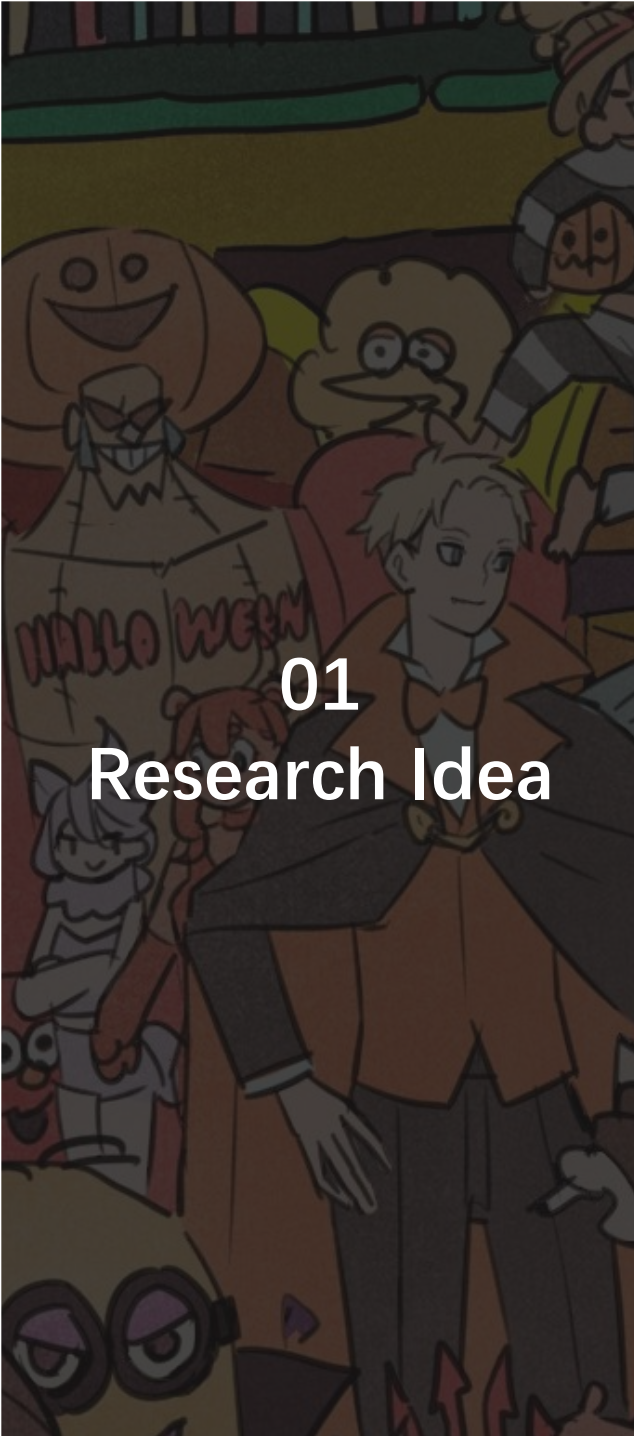


The background is a dark, stylized illustration of a crowded city street. It features various anime-style characters, including a girl with long purple hair, a boy with spiky white hair and sunglasses, and a girl with long brown hair. There are also signs for 'COFFEE', 'MCDONALD'S', and a '3' sign. The overall tone is dark and moody, with a focus on the characters and the urban environment.

Why I am a contemporary practitioner?



