. For example, the logo design of Beijing Mo Cai Vegetable Market takes the "scale" commonly found in the market as the source of creativity, reflecting the market's insistence on fair trade. Through the innovation of brand image, it effectively eliminates the public's preconceived notion of the cluttered image of traditional markets and promotes the organic combination of art and daily life.

##### **3.1.1 Logo and Typography Conceptualisation**

At the beginning of building the brand logo design, through analysing the history and culture of Baliqiao vegetable market, architectural characteristics, and the current business situation, we extracted the core keywords of "Baliqiao", "vegetable market" and "steel frame shed". Core keywords. Among them, the unique arch-shaped architectural shape of Baliqiao vegetable market "steel frame shed" as a representative of the brand image; "vegetable market", pointing out the brand's corporate nature and commercial properties; "Baliqiao The "Baliqiao" indicates the geographic location of the vegetable market.

Many attempts were made in the first draft design. First of all, consider the symbolic meaning of the logo, symbolic graphics can simplify complex concepts, ideas and information into easy to understand and remember graphic symbols, through simple graphic expression, making the message more intuitive and clear. Through the field research of Jinan Baliqiao vegetable market, it was found that the vegetable market used the open-topped shed as the main building of the selling area. 2019 the former Baliqiao wholesale market was partially relocated due to the construction of the traffic track, and after the relocation, the Baliqiao vegetable market was built with 10,000 square metres of steel-framed structure, and most of the stalls were located in the interior of the steel-framed shed, which was featured with the sunshine and the rain shelter. The logo design takes its unique architectural appearance as a starting point, and uses circular curves to express the appearance of the market's architectural features. The shape of the arc is similar to many curves and arcs in nature, often conveying a warm, friendly, soft and comfortable visual effect, giving people a sense of intimacy and harmony. And the circular arc graphics can be continuously extended and connected to form a variety of different patterns and structures, in the design of a certain degree of flexibility and diversity, conducive to the extension of the vegetable market visual guide system design and regional representative graphic design.

### **3.1.2 Finalise logo and typeface design**

Through continuous experimentation and modification, the problem of over-emphasis on geometrization leading to rigidity in the first version of the first draft design was solved. In the parallel arc shape, further search for the thickness change to enhance the sense of movement. Adjust the distance and layout between fonts on the basis of retaining the overall style of the font design.

Consider the relationship between graphics and fonts, such as dealing with the visual relationship between the word "eight" and the arch, and modifying the curvature at the intersection of the figure and the word to a parallel effect.

The logo ultimately uses a combination of graphics and text to make the overall semantic meaning of the logo more straightforward and complete. There are two types of arrangement - "top and bottom composition" and "horizontal board composition". The former is the abbreviated version of the logo, and the latter is the full version of the logo. Markets can use them appropriately according to different situations. In terms of colours, in order to fit the brand image, positioning and target audience of the market, natural colours including green and blue are used to convey the image of freshness, health and safety, and to emphasise the freshness, naturalness and healthiness of the products sold in the market.

### **3.1.3 Logo and supporting graphic design**

The supporting graphic design is inspired by the arc shape in the brand logo of the vegetable market, and the supporting graphic is designed to meet the needs of the four different areas for selling vegetables, fruits, seafood and meat. By using the arc shape, the vegetable and fruit area and the fresh food area are separated. The graphic was selected to represent the common vegetables in the market - small greens, fruits - bananas, chilled meat - chicken thigh meat, and seafood - crabs. This supporting graphic was used to create the Baliqiao Ingredients Guide Map and within the visualisation system, aiming to enhance the overall brand image of the vegetable market. Consumers are able to quickly understand the message that the market is trying to convey, which in turn enhances consumer awareness and trust in the brand.

### 3.2 Vector Illustration Design

As a form of visual art, the core principle of illustration lies in the pursuit of aesthetics and overall harmony, which crosses the boundaries of culture and language and becomes a global visual communication method. Flat illustration has been frequently mentioned in recent years because since the Industrial Revolution, people's lifestyles and ways of consumption have undergone great changes, and people's aesthetic needs have also been changing. For example, the Industrial Revolution brought about the renewal of materials and technological progress, and the rapid development of information technology brought about more and more demands for graphic design. Mechanized mass production led to the rapid emergence of the advertising industry, machine printing instead of the traditional manual printing, thus ushering in the golden age of graphic design, business development is becoming more and more prosperous, the market demand for posters is also growing. In the printing technology is not too mature, posters are mainly text-based content, in the printing technology to achieve certain progress, posters gradually to illustration as the main content, become a popular form of advertising art. With the rapid growth of the global economy and the rise of new media technology, flat illustration has won the love of users because of its concise and clear graphic expression, vivid and lively use of color, and direct and clear way of information transmission. In addition, flat illustration has shown its strong adaptability and significant visual impact in the Internet field, making it the preferred illustration style of many designers. Through the research on large supermarkets, online stores and private stores, it is found that most of the traditional food market brands rely too much on traditional design forms, with serious homogenization of color choices and graphic design, lack of innovation, old-fashioned design and other problems. This project aims to redesign the graphics for this problem. The vector illustration design selects 100 kinds of common vegetables, fruits and fresh food

in the market (39 kinds of vegetables, 24 kinds of fruits and 37 kinds of fresh food), and extracts the abstract graphic to draw the flat style vector illustration by observing the characteristics of the food ingredients in detail.

