

Final Major Project

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Speculative

INTRODUCTION

Who are you?

I built a personal brand, mainly in the food sector, followed by some peripherals. To help people encounter some problems in daily life about eating and dressing, so that these become more convenient and fast.

What makes you tick?

With the development of society, technology is constantly improving, and young people are becoming more and more lazy, lazy cooking, lazy sports, technology is getting more and more high-end, human life is getting lower and lower, so I want to create a brand that satirizes this situation.

What area of Graphics do you want to go into?

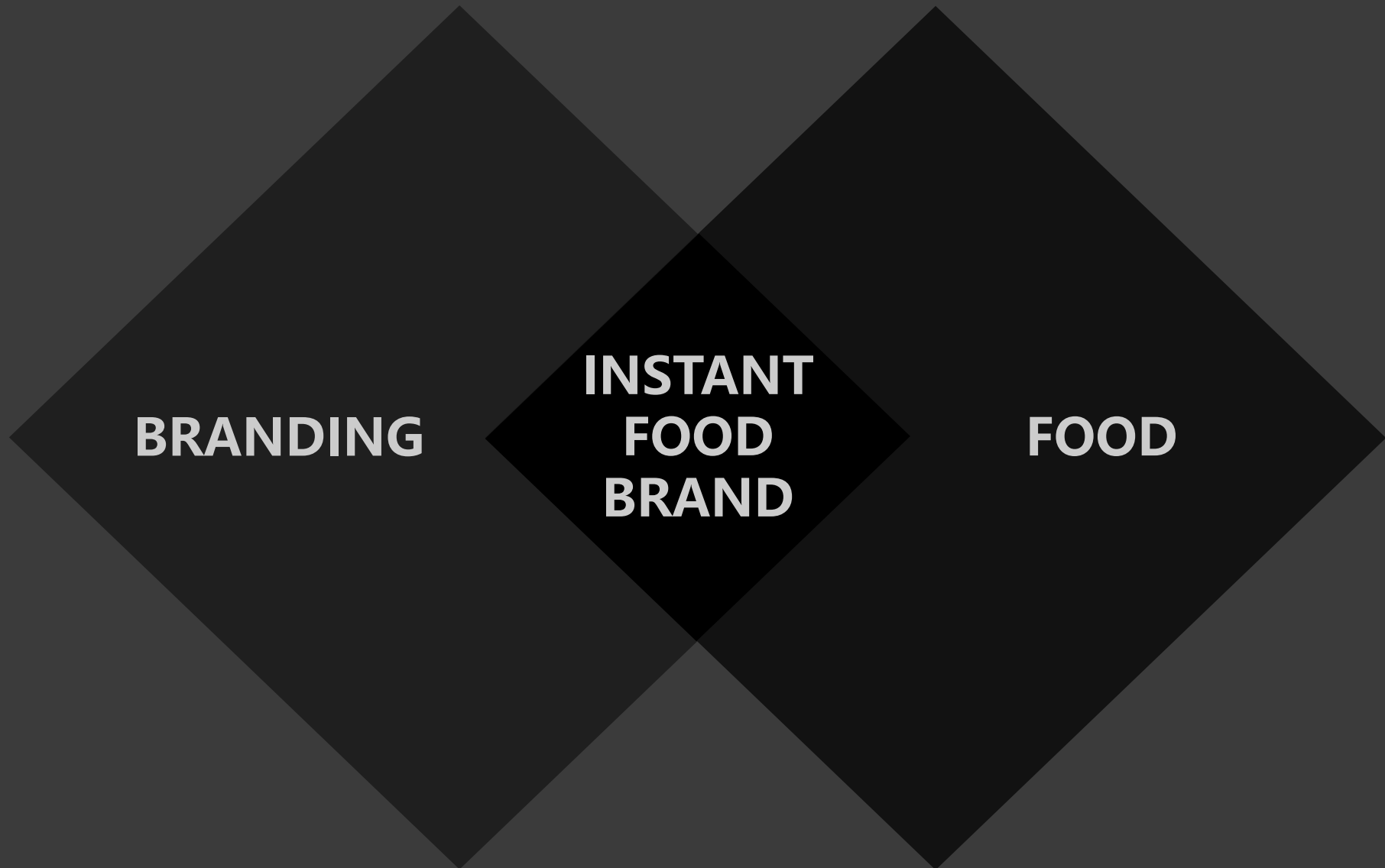
I want to work in the field of brand design because I like the process of designing brands, such as logo design and brand background ideas, I feel that I can put some of my ideas in reality into the design, to feedback some of my personal opinions and ideas about the real society.

Consider your contextual studies work, can you FMP relate to this?

My research work is related to my FMP content, I feel that young people are getting lazier now, I want to feedback these problems through my FMP and research work, to remind people that these problems should be carefully considered, technology is developing, human beings should move towards a higher level of life, not degenerate.

Specialism

Fields of study



With the progress of society and the development of science and technology, people are increasingly relying on high technology, and artificial intelligence everywhere has brought many conveniences, but also brought many problems. People have a mobile phone, widening the distance between people, people are becoming more and more lazy, used to rely on high technology. Most of the young people nowadays are too lazy to cook, or even can't cook, so they will choose fast food or order takeaway to cope with three meals a day, there is a saying in China that people take food as the sky, indicating the importance and necessity of food for people, so I want to create a fast food brand to satirize this phenomenon.

Why did I choose to create a fast food brand?

Because the development of science and technology not only brings these disadvantages, but also brings about the "lazy economy" and the "home economy". In 2019, the new crown virus swept the world, making people can only stay at home and cannot go out, so online office and online classes appeared, and people began to hoard instant noodles and other fast food, which made many fast food brands develop rapidly, and indirectly led to people beginning to get used to eating fast food, so I want to create fast food brands to warn people, and then come out with some peripheral products related to cooking and exercise, so that people can try to cook and exercise by themselves.

Brand Values&Vision

Tagline

"Lazy is crazy"

RESEARCH

Trends in the catering industry

1. Popularization

In China, with the increase of income level of urban and rural residents, the pace of life and consumption

With the change of concept, the socialization of family catering and the routine of eating out have been further developed.

2. Branding

More and more operators turn their attention to build their own brand, improve the cultural taste of the enterprise, to develop the competition between the product and the enterprise brand, the competition of cultural taste.

3. Humanization

People begin to advocate humanized service, humanized service is the product of competition in catering industry. Humanized service is the inevitable result of social development and increasing consumption demand.

