



*Hanfu
Exhibition*

*BUMP INTO
JINNING YANG'S
PRESENTATION*

Student number: 2012008

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*01. BASIC
INFORMATION
OF EXHIBITION*

ABOUT HANFU EXHIBITION

What is the exhibition about?

The exhibition will showcase the most distinctive han clothing of the dynasties.

I have shortened the research scope of Hanfu to nine dynasties: Qin, Han, Wei, Jin, Southern and Northern dynasties, Sui, Tang, Song and Ming.

Then I combined the similar characteristics of these dynasties and divided them into five parts: (The following five summative dynasties are part of the exhibition)

- Qin & Han Dynasties
- Wei, Jin, Southern & Northern Dynasties
- Sui & Tang Dynasties
- Song Dynasty
- Ming Dynasty

What is Hanfu?

There were 24 dynasties in China. Different dynasties, different classes have different costumes.

Hanfu is the traditional costume of the Han nationality people, who are also the most populous ethnic group in China.



TWO KEY

Audience

- Aged: 18 - 45 years old.
- Those with some financial means will be able to buy some souvenirs.
- Those who are simply interested in different cultures but do not want to spend money will be able to get some free souvenir brochures, etc.
- Consumption is not important. It is important for more people to experience Chinese culture and enjoy the process of looking back at history.

Objectives

- Cultural transmission
- I myself want to learn more about the culture of my country
- Using a combination of classical and fashion to create meaningful designs



LOGO

This is the logo of the Hanfu exhibition.

The logo is a combination of major patterns I have selected from five dynasties of clothing. This is the core symbol that represents the whole exhibition.

There are more options in three colors (see next page)



COLORFUL LOGO

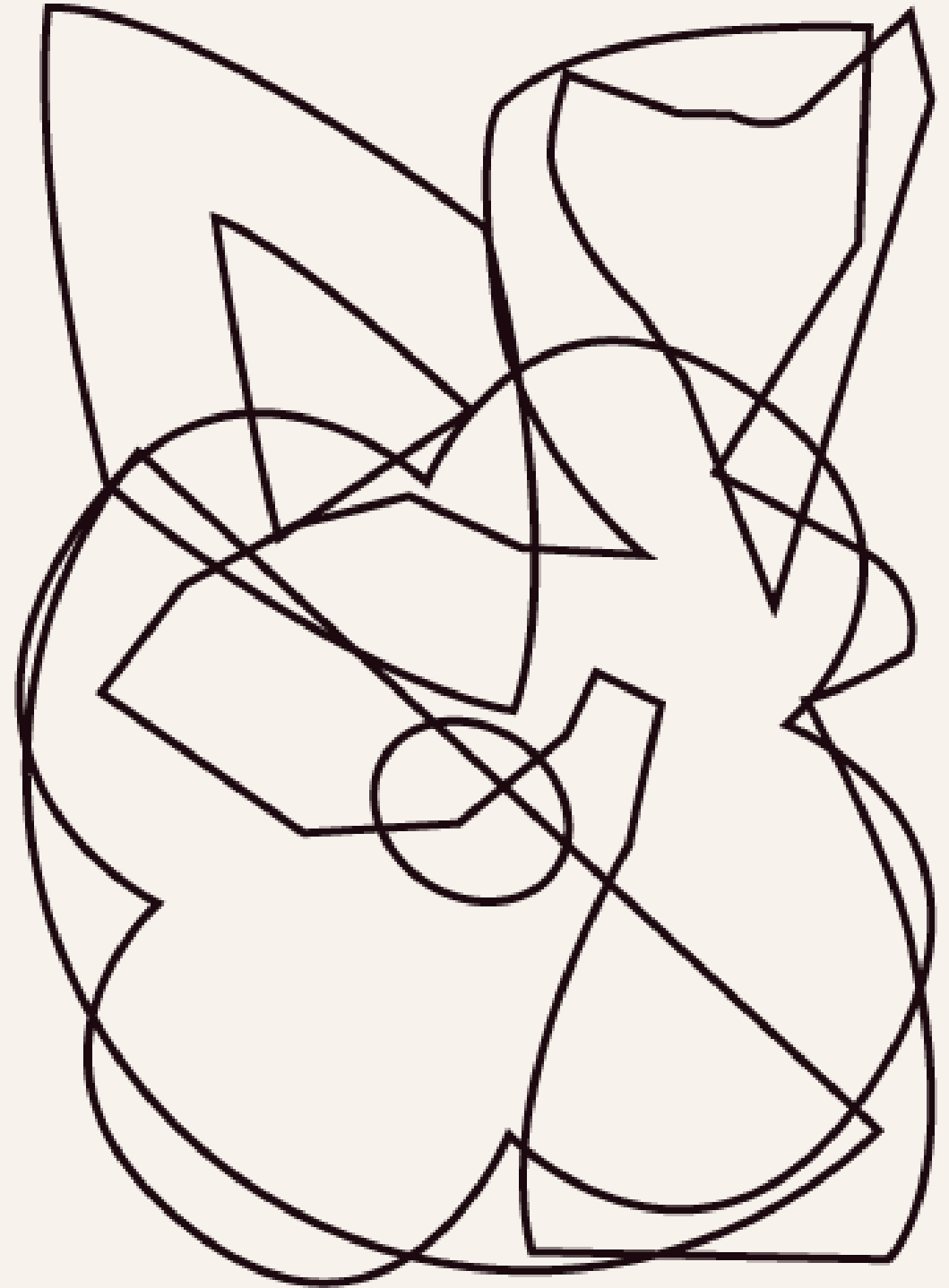


LOGO PARSING

As I mentioned above, this logo is made up of different patterns representing the han clothing of five dynasties.

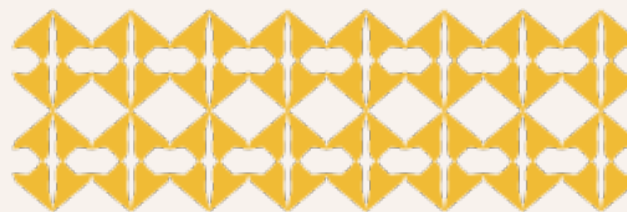
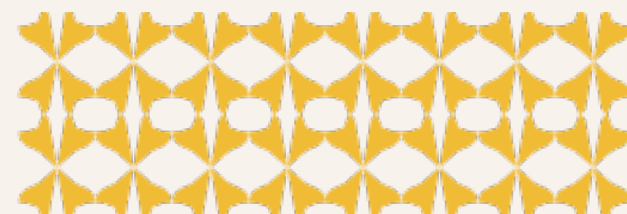
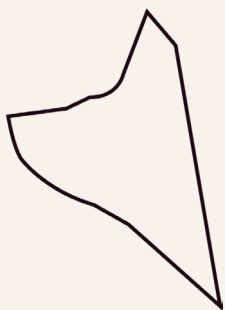
I use graphics as the dominant element in my design, and use the simplest expression as the starting point of my story telling, which is also the entry point of my design. Then I repeat or transform graphics into powerful visual elements to attract people's attention.

I selected the unearthed cultural relics of each corresponding era as the prototype, and finally determined the selected clothing part after several attempts and comparisons. Simplifying the patterns of these parts into a simple geometric figure has become the iconic pattern of all times.



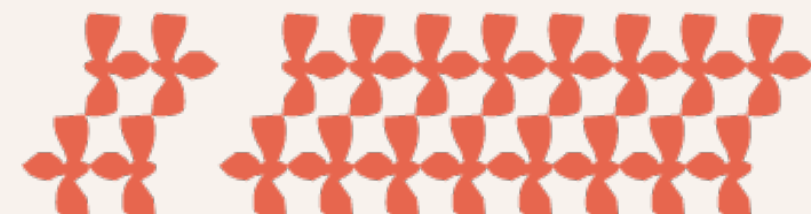
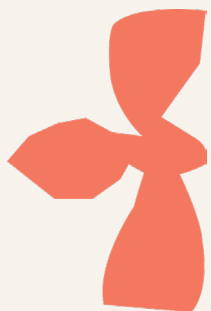
GRAPHICAL FORM

