

# Design of "yuanqi egg" Hengshui College blind box entrance gift package

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**Abstract:** The theme of this project is "Yuanqi Eggs", which is a blind box design of the entrance gift package of Hengshui College to enhance the campus culture image of Hengshui College. The items in the gift bag can help new students understand and adapt to the life of Hengshui College faster, including packaging design, map design and life manual design. The design of unique gift bags for new students is gradually moving towards a diversified field of innovation and individuality, so the design of college entrance gift bags is becoming more and more important.

**Keywords:** "Yuanqi Eggs"; Blind Box Style Gift Pack; School Opening Gift Pack; Campus Culture.

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## 1. Introduction

Every year in the school season, according to the usual practice, universities will give a "gift package" to new students at the beginning of the school year. It contains either exquisite campus creations or practical joint stationery, which represents the meeting gift of colleges and universities to new students, and also highlights the different culture and heritage of each college. Hengshui College has a long history, and Qian Qian students are curious about the future campus life and study when they enter the school. The design not only helps students understand the campus information, but also spreads the campus culture.

## 2. Project analysis

### 2.1. Background of the topic

Its admission gift package design is a continuation of Hengshui College's cultural promotion, giving the school a unique and recognizable image to promote. The blind box has become the pursuit of many young consumers in recent years with its personalization and novelty, and has also subconsciously influenced the consumption style of the new generation.

The domestic and foreign gift package design lacks the cultural connotation of the university itself, only using intuitive text to show, and the visual expression of the university campus culture products is just a flat and straightforward minimalist layout of the university emblem or school motto, which makes the new students not have a good sense of affinity and belonging. The visual form is relatively homogeneous, and the emotional needs are not well expressed. Most colleges and universities extract the logo building as the identifying element in the visual, lacking the memory point, the design point is scattered, lacking innovation and unity, and the long-term of the souvenirs are not fully considered, they are only short-term. More importantly, the blind box has become a new consumer favorite, and is very popular among young people, occupying an important position in the commodity economy.

In addition, I learned from the analysis of the current situation of Hengshui College that Hengshui College also has a long history and cultural heritage, and it is a pity that the campus image is not developed. Therefore, I proposed this

project to make a good design for Hengshui College.

### 2.2. Project proposal

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### 2.3. The purpose and significance of the topic

Objectives:

(1) Promote school culture and campus strategy. Through IP image design and related school strategy map to solve the problem of no identification system and weak understanding of Hengshui College, to achieve the role of making new students fully understand the internal promotion of Hengshui College.

(2) Establish a good campus image for new students. To give the new students an emotional demand, to seize their curiosity about the university to establish a campus identification system with strong recognition, and to stimulate

the new students' mood to integrate into the campus quickly.

Meaning:

(1) The design of "Yuanqi egg" Hengshui College entrance gift bag can continue the cultural propaganda of Hengshui College and give the school a unique and recognizable image promotion. In recent years, the blind box has become the consumer pursuit of young people with its unique personality and novelty, which also subconsciously influences the consumption style of young consumers.

(2) Using the carrier of the blind box to show the entrance gift package to attract the eyes of new students, so that they can understand the internal structure of the campus and better integrate into the campus. It adds visibility for the school, establishes a novel form of brand promotion, and facilitates the school's efforts. These designs for new students unlock a wonderful college life for new students and spread the campus culture to the community.

### 3. The design process of the "Yuanqi egg" Hengshui College blind box entrance gift package

#### 3.1. Research on the design of the "yuanqi egg" Hengshui College blind box type entrance gift package

The university gathers excellent students from all over the country with different personalities and dialects, but in general they are the new generation of the new era, they are not only full of yearning for university life, but also inevitably confused about the unfamiliar campus, we have to go in this direction to solve the confusion of the new students, so that the new students have a sense of affinity and belonging to Hengshui College. Secondly, after entering the campus is the university life, its teaching building location, canteen, study and entertainment become the places we need to help the new students, so we added the campus map, study and life strategy, plus the daily need to the notebook, etc. in the design to break the new students' unfamiliarity with the campus.

#### 3.2. Design and positioning of the "Yuanqi egg" Hengshui College blind box entrance gift package

The word "Genki Egg" is a positive concept, just like our freshman, new identity, new start, representing youth and vitality, for the freshman and made a blind box type admission gift bag design. The design is mainly based on the hand-drawn IP and the design of the items inside the gift bag, and then refined and finally made by computer; the blue color of the IP image is the standard color, and the rest of the items are the auxiliary color; the font is mainly Microsoft elegant black, and the overall design style is easy and pleasant.

