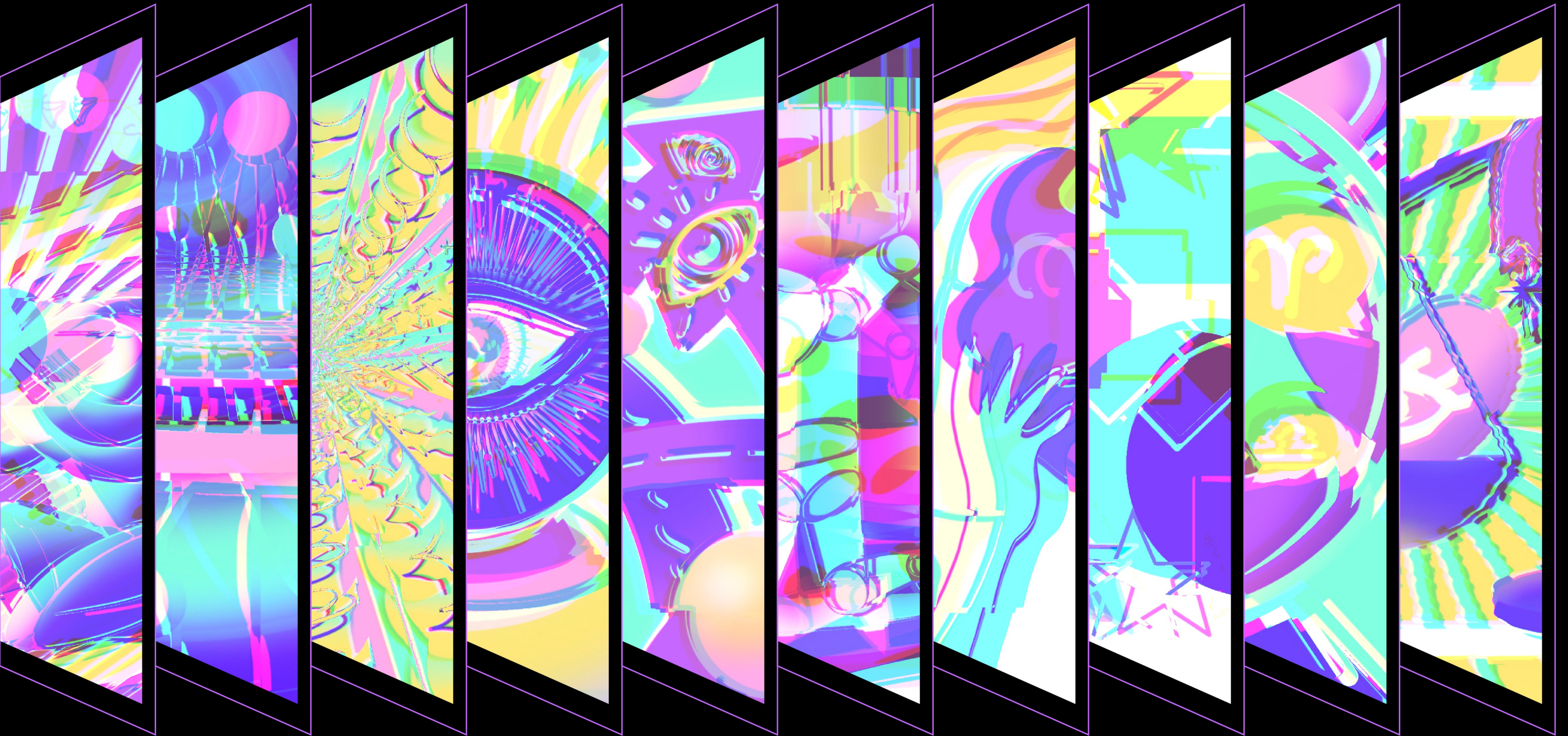


ASTROLOGY BELIEFS & DOUBTS



Illustration Book Design

As more and more people know about horoscopes, people's attitudes towards horoscopes are divided into two groups. Some people regard the constellation as their belief in life, while others have deep doubts about it. In the process of writing this book, I made an in-depth study of two attitudes towards horoscopes and used two opposite perspectives to describe the significance that horoscopes bring to people. I hope that different people can see the other side of the constellation through this book.



