

福 福

IDEA

I was thinking to make a small decoration for Lunar New Year which is in brown color since the color of monkey is brown. The reason I decided to choose Fai Chun is, it is a necessary product in Chinese New Year, and, the form of Fai Chun is always the same, therefore I thought Fai Chun is a potential item to attract the customers' attention.

RESEARCH

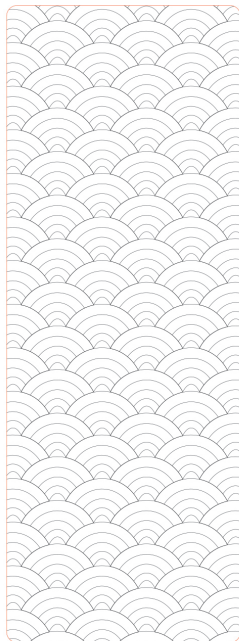
After the research, I found that most of the typography of Fai Chun is written by Chinese brush, so that I found a font that is close to the brush, also readable. I selected "Weibei-TC-Bold". Also, I found that Fai Chun is full of Chinese pattern, therefore I added a curve pattern that I used before in my school work.

DESIGN

FRONT SIDE



BACK SIDE



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