4. Be flexible

Modern catering enterprises operate in a very flexible way, in addition to the traditional way, supermarket catering, take-out catering, non-shop catering and other new ways of operation continue to emerge.

5. Be healthy

Modern people pay more and more attention to health, and health comes from reasonable dietary nutrition structure. As a result, people are increasingly concerned about the calories and nutrients absorbed during meals. People generally taboo too much fat, advocating delicious and healthy delicious natural and rural natural food.

Three members of the fast food family

1. Fast food: convenience food including staple food and non-staple food, such as McDonald's, KFC, Subway, etc.

2. Convenience food: It refers to the food that is partially or completely processed and mature, and can be eaten with little or no treatment before eating. Such as instant rice, instant noodles, frozen dumplings, canned food and so on.

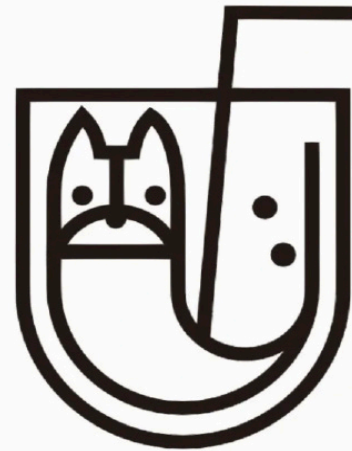
3, leisure food: often refers to the traditional sense of snack food. Such as puffed class, kernel class, melon seeds class stir-fry, sugar products, etc.

The history of fast food

The history of fast food can be traced back to the two World wars, from luncheon meat from the United States, instant noodles from Japan, to eight-treasure porridge from China.

In 1810, French confectioner Nicola Appel unveiled his technique of sterilizing and preserving food for a long time by using glass bottles to undergo a series of treatments. Since then, with the development of technology worldwide, the limitation of packaging materials has been broken through constantly. The combination of metal sheet, glass, plastic and other sealable containers, memory food, can be called cans.

One hundred years later in Japan, Momofuku Ando, founder of Nissin Group, invented instant ramen. Momofuku Ando deep-fries cooked flatbread in a pan of oil. The flatbread processed by this method can be eaten only after soaking in hot water, which greatly saves the time of meal preparation.



Logo Research

When it comes to logos, my first reaction is Starbucks, because its logo is impressive, because I also want to design a logo that people can remember, so I focus on graphic logos, but I also work on text logos . I think the Starbucks badge logo is very beautiful, but I didn't want to design a too complicated logo, because my idea from the beginning was to be simple, and then I found several restaurant brand logos as references.

Case studies

"McDonald's"

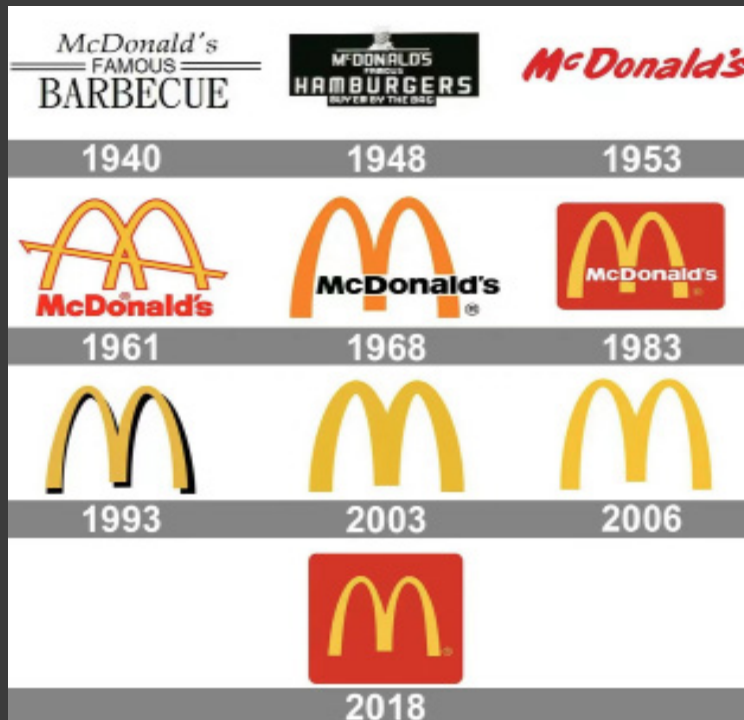
Founded: 1955

Brand slogan: **Im lovin it**

History of development:

- 5 October 1902, the founder of McDonovan, Ray. Crocker was born in Chicago, Illinois.
- Richard, 1940. McDonald and Morris. The brothers created Dick and Mac McDonald's in SAN Bernardino, California, which is the basis for today's McDonald's restaurants.
- In 1948, the restaurant introduced the principle of "fast service system", referred to as "fast food restaurant".
- CEO Ray Kroc opened the first McDonald's restaurant, the company's ninth, in 1955. The first day's turnover was \$366.12.
- In 1960, Ray Kroc officially changed the name of Dick and Mac MeDonald to McDonald's.
- 1962. McDonnell sells his billionth hamburger. Uncle Akimbo debuts in Washington, D.C.
- In 1968, the Big MAC was introduced and McDonald's established its international business division.
- In 1972, MacDonfang's assets reached \$1 billion.
- The 10,000th MacDonfang restaurant opened in 1988.





The Logo

Seen from the history of McDonald's logo, its design trend is more and more symbolic and concrete. It shows the change of modern aesthetics and the transformation of business marketing strategy step by step. Many people will think that the original pure English logo of McDonald's is highly aesthetic and has a certain sense of advanced, But the smartest way for food to become world famous is to symbolize itself, therefore, in the 1960s, the graphic taken from Shouumo M appeared on McDonald's new logo, which also started McDonald's journey into the world. So all walks of life logo design have their own design rules. A good brand, more need to go through all aspects of the logo to cooperate with the development.

The colors red and yellow were chosen for a specific reason--and no, it wasn't because they looked nice with Ronald McDonald's clown-like face. It actually has to do with science. The color red is stimulating and is associated with being active. It also increases heart rate, which helps to jumpstart your appetite. The color yellow is associated with happiness and is the most visible color in daylight, so that's why a McDonald's logo is so easy to spot on a crowded road.

