

Zheng Zhao

Portfolio

2020-2023

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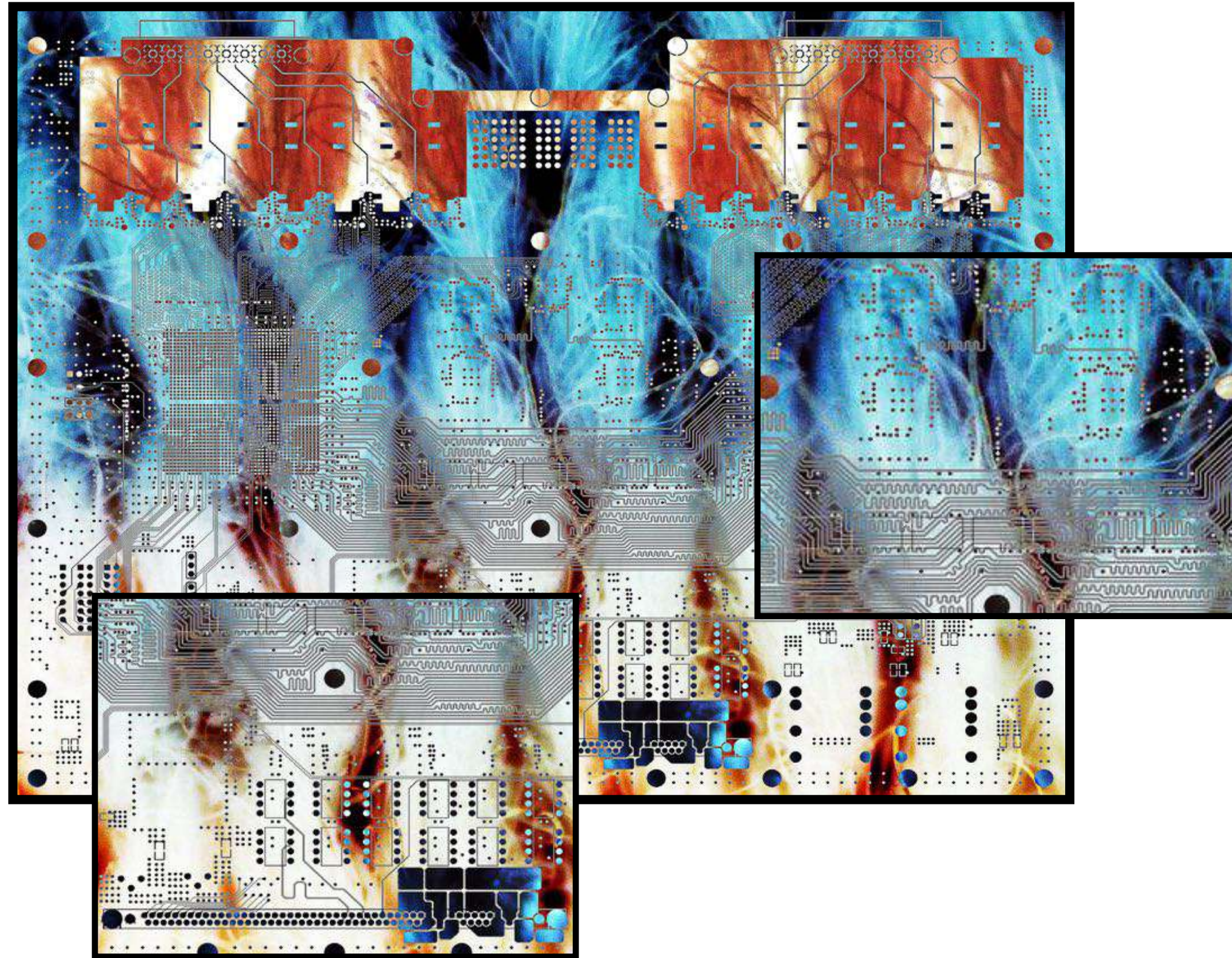
Print Book
88 pp.

One – The Origin of Everything

Statement

This book shows similarities and derivations between weakly related fields of knowledge: Chapter 1: Computer programming language and biological nervous systems; Chapter 2: Particles and the social and personal spirit; Chapter 3: Characters and the characteristics of civilization; Chapter 4: derivations between basic disciplines of knowledge; Chapter 5: derivations between basic disciplines of knowledge. The reception of photon energy and emotion, etc., expresses that all cognition comes from the same root, snooping the great truth of "all things are one". By using graphic design practices: editing/graphics/typography and theory, the book deals with, explores and learns in a conceptual/playful way to convey the important connections between the computer programming/digital world and various disciplines such as the natural sciences, while simultaneously having the interesting attributes of an encyclopedia and a notebook containing science and engineering thinking. This book looks like an encyclopedia, but in essence it tells the idea that an encyclopedia is actually only one sentence.

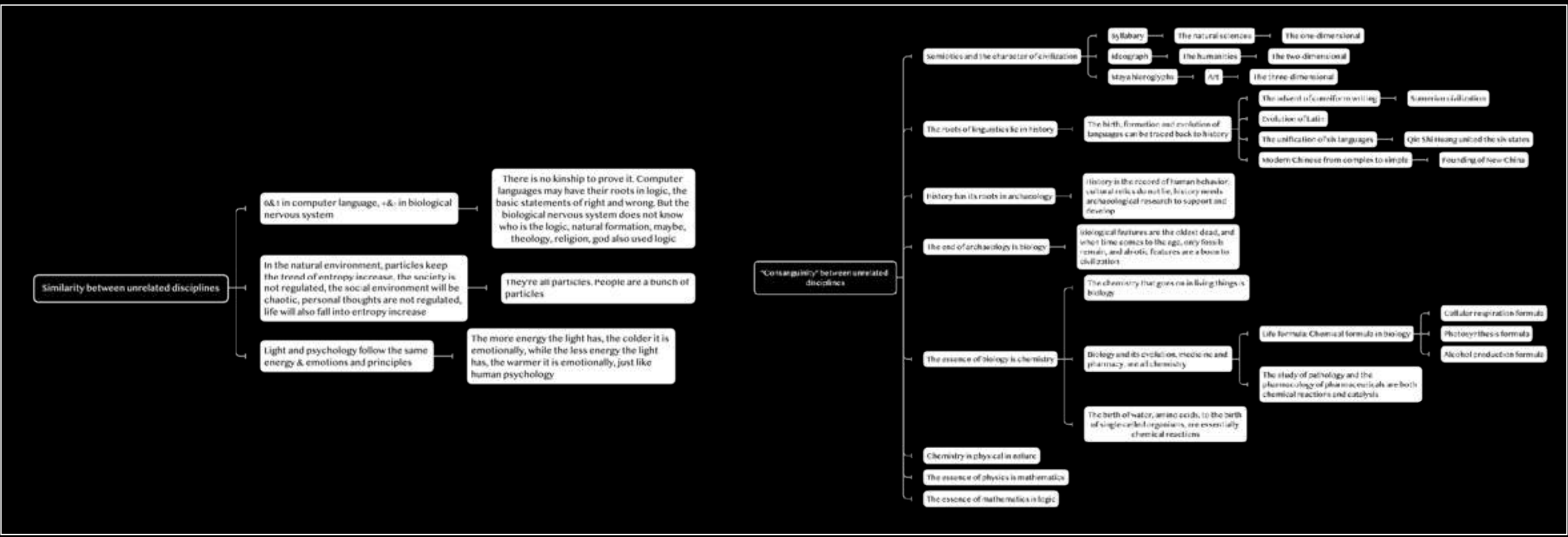
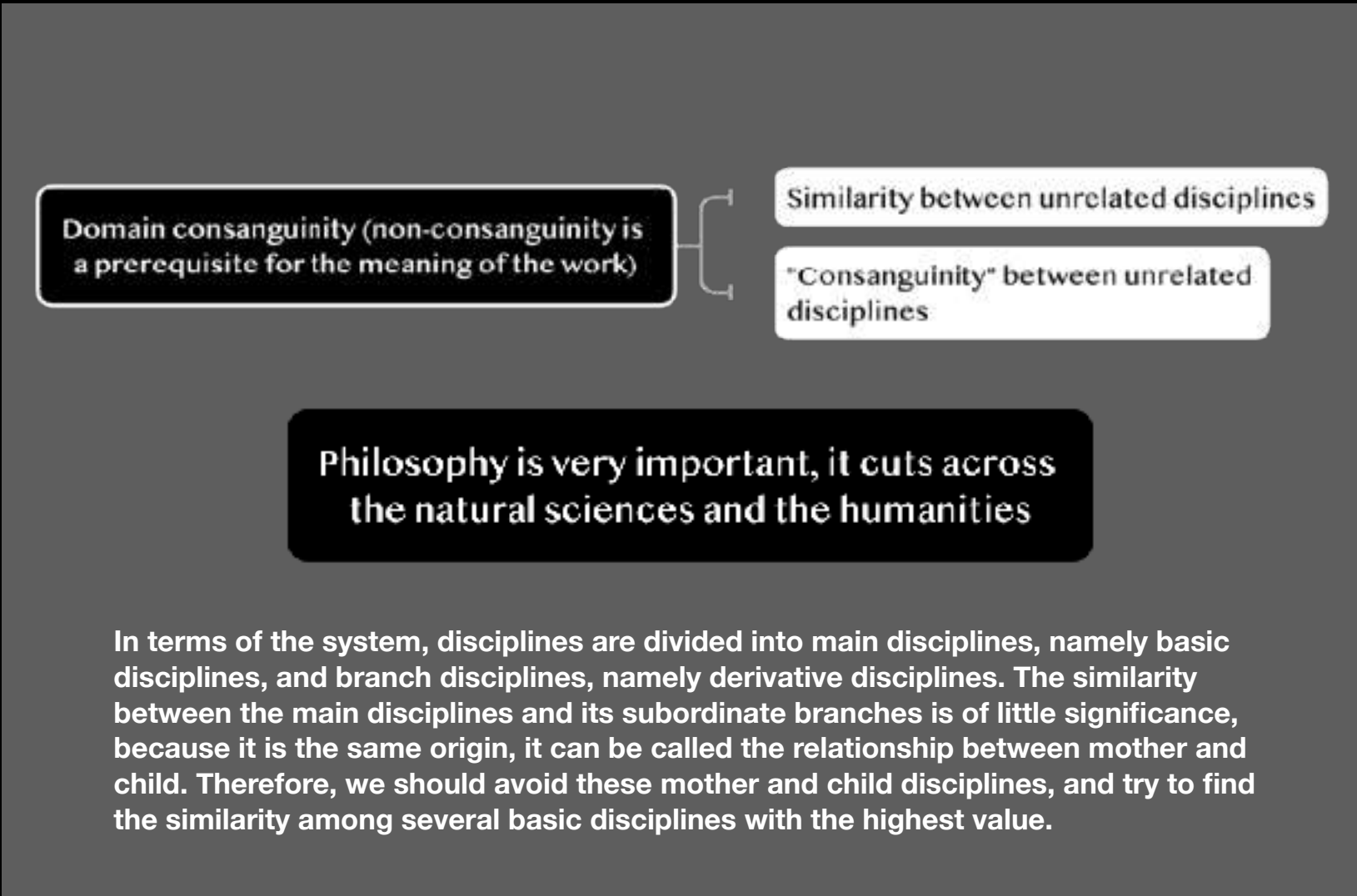
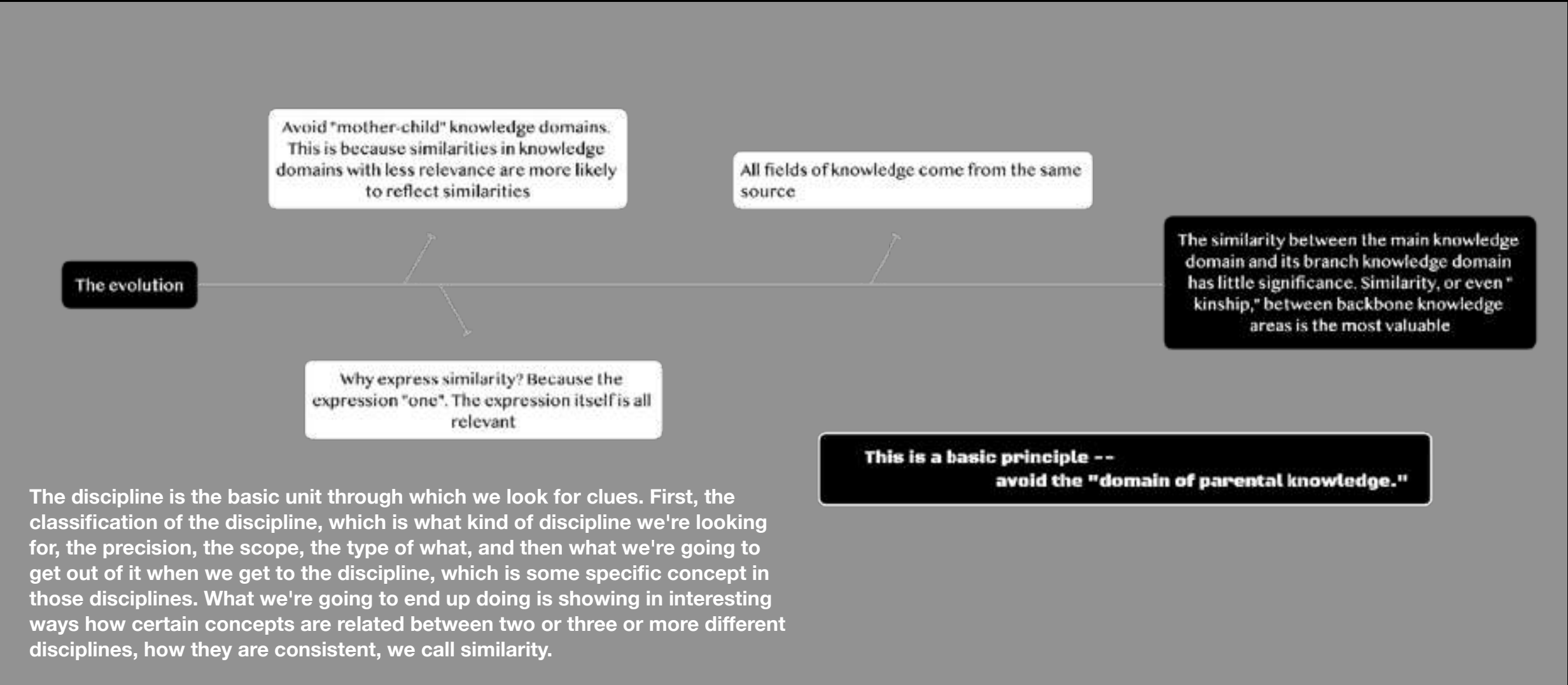
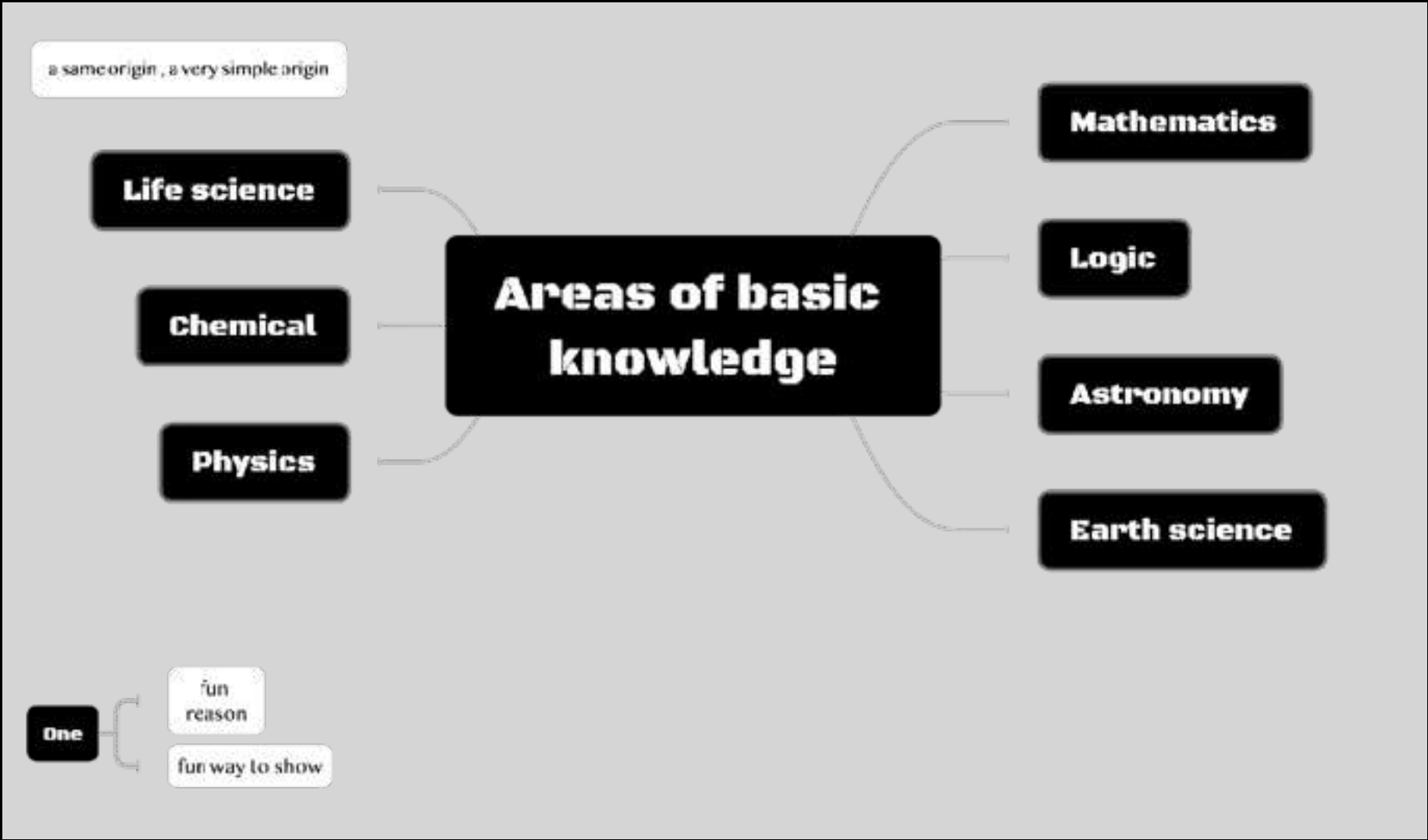
Inspiration