The Qin & Han dynasties



GRAPHICAL FORM

The Wei, Jin, Northern & Southern dynasties



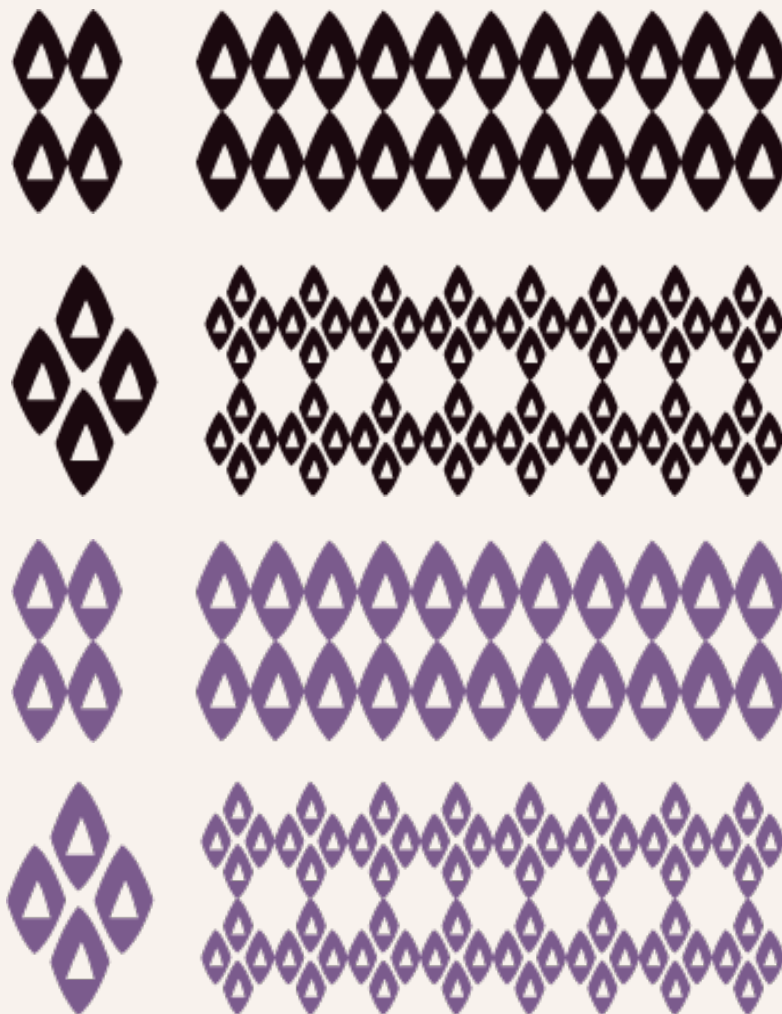
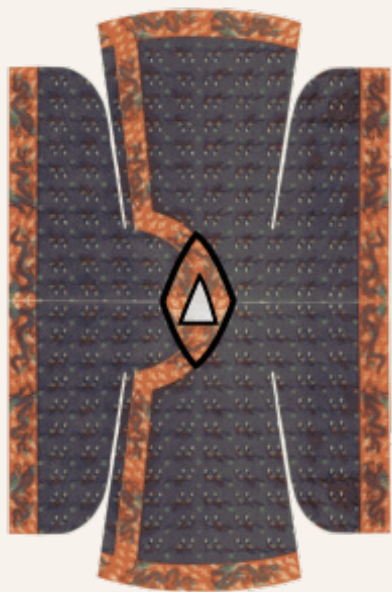
GRAPHICAL FORM

The Sui & Tang dynasties



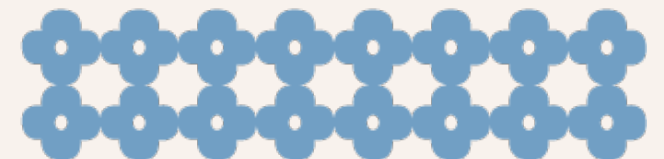
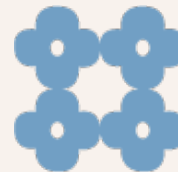
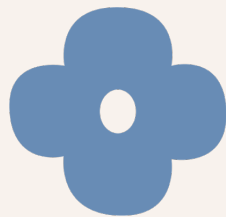
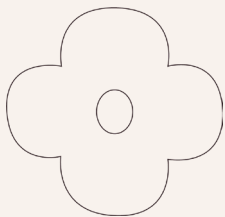
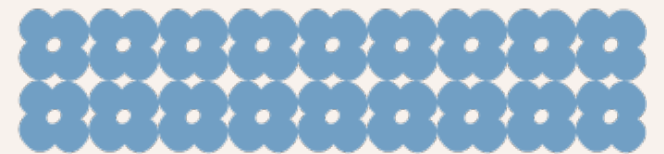
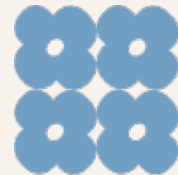
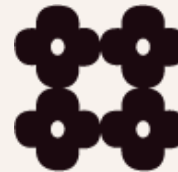
GRAPHICAL FORM

The Song dynasty



GRAPHICAL FORM

The Ming dynasty



TYPOGRAPHIC PALETTE

The main font we use is Times New Roman. It comes in two styles: Italic & Regular. This font is mainly used for headings and content, More importantly, use font size to distinguish importance.

Due to the complexity of geometric patterns, following the principle that less is more, we chose only one font to ensure their harmony.

*Times New
Roman Italic:*

- *ABCDEFGHIJKLM
NOPQRSTUVWXYZ*

- *abcdefghijklm
nopqrstuvwxyz*

- *0123456789*

Times New
Roman Regular:

- ABCDEFGHJKLM
NOPQRSTUVWXYZ

- abcdefghijklm
nopqrstuvwxyz

- 0123456789

COLOR PALETTE

All colour / Dominant tone

Hex Code: #190c16

R: 25
G: 12
B: 22

C: 80
M: 85
Y: 54
K: 85

Hex Code: #8a191f

R: 138
G: 25
B: 31

C: 28
M: 99
Y: 85
K: 34

Hex Code: #f8f6f3

R: 247
G: 246
B: 244

C: 04
M: 03
Y: 05
K: 0

Hex Code: #f2ba36

R: 242
G: 186
B: 54

C: 05
M: 29
Y: 85
K: 0

Hex Code: #e8664e

R: 232
G: 102
B: 78

C: 03
M: 71
Y: 68
K: 0

Hex Code: #408872

R: 64
G: 136
B: 114

C: 75
M: 26
Y: 60
K: 09

Hex Code: #7b5b8c

R: 123
G: 91
B: 140

C: 60
M: 69
Y: 20
K: 4

Hex Code: #739fcf

R: 115
G: 159
B: 207

C: 59
M: 30
Y: 04
K: 0

COLORS MATCHING

The Qin & Han dynasties

*The Wei, Jin, Northern
& Southern dynasties*

The Sui & Tang dynasties

The Song dynasty

The Ming dynasty



*02. EXHIBITION
MATERIALS*

OVERVIEW

Purpose

I want to plan an exhibition for the traditional Chinese costume called Hanfu and create a series of designs (mostly posters) for this exhibition to promote it, so that more people can know about and become interested in this culture, thus achieving the purpose of cultural dissemination.

Exhibition

Information

- Name: Hanfu Exhibition
- Slogan: Bump into history
- Time: 16th May - 8th June
- Address: University for the creative arts, Farnham
- Information: Chinese traditional costume of Han Nationality
- Organizer: Yang creative studio