The brain processes color before it processes words or shapes, so that's why the fast-food chain chose these two colors for their logo and brand. Red and yellow makes you hungry, encouraging you to want to buy the product they sell, while also making you feel happy. But McDonald's color psychology isn't the only way they make money-the real way they make money doesn't even have to do with their food.

McDonald's brand marketing

Co-branded products

McDonald's x Travis Scott

In 2020, McDonald's co-branded with pop star Travis Scott was trending for a long time. At the time, McDonald's launched a \$6 limited-time meal, named after Travis Scott's Cactus Jack label, and released a commercial for the meal.

Travis Scott has since released a series of co-branded items on his website, including dozens of co-branded Logotees, hoodies, and more. One of the most eye-catching items is a 6-foot billboard featuring Travis Scott and his signature chicken throw pillow.





McDonald's x MOSCHINO McDonald's x CLOT

McDonald's has long been a source of inspiration for fashion designers, such as French fries, burger phone cases, glasses, and bags popular in the past few years, inch brand MOSCHINO directly into the McDonald's collection, into the show. CLOT and McDonald's combine in a new Chinese style.

From traditional advertising to a variety of cross-border co-branding, constantly mining the value of IP to attract the attention of the public, to seizing a certain minority group, using specific scenes to trigger the special emotions of users, McDonald's is an important way to constantly explore and spread the circle. In the outside world, McDonald's various strange cross-border is often more form than substance, sound volume than sales. But what many people ignore is that it is precisely this kind of social communication of products that can turn huge social traffic volume into sales volume, which requires the early accumulation of brand reputation.



Product strategy

- **Product layout**

Around the explosive belt, regular noodles to be boiled are the main payment, with seasonal limited payment, joint payment, mixed noodles and bag payment.

- **Product content**

Adopt "half fresh noodles", and cooperate with Japanese enterprises to customize the material package.

- **Product packaging**

The packaging is exquisite and high-end.

- **Co-branding**

Jointly launched with the UK National Museum of Art "Famous Paintings You Can Eat".



拉面说 Ramen Talk

Brand story

- **Founding background**

The brand was founded in 2016. With the rise of take-out and the impact on the sales of traditional instant noodles, ramen is balancing the two and opening up its own track in the hollow zone between them.

- **Brand strategy**

The dividend of my consumption upgrade differs from the traditional fast food product positioning.

- **Brand positioning**

Comply with the young people's "health needs", do high-end health fast food.

Shizuren was founded in 2017. Founder Seng Lei takes the strategy of differentiation competition, positioning himself as "creating a new generation of convenient instant food brand", and chooses high-end hot and sour powder. Subdivision of the track, precise power. In just one year, it won the annual order champion of Taobao Hot and Sour powder, with sales exceeding 100 million yuan. After launching the popular products, the food tribe quickly improved and expanded the product line, linking the new products with the popular products, thus gradually covering the whole category of convenient instant food, forming the food tribe convenient barrelled hot and sour powder, flower nail powder, snail noodle and other large-scale product matrix.

The target group of Shizuren is very accurate. They are roughly the new generation of people aged 18-25 who seek to satisfy their cravings and stimulate their taste, and the tasteful and life-loving food eaters aged 26-35. In the new retail era, young consumers are no longer satisfied with the product itself, but more focused on how much value it can bring to themselves. It is a very clever move for the eaters to take the needs of young people as the entry point. While meeting the satiety needs of consumers, they also pay attention to the single economy and lazy economic culture of young people and deeply control this circle.



食族人

Shizuren

What is the **Lazy** economy?

The so-called lazy economy, the "lazy" here is not the surface of "easy work evil", but a form of high efficiency, is the transformation of consumption, but also people's pursuit of higher quality of life. Behind the lazy economy is a brand new life concept, but also a kind of people's life attitude. With the rapid development of social economy and the improvement of living standards, people have higher and higher requirements for the quality of life, and constantly updated technology is also to meet people's needs, thus the lazy economy is born.

In today's society, people's time has almost been economized, and the free time in daily life is compressed by busy work. The emergence of lazy household products, especially smart washing machine, smart dishwasher, smart sweeper. These smart home appliances let people get rid of the tedious and repetitive housework and enjoy the relaxing process by being "lazy".

The lazy economy also promotes the development of online shopping. With the progress of The Times, more people are willing to choose online shopping to enjoy the convenience brought by online shopping. It also meets the needs of personalized consumption, and can buy all kinds of products without leaving home. Similarly, with the development of the Internet, people also have a convenient way to eat, that is take-out. People can eat what they want through take-out when they are busy at work or when they are too tired to cook at home. Therefore, choosing online shopping or take-out is also a sign of "laziness".

What is the Home economy?

Simply put, the stay-at-home economy is the stay-at-home economy, which includes spending and working at home. In Japan, the content and patterns consumed by certain groups not only define a culture of in-home consumption, but also directly drive the growth of the anime, video games and derivative industries. In the US in the 1970s, people wanted to use telecommuting as a way out of commuting because of pollution and traffic congestion. Nowadays, the popularization of the Internet and information technology has made a fundamental change in the mode of mass consumption and work. The former centralized consumption and work have been replaced by the remote online, distributed and individualized mode. At this point, "home economy" into the digital age.

For some traditional industries, "home economy" is a kind of "disruptive innovation". The once crowded traditional retail, catering, tourism, fitness, education and other industries are under increasing pressure. However, people's consumption demand is not suppressed, but reshaped consumption and lifestyle. This shift opens up new growth space for enterprise transformation. Through digital transformation, retail enterprises have changed from offline single channel to omni-channel mode and from product-centered to consumer-centered. New industries such as telecommuting, telemedicine and online education are developing rapidly.

The "homebody economy" has changed many people's living habits. Its outbreak is the result of the interaction between conditioned savings and environmental catalysis. Technology is an important factor driving the growth of the "homebody economy". The Internet, social media and mobile apps break down physical boundaries, making distance no longer an issue. Technology and industry interact with each other. The huge demand gives rise to business model innovation and industrial transformation, while the development of industry further promotes technology optimization and maturity.

The era of fast food refers to the era of excessive praise for speed and efficiency, but also represents impetuous and frivolous.

DESIGN DIRECTION

What are your fields of study?

My fields of study are brand design, packaging design and logo design.

What is your focus?

My focus is to build a mid-range fast food brand that is accessible to most people, and will launch a series of peripherals such as T-shirts, shoes, backpacks, etc. to expand the industry.

What contextual work do you have to support your area of focus?