#### 3.3. Design method and steps of "Yuanqi egg" Hengshui College blind box type admission gift package

##### 3.3.1. IP image design

The IP image of Hengshui College entrance gift bag is designed with the meaning of "Genki egg", exaggerating the egg shape, adding structure on the basis of the egg shape to make it have a cute effect, maybe one eye, maybe three eyes, or a cute tail, strange ears. At first, the drawing was done on the basic form of the monster, showing it in anthropomorphic form, with little devil-like ears, tentacles with signaling, big

eyes and sharp teeth. At the same time, after continuous communication and modification with the teacher, finally decided that the IP image is the egg shell and body as one, the egg shell means birth, with a large lively ears, round curious eyes, the integration of the egg shell and body not only reflects the surface meaning of "Genki egg" but also highlights the best image of freshmen, indicating the freshman New start, new college life.



Figure 1. First Edition



Figure 2. Second Edition



Figure 3. Rendering completed

##### 3.3.2. Blind box outer packaging design

First of all, for the size of the IP plush gift bag design its overall outer packaging, positioning the square box type, both convenient and fast and protect the blind box inside the hidden, in the square box outside the opening is used in the form of a pull bar, to ensure the irreducibility. Each blind box type and packaging are the same, in the main view of the square box is the three-dimensional form of the IP itself picture, the side of the secondary products inside the gift pack for layout layout, hidden models placed in the lower left corner, to capture the curiosity of new students and increase the entertainment of new students when selecting blind boxes. Secondly, the second-stage gift bag with IP as the image was presented with plush texture and the form of a school bag was used as the carrier of the internal items. Finally, the internal items of the gift bag include six things, three essential items, two secondary items, and one IP series image. The hidden model captures the achievement psychology of new students' unexpected surprise and makes gaining full satisfaction.



Figure 4. Intent Map



Figure 5. Blind box implementation



Figure 6. Knife Edition

### 3.3.3. Campus map design

The campus map of Hengshui College itself exists in the direction of the campus identification system was reworked and designed to represent the location of each building with a large area of different colored squares in general, and the building itself was drawn with the perspective relationship of the actual form, with the perspective of the location of the new students when they enrolled, so that it was easy to find the teaching buildings; I realized this design through AI software; the final campus map was realized in the form of The final

campus map is implemented in the form of a rectangular diagonal fold, which is easy to open and view.



Figure 7. Map design preliminary version

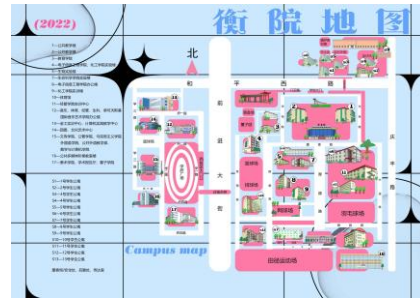


Figure 8. Final version of the map



Figure 9. Map outside cover

### 3.3.4. Campus strategy design

To solve the confusion of freshmen's college life, we propose a study, eating and living strategy, extracting important key information from the campus as the direct expression of the strategy. The whole carrier is a booklet in the form of cheese, which means "knowledge", which is in line with the aesthetics of the new generation and convenient for the new students to carry around.

