

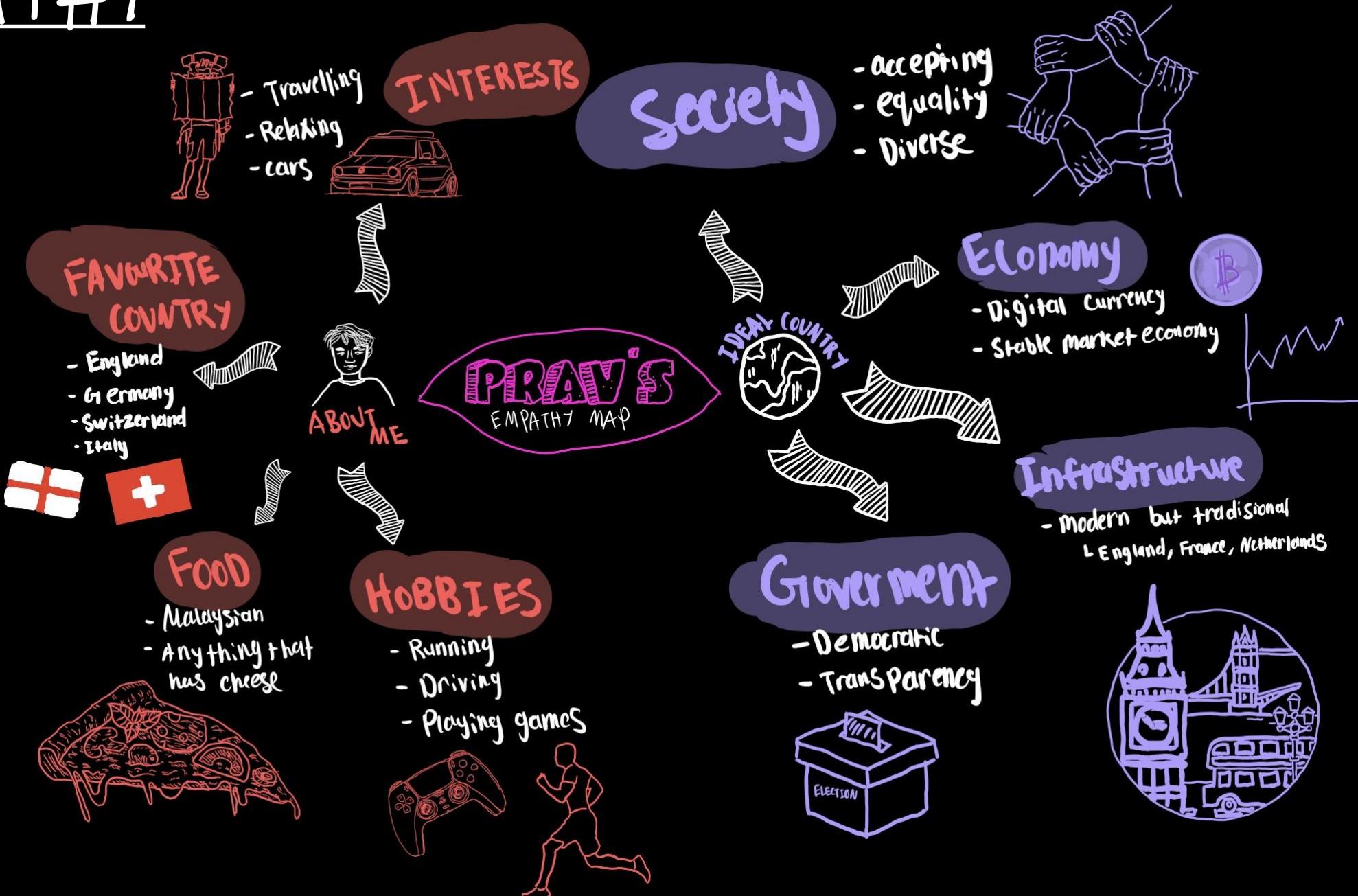
Welcome to Empire of Euphoreality!

Heng Chloe 0343254

Flo Sook Kei 0342578

Praveen Rajendran 0342821

EMPATHY



EMPATHY



Switzerland



Krabi



Korea



Japan

Favourite Country



Food

- THAI
- Sushi
- Kimchi
- rice
- egg

always

want to TRY :

responsible
+
adventurous
+
honest

Personality



education: No exam



Location



forest

Ocean



climate : 4 season

Chloe

interest



travel

enjoy food



Novel

K-drama



romance / crime



TVN

SEA



- sky-diving
- Paragliding

- diving
- Bungee jump



no crime
(safe)



NO natural
disaster

multi
racial

building:
ancient
& aesthetic

EMPATHY

Personality

ENFJ-T (Protagonist)

Tolerant

Reliable

Altruistic



N ~ movie
~ drama

Interest

- ~listen to music
- ~sleep
- ~watching YouTube, Netflix
- ~cafe hopping

Food & beverage

- ~korean food
- ~ramen
- ~pizza, spaghetti, burger
- ~milktea
- ~ice cream
- ~waffle

Bucket list

- ~travel ✓

~bungee jump, jet skiing,
snowboarding, parachuting

- ~go to concert



Favourite Country



~Korea



~Australia



~Switzerland



~New Zealand

~Finland

My Ideal Country ---

Nature



Forest

mountain

Sea



Climate

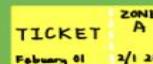
Citizen ☺

- patriotic
- kind
- unite
- responsible
- caring
- open-minded
- selfless

Suki

Entertainment

- cinema
- carnival
- theme park
- stadium



war



pollution (air, water...)