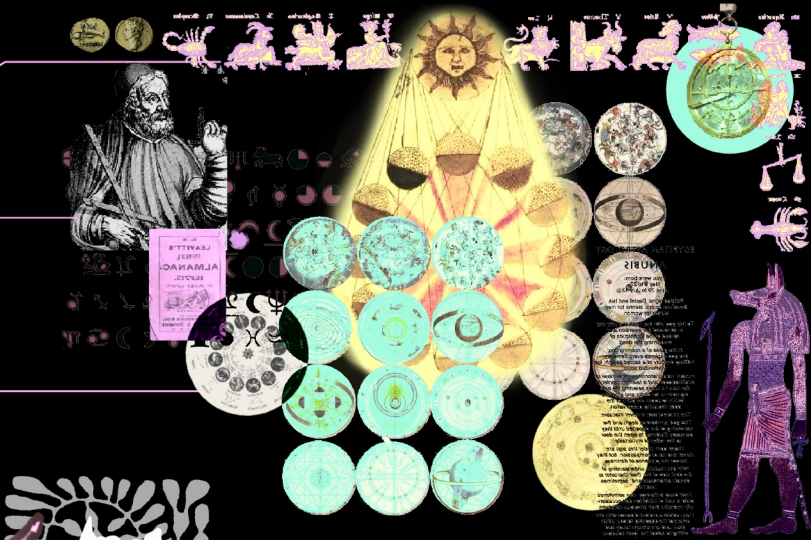
Inspiration

History of constellations

The ancient Egyptians used twelve gods to represent the twelve signs of the zodiac, also acting as guardians of the signs.

Ptolemy, the brilliant astronomer, was the first to observe the relationship between a person's time of birth and the movement of the heavenly bodies.

The twelve signs of the zodiac are said to have been divided into twelve segments by Greek astronomers more than 2,000 years ago in order to mark the position of the sun on the ecliptic.



Psychological hint

The Barnum Effect: A general, generic personality description is often considered to be a very accurate description of oneself, and when a person is described with common, vague, broad adjectives, it is often easy to accept these descriptions and assume that what is being said is oneself.

The Pygmalion Effect, also known as the Rosenthal effect. It usually refers to people trying to live up to the expectations placed on them by others.

Illustration Design Ideas

People tend to have completely different attitudes towards horoscope. Those who believe in horoscope think that horoscope can guide the future, while those who doubt horoscope think that horoscope is just Barnum effect, affecting the true self...

I use two completely different perspectives to depict the different views of people with different horoscopes.

DOUBTS & BELIEFS



Opponents

Technological Forces &Earth rotation. New Constellation:Serpens

The Bornum Effect. The Pygmalion Effect.

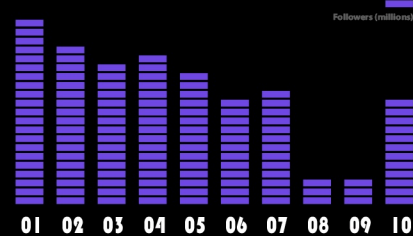
Individua Differentiation of Personality. Finding yourself.

Lgnoring the power of the ego,interfering with self-judgement.

Sincerity and the power of love.

