GENG Anqi 耿安琪 Angel

Beijing ByteDance Technology Co., Ltd.

ByteDance Life Service-ShenzhenDongguan-
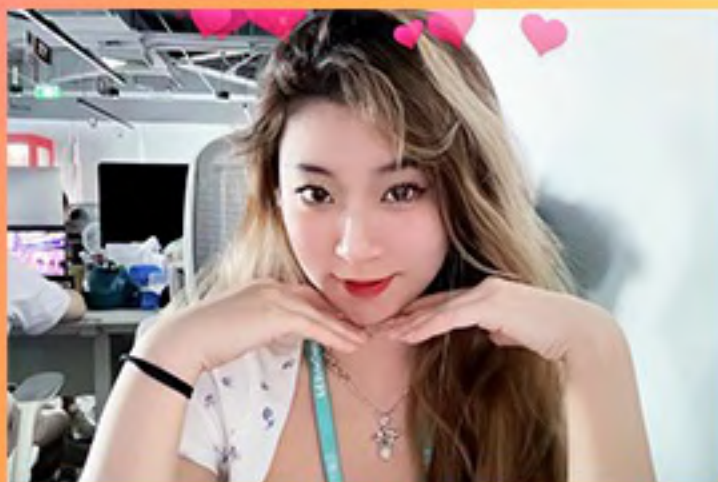
Content Operations-

Graphic Design

ByteDance Life Service-South China-

Business Development and Operation-

Creative Design

2022.6.15——2022.8.16

Contribution No.1

During the internship, I was responsible for the Visual Template Design of Live Broadcast Booths placed in TikTok Headline and other APPs by TikTok Life Service business line, including live patches, live hand cards, commodity header images, offline promotional posters, etc., to help multi-famous enterprise customer brands create higher business value in their live broadcasts, improve the click rate of live broadcast viewing and commodity click rate, promote the effective conversion rate of commodities, and drive effective business growth to improve the coverage of the self-broadcast industry, with an average monthly output quantity of about 10 sets.

实习期间，我负责抖音生活服务业务线投放于抖音、头条等APP的直播间视觉模版设计，包括直播贴片、直播手卡、商品头图、线下宣传海报等，助力多知名企业客户品牌在其直播中创造更高的商业价值，提高直播间看播点击率及商品点击率，推动商品的有效转化率，驱动生意的有效增长，以提高自播行业的覆盖率，月均输出数量10套左右。

Visual Template Design of Live Broadcast Booths 直播间视觉模版设计

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Visual Template Design of Live Broadcast Booths 直播间视觉模版设计

Tanabata Festival 七夕节

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Visual Template Design of Live Broadcast Booths 直播间视觉模版设计

Tanabata Festival
七夕节

1

2

3 Final

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Contribution No.2

- According to business needs, I divide different industry categories and organize relevant design cases and template libraries to facilitate direct use and modification by business and brand parties, improve design efficiency, and help promote lightweight self-broadcasting.

  根据业务需求，划分不同行业品类，整理相关的设计案例及模版库，方便业务及品牌方直接使用修改，提高设计效率，助力轻量化自播的推动。

Contribution No.3

• Responsible for TikTok UGC(User Generated Content) design, according to the industry brand design UGC materials in line with its style and tone, offline laying, driving the interaction between the audience and the brand, generating brand effect, increasing fan viscosity, and improving brand exposure and product conversion rate, the average monthly output quantity is about 10 sets.

负责抖音UGC设计，根据行业品牌设计符合其风格与调性的UGC物料，线下铺设、带动受众与品牌的互动，产生品牌效应，粉丝粘度增加，并提高品牌曝光度与商品转化率，月均输出数量10套左右。

抖音扫码
带你清凉一夏

打开抖音APP　点击右上角Q　点击左上角扫码　发布时点击话题#韩俊宫　定位韩俊宫

哇哦!
就是这个味

抖音 扫码
夏日露营
让生活透口气

打开抖音APP　点击右上角Q　点击左上角扫码　发布时点击话题#韩俊宫　定位韩俊宫

即刻出发
GO!GO!GO!