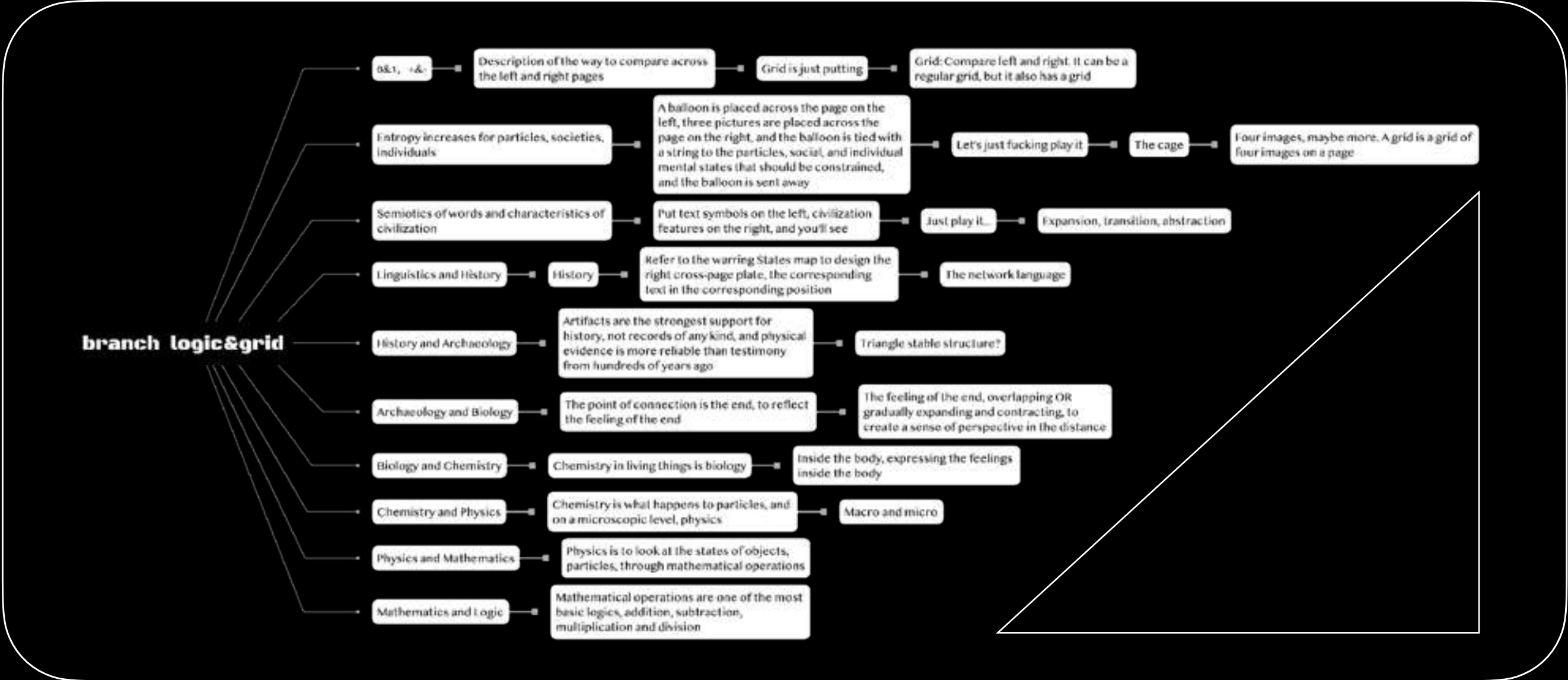
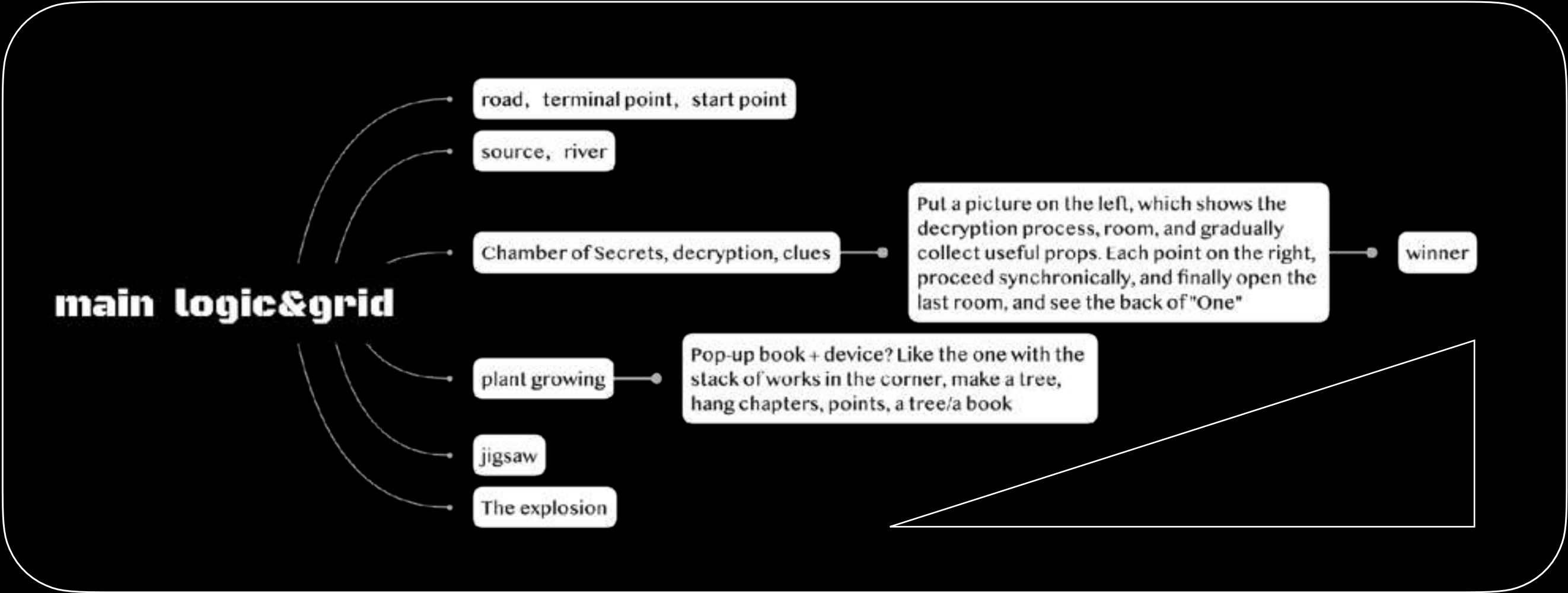
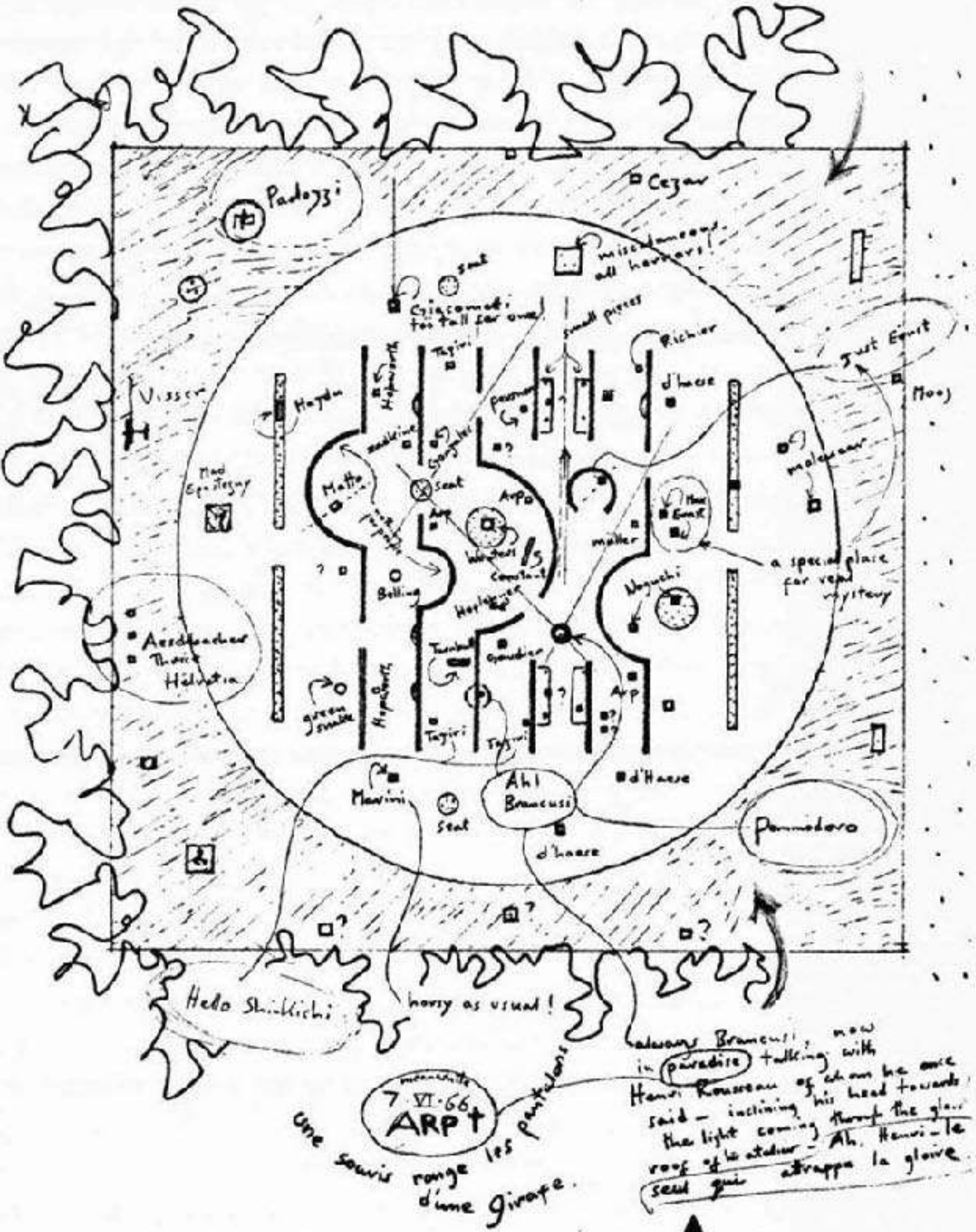
The initial idea, which is my inspiration for this work, is also the opportunity for me to realize the existence of one. It is after I have learned two parts of knowledge, one is about the working mechanism and principle of human nervous system in biochemistry, and the other is about computer language logic and basic sentences. After learning these two parts of knowledge, I will find that, The basic unit that operates in both of them is by no means the exact same thing, the flow of positive and negative ions in and out of a neuronal system, and 0/1 in computer language, which are both the simplest no-no statements in logic, are essentially the exact same thing. Then compare their respective systems, namely the artificial world and the natural world, from top to bottom, the artificial world is from a modern city, to digital industrial production, intelligent information modern business, and finally to a program unit, the natural world, from a large ecosystem, to individuals, to organs, and finally to a nerve unit, We'll see that all of these things correspond.

There is no doubt that the two parts of knowledge are very similar. Then I came up with the idea that all rules and operating principles come from a very simple truth, which is countless times simpler than one plus one equals two. That is one.

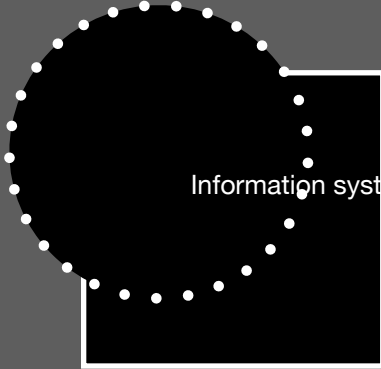
Research



Research



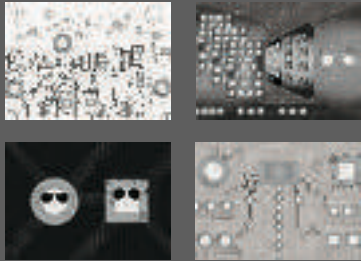
Research



Information systems all use vector graphics

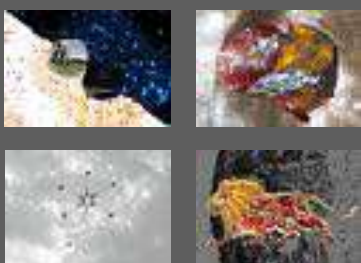


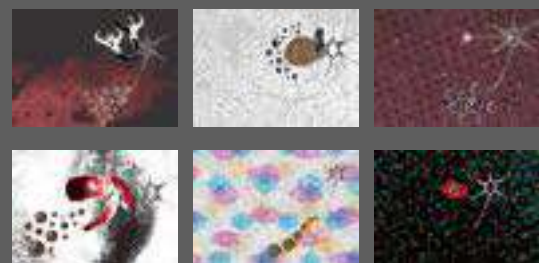
Nature is all about photographing entities with microscopes







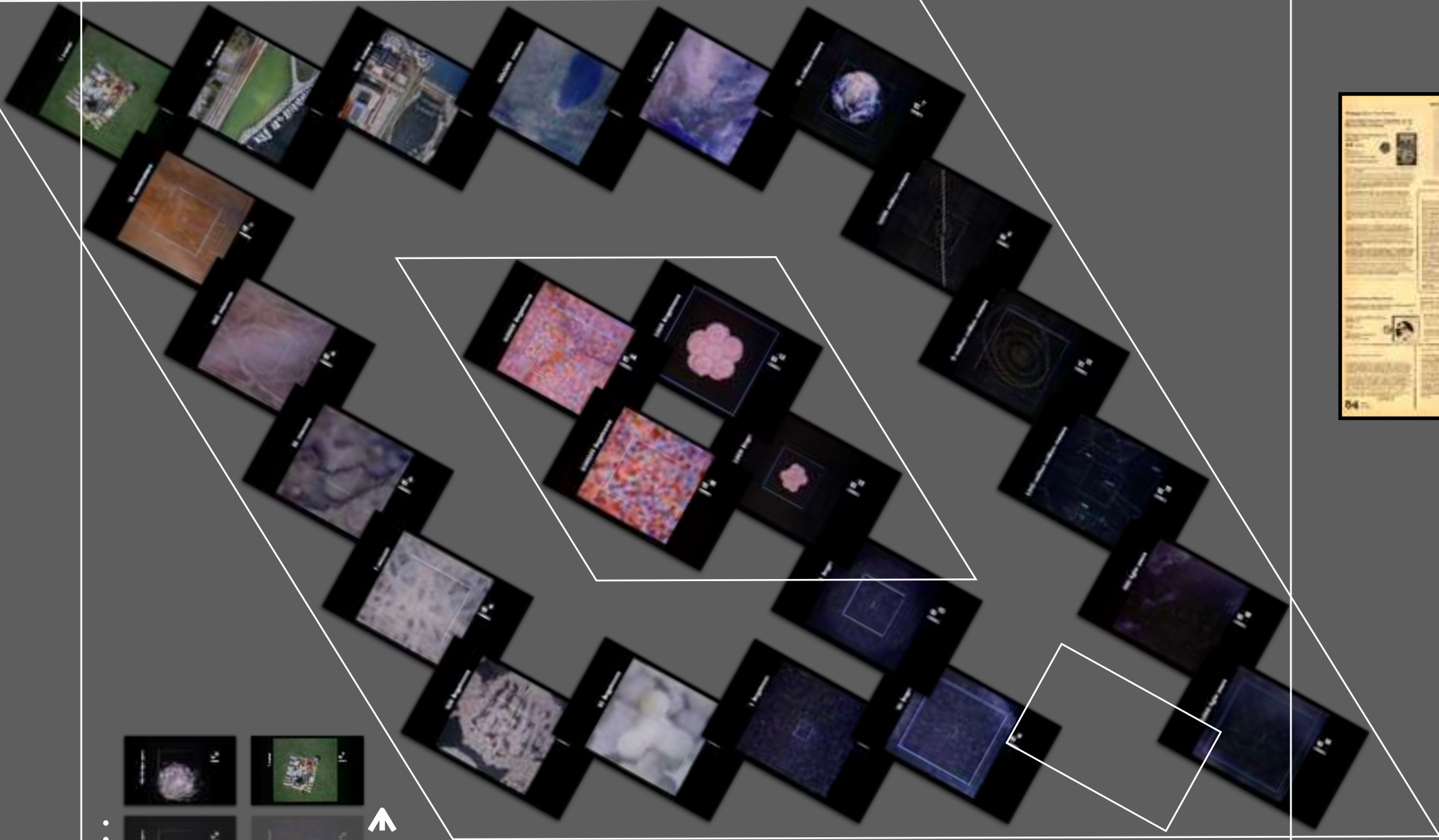








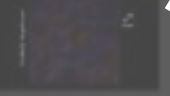
In some key chapters, such as the first chapter, the overall logic of typesetting refers to the power of ten and gradually shrinks. In terms of vertical reading sequence, it moves from macro to micro.