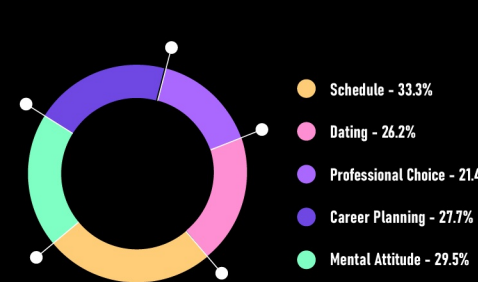
Research

01 Top 10 Influential People in Weibo Constellation Field in 2021

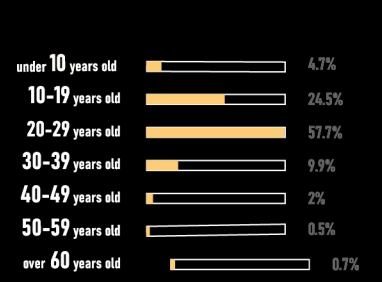


- 01 @锦鲤大王 Publish koi pictures every day, fans forward and pray
- 02 @同道大叔 Comic Release Constellation Funny Daily
- 03 @陶白白Sensei Constellation emotional video, live analysis
- 04 @Alex是大叔 Star map, star movement change analysis
- 05 @Pandora占星小巫 Draw tarot cards for constellations and analyze recent fortunes
- 06 @一支上上籤 Provide good luck broadcasts, sign forward and pray for blessings
- 07 @星座不求人 Constellation emotional fragmentation text analysis
- 08 @盤盤vonne Constellation Analysis Knowledge Sharing
- 09 @奶羊占星 Constellations combined with traditional Chinese metaphysics
- 10 @Eskev知星大鍋鍋 Star Fate Express (Just 30 seconds of browsing time)

02 The influence of horoscopes on themselves Embodiment aspect

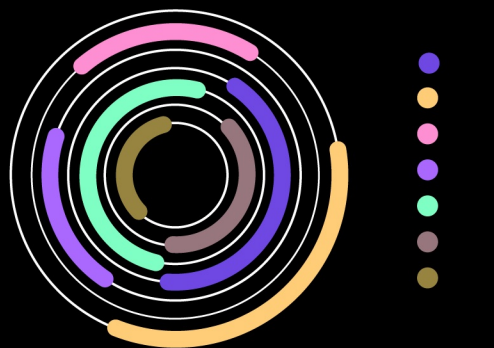


03 Focus on horoscope Q&A users Age structure



04 People believe in horoscopes The main purpose

- Out of curiosity
- Use it as a reference for dating
- out of interest in astronomy
- To keep up with the trend
- Know yourself through the horoscope
- Using horoscopes as the spice of life
- Seek psychological comfort in times of setbacks



