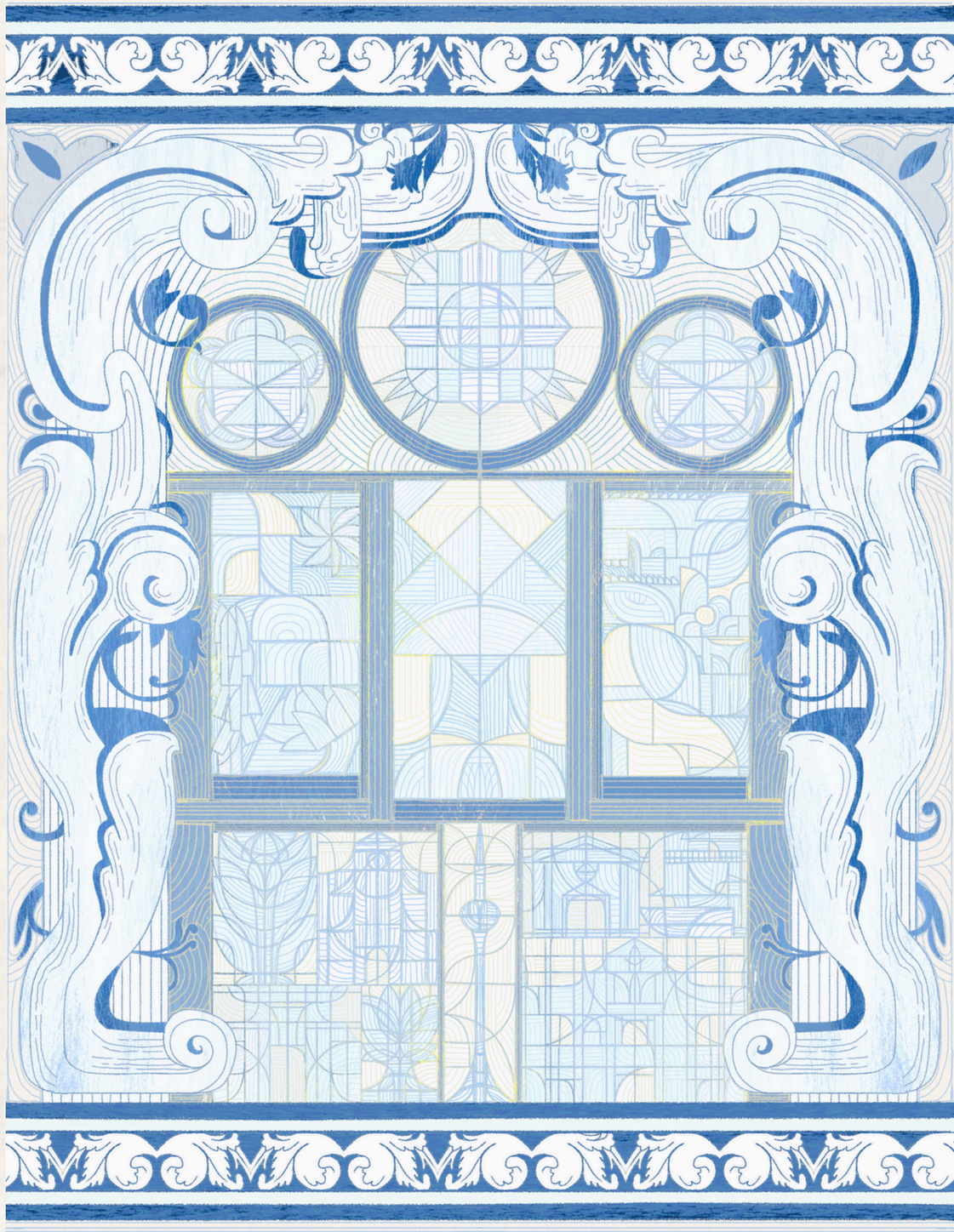
FINAL PROJECT

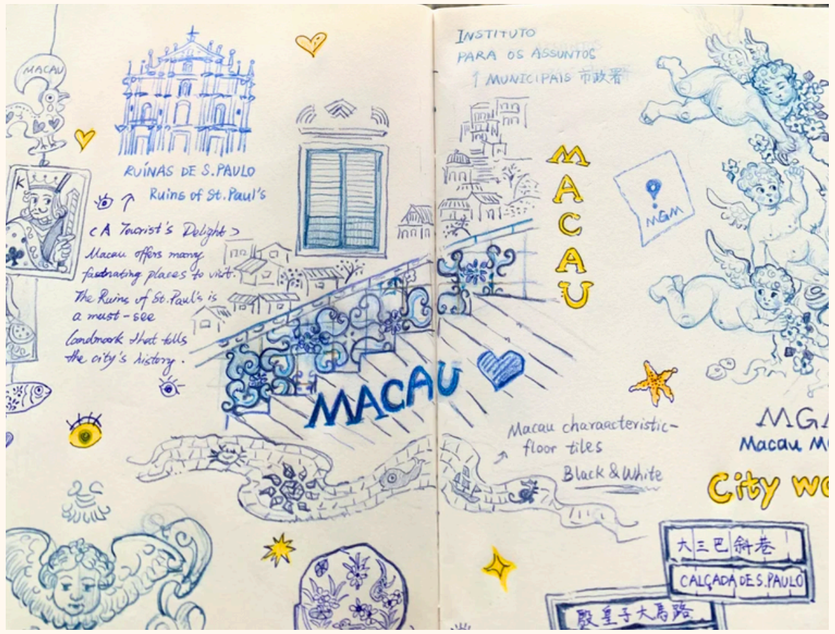
MOTIFA — A Cultural Creative App

- **Inspiration:** Draws from Macau's intangible heritage motifs, such as Portuguese tiles, firecracker factories, and traditional festivals.
- **Objective:** To reinterpret cultural patterns through modern UI design, bridging tradition and innovation.
- **Key Features:** Pattern browsing, customization, AR experience, and community interaction.
- **Goal:** To connect Macau's heritage with contemporary digital lifestyles and enhance cultural engagement.



INSPIRATION

Portuguese tiles grace every corner of Macau, from blue-and-white street signs that whisper history to the winding tiled staircase in the Municipal Council. Yellow, white, and blue walls outside the Portuguese school radiate southern European charm, while MGM Macau's grand murals showcase craftsmanship and cultural fusion.



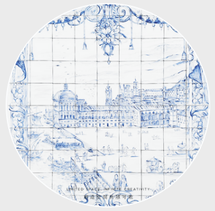


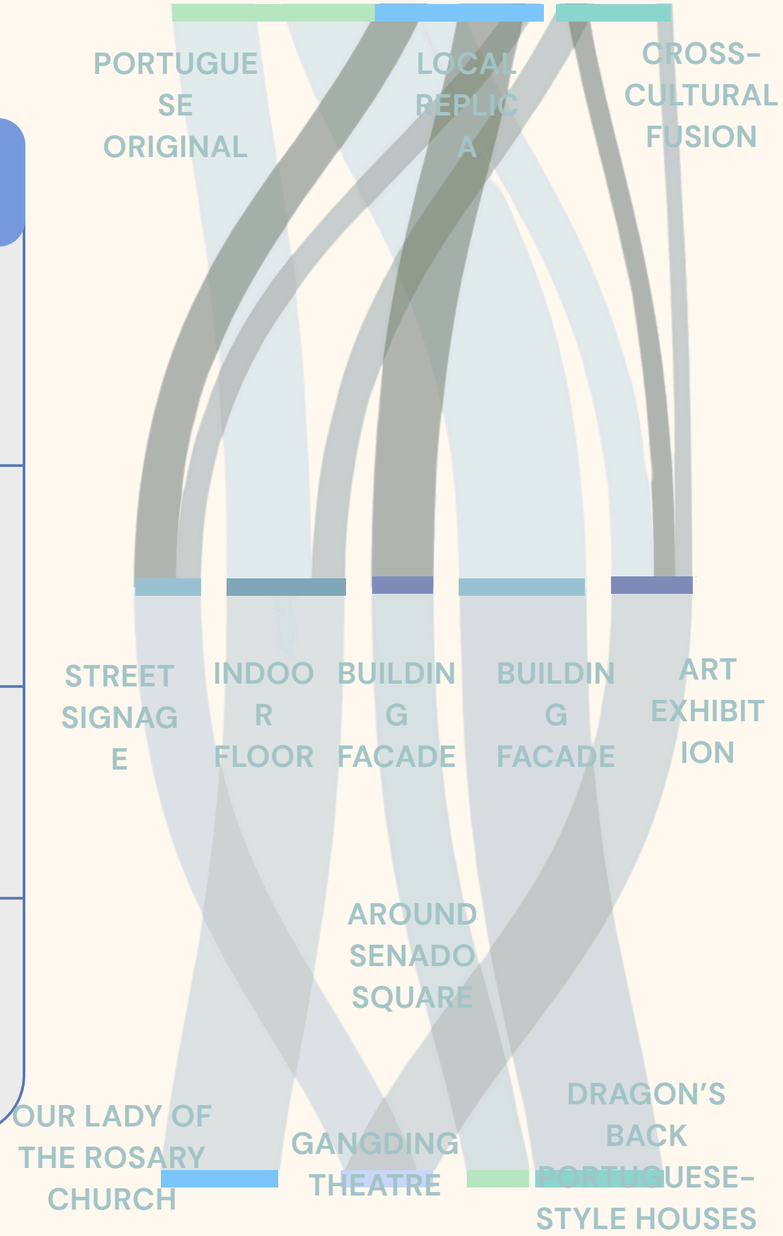
I hope to use my professional knowledge to give back to my hometown by launching a project that both preserves and innovates tile patterns—retaining historical textures and Portuguese style, while integrating Macau's urban symbols, traditions, and customs.

