

耿安琪

Angel

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邓珺心

Susan

LOEWE



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灯影千秋 EVERGREEN SHADOW



字体 | IP | 包装 | UI | 设计

TYPOGRAPHY | IP | PACKAGING | UI | DESIGN

品牌介绍

灯影千秋 EVERGREEN SHADOW

一个致力于传承中国皮影戏的品牌。

中国皮影的发展困境在于皮影艺术后继无人，皮影观众锐减等。我们致力于利用品牌设计推广传承皮影戏。

“千秋英雄灯下舞，万古豪杰手内提。”我们从一句诗词汲取灵感。灯影是皮影的别称，品牌名称灯影千秋，体现出灯影艺术千秋万代的历史厚度，体现出中国的传统文化底蕴。

英文EVERGREEN SHADOW比喻灯影常青，与灯影千秋都蕴含着对皮影戏千秋万代生生不息的美好祝福。

Brand introduction

灯影千秋 EVERGREEN SHADOW

A brand dedicated to the heritage of Chinese shadow play.

The development dilemma of Chinese shadow play is that there is no one to succeed the art of shadow play and the audience of shadow play is decreasing. We are committed to using the brand design to promote the heritage of shadow play.

“A thousand heroes dance under the light, a million masters carry light in their hands”.We drew inspiration from an ancient poem. The Chinese name means “Lamp and shadow for thousands of years”. And 灯影 “Lamp shadow” is an alias for shadow play, and the brand name 灯影千秋 reflects the historical thickness of the art of lantern shadow for thousands of generations and the traditional cultural heritage of China.

The English phrase EVERGREEN SHADOW is a metaphor for the immortality of the shadow play, and both the name imply the blessing of the shadow play for thousands of years and generations.



背景

中国皮影 艺术面临着后继无人, 观众锐减的危险。现如今电影电视、互联网等现代传播媒介的众多可选择的娱乐形式, 给皮影戏的发展带来了威胁与挑战, 皮影戏也日渐退出大众生活。

正如传播学“媒介即讯息”的理论所述, 只有赢得现代受众的认同与欣赏, 与现代传播媒介结合, 才能让皮影戏重获新生。所以, 我们选择利用品牌设计推广传承皮影戏。

传统的皮影戏文创产品例如皮影玩具的市场规模不大, 品牌知名度、销量不高。所以, 灯影千秋的品牌解决方案是与有更大市场需求的产品联名制作有文化科普作用的设计。同时, 加强品牌设计的深度与规模, 注重内在优秀传统文化的价值。灯影千秋将皮影戏影偶图谱重新设计, 让其大规模商品化, 有高传播力, 实现皮影戏在当代的传承。

除了实体文创, 我们认为虚拟文创也具有高可行性。Z世代的主力消费群体作为网络时代受众对新媒体虚拟文创有多元的需求。在抖音上, 传统皮影戏视频流量很少, 受众不足, 需要创新。而皮影戏动画短片《人鱼姑娘》的热度则很高。因此, 在实体产品之余, 灯影千秋也会推出皮影戏与新媒体结合的虚拟文创, 实现皮影戏曲重要的听觉元素。



Chinese shadow play is in danger of losing its successor and its audience declining sharply. Nowadays, there are many alternative forms of entertainment in modern communication media such as movies, television and the Internet, which bring threats and challenges to the development of shadow play.

As stated in the theory of "media is the message" in communication studies, only by winning the recognition and appreciation of modern audiences and combining with modern communication media can shadow puppet theater regain a new life. Therefore, we choose to use brand design to promote the heritage of shadow play.

The market size of traditional shadow play cultural and creative products such as shadow toys is not large, and the brand awareness and sales are not high. Therefore, the branding solution of Evergreen Shadow is to co-brand with products that have a greater market demand to produce designs that have a cultural and scientific effect. At the same time,

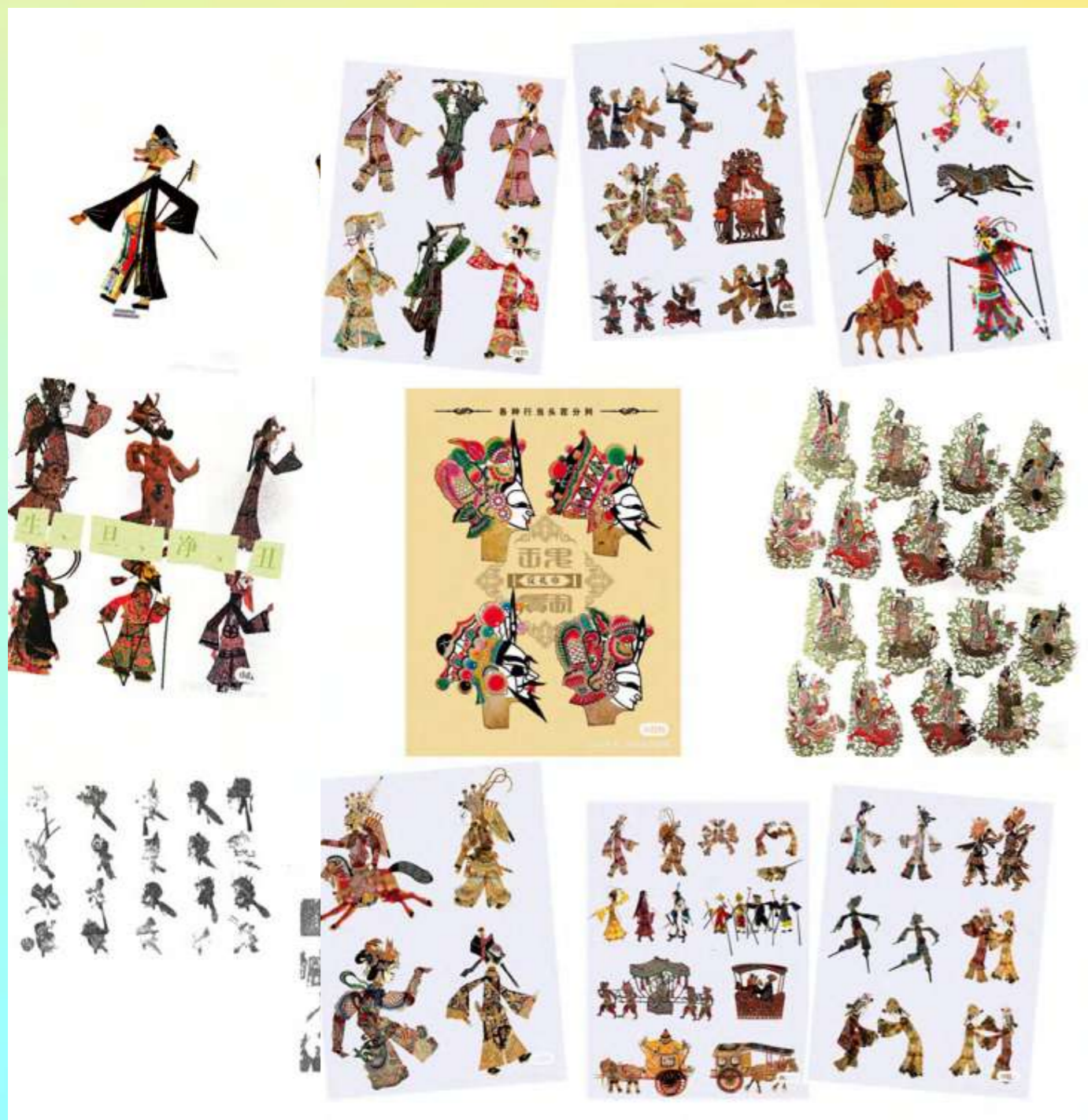
to strengthen the depth and scale of brand design, focusing on the value of inherent good traditional culture. Evergreen Shadow redesigned the shadow puppet atlas to make it large-scale commercialization, with high communication power, to realize the heritage of shadow puppets in contemporary times.

In addition to physical creation, we believe that virtual creation is also highly feasible, as the main consumer group of Generation Z has diversified needs for virtual creation in new media as the audience in the Internet era. On TikTok, traditional shadow puppet videos have little traffic and insufficient audience, and need innovation. In contrast, the popularity of the shadow puppet animation short film "Mermaid Girl" is high.

Therefore, in addition to the physical products, Evergreen Shadow will also launch virtual cultural creations combining shadow play and new media to realize the important auditory element of shadow opera.

字体设计元素调研

Research on Font Design Elements





灯影千秋
EVERGREEN
SHADOW



传统皮影戏服饰纹样
Traditional shadow play dress patterns

中文字体设计介绍 Design Introduction

在中文原型字体的选择上我们依照三个要求进行选择：

1. 遵循皮影戏的美学核心；
2. 选用衬线字体；
3. 选择有中国风格的字体。

The three requirements of the selection of original Chinese fonts:

1. Follow the aesthetic core of shadow play;
2. Choose a serif font;
3. Choose a font with Chinese style.



灯影千秋
EVERGREEN
SHADOW

在形态设计上，皮影戏人物上面窄下面宽，外形简明内部繁复；衬线字体粗细不同，更加符合皮影戏的形态设计的同时也很符合中国书法的传统审美。选择完原型字体后我们在它的基础上进行了修改，让柔和的线条变得硬朗，剪贴上传统的皮影戏服饰纹样，最后加上倒影，整个字体像在幕布上表演的皮影戏。

In terms of shape design, figures in shadow plays are narrow above and wide below, concise in edges and complicated inside; The serif font has different thickness, which is more in line with the shape design of shadow puppetry and the traditional aesthetic of Chinese calligraphy. After selecting the prototype font, we modified it. We cut the edges of it to make it became hard, then put on the traditional shadow play dress patterns, and finally the reflection was added, the whole font looked like shadow play performed on the curtain.

字体颜色

FONT COLORS

字体的配色也是企业标准色，完全尊重皮影传统色彩，黑、绿色、红色。墨、品红、锡绿的传统颜料，经得起光照不易褪色，是皮影上色的最佳颜料。皮影颜色忌讳恶、杂，一件作品以一色为主调，其他颜色作陪衬，灯影千秋选取深灰绿色为品牌色。无彩色背景下使用黑白反色。

#504725

R80 G71 B37

C69 M65 Y95 K35



#6d6549

R109 G101 B72

深灰绿

DARK SAGE GREEN

The color scheme of the font is also a corporate standard color, fully respecting the traditional colors of the shadow, black, green and red. Ink, magenta, tin green traditional pigments, withstand light is not easy to fade, is the best pigment for shadow coloring. The shadow colors are taboo to be evil and mixed, one color is the main tone of a work, and other colors are used as accompaniment, Evergreen Shadow chose dark gray green as the brand color. No color background using black and white counter color.

英文字体设计

英文品牌名

EVERGREEN SHADOW,

使用灯影常青的比喻。英文字体样式与中文字体呼应。

字体颜色选用深绿色，是中国传统和皮影戏中的主色调。

EVERGREEN
SHADOW

English Font Design

The English brand name,

EVERGREEN SHADOW,

uses the metaphor of the evergreen shadow of a lamp. The English font style echoes the Chinese font. The font color is chosen to be dark green, the dominant color in Chinese tradition and shadow play.

设计过程

Design Process

提取皮影人物造型元素
融入英文衬线体字体设计。

EXTRACTED THE SHADOW CHARACTER MODELING
ELEMENTS INTO THE ENGLISH SERIF FONT DESIGN.

01

书法的手写体有皮影戏宽窄、简繁兼备的美学特点。

The handwriting style of calligraphy has the aesthetic characteristics of shadow play wide and narrow, simple and complex.



02

衬线体比书法字体更呼应灯影千秋品牌高端市场的定位,更高级灵动。

The serif font echoes the high-end market positioning of the brand, more advanced and dynamic than the calligraphic font.

SHADOW EVERGREEN

SHADOW
EVERGREEN

SHADOW
EVERGREEN



03

结合皮影剪纸的造型方式。字体有直有曲,规整又圆润,有韵律美。

Combined with the shadow paper cutting modeling. The font is straight and curved, regular and rounded, with rhythmic beauty.