SLOGAN

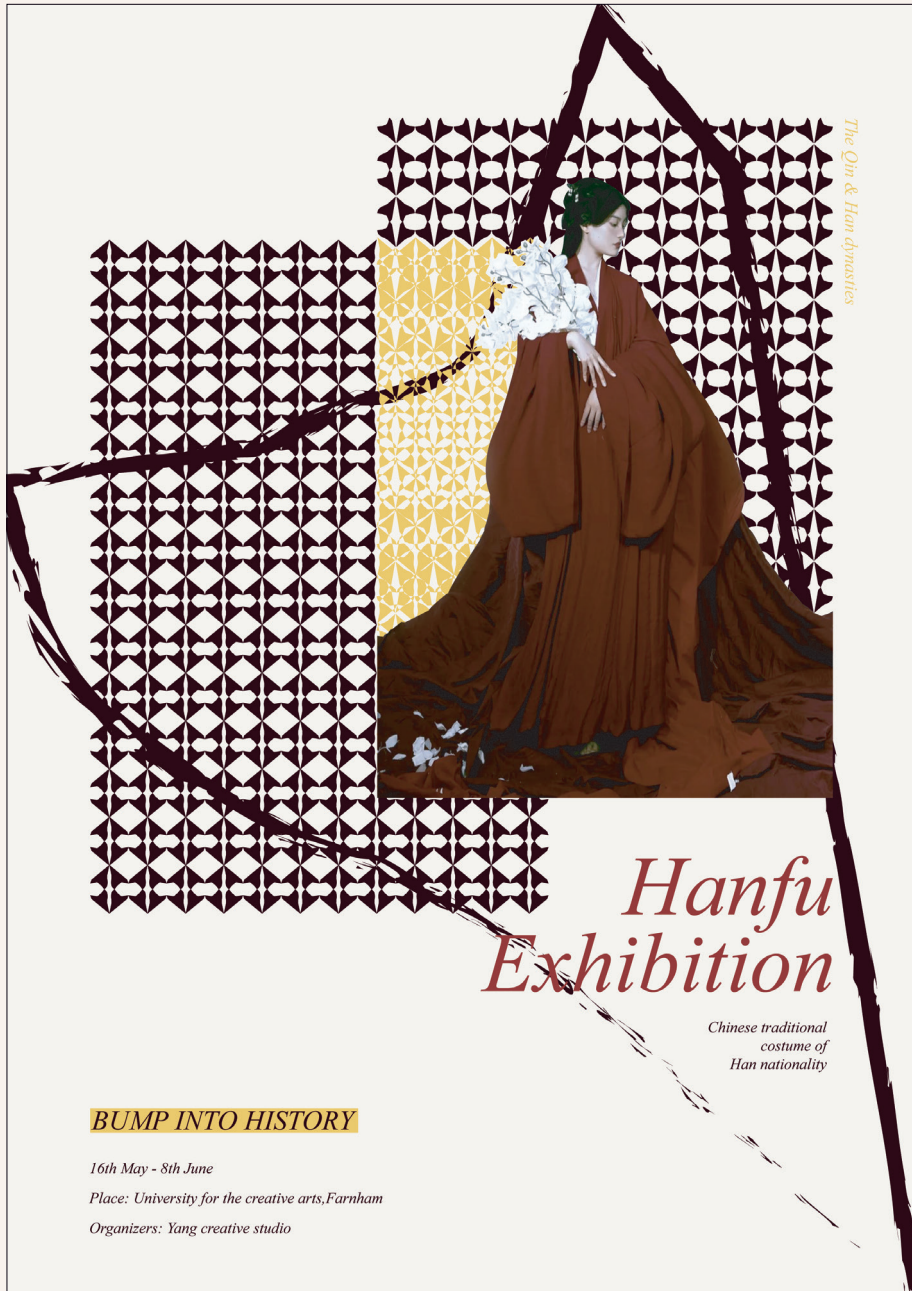
Slogan is simple but the core of creativity in the poster design. Because a good slogan can make the image of the activity stand out and even become the identification mark of the activity, indirectly establish a better customer relationship with visitors, and through this reliable extension, make people have a positive attitude towards the activity. (Annisha, 2019)

Based on the positioning of the activity, I combined the keywords of "culture, history, Hanfu, tradition and graphics" to make a lot of choices.

However, a good slogan is usually short and powerful. So I decided to use "Bump into History" as my slogan, aiming to be easy to remember and leave some imagination while highlighting the vibrant exhibition atmosphere.

*“BUMP INTO
HISTORY”*

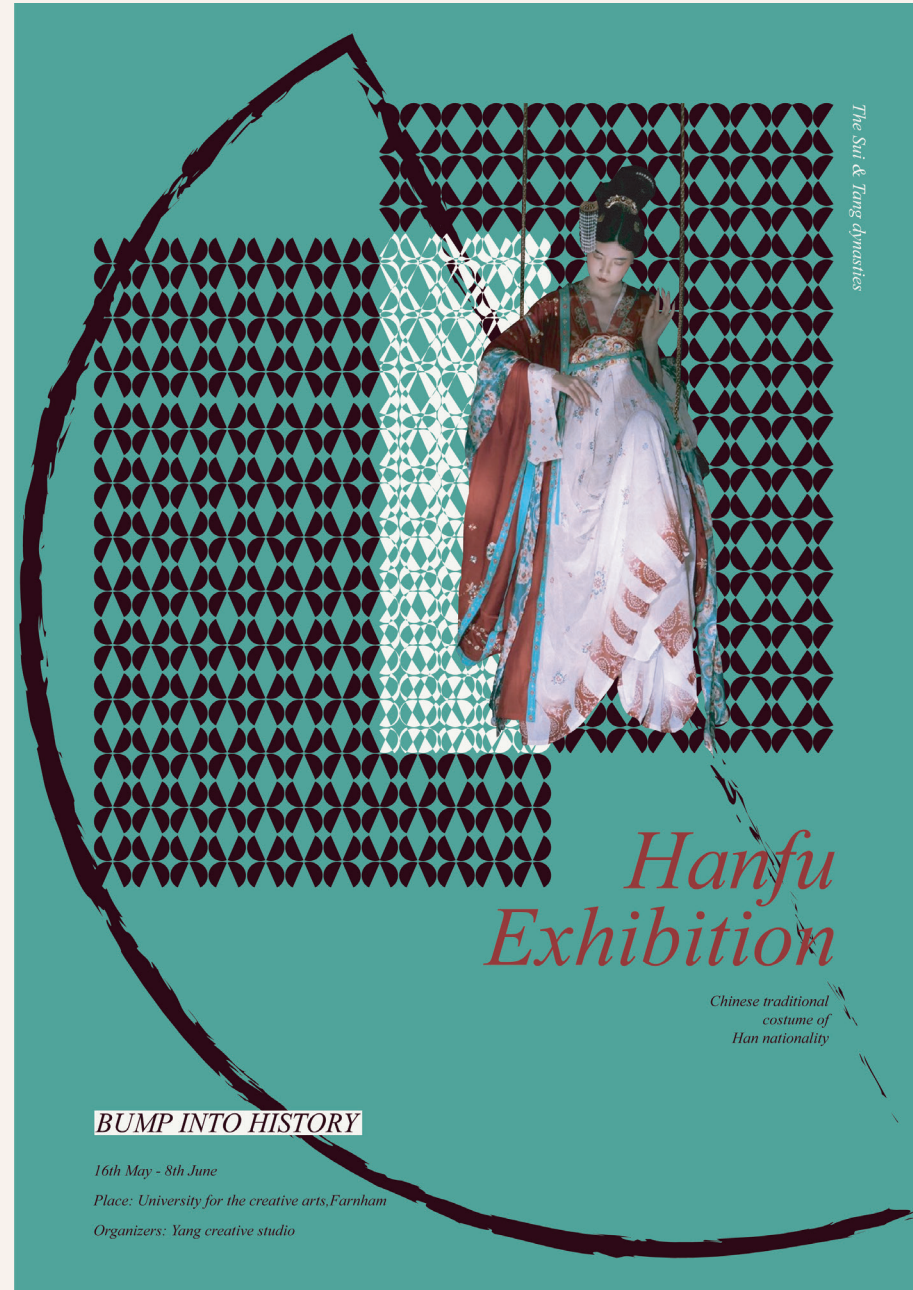
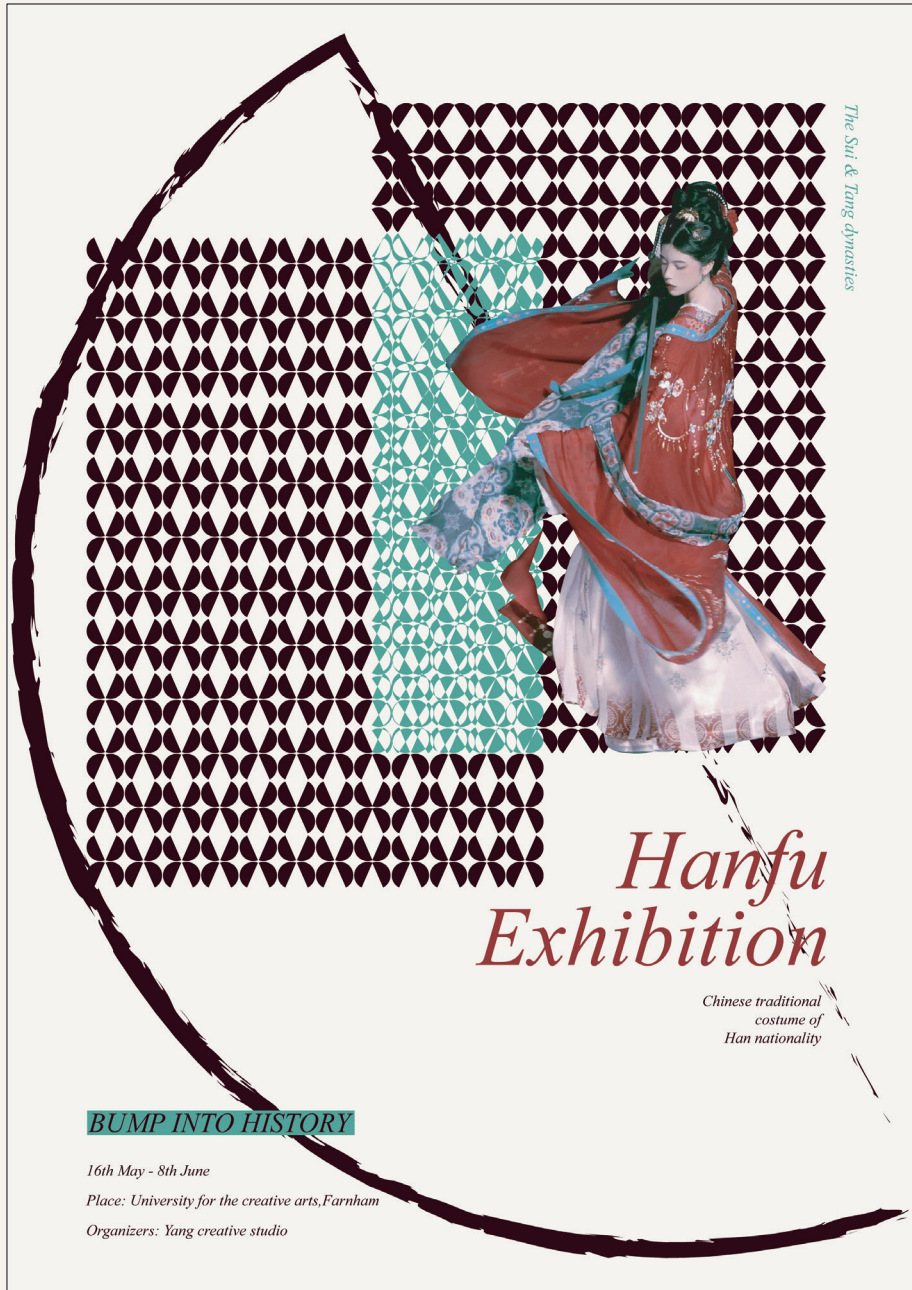
POSTER



