

Advertisement

Device Design

Space Design

Merchandise Design

Vi Design

UI Design

App Design

OK MO  
OK MO

Subcultural groups are ostracized in many parts of China and even restricted on the Internet. They lack good entertainment platforms. My partner and I, as members of subculture group, want to create a paradise that could independently provide service and entertainment for subculture. By Integrating landscape and vision, I design App, merchandise, Installation and advertisement to connect the architecture. I hope subcultural groups could both feel efficient and enjoy the sight while being entertained.

07.2023-09.2023  
cooperate project



# BACKGROUND

## What is the situation of subculture in China?

It is difficult for subculture to be accepted by the public in China. They don't have good places to enjoy their hobbies. As members of the subcultural-loving group, my partner and I face a lot of resistance when we want to enjoy the pleasure of subculture.

## What are the main problems ?



## Our observation

Akihabara in Japan, is a place specially created for the anime and manga group. There are many brands link with anime to sell, which not only serves the crowd, but also spreads it to let others see it.



# RESEARCH

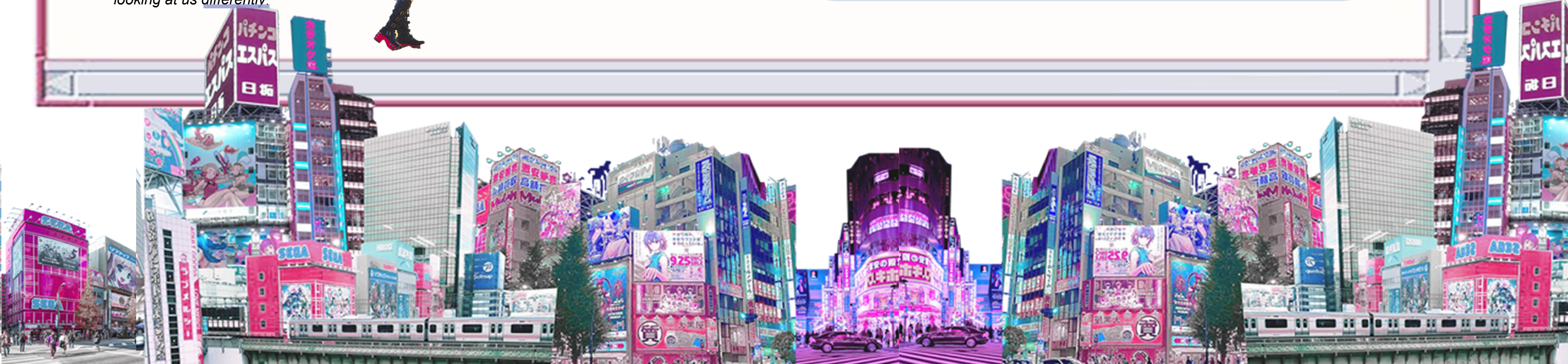
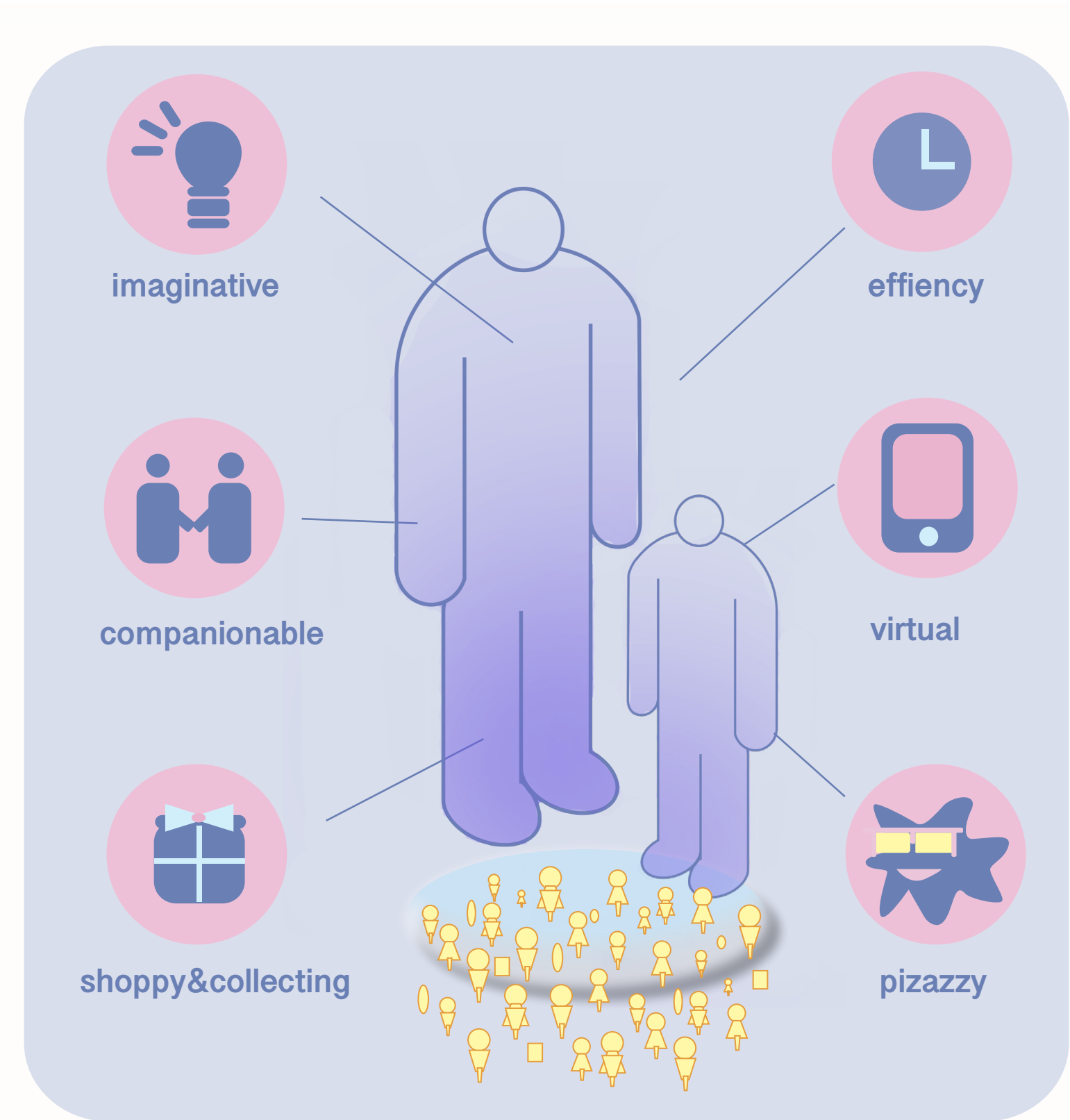
## What are the specific subculture groups?



