

Chaochao Lin

Professor Lange

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## First Paper



This is a work from a post-80s designer. The designer is Shi Changhong, who was born in Dong Village in the southeast of Guizhou, China. He graduated from Guizhou Normal University in 2008, majoring in graphic design. He joined the company in 2010, leading the overall design of many brand images, and has a soft spot for brand design. He is good at using Chinese characters to design the signs of various cities. In October 2016, a set of Chinese regional font logos designed by Shi Changhong became popular on the Internet. For a time, from the forests and snowy fields to the ends of the earth, countless people were discussing with interest the image of their hometown in this group of design works. Some netizens said, "Learn about China here". Shi Changhong said, "The symbol of hometown

can best shorten the distance between the reader and the object. When someone says 'I saw it, I miss home, and suddenly want to call home, it proves that the work has touched his heart. The root of the emotional line, the design work is truly successful."

His design is one of the 30 cities in the second season of Charming China City Type Design in 2018. Before that, he also designed "34 Urban Typefaces of Charming China", which is the first season of this urban typeface design. He celebrates his motherland's birthday in a designer's way. The 18-year-old design also just caught up with the 68th birthday of the motherland. He said, "A city, a memory, each font contains the local characteristics of a province, a city, or a design with vivid humanistic feelings and rich connotations". The design entered the public eye in an easy-to-understand way.

This design is an urban design in Chengdu, China. His source of inspiration can be seen below the design work. First of all, it is the giant panda that everyone knows. Thinking of the panda, everyone must know that it is from China, but few people know which city in China it is from. Chengdu is also known as the Panda Capital. Therefore, the panda is also a very important symbol of Chengdu. There is a bamboo next to the panda, which must be the panda's favorite food. The roof-like thing next to it is the roof architectural design of a famous local tourist attraction in Chengdu called "Kuan Alley". And this kind of roof is also very characteristic of Chinese design. When it comes to local delicacies, it has to be hot pot and bobo chicken. The design is similar to yin and yang under the roof in the hot pot. On the far side is a sideways face, which is a famous Sichuan opera in Sichuan. From their cultural heritage, they change faces in an instant, which is fun.

On page 66 of COURSE IN GENERAL LINGUISTICS of FERDINAND DE SAUSSURE, it says "The linguistic sign unites, not a thing and a name, but a concept and a sound image. The latter is not the material sound, a purely physical thing, but the psychological imprint of the sound, the impression that it makes on our senses." This is the same as Shi Changhong's design for his "hometown symbol, which can best shorten the distance between the reader and the object. When someone says 'seeing It, I miss home and suddenly want to call home, which proves that the work has touched the emotional line in his heart, and the design work is truly successful.'" This is not just a design composed of a combination of things and words. A true linguistic sign design is one that allows readers to feel the message that touches them in the design. Let people who don't know this city understand the charm of this city and let those who have left their hometown feel the beauty of their hometown.



Another of his city logo designs, Guilin, is also a good one. If you don't look at the picture below and just look at the logo above, what I see is that the mountains and rivers are connected and the clouds are floating in the mountains. The characteristic of this city is the landscape of Guilin, which is a very beautiful place.

His design is novel and the color is very good, which is very in line with the aesthetics of modern people. Each design incorporates unique local flavors. There's a reason such designs are booming on the internet these days. In the past, the designs of Chinese domestic designers tended to be colorful designs, but today's young people don't like this too bright and earthy collocation. This also makes Shi Changhong's design stand out. Chinese characters are also very beautiful, and our generation of young people will find more beautiful things to add to our designs.

Worksite

Ferdinand de Saussure's *Course in General Linguistics*

<https://m.zcool.com.cn/work/ZMjQwNjgyMjA=.html>

<https://www.zcool.com.cn/work/ZNTE2MDQ5Mjg=.html>