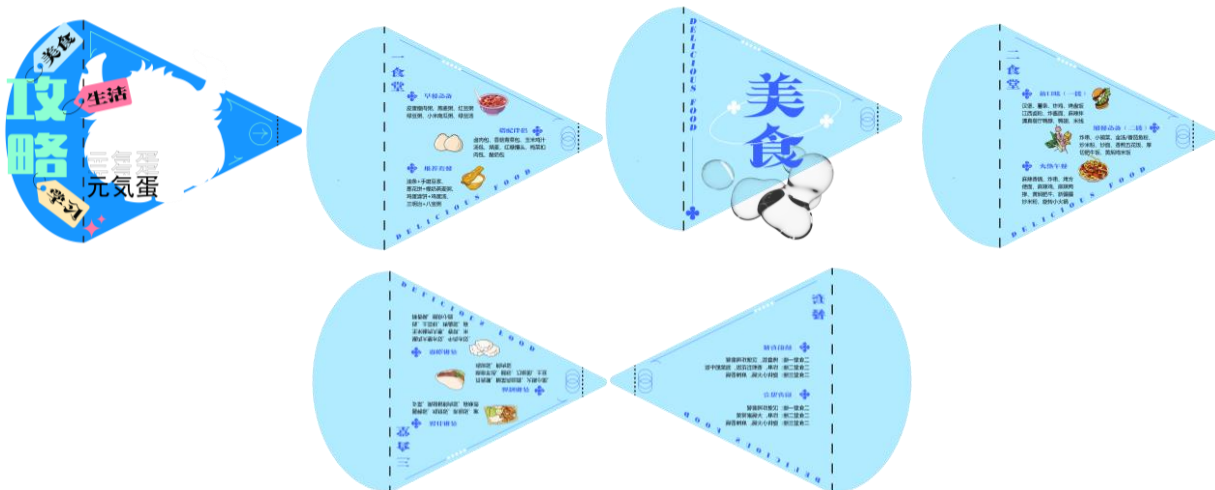


Figure 10. Campus Tips Food Chapter

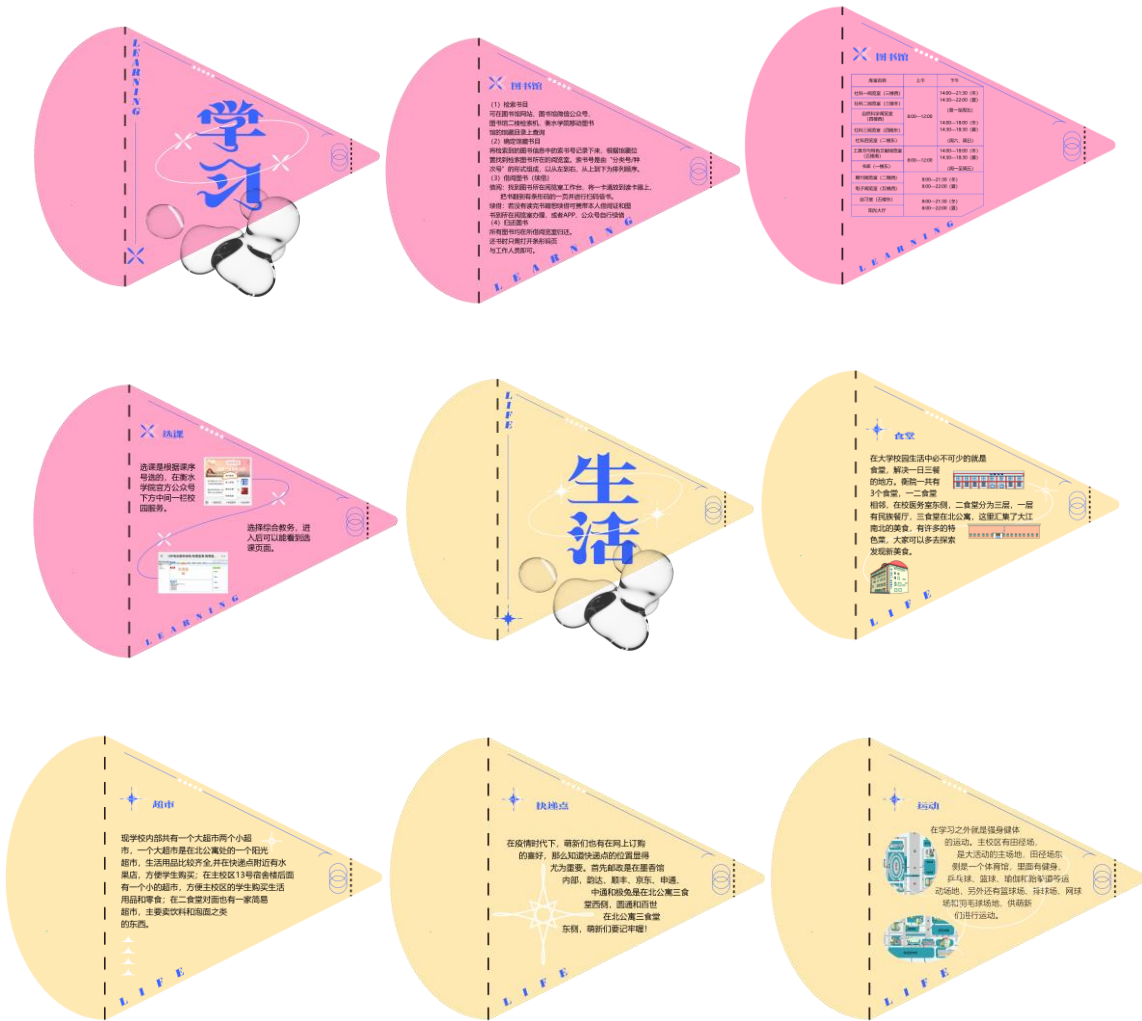


Figure 11. Campus Tips Study and Life

### 3.3.5. Student Residence Handbook Design

The original student residence handbook was refined with key information, simplified with information content, and re-layout. The internal dormitory map was replaced with lines, which is simple and clear. The final effect is displayed in the form of organ folds, which are small in size but complete with all the five dirty parts, allowing new students to quickly understand the content of the handbook, and also meeting the basic requirements of the university.

