

DSGN 1016

VISUAL COMMUNICATIONS I

Concept Statement: Lunar New Year

Concept Theme

Write a brief statement about what the design aims to communicate and achieve.

(Meaning/Style/Mood/Context/Connotation/Conveyance/Inference/Message/Call to Action)

Examples:

The design's *vintage* style evokes *nostalgia* and *warmth*, suggesting *authenticity* and *timeless* charm.

Statement:

It captures the energy of renewal and the Lunar New Year, symbolizing prosperity, cohesion, and heritage. This is bold and auspicious, truly carrying the spirit of celebration through dynamic visuals from traditional motifs, yet with modern twists to make it inclusive and relevant. A message that connects communities into one shared experience, it honors the roots of culture with rejoicing and brightness for the new year.

Adjectives and Definitions

Choose 3 adjectives that encapsulate the desired look, feel, and tone of the design. Provide definitions and design elements.

Example:

Nostalgic: Evoking a sense of sentimentality, reminiscent of the past. Classic serif or script fonts with subtle wear or texture. Muted, sepia-toned, or desaturated colours. Symmetrical layout with centered elements for a timeless feel. Moderate letter spacing, allowing the design to feel balanced. Borders, frames, and retro-inspired icons.

Adjective 1:

Vibrant: Full of energy and life, bright and lucky color tone red and gold are used together with dynamic patterns of wave or cloud. Additional festive touches in Lanterns, fireworks, and strokes of calligraphy.

Adjective 2:

Harmonious: A balance of bold designs by instilling a sense of unity and peace through the use of symmetrical layouts, layering in composition, and flowing lines that are indicative of interconnectedness and renewal.

Adjective 3:

Cultural: Very traditional, utilizing Chinese zodiac symbols, plum blossoms, pagodas to refer to heritage. Textures that mimic silk or rice paper, typography is often brushstroke fonts.



LUNAR
NEW YEAR

NAR
YEAR

LUN
NEW



LUNAR
NEW YEAR



wishing you & your family

GOOD
LUCK
and
FORTUNE

in the year of the dragons.





To:

From:



LUNAR
new year