## Questionnaire



## Characteristics&demand





# VISUAL PROCESS

## Site&group division

OK mo is divided into two floors, there is mainly a bazaar, street square, VR room, etc on the ground floor and mainly a performance stage, open-air cafe, etc on the first floor .So I designed the most representative element pattern for each building plat.

Floor 1

Street square

People can rest, graffiti and dance battle in the street square.

Floor 2

VR room

People can borrow VR glasses to experience virtual interaction here.

Floor 2

out-air cafe

People can use app to reserve meals and coffee.

Code site


finish payment

Recommend dishes

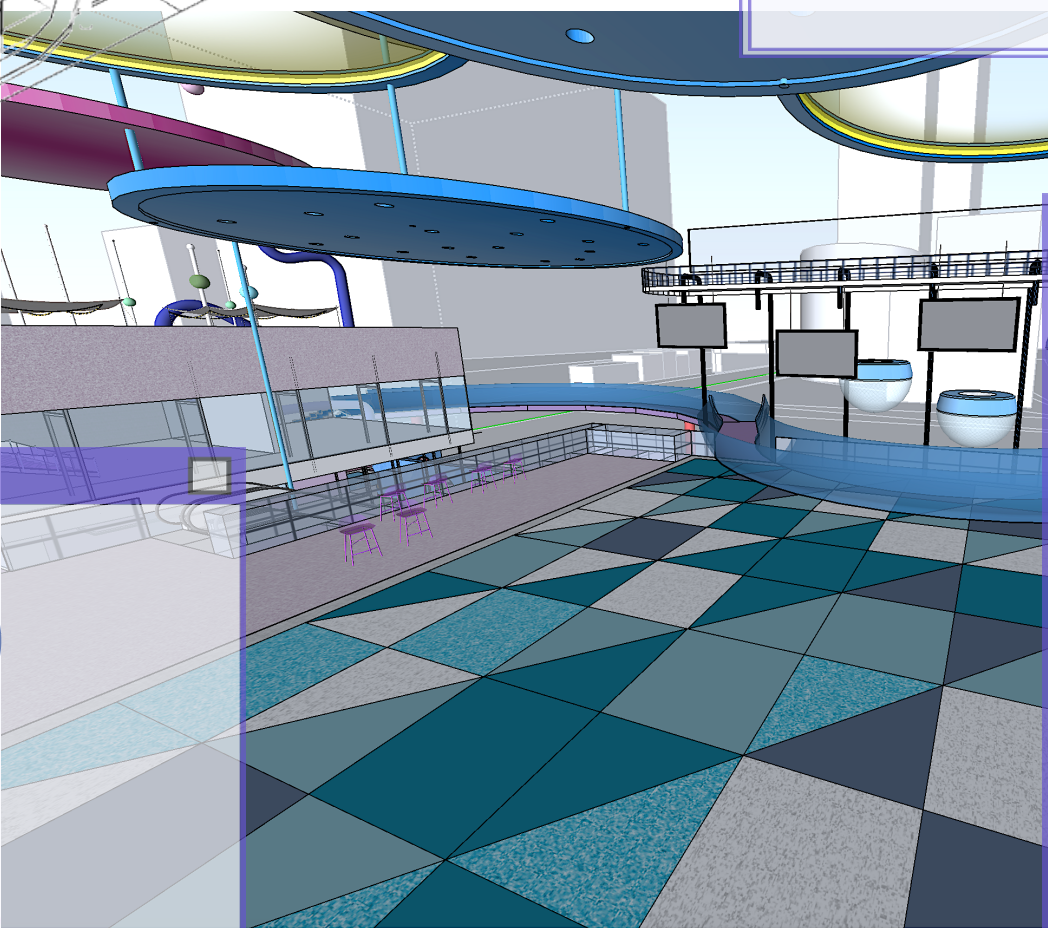
Time reserve

Floor 1

bazaar



The bazaar is set up at the exit of OK MO, where people can pick and buy perimeters of on their way in and out. We hope everyone could say ok to their lives and do not worry about what others think.



Floor 2

performance stage

Special performances have specific tickets and wristbands.





# UI DESIGN

## Map visualization

There is a complete map of OK MO in the APP and subculture group is classified by region so that people can search where they want to go.