Through new designs, these tiles will not only decorate spaces but also serve as readable, tangible, and interactive cultural mediums.

Timeline

HISTORICAL DEVELOPMENT

Campaign	Date Uploaded	Reached Audience
MID-16TH CENTURY PORTUGUESE AZULEJOS INTRODUCED		PORTUGUESE RENAISSANCE GEOMETRIC/FLORAL PATTERNED TILES.
17TH–18TH CENTURY BAROQUE RELIGIOUS NARRATIVES		TRIPTYCH TILES DEPICTING BIBLICAL SCENES.
19TH CENTURY: BLUE-AND-WHITE PORCELAIN FUSED WITH LOCAL THEMES		LOTUS FLOWERS, DRAGON PATTERNS, AUSPICIOUS CLOUDS, AND PORTUGUESE-STYLE BORDERS.
EARLY 20TH CENTURY: MODERN DECORATIVE STYLE		ART DECO GEOMETRIC TILES.



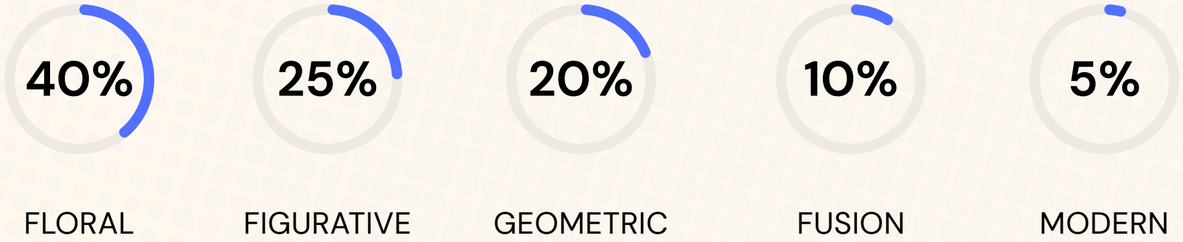
Data Analysis

Origin: 55% are Portuguese originals; local replicas and cross-cultural fusions remain underrepresented → limited Macanese identity.

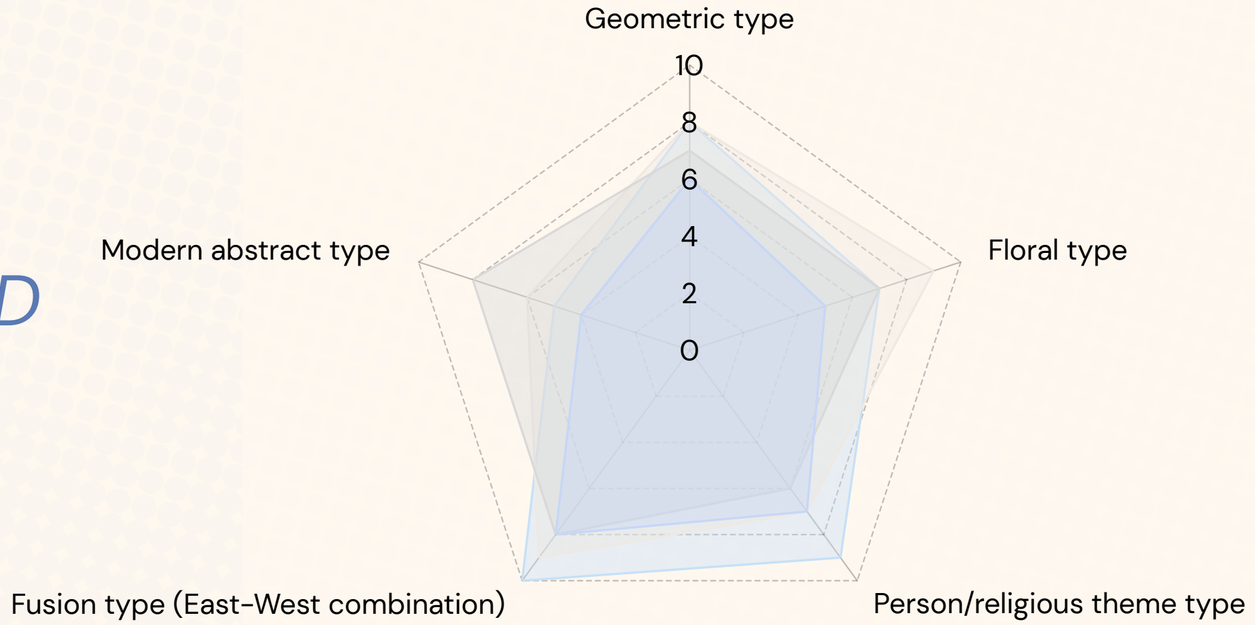
Application: 41% appear on façades; fewer extend into public art, cultural products, or creative design.

Distribution:41% concentrated around Senado Square; minimal presence in peripheral or emerging landmarks.