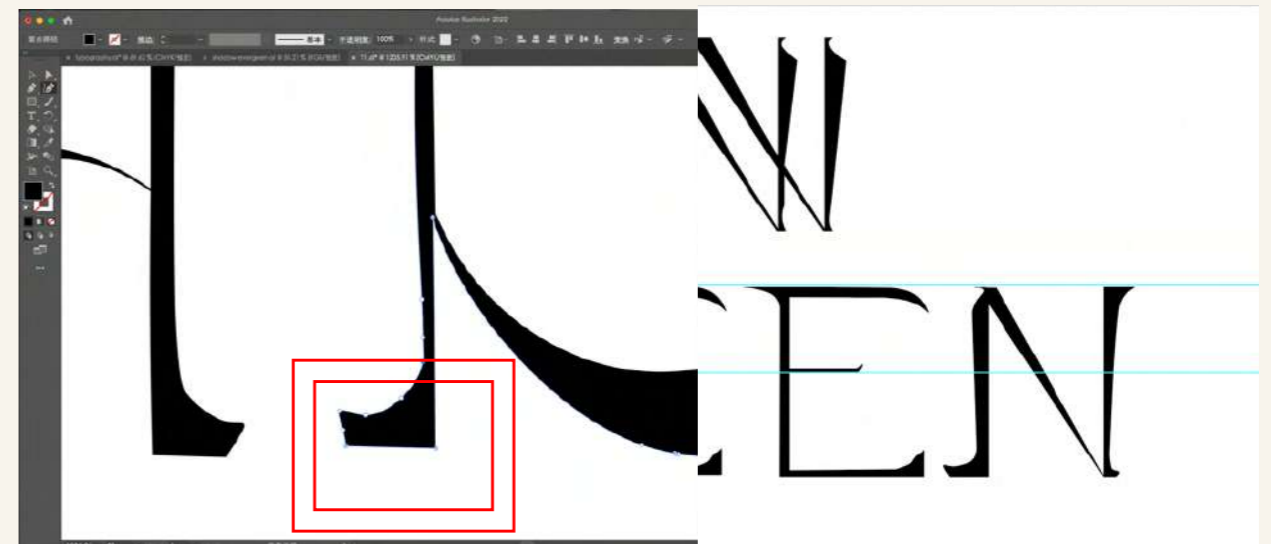


EVERGREEN
SHADOW

04

利用投影表现出虚实结合的效果,花纹与色彩都和中文字体呼应。

The final use of projection to show the effect of combining reality and reality, projection, pattern and color are echoed with the Chinese font.



灯影千秋
EVERGREEN
SHADOW

灯麟儿 Starlight Kylin



简介

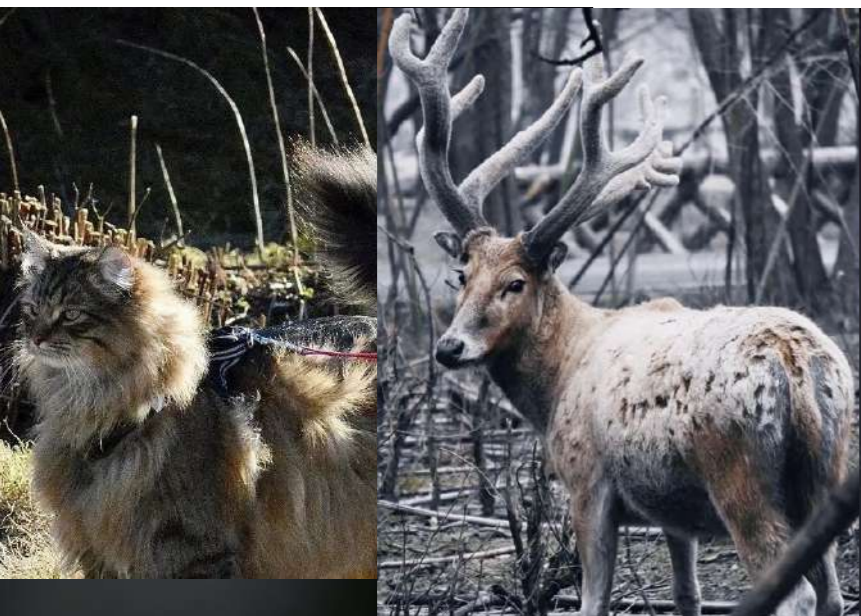
姓名: 灯麟儿
性别: 雌雄同体
身份: 火麒麟, 神兽
属性
主要: 火
附加: 金、木、水、土
特征: 能飞, 喷射, 操纵火和热。
能飞, 能弹射, 能操纵火和热。
能根据热量操控皮影戏灯光。
守护大地, 带来好运和财运。
它的毛发五颜六色, 在阳光下闪闪发光。
个性:
正直、勇敢、乐观、阳光、喜欢冒险

PROFILE

Name: Starlight Kylin 灯麟儿
Gender: hermaphrodite
Identity: Fire Kylin, Auspicious Animal
Attribute
Dominant: Fire
Subordinate: gold, wood, water, and earth
Features:
Can fly, eject and manipulate fire and heat.
Able to manipulate shadow play lights according to heat.
Guardian of the earth, bringing good luck and fortune.
Has a colorful hair that glows in the sun.
Personality:
Integrity, bravery, optimism, sunshine, love adventure.

IP设计灵感来源

Inspirations Sources of IP Design



因为麒麟集龙头、鹿角、狮眼、虎背、熊腰、蛇鳞、马蹄 于一身，我就参考了麒麟包括的这些动物的不同特征来制作灯麟儿的形象，比如借鉴了更可爱的小狮子辛巴的眼睛，麋鹿的角，马的蹄子。

Because the unicorn set of dragon head, antlers, lion eyes, tiger back, bear waist, snake scales, horse hooves in one, I refer to the different characteristics of these animals included in the unicorn to make the image of the lamp lion children, such as borrowed from the more cute little lion Simba's eyes, the elk's horns, horse hooves.



皮影戏的灵魂来源于对光影的运用，所以我们在寻找IP原型时锁定在了中国传统神话中能够控制光影的神祇或神兽上。麒麟又被称作“月神”，它具有掌管日月轮回及天地间光与暗交替的能力，同时它作为祥瑞寓意美好，所以我们最终以麒麟作为IP形象的原型。

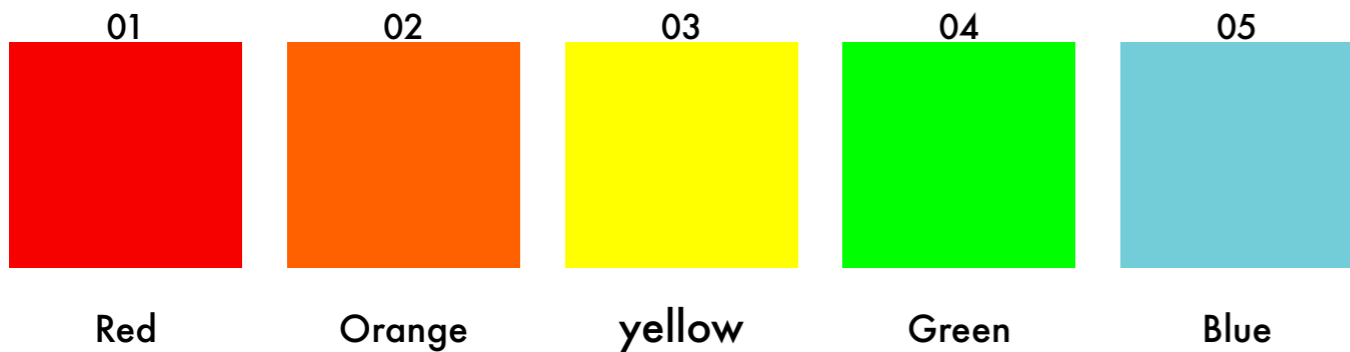


Shadow play comes from the use of light and shadow, so when we were looking for an IP prototype, we focused on the traditional Chinese mythological gods and goddesses that can control light and shadow. Kylin is also called "Moon God", which has the ability to control the sun and moon and the alternation of light and darkness between heaven and earth, and it has a good meaning as a good luck, so we finally used Kylin as the prototype of our IP .

这次的设计有两种形象，意在方便后期落地的产品完成度和兼容性。成体形象适合内容较为沉稳的产品，比如科普书籍类封面设计；而Q版形象适合内容更加活泼可爱的产品比如盲盒玩具。



The two images were designed to facilitate the completion and compatibility of the products in the later stage of implementation. The adult image is suitable for products with more stable content, such as the cover design of science books; while the Q version of the image is suitable for products with more lively and cute content, such as blind box toys.



麒麟本五色，为红、黄、白、蓝、青。分为水麒麟、火麒麟、木麒麟、金麒麟、土麒麟。

灯麟儿作为火麒麟，是炎帝神农氏的坐骑，可以吞金吐火，而且全身会释放火焰。火麒麟力大无穷，可以御风飞行。

The five colors of Kylin are red, yellow, orange, blue and green. It is divided into fire, gold, wood, water, and earth.

Starlight is a Fire Kylin, which is the mount of Shennong, the Emperor of Yan. It can swallow gold and vomit fire, and its whole body will release fire. Fire Kylin is very powerful and can fly in the wind.

颜色选择-五彩麒麟

Five-color Fire Kylin



设计过程 Design Process



01

瞳孔大小不同。一边显得可爱亲人，另一边则霸气测漏。反映它能镇宅辟邪也能保护苍生。

The pupils are different in size. One side looks cute, the other side is bossy. Reflecting its ability to dispel evil can also protect the living.

设计要点
DESIGN
HIGHLIGHTS

02

参考缅因猫，尾巴左右的宽度和脸部身体的一样。用毛发遮盖了蛇鳞，更有亲近感。

Referring to Maine cats, the width of the tail left and right is the same as that of the body of the face, and the snake scales are covered with fur for a more intimate feel.

03

S形尾巴，三圆鼎力平衡，塑造脸部视觉焦点，形成太极阴阳符号形状，符合神兽形象。

Tail S-shaped, three round tripod balance, shaping the visual focus of the face, forming the shape of the Tai Chi Yin and Yang symbol, in line with the image of the divine beast.

04

立体光影上色，富有能量的火焰颜色，发光效果。

Stereoscopic light coloring, rich energy flame color, luminous effect.