## Site model



## entrance



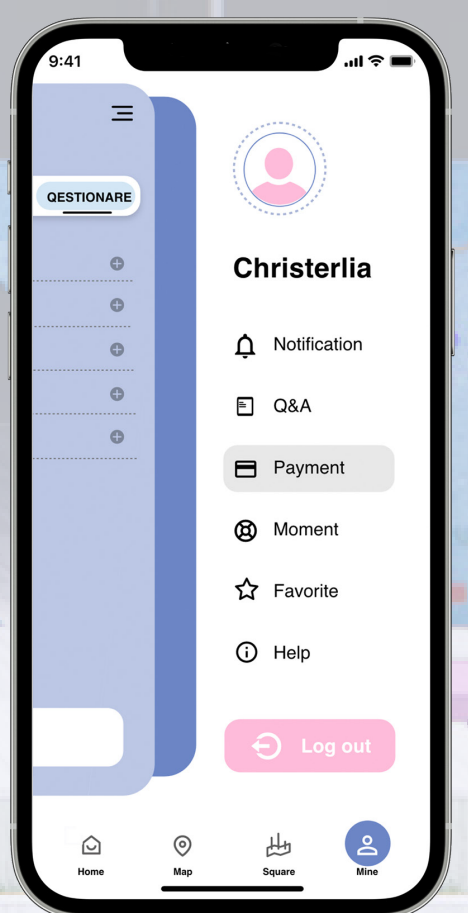
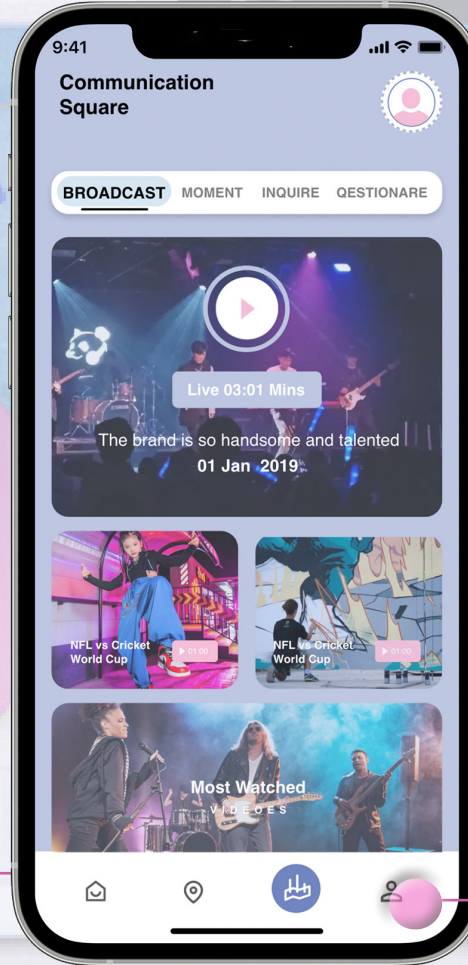
