

MACAU MASCOT DESIGN

I hope that through my graduation design, I can create a suitable cartoon image of Macau. The IP image is based on the lion and incorporates elements of the Macau tattoo to give people an auspicious, energetic and friendly feeling.

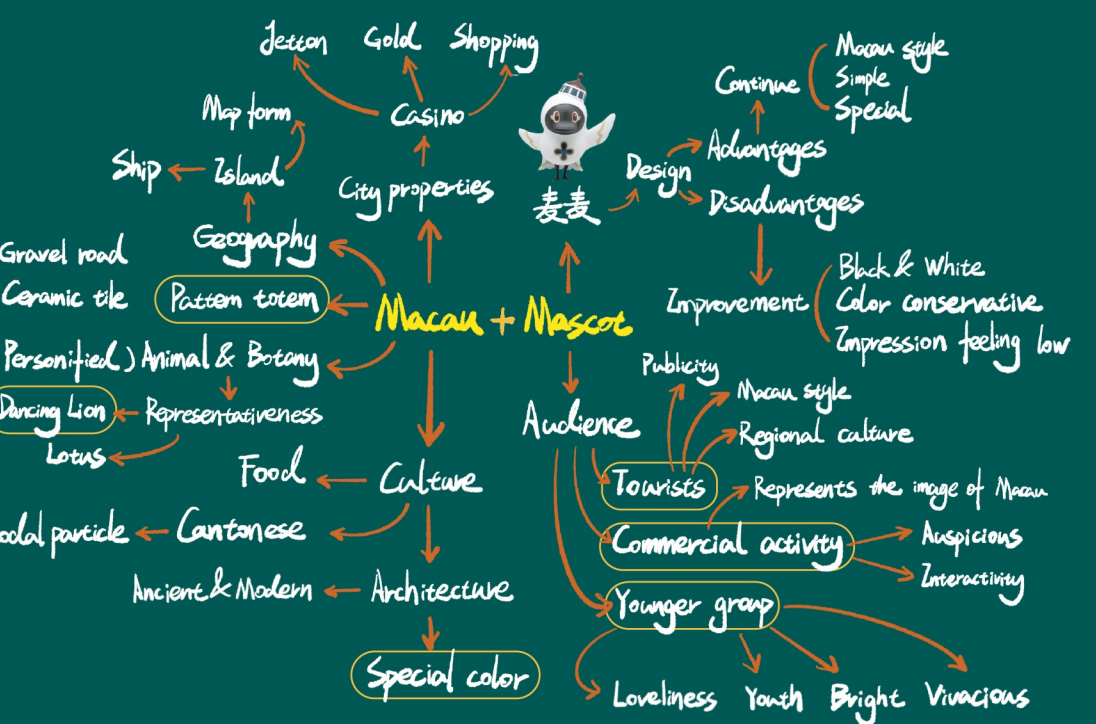


Background

Lion dance has always been the most common and popular performance in Macao's folk festivals and celebrations, expressing the people's wish for peace and good luck, and has important value in folk culture research; Meanwhile, as a professional sports competition event in Macao, the Macao team has repeatedly won great achievements in the international sports arena. Up to now, the lion dance has become a characteristic sports competition event in Macao.



Mind Map



Through research and study of Macau's many cultures and histories, I searched for a mascot that best represents Macau, the "Lion Dance", which is the most popular type of mascot in Macau. This, combined with an analysis of the strengths and weaknesses of Mai Mai and market research, provided me with inspiration and design ideas for my subsequent IP designs.

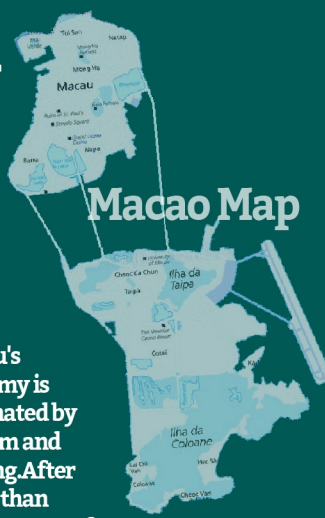
Secondary Data Research

澳门(English: Macao, Portuguese: Macau) is the Special Administrative Region of Macau, People's Republic of China. It consists of four regions: the Macau Peninsula, Taipa, Coloane and Cotai.



Macau's economy is dominated by tourism and gaming. After more than

400 years of European civilisation, the fusion of Eastern and Western cultures has made Macau a unique city, leaving behind a large number of historical and cultural monuments.



Macau has never had an exclusive city mascot. "Mai Mai" is the mascot chosen by the Macau Government Tourist Office (MGTTO) in 2018 for the development of Macau's tourism industry, based on the black-faced spoonbill and inspired by the Guia Lighthouse.