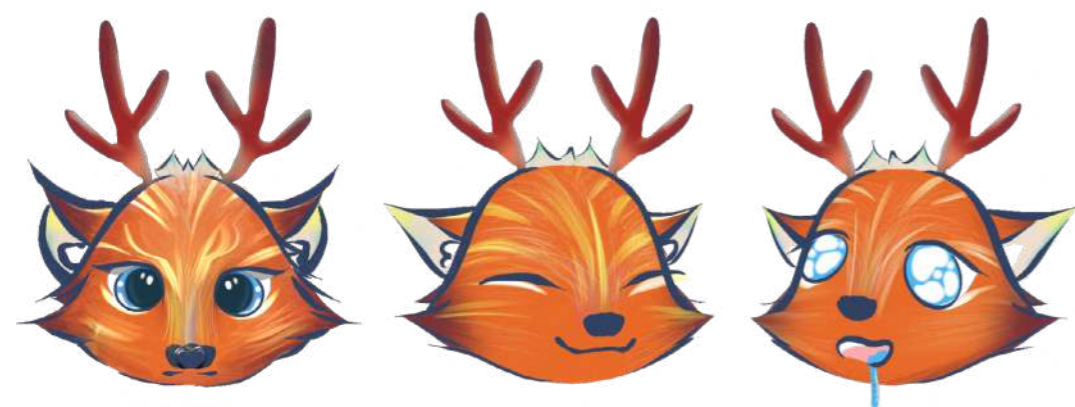




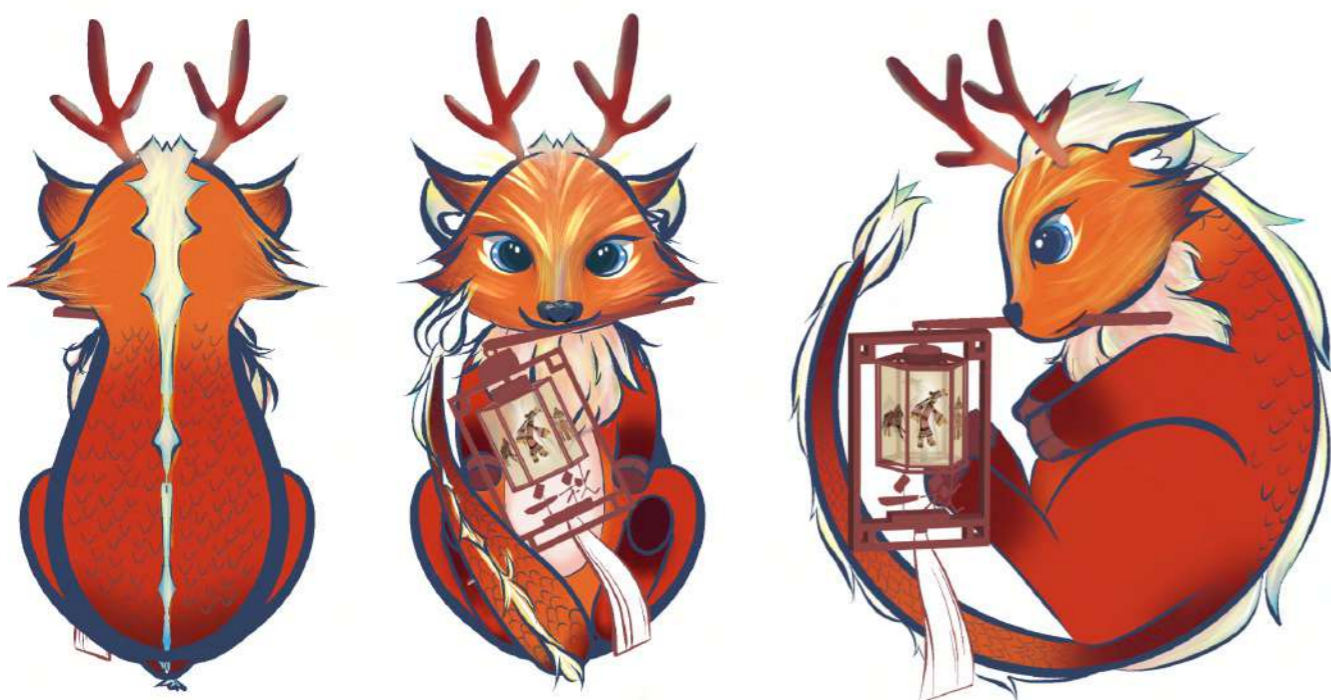


麒麟形象参考、配色参考

References of image and colors



三种表情
Three faces



三视图
Three views

Q版灯麟儿设计概述

在Q版灯麟儿的创作中添加了“千秋灯”的皮影灯饰以呼应品牌名称“灯影千秋”，又创作了“提灯麒麟”的动作形象以表现麒麟掌控光影交替的能力，最终Q版灯麟儿以圆月状的姿势呈现呼应它作为祥瑞和月神的身份。

Q VERSION OF KYLIN'S DESIGN OVERVIEW

The creation of the Q version Kylin added a shadow play lamp act the role to echo the brand name "EVERGREEN SHADOW", and created the action of "Kylin hanging lamp" image to show the ability of Kylin to alternate light and shadow, the final Q version appears in the position of full moon shape echo it as auspicious and the identity of god.

IP专属颜色

在颜色的选择上我们了解到在中国传统文化中，麒麟外表的颜色由红、黄、白、蓝、青五种颜色构成，然后我们从中国画中常用的32种颜色中选择了四个能美观搭配的颜色，分别为银朱（红）、杏黄（黄）、佛头青（蓝）、翠涛（青），又趋于当今媒体视觉设计中明度较高的色彩审美趋势来进行微调后锁定了#25C1A2, #263D4C, #6C3100, #FFFFFF, #D03119五种颜色。

IP COLORS

We got to know that the color of the Kylin appearance by red, yellow, white, blue, blue five colors in Chinese tradition, then we found 32 colors which are commonly used in traditional Chinese painting, and choose four beautiful tie-in color, respectively, vermilion (red), apricot yellow (yellow), strange blue (blue), cui tao (green). After fine-tuning the aesthetic trend of high brightness color in today's media visual design, five colors are #25c1a2, #263d4c, #6c3100, #ffffff, #d03119.



千秋灯设计概述

QIANQIU LAMP DESIGN OVERVIEW

在千秋灯的设计上应用了三种中国传统文化元素：皮影戏、中国宫廷装饰灯具、中国古典橱窗装饰。大体造型参考的是左侧下角处的宫廷灯具的造型，在此基础上增加了简约设计后的橱窗造型框架，框架上添加了我们品牌的名称。最后在灯罩上贴上皮影戏中的人物，整个千秋灯像一个迷你的皮影戏台，简约但不失古典的中式美感。

Three traditional Chinese cultural elements have been applied to the design of the Qianqiu lamp: shadow play, Chinese palace decorative lamps, and classical Chinese window decoration. The general shape of Qianqiu lamp is a reference to the palace lamps in the lower left-hand corner, to which the frame of the window shape was added after a minimalist design, with the name of our brand added to the frame. Finally the figures from the shadow play are attached to the lampshade and the whole Qianqiu lamp resembles a mini shadow play stage, simple but without losing its classical Chinese aesthetic.

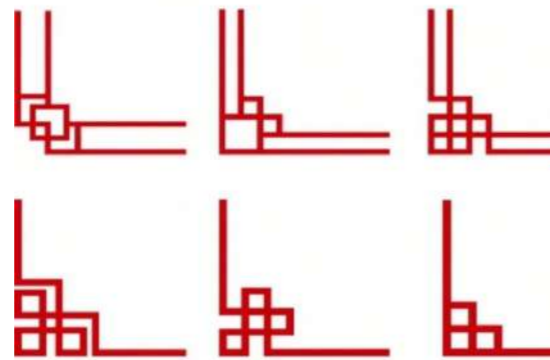


立体视图
3D modeling



紫檀玻璃彩绘花鸟图六方宫灯

2009年 北京永乐拍卖价：392,000



中国传统橱窗装饰

Traditional Chinese window decorations

Display Design

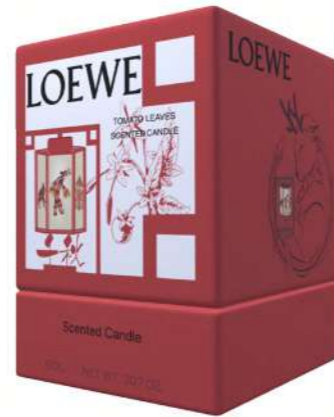
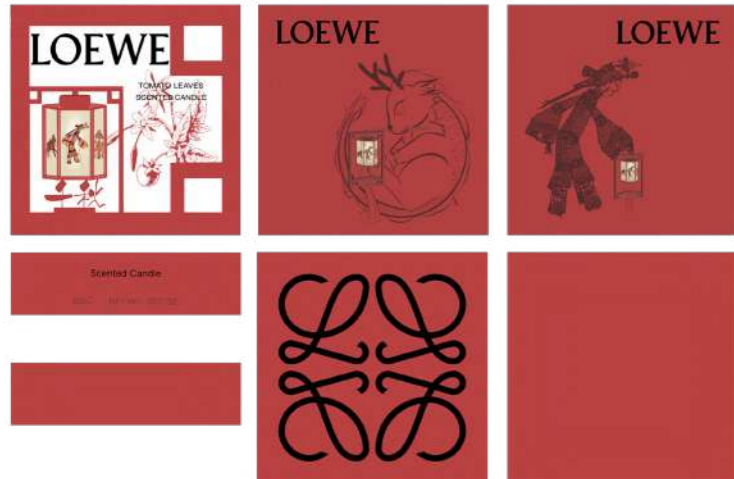


包装设计

Packaging Design

灵感来源

Inspirations Sources



LOEWE perfume
2019 Shanghai Christmas limited time experience
store
LOEWE香水
2019年上海圣诞限时体验店



This limited edition
Christmas packaging of
LOEWE's fragrance in
Shanghai flash store is
very much in line with the
style of our IP image.

LOEWE的这款在上海快闪店的香水圣诞限量包装十分符合我们IP形象的风格。



为何选择LOEWE?

WHY CHOOSE LOEWE?



Completely in line with the brand concept of Evergreen Shadow. 完全符合灯影千秋的品牌理念。

This Lunar New Year, we meet families who are bringing down ancient crafts.
 LOEWE | 中国农历新年企划-皮影戏艺术
 庚子新春，LOEWE 罗意威用心传承，走访浙江、云南与山东三个中国传统工艺世家，继续以影像书写，用亲情承袭艺术，讲述属于春节与“家”的动人故事。
 云南腾冲的刘氏一门，是名副其实的皮影世家，用六代人的时间，不断传承着“一口叙尽千古事，双手对舞百万兵”的技艺。每逢农历新年，现年72岁的刘家寨皮影第四代传人刘永周，便会与儿子刘安远，孙子刘朝侃一起，为村民送上精彩的表演。刘永周12岁起便跟随父亲学习制作，表演皮影。他制作的皮影惟妙惟肖，被国内外多家博物馆收藏。

LOEWE
 conscientiously
 inherits
 traditional
 Chinese arts
 including



1ST PRODUCT SELECTION – LOEWE PERFUME

001 Morning After Fragrance Collection

A Gender-neutral fragrance

Inspired by the feeling of spending the morning together sweetly after the first intimate contact between a man and a woman.

The top notes are crisp citrus and cardamom notes. The middle note is a combination of sandalwood, cypress and yellow sunflower. The tail notes are violet, musk and patchouli.

001 事后清晨系列香水

无性别香氛

灵感来自于男女之间第一次亲密接触后甜蜜地共度清晨的感觉

前调是柑橘、豆蔻清冽的芬芳
 中调是檀香木、柏树和黄葵的结合
 尾调里紫罗兰、麝香和印尼广藿香



设计过程

Design Process

设计要点

DESIGN HIGHLIGHTS

01

主色为令人心情愉悦，有高级感，活泼，高能量的橙色。
The main color is a pleasant mood, a sense of seniority, lively, high-energy orange.

02

事后清晨的浪漫，结合灯麟儿发光耀眼而温暖的特点，塑造了海边夕阳的氛围感。IP居中构图。
The romance of the morning afterwards, combined with the glowing dazzle and warmth of Starlight, I associate with the sunset, shaping the sense of atmosphere of the sunset by the sea. Centering the IP in the composition.

03

特殊金色皮影戏纹样在底部形成稳定的三角结构，将视觉中心转移到中部的灯麟儿眼睛中间。
顶部极光与灯麟儿毛发呼应，有神兽显世的神奇感。
侧面的灯麟儿与包装的侧面相呼应，具有包装的一致性。

The special golden shadow play pattern forms a stable triangular structure at the bottom, shifting the visual center to the middle of the eyes of Starlight. The aurora borealis at the top echoes the hair of Starlight, with the magical feeling of a divine beast manifesting itself.
The side of Starlight echoes the side of the package, with the consistency of the package.

04

传达出灯麟儿这一神圣的灵兽在日出清晨时，全身散发金光，站在撒着金光闪闪的海面上的皮影纹样中的视觉震撼。
Conveying the visual shock of the Starlight, a sacred spirit animal, emitting golden light all over its body at sunrise early in the morning, standing in the shadow pattern sprinkled with golden glittering sea.