I first researched the history and development of fast food, and then I researched some well-known fast food brands, such as McDonald's, Subway, Master Kong, etc.

Why is this your focus?

With the progress of society and the development of science and technology, young people are becoming more and more lazy, lazy to cook, either order takeaway, or eat instant noodles or other fast food, although convenient and fast, but very unhealthy, so I want to create a fast food brand to satirize this phenomenon.

What is your final outcome?

I will create a fast food brand, brand logo, brand display and brand peripheral.

Who is your audience?

My audience is young people between the ages of 18 and 35, and there are many young people in China who don't have time to eat because they go to work or school, and they can only choose fast food that is convenient and fast, so I want to create a series of products for them.

Who or what will influence the visual direction of your final outcome?

My brand logo design will be influenced by minimalism. Minimalism is one of the styles I've always loved, and I think it's full of premium.

How are you going to produce your final outcome?

I'll be using Adobe Illustrator for my brand logo and brand merchandise, etc., and maybe Adobe Photoshop and Adobe InDesign.

Are there any particular assets you would like to work with?

I think there are many things that I want to develop my drawing and use of Adobe Illustrator.

How will you evaluate your FMP?

I will do some surveys with my classmates and mentors when the final project is completed, and let them provide professional opinions to help me improve my design in the future.

EXPERIMENTATION

These two posters are the final results I made in workshops. I think first poster provides me with good creative inspiration and ideas, and gives me some inspiration for the brand logo. The second one didn't give me much inspiration, because I felt that it was difficult to arrange the layout of this poster in the process of making it.



Colour Palette



#222424
R: 34 G: 36 B: 36
#ffffff
R: 255 G: 255 B: 255



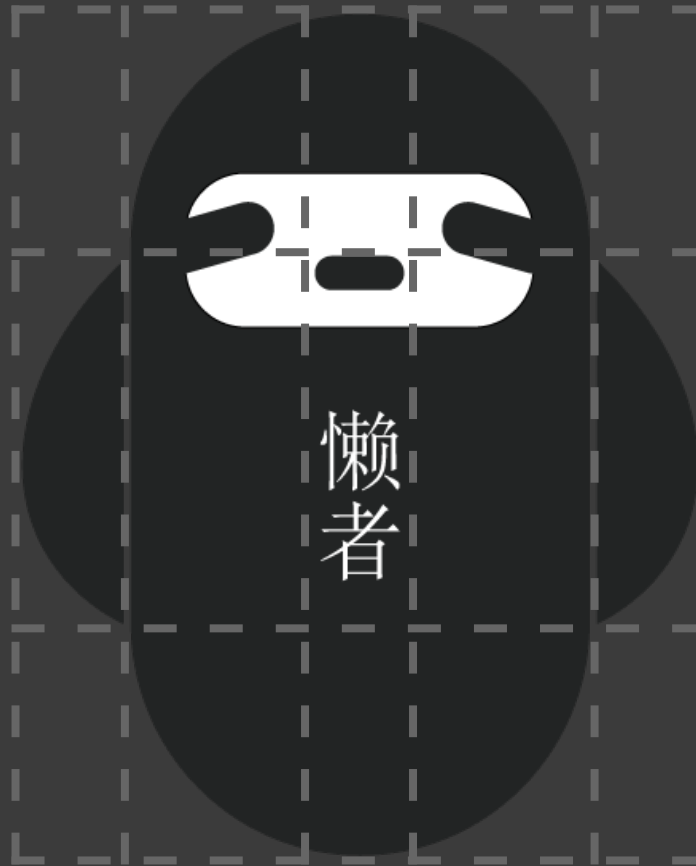
#efefef
R: 239 G: 239 B: 239
#222424
R: 34 G: 36 B: 36



LAZYER

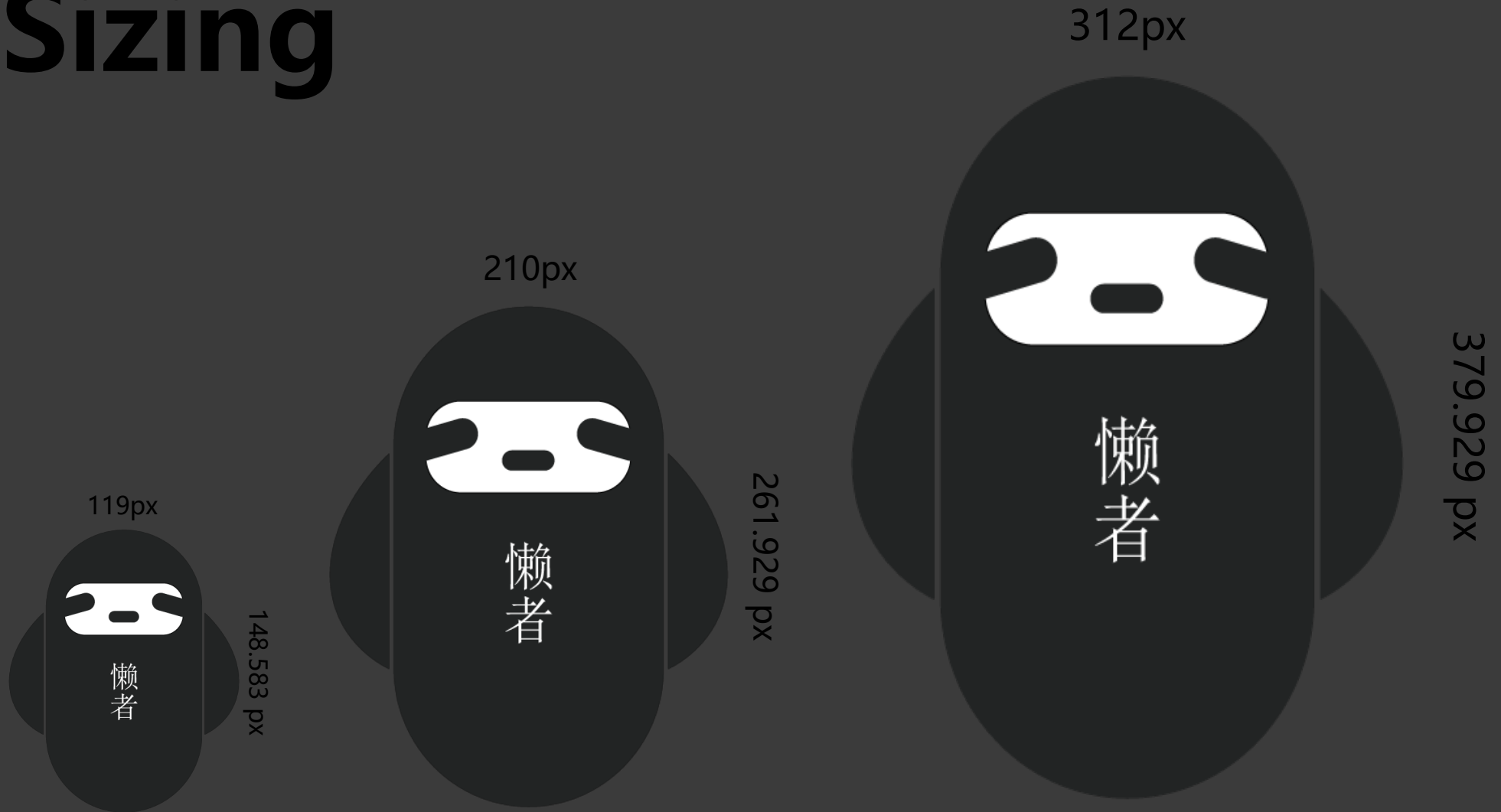
I developed three of the logos, one is to simplify the image of the sloth, the other is to combine the sloth with the instant noodle bucket, and the other is to combine the sloth with the text.