Supporters

Inspiration

Material innovation



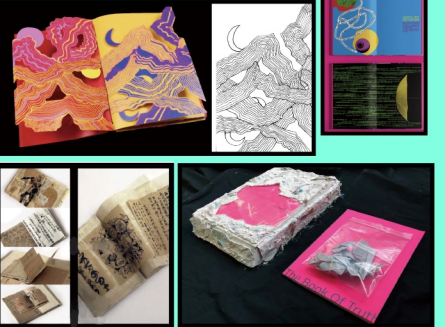
Unfold the continuity



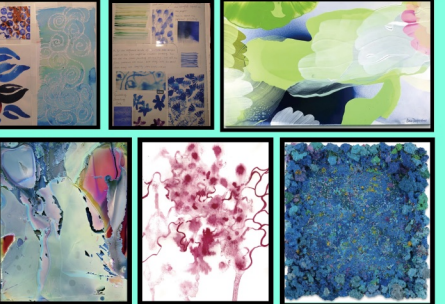
Graphic creation style research



Design style research

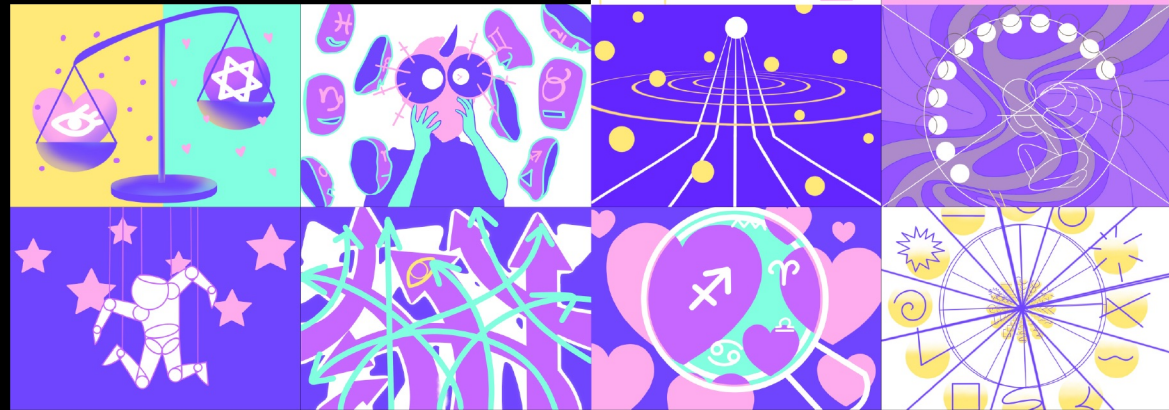


Application of different color pigments on paper Create different textures



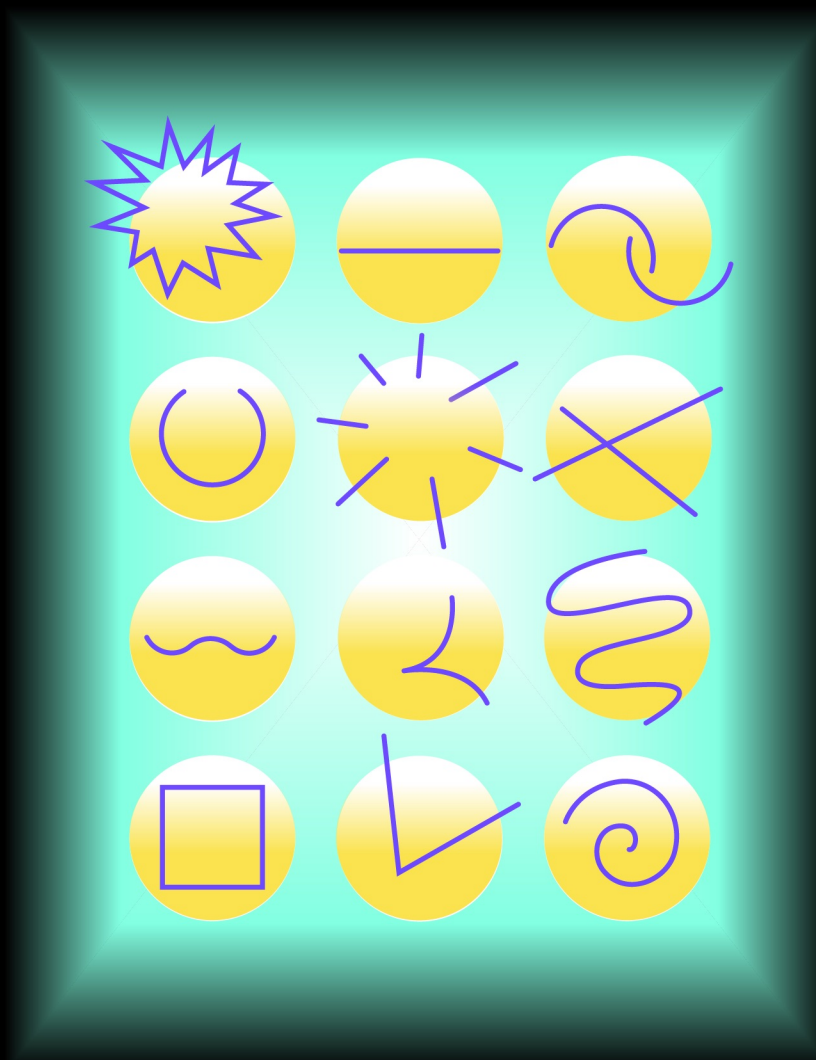
SOURCE: RED - 调频、RED-方圓 Monica, Artist A New Specimen, Cyanotype, Acrylic, Whirlwind style Dragon scale style, Extension in different directions, Can Can Friends art book, @zixun, Abstract artist Milna of Klint, Artist A New Specimen, RED - @Petri Dish @ruca Riley, RED - @Helen, RED - 便宜移、胡嘉欣, RED -ElegantMichelleClub, Instagram - unnamed, RED -AKAKAM, Artist PHILLIP ALLEN, Artist Claire Desjardins

Illustration Design Sketch



Icon Design - Constellation Properties

Past zodiac symbols often in constellation names or planetary position as a design icon, but in today's people pay more attention to the character of different constellation unique attributes, I think the icon design should also comply with the development, so I am constellation patterns of the icon and join in the design of the most peculiar personality attributes in different constellation design, hope in the new constellation icon and patterns can resonate with people.