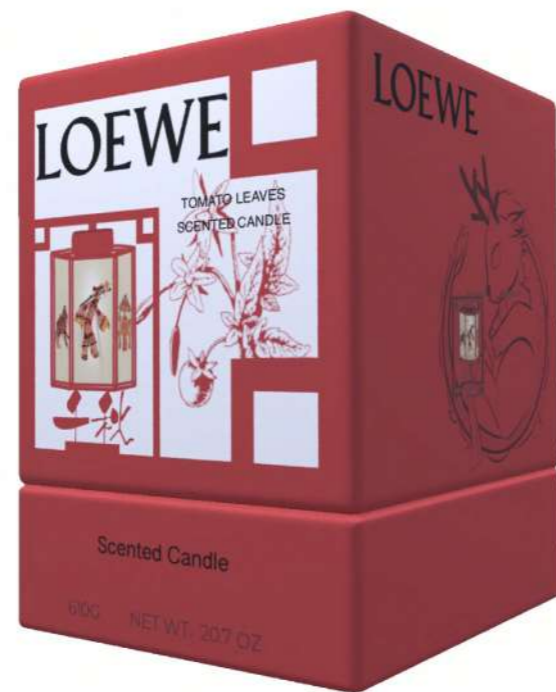
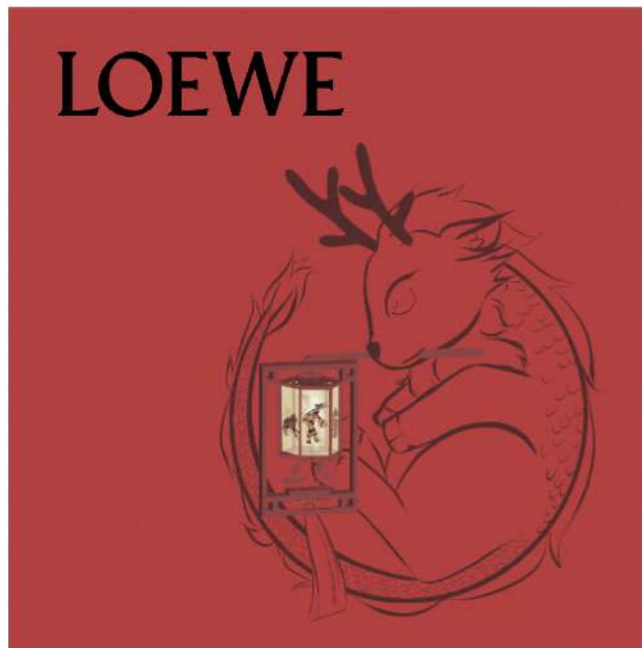
设计展示

Display Design





罗意威官方番茄叶香氛海报
LOEWE's poster of tomato leaves



香氛蜡烛包装设计

PACKAGING DESIGN OF SCENTED CANDLE

为了丰富产品线,我们还选择了香氛蜡烛和香片作为产品线的一部分。

To enrich the product line, we have also selected scented candles and scented tablets as part of the line.

第二个目标产品 罗意威香氛蜡烛

2nd Product selection LOEWE Scented candle

番茄叶香氛蜡烛

TOMATO LEAVES SCENTED CANDLE



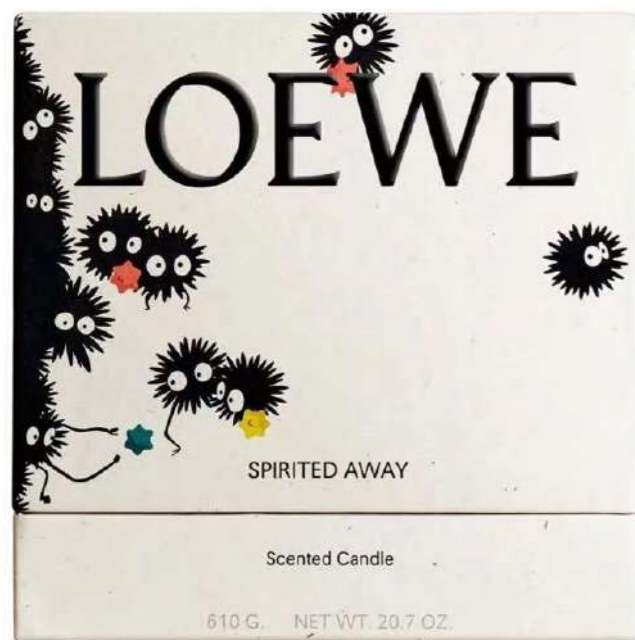
罗意威官方香氛蜡烛包装
LOEWE's scented candle packagings

我们选择的第二个产品原型为罗意威的番茄叶香氛蜡烛(小号)。我选择这款作为原型的原因是它的原材料颜色和我们的IP颜色选择更贴合,能让IP更好地融入到其中。

在外包装上总共有三种元素:香料图案元素,让人们能够通过图片进行气味的联想;皮影元素,加深我们的风格定位;IP元素,使产品更有辨识度。左侧的番茄海报是罗意威的官方海报,我们保留了其中的番茄叶图案,然后将图案和IP形象镂空便于融入包装颜色。

The second product we chose was the Tomato Leaf Scented Candle (Small) by LOEWE. I chose this as a prototype because its raw material colour was more in tune with our IP colour choice and would allow the IP to be better integrated.

There are three elements in total on the outer packaging: the spice pattern element, which allows people to make scent associations through the images; the shadow element, which deepens our stylistic positioning; and the IP element, which makes the product more recognisable. The tomato poster on the left is the official Loewe poster, we kept the tomato leaf motif in it and then hollowed out the motif and the IP image for easy integration into the packaging colours.



罗意威与千与千寻的联名款香氛蜡烛包装
The co-branded merchandise of LOEWE and Chihiro



第一版草稿

1ST DRAFT

左侧是第一个关于蜡烛杯外壁的设计。灵感来源于罗意威与著名动画作品千与千寻的联名款香氛蜡烛。于是模仿这款联名蜡烛的形式，我们将IP形象贴了上去。但是在后续的包装设计中发现这个颜色明度太高，且未经修改的IP很难和我们想追求的高级感搭边，所以在颜色上进行了进一步的选择。

以罗意威的官方番茄叶海报为基础，我选取了其中的红色后添加了灰度在上面，使颜色更有皮影戏的风格。然后将番茄叶图案和IP形象镂空便于融入包装颜色。同时，外杯壁上的IP也进行了镂空，并且运用了当下国潮包装流行的烫金元素。

但是在后续的印刷中考虑到这款包装的颜色的对比度不高，导致包装上的图样在成品上可视度不高，于是我们在第一版的基础上再修改了颜色。

On the left is the first design for the outside of a candle cup. The inspiration came from the co-branded scented candle between Loewe and the famous animated work Chihiro. So I copied the form of this joint candle and put our IP image on it first. However, in the subsequent packaging design it became clear that the colour was too bright and unmodified for the IP to match the premium feel we were going for, so a further choice of colours was made.

Using the official tomato leaf poster from Loewe as a base, I selected the red colour and added grey to it to give it a more shadow puppet style. The tomato leaf motif and IP image were then hollowed out for easy integration into the packaging colours. The IP was also hollowed out on the outer wall of the cup, and the current trend of hot stamping was used.

However, in the subsequent printing process, we considered that the contrast of the colours on this packaging was not high, resulting in the graphics on the packaging not being visible on the finished product, so we modified the colours from the first version.





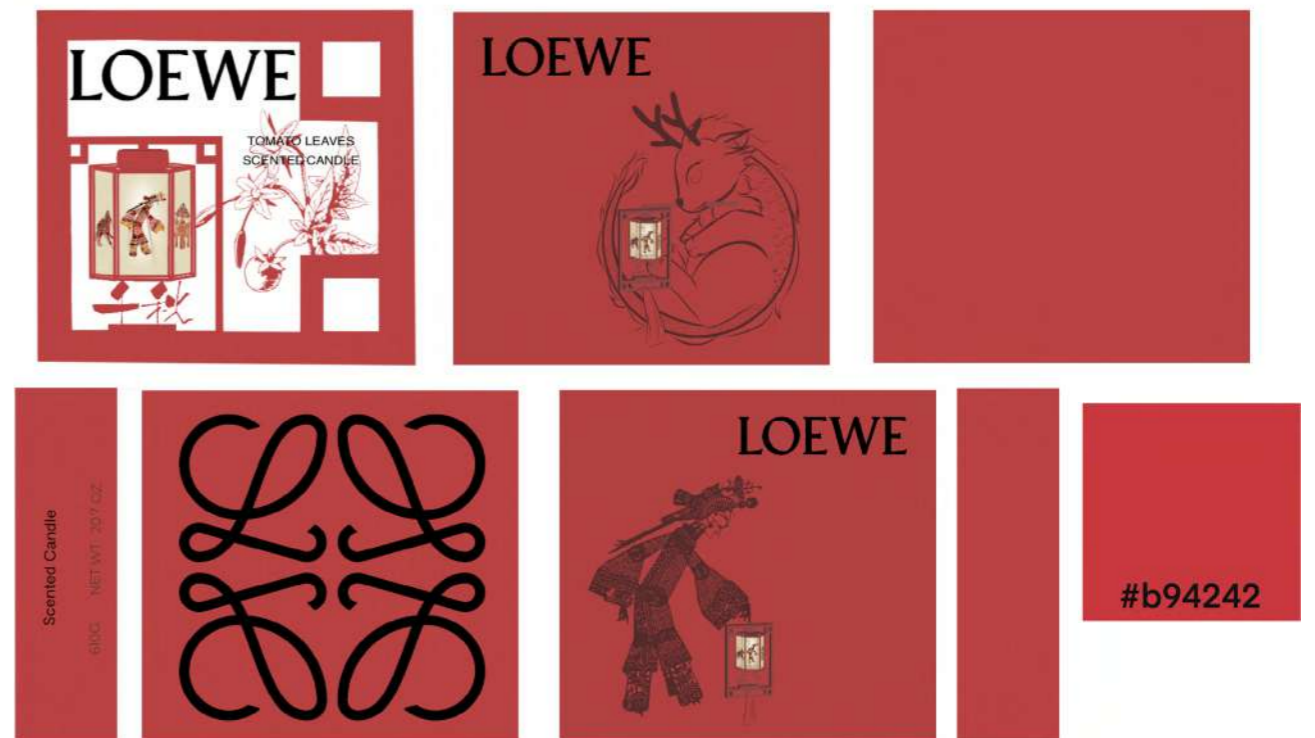
成品模型图
Final mock up

最终成品修改成了明亮的红色，增加了图案和底色之间的对比度。右侧为最终版本的平面图，上面为模型图。

The final product was modified to a bright red to increase the contrast between the pattern and the base colour. The final version of the plan is shown on the right and the model is shown above.

最终版本

THE FINAL OUTPUT



第三个目标产品-罗意威香氛蜡片

3rd Product selection - LOEWE scented wax tablet

豌豆花香氛蜡片

LUSCIOUS PEA SCENTED WAX TABLET



罗意威官方豌豆花香氛海报
LOEWE's poster of Luscious Pea



修改后的海报
Poster after edited



皮影风格的蜂鸟
Hummingbird in shadow play style



罗意威香氛蜡片包装
The wax tablet packagings of LOEWE



我们选择的第三个产品原型为罗意威的豌豆花香氛蜡片。我选择这款的原因是发现前面的两款设计中缺少了冷色调，于是为了平衡我们整个系列的视觉颜色效果我选择了冷色调的豌豆花。

我找到了原产品的海报，重新制作了一份颜色和质感像中国传统绘画的豌豆花图案素材；除此之外还添加了带皮影元素的镂空鸟类图案。

The third product we chose to prototype was the Luscious Pea scented wax tablet by Loewe. I chose this one because I noticed that the previous two designs lacked cool tones, so to balance the visual effect of the colours in our collection I chose a cool pea flower.