01

Research Idea



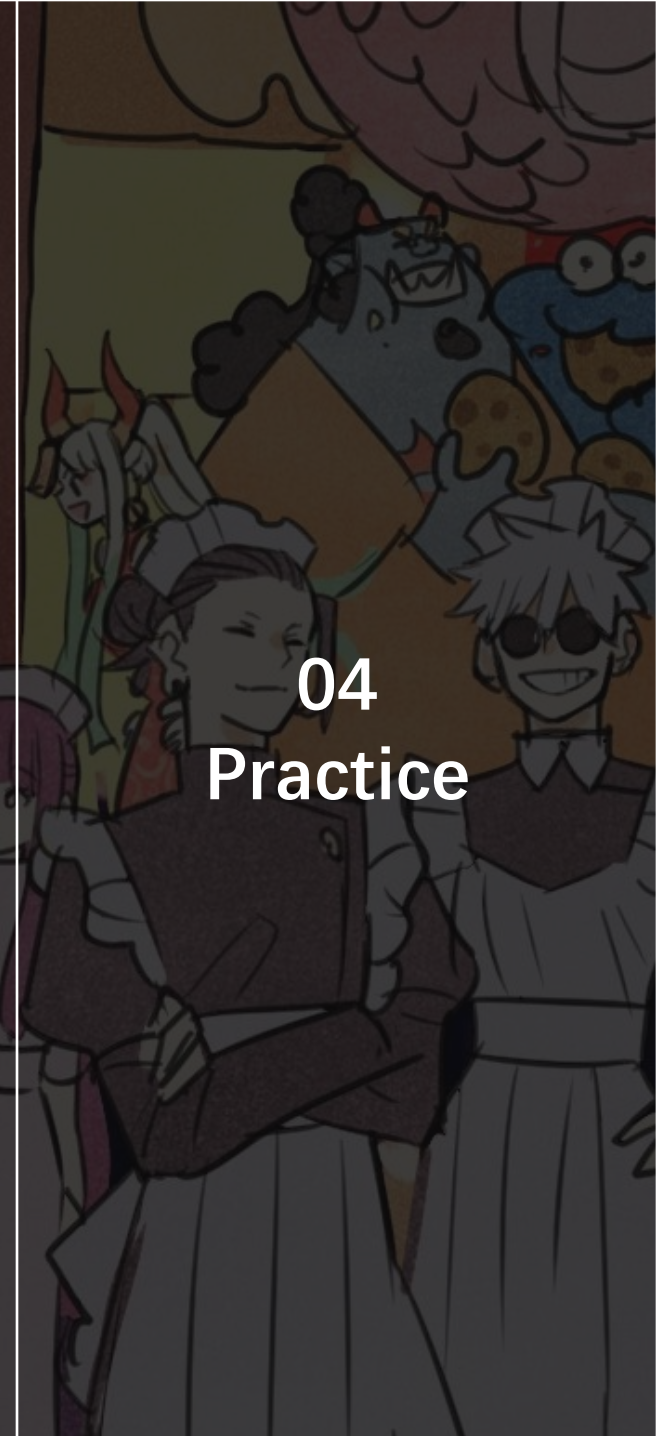
02

Research Process



03

Mindset



04

Practice



01 Research Idea

01 Research Idea——My Research

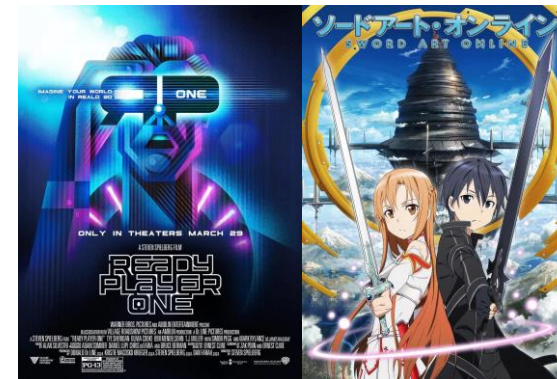
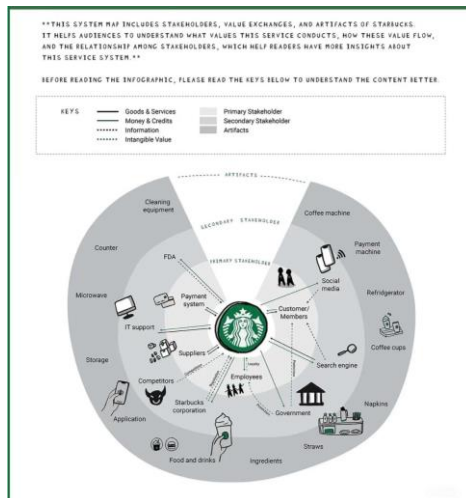
LUCCA24
COMICS
& GAMES

TOKYO
COMIC
CON 2024

7.22-10.21
Next ILLUSTRATION AWARD 2024
主催: PIE International/主催: COMICUP
協办: 紀伊國屋 (USA)



How to design a comic con that enhances audience participation and sense of belonging based on service design and immersion theory



01 Research Idea—Comi Con



Comic Con emerged from the **Z era**. And now it's evolving as well. It's also becoming more and more popular.