半价美味披萨等你来!!!
抖音扫码

打开抖音APP　点击右上角Q　点击左上角扫码　发布时点击话题#韩俊宫　定位韩俊宫

即刻尝试!!!

PIZZA

Reference

Contribution No.4

- Responsible for the design of the dynamic effects of the TikTok live broadcast gift game, creating a sense of fun and atmosphere in the live broadcast, and enhancing the sense of audience participation and interaction.

- 负责抖音直播间礼物玩法动效设计，营造直播间趣味性与氛围感，增强观众参与感与互动感。
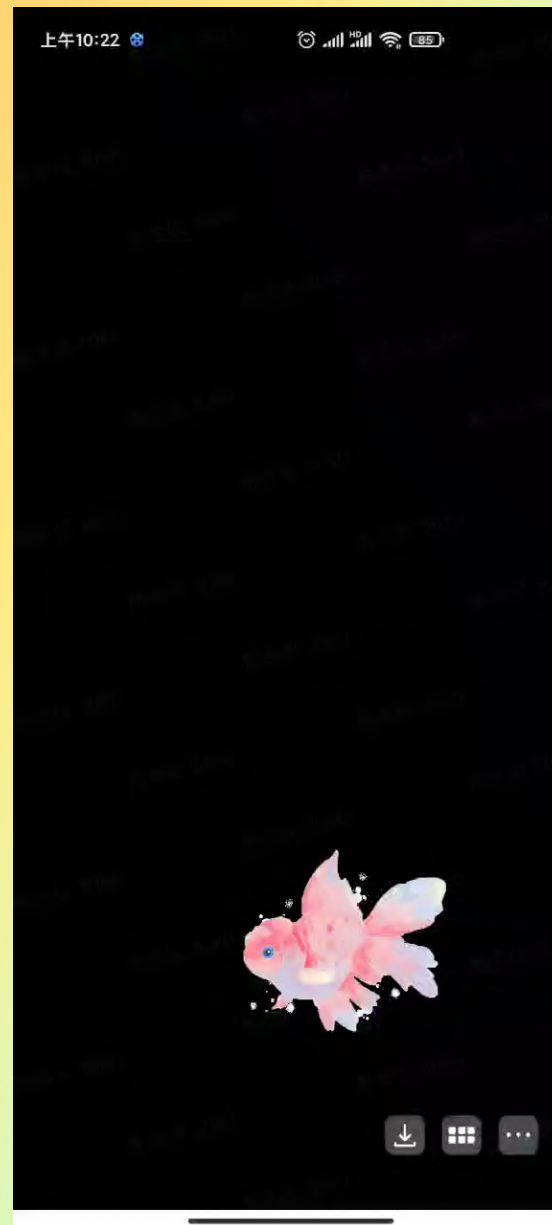
Contribution No.5

- Responsible for dynamic sales war report design to enhance the brand image and visibility of TikTok live platform.

- 负责动态销售战报设计，提升抖音直播平台品牌形象和知名度。

What has the intern learnt which is beneficial to my future career?

抖音　字节跳动

- Through the internship in ByteDance, I deepen the understanding of the operation of large companies, deepen the understanding of the operation mode and communication mode of the current popular social media TikTok platform, and learn the online live broadcast of TikTok life service and local merchants to sell goods online. Help the new marketing model of the offline real economy, the operation design of the TikTok live broadcast room, and the creative design of actual commercial posters and other related skills.