Logo Clear Space



I personally have a little obsessive-compulsive disorder, so I like the aligned design very much, which makes me feel very comfortable, so I designed the logo space to be aligned, and then added the Chinese " 懒者 " of the brand name in the middle, so that the whole The logo doesn't look so empty.

Logo Sizing

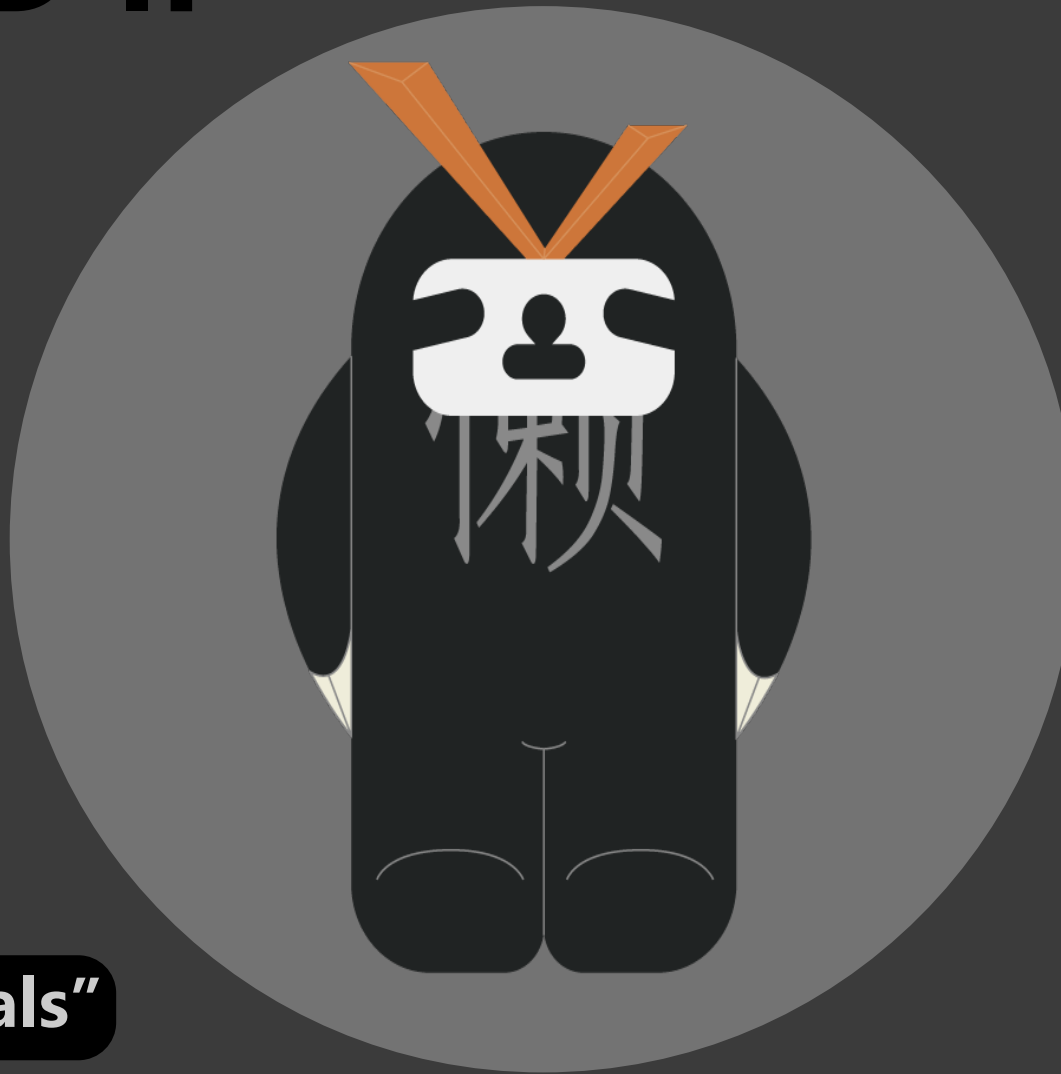


BRAND IP

“sloth”

“懒”

“Brand initials”



A successful brand has an impressive brand IP, such as McDonald's Joker, KFC's Colonel Grandpa and so on.

I designed my brand IP to be a chubby sloth, and I wanted to express that laziness equals obesity. I put the initial "L" of my brand name on its head and put Chinese "lazy" on its chest, and I deliberately removed the top half of the word, because "lazy" wrote the other half (spoof)

Typographic Palette

思源黑体 CN Heavy

LAZYER

思源黑体 CN Bold

LAZYER

思源黑体 CN Normal

LAZYER

Although my logo is a graphic logo, sometimes my brand name will be added under the logo. At this time, the font "Siyuan Heiti CN" will be used. I wanted the font of my brand name to match my logo image, so I chose this font.

FINAL OUTCOMES

Brand Name:

"LAZYER"

"Lazyer"

" 懒者 "

I think of many brand names, such as killi food, anorexia, lazyer, lazy food, laziness. I ended up choosing "Lazyer" as the name for my fast food, and there was also a Chinese name " 懒者 ". The meaning of the name is very direct to satirize the buyer, you are a lazy person.