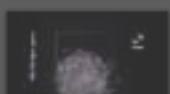


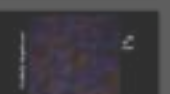




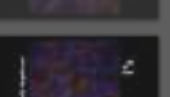


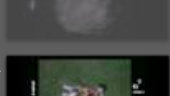






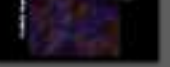








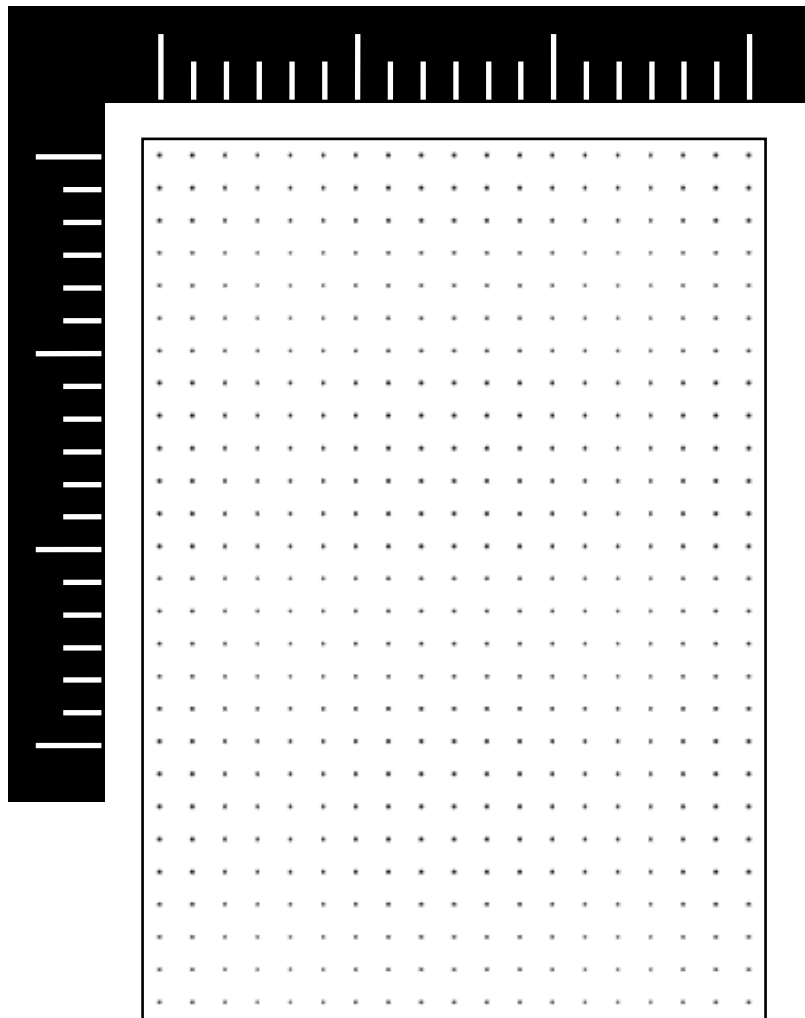
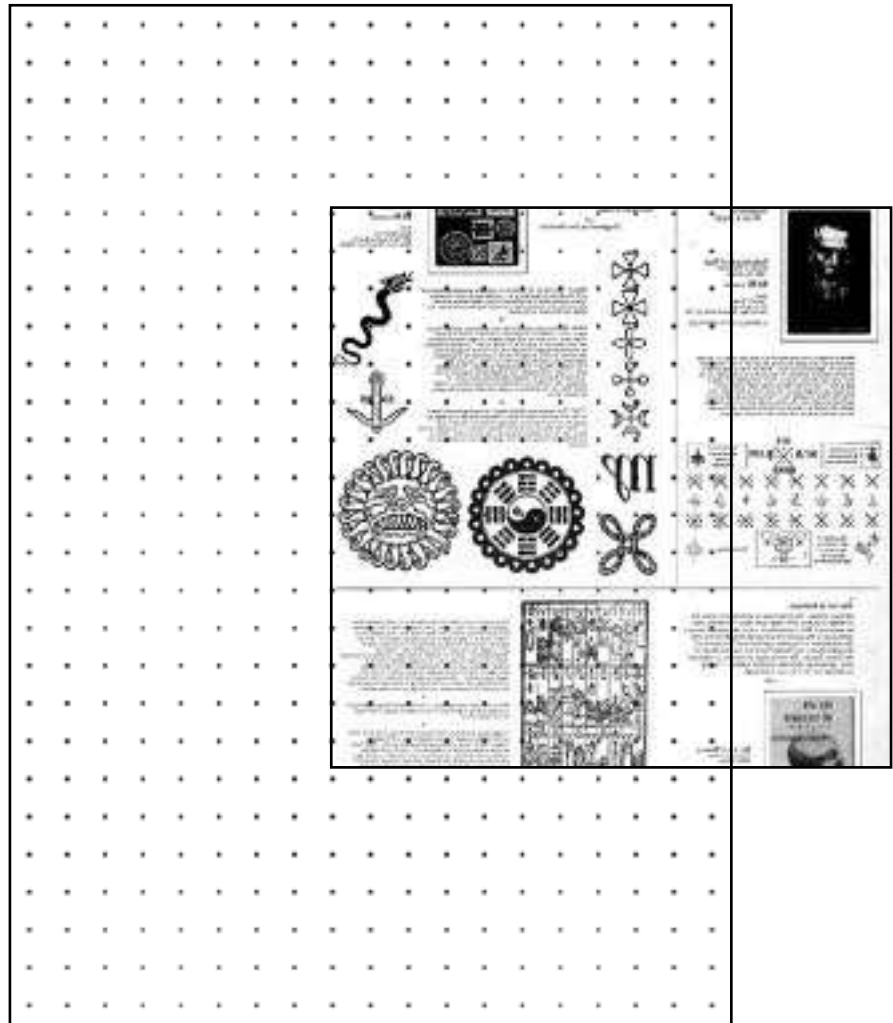




the layout design refers to the whole earth catalog, because the contents have a lot of interdisciplinary interaction and large amount of information. I hope the viewer can have the feeling of opening an encyclopedia.



Work in progress



Grid system:

A very important part of graphic design is grid design. The content of this book is relatively large and miscellaneous, which requires a grid that can cover a lot of contents in a diversified way. The grid system of the notebook is very appropriate, which has the fixed equidistance of the ruler function representing the technological properties, and the increase in the number of these equidistances will cause an exponential increase in the content combination that can be carried out, which is very inclusive to the content. At the same time, the rules can be arranged and formulated logically, which can conveniently express the content with strong logic. At the same time, I also hope that it has certain functions, so that it is convenient to modify, edit and delete the content when reading, and the notebook can just meet these needs. So this book is positioned as an encyclopedia + notebook. Put in a picture, fix the punctuation-points of the figure, all the pictures can be set to these points, and the different positions in the unit equidistant grid system can help express a lot of ideas.

Layout:

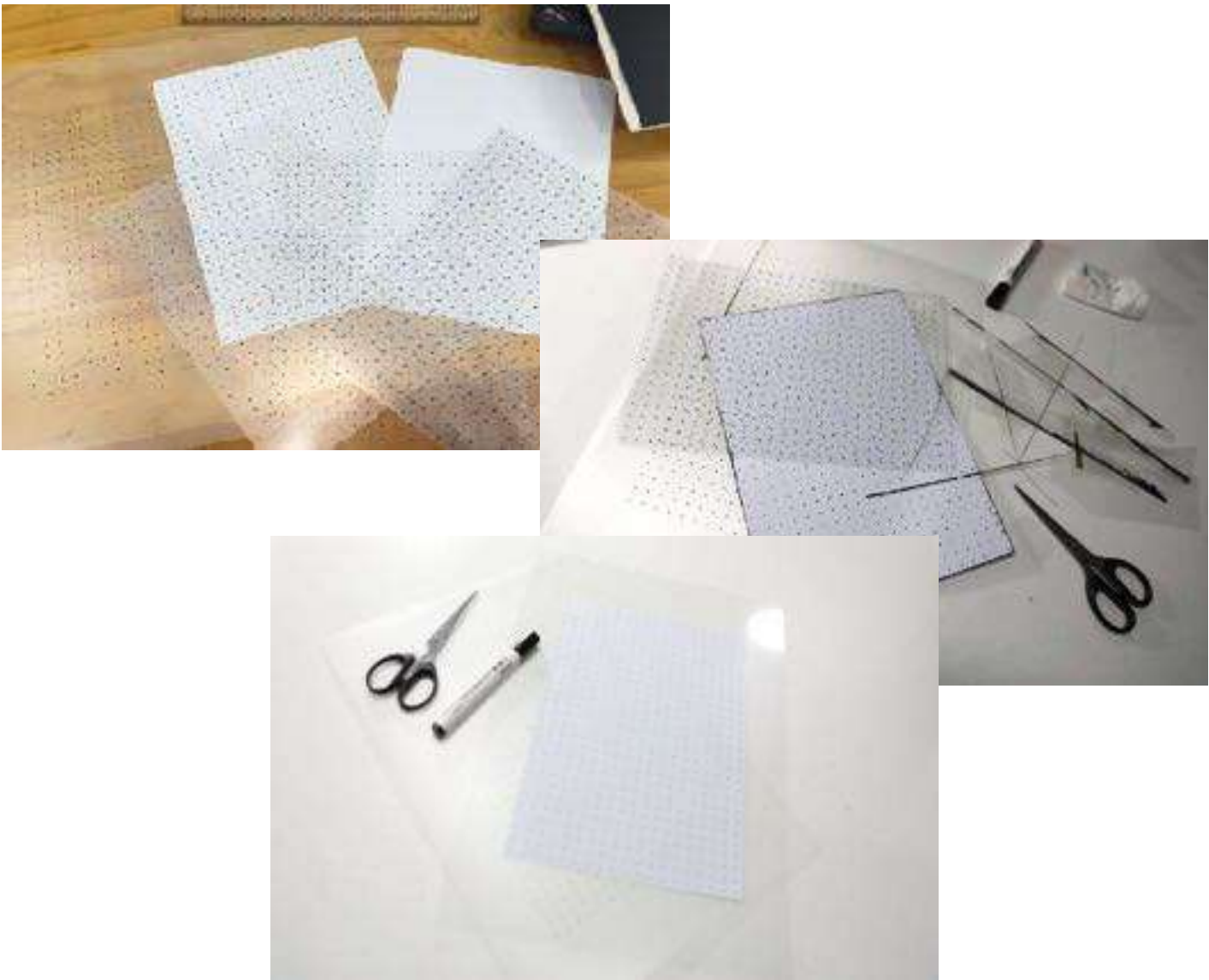
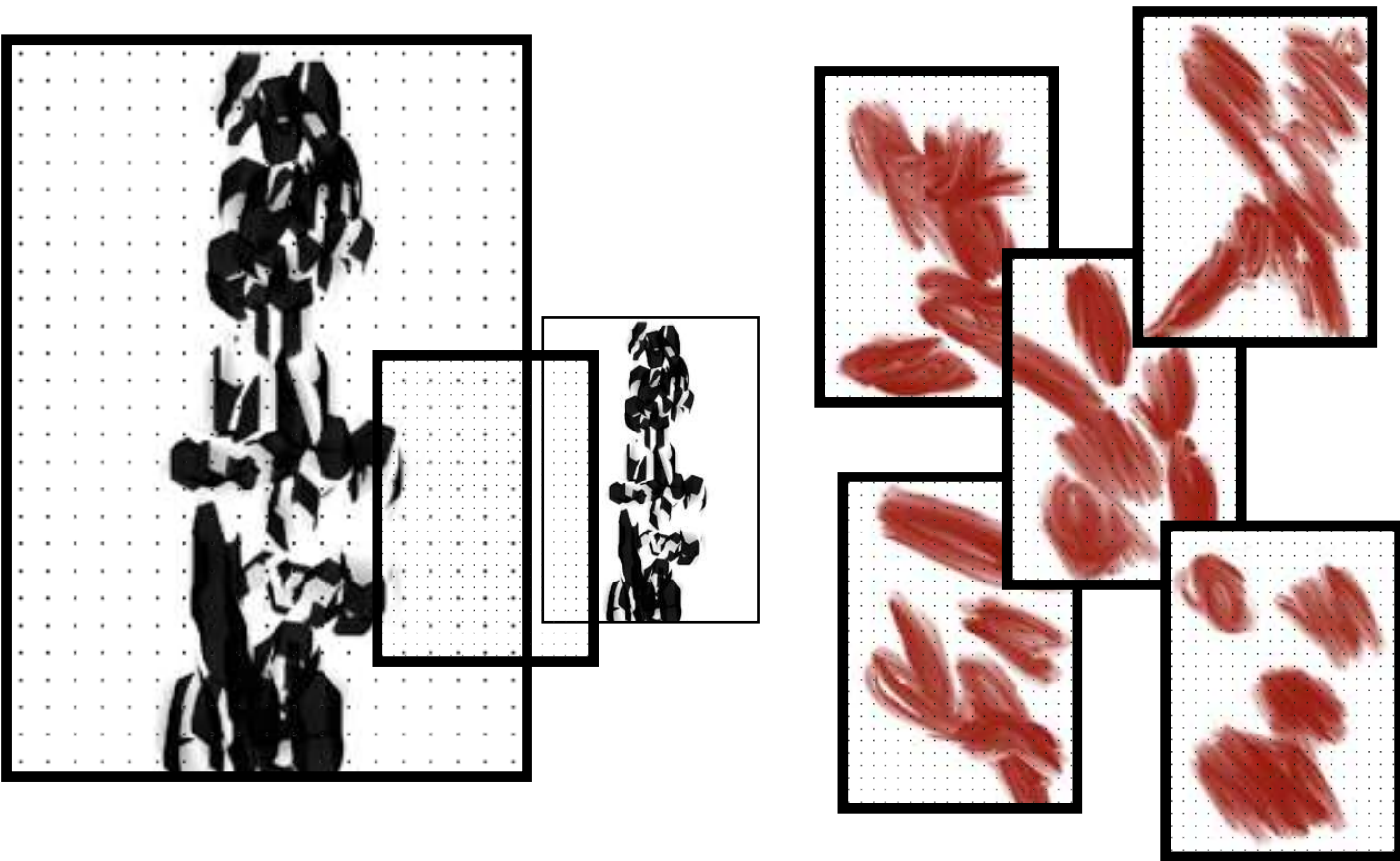
Specific logic, such as in Chapter 1, the natural world uses cat throwing to show randomness, while the artificial world is orderly to show order. In Chapter 2, various high entropy states under disorder are represented by inclined irregular arrangement, and various low entropy states under order are represented by regular ordered arrangement.

Cover design:

The cover design is sketch, reflecting the attributes of notes.

Grid reading ruler:

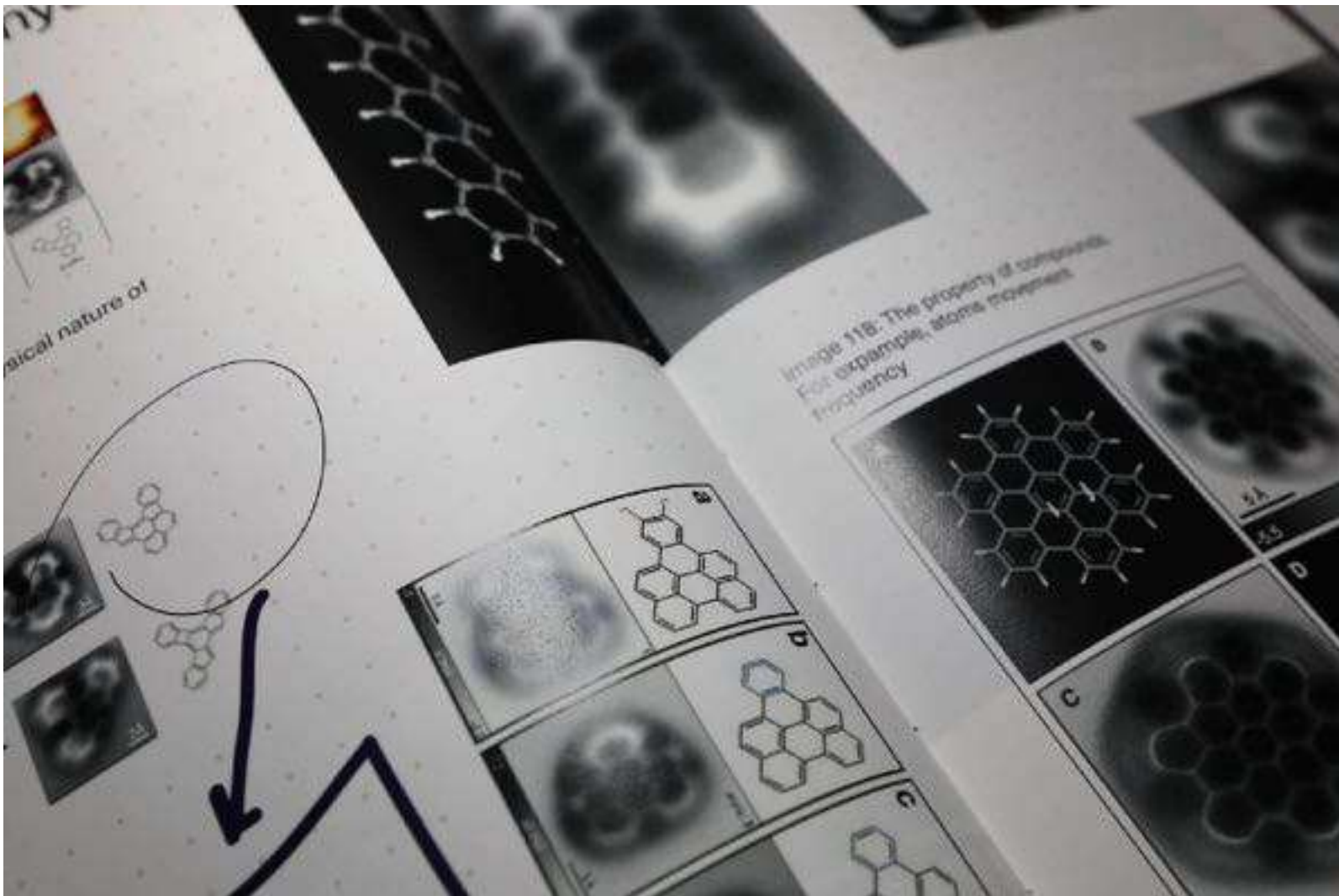
In order to facilitate reading and understanding, grid reading ruler is designed to help readers read, so that readers are more likely to understand the content of the book with the help of being able to read the content clearly in the grid.