hate



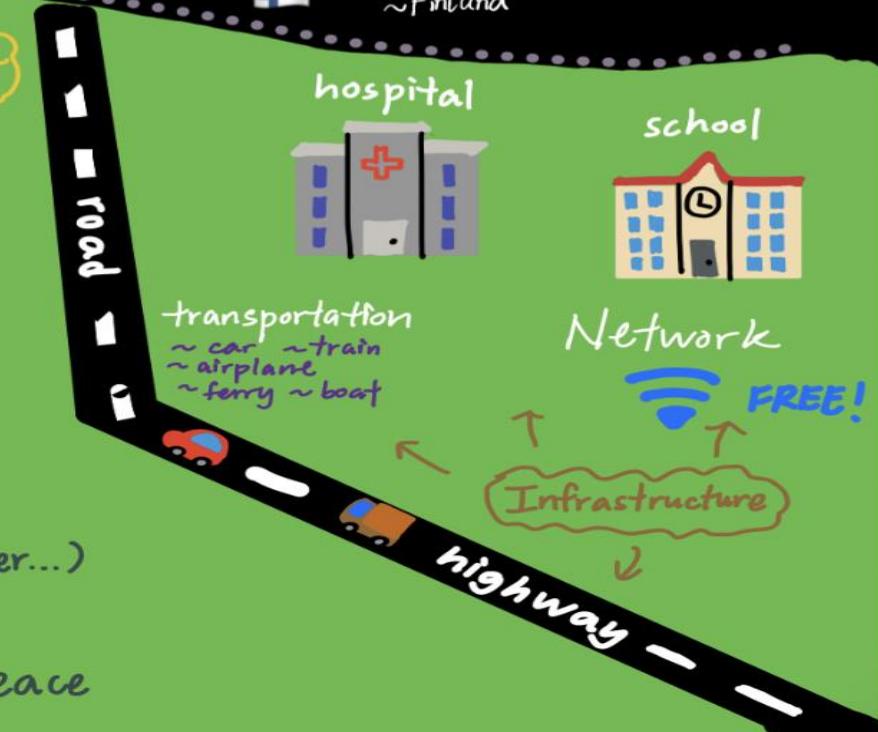
peace



hospital



school

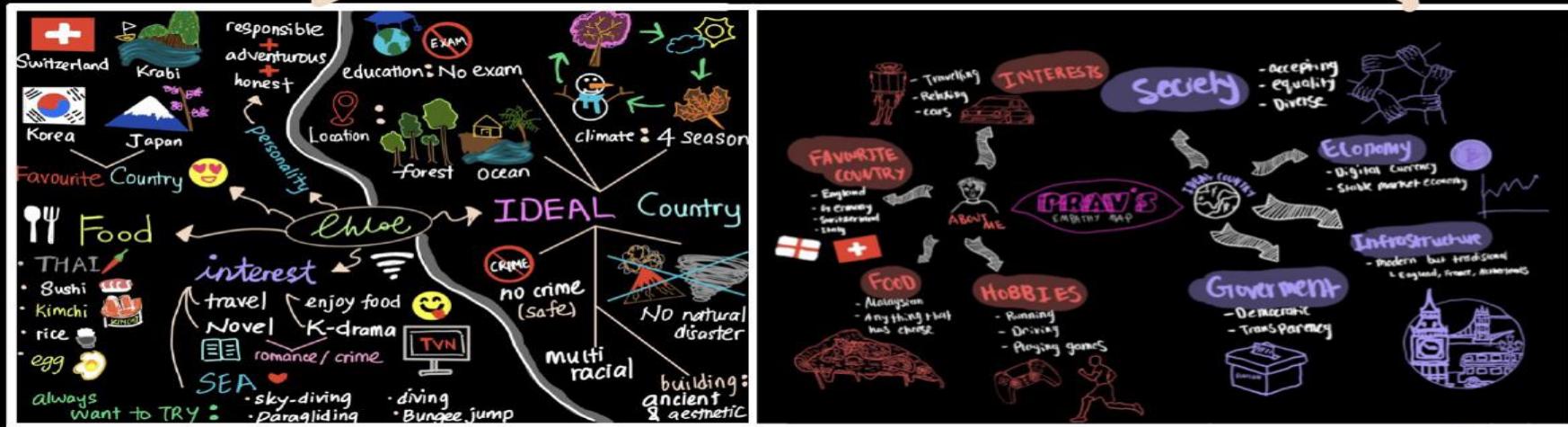


We love
to
travel

Peace
&
Safe

Multi racial
Society 100

Suki & Chloe
4 Season



Our Similarities

We love
Switzerland



DEFINE - location
where is our country?
The same place as
Switzerland



DEFINE - location

Government

- leader is the President
- Election every December
- Democratic

Nature

- Swiss Alps
 - over 13000 feet tall
 - Covered in snow
 - Popular for winter sports
- moderate climate
- 4 seasons



People and Culture

- languages
 - Swiss German
 - French
 - Italian

- Population 8.2 million
- One of the world's wealthiest countries

Geography

- mountainous
- located in central Europe
- Bordered by France, Italy, Germany and Liechtenstein
- Major Mountain ranges / Jura Alps
- Area: 41,284 km²