The illustrations are partly inspired by the work of Japanese illustrator Ryo Takemoto. Ryo Takemoto's illustrations are mainly geometric in nature, and often take on themes closely related to daily life. His works are highly popular and clicked on media platforms for their simplicity and richness of color. His work is characterized by its simplicity and colorfulness, which makes it highly popular and popular on media platforms. His designs are harmoniously balanced, and the smoothness of his lines is particularly striking, with a very beautiful artistic language. These characteristics are important inspiration and reference value for the exploration and practice of vector illustration design in this project. In addition, Apple's design has always been the wind vane of design, from the beginning of the anthropomorphic design to flat design, they are always stepping in the footsteps of the giants. Nowadays, flat design is no longer simply a generalization of the shape of things, but the principle of flat with more artistic techniques, such as noise, texture and so on. Flat illustrations can also be seen in the App Store. As an app download store, Apple's display of apps is not only reflected in the logo, but also in special articles for selected apps, which appear in the banner on the homepage, using vivid colors, bold composition, and distinctive color scheme to depict the functionality of the software and attract users' attention.

### **3.2.1 Vegetable Market Vegetable Series Illustration Design**

A series of 39 vegetable illustrations are drawn. The first step in drawing requires careful observation of vegetable appearance, including grasping their growth habit, structure, texture and colour variations as well as shape, size and

edge characteristics. The surface texture of vegetables is a reflection of their uniqueness. By viewing still-life photographs of vegetables and observing macro close-ups, the texture of vegetable surfaces is recorded, such as the smooth surface of aubergines, the roughness of cauliflower's pedicels, the inverted lance shape of endive's leaves, and the pentagon-shaped cross-section of okra, and so on. In the second step, on the basis of observation and analysis, we tried to abstract the shape and texture of vegetables into basic geometric shapes, such as round, oval, jagged, etc., while retaining the basic features of the vegetables. Through continuous practice and feedback, this series of illustrations seeks to strike a balance between artistry and commercialism, aiming to provide viewers with visual works that are both aesthetically pleasing and of practical value.

### **3.2.2 Fruit series illustration design for vegetable market**

Fruit series illustrations were drawn in 24 kinds. Firstly, the illustrations continue the flat style vector illustration focusing on clean lines and geometric shapes, abandoning excessive details and realistic three-dimensional effects, and highlighting the characteristics of the graphics themselves. The innovation of the illustration lies in the experimentation of flat style illustration, adding colourful half-tones and texture. While maintaining the minimalist look of the flat style, a saturated, sharp, bold and harmonious colour scheme was used. The use of detailed gradient colours blends with vector graphics, harmonising colour block shapes and colour proportions. The illustration focuses on creating visual tension and emotional expression of the image, aiming to bring a fresh and lively visual experience to the audience.

Secondly, while pursuing formal aesthetics, the functionality of the illustration is not sacrificed. The design takes into account the scalability of the illustration so that it can be easily adapted to different applications, such as



packaging design, advertising, social media and so on. Ensure that the illustration maintains good visual effect and message delivery in different media and sizes.

### **3.2.3 Illustration Design for Market Fresh Series**

There are 37 illustrations in the Fresh series, covering a wide range of species, including chilled meats, fish, shellfish and more. The inspiration for the fresh food illustrations comes partly from the work of Japanese illustrator Ryo Takemoto. Ryo Takemoto's work is based on geometric illustrations, often on themes closely related to everyday life, and his works are highly popular and clicked on media platforms for their simplicity and richness of colour. His lines and shapes are harmoniously balanced, and the fluidity of his lines is particularly striking, with a beautiful artistic language. These features are important inspirations and references for the exploration and practice of fresh food illustration design in this project.

By studying and researching the art style of Azuma Mushino, the raw illustration design uses clean and smooth lines to express shapes and

Dynamic, to avoid a single geometric figure caused by the picture of dull, and strive to achieve harmony and unity of lines and colours, to achieve a kind of both simple and not lose the richness of the aesthetic effect.

## **3.3 Brand campaign design**

The significance of the planning of art activities in vegetable markets is multidimensional, which is not only about the innovative development of vegetable markets, but also involves social, economic and cultural dimensions. Art activities can enhance the status of the vegetable market as a

community cultural centre, promote exchanges and contacts between community residents, and enhance community cohesion. At the same time, the diversity and inclusiveness of art activities can expand the additional consumption brought by vegetable market products, injecting new vitality into traditional vegetable markets. At present, the new vegetable market has gone beyond the pure commodity trading function, and gradually evolved into a platform for displaying the aesthetics of life, which, while pursuing the maximisation of economic benefits, breaks the boundaries of different industries with the help of the linkage effect between commodities, and makes art closer to the public's daily life. For example, the Wuhan-based creative team initiated a community culture project, "Book and Vegetable Project", which has successfully landed in Guangzhou, Shenzhen, Beijing, Shanghai and other cities. It transforms the vegetable market into a vibrant cultural and artistic space, organising regular art exhibitions, cultural lectures and bazaars, and its innovative format has attracted a large number of young people to experience and consume.