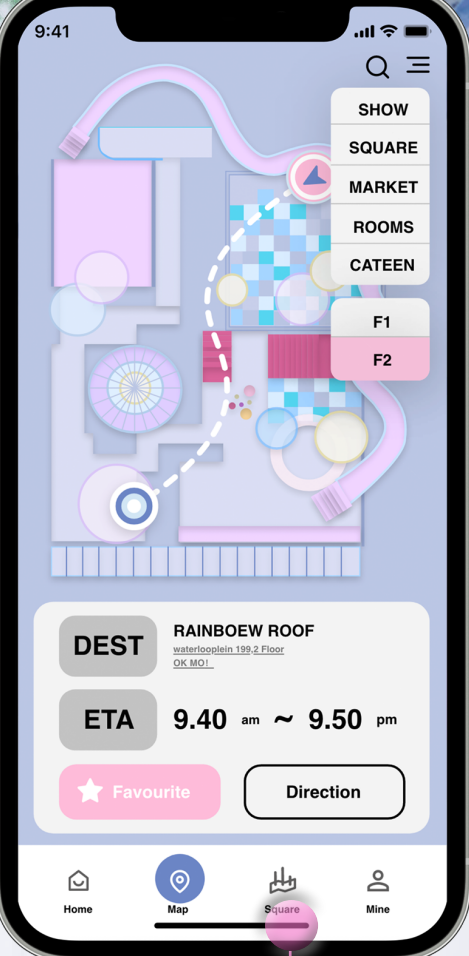
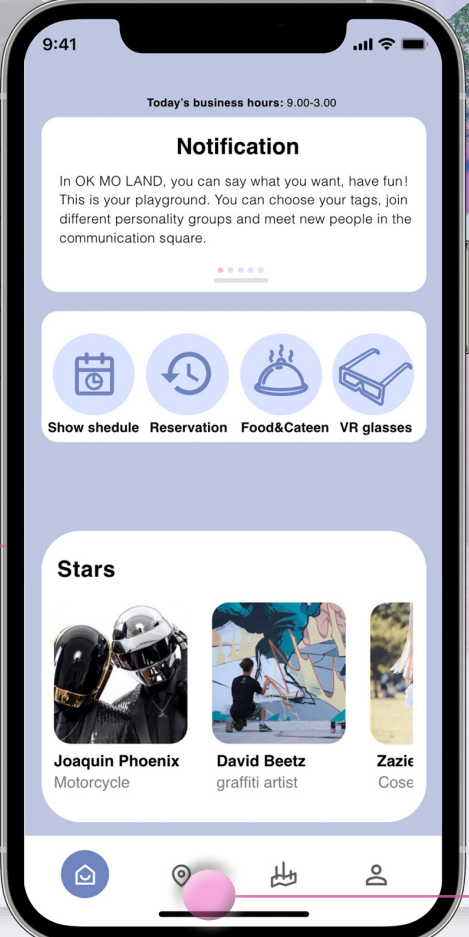
