

ABSTRACT

Nowadays, more and more people would like to travel all over the world to see and enjoy the different cities and sceneries. Of course, an unforgettable trip will also allow people to meet and make more friends. Most of the cities have outstanding characteristics that is used to show their unique selling point to travelers including my hometown Zhengzhou (China) which is the main part of my project. In addition, bringing the unique point of the city in order to make Zhengzhou stand out is the most challenging part of this project.

Zhengzhou is an ancient capital of Central Plains with a long history. It is not only the origin of Chinese civilization, but also a city with integrated tradition and modernity. Zhengzhou is the birthplace of the Xiaoxiang Lion Dance, it is the oldest and most traditional Han folk dance in Henan and even China. Thus, I choose to design it as a promotional design that can go along with the Zhengzhou's unique selling point that can show their culture. The concept of my design is "Unforgettable Trip in Zhengzhou" that emphasizes on having a trip in Zhengzhou will make people unforgettable. Furthermore, the combination of the lion dance with the word 'Zhengzhou' and the feeling of being welcome and friendly are the most cheerful characters. It represents local culture of Zhengzhou. It goes along with the feeling of city, which shows the movement. The whole design brings good wishes to the tourists and welcomes all those who come to Zhengzhou.

In conclusion, I hope my design on promotional design for Zhengzhou, China will make the city to have a stronger, outstanding and unforgettable characteristic and show the culture and famous view in Zhengzhou to people.