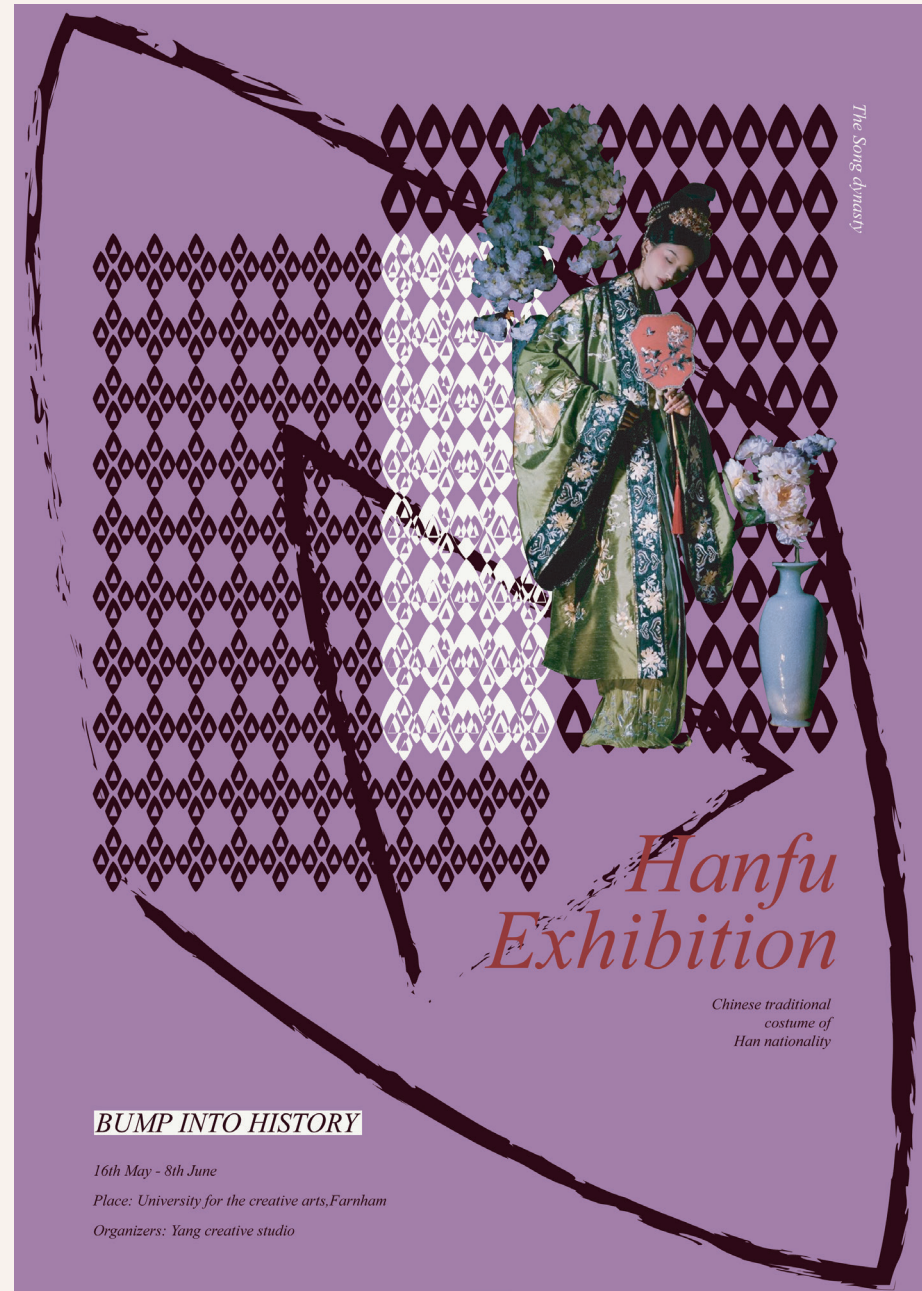
POSTER



POSTER



POSTER



POSTER





Hanfu Exhibition

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BUMP INTO HISTORY

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BUMP INTO HISTORY

10th May - 10th June
Place: University for the Creative Arts, Farnham
Organiser: Tang Creative Studio