The design is based on the May 1 Labour Month, which is a time frame for planning two art activities related to the main business of the food market. They are "Friends, please eat!" - an interactive project focusing on sharing and promoting nutritious home-cooked recipes, and "Come and get your food!" a 21-day science knowledge campaign focusing on the education and popularisation of common ingredients found in food markets. It is hoped that through the intervention of art activities, the cultural value and artistic atmosphere of the market will be enhanced, art and culture will be integrated into daily life, and residents will be provided with a creative and vibrant market space, which will in turn promote the economic and social development of the community.

### 3.3.1 Main visual design of the campaign

In retail environments such as food markets, the design of creative marketing campaigns plays a crucial role in attracting customers, enhancing brand image and increasing sales. As the core element of a marketing campaign, the primary visual not only quickly conveys the theme and message of the campaign, but also stimulates an emotional response from customers, which in turn promotes purchasing behavior. The design of a master visual can provide a unified visual identity for a food market, which helps to build a brand image in the minds of customers. A unique and appealing visual identity can make the market stand out from its competitors and enhance the customer's memory of the market. The design of the main visual can also enhance the communication of the campaign. In today's world of digital media and social media platforms, a creative visual can quickly spread across the web and social media, attracting more people's attention. Through visual communication, the marketing campaign of the vegetable market can reach a wider audience and expand the impact of the campaign.

So for this design, in terms of composition, the design adopts a horizontal layout to ensure a sense of visual balance. The core element of the main visual layout is the noise and color treated vegetable basket, which is filled with various flat style vegetable and fruit vector illustrations. The illustrations not only show the main business of the market, but also reflect the energy and creativity of the campaign. The blue basket and the painted elements create a visual hierarchy, making the main visual image rich and orderly at the same time. The illustration and the noise effect create a strong visual collision, expanding the visual tension. Secondly, in order to convey the theme, purpose and promotional information of the campaign in a concise and clear way, the clever combination of color, image and text is used to achieve the marketing purpose of

quickly attracting customers' attention and delivering key information in a short time to stimulate customers' interest.

Color is a very important visual language, and the main visual design considers to stimulate customers' emotional response. Color psychology research shows that different colors can trigger different emotional responses. For example, red color is usually associated with enthusiasm and energy, while green color gives a feeling of nature and health. In this marketing campaign for the vegetable market, the main visual closely follows the clear and bright brand color, breaking the thin and boring stereotype brought by being a traditional selling space. While ensuring overall visual harmony and unity, the diversity of colors also symbolizes the freshness and attractiveness of the ingredients in the market, conveying the brand concept of health and vitality.

In terms of information communication, the design always prioritizes the user's needs and experience. In order to clearly convey the specific information of the event, the overall layout of the main visual was divided, and the time and location of the event were marked in the visual center of the screen and the blank position in the lower left corner. In order to ensure the rapid transmission of information, the font design abandoned the old serif and fancy fonts used in the first version of the design and replaced them with simple and easy-to-read sans-serif fonts, so as to keep the overall flat style consistent, in order to ensure that all relevant promotional materials and campaign elements remain consistent and coordinated, to improve the efficiency of the implementation of the marketing campaign and to maximize the effect of the campaign. The time and location information was designed in a tabbed style to facilitate quick capture by the audience and enhance the design of the typography.

### 3.3.1 Design of event posters

In the poster design for this art event, the branding campaign was closely planned for "Friends, please eat!" and "Come and get your food!" Two posters were designed for each of the two campaigns, using the same design style to ensure visual consistency and brand recognition for both campaigns. Noise and color halftones were used to maintain consistency with the design style of the main visual, making the visual presentation of the ingredients more vivid and attractive, stimulating the audience's curiosity and emotional resonance, and increasing their interest in participating in the campaigns. Meanwhile, vector illustration enriches the visual communication of the promotional poster with its unique style and artistic expression language. With the help of computer as a new creative medium, vector illustration has shown its more and more fascinating visual art charm with the support of technological means, and it has also been favored by designers. As a new generation of designers, we should follow the trend of the times, fully grasp the connotation of the theme of publicity for innovative design, vector illustration form into more publicity posters, creating both functional and aesthetic poster works.

For the poster of the campaign "Friends, please eat! campaign poster, we used everyday containers of ingredients - mesh baskets and cooking pots - as design elements. As design elements, the containers hold the main ingredients of two home-cooked dishes, "Xinjiang Big Plate Chicken" and "Seabass and Bean Curd Soup," which are represented in the illustration. The graphic elements of vector graphics are mostly composed of dots, lines, and surfaces, and each shape is an entity. The poster emphasizes the simplification of the main graphic while retaining the most essential elements and features, and the effect is concise and generalized. The effect is simple and generalized. It shapes the flat shape and uses repetition, superpositioning, deformation and other expressive techniques to

increase the decorativeness of the picture, giving people a sense of visual richness and hierarchy. And because its simple and clear color blocks eliminate trivial details, the visual effect presents a strong shock and impact.