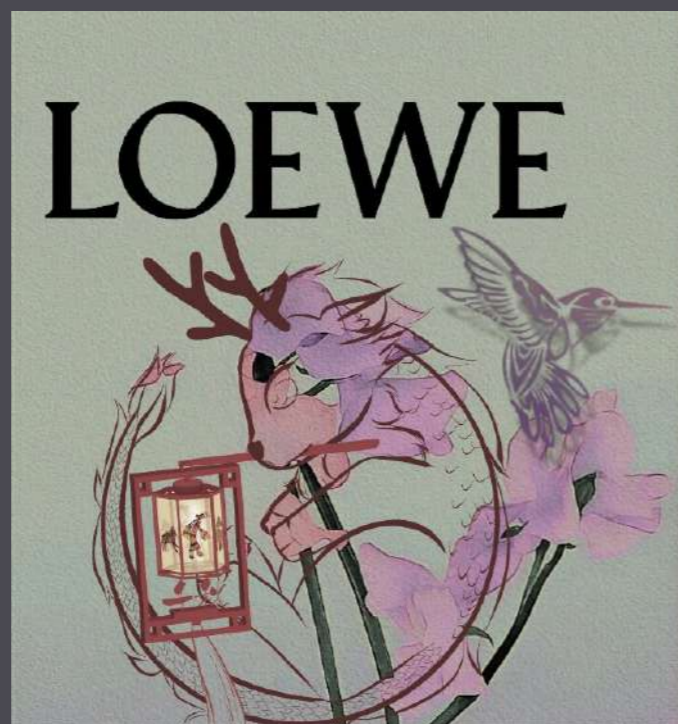
I found the poster for the original product and recreated a copy of the pea flower pattern in colours and textures resembling traditional Chinese paintings; in addition to this I added an openwork bird pattern with shadow play elements.



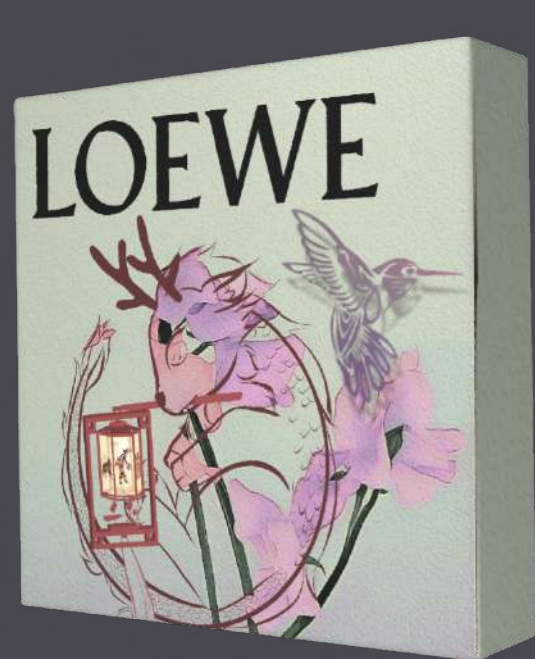
最终成品
Final output



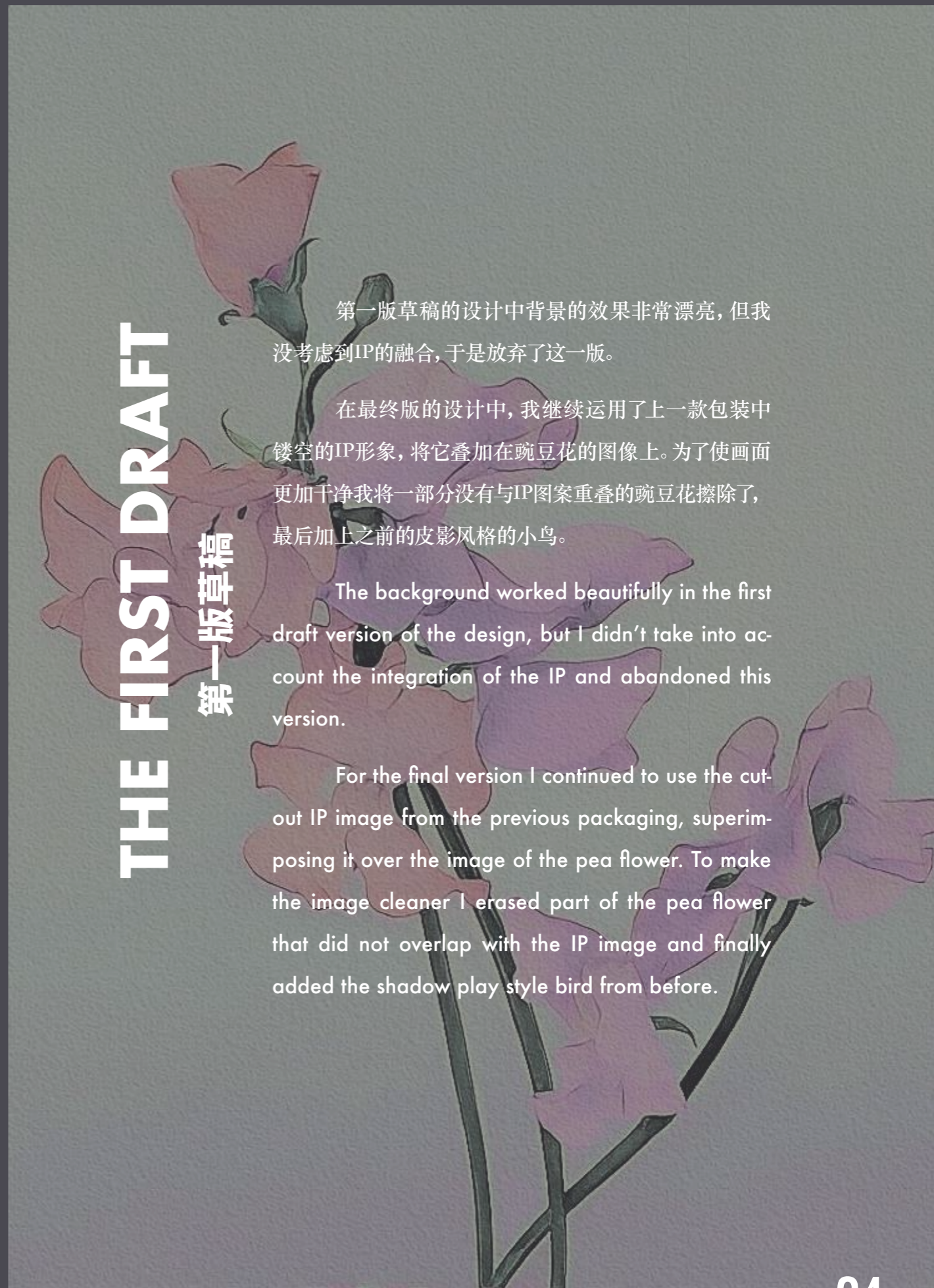
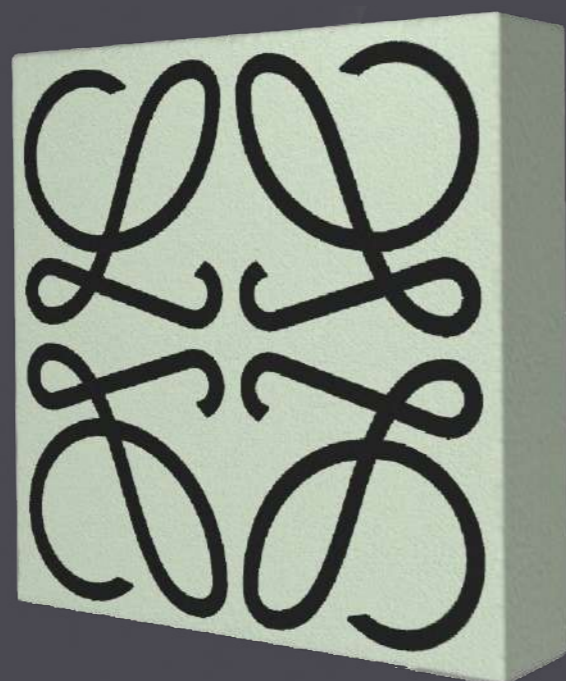
第一版草稿
The first draft



第二版草稿
The second draft



第二版模型图
The second draft mock up



THE FIRST DRAFT

第一版草稿

第一版草稿的设计中背景的效果非常漂亮,但我没考虑到IP的融合,于是放弃了这一版。

在最终版的设计中,我继续运用了上一款包装中镂空的IP形象,将它叠加在豌豆花的图像上。为了使画面更加干净我将一部分没有与IP图案重叠的豌豆花擦除了,最后加上之前的皮影风格的小鸟。

The background worked beautifully in the first draft version of the design, but I didn't take into account the integration of the IP and abandoned this version.

For the final version I continued to use the cut-out IP image from the previous packaging, superimposing it over the image of the pea flower. To make the image cleaner I erased part of the pea flower that did not overlap with the IP image and finally added the shadow play style bird from before.

为了产出更多原创设计,我们将与中国古典故事中的人物花木兰同名的木兰花替换掉原先的豌豆花,更加贴合IP设定—雌雄同体的麒麟;并且考虑到与香氛蜡烛的包装颜色一样的印刷问题,我们再次更改了颜色。

In order to produce a more original design, we have replaced the original pea flower with the magnolia flower, which is the same name as the character Hua Mulan in the classical Chinese story, to better fit the ip setting - the androgynous kylin; and we have changed the colours again to take into account the same printing issues as the packaging colours of the scented candles.



成品模型图
Final mock up

包装设计的主色调是蓝色以及紫色,整个色调将木兰花香可视化;同时再次强调皮影戏元素和我们的IP元素。

The main colors of the packaging design are blue and purple, and the whole color palette visualizes the fragrance of Mulan; at the same time, the shadow puppet elements and our IP elements are emphasized again.



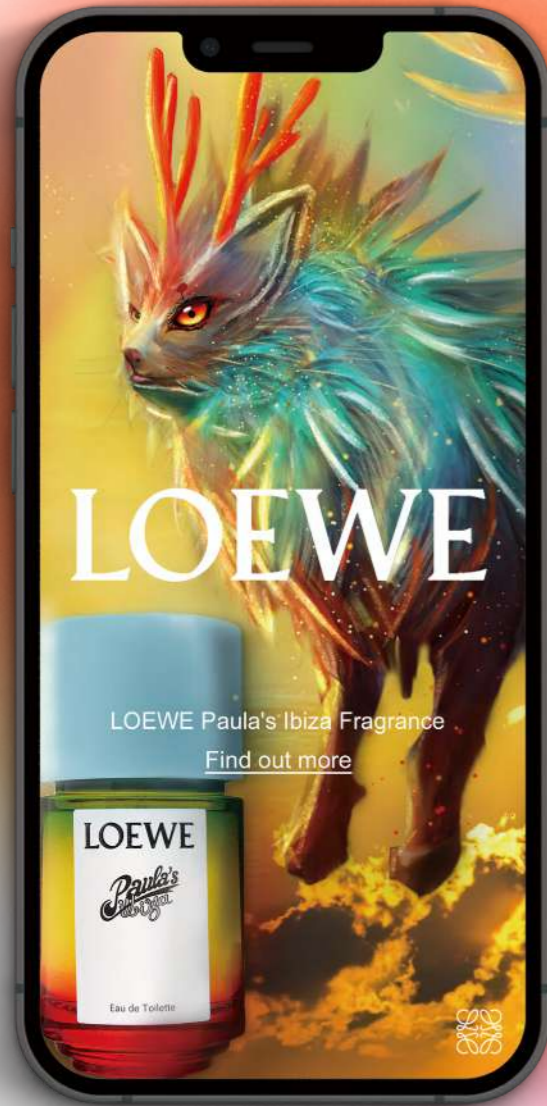
木兰花
Magnolia flower

最终版本

THE FINAL OUTPUT

LOEWE

用户界面设计
重新设计主页和订单页



BRANDING, MARKETING
& SELLING
HOME PAGE



USER INTERFACE DESIGN
REDESIGN HOME PAGE & ORDER PAGE

首页设计 - 设计策略

HOME PAGE - DESIGN STRATEGIES

01 业务诉求

吸引用户页面停留率与点击率，让用户来了就留下，提升留存和转化。

为了加速实现商业化目标和增长目标，需通过品牌价值传递、产品体验优化等，提高用户使用效率，促留存和转化率，助力业务实现增长目标。

02 品牌感知

| 强化品牌感知

首页设计，让用户更深度了解我们，增强信任感。

| 品牌调性一致

基于原有的品牌调性，融入新的元素。皮影戏IP联名设计，整体品牌调性一致，强化用户的品牌心智。

03 品牌视觉锤

使用作为超级符号的LOEWE品牌logo标志来保持品牌形象的统一性。让消费者迅速识别品牌，为品牌的广告传播提供更好的效果。

01 Business Requirements

Attract users' page dwell rate and click rate, let users come and stay, improve retention and conversion

To accelerate commercialization goals and growth targets, we need to pass on brand value, optimize product experience, improve user efficiency, retention and conversion rate to help the business achieve its growth goals.