Brand Logo



Brand IP



FRONT



SIDE



BACK

Social Contact



Brand Prodcuts



My fast food brand packaging, there are three kinds of packaging, black is basic, white is for vegetarians, gray is for people who lose weight.













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CRITICAL REFLECTION/ EVALUATION

In this project, I learned how to create a fast food brand, how to reflect on today's social phenomena, and how to join my brand. I am quite satisfied with the idea of brand IP design for this project, but the disadvantage may be that I can't master the drawing skills, resulting in the final brand IP is not very ideal, but this is already the best I can do.

Secondly, I think that the things and ideas that my brand wants to express are very good to satirize the laziness of young people in today's society, but after finally doing it, I found that the expression was not very obvious, did not fully convey what I wanted to convey, and even went a little off, and may need to express more experience in ideas.

INTRODUCTION

Who are you?

I wanted to combine the fast food brand I created earlier and combine it with cyberpunk style to create a series of posters to reinforce the idea of my fast food brand.

What makes you tick?

I wanted to make my two projects related, so I used posters to make the two projects related. Why do it in cyberpunk style, because I think cyberpunk is more in line with the concept that my brand wants to express, cyberpunk is high-tech, low life, and similar to the phenomenon that my brand wants to satirize.

What interdisciplinary field do you want to go into?

I said earlier that I want to work in the field of brand design, which is within the field of graphic design, and if I can, I also want to work in 3D animation, and I think the combination of these two majors will have a wonderful response.

Consider your contextual studies work, can you FMP relate to this?

My research work is related to my FMP content, I feel that young people are getting lazier now, I want to feedback these problems through my FMP and research work, to remind people that these problems should be carefully considered, technology is developing, human beings should move towards a higher level of life, not degenerate.

Speculative

Fields of study



RESEARCH

What is cyberpunk aesthetic?

Cyberpunk is a word synthesized by Cyber and punk.

Cyber: Cybernetics, invented and proposed by the American mathematician Norbert Wiener in the famous book *Cybernetics: Control and Communication between Animals and Machines* in 1948. He believes that the transmission and feedback of information are achieved in human nerves and machine systems. The results are consistent.

In a narrow sense, artificial intelligence AI is its core content. Some autopsyllists hope to synthesize simulated intelligence through the analysis of the nervous system (such as the brain) and gradually change it from the original machine form to self-programming, and even achieve self-awareness.

Punk: Punk is a kind of rock music in the 1970s. However, after several evolution, punk has gradually moved away from rock and even beyond the scope of music, forming an independent cultural symbol.

From the perspective of the senior social level, "punk" refers to "counterculture" or "anarchism on the road". A punk is a troublemaker, an anti-social rebel scoundrel. The punk generation represents a possibility and multiple selectivity in the direction of human development, which is a direct reflection of the multiple contradictions of human beings.

Background of the times:

In the near future, the rapid development of science and technology will change social life, and high-intelligent products will emerge one after another. Bionics are common. However, change does not mean improvement, and the living standards of most people have not improved as a result.

Social background:

Higher science and technology leads to the flow of wealth and force to science and technology oligopoly enterprises. The social community is no longer divided by countries and regions, but is all shrouded in a huge network controlled by information technology, resulting in the collapse of the social system and a wide gap between the rich and the poor.

Environmental background:

The development of science and technology has brought double damage to the natural environment and social environment. Acid rain, sandstorms, dark clouds covering the sky and the sun, abandoned no man's land, crowded slums, dense skyscrapers, and dark dungeons can be seen everywhere.

Together, these two words refer to the alternative culture of high-tech society. So "Cyberpunk" was later extended to a scene of the last high-tech society: does human control technology, or does technology control human beings?

Science fiction writer Bruce Sterling once had a very classic description of this, which has always been regarded as a high summary of cyberpunk:

High-end technology and low-class life are contradictory; prosperous societies and dilapidated communities are contradictory; rich enterprises and poor refugees are contradictory; empty indoors and forced factories are contradictory; gorgeous lights and sad atmosphere are contradictory.

Sterling said, "Some themes are repeated in cyberpunk, such as body invasion: mechanical prosthesis, implanted chips, facial simulation surgery and gene mutations: more important themes are mind invasion: human brain - computer interaction, artificial intelligence, neurochemistry - these are all technologies that fundamentally redefine the essence of human nature and self.

For science and technology, science and technology itself is innocent, but it has led to the changes of human society. While promoting the development of science and technology, it has also formed a confinement for social progress;

For human beings, they have to coexist with the high-end technology represented by mechanical prostheses, from expectation, welcome, to fear and disgust, until they are used to it.

These are also contradictory and worth thinking about. Science and technology is an indispensable part of human civilization, but why does technology that can liberate people often become a shackle because of the social background?

Visual characteristics of cyberpunk:

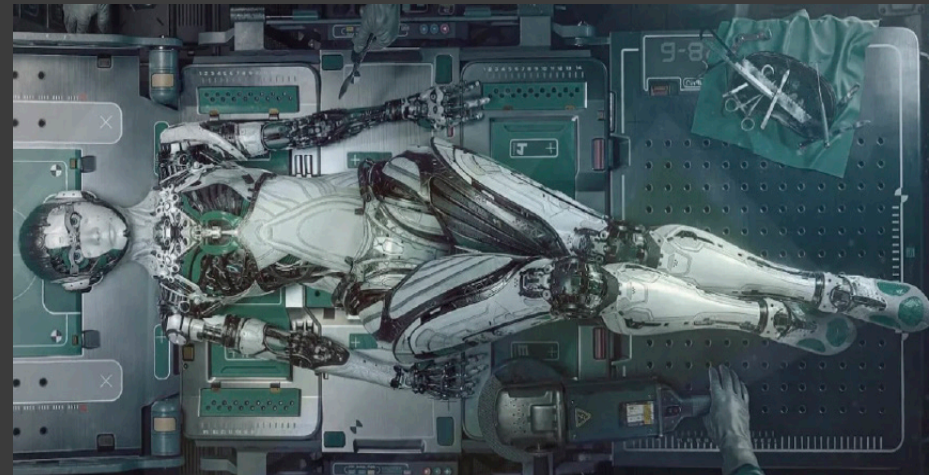
1. Skyscrapers

The dense and towering skyscrapers in cyberpunk are the embodiment of the future industrial level. They occupy a high-level spatial position, and also imply the unattainable social status of the owner. In the face of some almost religious palace-like magnificent buildings, the personal power at the bottom of society is even more insignificant.