Things that they are popular for

- cheese
- Banking
- Neutrality
- Swiss movement

DEFINE - history

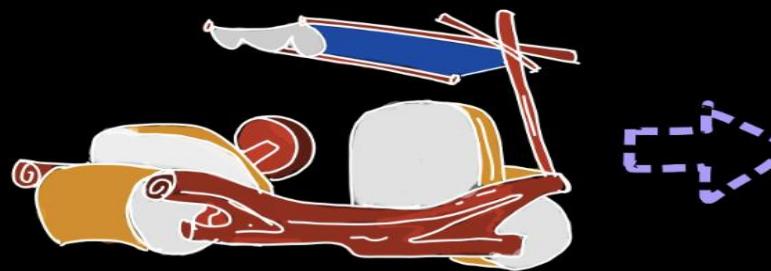
Long long time ago...



Undeveloped country,
land covered by mountains
and forest



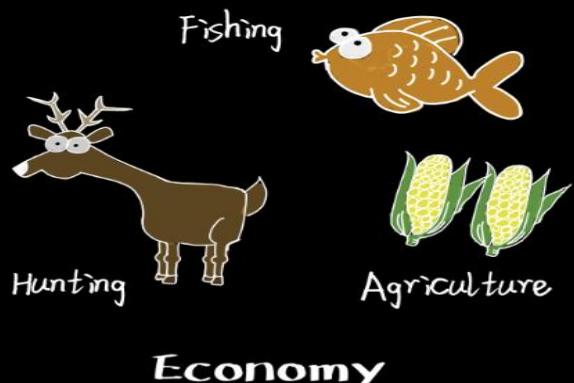
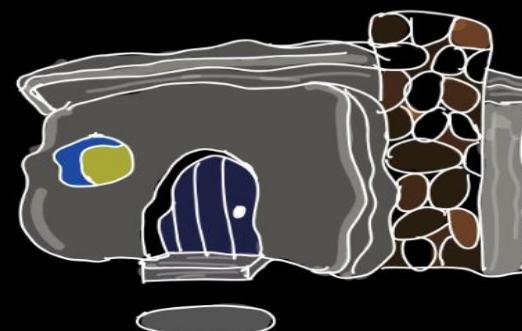
Different races,
costumes, language,
food & drinks