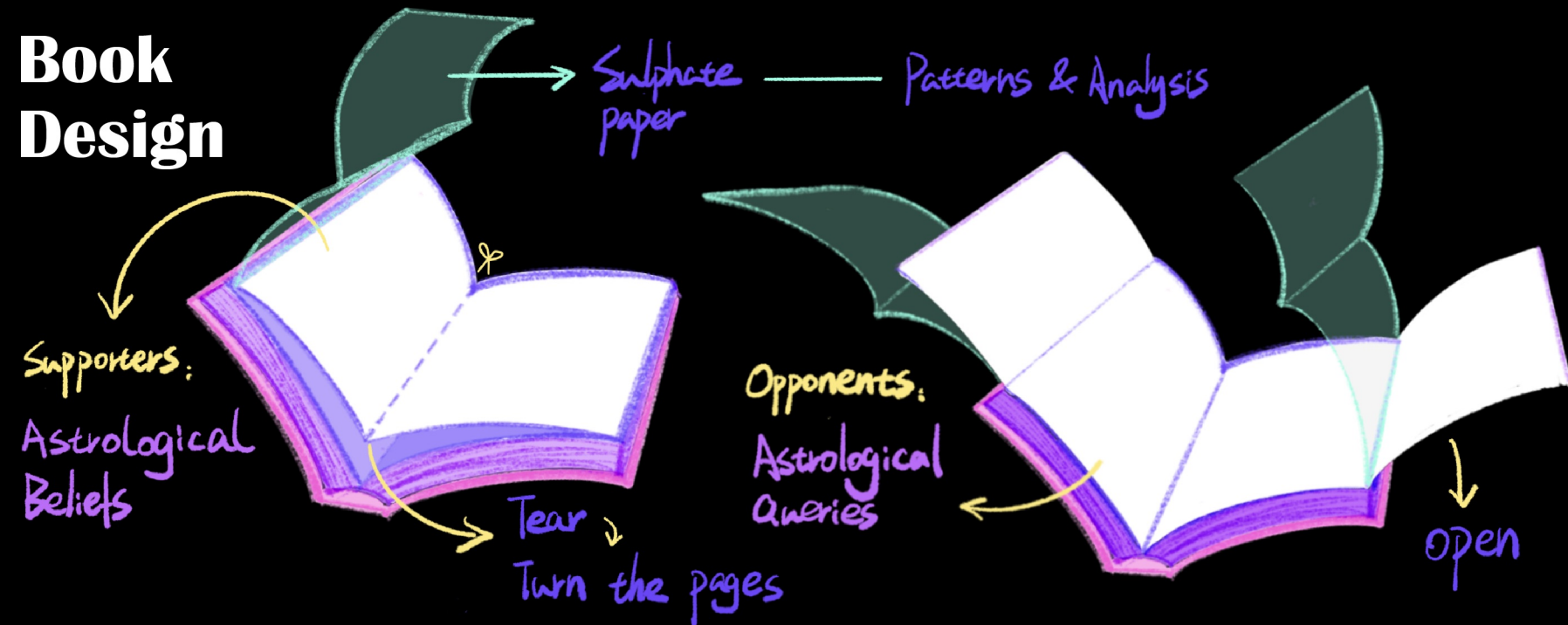
ARIES
Impulsive & Self-confidence
TAURU
Slow heat & Steadfast
GEMINI
Agile & Verstile

CANCER
Obsessive & Family-oriented
LEO
Leading & Determined
VIRGO
Diligent & Discerning