02 Brand Perception

| Strengthen brand perception

Home page design, let users know us more deeply, enhance the sense of trust.

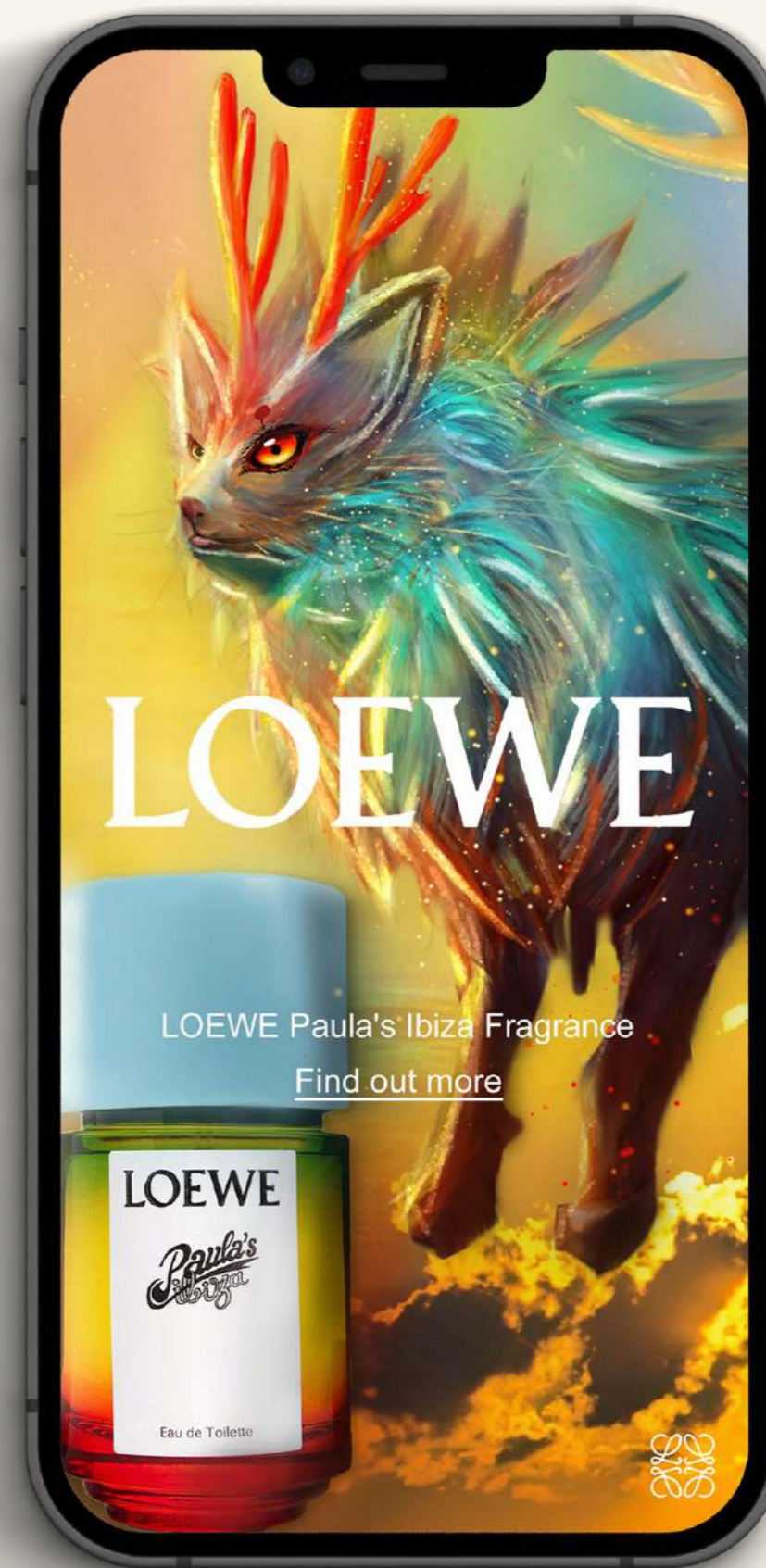
| Consistent brand tone

Based on the original brand tone, integrate new elements. Shadow play IP co-branding design, the overall brand tone consistent, strengthen the user's brand mind.

03 Brand Vision Hammer

Using the LOEWE brand logo mark as a super symbol to maintain the unity of the brand image.

Let consumers quickly identify the brand and provide better results for the brand's advertising communication.



首页设计 - 竞品分析

HOME PAGE-COMPETITOR ANALYSIS



- 01 增强竞品好的设计功能, 比如直观的产品, 大字设计。
- 02 减弱不好的功能, 如过大的点击购买图标引导性太强会引起用户反感。
- 03 创造新的功能, 将IP与背景与产品融合设计。
- 04 删除多余的功能, 如过于繁杂的非必要信息。

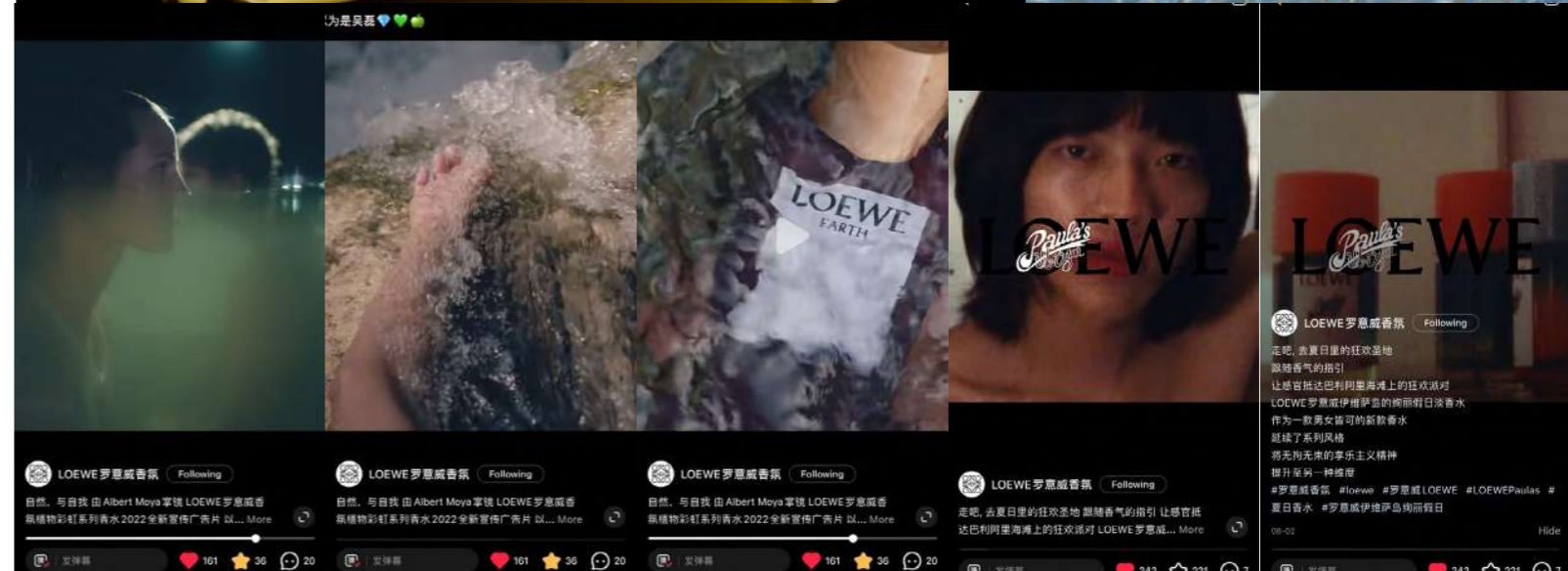
- 01 Enhance the good design features such as intuitive products, large-print design.
- 02 Weaken the bad features, too large click to buy icons guide too strong will cause users to resent.
- 03 Create new features, integrate the ip and background with the product design.
- 04 Remove redundant features, such as overly complicated non-essential information.



品牌调性分析

BRAND TONE ANALYSIS

LOEWE





设计过程

DESIGN PROCESS



前几稿的问题是缺少了产品。并且整体的色调虽然能与IP融合，但是较为暗沉的色彩感知不够吸引人，所以我继续设计。

The problem with the first few drafts was that the product was missing. And although the overall color palette could blend with the ip, the darker color perception was not attractive enough, so I continued design.

In these drafts I added perfume to amplify and emphasize it to achieve a promotional effect, making the background and packaging design more unified, continuing the brand tone, increasing the saturation of sunrise and rainbow, and superimposing a background of suspension on clouds. The saturation of yellow and color and the symbol of clouds convey a romantic, pleasant, ethereal and sacred atmosphere.

这几稿中我加入香水将其放大强调以达到宣传效果，将背景与包装设计做的较为统一，延续品牌调性，将日出，彩虹的饱和度增高，叠加了一个云上悬浮的背景。黄色和彩色的饱和和云彩的符号，传达出一种浪漫，愉快，空灵，神圣的氛围。



优化 Optimization

&
&

构图 Composition



视觉上我将ip原本的深色调改浅改饱和，增强背景彩虹极光饱和度，将火烧云清晰漏出，传达出更和谐和愉快的氛围。

用户体验上，我将logo从上方移到了中心，以便于让logo与下方产品logo形成重复性和亲密性。

我将ip上移，引导视觉顺序，先看到左上方灯麟儿，接着视线下移识别loewe，然后到左下方看到香水瓶产生好奇和购买欲望。然后稍微向右，点击进入详情页。

元素顺序设计的完全符合人眼的视觉顺序，以减弱观众的视觉压力，增加良好的用户体验。

Visually I changed the original dark tones of the ip to lighter and more saturated, enhanced the background rainbow aurora saturation, and funneled the fire clouds clearly to convey a more and harmonious and pleasant atmosphere.

User experience-wise, I moved the logo from above to the center in order to make the logo repeatable and intimate with the product logo below.

I moved the ip up to guide the visual sequence, first seeing the lamp Liner at the top left, then moving the line of sight down to identify loewe, and then to the bottom left to see the perfume bottle to create curiosity and desire to buy. Then slightly to the right, click into the details page.