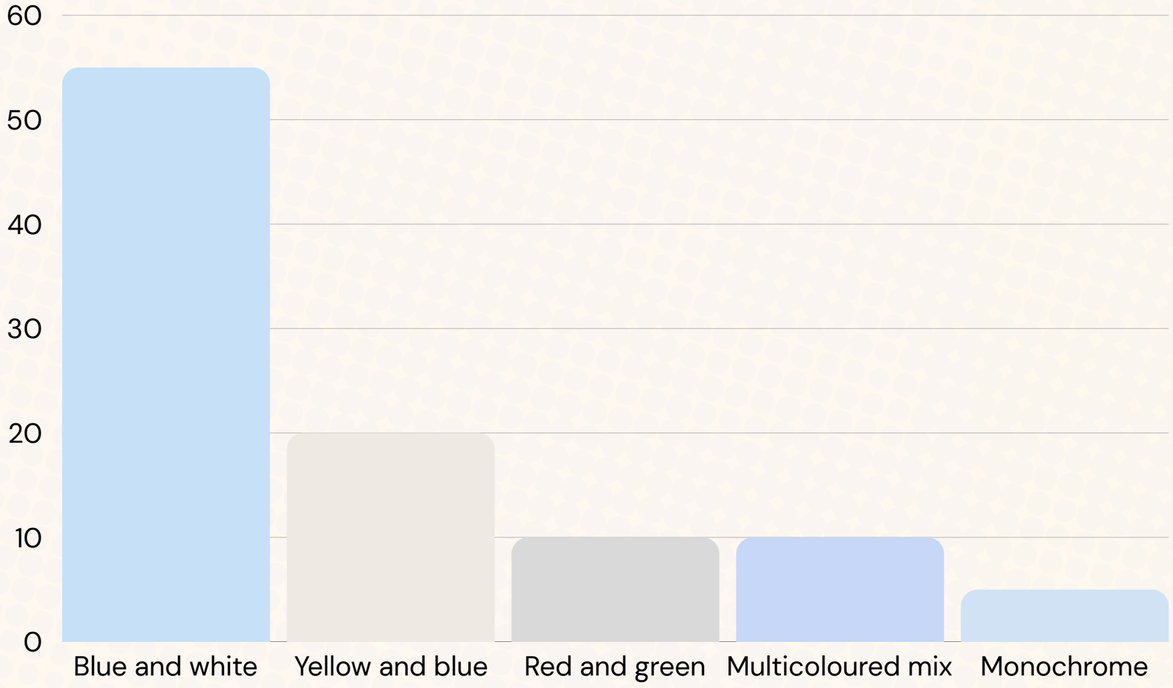
PROPORTIONS OF PATTERN TYPES



COMPARE MULTIPLE PATTERN FEATURES



PROPORTION OF TILE COLOURS USED



DATA ANALYSIS

MACAO'S TILE PATTERNS LACK DIVERSITY—FLORAL AND FIGURATIVE STYLES DOMINATE, BLUE-AND-WHITE PREVAILS, AND CULTURAL NARRATIVES ARE UNDERREPRESENTED. BY LEVERAGING VISUAL COMMUNICATION AND INTERACTIVE TECHNOLOGIES—SUCH AS AR PATTERN RESTORATION AND ANIMATED STORYTELLING—TILES CAN BE TRANSFORMED FROM STATIC DECORATION INTO DYNAMIC CULTURAL MEDIA, BRIDGING TRADITION AND MODERNITY WHILE STRENGTHENING THE CITY'S CULTURAL IDENTITY.

INTERVIEW

Questions

Do you notice Macau's street tile designs?
Would you try an interactive tile experience (e.g., AR)? Why?



01

Gen Z Tourist
23yo

- YES, LOVE THE BLUE-AND-WHITE SIGNS AND STAIRS.
- DEFINITELY—UNIQUE PHOTOS AND CULTURAL INSIGHT.



02

Local Young Person
24yo

- YES, ESPECIALLY IN OLD TOWN—OFTEN POST THEM ON SOCIAL MEDIA.
- YES, IT'S FRESH AND LETS ME REDISCOVER MY CITY.



03

Design Student
22yo

- YES, TILES ARE A CULTURAL AND DESIGN ICON.
- YES, IT HELPS ME FEEL THE ART AND GET INSPIRED.

USER PAIN POINT

Lack of cultural understanding:
Users enjoy Macau's tile designs but lack deeper background stories and immersive cultural context.

Limited interactive experiences:
Current experiences are limited to photos with little interaction.

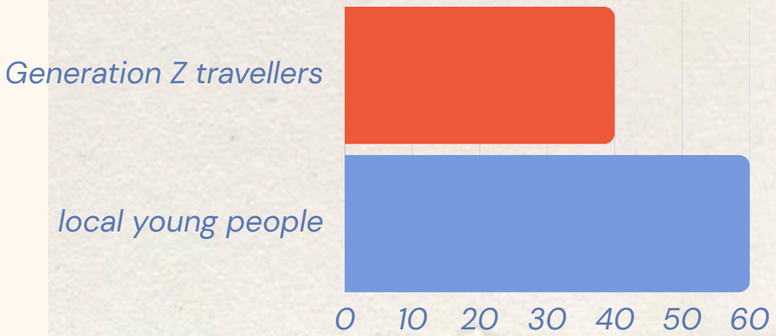
Fragmented inspiration sources:

Fragmented inspiration sources: Especially for design-related users, inspiration from tiles is scattered and lacks a systematic platform for creativity.

PEOPLE

"Who We Design For"

Core audience



Characteristics

- FAMILIAR WITH DIGITAL INTERACTION AND SOCIAL SHARING
- PREFER PERSONALISED, IMMERSIVE CULTURAL EXPERIENCES

Needs

- ENJOYS TAKING PHOTOS AND CHECKING IN AT LOCATIONS, AND APPRECIATES CULTURALLY DISTINCTIVE ELEMENTS
- FEELS AN EMOTIONAL CONNECTION TO MACAU'S HISTORY AND PORTUGUESE-INFLUENCED CULTURE
- SEEKS INNOVATIVE WAYS TO EXPERIENCE NEW THINGS (E.G., AR INTERACTIONS)

ACTIVITY

Traditional experience:

View street tiles and take photos as souvenirs.

Traditional experience:

Increase the number of followers and engagement

Expand brand awareness to wider audience

Increase traffic to social media account

CONTEXT

Cultural Tourism Experience:

Visitors can scan tile patterns at scenic spots to watch animations, historical stories, or interactive special effects.
Public Art Display: Set up AR tile walls at landmarks or community spaces and combine them with festivals or exhibitions for interactive experiences.
Educational Promotion: Use digital methods to tell the stories behind the culture and craftsmanship of tiles in schools and art galleries.

TECHNOLOGIES

Design

- Pattern Poster Design: Create innovative visuals inspired by Macau's tile motifs and cultural symbols.
- Cultural Integration: Embed city landmarks, historical events, and folk symbols into patterns.

Interactive

- AR Technology: Use Unity, Spark AR, or WebAR to present animated, interactive tile patterns.
- Animation Production: Employ After Effects or Blender to narrate stories and interpret cultural meaning.

DESIGN PROCESS







experimental

In the design experiment stage, I used markers to create sketches inspired by Macao's window grilles, exploring geometric patterns and color combinations. While bright colors were tested, I found that a blue-and-white palette best reflects the essence of Macao's tiles and suits the project's overall visual direction.

DESIGN PROCESS

莒县过门笼创意剪纸系列文创设计
1.围绕非遗剪纸莒县过门笼提取元素和莒县地方特色景点+美食特产进行再设计
2.要求原创
3.需要提供元素提取过程
4.四张图
5.底稿完成需要先确认要求应该就这些

1. Dragon Elements
Wooden dragon head and tail swaying drunken movements.

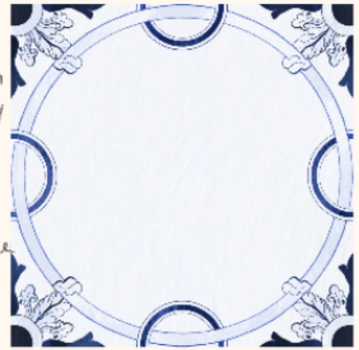


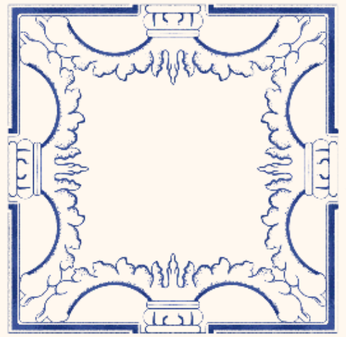
2. Dancers : Perform in a tipsy state with staggering swaying postures.



Interlocking Rings
Represent connection harmony and unity

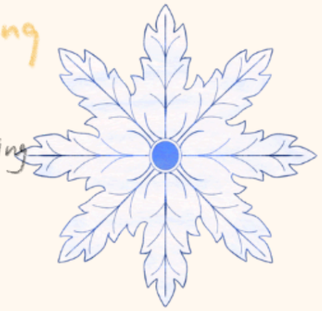
Floral Corners
Indicate the cycle of seasons and vitality





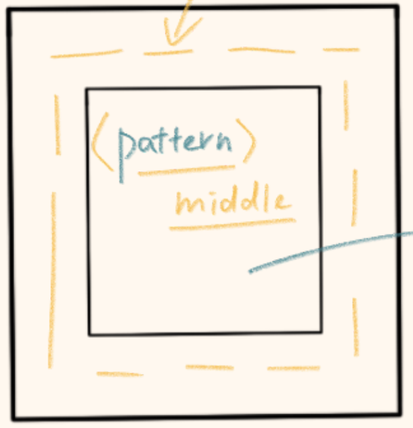


1. purity & Blessing
Snowflake / flower like pattern symbolizing purity and auspiciousness.