1. 与商家沟通

需求沟通 构图形式 色彩搭配 字体搭配 调整检查
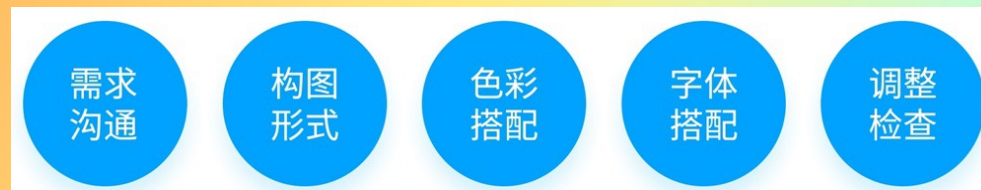
• **品牌传播**：品牌vi、产品品质、品牌保证、售后等、软推广

• **与商家沟通时的一些技巧和注意点**：

1. **确定主题信息**：首先和商家要确定本次直播的主题，前期信息确定很重要；

2. **确定设计风格**：看图说话，即根据主题信息寻找类似风格案例图片和商家沟通确定设计风格；在商家不确定视觉风格时，要根据主题多找一些相关参考给到商家，有利于快速定风格，并减少无用且反复的修改；

3. **咨询是否需要品牌结合**：如果商家是连锁品牌，可以询问本次直播海报是否需要结合品牌来设计，如果需要的话，要和商家要一下品牌vi规范等物料进行参考；

4. **查验素材**：如果需求物料素材不够，要及时和商家沟通并要高清素材；

5. **沟通定稿**：大体效果出来可给设计负责人/品牌方/设计师/视觉同学查看是否有优化点以及违禁词，整体风格定版后，尽量不要大改，设计输出是根据前期的沟通来设计的，紧跟时间节奏很重要。

Live room visual design

1. Communicate with merchants

需求
沟通

构图
形式

色彩
搭配

字体
搭配

调整
检查

- Brand communication: brand vi, product quality, brand assurance, after-sales, etc., soft promotion

- **Some tips and points of attention when communicating with merchants:**

1. **Determining the theme information**: First of all, we must determine the theme of this live broadcast with the merchant. It is very important to determine the information in the early stage;

2. **Determine the design style:** Look at the pictures and talk, that is, look for similar style case pictures according to the theme information and communicate with the merchants to determine the design style; when the merchants are unsure of the visual style, they should find some relevant references based on the theme and give them to the merchants, which is conducive to quickly setting the style. and reduce useless and repetitive modifications;

3. **Consultation on whether brand combination is required:** If the merchant is a chain brand, you can ask whether the live broadcast poster needs to be designed in combination with the brand. If necessary, ask the merchant for reference materials such as brand VI specifications;

4. **Inspection material:** If the required material is not enough, communicate with the merchant in time and ask for high-definition material;

5. **Communication finalization:** The general effect can be shown to the design director/brand side/designer/visual students to check whether there are optimization points and prohibited words. After the overall style is finalized, try not to make major changes. The design output is designed according to the previous communication. , it is important to keep up with the rhythm of time.

2. 需求沟通，确认主题

- 当接到需求的时候，第一步不要着急马上开工。先要找对需求的方向，才能提高工作效率，事半功倍。沟通主要注意几个方面：

- 需求的目的是什么？目标用户是谁？背景是什么？——对症下药

- 这么多文案或者素材里面，哪个是一级二级?——划分信息层级，寻找重点

- 风格上面有什么要求或建议？能否用3个关键词表达？——预期效果是否达成一致

- 关于第3步风格沟通，建议双方用图片交流和表达。毕竟每个人对「高大上」的理解都是不一样的，有的人认为是五彩斑斓的黑，有人认为是大量的留白。

2. Communicate needs, confirm themes

- When receiving a demand, the first step is not to rush to start work immediately. We must first find the direction of the demand, in order to improve work efficiency and achieve more with less effort. Communication mainly pays attention to the following aspects:

- What is the purpose of the requirement? Who are the target users? What is the background? - Prescribe the right medicine

- Among so many copywriting or materials, which one is the first and second level? - Divide the information level and find the key points

- What are the requirements or suggestions for the style? Can it be expressed in 3 keywords? - whether the expected effect is agreed

- Regarding the third step of style communication, it is recommended that both parties communicate and express with pictures. After all, everyone's understanding of "tall and high" is different. Some people think it's colorful black, and some people think it's a lot of blank space.