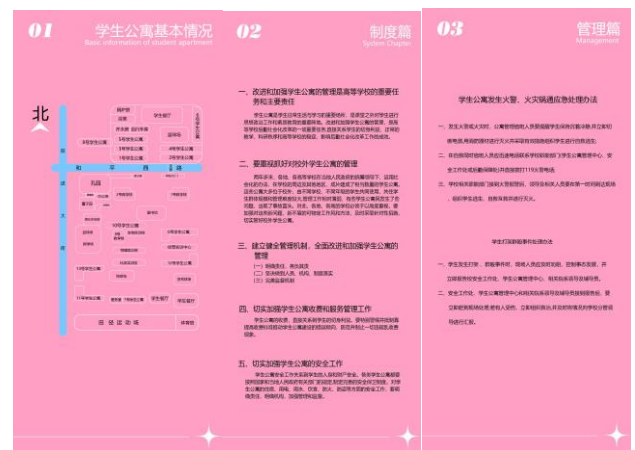


Figure 12. Student Residence Handbook

### 3.3.6. Poster design

The theme of "Genki Egg" as the main body of the dynamic poster, the font uses a more decorative serif font, so as to pay attention to the changes in line materials, such as circles, triangles and flowers, etc., while the font uses dynamic effects to show the psychedelic style and font gloss changes, in order to achieve a visual experience of one plus one than two. The color of the "yuanqi egg" IP image extracted from the two colors as the color tone of the dynamic poster to create a moody atmosphere and convey the emotional effect, while

overlaying the texture of sharp metal to create a unique acidic design style, in line with the young brand cutting edge, break through the constraints of the concept of tone. Finally, the acidic poster will be enlarged graphic elements arranged next to or behind the main body, coupled with natural materials with a sense of the future, so that the visual language from the dynamic poster to a greater extent to convey.



Figure 13. Poster design

#### 4. Design display and description

The overall effect of the "Genki Egg" themed Hengshui College blind box enrolment package design is simple and generous, with two different high and low tables, with the main IP image in the middle of the high table and the blind boxes on the left and right sides. On the lower table, there are derivative products, such as acrylic pendants, sticky notes, cushions and canvas bags. A large poster made of PVC board is hung on the wall behind for visitors to see. Next to the table are the derivative products as two sketching stools for visitors to sit and watch.

Extension:



Figure 14. Poster design



Figure 15. Campus Map



Figure 16. Shoulder bag

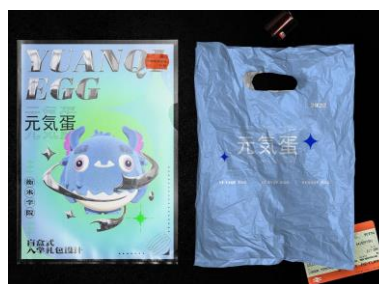


Figure 17. Plastic bag folder



Figure 18. Drawer box



Figure 19. Envelope

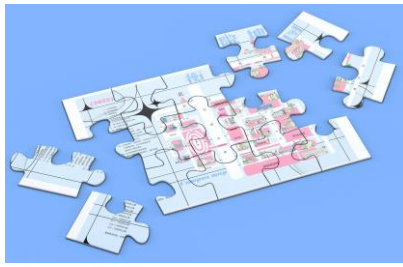


Figure 20. Map Puzzle



Figure 21. Admission Ticket



Figure 22. Stickers



Figure 23. Brooches



Figure 24. Sketching stool

## 5. Summary and Outlook

After several months of graduation design, from the beginning of the sketch ignorance to now forming the production of finished products, changed countless sketches, I understand that the design is more than just flat graphics, but

also consider the post-production, to bring a new visual effect of the final effect. The main design content of this selection is the visual communication of Hengshui College entrance gift bag in the form of a blind box. The innovation point is a creative gift bag design rarely found in many colleges and universities, especially the blind box form is unique, which is greatly innovative and has a good campus culture enhancement for the future of Hengshui College. However, the overall design is not perfect, and there is still a lot of room for improvement. The carrier of the items inside the gift bag can be more creative, the practice of the poster needs to be accumulated more, and the items inside the blind box gift bag are still not enough due to the time. I hope that through this time, I can avoid some small mistakes in my future design work and use the design theory reasonably to make the design work richer and more interesting and attractive to the public.

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