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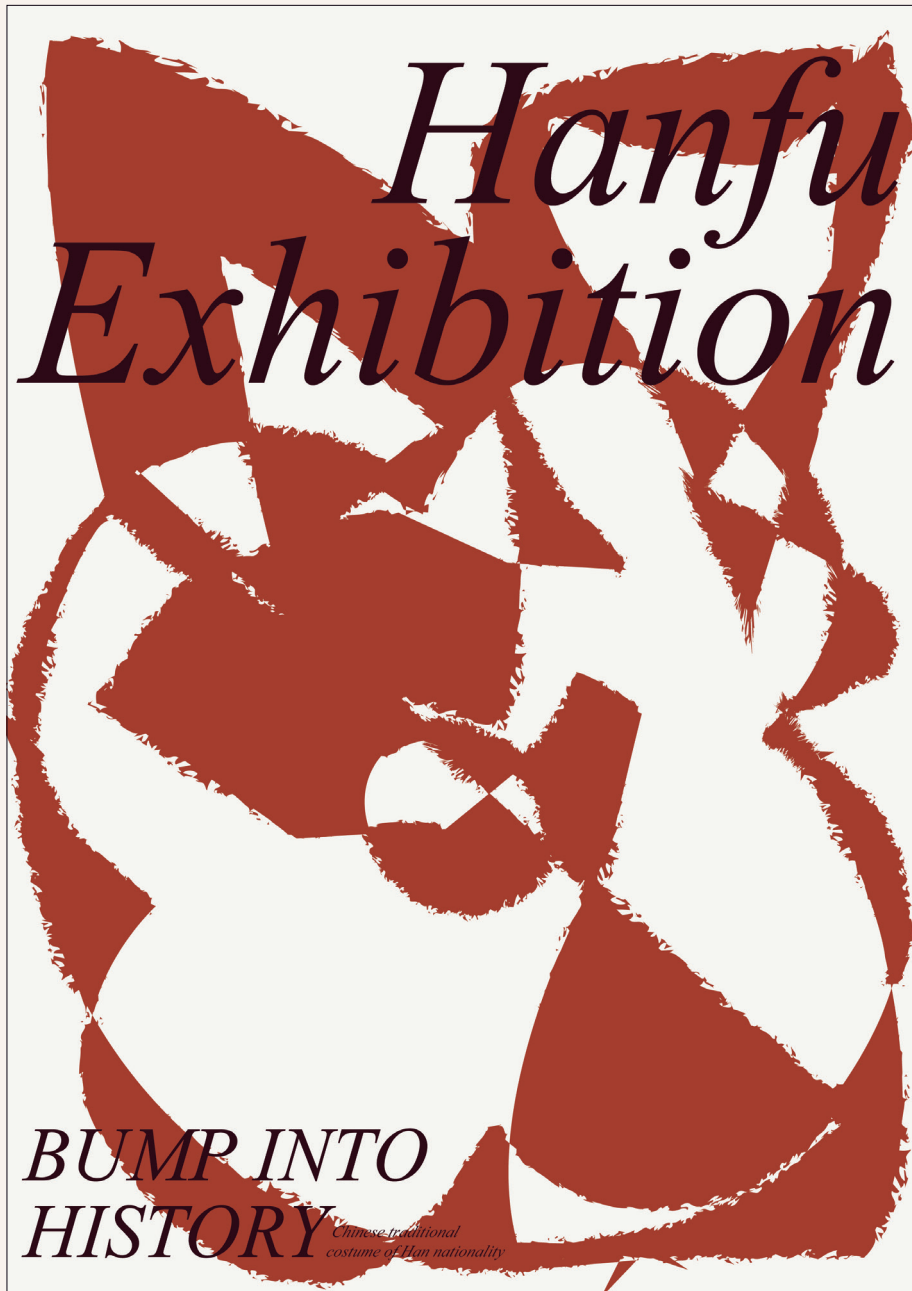
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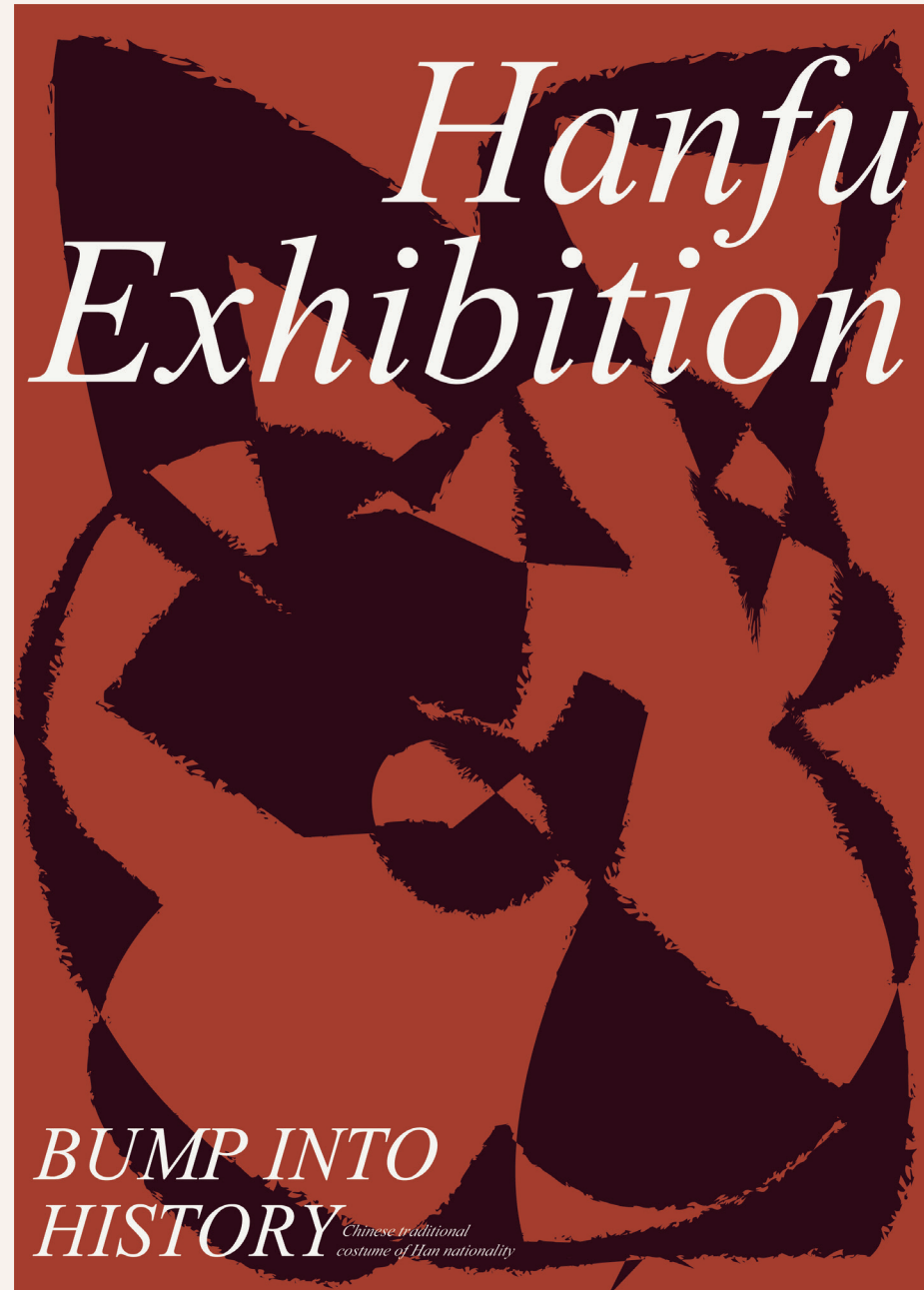
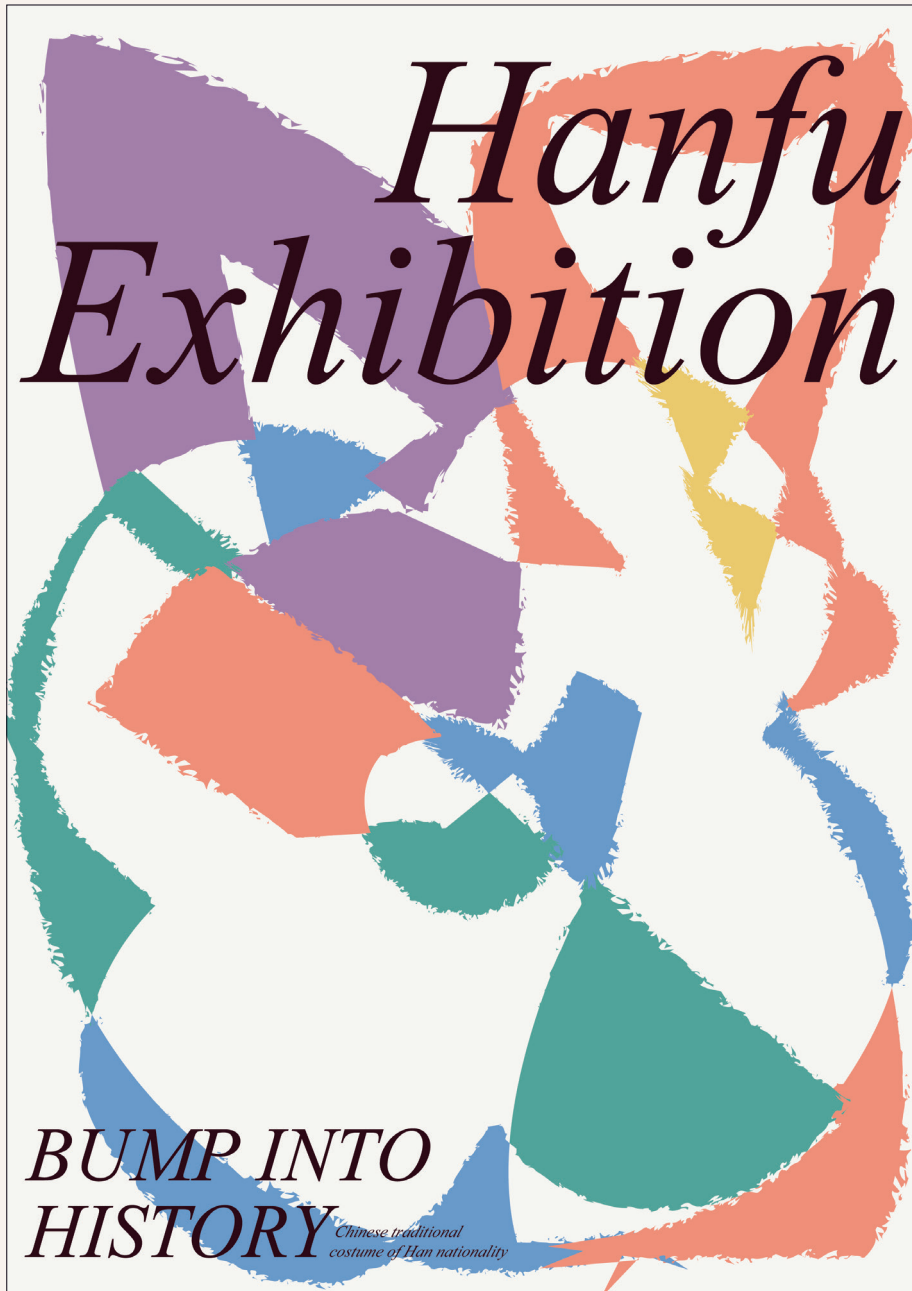
10th May - 10th June
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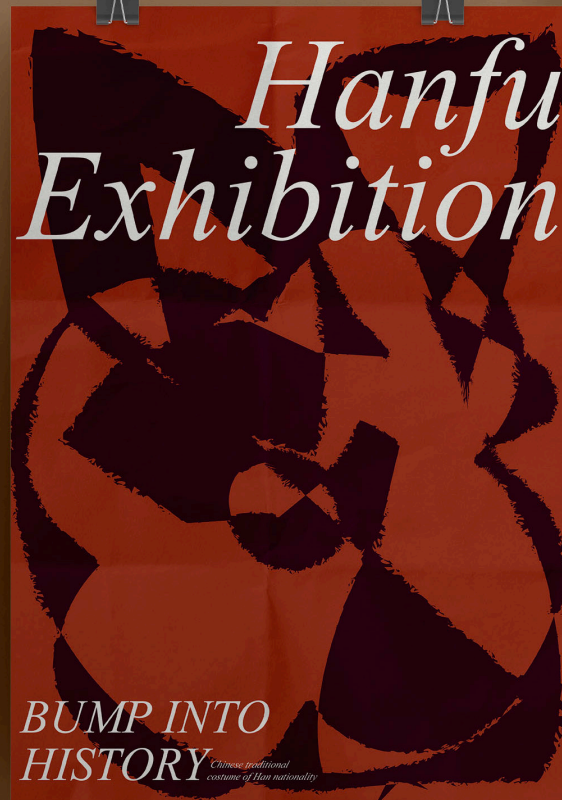
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POSTER