In the poster design for the "Come and get it, your dish!" the poster design of the activity focuses on the educational significance of the activity. On the one hand, it introduces the appearance characteristics of garlic in different growth cycles and consumption suggestions to help consumers better understand the ingredients; on the other hand, it focuses on the tips of purchasing high-quality seafood, focusing on food health issues. In addition, in order to enhance interactivity, the posters added campaign information and QR codes of different themes in a uniform position on the layout. Through the activity labels and slogans, a light and active atmosphere was created to encourage audience sharing and participation. Consumers can participate in the interaction by scanning the QR code and jump to the platform to watch cooking videos and science videos. This design provides a convenient way for consumers to participate, enhances user experience and increases the interactivity and usefulness of the poster.

### **3.3.3 "Friends, please eat!" Interface wallpaper design for the mobile side of the campaign**

The interface wallpaper of the activity can not only beautify users' mobile phone screens, but also stimulate their interest in home cooking and promote the participation and interactive communication of the activity. The interface wallpaper design of the mobile phone is closely linked to the theme of the activity "Friends, Please Eat", and takes "Weekly Recipes" as the core concept, and selects one week's home-cooked dishes: stir-fried pork with garlic moss, corn rib soup, aubergine casserole with meat and potatoes, stewed prawns,

steamed seafood, and so on. Braised prawns, steamed seafood. Perch and tofu soup, Xinjiang big dish chicken for daily recommendation, to convey a positive attitude towards life. Although the recommended dishes are different every day, the overall design style remains consistent, with flat design, clean lines and graphics to facilitate user identification. The colour scheme uses a uniform brand colour of blue and yellow tones, and the seven wallpapers can be used individually as well as in consecutive weeks to create visual coherence. The wallpapers include a short introduction to the preparation of the dish, which provides the keywords of the activity for a short period of time and increases the visual memory point, even though the user will not be able to make a long gaze stay while using the wallpaper.

### **3.3.4 "Come and get it, your dish!" Event science brochure design**

"Come and get it, your vegetables!" The campaign focuses on conveying scientific knowledge of common ingredients in the market to the public by making use of the information dissemination advantage of visual communication and producing a pamphlet on food ingredients to be placed in the sales area. The pamphlet uses interesting flat-style illustrations combined with text and photos to popularise the nutritional value, selection skills, storage methods, morphological features and dietary taboos of ingredients, allowing consumers to flip through the pamphlet to learn about the relevant knowledge while purchasing ingredients. This innovative way of popularising science makes full use of consumers' waiting and browsing time, so that the learning process can be naturally integrated into daily activities and public awareness of healthy eating can be raised. Consumers may even increase their purchases after learning about the value of the ingredients, thus directly boosting sales in the food market.

In addition this promotional initiative has profound significance in shaping the brand image of the market. As a physical medium, the brochure can be disseminated among consumers and become a mobile advert for the brand image of the food market. This innovative approach to science can make vegetable markets stand out from the competition, enhance the professional image of the vegetable market brand by providing expert scientific information on ingredients, reflect the importance that vegetable markets place on the provision of high quality products and services, and help to build and enhance consumer trust. It also adds an educational and artistic atmosphere to the food market.

### **3.4 Design of the guidance system**

A good visual guide system can give customers a professional and orderly first impression. The design of the market guide plays a crucial role in enhancing the overall image of the market, strengthening customer experience, improving operational efficiency and ensuring market order. For example, during the renovation process of Beijing Zhaojunsheng Vegetable Market, the design team constructed a "crowd portrait" and "demand analysis", which was guided by the theory of demand hierarchy, and clarified the market's target group and potential demand. The design of the guidance system focuses on barrier-free design, taking into account the needs of the elderly and the disabled, and provides easy to identify and navigate signs. The design of the guidance system of this subject vegetable market is divided into one, two and three levels.



### **3.4.1 Level 1 guidance system**

The first level of guidance is the most macroscopic level in the guidance system, and this topic firstly draws the food market ingredient guide map according to the overall design style of the market. The general plan of the market is set at the entrance of the market, which can make customers have an overall understanding of the market layout. The map zoning indicates the four main selling areas of the market vegetable area, fruit area, meat area and seafood area. The map integrates all important information points in and around the market, such as entrances and exits, car parks, metro and bus stops, providing customers with one-stop information navigation. Different information points are marked with different colours, legends and supporting graphics. Through the intuitive map, users can reduce the time spent on searching for their destinations, help customers find specific stalls or facilities, and improve shopping efficiency.