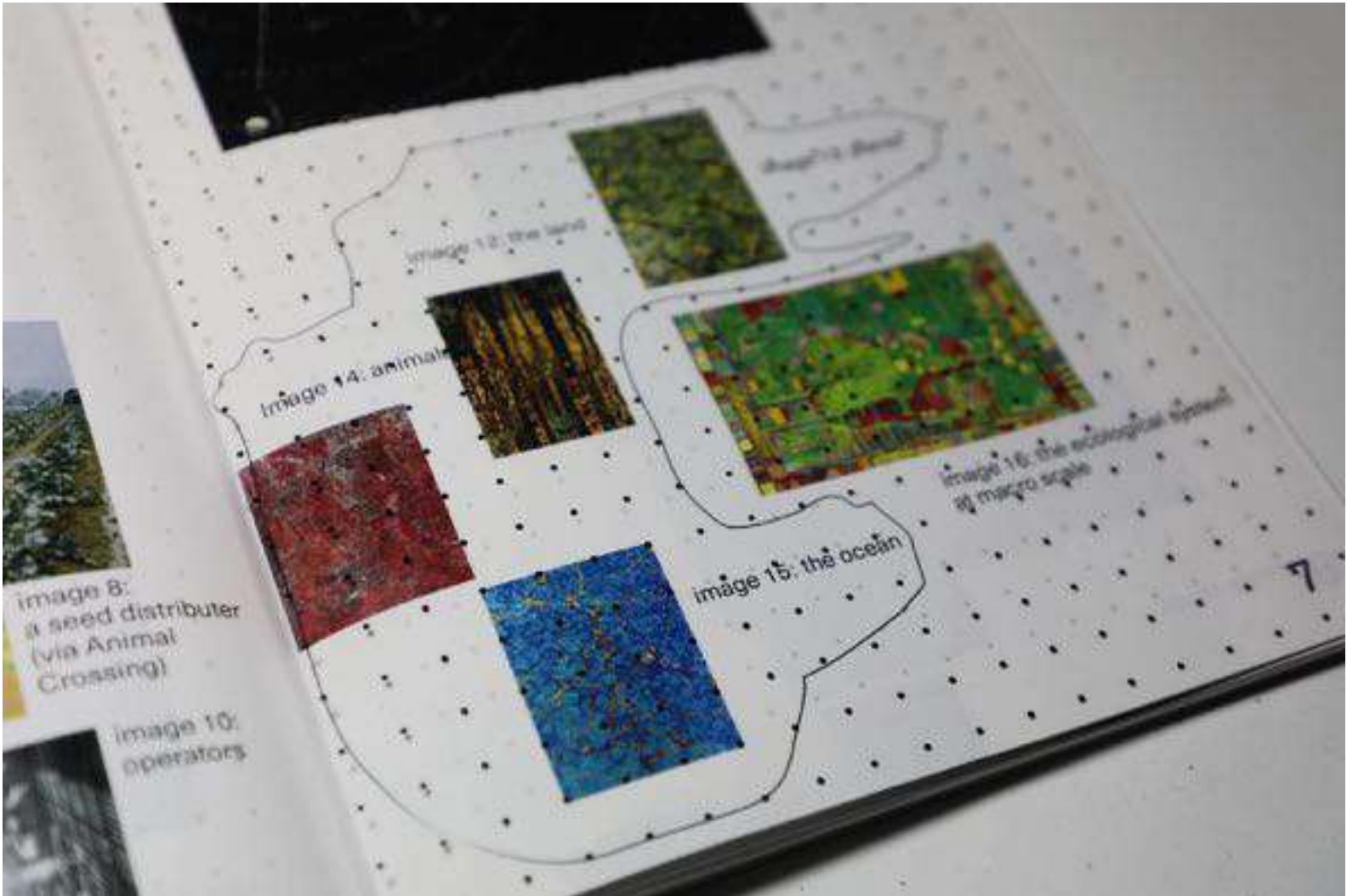
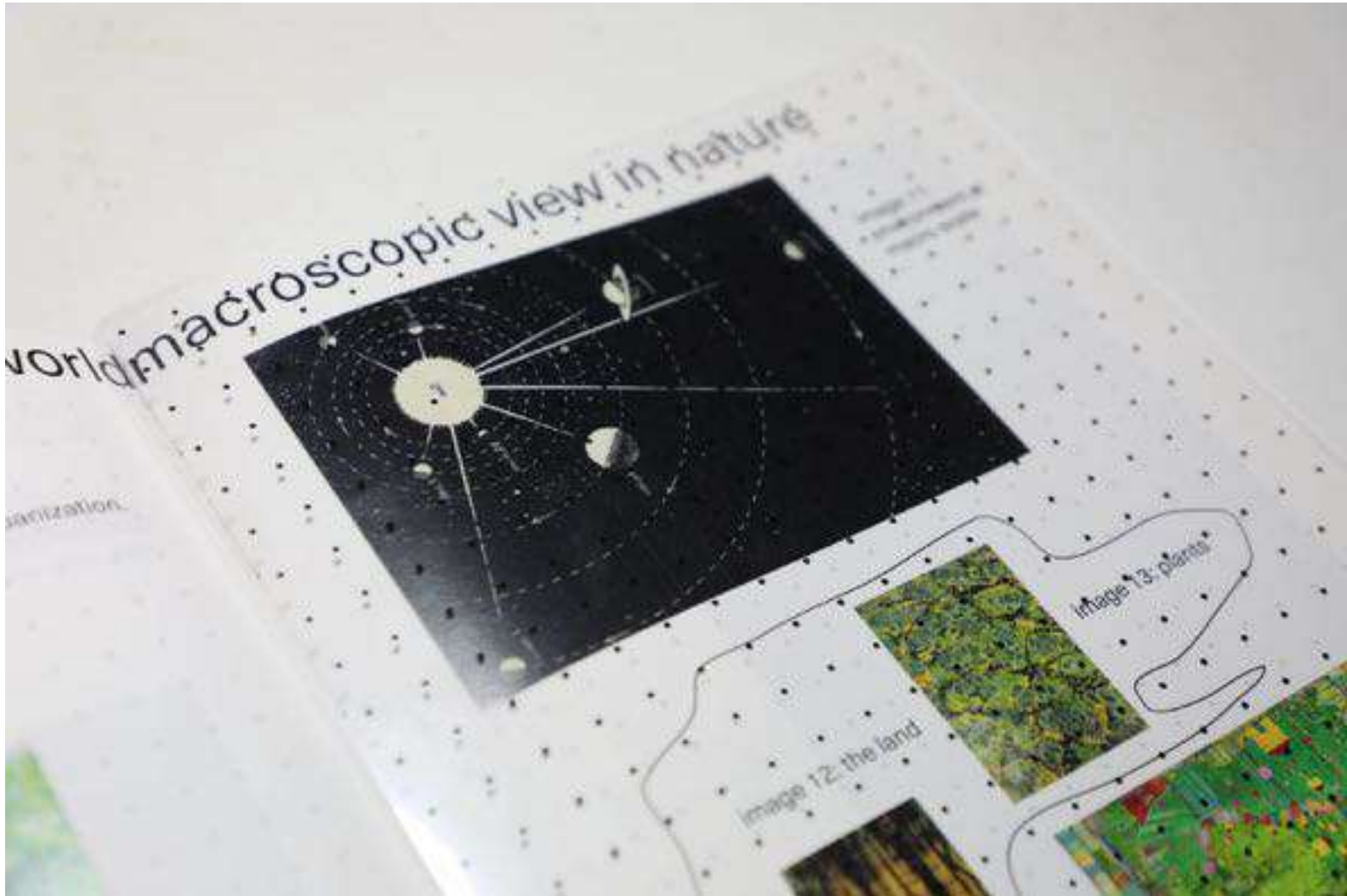
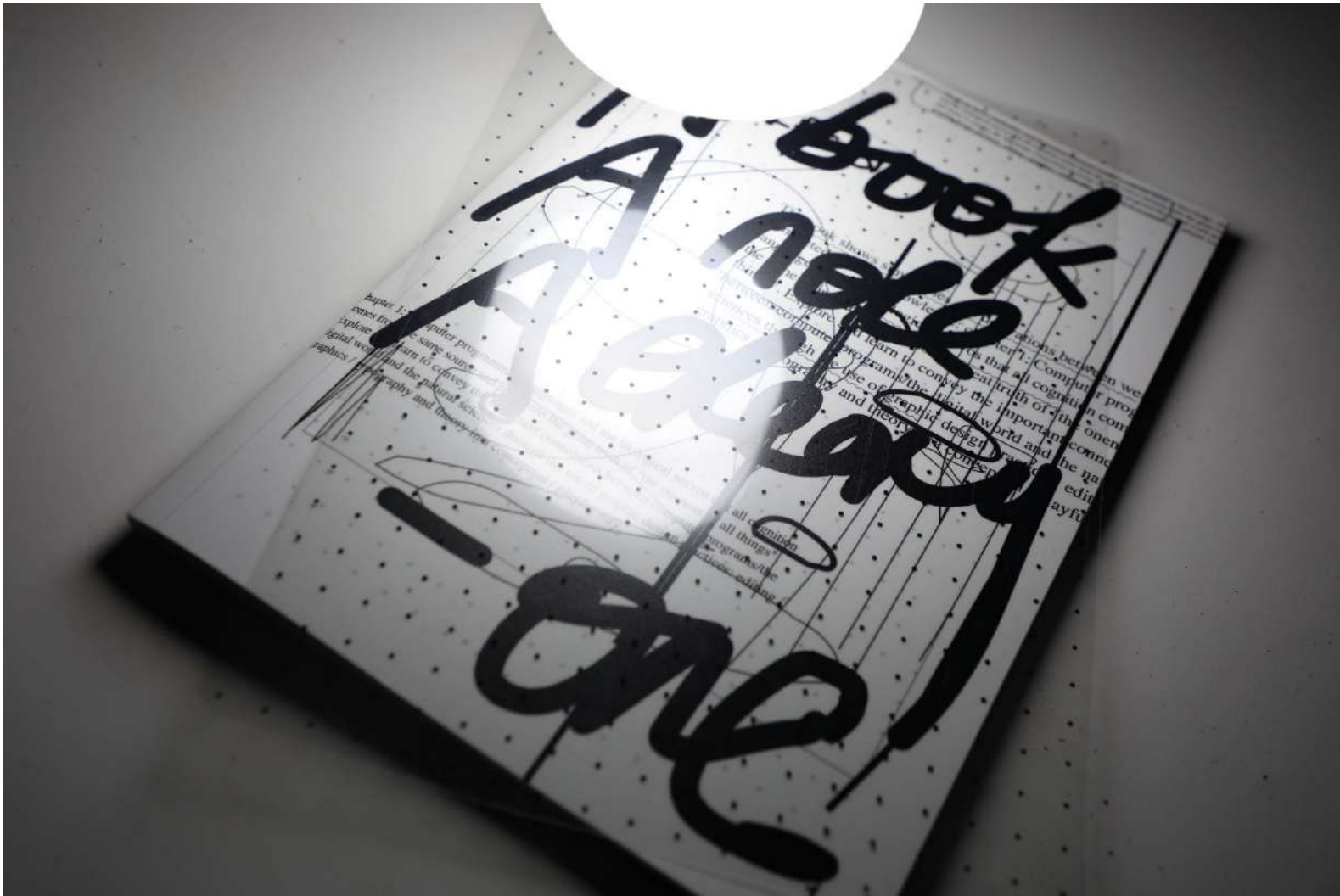
Outcome



Outcome



Outcome



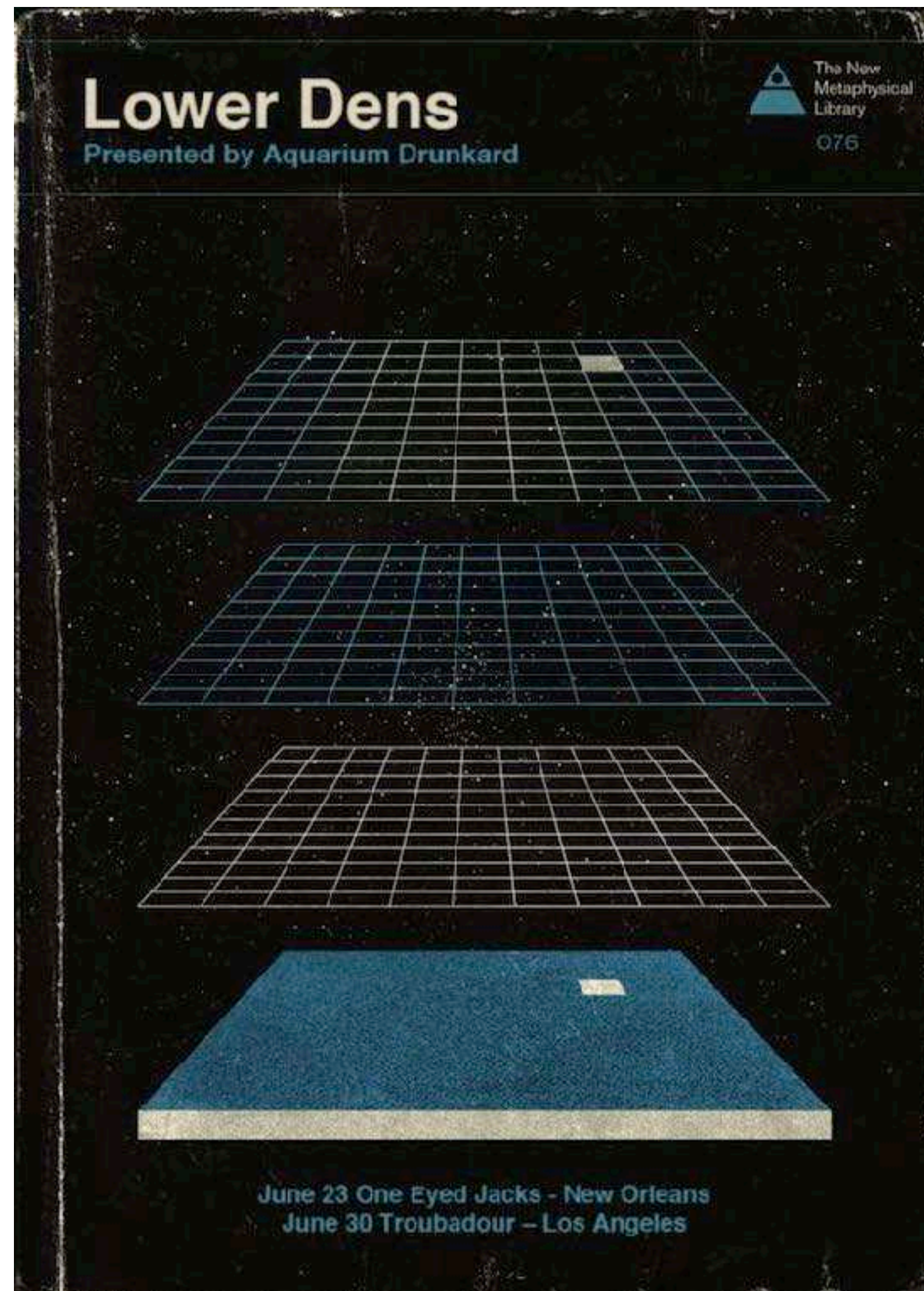
Poster Experiment A4×160/A3×9

Trillions of Hamlets

Statement

By studying some authoritative psychological values or world view questionnaires and scales' formulation ideas and aspects, and combining with the characteristics of the mobile Internet era, a pictorial cognitive questionnaire in the We-media information age (web2.0 era) is developed. On the premise of ensuring the subjective influence and bias of designers in any process from the formulation of questions to the selection of objects, After collecting cognitive portraits of typical individuals in different populations, including values and world views, referring to the interpretation and description of the interviewed samples, the author studies cognitive psychology to find appropriate ways to dilute, eliminate and delete the answers to these images, so as to show people's highly differentiated individual cognitive landscape in the web2.0 era. Then, by imitating social relations, the overall cognitive landscape is presented, which is finally presented as an exhibition-style poster group experiment, showing and warning people to realize the impact and danger of quantitative explosion and unguaranteed quality of cognition in the era of web2.0.

Inspiration



In the era of Web2.0, there is a very evil business logic of mobile Internet. To put it simply, the logic of web2.0 is to gain a large amount of continuous attention by entertaining and informative content first, so as to guide consumers' cognition to converge and produce consumption. This characteristic leads to its explosive growth. Is the reliability and impact of this mass of content and information generated for attention an unknown quantity? In fact, I gradually found that this way of attracting people has brought or sustained harm to people, because these contents have affected the audience's concept and cognition, which can be at best exhausting and costly, or at worst distorting people's psychology and values.

This output, known as cognition, can be divided into concrete and abstract cognitive information. Concrete cognitive information, that is, some false scientific information, we can call knowledge cognition. The influence of knowledge cognition is fine, but it is an influence that can be found out the scope. This kind of damage can be estimated, at least it can be locked in the category of health. Compared with the "we media" linked to the field of professional commercial products to make profits directly, the abstract cognition that directly attacks the cognition of values and other concepts is much more terrible.

This kind of cognition is what I call conceptual cognition.

We should be wary of these cognitive intake and absorption, to treat these cognition like a diet, do not eat mouth, so as to curb the worsening of this phenomenon.

We must be aware of the large and subjective nature of the information and the purposefulness, uncertainty (and possible unreliability) behind it, and consciously try to avoid any harmful infusions of knowledge and influence on our values.

Research

This kind of pathological pursuit of traffic for the pursuit of interests, its pathological pursuit attitude will likely create pathological content, and this will lead to the output of content what impact? Finally, what kind of pathological cognition does it give people?

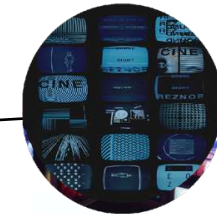
We need to look for these effects, but make sure there are no subjective effects.

That is to say, although we understand the birth logic of these cognitions, we should not make any prior judgment about whether the effects of these cognitions are good or bad or whatever. We should completely abandon the subjective influences and make conclusions after we find out.



The first thing is to collect these cognitions, namely designing questionnaires, collecting images and making posters. The first thing is to formulate the topic. Several authoritative values questionnaires, including the Springer Ideal Value Type; Allport et al. Value research Scale (most in line with my ideal idea); Morris Lifestyle Questionnaire; The Rocci's Values Survey (there are two appropriate categories here) : ultimate values: material comfort, excitement, equality, national security; Instrumental values: ambitious, brave, honest, self-control; Sepuer's Scale of Professional Values.

It is difficult to get rid of subjectivity in the formulation of questions related to values, so the questionnaire focuses more on other aspects of cognition, mainly the world view. Some thoughts on formulating worldview questions: Look for the controversial, the natural, the value. The outlook on life may be more abstract, perhaps seen in the overall answer.



In the design of the questionnaire, the collection of image answers completely abandons the subjective influence. Firstly, it is reflected in the design and formulation of questions, and secondly, it is reflected in the order of questions. After the formulation of questions, the random shuffling method is used to eliminate the subjective consciousness mixed with the systematic logical thinking in the formulation of questions, so as to form the final questionnaire.

Research

The second thing is to do a good job of showing that knowledge. As for how to deal with it, the first reason to deal with it is to transfer the cognition from the subjective samples instead of using the answers directly. Because the requirements of the questionnaire make it difficult for these pictures to fully express the answers given by the subjective samples, it is necessary to obtain and adopt the interpretation and description of the cognitive answers given by the samples. How to deal with this is to express these explanations as accurately as possible, and we need to have appropriate, diverse, and appropriate ways to express these explanations. So we have studied cognitive psychology.

In cognitive psychology, memory is an important part and object of study, because memory can be thought of as cognition after absorption.