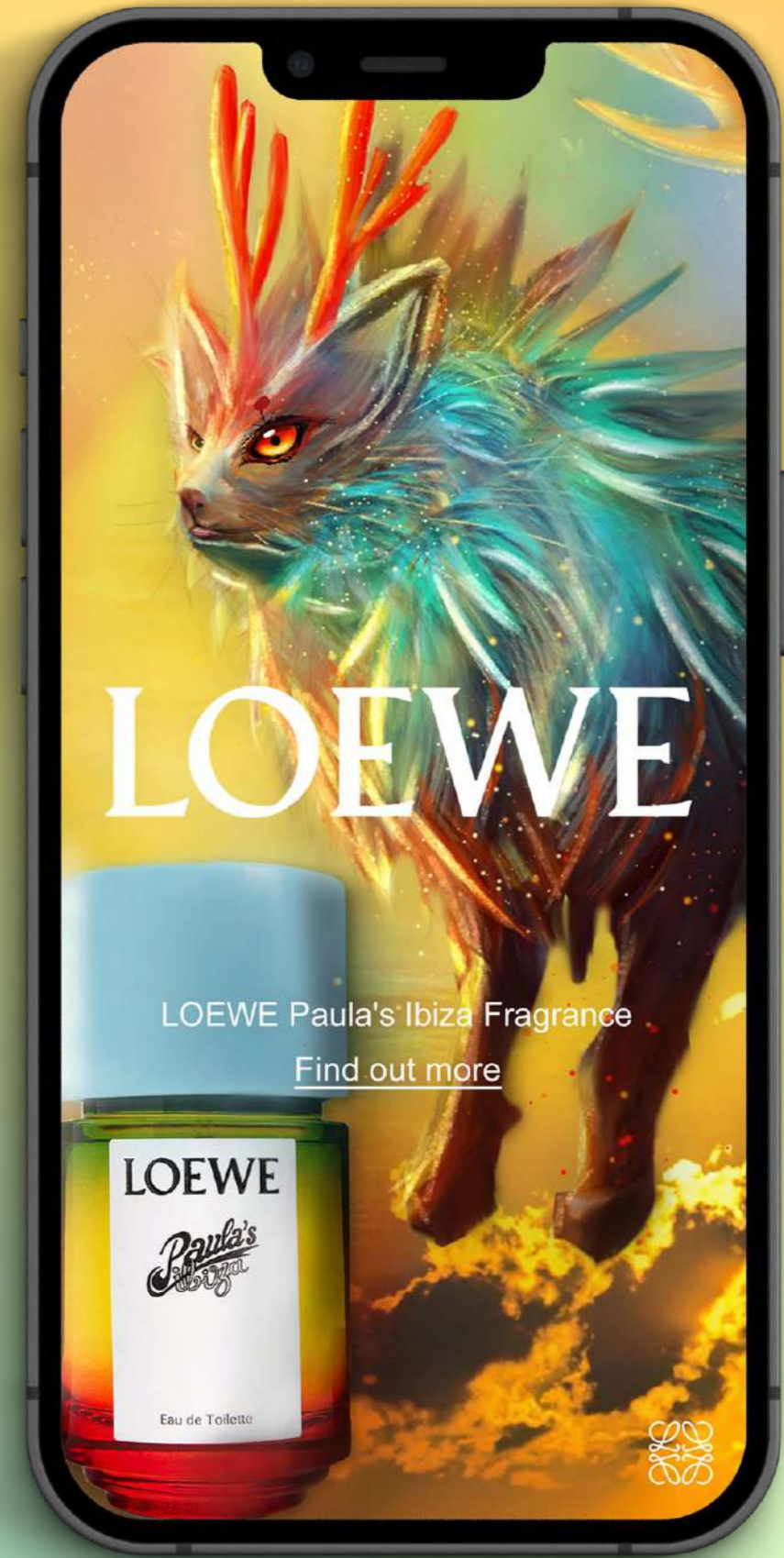
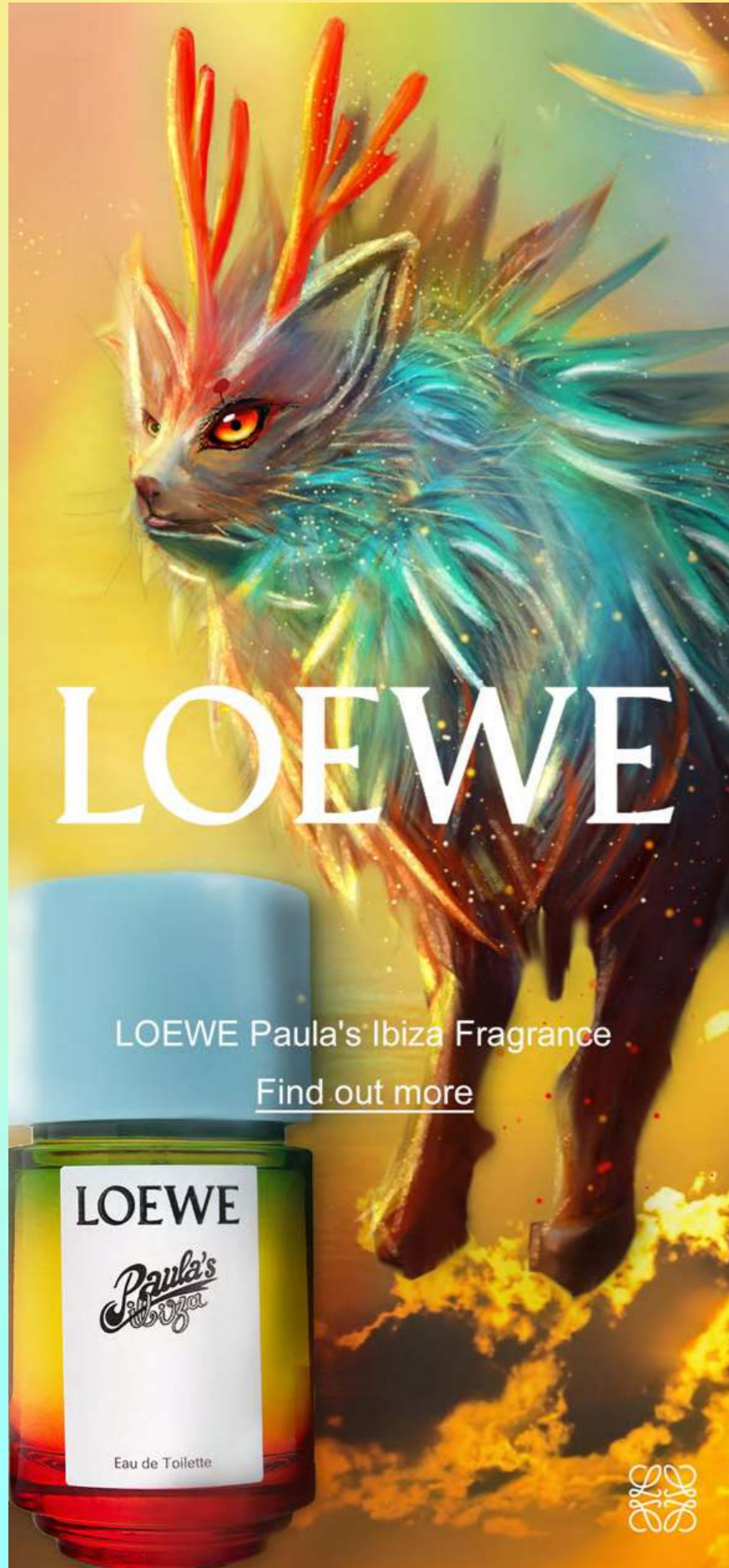
The order of elements is designed to fully comply with the visual order of the human eye, in order to reduce the visual pressure of the audience and increase a good user experience.

交互设计-点击跳转页面设计 Interaction design - Click to jump page design



我设计了了解更多和即刻选购的点击跳转链接。注意到首页的产品信息不够多，用户旅程顺序应该是先吸引用户，点击了解产品之后，再让用户选择是否购买，而不是直接强制的写点击购买，所以摒弃了过度显眼的白底圆角矩形点击购买，最终选择了解更多的点击连接，只保留最有用的信息，具有简洁性。且字体选的是更大号的，能适应视力不好的极端用户的需求，达到最全面的用户体验。

I designed the -Learn More and Shop Now click-to-jump links. Noting that there is not enough product information on the home page, the user journey sequence should first attract users, click to understand the product, and then let them choose whether to buy it, rather than directly forcing them to write click to buy, so the overly conspicuous white rectangle with rounded corners click to buy was discarded, and the final choice to learn more click to connect, keeping only the most useful information with simplicity. And the font is chosen to be larger to accommodate extreme users with poor eyesight and

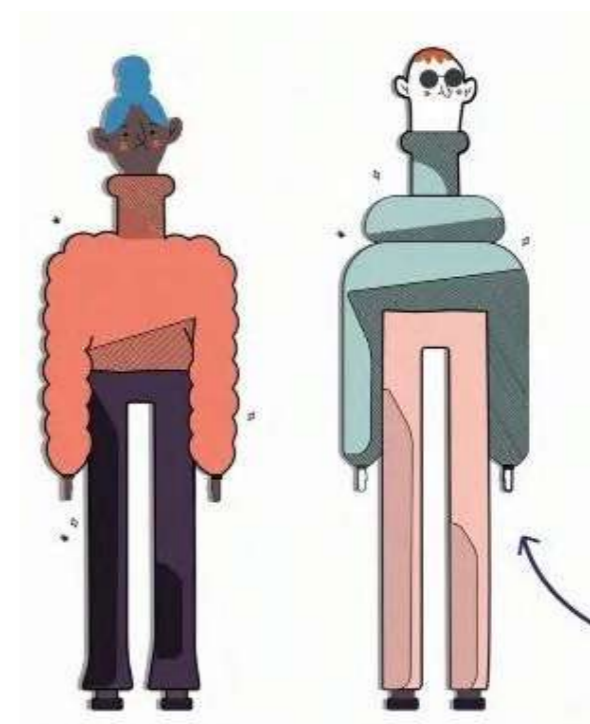




成品模型图
Final mock up

订单页面设计

ORDERPAGE DESIGN



TARGET USER GROUP

我们订单页面的设计希望以服务用户为基础，所以在设计前我们首先拟定了我们的目标用户人群。从我们的产品以及品牌特性上我们总结出我们的目标用户特征为：追求生活品质、追求生活效率，同时对视觉审美有一定需求的中高收入人群购物者。

Our orderpage was designed to serve the user, so before designing it we first defined our target audience. From the characteristics of our product and brand we concluded that our target users are: middle and high income shoppers who are looking for quality of life, efficiency in life and have a certain need for visual aesthetics.

第一版草稿 1ST DRAFT



第一版模型图
The first mock up



商品按钮图样
Products select buttons



信息索引按钮图样
Search buttons

色彩搭配 COLORS



#ea9567

#f4cab4

#7dd7b3

#bec7d4

#d5f6ff

整个页面的视觉系统颜色主要为上面给出的五种颜色组成，分为两组对比色系以便提高不同功能键的辨识度。在字体上我们选择了ARIAL字体，以下是这种字体的四种不同形态，我们的设计中用到的是该字体的REGULAR形态。

The visual system for the whole page is made up of the five colours given above, divided into two contrasting groups in order to improve the recognition of the different function keys. For the font we have chosen Arial, the following are the four different forms of this typeface, the regular form of which is used in our design.

背景图以品牌宣传“自然元素、手工艺元素”的初衷进行设计，将品牌产品宣传海报中的香料原材料植物组合在一起，然后添加上了蜂鸟和蝴蝶的皮影戏元素，同时再添加上更具现代感、和画面整体颜色搭配的颜色。

The background image was designed with the brand's original intention of promoting 'natural and artisanal elements', combining the spices and plants from the brand's product posters, then adding the shadow play elements of hummingbirds and butterflies, as well as adding more contemporary colours to match the overall colours of the image.

字体 TYPOGRAPHY

Arial-Regular

Arial-Bold

Arial-Italic

Arial-Bold Italic

COMPONENTS ILLUSTRATION STYLE



考虑到首页和订单页面需要有明显的视觉联系，我们将两个界面的背景进行了统一，在此基础上再调整了原来元素的色彩和位置。



The user information request button is a long rectangle, divided into four categories: shopping cart, personal information, customer service and subscriptions to the new product range. At the same time, the previously used shadow pattern is printed on the bottom, echoing the shadow play elements in the background image, reflecting the original intention of the brand and emphasising the core of our design for a contemporary shadow product.

