



DY

STUDIO

Process Book

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STEP 1

1. INSPIRATION

Shan Hai Jing is an ancient book in China. It records countless magical places and strange animals. But in this busy modern city life, we seldom pay attention to these old and interesting things. So I took the monsters in Shanhaijing as the prototype, redesigned their appearance, and made them come to modern urban life over thousands of years.

STEP 1

2. RESEARCH

The Classic of Mountains and Seas (Chinese: 山海经), also known as Shan Hai Jing, formerly romanized as the Shan-hai Ching, is a Chinese classic text and a compilation of mythic geography and beasts. It is largely a fabulous geographical and cultural account of pre-Qin China as well as a collection of Chinese mythology.



STEP 2

1. BRAINSTORM

I selected three of the most famous and popular beasts from the classic of mountains and seas, and preserved their most distinctive parts.

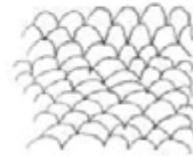


Xuanwu: Snake head and tortoise shell.

STEP 2



Kylin: Horns and scales.



Rosefinch: Beak and wings.



STEP 2

2. SKETCH

I try to use modern or future things and technologies to design them. Kirin retained her unique antennae, and I replaced her with mechanical legs. At the same time, fashionable clothes and coffee are also her performance of integrating into modern life.



STEP 2



Besides having mechanical wings, Rosefinch also has fashionable clothes and bag. The beak like mask not only retains her original characteristics, but also makes her look more cool.

STEP 2

Snakes and tortoise shells are essential parts of Xuanwu. In addition to his fashionable clothes, I also designed his tortoise shell as a handbag.



STEP 3

1. ILLUSTRATION POSTER

In order to bring those beasts from a thousand years ago to the present world, I helped them replace their metal limbs and wings with the highest technology they had never seen before. In order to make them better integrated into modern life, I take them to drink coffee, buy fashionable clothes, bags, and shoes. Of course, modern card games and game machines are indispensable.

STEP 3



KYLIN

STEP 3



ROSEFINCH

STEP 3



XUANWU

STEP 3

2. FINAL POSTERS



The image features decorative geometric shapes in the corners. In the top-left and bottom-right corners, there are overlapping triangles in dark blue and yellow. The main text is centered on a white background.

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