01 Research Idea—ACGN Group

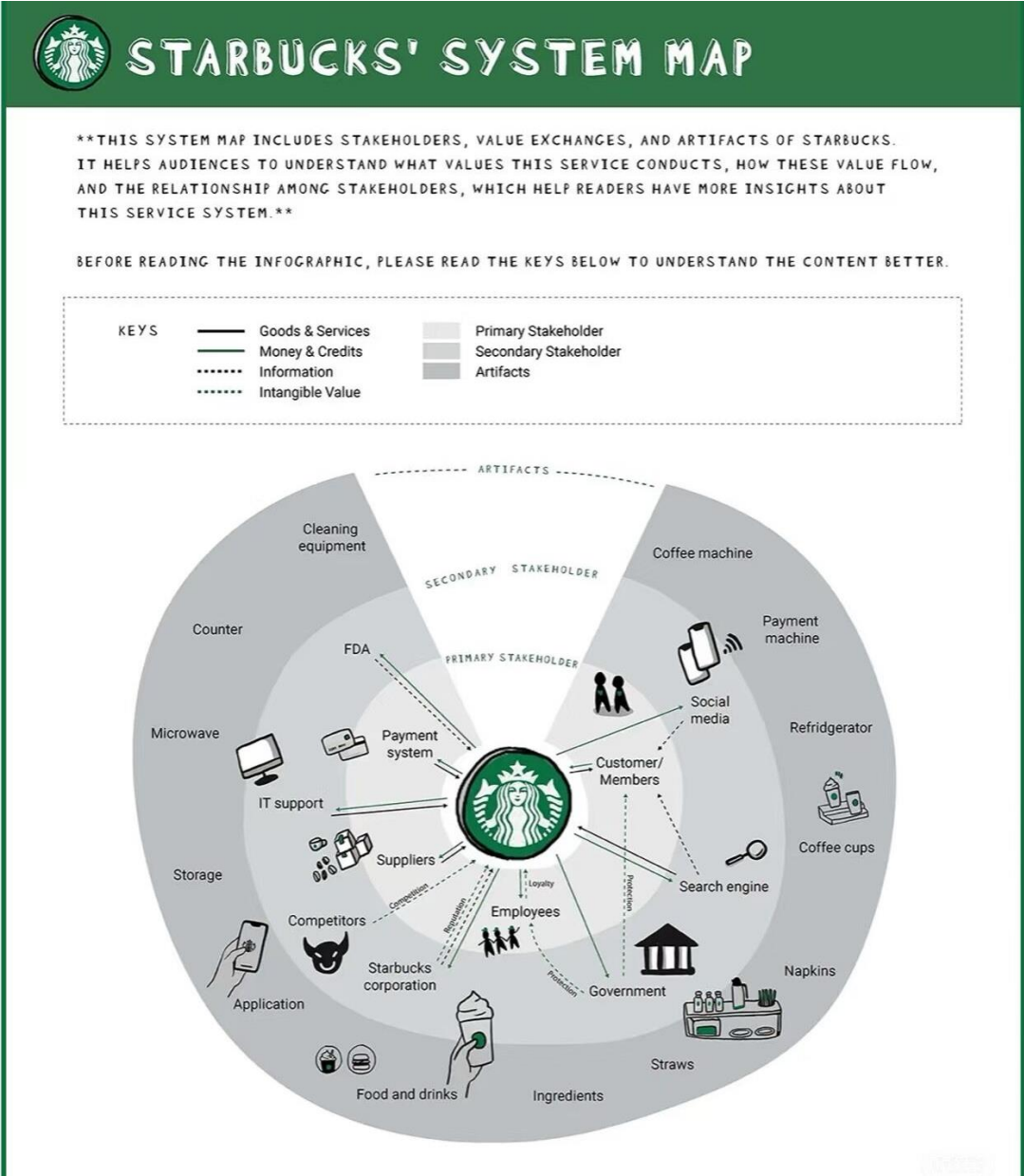


ACGN culture, one of the most popular subcultures at the moment. I think it's even slowly becoming mainstream culture now.

Because it's just too big a group now. And it's in every industry.