3.快速提炼卖点及风格，快速输出设计

- 版式组成
- **主体**：视觉焦点，主导着整个设计（可以是人/物/文字/图片），整个版面最吸引人的部分，相当于主角的作用。
- **文案**：对主体的辅助说明或引导，毕竟我们放盘菜在画面上，用户也不能确定它想表达什么，配角的作用。
- **点缀元素**：装饰元素，可有可无，具体根据版面需要；好的点缀元素能够渲染气氛，大部分的点缀元素遵循三角形原则，让构图达到平衡。
- **背景**：可分为纯色/肌理/图片等。
- 视觉顺序与信息层级很重要

3. Quickly refine the selling point and style, and quickly output the design

Typography composition

- **Main body**: The visual focus, which dominates the entire design (it can be people/objects/text/pictures), the most attractive part of the entire layout, which is equivalent to the role of the protagonist.

- **Copywriting:** Auxiliary explanation or guidance for the main body. After all, we put dishes on the screen, and users can't be sure what it wants to express, and the role of supporting roles.

- **Embellishment elements:** Decorative elements are optional, depending on the layout needs; good embellishment elements can render the atmosphere, and most embellishment elements follow the triangle principle to balance the composition.

- **Background:** It can be divided into solid color/texture/picture, etc.

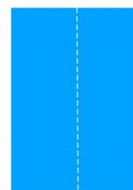- Visual Order and Information Hierarchy Matter
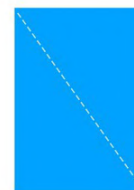
4.直播间视觉设计-构图平衡

- **对称平衡：** 对称是同等同量的平衡，对称式设计是一种静态的，可预见的，讲究条理和平衡布局的设计。对称构图相对比较易于创建，特点是稳定，庄严，整齐，安宁，沉静和古典。

- **非对称平衡：** 非对称在不对等的元素间创设出秩序和平衡，非对称设计由于版式不可预见，所以空间是变化的。特点是动态的，灵活的和富有活力。
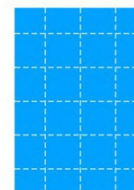
- **整体平衡（满版平衡）**

构图平衡

- **对称平衡**——静态的，稳定，庄严，古典
- **非对称平衡**——动态的，灵活的和富有活力
- **满版平衡**——图片充满整个版面，直观而强烈

对称平衡　　非对称平衡　　满版平衡
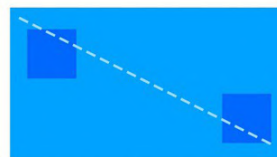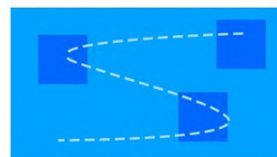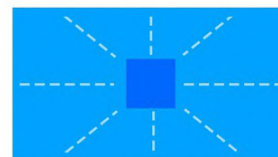
对角线构图　　S形构图　　发射状构图
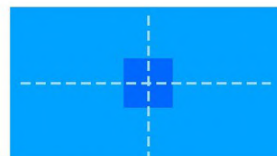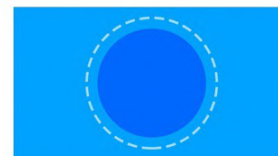
中心构图　　二分构图　　形状构图

4. Visual design of the live room – compositional balance

- **Symmetrical balance:** Symmetry is the balance of the same amount. Symmetrical design is a static, predictable, structured and balanced design. Symmetrical compositions are relatively easy to create and are characterized by stability, solemnity, orderliness, tranquility, serenity and classicism.

- **Asymmetrical balance:** Asymmetry creates order and balance between unequal elements. Asymmetrical design changes space due to unpredictable layout. Features are dynamic, flexible and dynamic.

