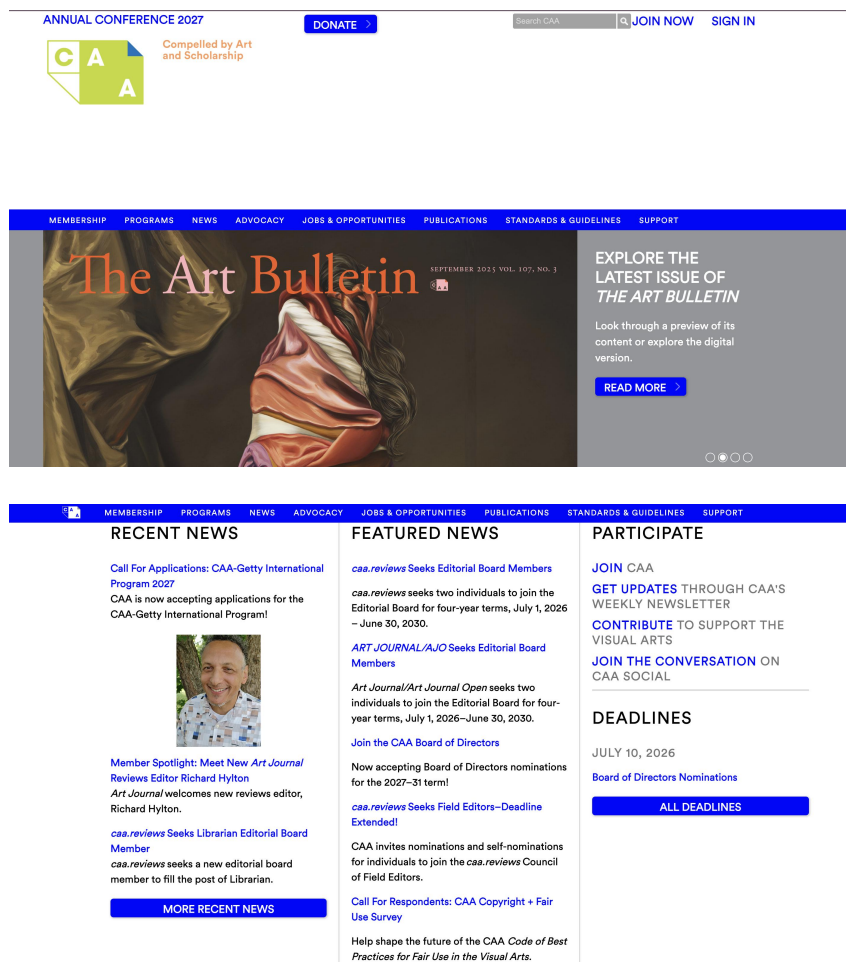


A summary of your digital ethnographic observations of other conferences :

I'll use the official website of the College Art Association as an example. The official website reflects the typical pattern of international art conference websites. Visually, it adopts blue as the dominant colour and a modular design with information structure as the core, emphasising clear navigation and practicality rather than using strong artistic expression (exaggerated typography and colour contrasts). The language and tone are academic, with a focus on professionalism, and even lists positions related to art and design. At the value level, there is an emphasis on diversity and inclusion, knowledge production and scholarship, career development, and globalisation and collaboration, while I also see contemporary trends incorporating digitalisation and sustainability.



College Art Association website

My design decisions for Residuum:

The poster design for the Residuum conference will ensure that the academic information is clear and easy to read, and enhance the overall artistic design tension through visual expression with a sense of conflict and futuristic.

For example, I'm working on the poster 'The Future of Chinese Creative Industries'. In the centre of the screen, a robotic hand can be set up to write with a brush, combining traditional writing methods with artificial intelligence, and adding some Chinese elements as a backdrop, such as the texture of paper, seals, or oriental symbols, so that the tradition is not only decorative, but also relates to technology. At the same time, a floating three-dimensional screen displaying 'The Future of Chinese Creative Industries' reinforces the atmosphere of the future and technology. The overall colour palette can be contrasted with red, yellow and blue, giving the image both cultural recognition and a sense of impact in the digital age. This not only reflects the seriousness of the academic conference, but also expresses the core theme of coexistence of tradition and future through visual conflict.

My design work:







RESIDUUM CONFERENCE 2026

Conference Date: May 5th to May 8th 2026