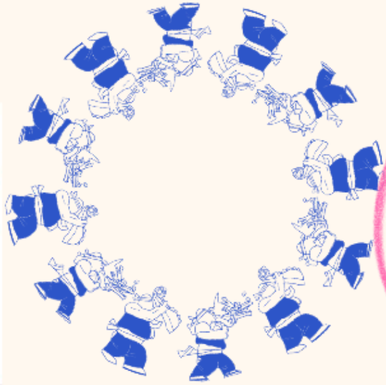
The outer circle features continuous Macao patterns in four directions.



1. Intangible cultural heritage elements
2. Architecture
3. Culture

Festival of the Drunk Dragon







Main Structure
The pattern is composed of a circle of figures each in a drunken state, holding props and arranged in a ring.

Movement Expression
exaggerated postures and swaying bodies highlight the drunken state



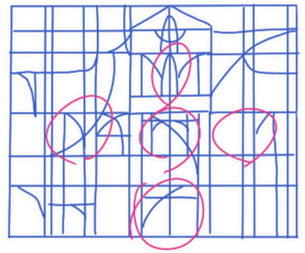
DESIGN PROCESS

1. Golden Lotus Sculpture
A large bronze "Lotus in Full Bloom" at the center.
2. Spatial Layout
Circular paving and radiating expressing unity and cohesion
3. Lotus Symbolism
Represents purity elegance and auspiciousness in Chinese culture as well as Macau's thriving development





Overall structure
A vertical rectangular frame conveys stability and order.
Line Language
Interwoven curves creat Symmetry and harmony



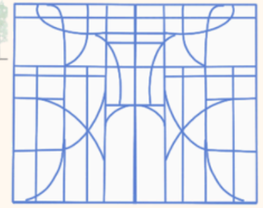


Ruins of St. Paul's (大三巴牌坊)
• Baroque-Style Faca
A three-tiered, progressive facade emphasizing symmetry and hierarchy

Central arch and vertical columns, conveying solemnity and order.

Key Design Elements of Pou Tai Un Temple Macau.
Architecture & Structure
Roof: Traditional multi-tiered roof with upturned eaves, decorated with dragons phoenixes, beasts.
Dougong & Beams: Painted with motifs such as clouds and floral
Gate & Steps: Symmetrical stone steps and entrance gate



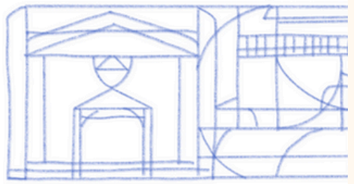


Overall structure:
The rectangular frame conveys and solemnity echoing the scared presen of the temple
Curves and straight lines top and sides abstractly roofs beams



Solid stone walls in gray-brown tones, reflecting historical resilience

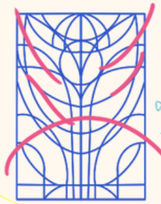
Guia Fortress (东望洋炮台)
Lighthouse Form: White cylindrical tower body with a green or red dome on top => symbolizes "protection and guidance."



Light yellow or white walls with simple Baroque-style doors and windows.

1. Grand Lisboa
Radiating Lines 动感光线
Golden Sheen 金色光泽

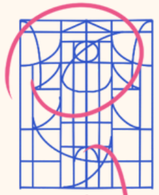




Design Approach
Reconstructed with straight and curved lines to highlight its three-tiered facade and arched

2. St. Dominic's Church
Cross 十字架
Floral & Scroll Motifs
花卉与卷轴纹
Arched Doors and Windows



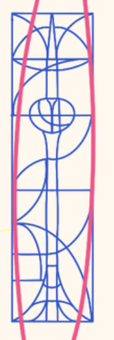


Design Approach
Vertical geometric lines emphasize the slender tower body with circular geometry abstracting the viewing deck.

<Building> middle

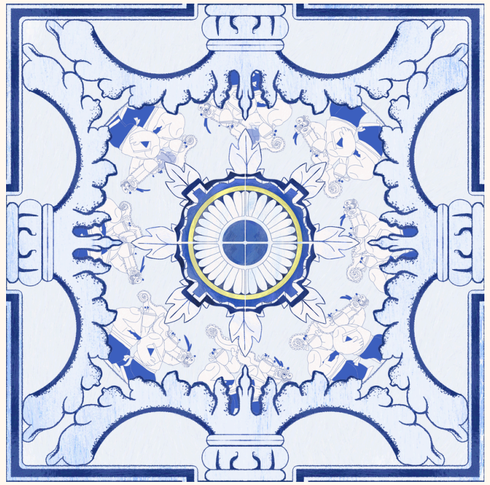
Macau Tower 澳门塔
Vertical Lines 垂直线条
Circular Structure 圆形结构
Metal & Glass Texture

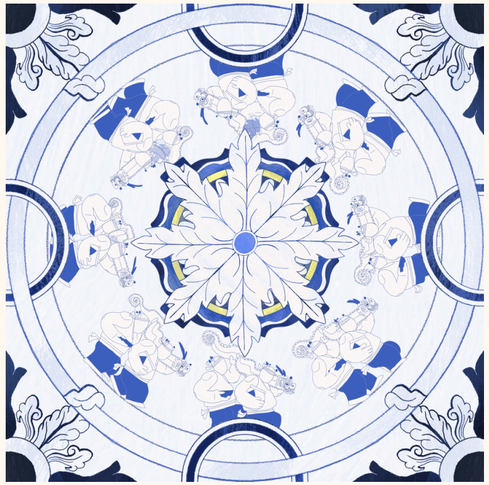


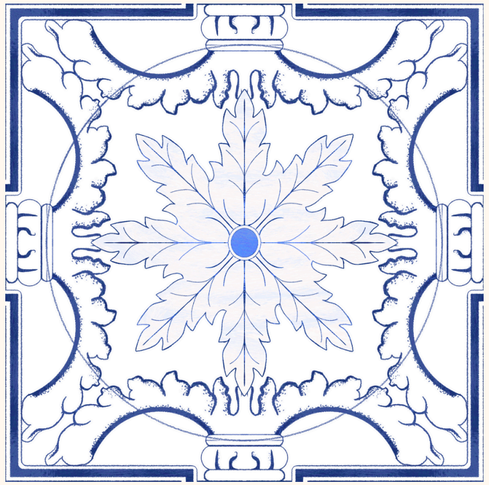


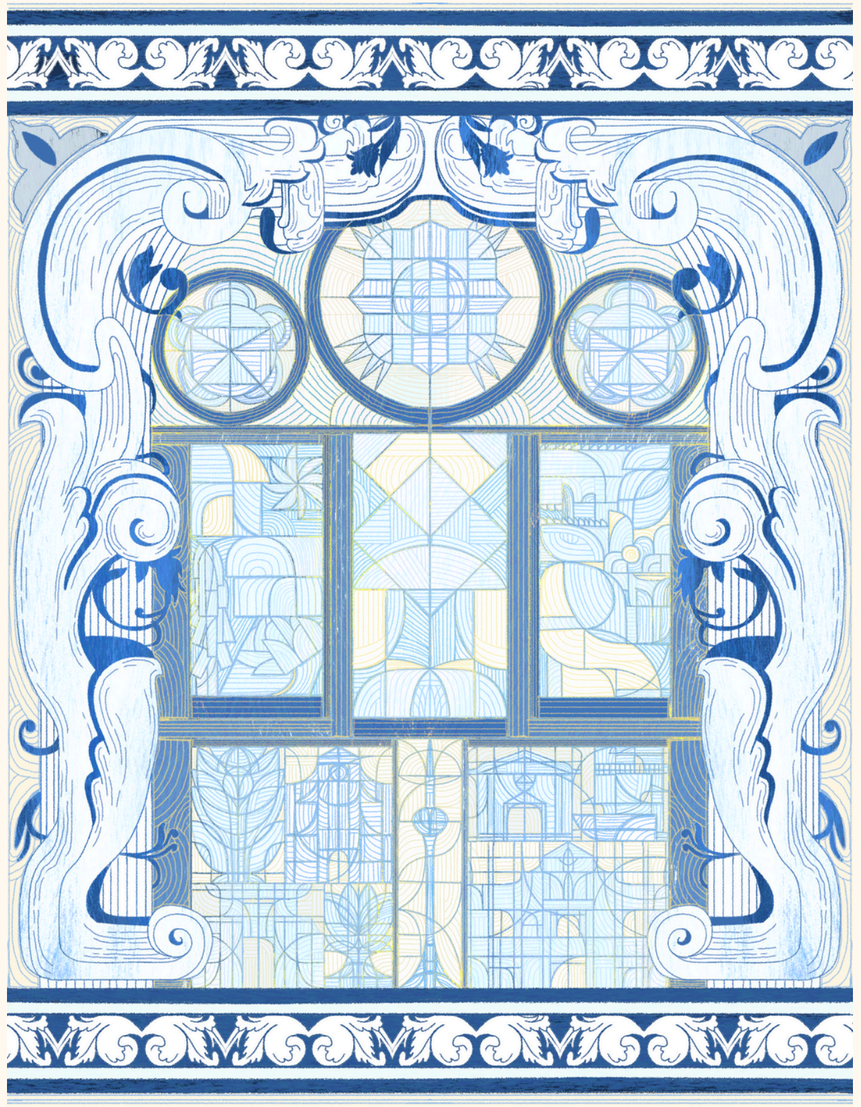
Design Approach
Abstracted as radiating and symmetrical geometric lines, echoing the blooming lotus form.