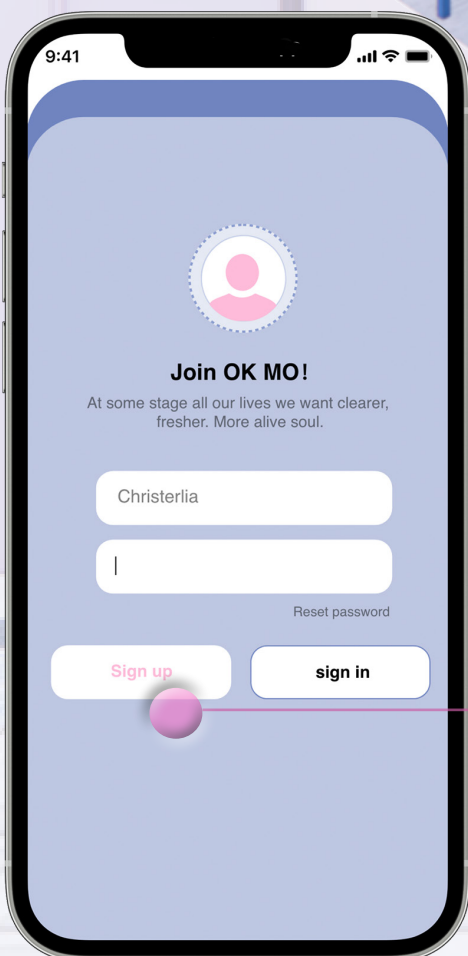
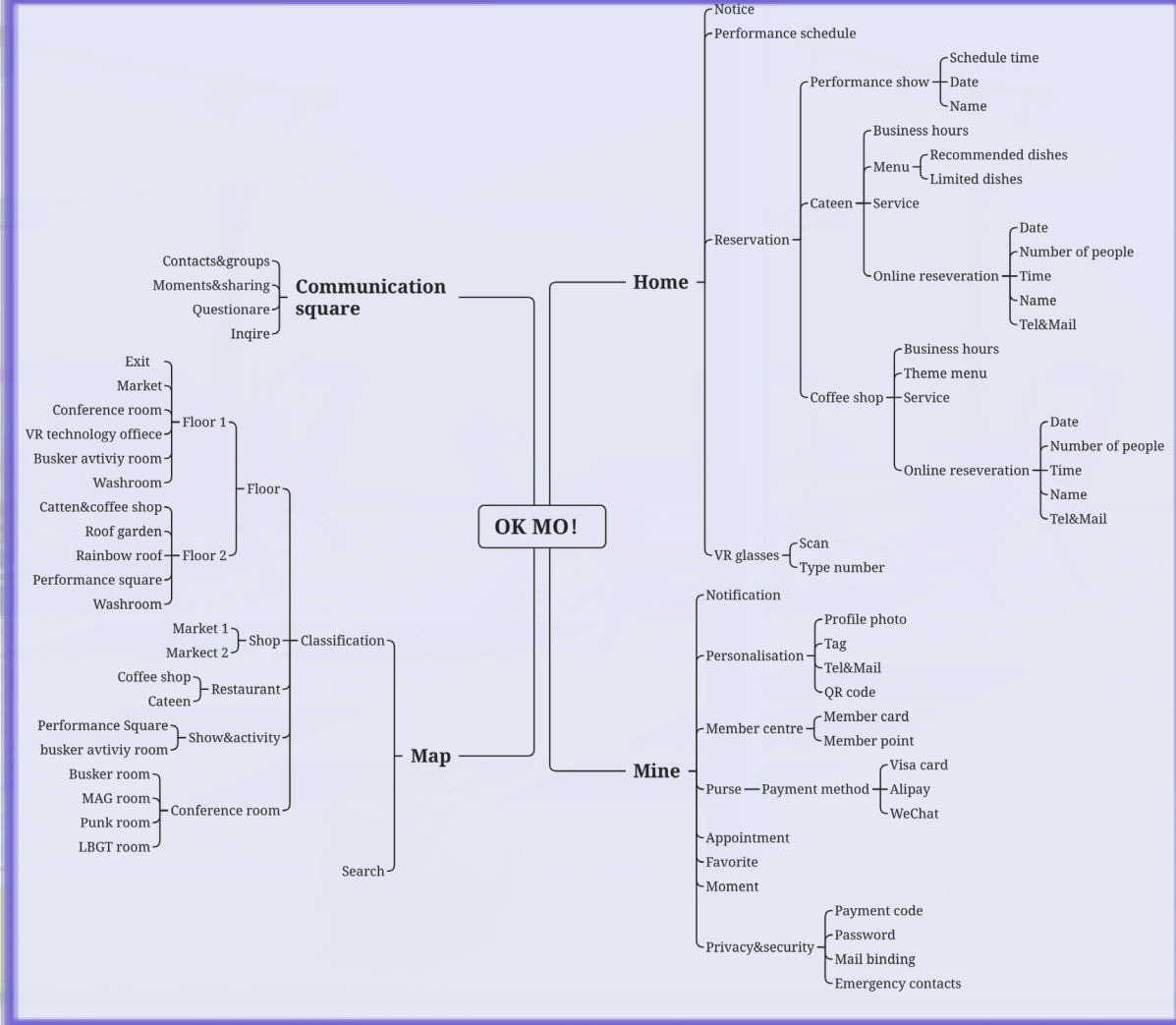
## open-air cafe