01 Research Idea—Service Design



Nowadays, with the continuous progress of society, people's standard of living is improving, people's demand for quality of life is also higher and higher, so in the contemporary 'service design' is widely needed.

01 Research Idea—Immersive Experience



Immersive experiences are now widely used. In the gaming industry, VR glasses have emerged in order to make you more immersed. Then in the film industry, 3D and 4D films appeared in order to give the audience a better viewing experience. Even in restaurants, to make you more immersed, lighting and BGM are used, and so on.

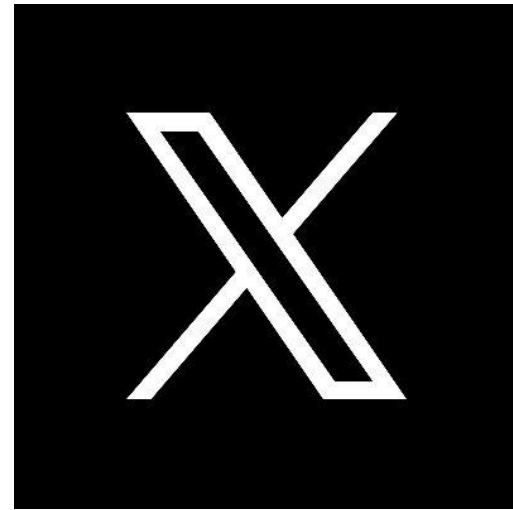


02 Research Process

02 Research Process--Emerging Trend

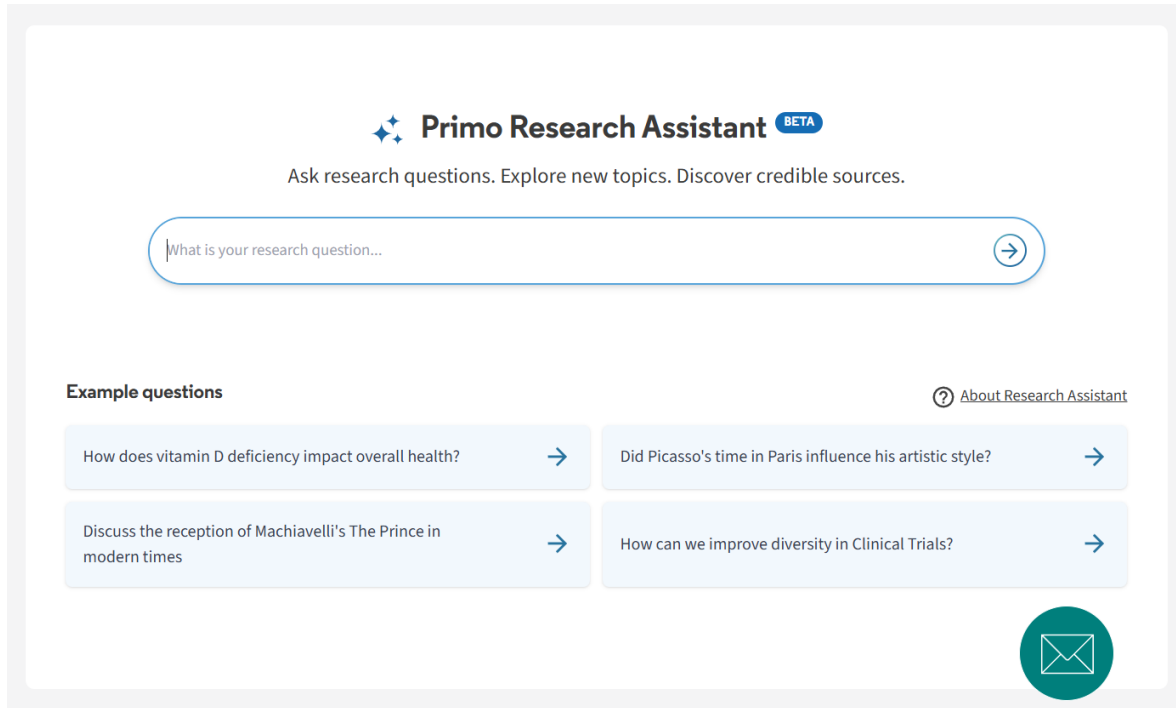


During my research, I study emerging trends that go to help me with my topic.



It's like social media, it's indispensable at the moment. We can't live without it in every aspect; socializing, sharing our routines, getting information, and so on.