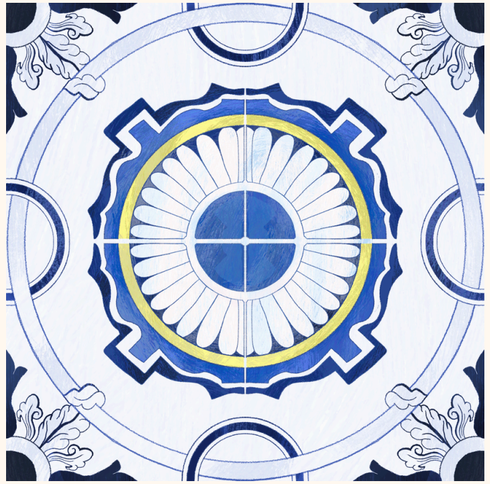
DESIGN PATTERN OUTPUT

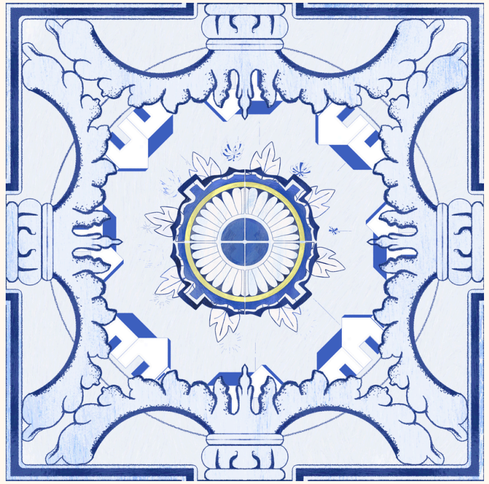


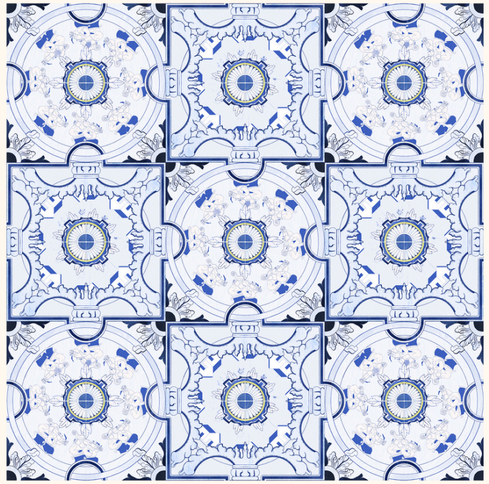












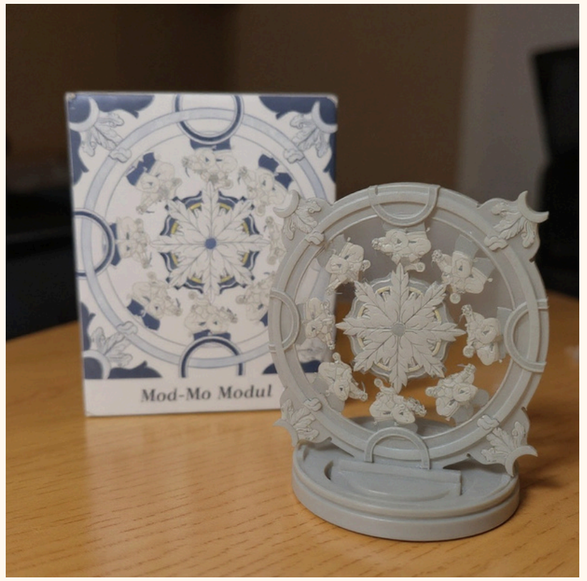
DESIGN PATTERN OUTPUT







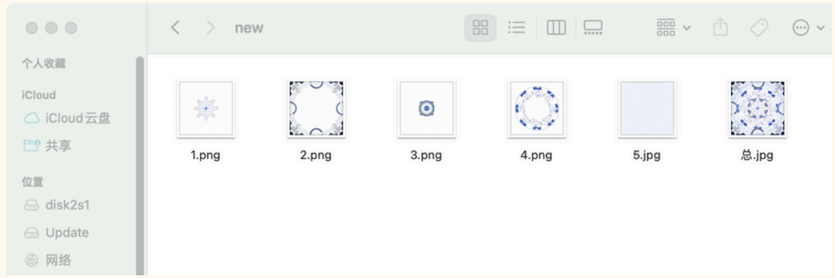




DESIGN PATTERN OUTPUT

Step 1 — File Preparation

Collect and organize pattern design files (PNG format) for further processing.



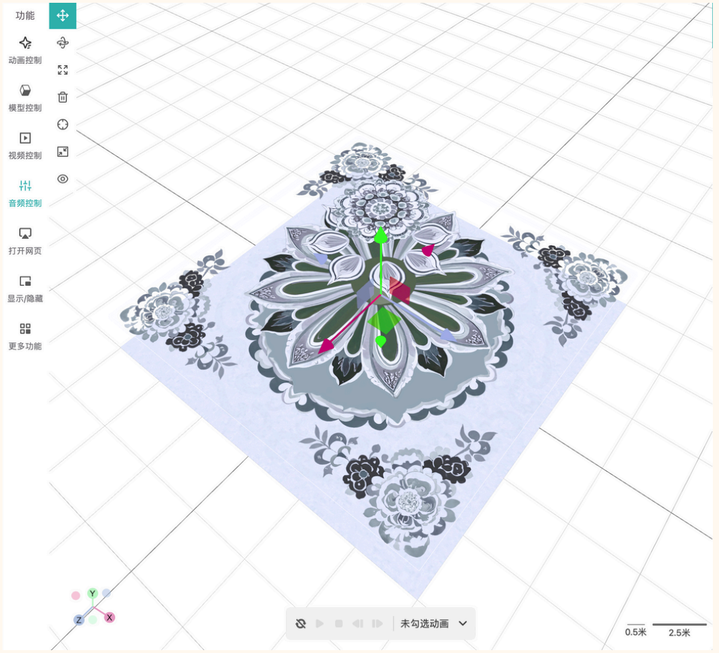




Step 2 — 3D Modeling

Import the selected motif into a 3D environment.

Adjust layout and preview the design on a tiled surface.



Step 4 — AR Visualization

Project the pattern into real-world environments via AR.
Test how the design interacts with space and lighting.