POSTER







KEY VISUAL



KEY VISUAL

*Hanfu
Exhibition*

*BUMP INTO
THE WEI, JIN,
NORTHERN & SOUTHERN
DYNASTIES*
Chinese traditional
costume of Han nationality

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KEY VISUAL

*Hanfu
Exhibition*

*BUMP INTO
THE SUI & TANG
DYNASTIES*
Chinese traditional
costume of Han nationality

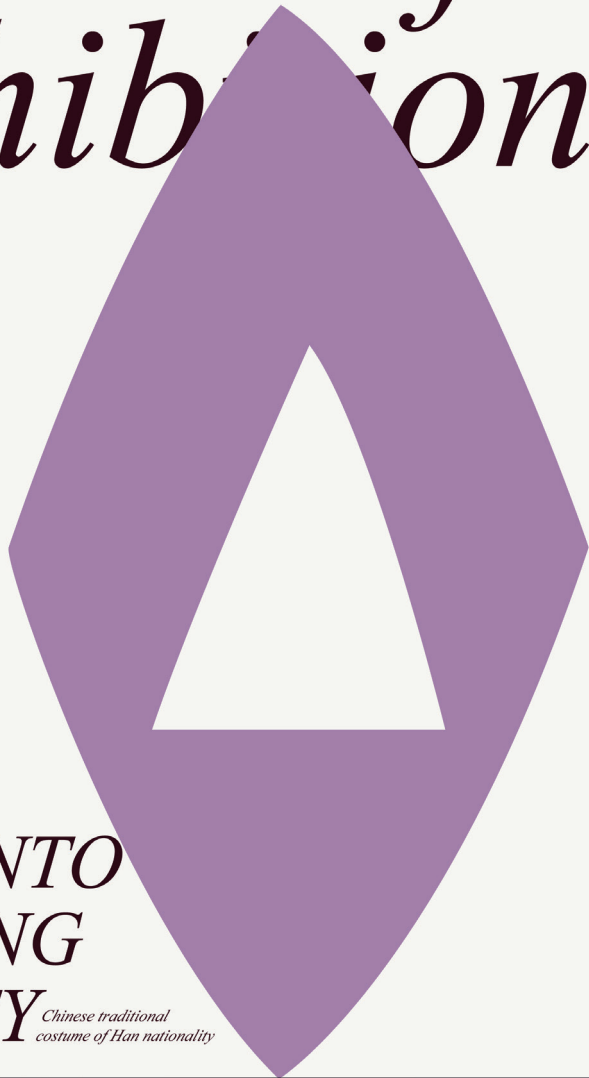
*Hanfu
Exhibition*

*BUMP INTO
THE SUI & TANG
DYNASTIES*
Chinese traditional
costume of Han nationality

KEY VISUAL

*Hanfu
Exhibition*

*BUMP INTO
THE SONG
DYNASTY*
Chinese traditional
costume of Han nationality



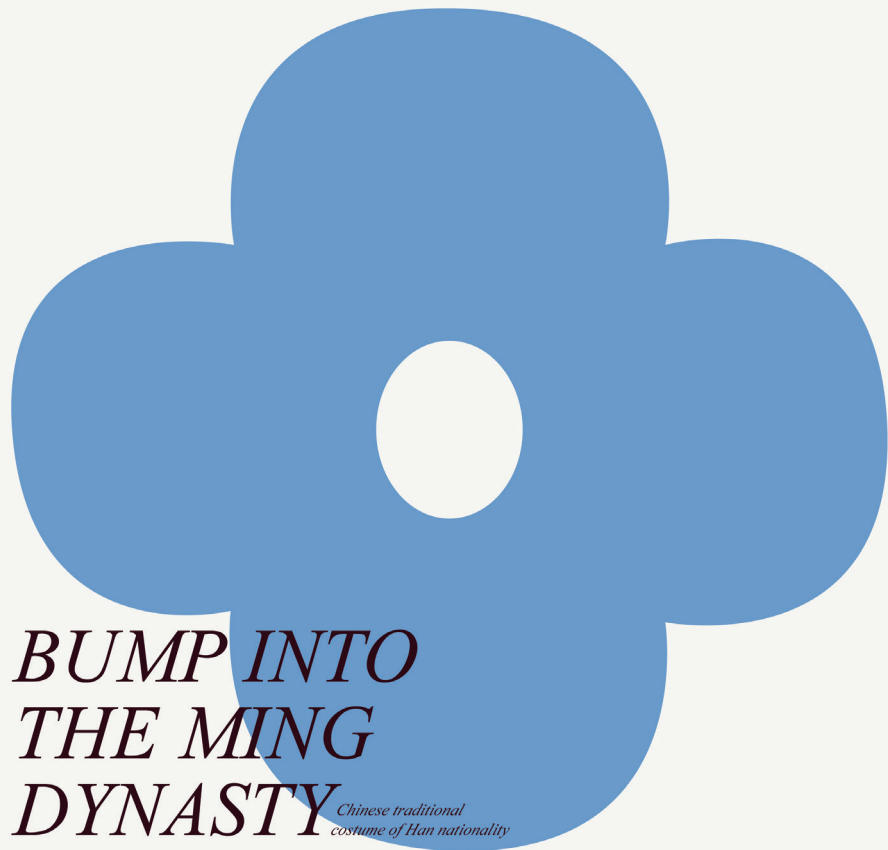
*Hanfu
Exhibition*

*BUMP INTO
THE SONG
DYNASTY*
Chinese traditional
costume of Han nationality



KEY VISUAL

Hanfu Exhibition



Hanfu Exhibition





Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

BUMP INTO
THE QIN & HAN
DYNASTIES

BUMP INTO
THE MING
DYNASTY

BUMP INTO
THE SONG
DYNASTY

BUMP INTO
THE SUI & TANG
DYNASTIES

BUMP INTO
THE WEI, JIN,
NORTHERN & SOUTHERN
DYNASTIES

BUMP INTO
THE QIN & HAN
DYNASTIES

BUMP INTO
THE MING
DYNASTY

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

Hanfu
Exhibition

BUMP INTO
THE MING
DYNASTY

BUMP INTO
THE QIN & HAN
DYNASTIES

BUMP INTO
THE WEI, JIN,
NORTHERN & SOUTHERN
DYNASTIES

BUMP INTO
THE SUI & TANG
DYNASTIES

BUMP INTO
THE SONG
DYNASTY

BUMP INTO
THE MING
DYNASTY

BUMP INTO
THE QIN & HAN
DYNASTIES

JCDecaux

Hanfu Exhibition



BUMP INTO
THE SONG
DYNASTY

Discover traditional
costumes of Han warriors

PARIS
DÉFENSE





The Qiu & Han dynasty



Hanfu Exhibition

Chinese traditional costume of Han nationality

BUMP INTO HISTORY

16th May - 8th June
Place: University for the creative arts, Farnham
Organizers: Yang creative studio