02 Research Process—New Tools



During my research, I used the latest tools. It's like an AI library, it's quick to find the information I need. It is very convenient and efficient.

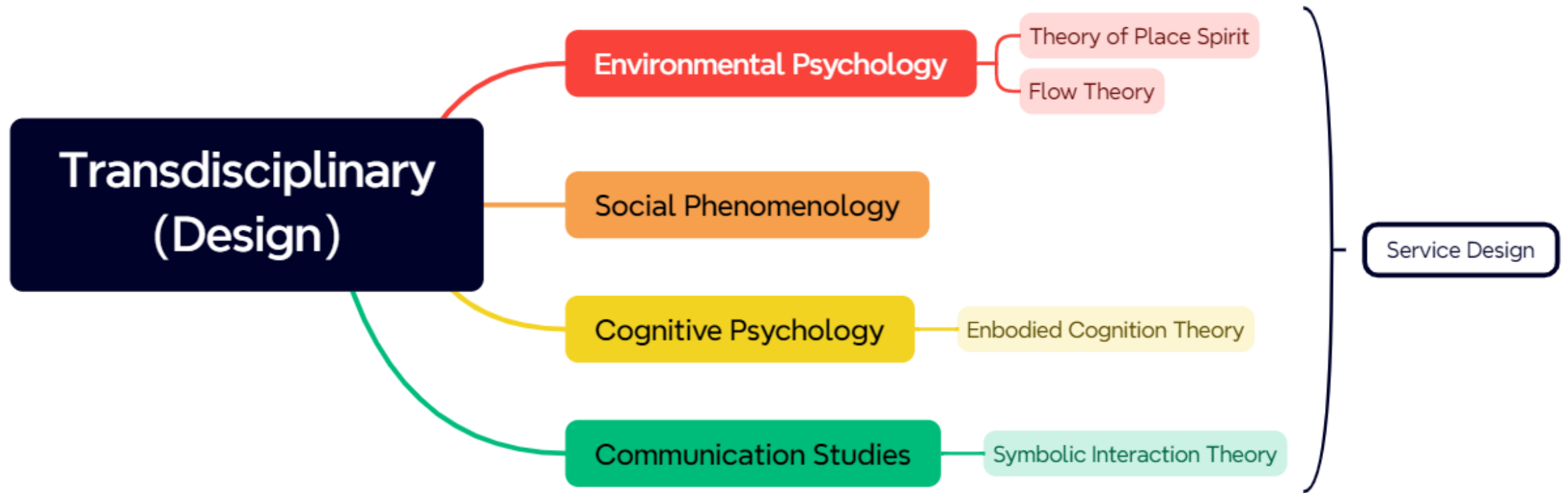
02 Research Process--Critical Thinking



I believe that the most important aspect of the research process as a contemporary practitioner is the need for critical thinking. Only then can you find out if your research direction is feasible, what are the shortcomings of the next research, and so on.