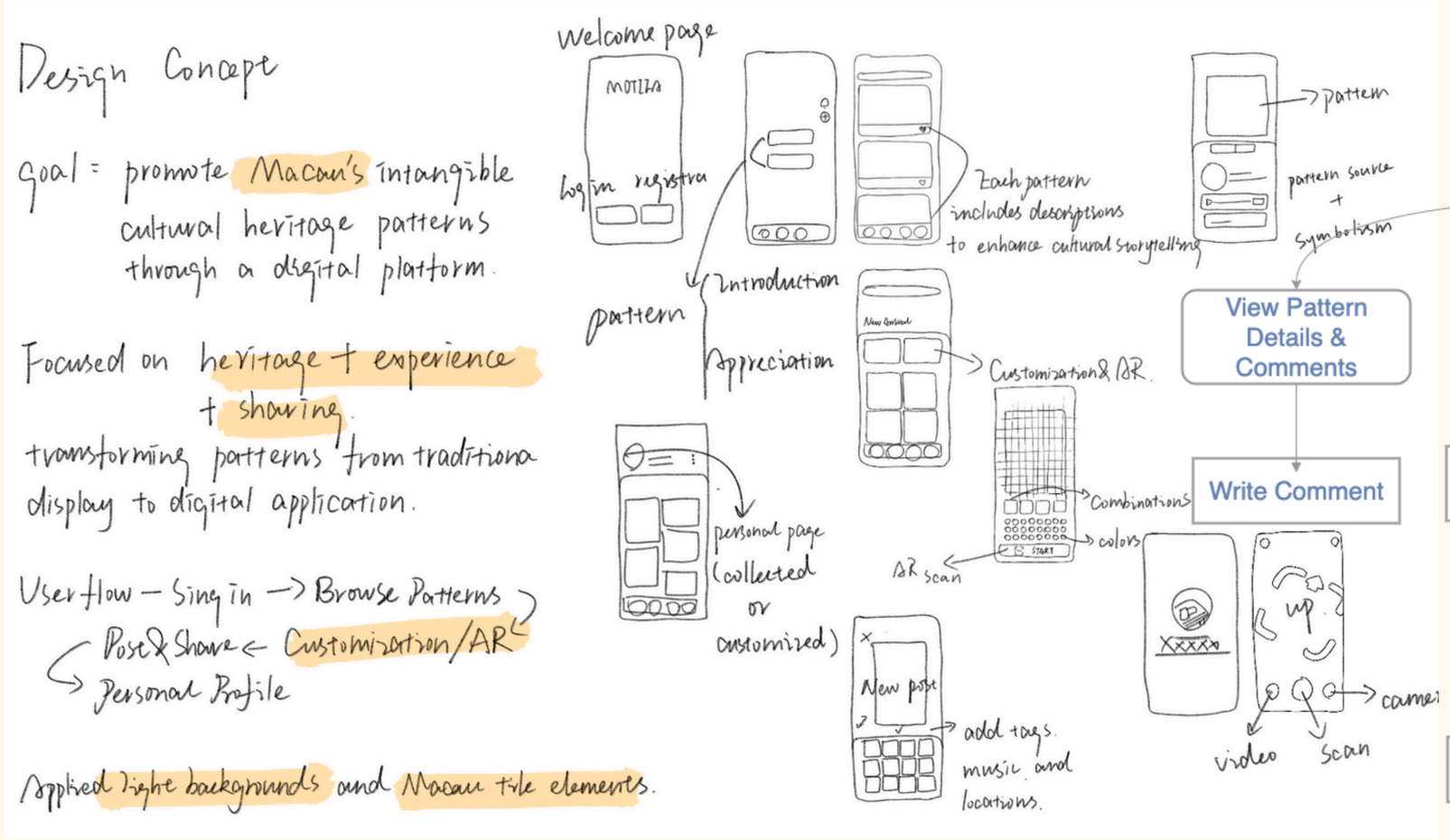
Step3：Parameter Adjustment

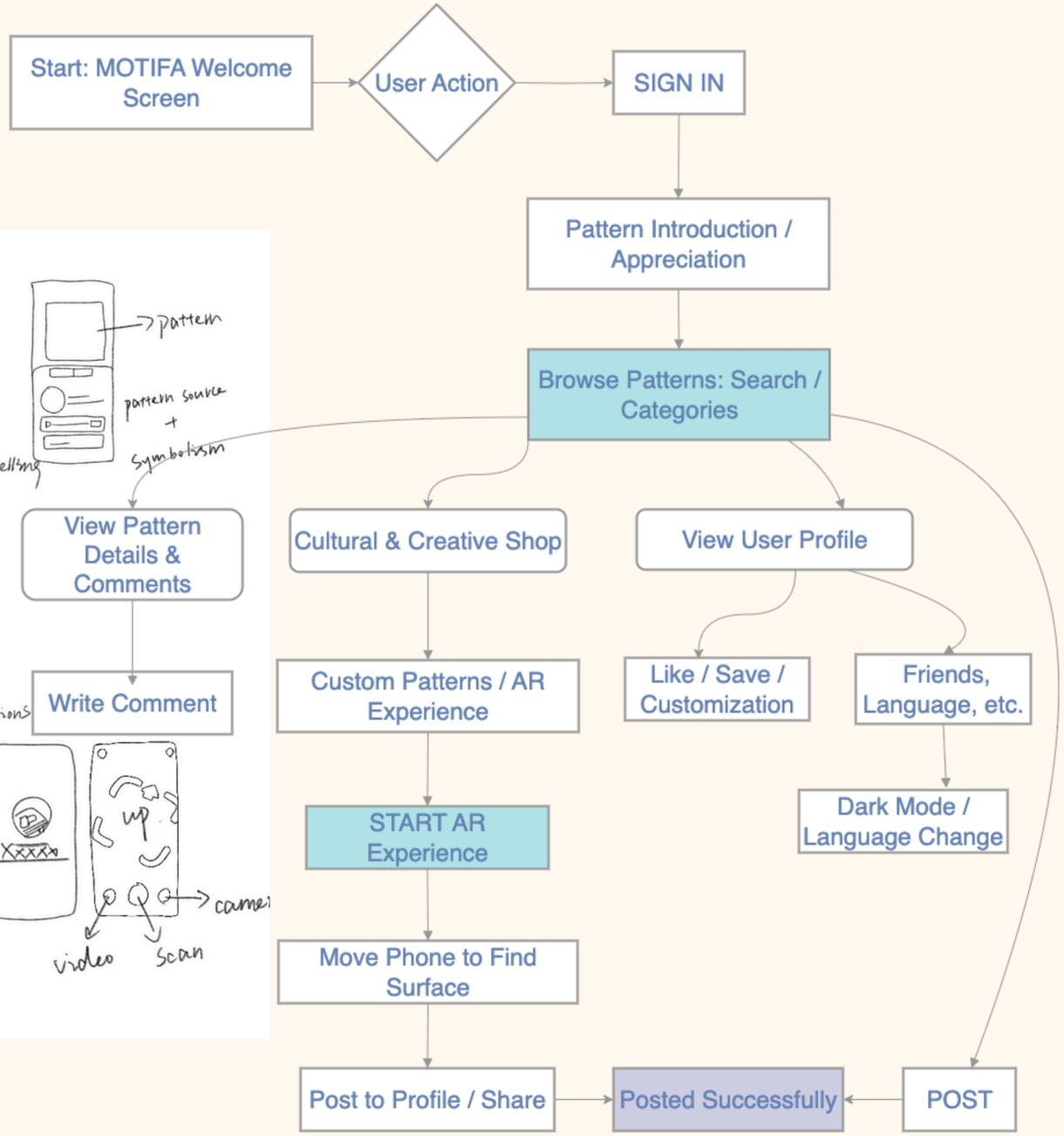
Fine-tune scale, rotation, and material settings.

Add animation or interaction functions to enhance presentation.