Limited transportation
—walking, running,
riding on animals



Ancient buildings,
simple design



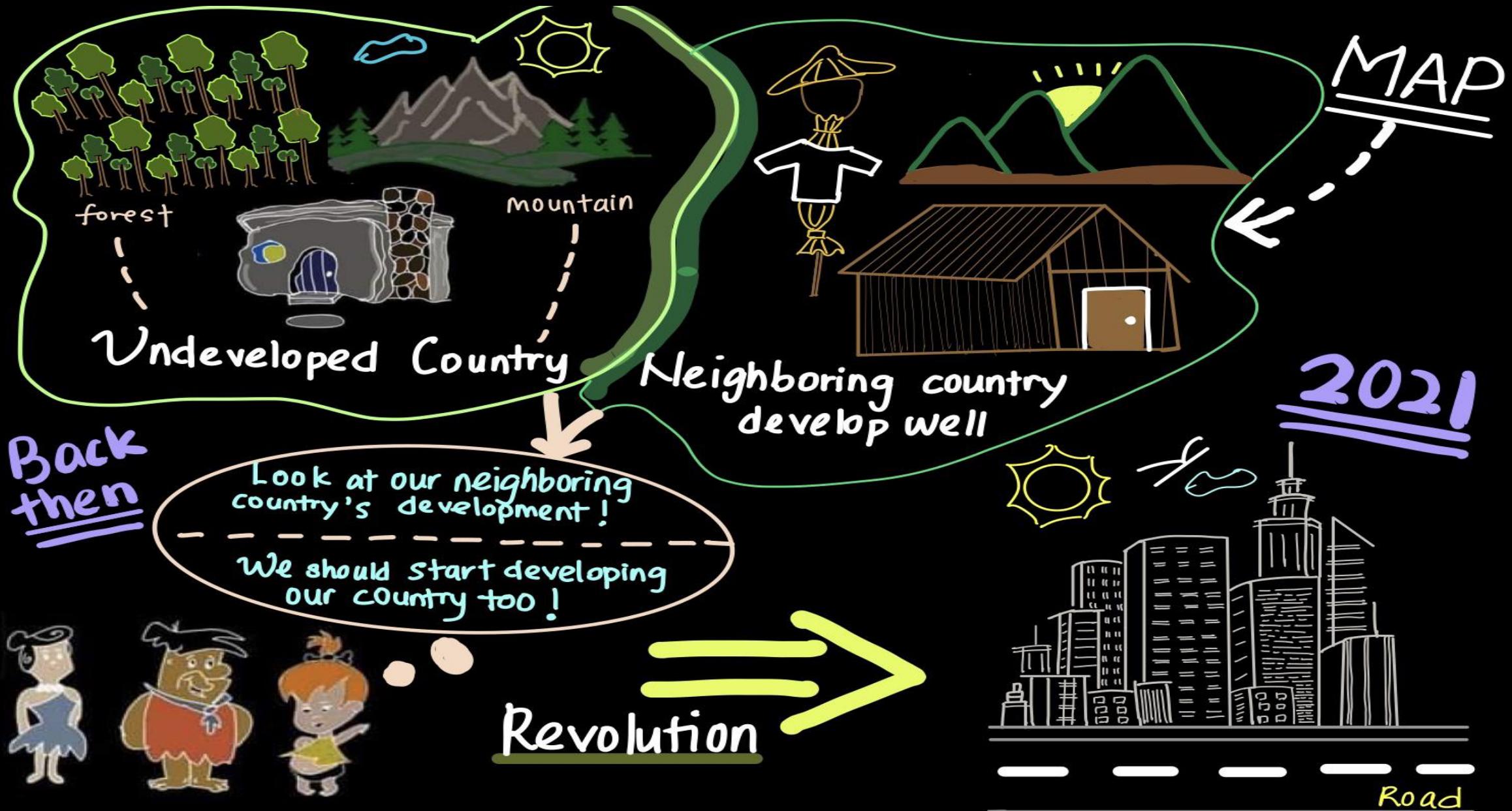
Economy



Rules to obey:

- war
- pollution
- unite
- peace

DEFINE - process



DEFINE - now



DEFINE

Multi Racial :



5. Peace

We welcome immigrants from all over the world!

with rules & regulation:

- 1. no discrimination ~~racism~~
- 2. equality — respect each other
- 3. unity ~~100~~

Recycle :
 Say NO to PLASTIC!

Transportation : ~~fossil fuel~~

- use Renewable Energy
- Public Transport



Nature

- ✓ National Park
- ✓ Wildlife Park
- ✓ Ocean & Mountains
- ✓ 4 season (climate)

Prevent extinction of flora & fauna

Personality of our Country

Entertainment

- Amusement Park
- drama theatre
- **extreme sports**
- Skiing — music

★ maintain a **HEALTHY** lifestyle

multicultural

• food • society • religion

• festival • language

안녕 你好
Bonjour hello

travel to our country = travel to multiple country



Attracts tourist

- economy
- job opportunity

★ Crime rate ↓ -- Safe



Lifestyle

- work life balanced
- stress-free
- relax
- enjoy food

Mental health ~~tension~~ ¹⁰⁰

YOLO



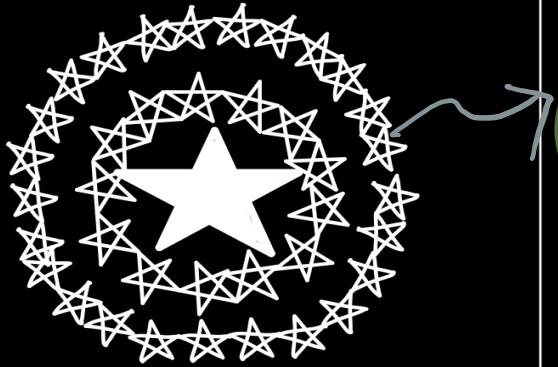
EMPIRE OF EUPHOREALITY

motto : Formed from Many,
Now as ONE

Empire of Euphoreality : country's name



Ideation - FLAG



design idea:

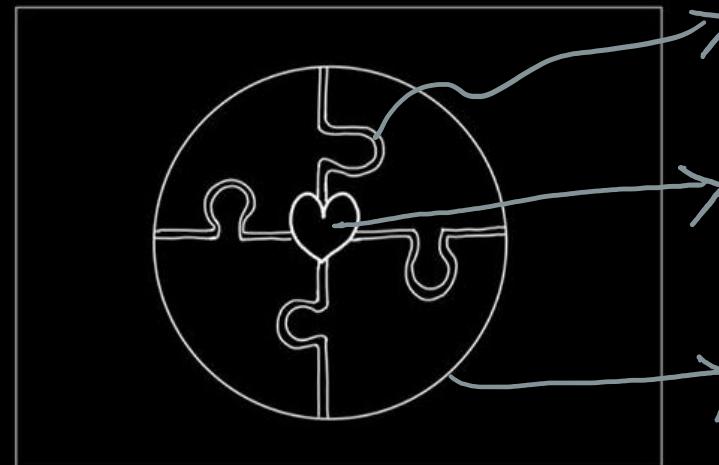
★ each star
represents
different races



○ circle = unity

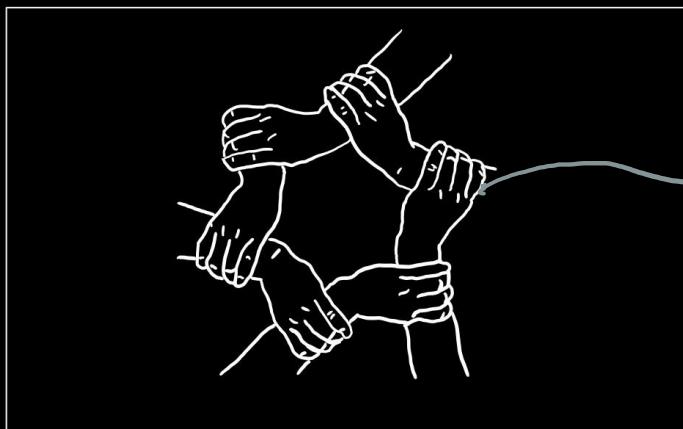
puzzle : multiracial society ,

can fit to each other



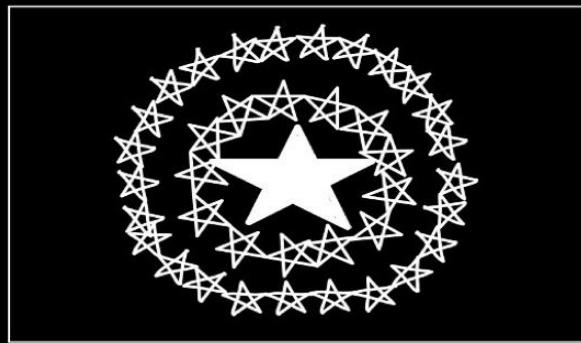
heart shape : kindness , love ,
enthusiasm