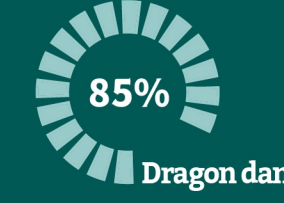


Research

1. What do you think best represents Macau?



2. Love of dragon dance or lion dance?



Lion dance is more popular than dragon dance.

3. What characteristics do you want the Macau mascots to show?



4. Agree with the reasons why Lion Dance has become the mascot of Macao



Inspiration



The eyes of the lion dance are ringed with circles and a 'eye-dotting' ceremony is usually held before the lion dance. Vermillion is applied to the lion's eyes to symbolise the giving of life.

The southern lion, with a horn tied to its head, is powerful and rugged, and the resemblance is a cautionary tale, rumoured to have been made of iron in the old days to cope with the martial fighting that often occurred during lion dances.



The streets of Macao are awash with tile patterns, most of which are symmetrical with crosses, giving a sense of regularity, comfort and sophistication.

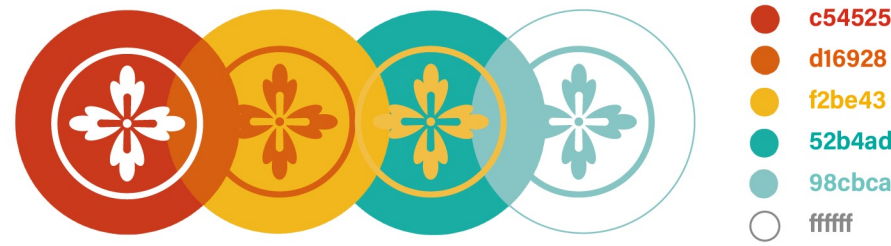
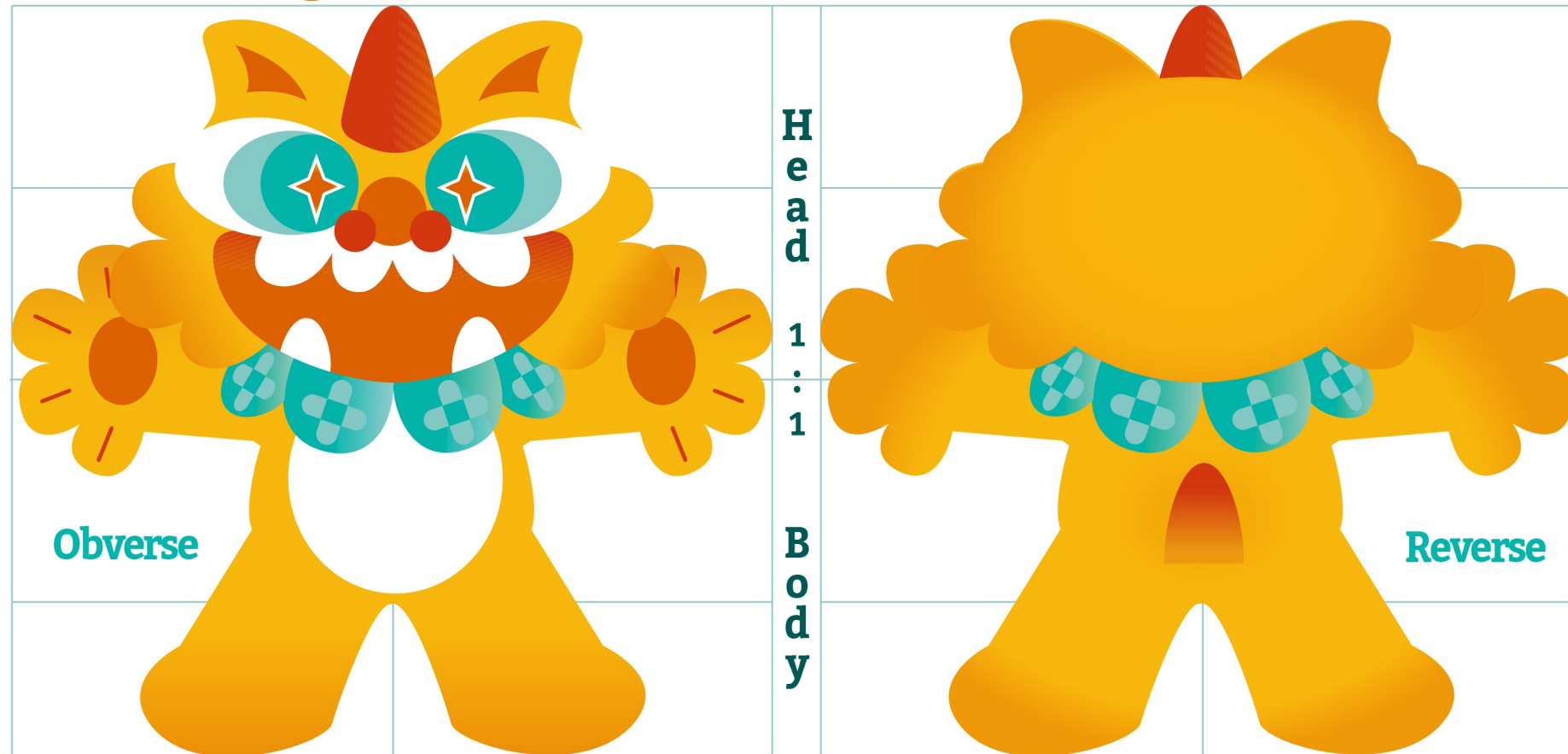
Sketch Design