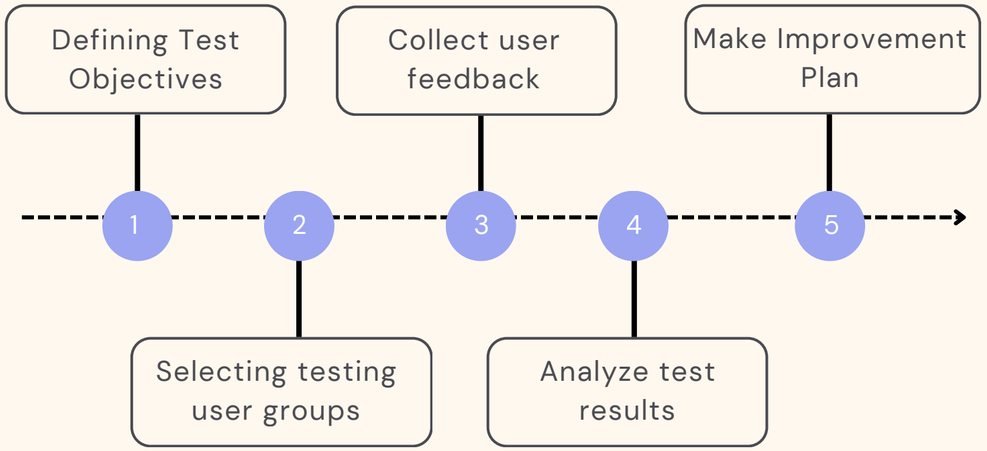
SKETCH & WIREFRAME & USER FLOW



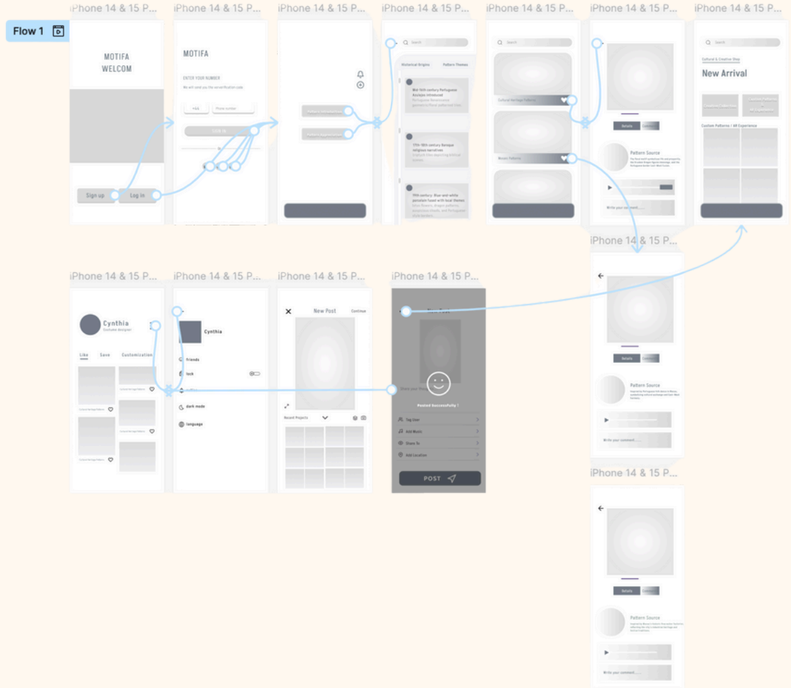


RESEARCH METHODS & USABILITY TESTING

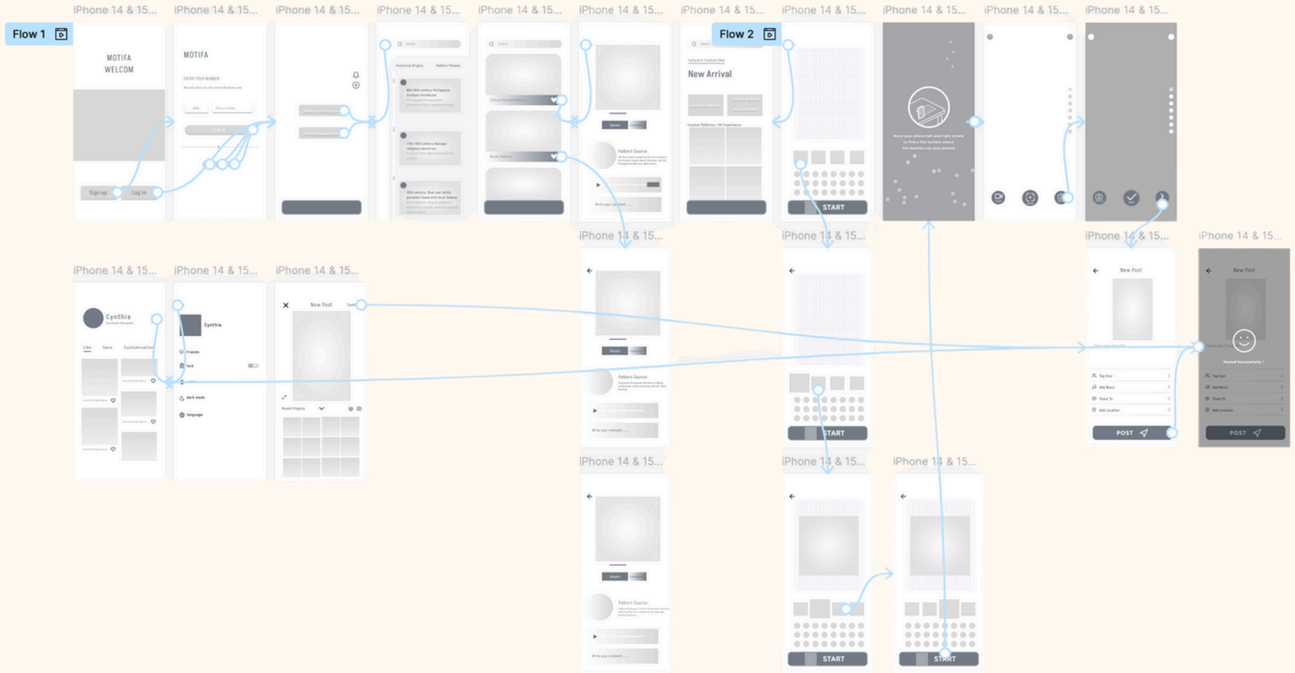
Goal: Ensure that the application provides a consistent and excellent experience for different user groups through usability testing.



First version



Second version



USER TESTING 1 Video： https://youtu.be/KaIEXQkIIYE

FUNCTIONALITY

- Suggestion: Users emphasized the importance of “sharing,” hoping they could directly publish content after browsing or customization.
- Adjustment: The second version includes a New Post flow, with additional elements such as music, tags, and location.

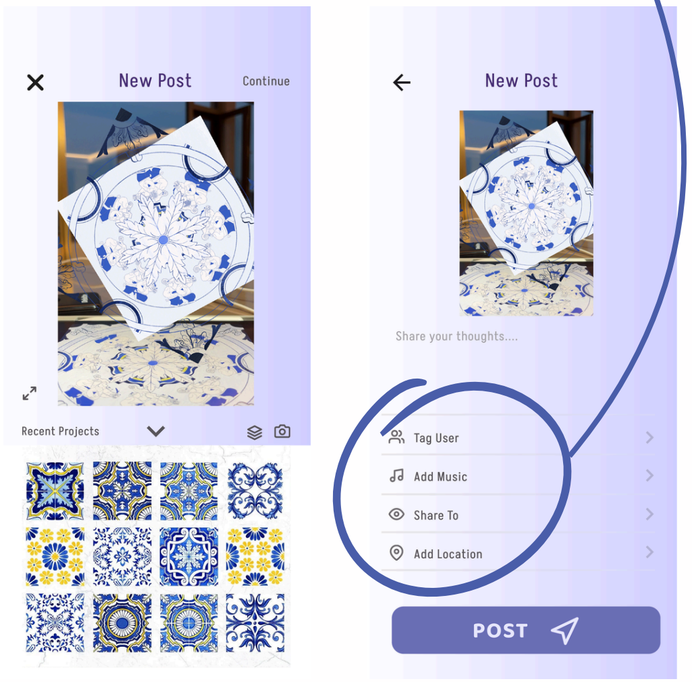
PROFILE

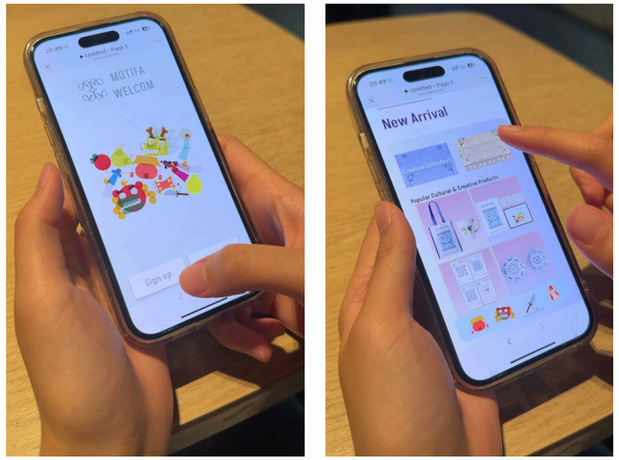
Users expect collections and history to be visible.
→ Expanded with custom works, settings, language, dark mode.