## installation square



## Flow chat





UI DESIGN

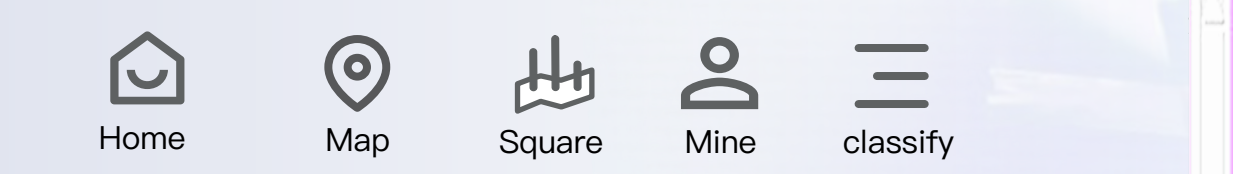
Logo design

concept:  
The LOGO is presented in the form of letters,the letter M under O,which represents the rainbow ball in central square.The letter O is also an inclusive circle.MO is close to more and mall when reading.

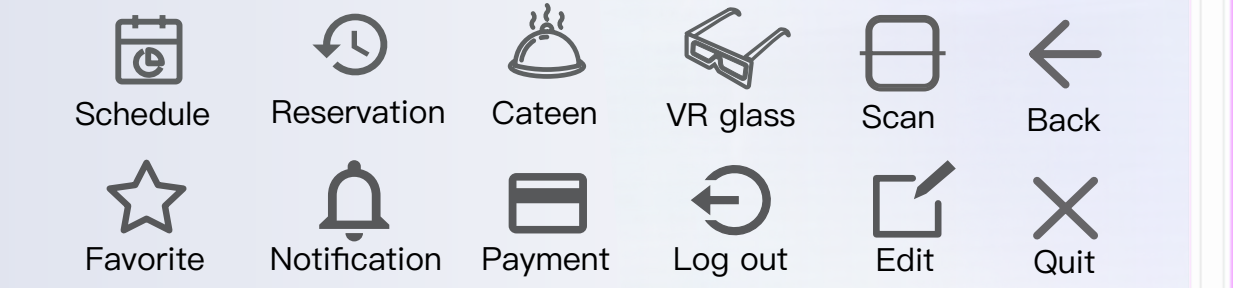


Interface standardization

main icon



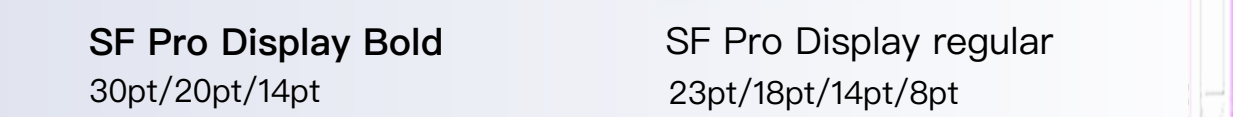
other icon



colour select

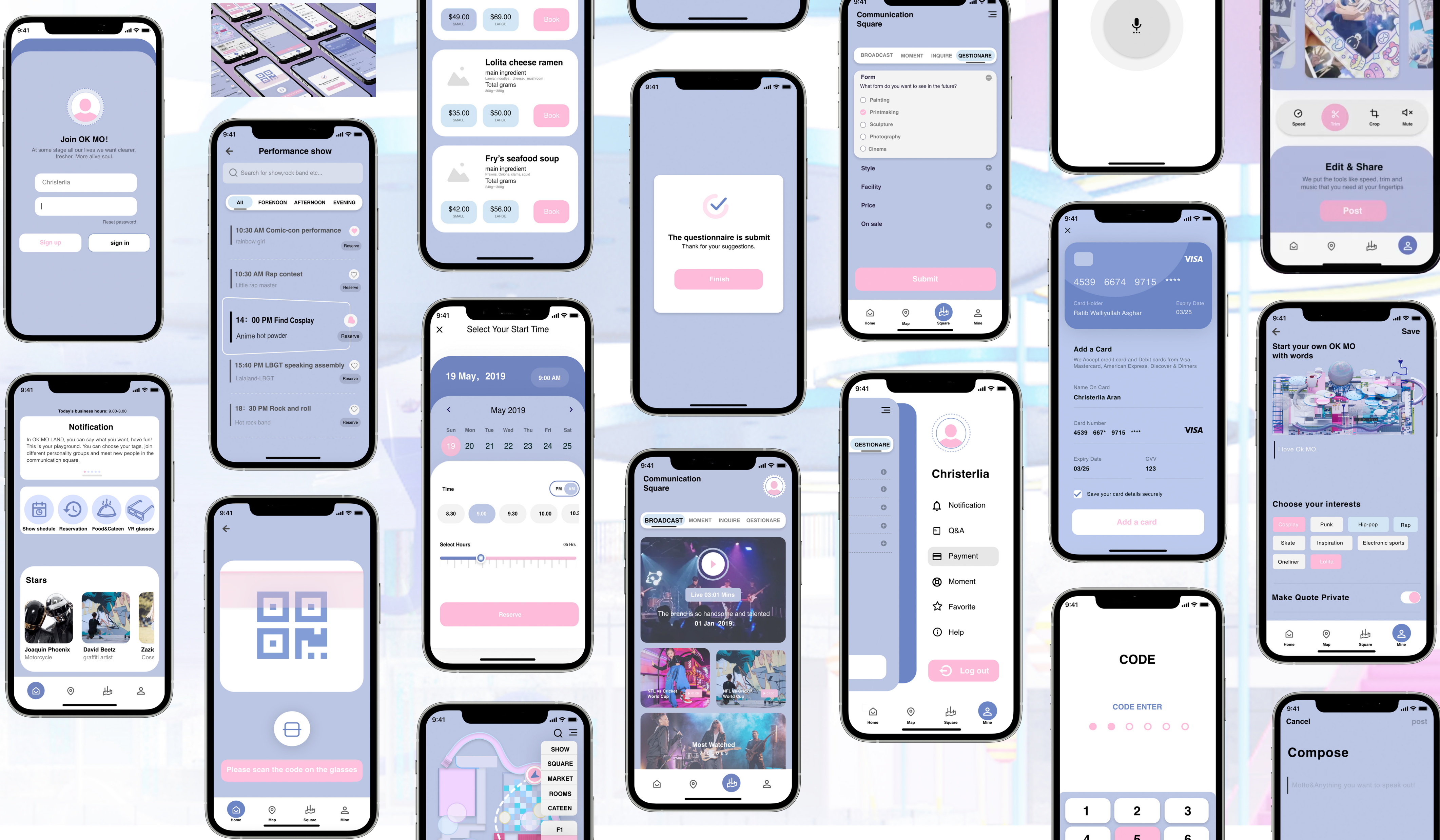