Studies on memory include Atkinson and Shefrin 1968 - Human Memory Processing Model; Roger and kuiper 1977 and kriker self-memory Schema; Daniel Kahneman - Primacy Recency Effect & Reisdorf effect; Ebbinghaus forgetting curve; Yerkes-dawson rule. Among them, Atkinson and Shefrin's 1968 model of human memory processing is an important research object, which is a basic memory model and provides us with the most basic memory concepts.

These are things about how to remember and which cognitions are easier to remember, these are not subjects of study, but changes in memory are important subjects of study for us.



The Cocktail Party Effect: Focus.

This effect with focusing function can be called brain searchlight, because it is just like controlling the irradiation point of searchlight to focus. Through retelling and other ways, people can selectively pay attention to and control the input of important information. The essence of this behavior is to form memory control and processing to input important information. This kind of important information focus is entropic behavior.

Metacognition: Renovation, overlay.

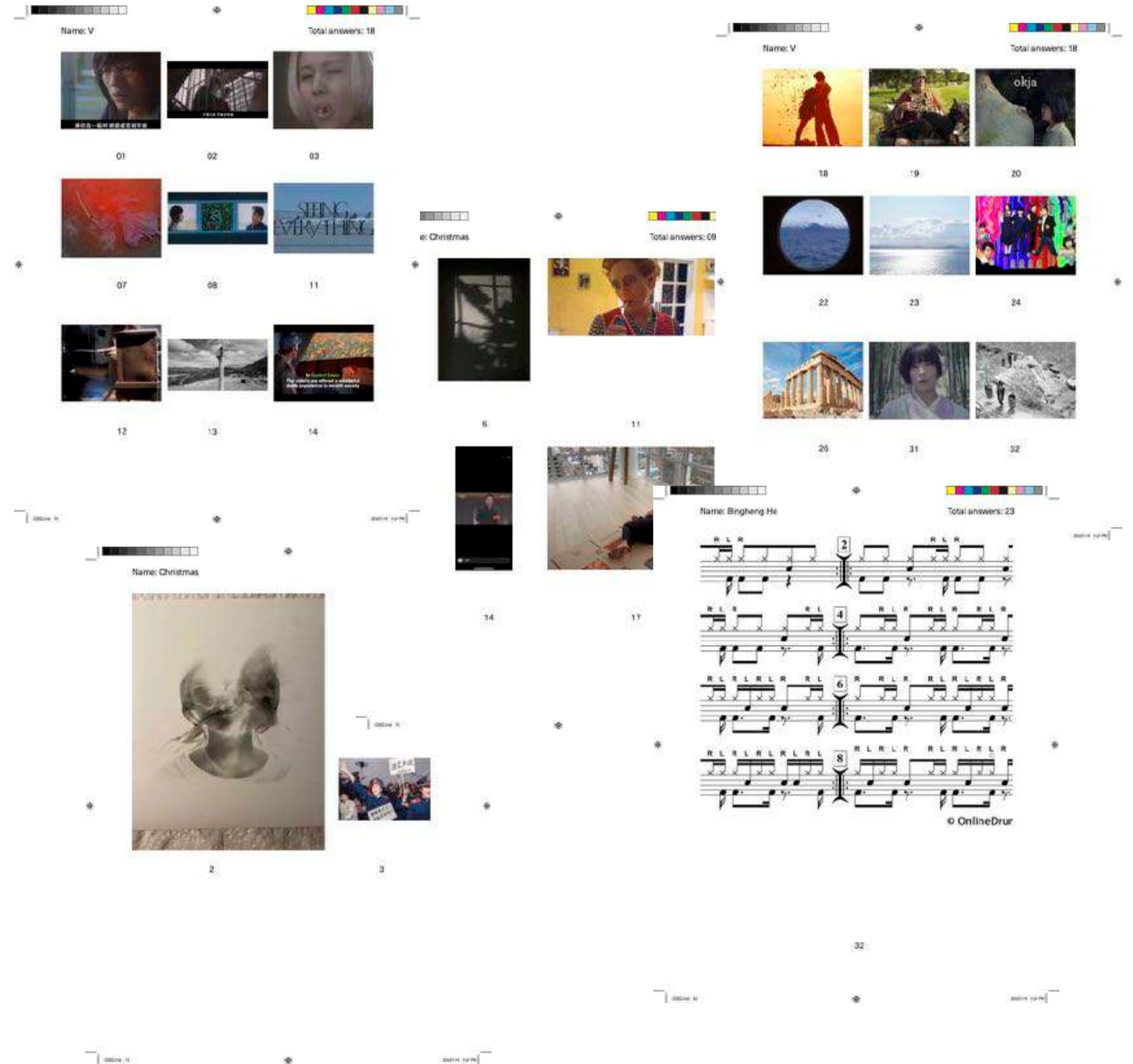
On the basis of our understanding of things, observing the process of understanding things, this is the first level of metacognition. Observing, observing the process of knowing things, that's secondary metacognition. Metacognition can be infinitely layered, like a guessing game. Metacognition raises the level of consciousness and makes cognition more dialectical. Each level of improvement of each system is a dimension improvement, which can produce huge power of upgrading each time.

Memory hole: blur, fade, eliminate, inconsistency, garbled code.

The five major memory holes are ellipsis (skipping out on illogical and undesired parts), rationalization (helping to explain memory inconsistencies), information switching (substituting willingness for more familiar words), sequence switching (impressing memories may advance), and personal attitude.

These are all visual expressions.

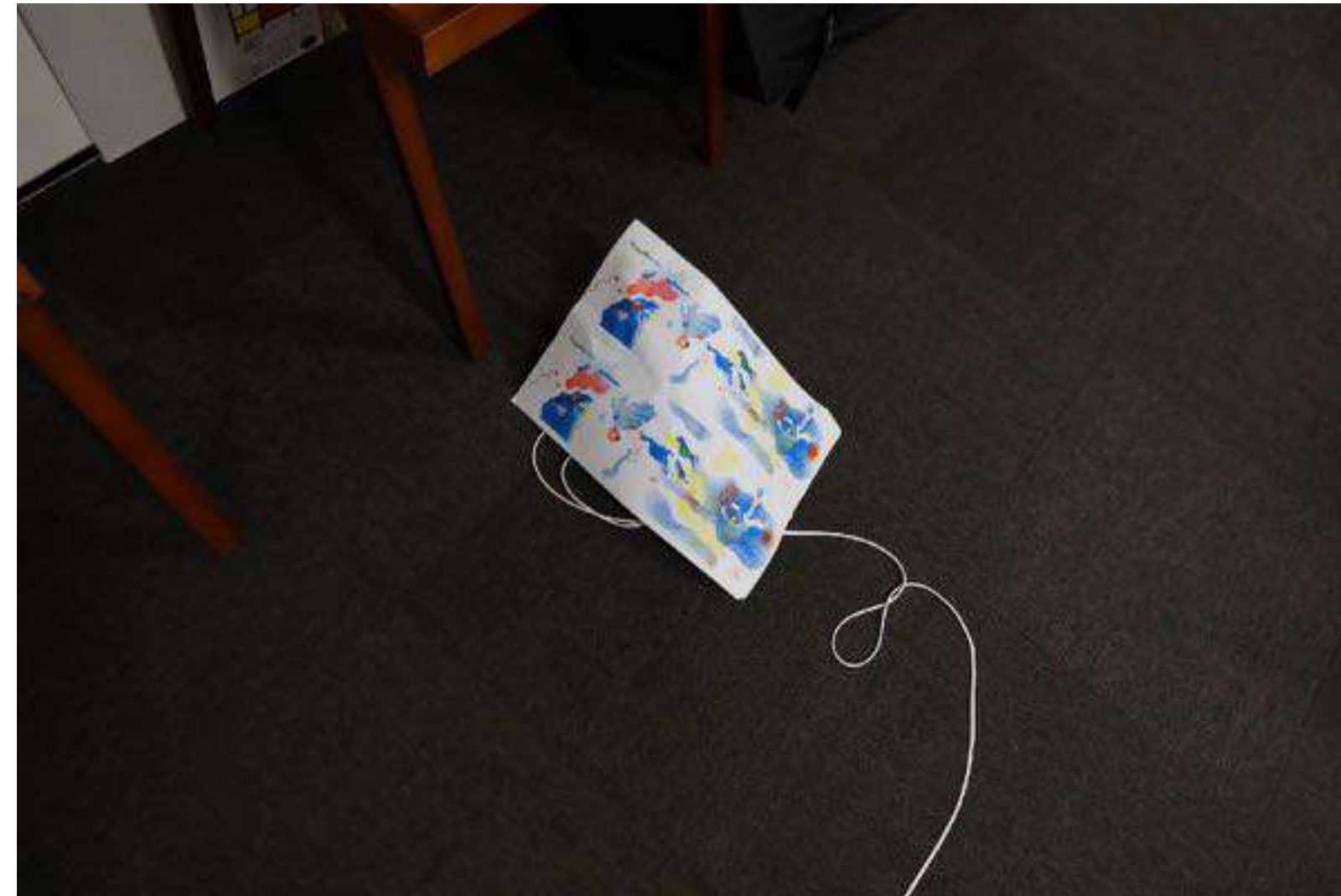
Questionnaire		Questionnaire	
Describe your desires.	01	What is genderless?	23
How to describe the relationship between body and soul?	02	What does it mean to be a millennial?	24
The image of personal dignity and ideal society in mind?	03	What is Totalitarianism?	26
The value of trees?	05	What does a house built by conservatism look like?	27
The difference between humans and artificial intelligence?	07	What does your persona look like?	31
The difference between plants and artificial intelligence?	08	What is the most primitive human creativity?	32
What has the internet changed for you?	09		
What is an Apple Logo to you?	10		
What is the Internet?	11		
What is the open world view? (Hints: game, Sci-Fi world / sandbox world, etc.)	12		
What is religious freedom?	13		
Imagining a death scene...	14		
What is Extremism?	16		
The end of the day, where do you wish you were at?	17		
What is the end of the world to you?	18	(These are the questionnaires I started thinking about, the irregular numbering is because of some of the censored content, the numbering does not change is still want to retain the original look. These questions hope that you will give me feedback with any images, photography, drawings, selfies, etc.)	
In what way would you like to enter the end of the world?	19		
What is your ideal way of living?	20		
What does Postmodernism look like compared to your modern life?	21		
What does Post-epidemicism look like?	22		



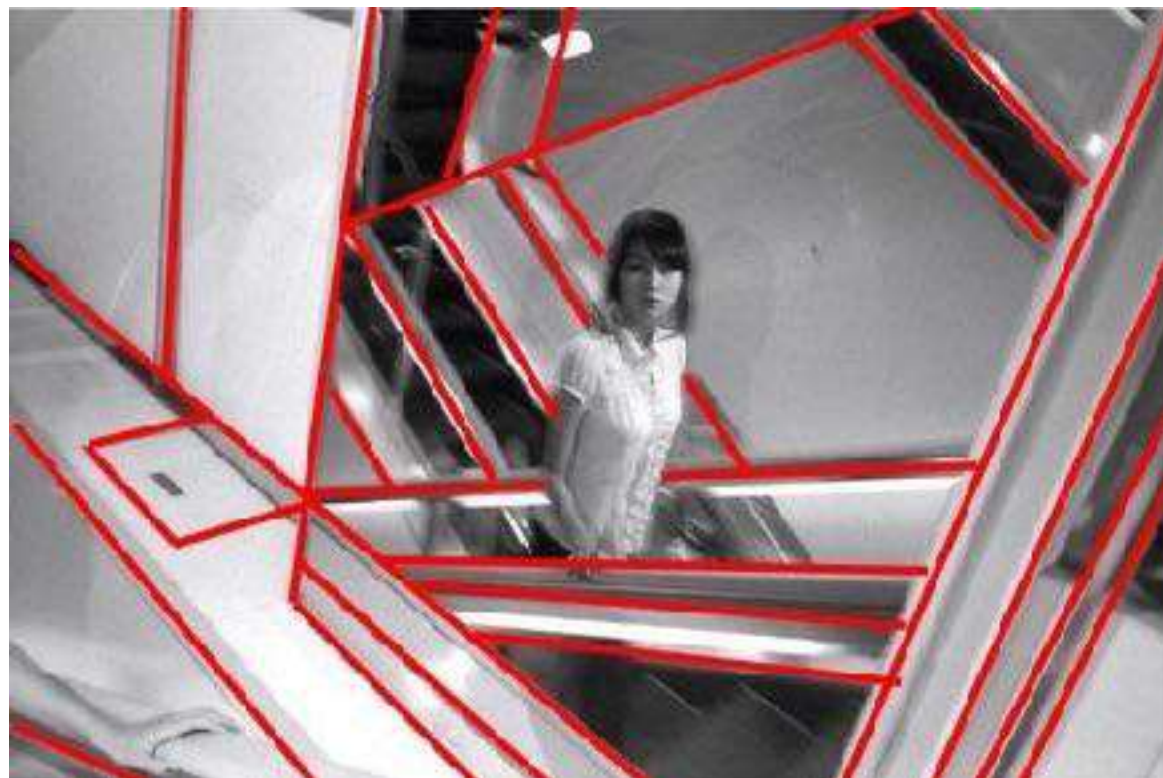
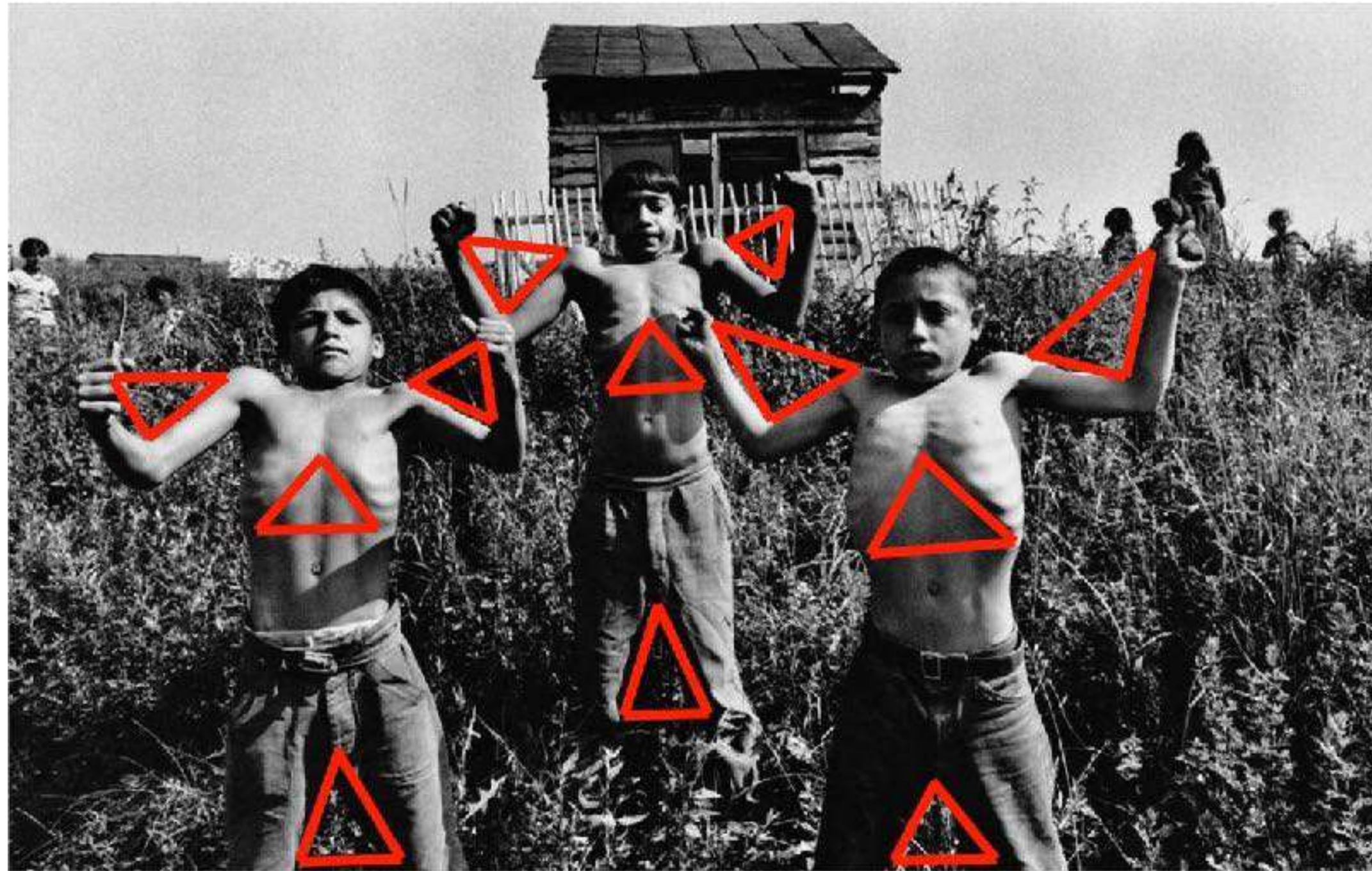
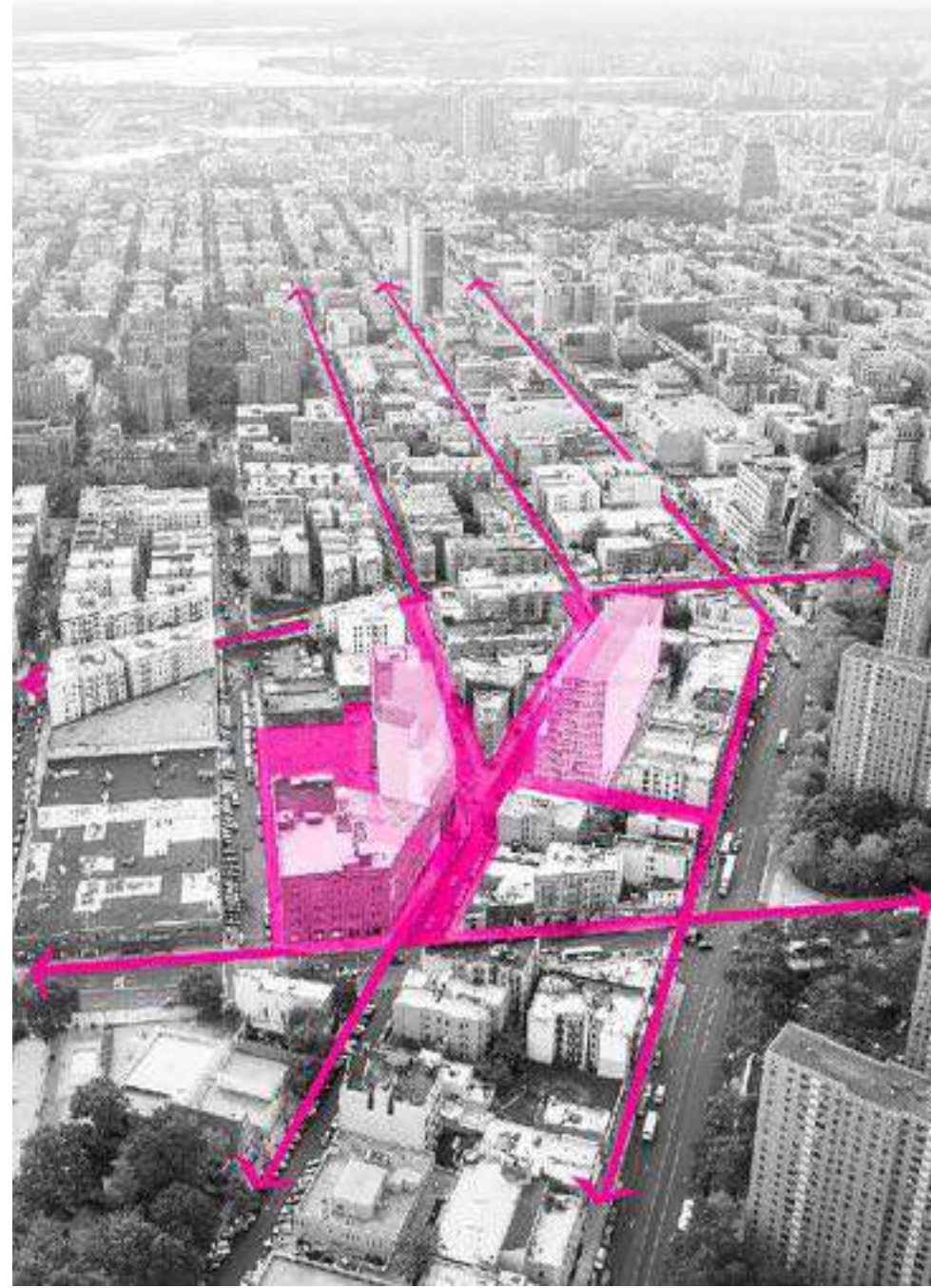


Work in progress

An exploratory experiment: a poster + a switchable light source is used to demonstrate the state of cognition in the brain (nervous system).