USER TESTING 2

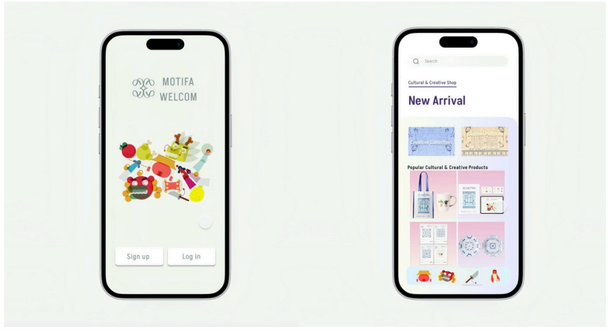
INTERACTION & COMMUNITY

- Suggestion: Users emphasized the importance of “sharing,” hoping they could directly publish content after browsing or customization.
- Adjustment: The second version includes a New Post flow, with additional elements such as music, tags, and location.





Testing video：
https://youtube.com/shorts/uokECBZ7J9E?feature=share



Output- Simulation Video：
https://youtu.be/MPuqQTWfHJg

VISUAL ELEMENTS

LOGO

M (ACAU)

+



MOTIFA

MOTIFA

ICON



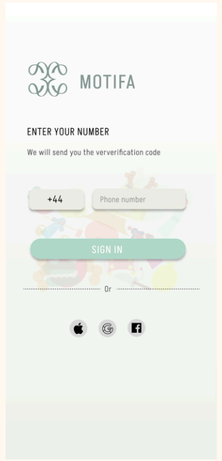
COLOR

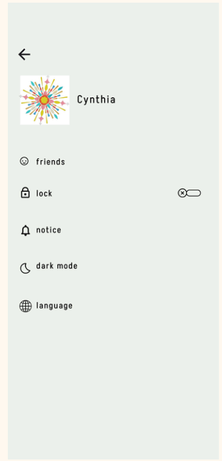


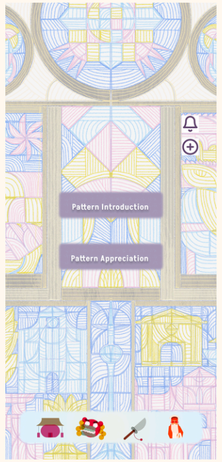
OUTPUTS

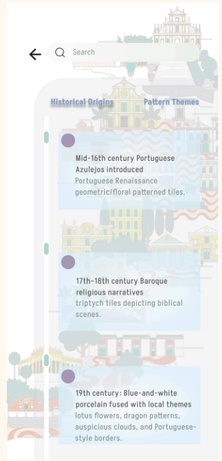
MOTIFA

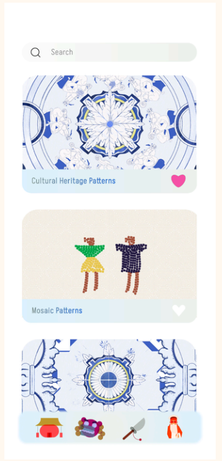


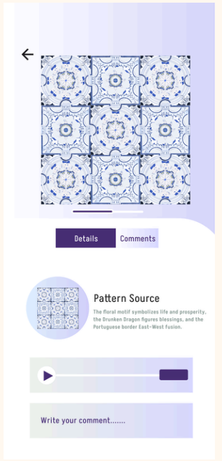




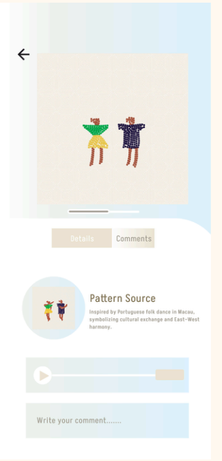


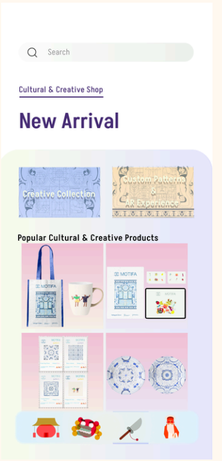


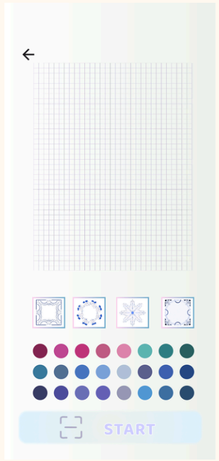


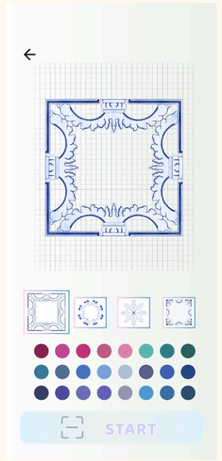






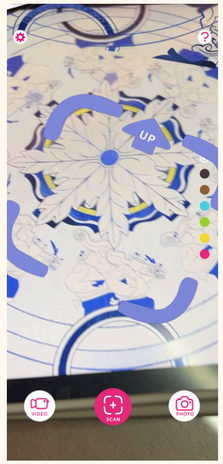




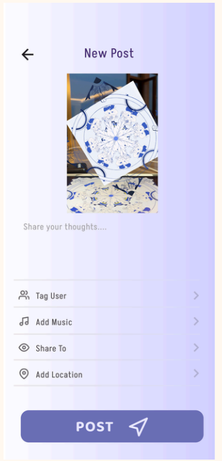


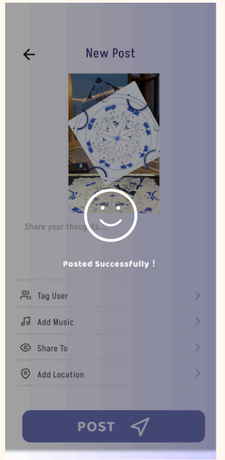


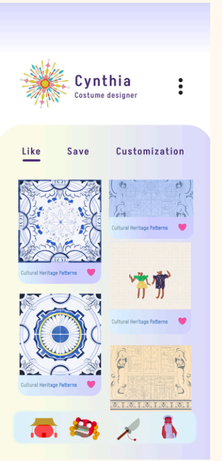


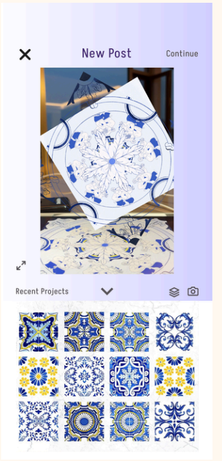












OUTPUTS

MOTIFA

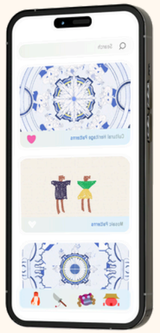






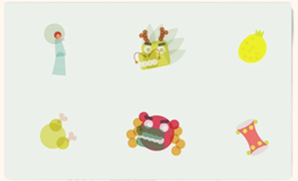


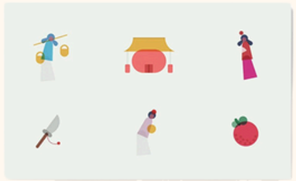
















MOTIFA



Heritage in Pattern

MOTIFA
Experience Macau's cultural motifs in a modern way.

From tradition to creation —
MOTIFA connects culture a
life.

OUTPUTS

MOTIFA



REFLECTION

Learning:
Through this project, I learned how to transform intangible cultural heritage into digital experiences, balancing tradition with modern UI design.

Challenges:
The main difficulty was how to keep cultural authenticity while ensuring usability and aesthetics for younger audiences.

Improvements:
Future versions could expand the motif library, add more interactive AR features, and strengthen community functions.

THANK YOU