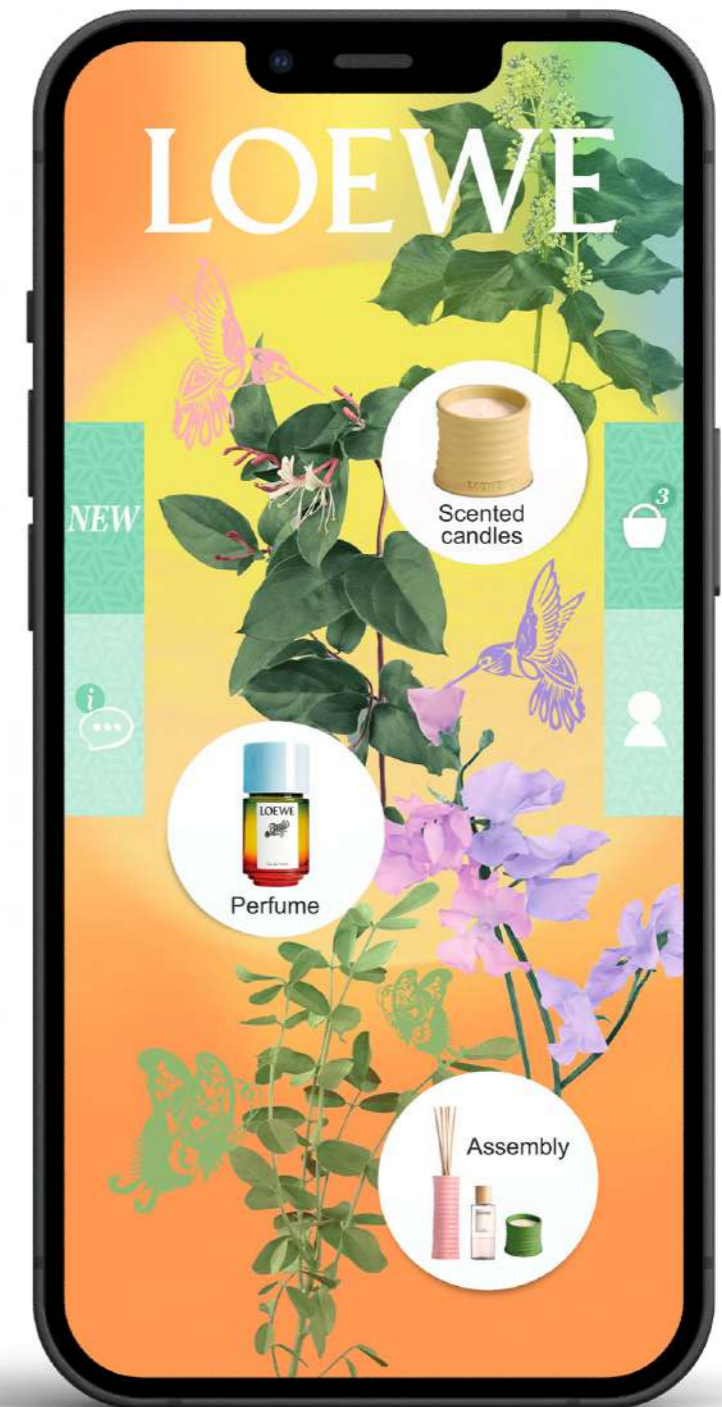
Considering the need for a clear visual link between the home page and the order page, we unified the background of the two interfaces and on top of that adjusted the colour and position of the original elements.

符号系统和按键设计上总共分为两类：产品信息索取键和用户信息索取键，这两类按键因为功能不同所以在设计外观上也有很大不同。产品信息索取键为圆形，分为香水、香薰蜡烛、香薰产品组合装三类产品的详情搜索键。为了使用者能精准定位到自己需要的产品，我们将调查中发现该系列产品中知名度最高的产品图像直接与按键结合，并标注上了产品类别。用户信息索取键为长矩形，分为购物车、个人信息、客服、订阅的系列新品发售四类按键，同时在底部印上了先前运用过的皮影纹样，与背景图中的皮影元素形成呼应，体现了品牌的初衷也强调了我们设计现代感皮影产品的核心。

The symbol system and the design of the keys are divided into two categories: product information keys and user information keys, which differ greatly in design and appearance due to their different functions. The product information keys are round and are divided into three categories: perfumes, scented candles and scented product combinations. In order for users to pinpoint the products they need, we have combined the images of the most well-known products in the range with the keys and labelled them with the product category.

最终版本

THE FINAL OUTPUT

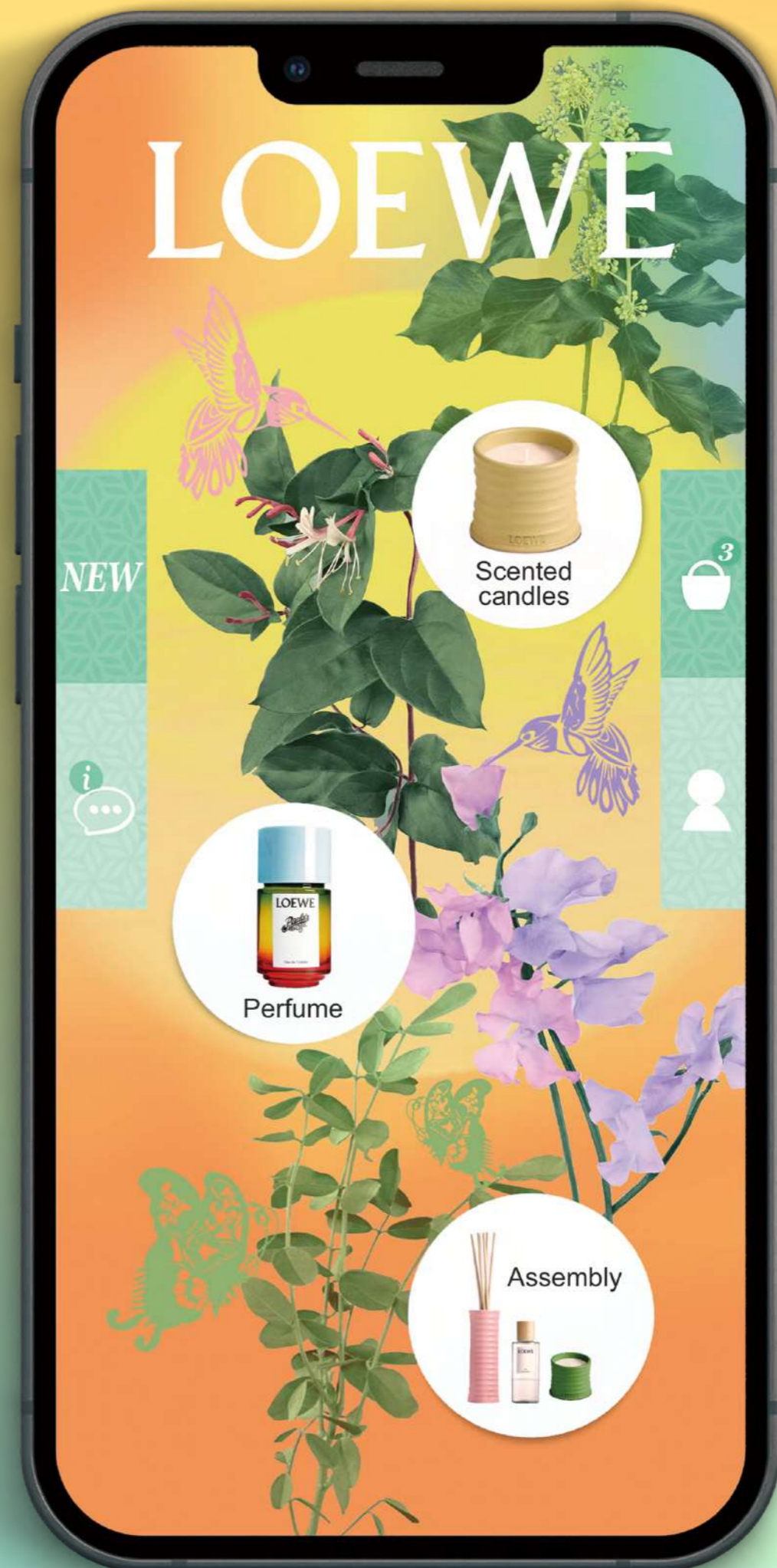
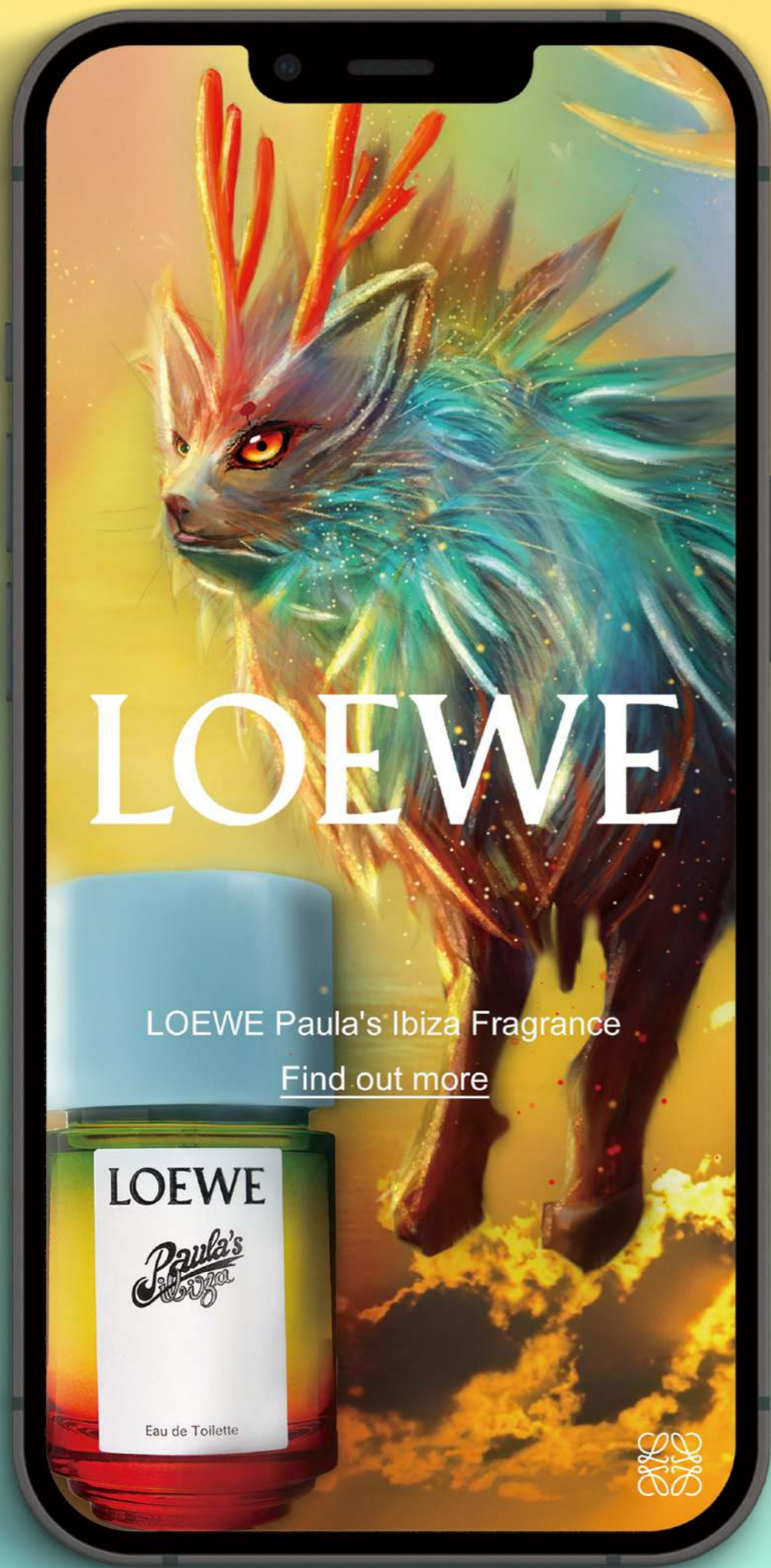


成品模型图
Final mock up

设计展示

Display Design





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1. LOEWE OFFICIAL SITE: <https://www.loewe.com.cn/stories/welcome-to-loewe>.
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