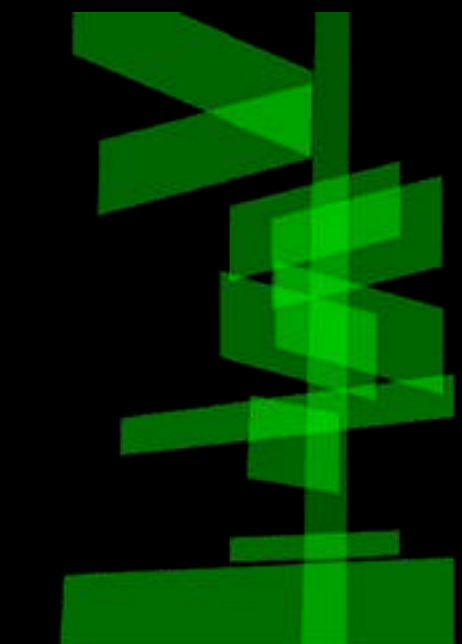
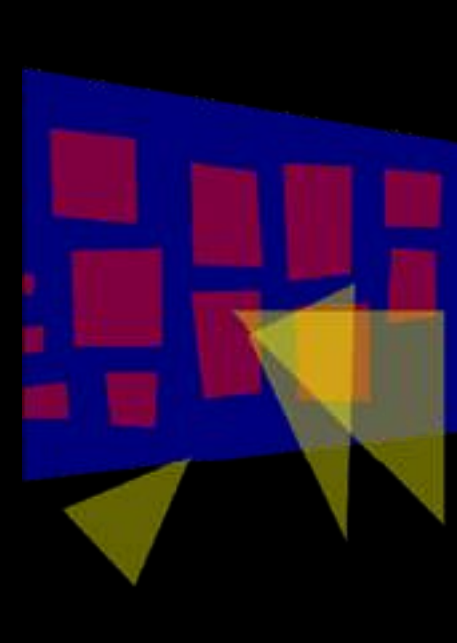
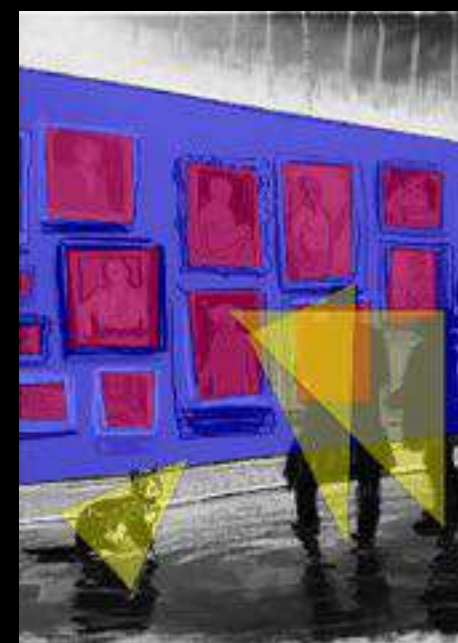
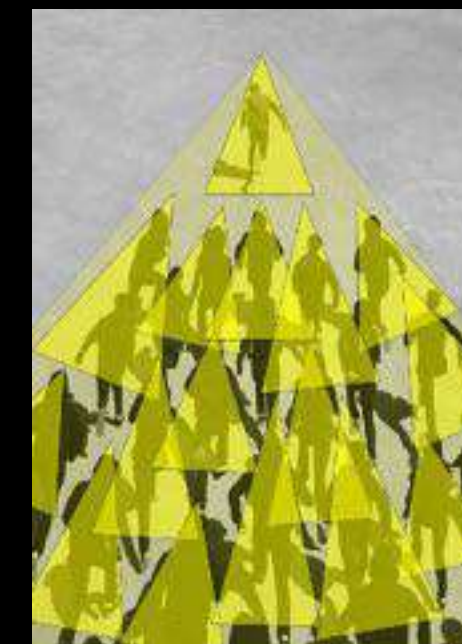
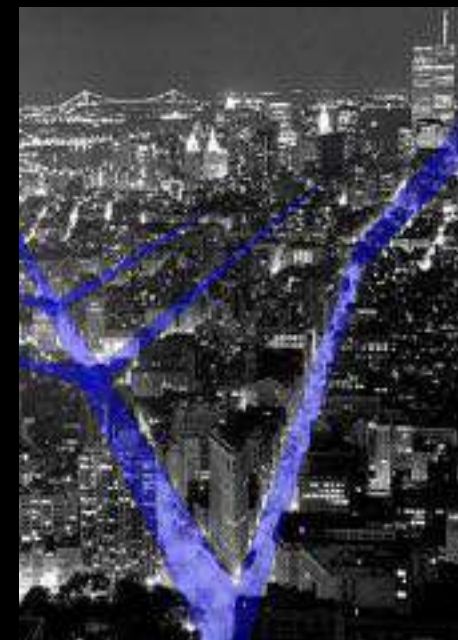
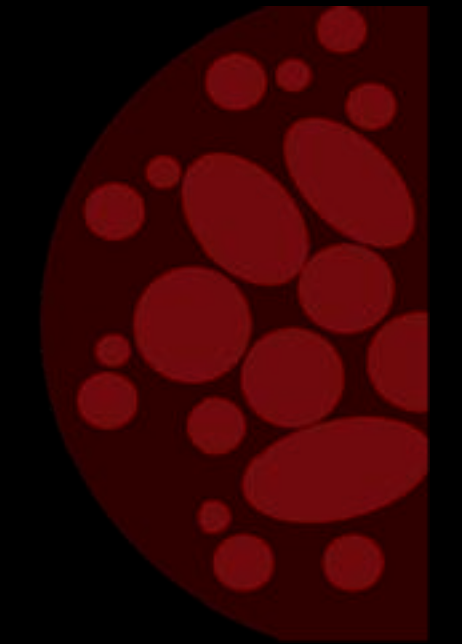
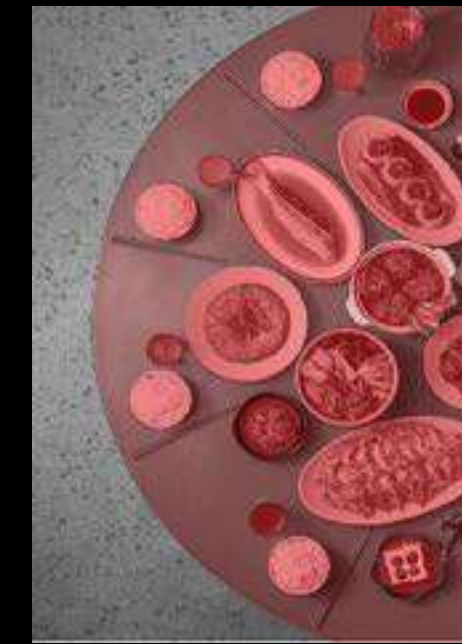
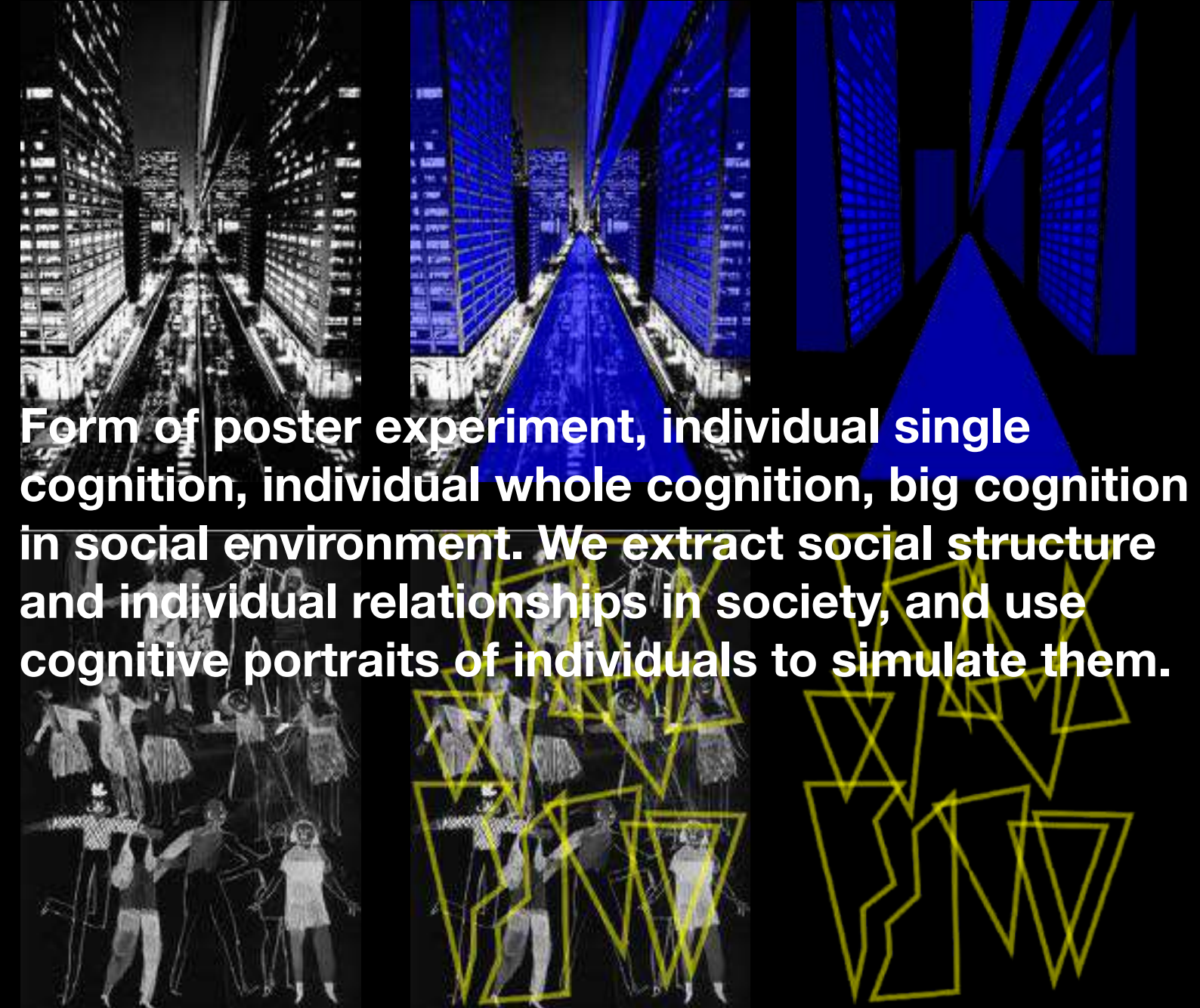


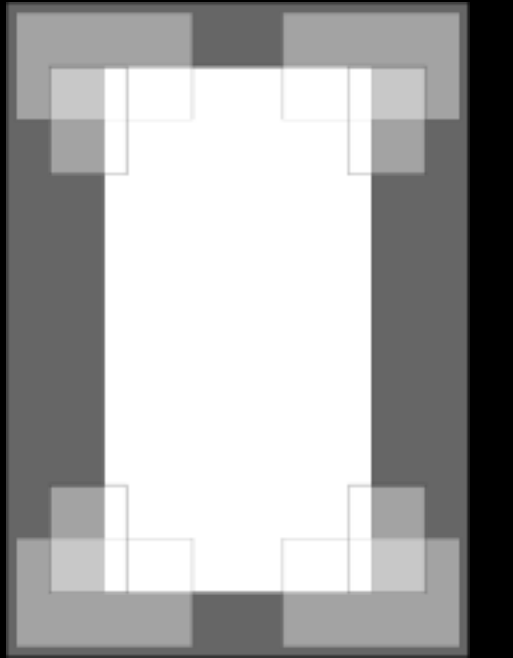
Research



In the end, an individual will inevitably be involved in the collective or at least it is difficult to avoid involving the outside world. In the social environment and in the collective, most of the individual cognition will also be affected, including the collective influence and mutual influence in the collective. All kinds of influences in all kinds of contexts, in the large urban collective, at the dinner table with the inferior status of the cultural consciousness? What about traffic? The presenter and audience of the evening party, cultural exchange, the author of the exhibition, his works and the audience?

Work in progress





Work in progress

Print posters and prepare the environment for layout.