circle : unity

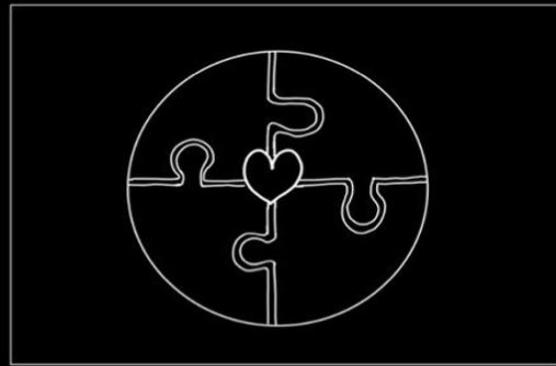


The hands holding each
other symbolises unity

Ideation - FLAG



+



+



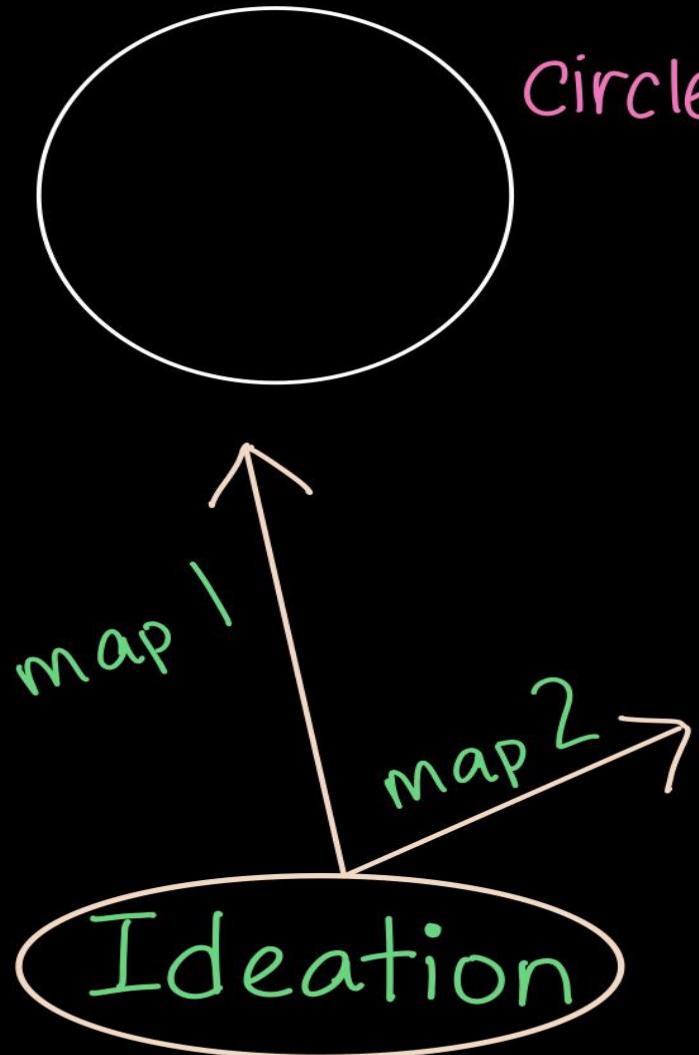
=



(chosen)

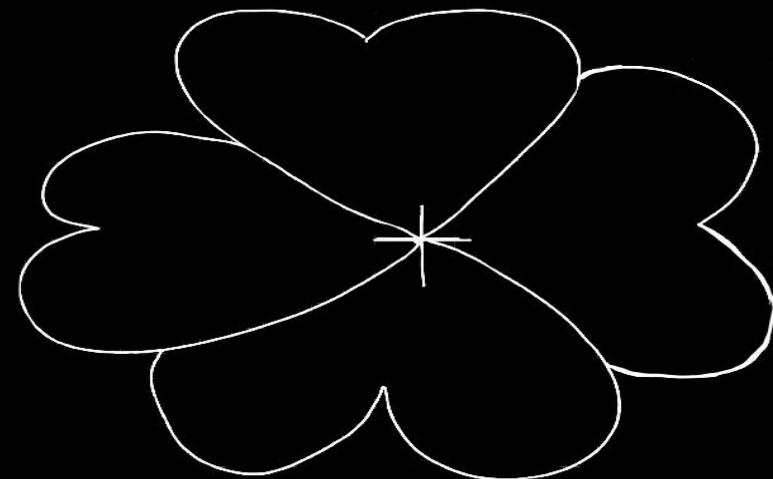
- The Stars represents an multi ethnic nation
- The Hands represents Unity
- The Heart represents Kindness, love and enthusiasm