The mascot combines the horns and eyes of the lion dance with the symbolic elements of Macau's traditional patterns to create a lion dance figure that symbolises good luck and good fortune. The colours are also chosen to represent auspicious colours commonly used in lion dances, hoping to bring an infectious sense of luck, vitality and affinity.

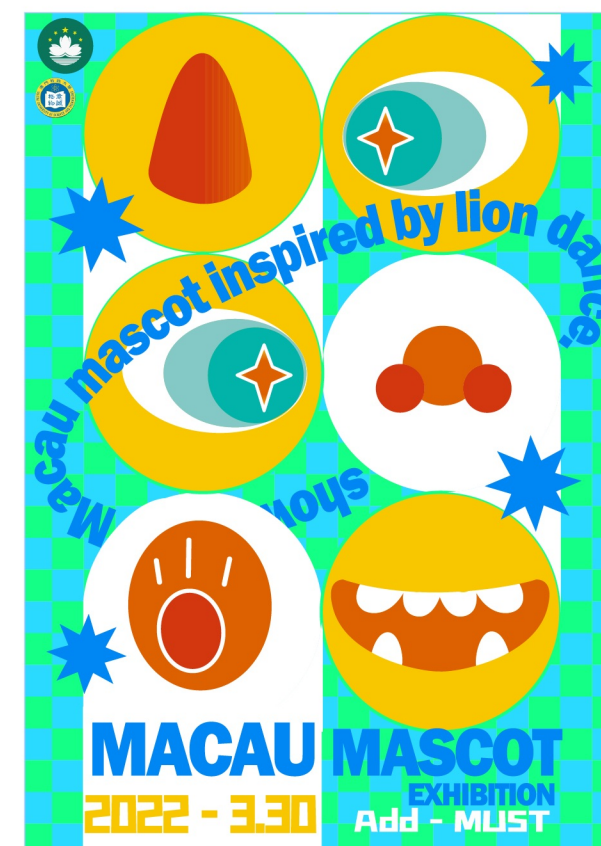
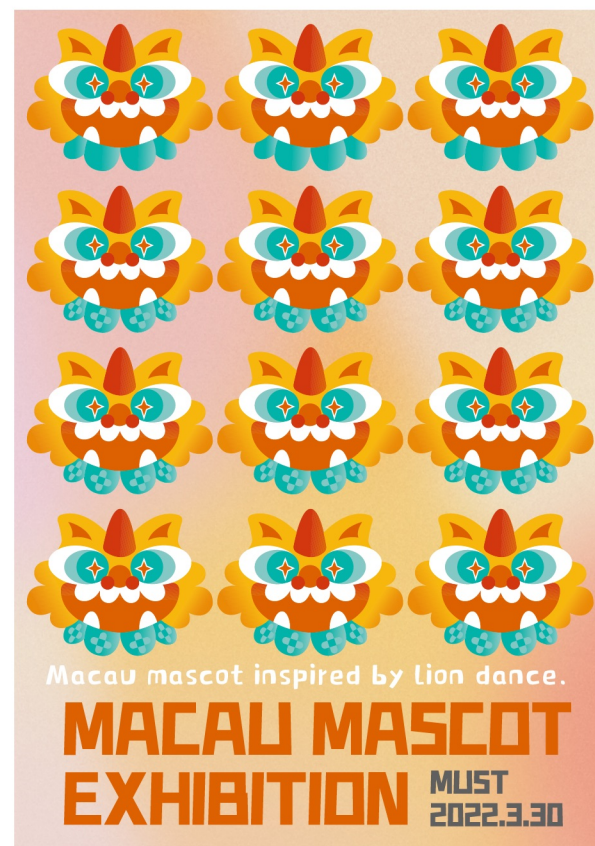
Total Image



Auxiliary Graph Design



Poster Design



Peripheral Design