03 Mindset

03 Mindset- -Transdisciplinary



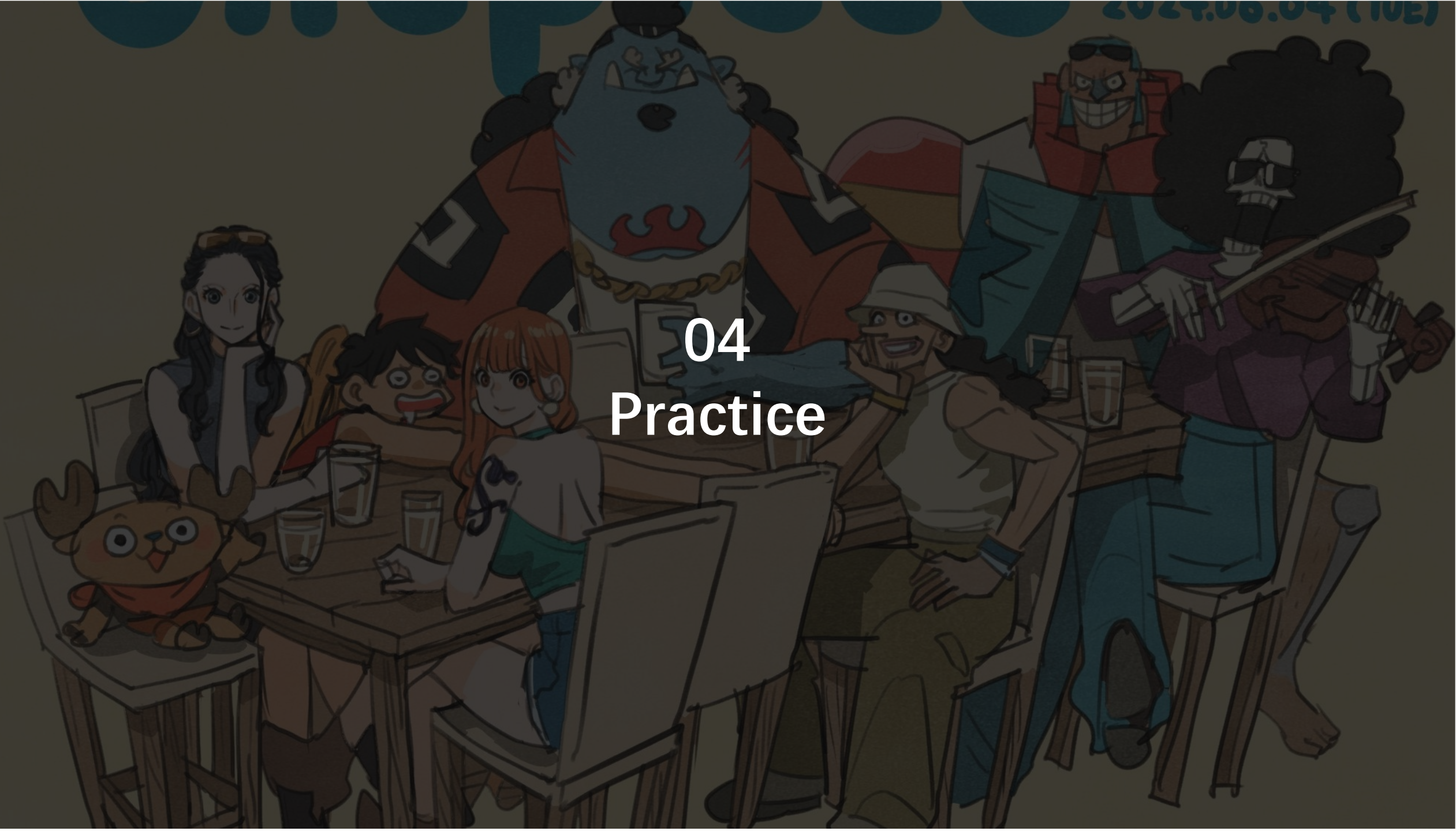
03 Mindset- -Sustainability

COMICUP届次	举办主题	举办日期	举办地点
CC01	好人祭	2007/11/11	复旦大学光华楼
CC02	萝莉正太节	2008/6/1	上海师范大学球类馆
CP03	新生祭	2008/11/1-11/2	光环地带动漫城
CP3.5	贺岁祭	2009/3/1	光环地带动漫城
CP04	粽子节	2009/5/28	上海世贸商城
CP05	南瓜祭	2009/11/1	上海世贸商城
CP06	Expo	2010/5/23	上海世贸商城
CP07	1212!!要爱!要乐!	2010/12/12	上海光大会展中心
CP08	六六大顺的端午大魔王副本	2011/6/6	上海世贸商城
CP09补偿展	九九归一·回归原点	2011/11/20	国顺东路800号
CP09	苏醒祭	2012/2/19	世博会会展中心
CPX/CP10	饕餮祭	2012/5/27	世博会会展中心
CP11	星火燎原·五周年	2012/12/22-12/23	上海光大会展中心
CP12	六月端午·万物生	2013/6/11-6/12	上海光大会展中心
CP12.5	Anisale	2013/8/10	上海光大会展中心
CP13	Be Comicup!/参与·成长	2013/11/23-11/24	上海光大会展中心
CP13.5	迎春会	2014/3/15	上海光大会展中心
CP14	继往开来	2014/6/1-6/2	上海汽车会展中心
CP14.5	中秋重聚/Anisale02	2014/9/6	上海光大会展中心
CP15	New World	2014/11/15-11/16	上海国家会展中心
CP金陵副本	-	2015/2/13-2/14	南京国际展览中心
CP15.5	Anisale03/新年音乐汇	2015/2/28-3/1	上海光大会展中心
CP16	魔王诞/六六大顺·魔王祭	2015/6/6-6/7	上海光大会展中心
CP16.5	孟兰盆祭/前夜祭/Anisale04	2015/8/15-8/16	上海光大会展中心
CP17	Digital Life	2015/11/28-11/29	上海新国际博览中心
CP18	传承同人魂	2016/6/9-6/10	上海新国际博览中心
CP18.5	暑假最期会	2016/8/27	上海光大会展中心
CP19	一!起!来!做同人!	2016/12/3-12/4	上海新国际博览中心
CP20	拾年	2017/4/30-5/1	上海新国际博览中心
CP2017SP	原点	2017/8/26-8/27	上海光大会展中心
CP21	起航	2017/12/9-12/10	上海新国际博览中心
CP22	I Love	2018/5/19-5/20	上海国家会展中心
CP2018SP	灯火祭/中元灯火会	2018/8/25-8/26	上海光大会展中心
CP23	GalaxieS	2018/12/15-12/16	上海新国际博览中心
CP24	本命	2019/6/7-6/8	上海国家会展中心
CP2019SP	Summer Fight	2019/8/24-8/25	上海光大会展中心
CP25	Evolution	2019/12/21-12/22	上海新国际博览中心
CP26	创作连接世界	2020/7/25-7/26	上海国家会展中心
CP27	创作即探索	2021/1/1-1/2	上海新国际博览中心
CP28	风华	2021/6/12-6/13	上海国家会展中心
CP2021SP	重燃广州同人魂	2021/9/5	广州保利世贸博览馆
CPO	-	2022/2/5-2/6	线上(CPP)
CP29mini	-	2022/2/26-2/27	广州保利世贸博览馆
CPO2	-	2022/7/23-7/24	线上(CPP)