Outcome

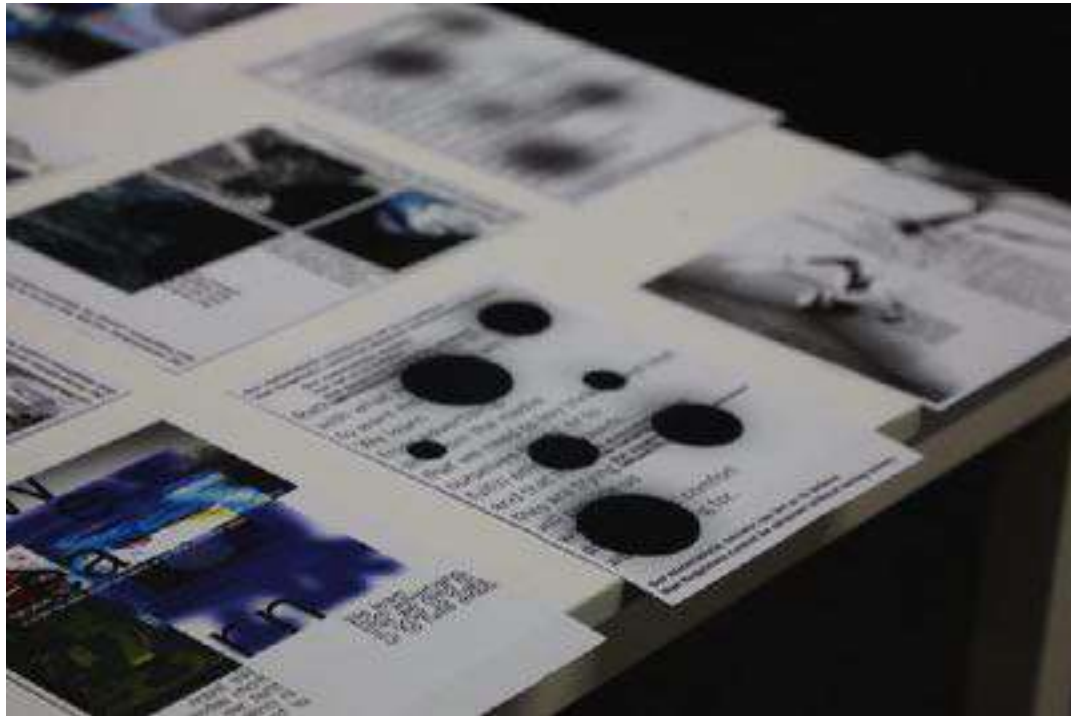
ZHZH Portfolio 2020-2023



Outcome



Outcome



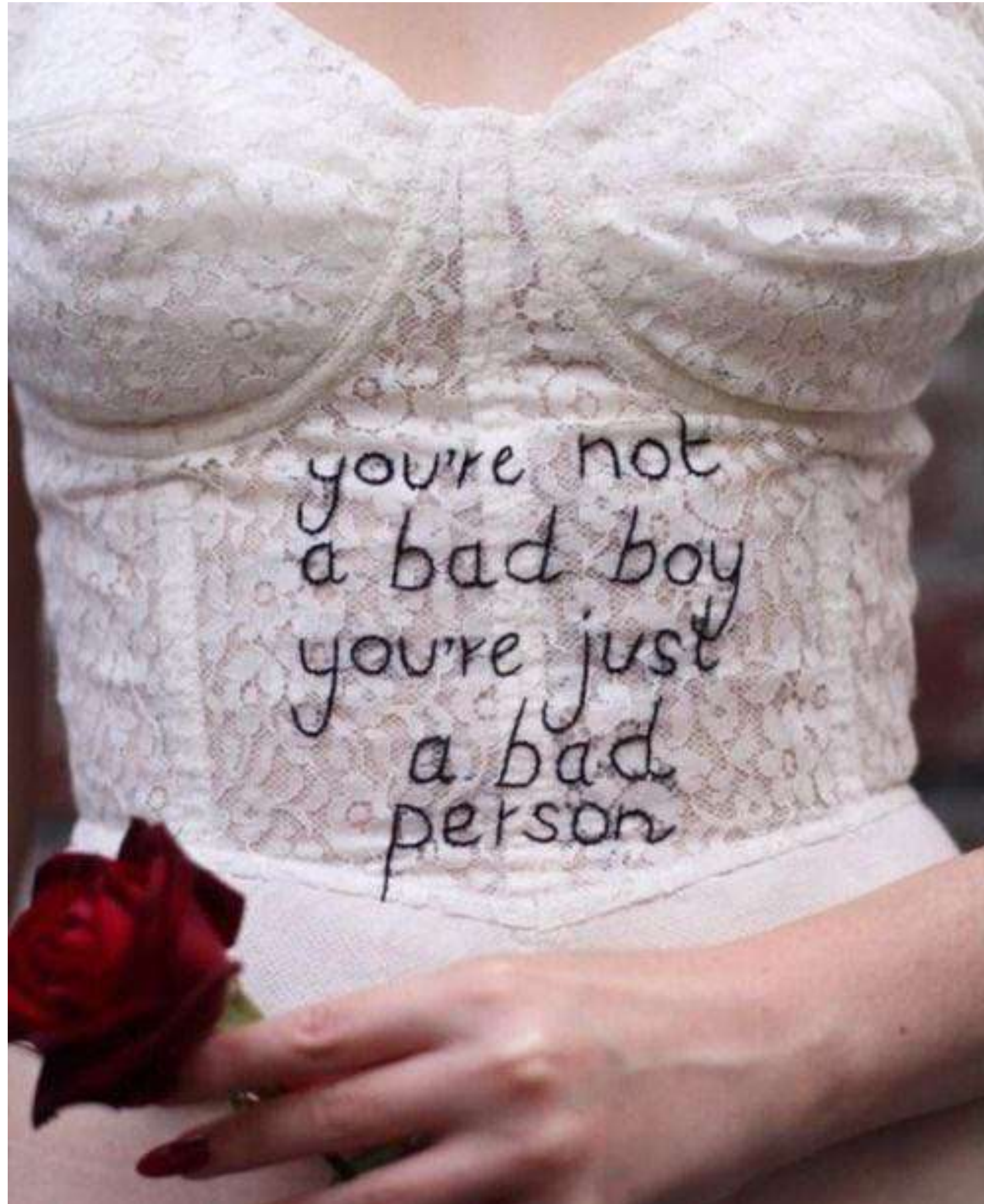
Typeface

The Soft-Rape

Statement

An emotional and cautionary sex education work, it focuses on the harm that early ambiguous emotions and sexual behaviors can bring to women in China, where sex education is severely lacking. The act of painting and extracting imprints and making brushes to write can meet the requirements of highly emotional expression. In the process of expression, the use of tools, scene restoration, behavior simulation and other ways of role substitution in form and thought can achieve a high degree of simulation of inner activities. This paper restores the bad nature and painful emotions of a kind of aggression, which often occurs in female teenagers, and amplifies the expression through artistic processing such as color application, texture manufacturing and modeling, and finally produces slogans on banners. In this appealing presentation way, it reminds people to notice and attach importance to this phenomenon.

Inspiration



There are a large number of women in China who suffer from misogyny and other problems due to some early acquired experiences, which are basically equivalent to "contact with men". One of the things that really stands out to me about these bad experiences is that they happen so frequently that a large percentage of women experience the same kind of encounters. This phenomenon is called "cheating philandering men." The process of this encounter can be described as that in a romantic relationship, when women are unconscious and unwilling, men initiate sexual demands and satisfy their sexual demands by means of coax, coercion, moral kidnapping and so on.

Most of these hurt men themselves are middle school students, so they have almost no skills in sexual behavior. It is also likely that some masculinity, such as getting rid of childish or trying to find a majestic male image, demands themselves to be rough to build up confidence, and this process will cause women great pain, and their feelings about sex may be very negative. About the beautiful opposite sex, including the beauty of sex itself, this is everyone should enjoy, everyone has the right to enjoy it, but this will be lost. Which means that in addition to the possibility of misogyny, it can also lead to problems with misogyny. This may also contribute to China's acquired LGBT population. The impact of this problem is so bad that it can cause serious and irreversible damage to women's lives, and we should study this problem and find ways to deal with it.

Research

First, to study this process, we conducted some in-depth interviews with five women who had such experiences, anonymously using them as background information for the study after asking for their consent.

What are these actions?

I call this behavior "soft sex."

Soft sexual assault: Most of the time occurs in the early stage of life, when the concepts of love, opposite sex, sex and so on have not been clearly formed or formed (both parties or the wife have vague awareness and concept). In the case of conscious or unconscious lovers' relationship, or in the name of love but without adequate consent (refers to understanding sex), there is a high probability of forcible and harmful sexual fraud.

What do these actions lead to?

These bad early sexual experiences can lead to a lot of psychological problems for women. First of all, women need to find an attitude towards this kind of "hard" and "reluctant" coercive infringement. If they accept it, they may have the psychological problems of self-depreciation and self-debasement. If they do not accept it, they will lead to hatred of men, hatred of sex, and even hatred of life. It is also because of the high probability of this process accompanied by women's reluctance and varying degrees of violent coercion, but also bring traumatic hysteria, selective affective deficit disorder, dissociative sensory disorders, residual schizophrenia and other psychological trauma. The manifestations of these psychological trauma include misogyny, sexism, misogyny and self-loathing, which can be understood as the stripping away of pain and some self-saving behavior. These psychological traumas may affect sexual orientation.

The effect of these behaviors on girls can be summarized as follows: they will lose a lot, including the beautiful opposite sex and sex and other beautiful parts of life that everyone should enjoy.

Client A (zjy) : "I don't know what I did wrong, I don't know why he did this to me" Having sex in college with a then-boyfriend. The boyfriend invited her home for a date, dressed up and showed up, and had forced sex. The process is painful and hurtful. The girl still says she can't understand why her boyfriend did this to her at that time. It now manifests itself in strong bad impressions of sex, and no idea that sex can lead to good feelings.

Client B (lly) : Had sex with a close friend in junior high school. Threatening friendship, suicide, etc., poor sexual experience, rough, strong pain. In the present state, there is transvestite, sexual orientation tends to be asexual, sexual apathy. Information about aversiveness.

Client C (mn) : "I want to eat, but he won't stop" Having uninserted sex in junior high with a then-boyfriend. During the lunch break (lunch break refers to students eating at the classroom seat and resting at their desk for noon), Mn was asked to give up the lunch break by begging and other means, and Mn was taken to a corner of the school where no one would see him by hand or mouth.

D (ly) : Having sex in junior high school with a senior student of the same school and a boyfriend, Ly's relative and her boyfriend live in the same community. When ly goes to play with her relatives, she deceives ly to come to her home and forcibly has sex with her. She is still single.

Client E (zjl) : In the control group, the father left the mother after the mother became pregnant, never met the father, was raised by the mother alone, had a certain degree of dislike or hatred for men, but the sexual orientation was normal.

Client F/G (zqy/mxy) : In the early love experience, experienced emotional shock and forced sexual behavior, now the sexual orientation is gay, and in love with the same sex.

Research

What is learned or to be learned by these actions?

Just a quick review of the soft assault process

"Girls want sweet love and are forced to accept sex as a result" (which means women's disappointment and needs are ignored)

"Boys have ignorant notions of masculinity and youth" (which determine men's attitude towards it and how and to what extent they will do it).

"It's all in the name of love" (meaning what a silly and deceptive statement is being made between men and women)

- 1. It does not consider and care about women's needs, which may be sweet love, but these behaviors have nothing to do with sweet love.**
- 2. Being in love does not equal sexual consent. The only reasonable reason for having sex is that the woman wants to enjoy sex, which is the basis for good sexual experience and less harm.**
- 3, This is not love, not in the name of love can ask for sex, can not use love in the name of love as the camouflage and protection of sexual assault and carry out such deception and self-deception, it is a selfish behavior to vent and satisfy the instinctive desire.**
- 4. Boys should respect women and think about women's needs instead of satisfying themselves.**
- 5. For girls, they should be aware of and understand the nature of this matter, have the consciousness of rejection and learn to refuse.**

In general, we need sex education.

What can be done about these behavioral phenomena?

We do something to help shout out the pain and condemn it, to alert everyone to the problem, and ultimately to alert young people to this aspect of sex education.

For young boys: Educate these boys. For boys, being in love is not equal to sexual consent, and being in love does not mean that you can satisfy your desires. The drive of sexual desire that you vent is not love, which has nothing to do with love, but just instinctive venting and satisfaction. so stop lying, don't deceive yourself and hurt others for your own desires. To respect women, to respect love, to think what girls want, love them to think and give them what they want.

For the young girl: Tell the girl that this is simply taking, not love, satisfying the other person's desire is not love, it is hurting you, you have the right and should refuse and stop this kind of behavior.

Slogans are forceful and direct, so consider the process of writing, which can be used by the work.

Therefore, the work is ultimately defined as an early sex education work with warning significance. The form of expression for slogans, direct force, appeal, protest and other nature. The core of the expression, namely emotion, mainly refers to the pain and painful emotion suffered by women in the process of soft sexual assault.

In order to express the core of this work, at least the evil and pain of soft aggression should be restored. If the expression can be effectively amplified and exaggerated, it is better.

Work in progress

The key point in the creation of this work is to express the evil and pain in the process. The first thing to do is to restore, do restore and then think about exaggeration.

Study the process of soft aggression, and determine which behaviors are used in the creative process:

What are the characteristics of the male behavior (the aggressor) in these behaviors: unreasonable coercion, roughness, no skills, no attention to skills and feminine feelings. Characteristic of the process itself: because of the compulsion. It starts and it doesn't stop.

Design two scenarios, namely two processes: penetration and non-penetration (standing sexual assault).

Insertional process substitution: Watch movies instead of forced, non-stop sexual activity. Watch adult video sites about the "forced push" of this theme of the video, watch to the end, for once.

Non-insertion process: mainly by hand, 10 minutes, once, that is, a class break.

Similar behaviors used to restore: walk, can not stop, have to carry on; touch, the original expression, is itself close to this behavior. walk tracks, touch marks, can be used to write.

Insert process behavior: Form the font directly with a walk path.

Non-intrusive process behavior: Blotting is formed with touch and extracted, then made into a brush, then writing.

Appliances and scenes should also be restored, including appliances and scene layout, role modeling layout.

Appliances and scenes are divided into two different situations.

Plug-in process equipment and scene: The equipment is the floor mat (not the carpet) beside the bed. During the shooting, it should be shot on the bed. The carrier of the track is the sheet, forming the track in a limited area.

Non-intrusive process scenes: carried out in corners, especially in school stairwells, imprinted on the carrier of various clothes on the mannequin J.

What words to write?

Itself: it isn't love, Male perspective: That's right, I'm a man, male charm, got it, satisfied. A woman's perspective: incomprehension, disgust, blame, disappointment, breakdown, resentment, conflict.

After determining what word to write, and then according to the structure of the word, determine the structure of the moving trajectory.



Work in progress



Work in progress

What kind of material is used for writing?

The combination of strawberry powder and cocoa powder is designed to express the seemingly sweet but painful feeling. A dash of bitters will be added for the same purpose. The thickener is for ease of use.



Matching scheme:

strawberry powder: a

cocoa powder: b

Thickening agent: c

1, 150 grams of a + 200ml water

2, 75 grams of a plus 75 grams of b plus 200ml of water

3, 75g a + 75g c + 200ml water

4, 50 grams of a plus 50 grams of b plus 50 grams of c plus 200ml of water

5, 75g b + 75g c + 200ml water

6, 75 grams b plus 200ml water



Work in progress

After the matching experiment was completed, we selected the most appropriate third group of proportions to make marks and brushes.



Work in progress



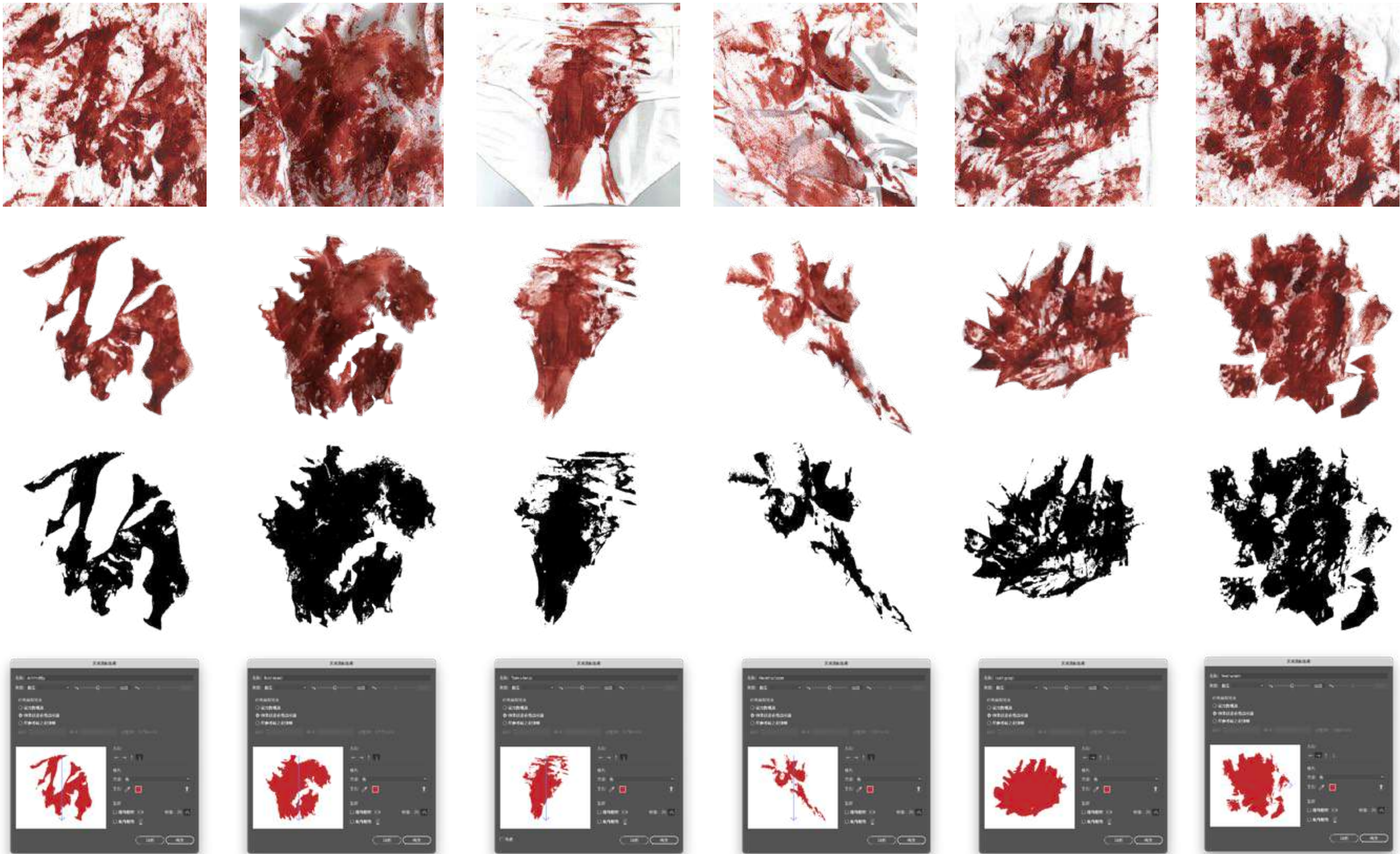
Work in progress

Select the impression made of the brush.



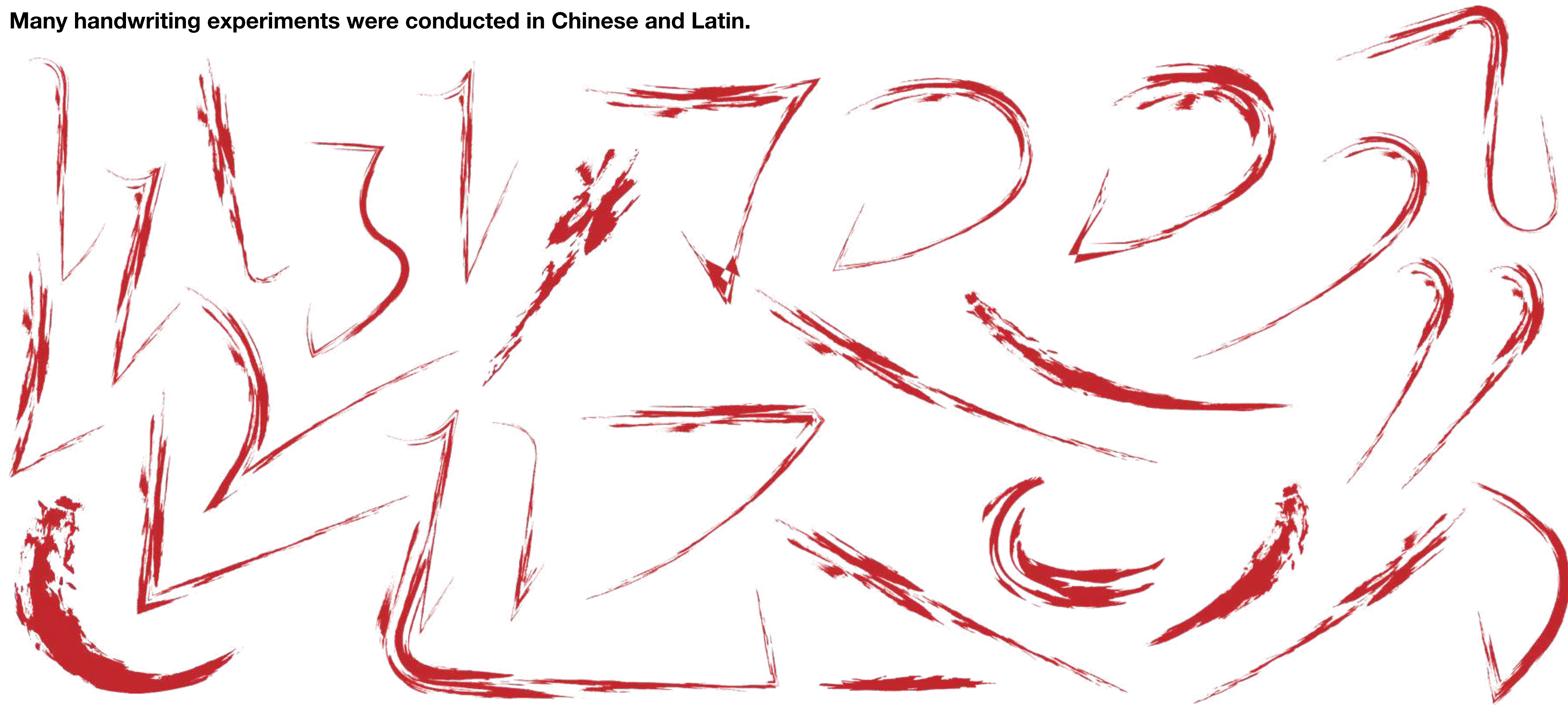
Work in progress

The process of extracting the brush.