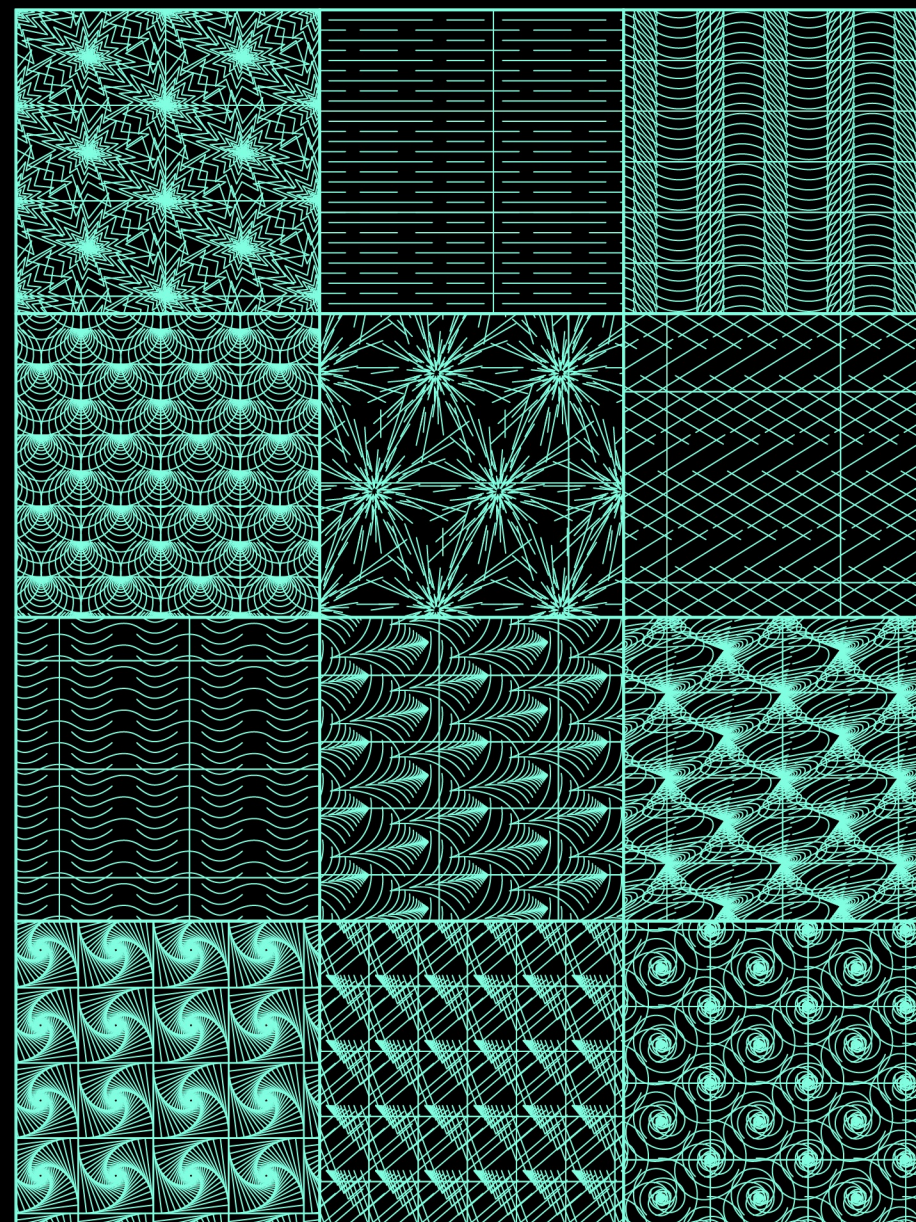
LIBRA
Fair & Proactive
SCORPIO
Secretire & Grudges
SAGITTARIUS
Free & Outgoing

CAPRICON
Stable & cations
AQUARIUS
Adaptable & Creative
PISCES
Kind & Imaginative