Secondly, for the branding activities, we drew a map of the activity punch card route on the basis of the flat map. The design started from user needs, catering to the needs of user groups who love to collect badges and punch cards, expanding the range of consumer groups and awareness of the campaign, and helping to promote the vegetable market brand. Based on the layout of the market, the map was designed in a lively illustration style using distinctive brand colours and intuitive icons, clearly marking the four main selling areas and guiding the user to go there and punch the card. For each punch point completed, users will receive a special sticker related to that stall, which not only serve as proof of participation, but can also be combined to form a complete illustration of the market, adding to its collector's value. Overall, this interactive map is designed to be a blend of entertaining, educational and practical, encouraging shoppers to explore the market in depth while enjoying the fun of collecting stickers.

### **3.4.2 Secondary guidance system**

Secondary signage complements primary content by providing more specific navigational information. The design of the secondary guidance system needs to consider legibility, consistency and aesthetics to ensure the effectiveness of the information conveyed. At the same time, it should be coordinated with the primary guidance system and together form a complete guidance system to help people navigate easily in a complex spatial environment. This design provides directional signs at key intersections and turns to guide customers to different selling areas. Directional signs provide directions to specific destinations, including arrows and short text descriptions to help people navigate through the building. The directional signage utilizes four sales signs designed with logo-assisted graphics, such as the Fruit area. The directional signage also identifies specific functional areas within the market, such as parking lots, entrances and exits, and public transportation stops, making it easy for customers to visually locate their destinations.

### **3.4.3 Three-tier guidance system**

Level 3 content is the most detailed guide information. The design of the tertiary guidance system needs to take into account the actual needs and behavioral habits of users to ensure that the directional information is clear, accurate and easy to understand. At the same time, the tertiary guidance system should also be coordinated with the primary and secondary guidance systems to form a coherent and consistent guidance system to improve the user's navigation efficiency and satisfaction. The design of this design for the vegetable market selling business for the vegetable market price plate with the receipt code and shopping list design, reflecting the people-oriented design concept. The price

boards use eye-catching fonts to detail the types of goods and promotional information that the stalls offer, and the color scheme uses brand colors to maintain consistency. To make it easier for merchants to update their prices, the price tags are designed to be paintable, so they can be changed over and over again for continued use. The two payment codes are designed to focus on keywords such as "fresh vegetables" and "fresh fruits", making them easy to use in different sales areas. The design is designed to enhance the cultural atmosphere of the market, ensuring that the design is not only practical but also personalized.

### **3.5 Derivatives Design**

With the development of cultural and creative industries, cultural and creative products have penetrated into all walks of life and all aspects of people's daily life. Branding has become an important direction for the development of cultural and creative industries. By creating a unique brand image and culture, cultural and creative enterprises can enhance their popularity and influence, and attract a loyal consumer base. Cultural and creative products often contain rich cultural stories and values, which help brands establish an emotional connection with consumers and convey the cultural concept and value proposition behind the brand. Through the design of cultural and creative products, brands can create unique visual symbols and logos that are easily recognizable and help strengthen consumers' memory of the brand. Cultural and creative products usually have high added value. Brands can develop cultural and creative products to enhance their market positioning and increase the market value of their products.

In order to better publicize the brand image of Jinan Baliqiao convenient vegetable market and show the humanistic spirit of the market, this project designs a series of cultural and creative products and convenient measures to serve the public. The project chooses flat style vector illustrations and common

shopping elements for the derivatives design, mainly including vegetable market activity tickets, a series of sticker packs, tape design, cell phone cases, handbags and ingredient packaging, keychains, acrylic stand-up signs, note books, airbag holders, derivatives of note books and postcards, and so on. Series of sticker pack designs. Multiple versions of the design were attempted during the design process. These include a series of sticker pack designs and shaped single sticker designs. For the "Friends, please eat!" campaign, seven corresponding sticker packs were designed for the seven days of the week interface wallpaper, in the hope of enhancing public awareness of healthy eating. Each sticker contains illustrations of the ingredients needed to make the corresponding recipe. The series of stickers have a uniform header size of 15 x 6 cm, while the shaped stickers have a header design of 7 x 4 cm. Vegetable markets are colorful, so bright, contrasting colors are used in the sticker design to reflect the vibrancy and diversity of the market. The card header design is in two versions, blue and yellow, and the back card design is in two versions, using laser paper wrapping and binding. In the design of the single sticker, positive idioms that are harmonically related to the names of various ingredients are skillfully incorporated. For example, pomfret's name and the word "Chang" harmonics, in the design of the idiom "prosperity", not only expresses the richness of the ingredients, the flavor of the imagery, but also with the good luck and prosperity of the good symbolism. Through the pun effect of the language, the sticker adds cultural depth and interest, stimulating the user's imagination and desire to explore.

In this project, four tapes were designed. A branded colour scheme was used in the colour scheme, containing the branded colours Klein Blue, Bright Yellow, Green and Meat. The content includes vegetable series illustrations, shellfish series illustrations, and chilled meat illustrations. Flexible use of change and unity, rhythm and rhyme and other rules of formal beauty, to create a combination of regular and lively patterns, to convey the brand characteristics.

