

Have you identified a sub-question, theme, keyword, or concept to develop through practice?

The key concept I'm exploring through practice is "visual re-translation of traditional opera for Gen Z". I focus on how Yu Opera's character archetypes (Sheng, Dan, Jing, Mo, Chou) can be redesigned into a contemporary visual IP system that connects with younger audiences.

Does your practice test variables, how many?

I'm testing at least three key variables:

1. The emotional tone of the characters (humorous vs. nostalgic)
2. The style of visual language (realistic vs. cartoonish)
3. The application format (static illustrations vs. dynamic media such as AR filters or animations)



Can you link a variable to other research, practices, influences, experiences, or something you've read?

For example, my choice to design humorous expressions for Chou (the clown role) is influenced by my reading of "Gamified Cultural Experiences" and by Bilibili's opera animation projects, which use humor to increase accessibility. This is also inspired by my own observations of audience reactions to playful short videos on Tiktok.

Have you documented how these influences, experiences, or readings have shaped your thinking and evolved your practice?

I've been documenting this in my creative development journal. I track changes in visual style, tone, and narrative approach after engaging with case studies, videos, and audience feedback. I also use sketchbooks and process notes to reflect on how my design shifted after each round of testing or inspiration.

Have you experimented with design, for example, by creating visuals, sounds, or concept art?

I've created a series of visual experiments including character concept sketches, symbolic color testing based on opera makeup, and prototypes of merchandise such as stickers and badges. I also experimented with animation effects and possible AR applications.



Have you identified what information you are gathering from the audience, how you will gather it, and what you hope to discover?

I have identified key areas of information I want to gather from my audience to inform and refine my design practice. Specifically, I aim to understand:

1. Emotional resonance – how the audience emotionally reacts to the reimagined opera characters and whether they feel a connection, sense of humor, nostalgia, or indifference.
2. Cultural relevance – how familiar or unfamiliar Gen Z audiences are with Yu Opera and whether the redesigned visual language helps bridge that gap.
3. Aesthetic preferences – which visual styles (cartoonish, symbolic, minimalistic, hybrid) are most appealing and engaging to younger users.
4. Engagement intention – whether the visual IP makes them more willing to interact with or share content related to traditional opera (e.g., merchandise, AR filters, or social posts).

To gather this information, I plan to use:

- Small focus groups (5–8 participants) composed of Gen Z users to observe in-depth reactions and encourage open discussion.
- Online surveys via platforms like Google Forms to collect larger-scale data on design preferences and cultural attitudes.
- Social media testing through publishing visual prototypes on platforms such as Xiaohongshu or Bilibili, and analyzing comment engagement and sharing behaviors.

What I hope to discover is a more precise understanding of what visual, emotional, and narrative strategies can effectively enhance young audiences' connection to traditional culture. These insights will help me adjust the tone, content, and formats of my IP design to be more resonant, accessible, and impactful.