- **Overall balance (full balance)**


构图平衡

- 对称平衡——静态的，稳定，庄严，古典
- 非对称平衡——动态的，灵活的和富有活力
- 满版平衡——图片充满整个版面，直观而强烈

对称平衡　　　非对称平衡　　　满版平衡

对角线构图　　　S形构图　　　发射状构图

中心构图　　　二分构图　　　形状构图
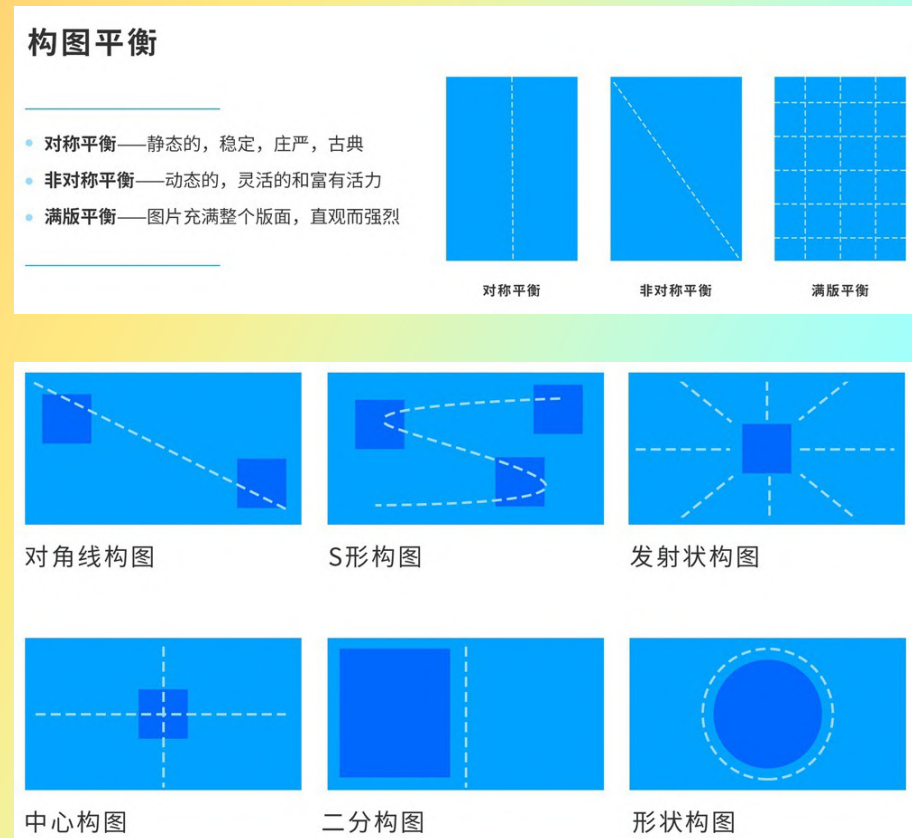
5.直播间视觉设计-视线引导

- 根据前面的沟通和风格关键词，收集好用于表达信息的元素，包括图形图像文字等等，然后在草稿或者脑海中构思好，怎样的排布能让信息有效的传达出去。另外作为设计师要学会引导用户的阅读视线。

对比　　　　　对齐　　　　　亲密性

重复　　　　　留白　　　　　变化

5. Visual design of the live room – line of sight guidance

- According to the previous communication and style keywords, collect the elements used to express the information, including graphics, images, text, etc., and then formulate in the draft or in your mind, how to arrange the information to effectively convey the information. In addition, as a designer, we must learn to guide the user's reading line of sight.

对比　　　　对齐　　　　亲密性

重复　　　　留白　　　　变化

6. 色彩搭配，5种平衡关系

- 互补色——相互衬托
- 互补色就是色环上相对的两个颜色，海报中的绿色和红色就是这种关系，相互映衬，相互衬托，从而达到了一种平衡。
- 冷暖色——情感表达
- 当我们想表达强烈的情感时候，可以用冷暖色去对比，经常会在电影海报或者插画作品中看到。
- 深浅色——色彩层次
- 这里的深浅指的是黑白灰对比的重和轻，一般来说，色大而深显得比较重要，色小而浅显得比较次要，我们可以看一下前面讲构图那块展示的海报黑白版，会发现这个规律更加明显。
- 中性色和彩色——视觉聚焦
- 中性色指的是黑色，白色和灰色，也叫无彩色，当中性色充当背景色的时候，彩色部分会更加突出和聚焦。
- 纯色和花色——平衡多色关系
- 如果一张图中，主体本身颜色比较丰富鲜艳，背景色也五颜六色的话就眼花缭乱了，也就是经常说的辣眼睛，这时候一般采用纯色的背景来缓解视觉疲劳和平衡多色之间的关系。