Series of mobile phone case designs. Each design features flat style vector illustrations, combining highly saturated colours and illustrations, focusing on decorative, and functionality. Through reasonable layout to enhance the visual focus and balance, and effective use of space. The printing process of film phone case is selected, with high colour rendering and glossy texture, which truly restores the colour effect of the design, and increases the aesthetics and feel of the product.

Tote bag and ingredient packaging design. Prior to the packaging design, through field research and communication with local merchants and customers, it was found that most food market packaging preferred simple and practical packaging to elaborate and complex gift sets, focusing on showcasing the freshness and storage resistance of the ingredients. Transparent food packaging has significant advantages in retail environments such as food markets, which not only enhance the consumer shopping experience, but also help merchants improve sales efficiency and product safety. First, transparent packaging allows consumers to visualize the freshness and quality of food, which plays a crucial role in food purchasing decisions. Consumers can clearly see the color, shape, and texture of fruits, vegetables, meats, and other foods to make more informed choices. This transparency increases consumer trust in the quality and safety of food and helps build a trusting relationship between consumers and merchants. Second, transparent packaging facilitates inventory management and display for merchants. Merchants can easily see which foods need to be restocked and which are nearing their shelf life, so they can adjust their inventory and promotional strategies in a timely manner. This efficient inventory management helps minimize food waste and ensures that consumers always have access to fresh food. In addition, transparent packaging helps to improve food safety. In open sales environments such as food markets, food is susceptible to external contamination. Transparent packaging protects food from dust, bacteria and other contaminants. At the same time, the transparent design also makes it easy

for merchants and consumers to monitor the hygiene of the food, and to detect and deal with potential food safety problems in a timely manner.

Therefore, the design adopts transparent wrapping paper combined with illustration, and the packaging pattern is individually cut and pasted on the cling film and convenience bag through the adhesive backing process, which is flexible and convenient, and can be taken out as you go, with a strong sense of design. Transparent packaging makes it easy for consumers to directly observe the state of the ingredients, ensures the quality of the product, fits the characteristics of vegetable market sales emphasizing freshness and convenience, and at the same time reflects the importance of the vegetable market brand to food safety.

### **Summary of chapter III**

1.The brand logo and typeface of the vegetable market were designed for the unique architectural appearance of Baliqiao, and consideration was given to how to effectively incorporate the characteristics of the vegetable market's industry, colors and typeface to convey the brand image.

2.The reason for the popularity of flat style illustration is its significant visual impact and its ability to have a strong adaptive power. Sort out the vector illustration design process for a flat style vector illustration design for a range of vegetables, fruits and fresh produce.

3.At present, the new vegetable market has gone beyond the pure commodity trading function and gradually evolved into a platform for displaying life aesthetics. The diversity and inclusiveness of current domestic art activities can expand the additional consumption brought by vegetable market products and inject new vitality into traditional vegetable markets. Through the study, the purpose and activity mode of the innovative brand activities are clarified, and the main visual design, poster design, interface wallpaper design, etc. are

targeted, aiming to enhance the cultural value and artistic atmosphere of the vegetable market, and directly promote the sales of the vegetable market.

4.Branding has become a key path to promote the development of cultural and creative industries. By shaping unique brand images and cultural connotations, cultural and creative enterprises are not only able to enhance their visibility and influence, but also attract and maintain a group of loyal consumers. Cultural and creative products themselves often incorporate rich cultural stories and values, establishing an emotional bond between the brand and the consumer, and providing a strong support for conveying deep cultural concepts and value propositions. Cultural and creative products in line with the development of corporate and brand culture can build up unique visual symbols and logos, in which easily recognizable brand elements can help deepen consumers' memory impressions. In order to better publicize the brand image of Jinan Baliqiao Convenient Vegetable Market and show the humanistic spirit of the market, this project designs a series of cultural and creative products and convenient measures to serve the public.

## **Chapter IV**

### **PROBLEM AND SOLUTION AND DESIGN RESULTS PRESENTATION**

#### **4.1 Problems and Solutions**

In this research, due to the long duration and heavy workload of illustration design, problems such as illustrations may lack sufficient expressiveness and the proportion of objects may be out of proportion emerged in the design work. The result is a bland image, lack of hierarchy, and an uncoordinated picture. Corresponding solutions were taken for this: increasing the subtlety of colours, trying to use gradient colours and noise texture to enrich the image. Establish a unified style and visual language, colour saturation and pattern style in the design to maintain the unity of the illustration. Use sketches or reference drawings to ensure that objects are correctly proportioned before drawing. Enhance the outline and details of the image, as well as add a sense of harmony to the illustration by making careful observations and conclusions about the structure of the growth of vegetables and fruits, gestures, and other details.

#### **4.2 Design results display**

After a number of field trips and artistic creation, we finally completed all the contents of brand image innovation design for Jinan Baliqiao vegetable market. The cumulative completion of the design of this project logo design and font design, flat wind vegetables and fruits vector illustration 100, a set of main visual design, poster design, four posters, interface wallpaper design seven, folding brochure design, a set of guide design and a set of peripheral product design.