2. Prosthetic people

Limbs, organs, skin, and even "people" can be manufactured by machinery. "Cyberborg", which uses the body to strengthen the human body, is a regular in the cyberpunk world, representing the sense of science fiction and fantasy. The mechanical coldness and the warmth of human nature are often replaced in this mixed setting, which makes it easier to touch the essence of cyberpunk.



4. Asian culture

There are many Asian cultural elements in the cyberpunk world, such as Chinese, Japanese, geisha, etc. This is not discrimination, but due to the differences and estrangements between Eastern and Western cultures, which makes the ancient Asian culture have a sense of mystery and novelty to the Western world. High-end technology represents the unknown of the future, and Asian culture represents the unknown of the past. The two are contrasted and filled into the cyberpunk world.



5. Rain

The weather in the cyberpunk world is often bad, and the two waters are a reflection of the harsh environment (acid rain). Two consecutive days, sometimes used for the sad atmosphere country is sometimes used to present the chaotic vision of two water on the ground, reflecting the gorgeous lights over the city, which is not only a supplement to the light source, but also extends this hypocritical prosperity.

6. Artificial

Due to the damage of technology to the environment, the cyberpunk world is always full of black clouds, resulting in insufficient natural light, so it is often supplemented by artificial light sources. At the same time, artificial light sources are also used for the display of technology and the transmission of information, such as holographic projection, advertising screens, neon lights... The ubiquitous artificial light The prosperity of the world has also caused secondary pollution and light pollution. It is worth mentioning that because Blade Runner is full of a large number of neon scenes, neon lights, as a classic element of cyberpunk, have repeatedly appeared in subsequent works.

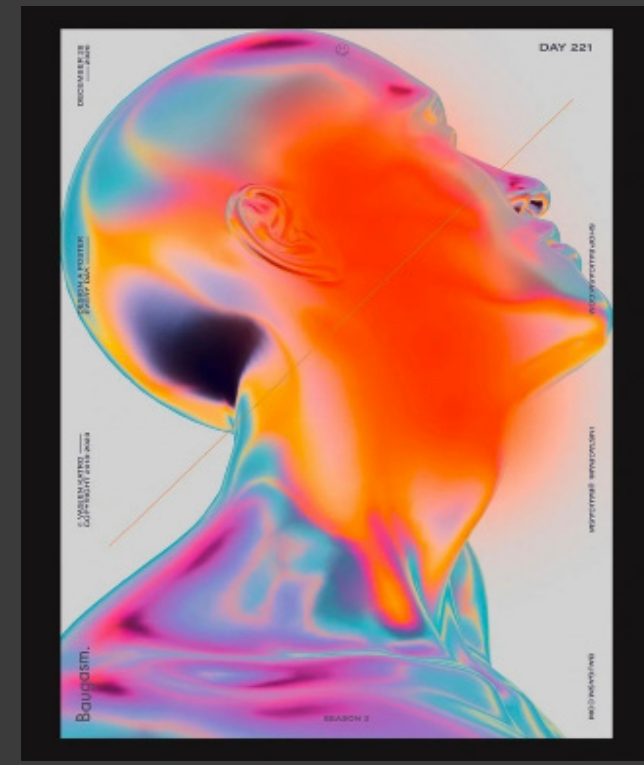


Cyberpunk color tone

Generally, it is dark, that is, there is evil at any time, and then keen to use purple, fluorescent blue, dark green and other colors, the collision of these tones. It gives people an intuitive sense of technology.



Posters and Exhibits research



HIGH TECH; LOW LIFE.

DESIGN DIRECTION

What are your fields of study?

My research area is poster design and incorporating brand design into one piece.

What is your focus?

I have already completed the creation of my fast food brand in another project, in this project I will do a series of promotional posters to complement my fast food brand.

What contextual work do you have to support your area of focus?

The style of poster I wanted to make was cyberpunk, so I studied the cyberpunk aesthetic and learned the meaning and content, which helped me a lot in making posters later.

Why is this your focus?

I mentioned my idea and intention to create a fast food brand earlier, so this project I wanted to use to complement my other project to strengthen my idea.

What is your final outcome?

I create a series of cyberpunk-style brand posters.

How are you going to produce your final outcome?

I'll be using Adobe Illustrator for my posters, and maybe Adobe Photoshop and Adobe InDesign.