Book Design



Constellation Pattern Design



Layout Design

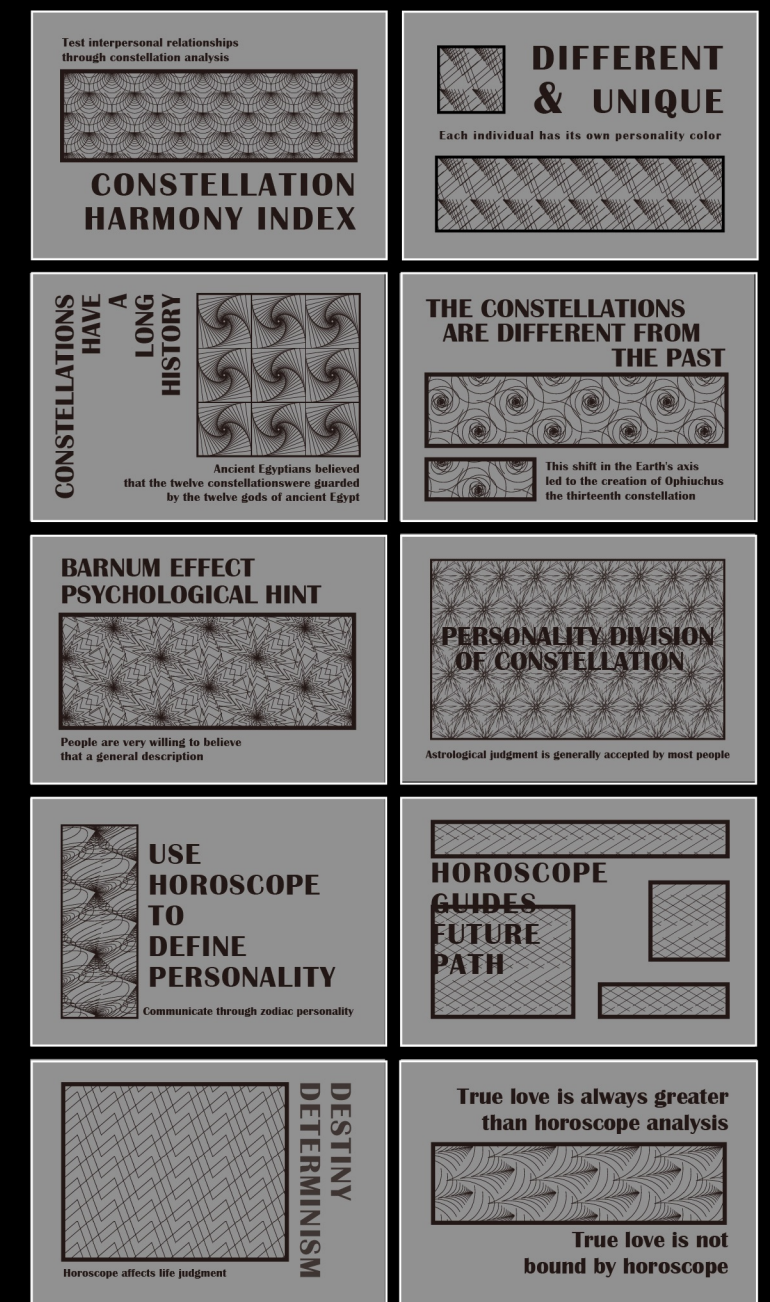
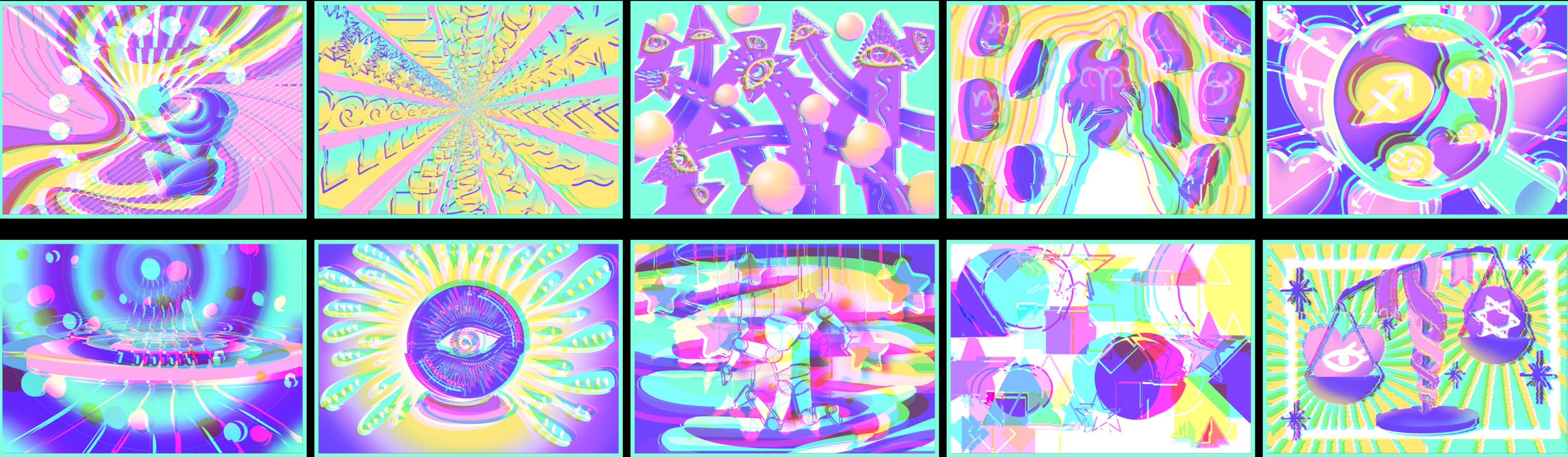


Illustration Display



Finished Book Display