## **Summary of chapter IV**

1. In the design and application of brand series illustration, the maintenance of a unified style not only helps to strengthen brand recognition and communication efficiency, but also provides a platform for designers to display their creativity, enabling brands to innovate and develop while maintaining consistency. This design strategy of balancing unity and diversity plays a crucial role in maintaining the uniqueness and attractiveness of a brand in a competitive market. Problems encountered during the design process are clarified, such as insufficiently expressive illustrations and disproportionate objects.

2. Propose corresponding solutions, such as increasing the subtlety of color, establishing a unified style, learning the design style and ideas of internationally renowned flat-style illustrators and practicing them in design.

3. Introduce all the design results of this project, including logo design, illustration design, main visual design, poster design, interface wallpaper design, brochure design, calendar design, guide design and peripheral product design and the final exhibition effect.

## CONCLUSION

This project explores the possibilities and strategies for the transformation and upgrading of traditional vegetable markets in the context of rapid urbanisation. A series of innovative design strategies are proposed through a systematic study of the elements of vegetable market brand design, including logo system, visual guide design, packaging design and interactive experience design.

In the research process, the history and culture, geographic location and architectural features of Baliqiao vegetable market are first analysed in depth, based on which the core values and characteristic elements of the market are refined. Through sorting out the research dynamics of brand image upgrading of vegetable markets at home and abroad, it is concluded that visual communication design plays a vital role in both the dimensions of cultural integration and urban renewal. Therefore, this project strives to reflect the uniqueness of Baliqiao vegetable market in logo design, illustration creation, activity planning, visual guide system, and peripheral derivatives design. It incorporates modern design concepts and adapts to the aesthetic needs and shopping habits of consumers in the new era.

In my design practice, I faced many challenges, such as how to balance artistry and commercialism, and how to ensure the implementability of the design solutions. In order to solve these problems, I conducted several design revisions, field research and communication with market tenants. Through these efforts, I finally completed a set of design solutions that balanced innovation and practicality.

In conclusion, this project provides a practical design solution for upgrading the brand image of Jinan Baliqiao Vegetable Market, and hopefully

provides reference and inspiration for the transformation and upgrading of other traditional vegetable markets. Through practical exploration, I believe that traditional vegetable markets can be revitalised in modern society and become comprehensive spaces with both economic and social values, contributing to the promotion of urban renewal and community development.