Work in progress

Many handwriting experiments were conducted in Chinese and Latin.



Outcome



Outcome



Video Game

Bad-Work Sweeper

Statement

By conducting field visits and questionnaire surveys on the business forms of historical and cultural blocks after the use of design services, and studying the formation of historical and social environments without intervention, collecting the current commercial vision, and using the expression of game programs and pixelated visual style, this paper demonstrates the negative impact of the historical and cultural blocks under the intrusion of commercial visual design. Form a "bad design" and awaken the question of whether design always makes sense.

Inspiration



Video Game
135MB

Bad-Work Sweeper

As a consumer, I like to go shopping, go for a walk, and have a meal in a high-quality restaurant, which is a very pleasant and necessary part of the process. Of course, I have many favorite restaurants, whose atmosphere and environment are very important to me. This environment is not only about traditional culture, but also retains the modern life atmosphere. It's casual and natural, it's unadorned, it represents a time, a life, a time, and it's a wonderful feeling to be in it.

This demand is related to my love for catering, travel, physical stores and other environments. It is a whole process and a demand that should be met with enjoyment.

In recent years, there have been more and more historical and cultural block related issues and protection behavior. As for the protection of historical and cultural blocks, people always want to do something to carry out and achieve "endow". In a conventional work of this kind, these "bestowments" are often carried out in order to show and advertise the beauty of their own nature, but they ignore the abruptness and imposition of these designs in this context, and neglect to consider whether this is a "destructive progress". In a sense, it is just as annoying as the random advertisement, because it conflicts my love for traveling with my feelings and spiritual needs for the traveling environment. I cannot immerse myself in the environment and fully enjoy the atmosphere, which leads me to the idea of creating such a work, a "bad design". This is a "bad design", because not all such design is the finishing touch, but also can gild the snake, no one thought not to do something might be better, so let's see what happens if we gild the snake, which determines that this is a reverse bad design.

Research

ZHZH Portfolio 2020–2023

The first is to study the natural social environment without intervention. The case study chooses the living area of an old large factory that I often visit, which is derived from the Third-line construction in China. Sanxian Construction is a developed industrial province in northern China that sends a large number of industrial construction resources and industrial talents, such as engineers or technicians, to backward areas such as southwest China. This kind of humanistic event leaves behind some very unique living circumstances, and it brings people back to some specific time and space, and it's a wonderful experience.

Research



We focused on a series of renovations by lava, a Dutch design studio, in Dashilar, Beijing, and conducted follow-up interviews with merchants who had received the design services. I redesigned the questionnaire and conducted the questionnaire, using the same format that lava had used, but with a different content. Unfortunately, the results of return visits and questionnaire surveys show that none of these designs have been used.



Research

The formation of this environment has full traces of history and humanity, even the direct product, so we need to understand the evolution of these historical social environment:

1. First of all, Chinese traditional culture and ancient history, as well as the characteristics of traditional architecture in terms of shape, decoration, material and so on: most of them are brick and tile bungalows.
2. After the New China, in the period of planned economy, there appeared a large number of Khrushchev buildings modeled after the former Soviet Union in this historical period. After the reform and opening up, early modern goods and packaging appeared, which has strong unity and epochal characteristics.
3. After entering the 21st century information age and the Internet era, comprehensive modern business vision.

Research

Similar to lava's design, the visual style and characteristics of the contemporary design are also heavily used by China's catering industry and cultural and creative businesses in scenic spots and other historical and cultural districts, which is a contemporary Chinese chain commercial catering vision. Think of it as an existing, already "lumped together" case.

Analyze the characteristics of this commercial vision, very bright and vivid, with high saturation and high brightness, from the takeaway packaging to see the cold commercial design

It shows that the feeling is "too modern vision, too beautiful".



After a lot of research, we determined that the keynote we wanted to express was the abrupt sense of splicing and the sense of collapse after accumulation. The characteristics of Minesweeper game were exactly in line with the characteristics we wanted to express, that is, the abruptness of "thunder" and the sense of collapse of "thunder" all over the screen in the middle and late stages of the game.

Using pixel style, you can adapt the square matrix in Minesweeper games and also make it easy to splice.



Work in progress

The process of acquiring commercial vision, i.e. eating a lot of food (which made me gain weight).



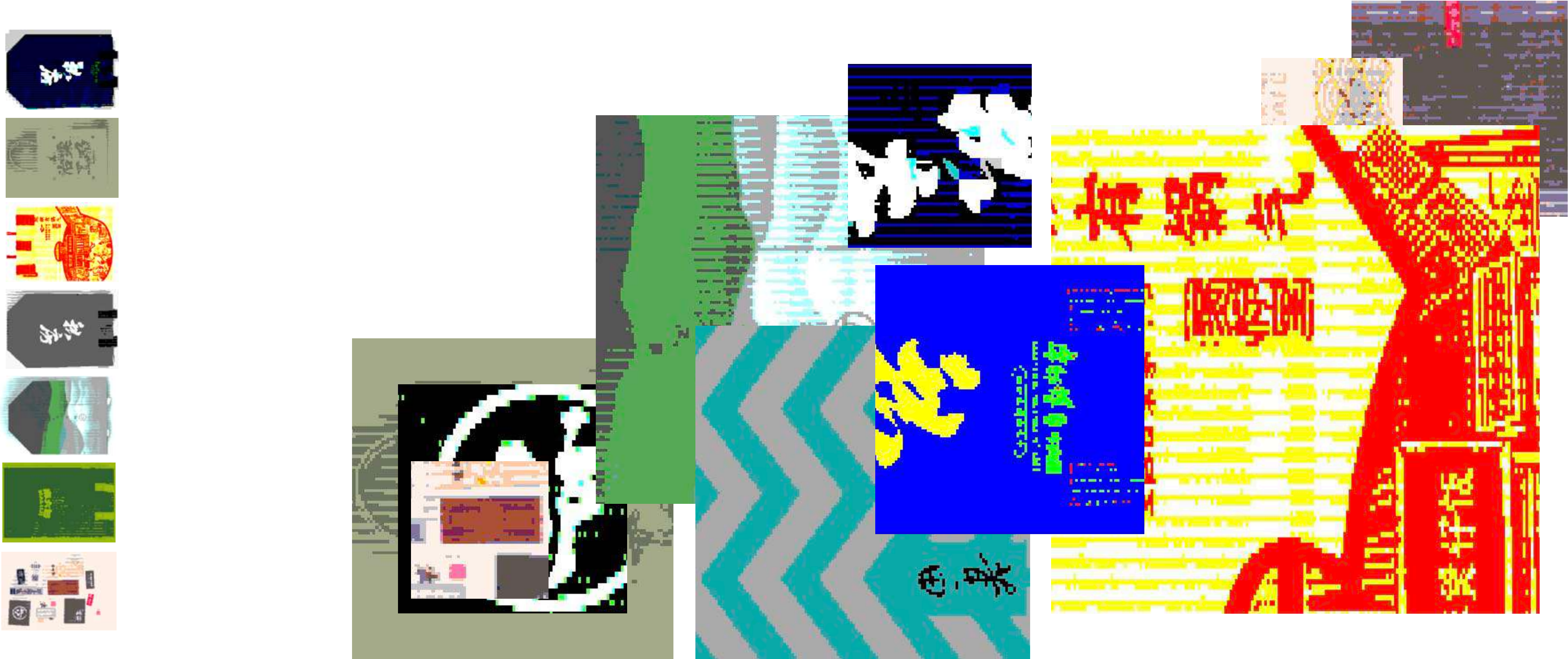
Work in progress

Extract the frame, extract the modern business vision.



Work in progress

Pixelated, spliced and destroyed.



Work in progress

The game script is displayed, and the elements are mapped using extracted commercial visual squares.

```

        break;
    case 18:
        for (int i = 0; i < 4; ++i)
        {
            for (int j = 0; j < 4; ++j)
            {
                block[i][j] = block18[i][j];
            }
        }
        break;
    default:
        break;
    }
    printBlock(hOut, block, 5, 15);
}

bool collisionDetection(int block[4][4], int map[21][12], int x, int y)
{
    for (int i = 0; i < 4; ++i)
    {
        for (int j = 0; j < 4; ++j)
        {
            if (x + i >= 0 && y + j >= 0 && map[x + i][y + j] == 1 && block[i][j] == 1)
            {
                return false;
            }
        }
    }
    return true;
}

void printBlock(HANDLE hOut, int block[4][4], int x, int y)
{
    switch (block[0][0])
    {
        case 10:
        case 11:
            SetConsoleTextAttribute(hOut, FOREGROUND_GREEN);
            break;
        case 12:
        case 13:
        case 14:
        case 15:
            SetConsoleTextAttribute(hOut, FOREGROUND_BLUE | FOREGROUND_GREEN | FOREGROUND_INTENSITY);
            break;
        case 16:
        case 17:
        case 18:
        case 19:
            SetConsoleTextAttribute(hOut, FOREGROUND_RED | FOREGROUND_GREEN | FOREGROUND_INTENSITY);
            break;
        case 20:
        case 21:
        case 22:
        case 23:
            SetConsoleTextAttribute(hOut, FOREGROUND_RED | FOREGROUND_BLUE | FOREGROUND_INTENSITY);
            break;
        case 24:
        case 25:
            SetConsoleTextAttribute(hOut, FOREGROUND_GREEN | FOREGROUND_INTENSITY);
            break;
        case 26:
        case 27:
            SetConsoleTextAttribute(hOut, FOREGROUND_BLUE | FOREGROUND_INTENSITY);
            break;
        case 28:
    }
}

```

```

SetConsoleTextAttribute(hOut, FOREGROUND_RED | FOREGROUND_INTENSITY);
break;
default:
break;
}
for (int i = 0; i < 4; ++i)
{
    if (i + x >= 0)
    {
        for (int j = 0; j < 4; ++j)
        {
            if (block[i][j] == 1)
            {
                gotoXY(hOut, 2 * (y + j), x + i);
                cout << "■";
            }
        }
    }
}
}
}

void clearBlock(HANDLE hOut, int block[4][4], int x, int y)
{
    for (int i = 0; i < 4; ++i)
    {
        if (i + x >= 0)
        {
            for (int j = 0; j < 4; ++j)
            {
                if (block[i][j] == 1)
                {
                    gotoXY(hOut, 2 * (y + j), x + i);
                    cout << " ";
                }
            }
        }
    }
}

void gameOver(HANDLE hOut, int block[4][4], int map[21][12])
{
    SetConsoleTextAttribute(hOut, FOREGROUND_RED | FOREGROUND_INTENSITY);
    gotoXY(hOut, 9, 8);
    cout << "GAME OVER";
    gotoXY(hOut, 8, 9);
    cout << " ";
    gotoXY(hOut, 8, 10);
    cout << "ESC: ";
    char key;
    while (true)
    {
        key = _getch();
        if (key == 32)
        {
            return;
        }
        if (key == 27)
        {
            exit(0);
        }
    }
}

int myDown(HANDLE hOut, int block[4][4], int map[21][12], int &x, int y)

```

```

    }
    }
    --y;
}
else if (collisionDetection(block08, map, x, y + 1))
{
    clearBlock(hOut, block, x, y);
    for (int i = 0; i < 4; ++i)
    {
        for (int j = 0; j < 4; ++j)
        {
            block[i][j] = block08[i][j];
        }
    }
    ++y;
}
break;
case 18:
    if (collisionDetection(block09, map, x, y))
    {
        clearBlock(hOut, block, x, y);
        for (int i = 0; i < 4; ++i)
        {
            for (int j = 0; j < 4; ++j)
            {
                block[i][j] = block09[i][j];
            }
        }
    }
    else if (collisionDetection(block09, map, x, y - 1))
    {
        clearBlock(hOut, block, x, y);
        for (int i = 0; i < 4; ++i)
        {
            for (int j = 0; j < 4; ++j)
            {
                block[i][j] = block09[i][j];
            }
        }
    }
    --y;
}
else if (collisionDetection(block09, map, x, y + 1))
{
    clearBlock(hOut, block, x, y);
    for (int i = 0; i < 4; ++i)
    {
        for (int j = 0; j < 4; ++j)
        {
            block[i][j] = block09[i][j];
        }
    }
    ++y;
}
break;
case 19:
    if (collisionDetection(block06, map, x, y))
    {
        clearBlock(hOut, block, x, y);
        for (int i = 0; i < 4; ++i)
        {
            for (int j = 0; j < 4; ++j)
            {
                block[i][j] = block06[i][j];
            }
        }
    }
}

```

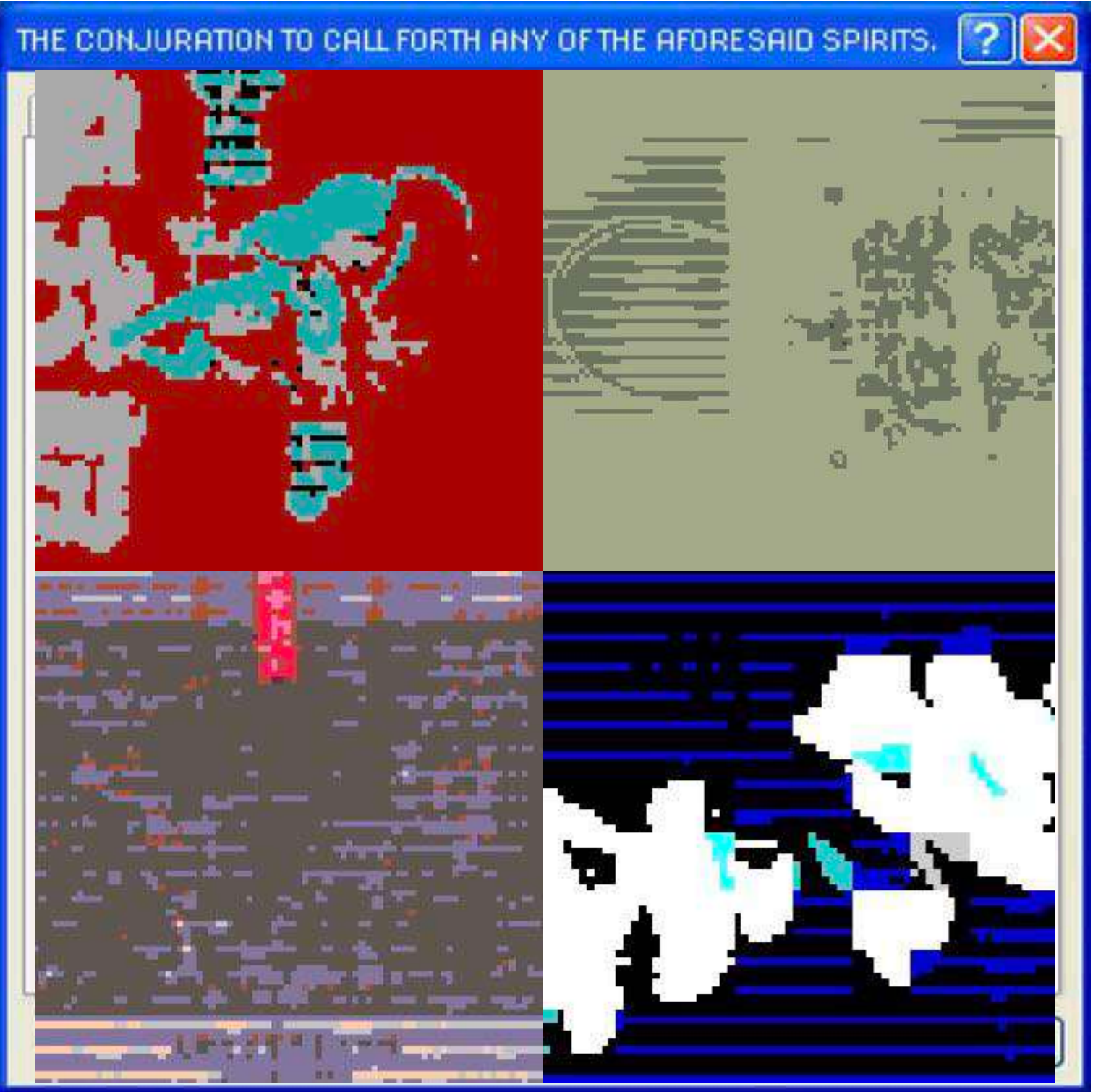
```

SetConsoleTextAttribute(hOut, FOREGROUND_RED | FOREGROUND_INTENSITY);
gotoXY(hOut, 30, 7);
cout << "pause";
char key;
while (true)
{
    key = _getch();
    if (key == 32)
    {
        gotoXY(hOut, 30, 7);
        cout << " ";
        printBlock(hOut, block, 5, 15);
        return;
    }
    if (key == 27)
    {
        exit(0);
    }
}
}

void eliminateRow(HANDLE hOut, int map[21][12], int &val, int &fraction, int &checkpoint)
{
    SetConsoleTextAttribute(hOut, FOREGROUND_BLUE | FOREGROUND_GREEN | FOREGROUND_RED |
    FOREGROUND_INTENSITY);
    for (int i = 19; i >= 0; --i)
    {
        int x = 0;
        for (int j = 1; j < 11; ++j)
        {
            x += map[i][j];
        }
        if (x == 10)
        {
            fraction += 100;
            if (val > 1 && fraction / 1000 + 1 != checkpoint)
            {
                checkpoint = fraction / 1000 + 1;
                val -= 5;
            }
            for (int m = i; m > 0; --m)
            {
                for (int n = 1; n < 11; ++n)
                {
                    map[m][n] = map[m - 1][n];
                    gotoXY(hOut, 2 * n, m);
                    if (map[m][n] == 1)
                    {
                        cout << "●";
                    }
                    else
                    {
                        cout << " ";
                    }
                }
            }
            ++i;
        }
        gotoXY(hOut, 36, 1);
        cout << fraction;
        gotoXY(hOut, 36, 2);
        cout << checkpoint;
    }
}

```

Outcome



Exhibition







Thanks.