JCDe

24
École vétérinaire de
Maisons-Alfort

24

JCDecaux

Hanfu Exhibition

BUMP INTO
HISTORY Chinese traditional
costume of Han nationality





Hanfu Exhibition
Chinese traditional costume of Han nationality

BUMP INTO HISTORY
16th May - 16th June
Place: University for the creative arts, Farnham
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Hanfu Exhibition

BUMP INTO THE WEI, JIN, NORTHERN & SOUTHERN DYNASTIES

Hanfu Exhibition
Chinese traditional costume of Han nationality

BUMP INTO HISTORY
16th May - 16th June
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Hanfu Exhibition

BUMP INTO THE SONG DYNASTY

Hanfu Exhibition
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Hanfu Exhibition

BUMP INTO THE QIN & HAN DYNASTIES

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Hanfu Exhibition
Chinese traditional costume of Han nationality

BUMP INTO HISTORY
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Hanfu Exhibition

BUMP INTO THE SUI & TANG DYNASTIES

Hanfu Exhibition
Chinese traditional costume of Han nationality

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16th May - 16th June
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Hanfu Exhibition

BUMP INTO THE MING DYNASTY

Hanfu Exhibition
Chinese traditional costume of Han nationality

BUMP INTO HISTORY
16th May - 16th June
Place: University for the creative arts, Farnham
Organizers: Tang creative studio

*03. OTHER
PROMOTIONAL
MATERIALS*

WEBSITE GRID SYSTEM

This is the grid system we will use for our Website designs. Please do not modify it arbitrarily.

*App Specification: Desktop Specification:
Margins: 9mm Margins: 9mm
Columns: 20 Columns: 26
Gutters: 4mm Gutters: 1mm*

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DUMP INTO CHINESE HISTORY

They are:
1. The Qin & Han dynasties
2. The Wei, Jin, Southern & Northern dynasties
3. The Sui & Tang dynasties
4. The Song dynasty
5. The Ming dynasty

Time: 16th May - 8th June
Place: University for the creative arts, Farnham
Organizers: Yang creative studio

Hanfu is the traditional costume of the Han nationality in China. This exhibition selects costumes from several dynasties and combines them into five parts.

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WEBSITE

APP - Welcome page & About page



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Hanfu Exhibition



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RUMP INTO CHINESE HISTORY

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WEBSITE

Desktop - Learn history page

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[Jump](#)



[Jump](#)



[Jump](#)



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**BUMP
INTO
CHINESE
HISTORY**

WEBSITE

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[Jump](#)



[Jump](#)



[Jump](#)

[See More](#)



TICKETS

The ticket comes in three colors, all of which are used as entry ticket. After the entrance, the ticket stub with the logo of hanfu exhibition can be used for collection.

Hanfu Exhibition

16th May - 8th June

However, the history of the museum itself, one of Amsterdam's top attractions, has rarely been straightforward.



AAD pasboder

EUR 6 VAT inc2.

Hanfu Exhibition

16th May - 8th June

However, the history of the museum itself, one of Amsterdam's top attractions, has rarely been straightforward.



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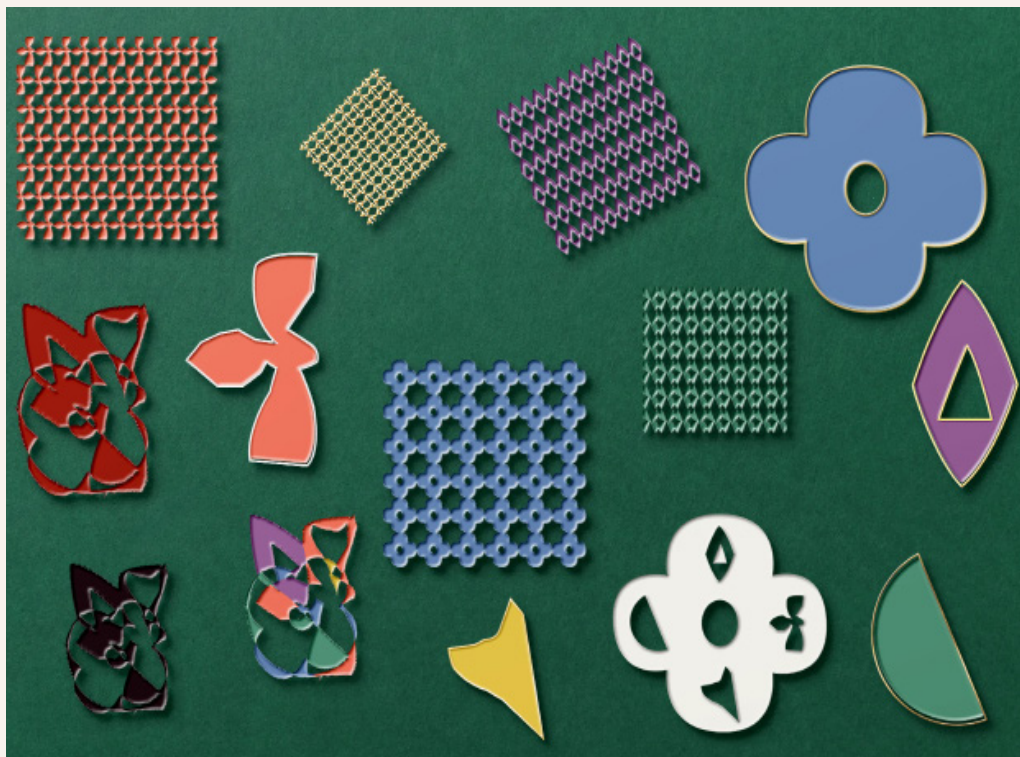
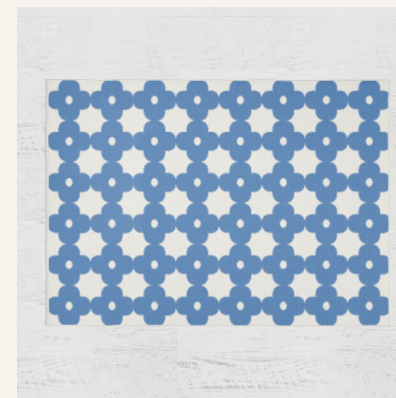
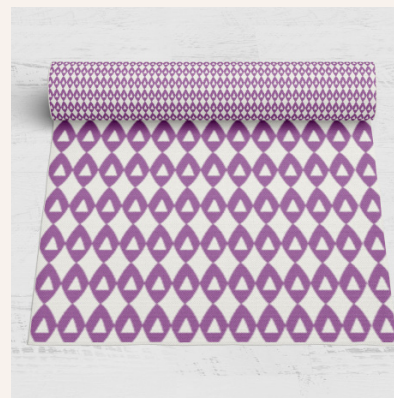
BRACELETS