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Figure2.1



Figure2.2





Figure2.3



Figure2.4



Figure3.1



Figure3.2

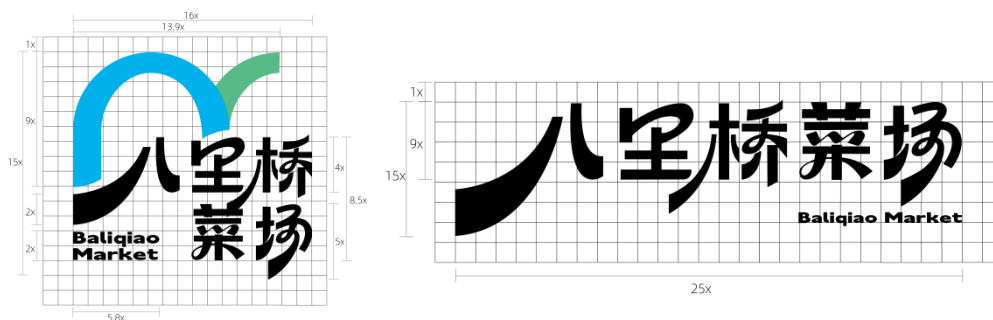


Figure3.3



Figure3.4



Figure3.5



Figure3.6







Figure3.9

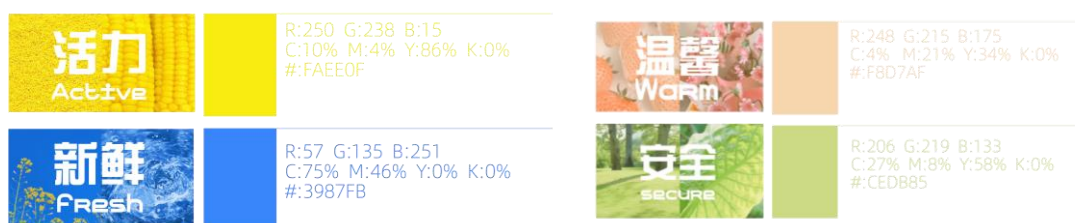


Figure3.10



Figure3.11



Figure3.12



Figure3.13





Figure3.14



Figure3.15



Figure3.16



Figure 3.17

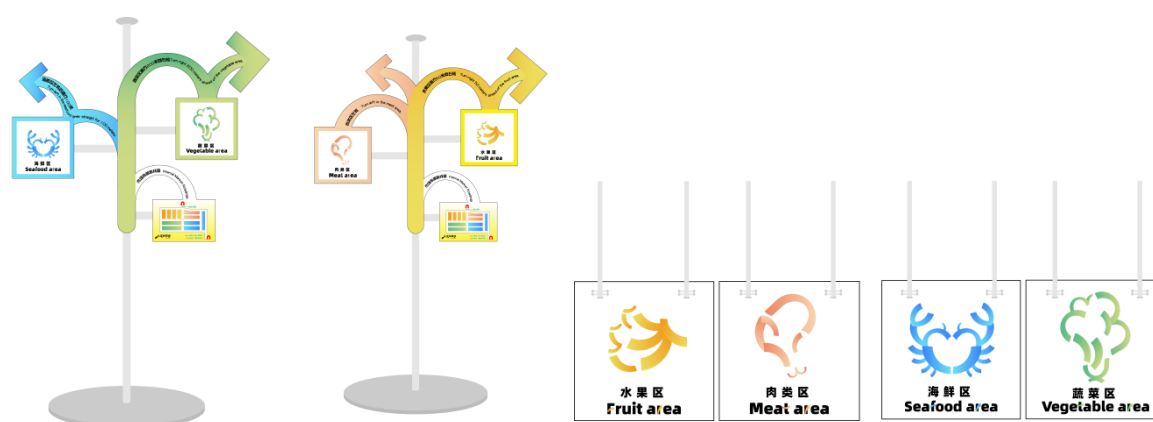


Figure 3.18



Figure 3.19

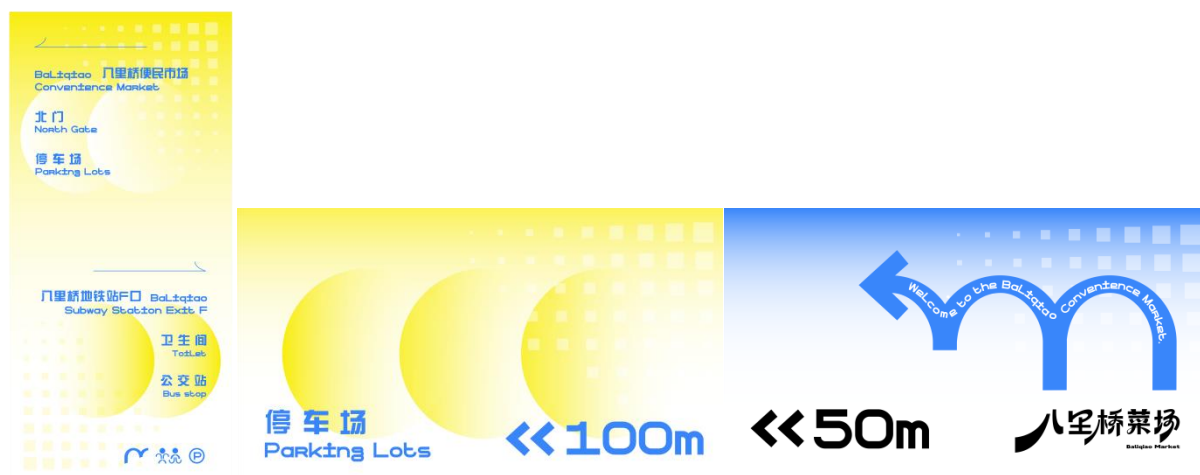


Figure3.20



Figure3.21





Figure3.22

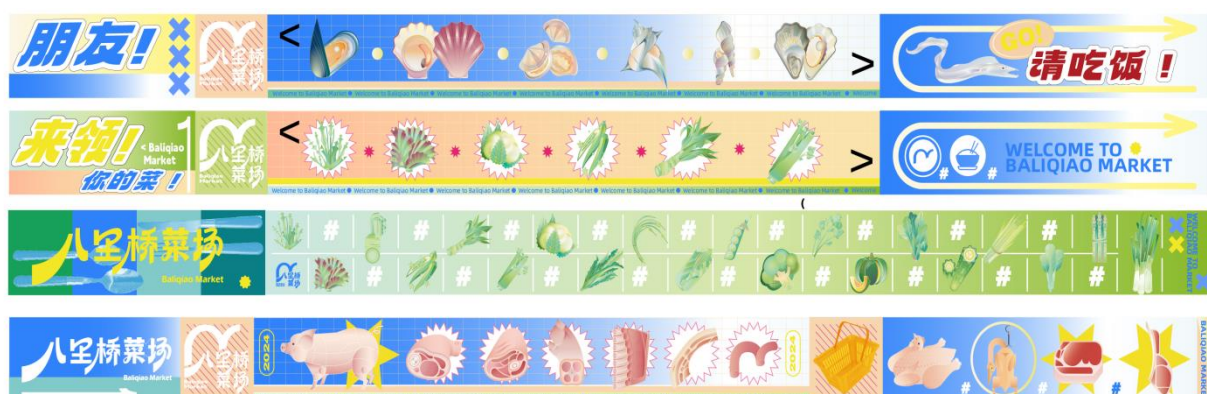


Figure3.23







Figure3.26



Figure3.28





Figure4.1



Figure4.2





Figure4.3



Figure4.4