Ideation - Map : Shape of Country



Circle = unity & love

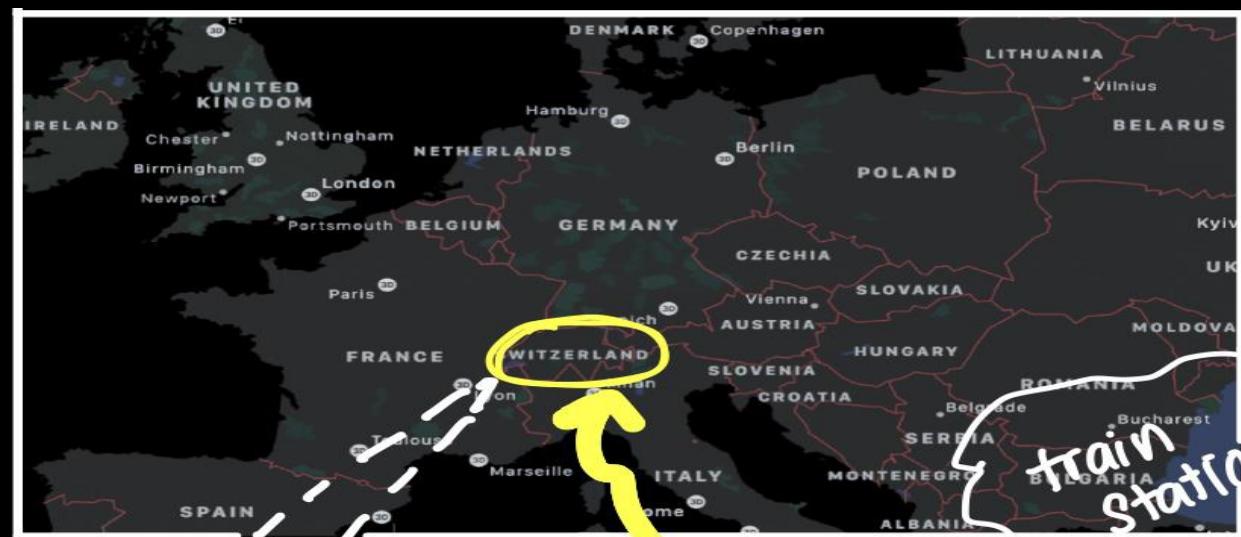
four-leaf clover = luck,
love & hope



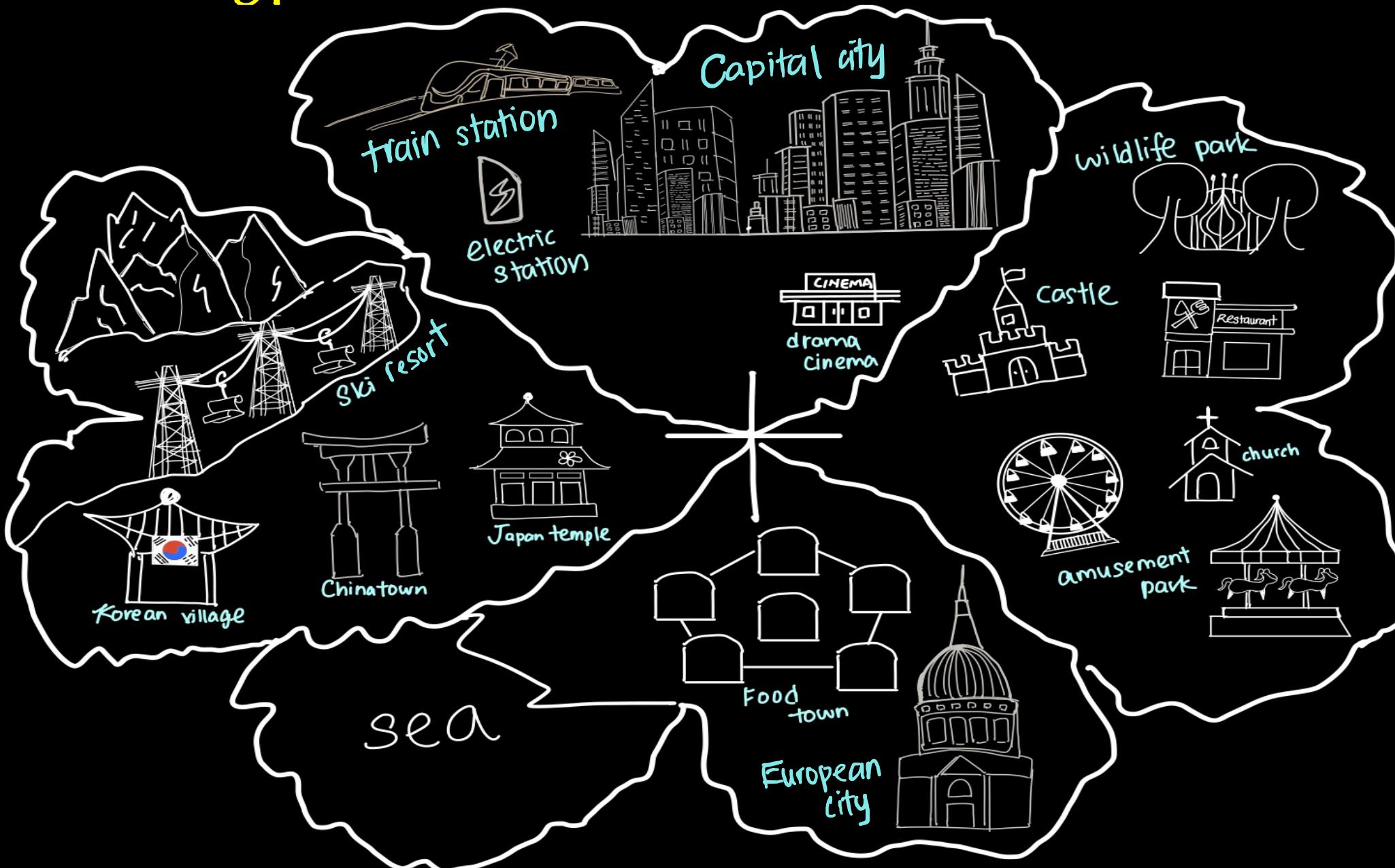
(chosen)