6. Color matching, 5 kinds of balance relations

- **Complementary colors - complement each other**

Complementary colors are the two opposite colors on the color wheel. The green and red in the poster are this relationship. They complement each other and complement each other, thus achieving a balance.

- **Cool and warm colors - emotional expression**

When we want to express strong emotions, we can use cool and warm colors to contrast, often seen in movie posters or illustrations.

- **Shades - color gradation**

The shade here refers to the heaviness and lightness of the contrast between black, white and gray. Generally speaking, large and dark colors are more important, and small and light colors are less important. We can take a look at the black and white version of the poster displayed in the composition above. You will find that this rule is more obvious.

- **Neutrals and Colors - Visual Focus**

Neutral colors refer to black, white and gray, also known as achromatic colors. When the neutral color acts as the background color, the colored part will be more prominent and focused.

- **Solid Colors and Flower Colors - Balancing Multicolor Relationships**

If a picture has a rich and bright color of the subject itself, and the background color is also colorful, it will be dazzling, which is often referred to as spicy eyes. At this time, a solid color background is generally used to relieve visual fatigue and balance the relationship between multiple colors.

7. 设计流程

需求沟通： 确认热闹喜庆风格，突出"送霸王餐，深圳全门店通用"和体现秒杀菜品

构图形式： 版式居中对齐，视线引导从上到下

色彩搭配： 红色为主，金黄色为辅

字体搭配： 书法艺术字体——仓耳周柯正大榜书

调整检查： 加入烟花元素，渲染气氛，背景上添加菱形格子，增加画面整体精致感。

7. Design Process

需求沟通： 确认热闹喜庆风格，突出"送霸王餐，深圳全门店通用"和体现秒杀菜品

Demand communication: confirm the lively and festive style, highlight the "delivery of overlord food, universal in all stores in Shenzhen" and reflect the second kill dishes

构图形式： 版式居中对齐，视线引导从上到下

Composition: Layout is centered, and the eye is guided from top to bottom

色彩搭配： 红色为主，金黄色为辅

Color collocation: red is the main, golden yellow is auxiliary

字体搭配： 书法艺术字体——仓耳周柯正大榜书

Font collocation: calligraphy art font a bin ear Zhou Ke Zhengda list

调整检查： 加入烟花元素，渲染气氛，背景上添加菱形格子，增加画面整体精致感。

Adjustment check: add fireworks elements, render the atmosphere, add diamond lattice on the background, increase the overall delicate feeling of the picture.

直播间如何有效提高转化

视觉展示和营销吸引消费者注意，包括： 1.直播观感 （画面是简洁？舒适？活动的话是否有氛围？场景的话是否有趣？生动？品牌感？） 2.直播间利益点 （突出重点产品信息和优惠） 3.直播间特色贴片 （可以从品牌色、IP产出直播间物料，有助于建立品牌形象）	全场挂着的直播贴片能让观众快速了解直播间活动规则，比如： 1.正在讲解的商品信息 （跟随主播讲解商品切换贴片，避免观众错过关键信息） 2.直播间秒杀以及霸王餐福利 （通过福利留下观众） 3.套餐如有gif动图，建议停留3秒 （信息有效传达）	图片是最直观的情绪渲染手段 1.节假日氛围 （通过节假日唤起给某某某买节日礼物的情绪） 2.场景氛围 （根据活动渲染场景氛围，为参与各种活动提供动机影响行为，比如双十一，618等）	1.直播间专属优惠 （秒杀产品、优惠商品等信息） 2.商品售后、质量保证 （打消观众顾虑，放心购买，比如过期退、随时退、免费退等）	参与互动提升观众参与感 1.动态直播贴片，方向以及位置引导 （小房子引导、关注引导、分享引导、点赞引导） 2.抽奖互动 3.玩法插入 4.礼物效果