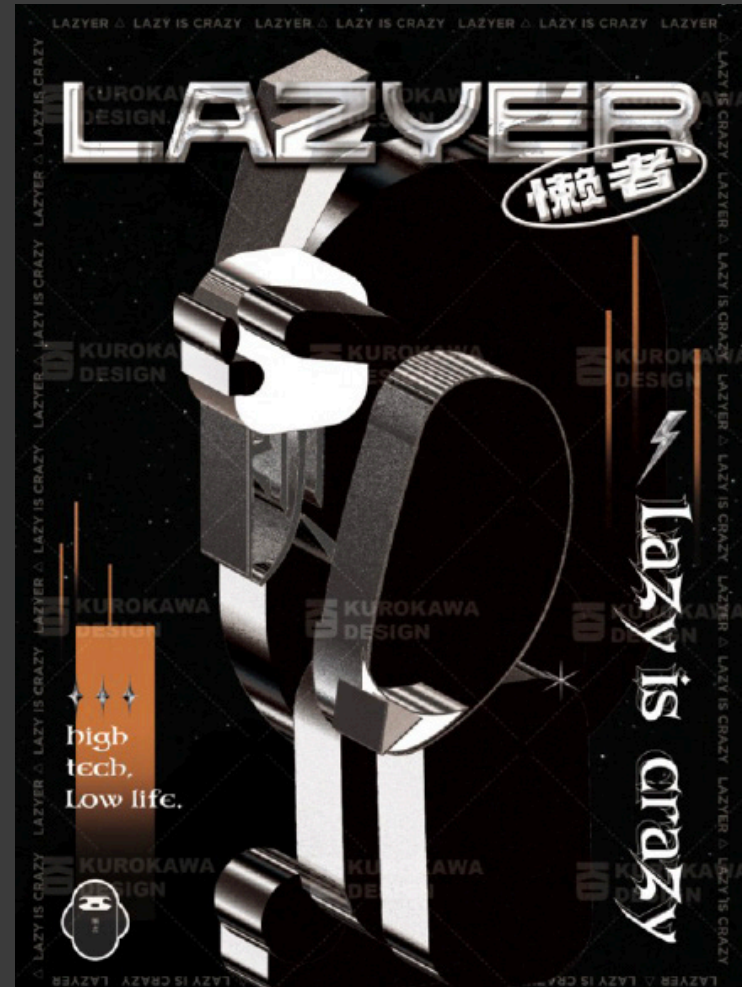
EXPERIMENTATION

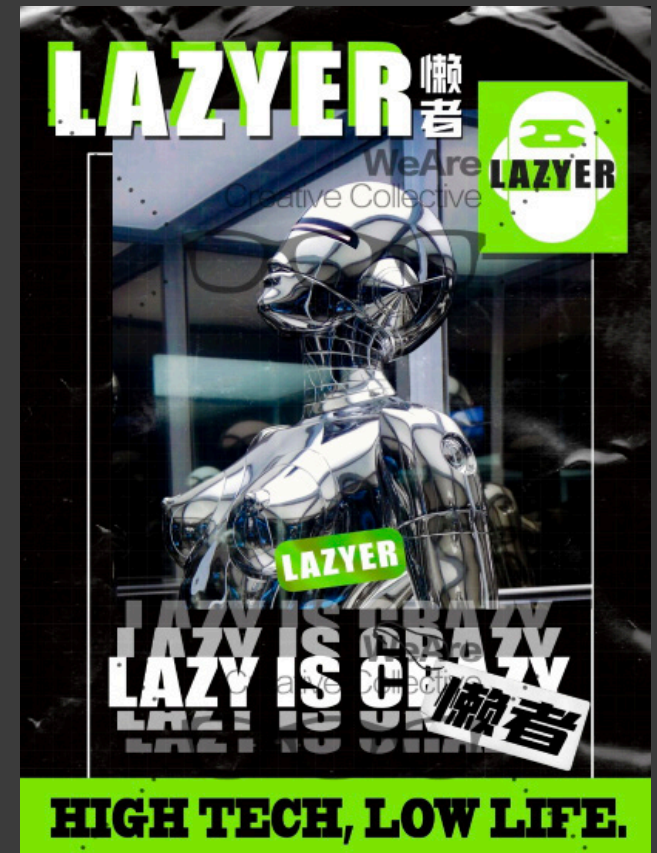
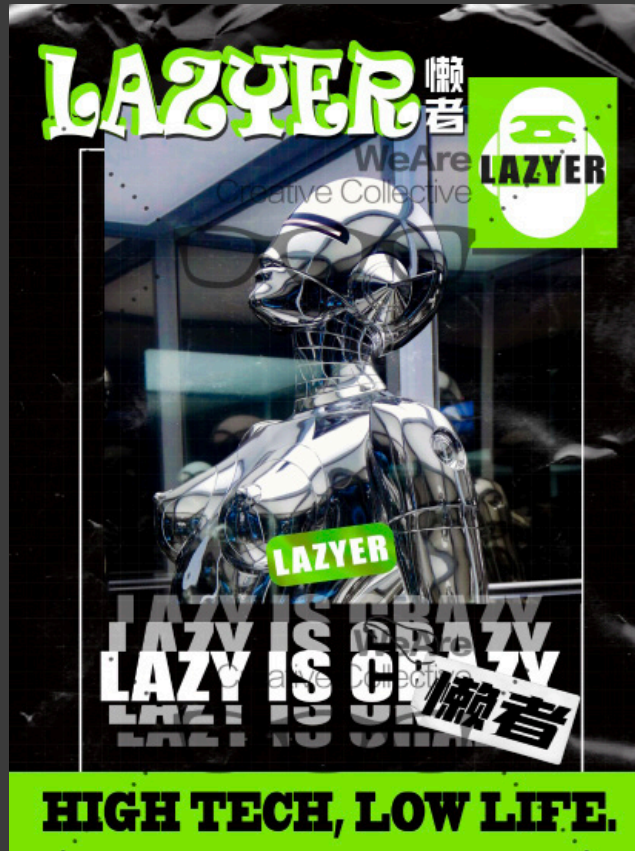


I still use the first two posters made at workshops. The color of the first poster I think is more in line with my expectations. This character construction and layout of the second poster can be used for reference.

DESIGN DEVELOPMENT

When designing the first poster, my idea was to put my brand IP in the middle of the poster, but I tried two options, one side and one front, and found that it didn't achieve the effect I wanted, and finally I gave up.





In this poster, in addition to the cyberpunk style, I also use acid aesthetics, and in the middle of the poster is a classic empty mountain-based robot. The acidic aesthetic is also a derivative aesthetic of cyberpunk style.

After designing the first poster, I was more experienced designing the second poster, and then I tried four fonts and chose what I thought was more cyberpunk style.

As with the second poster, I chose four fonts. The third one I find the most satisfying because I designed it by accumulating the sum of the experience of the previous two. The bionic man in cyberpunk is used in the middle of the poster, which generally makes people feel the sense of future technology at once.



LAZYER 懒者



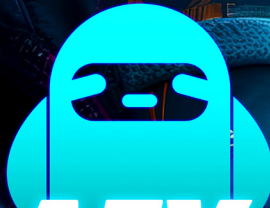
HIGH TECH, LOW LIFE.

FAST
EAST
EAST
EAST
FAST
FOOD
FOOD
FOOD
FOOD
FOOD

LAZYER

LAZY IS CRAZY

GENESIS MUSIC



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CRITICAL REFLECTION/ EVALUATION

First of all, what I found satisfied with in this project, the second and third final posters, these two posters I used some 3D effects, which allowed me to learn how to use 3D; There is also the research part, because I am very interested in cyberpunk culture, I usually like to read some novels and movies about cyberpunk, as well as play related games, etc., I enjoyed the research process very much, I think the results of the research are also very good.

There are actually a lot of things that make me dissatisfied, such as the first poster, I planned to design a brand whose overall color tone is more in line with my other project, but in the end, I found that I was not very satisfied, but it was okay, so I still used it. The second is the idea of this project, although the cultural background of cyberpunk is well related to my idea for another project, but I did not take advantage of this condition very well, and after the final work, I was not very satisfied, but I did not have a better idea to do it, I felt still inexperienced.