: Shape of country

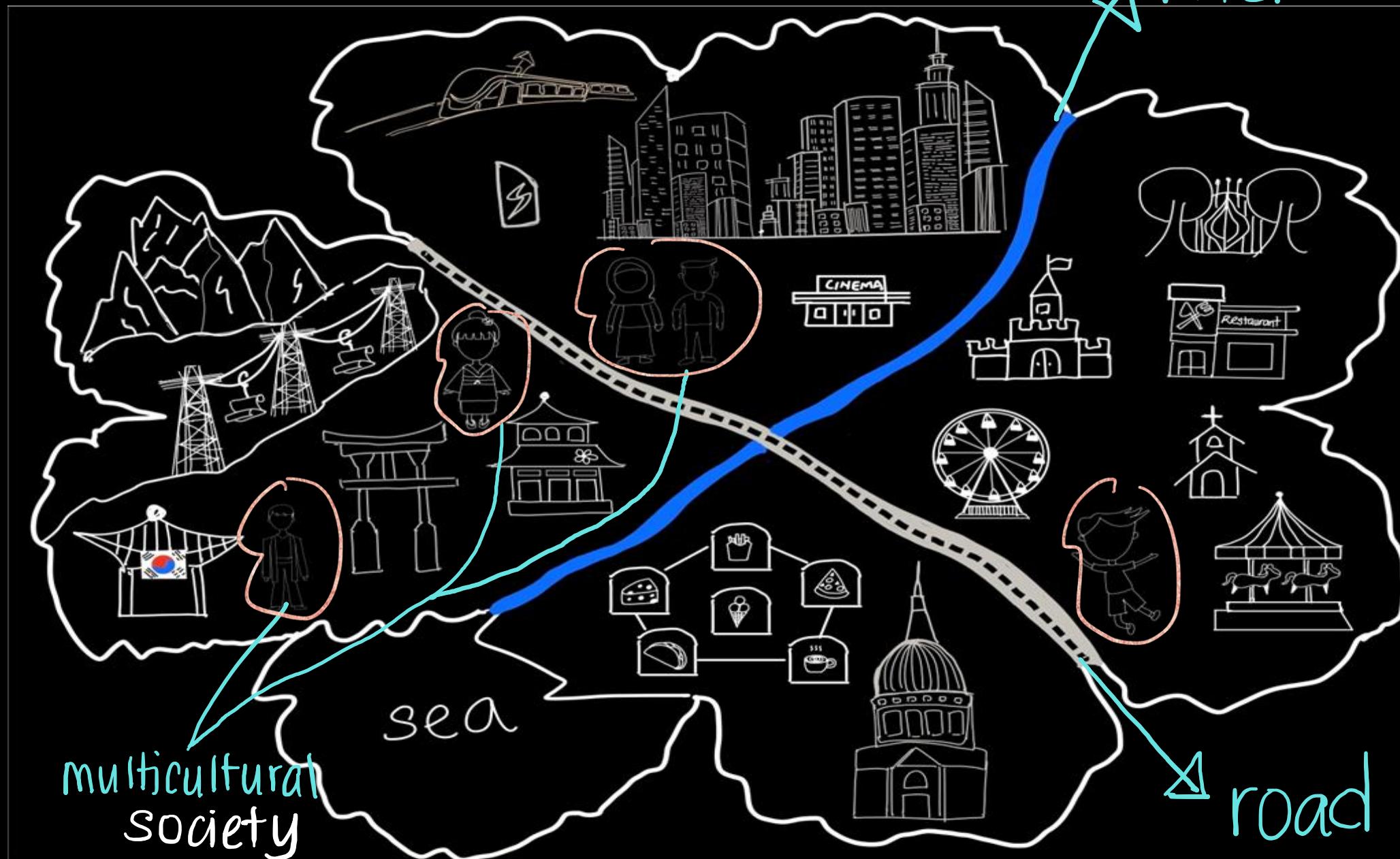
Ideation - Map



Map - Prototype 1



Map - Prototype 2

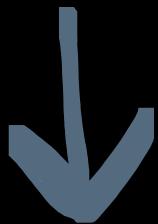


Map - Final Prototype

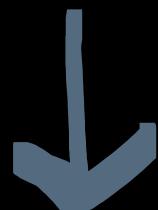
• Applied colours



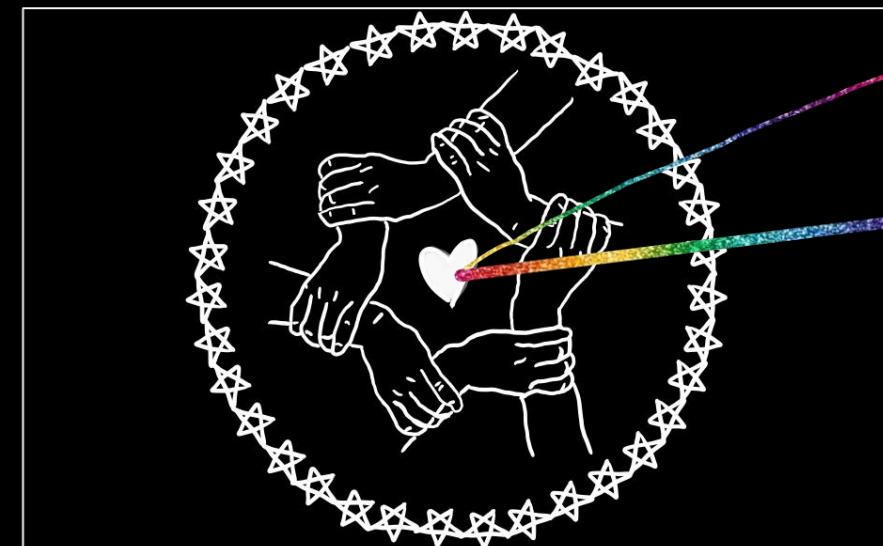
Flag - Prototype 1



Flag - Prototype 2

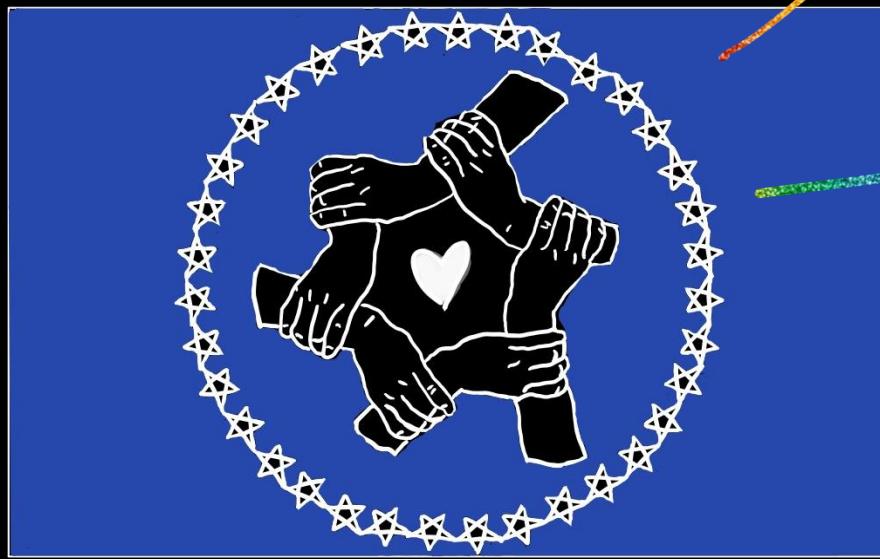


chosen
ideation



White = purity
Coloured the
heart

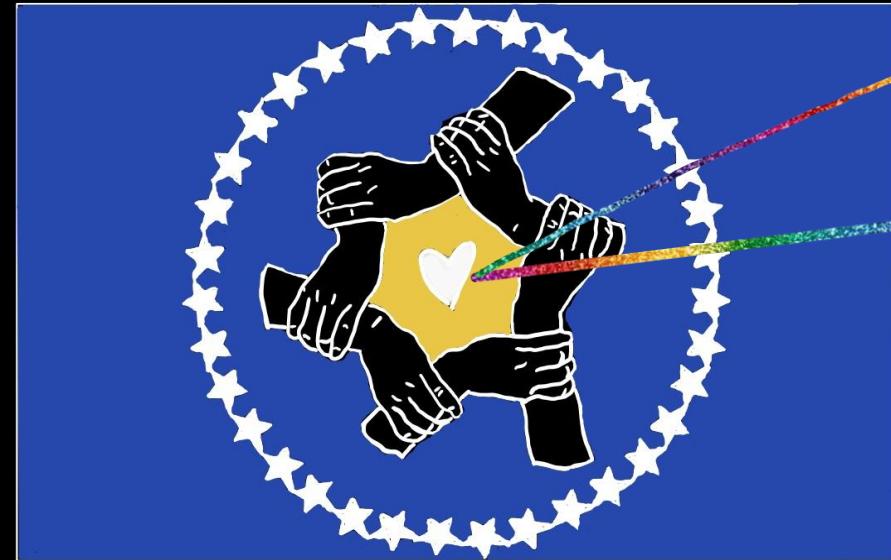
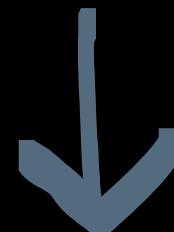
Flag - Prototype 3



Blue = Freedom + Peace

→ Added a background colour
* still looks plain

Flag - Prototype 4



yellow = Happiness + Hope

→ Added some colour to the middle
* does not look complete

Flag - Final Prototype



- Added colours to the hands
- Different shades of Colours were used to differentiate different ethnicities

Present

Welcome to Empire of Euphereality !



Present

Formed from Many,
Now as ONE