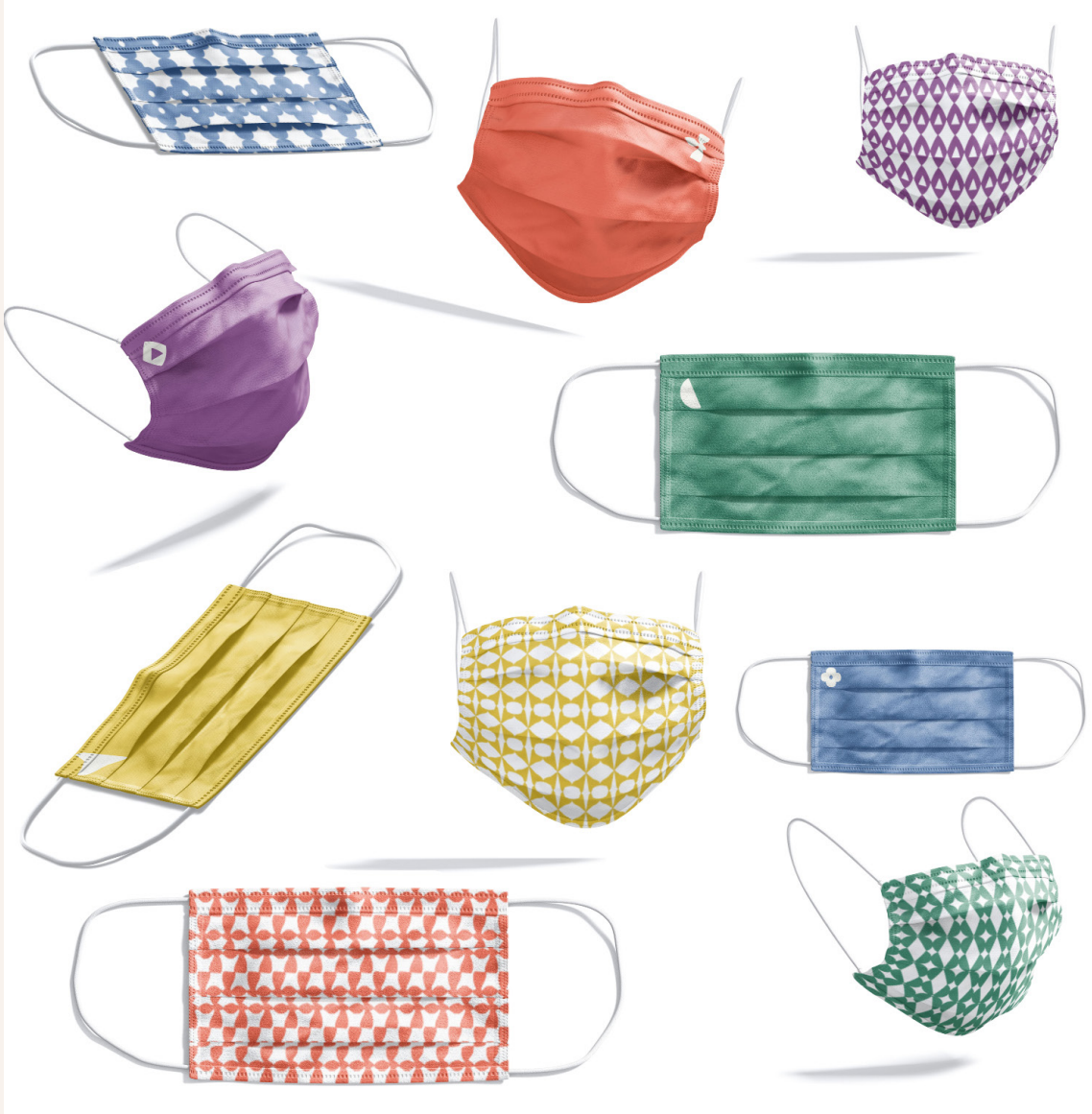
*This is a commemorative bracelet
for visitors to wear after ticket
verification to verify their identity.
Also can be used for collection.*





PROMOTIONAL ITEMS





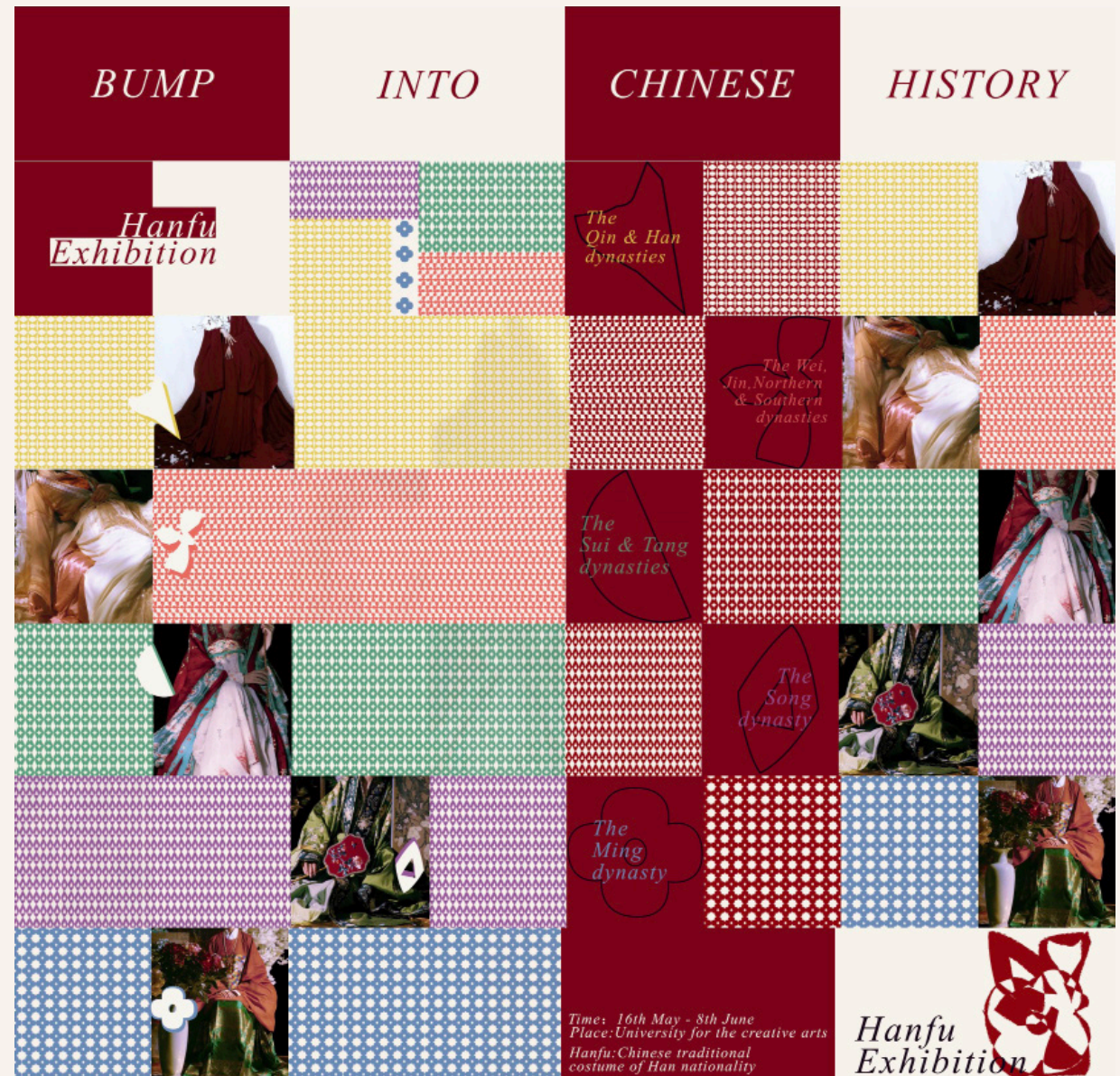


PROMOTIONAL VIDEO

The picture on the right is a screenshot of my video. This promo video is widely used on social media platforms, and contains information about what you'll need to know about the exhibition. The video content of the two links below is the same, just in case I uploaded it twice. If none of them work, copy the link directly to your browser.

Links1: https://youtu.be/-mHl_GMXlhg

Links2: <https://youtu.be/J0IphVyaRWs>



04.EVALUATION

EVALUATION

It was a great pleasure to complete this last project. It was not easy for me to design, especially the poster design was a big challenge for me. But I am satisfied with the results and the basis I have so far. But with a bit more time I believe I could have created more.

As I wrote in my research book Evaluation, I found a better way to be more organised, but at that time I thought I was almost finished with my poster design.

But through the tutorial I realised that there were still too many details that needed to be changed and one of them was the choice of font. Paul really helped me with this and I could see from my vision board how my design was changing as I went along. I think my knowledge of design is still too shallow and I'm very unhelpful when it comes to choosing fonts or knowing more about different fonts. I think I need to improve my knowledge in this area.

Also, I think I am not familiar with the software. In many ways I am not careful enough, which is why I sometimes have to keep revising and adjusting design details that I have already confirmed.

For example, I sometimes mixed up two very similar colours and applied them to the design, which led to a lot of time spent on revising the colours when I found that they were not consistent.

All in all, this final project helped me a lot with typography, colour matching and font selection. It was a process that let me know I was making progress but kept finding my own problems. A big thank you to myself and my tutors who helped me during this time. The time I have spent studying Graphic Design has been very rewarding for me.

1. Invision - Research links: <https://projects.invisionapp.com/d/main#/projects/boards/6877958>

2. Invision - Design development links: <https://projects.invisionapp.com/d/main#/projects/boards/6880595>

THANK YOU