总结：是什么品牌（品牌）？做什么活动（主题）？有什么优惠或者好东西（套餐）？"我"可以从中获得什么（情感或者折扣）？"我"怎么去获得这个活动产品（途径）？"我"买这个产品对我利益有没有损失（售后）？

How to effectively improve conversions

Visual displays and marketing attract consumers' attention, including: 1. Live broadcast look and feel (Is the picture simple? Comfortable? Is there an atmosphere in the event? Is the scene interesting? Vivid? Brand sense?) 2. The benefits of the live broadcast room (Highlight key product information and offers) 3. Featured patches in the live broadcast room (The live broadcast room materials can be produced from the brand color and IP, which helps to build the brand image)	The live video clips hanging in the audience allow the audience to quickly understand the rules of the live broadcast room, such as: 1. The product information being explained (Follow the anchor to explain the product switching patch to avoid the audience missing key information) 2. Spike in the live broadcast room and overlord meal benefits (Leave the audience through benefits) 3. If there is a gif in the package, it is recommended to stay for 3 seconds (Effective communication of information)	Pictures are the most intuitive means of rendering emotions 1. Holiday atmosphere (Arousing the emotion of buying holiday gifts for so-and-so through holidays) 2. Scene atmosphere (Render the atmosphere of the scene according to the activity, and provide motivation for participating in various activities, such as Double Eleven, 618, etc.)	**1. Exclusive discounts for live broadcast rooms** **2.(Seckill products, discounts and other information)** **3.After-sale service and quality assurance** **4.(To dispel the audience's concerns, buy with confidence, such as expired refunds, refunds at any time, free refunds, etc.)**	Participate and interact to enhance the audience's sense of participation 1. Dynamic live patch, direction and position guidance (Small house guide, follow guide, share guide, like guide) 2. Sweepstakes interaction 3. Play Insertion 4. Gift effect

Summary: What brand (brand) is it? What is the activity (topic)? Are there any deals or goodies (packages)? What can "I" get out of it (sentiment or discount)? How does "I" get this activity product (path)? Is there any loss to my interests (after-sales) when "I" buy this product?

9.高转化的直播间视觉设计

快速自检6要素：
1、主题够不够突出、吸引、信息传达是否快速而清晰
2、主播服装有没有特色
3、整体视觉美感是否有给到（如果是活动，可以氛围元素多一些，营造一种热闹感）
4、有没有"点击小房子抢购"按钮引导下单
5、直播主题利益点突不突出？套餐价格有没有对比
6、产品展示是否具有视觉冲击力？
⚠️：卖货思维+用户思维+品牌思维

8. Visual design of high-conversion studio

6 elements of quick self-check:
1. Is the theme sufficiently prominent, attractive, and whether the information is conveyed quickly and clearly
2. Are there any features of the anchor's clothing?
3. Whether the overall visual aesthetics is given (if it is an event, you can have more atmosphere elements to create a lively feeling)
4. Is there a "click on the small house to snap up" button to guide the order placement
5. Are the interests of the live broadcast theme prominent? Are the package prices compared?
6. Does the product display have visual impact?
⚠️: Selling thinking + user thinking + brand thinking

Any points of improvement I can make in the future

- I will apply the design thinking I learned during my internship to the production of my graduate application portfolio and my future career.
- In layout design, I will learn more about typography methods.
- In visual communication, I will study the psychology of color and visual language to enhance the aesthetics and efficiency of design.
- In business, I will study the market and audience's needs to improve my communication skills.
- In the future, I will study user experience design, service design and other interaction design, and then I will strengthen the systematic study of user experience, product route, user portrait, interview, human-computer interaction and other theories.

ANGEL

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THANK YOU