font specification



High fidelity

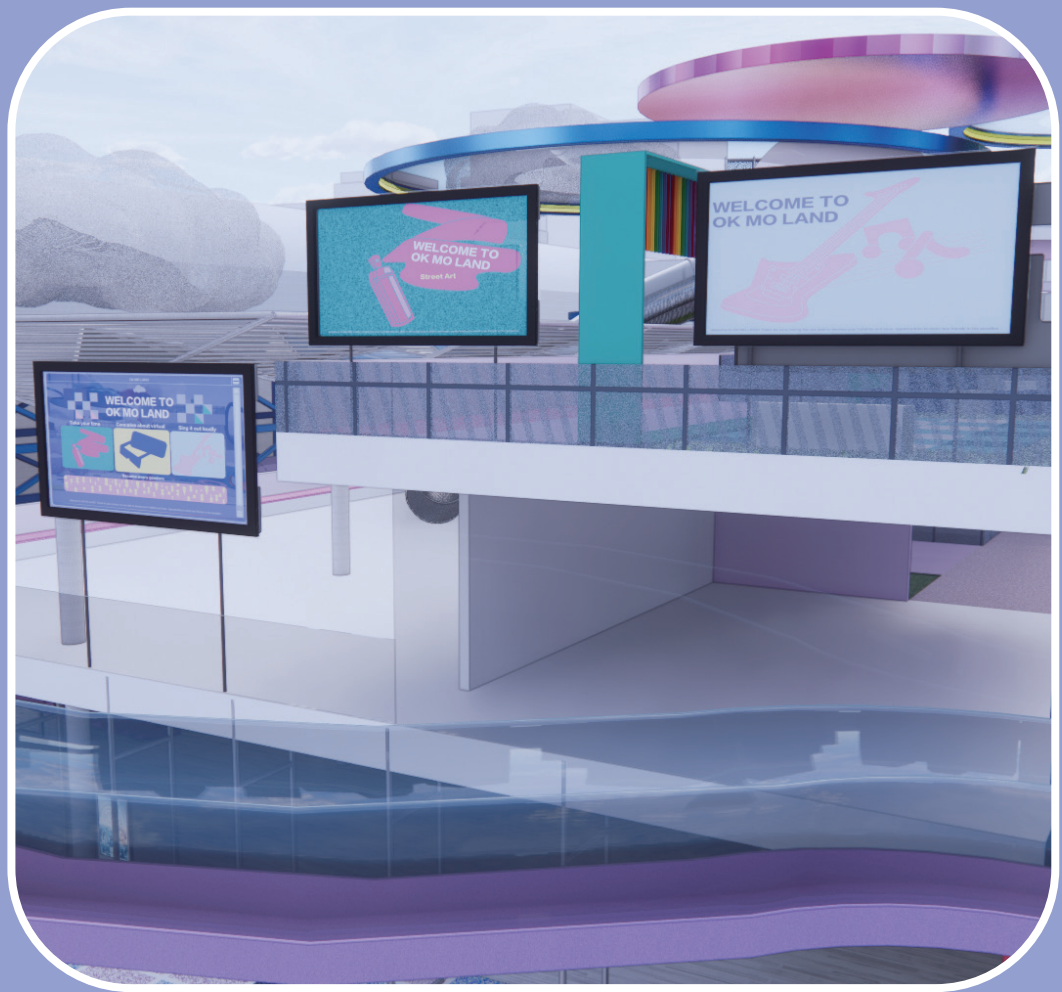
Operating video link: <https://youtu.be/Vr8v8ofs7wl>





# INSTALLATION&ADVERTISMENT DESIGN

I made use of the elements that best represent the various subcultural groups for advertising design and installation design, so that people who enter the park can understand the preferences of different subcultural groups.



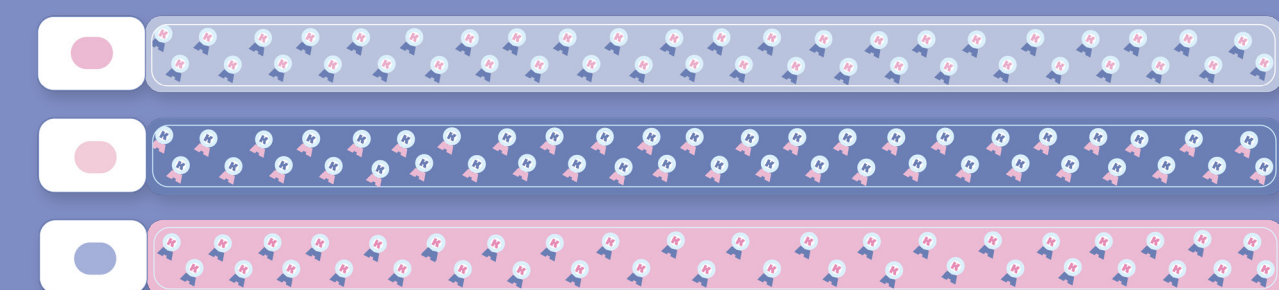


# COMMUNICATION

## Ticket design



## Bracelet design



## Coaster design



## Sticker design



## Signboard design





# OUTCOME

## Merchandise&packaging design

In order to make subcultural groups get the atmosphere in OK MO, I designed a series of products including alien tickets, wristbands, stickers, coasters, decorations, lunch boxes, and so on.They can be bought in OK MO LAND shops.



Feel free to paste any graphics you like.



The bracelet can be used during OK MO concertsike.



The bracelet can be used during OK MO concertsike.