CP2022SP	Echo·回响	2022/8/20-8/21	广州保利世贸博览馆
CP2023SP	春·花街嚟聚	2023/2/18-2/19	广州保利世贸博览馆
CP29	Promise·约定	2023/5/2-5/3	上海国家会展中心
CPG05	美味的约会	2023/8/26-8/27	广州保利世贸博览馆
CP2024SP	Hope	2024/4/4-4/5	广交会展馆
CPG06	处暑·出伏	2024/8/24-8/25	广州保利世贸博览馆
CP30	Ceremony·庆典	2024/10/3-10/4,10/6-10/7	杭州大会展中心

I think as a contemporary practitioner it is essential to consider future developments.

It's like my current research, I need to think about the future of Comic-Con. I think it makes sense so that my research can help the industry grow.

04 Practice



04 Practice--The Popular Way



A currently popular approach is used in practice. Using video to get the message across.

Nowadays, short videos are becoming more and more popular. Because you can easily get the information you want from the video, whether it is knowledge, culture, daily life or others.

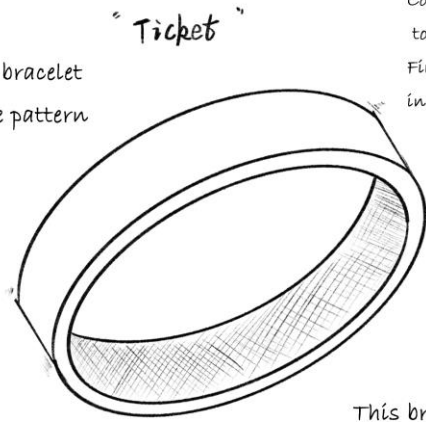
04 Practice--Innovations



In practice, innovativeness is also very important. Like in my Comic-Con planning, I will be using immersion theory. Because at the moment, it is a very new and popular way.

04 Practice--Global Trends

You can DIY your own bracelet and add your favourite pattern on the website



Collect audience information to form data.

Finally, it is deposited in the bracelet.

Can help people socialise better

The bracelet will help you find the right partner at Comic-Con based on the data.

Of course, the bracelet only provides suggestions.

This bracelet looks like a prop from a game scene



In practice, there is a need to adapt to global trends. It's like when I designed the bracelet to serve as a ticket. Globally, many places are using bracelets as tickets.



Thanks for Watching