

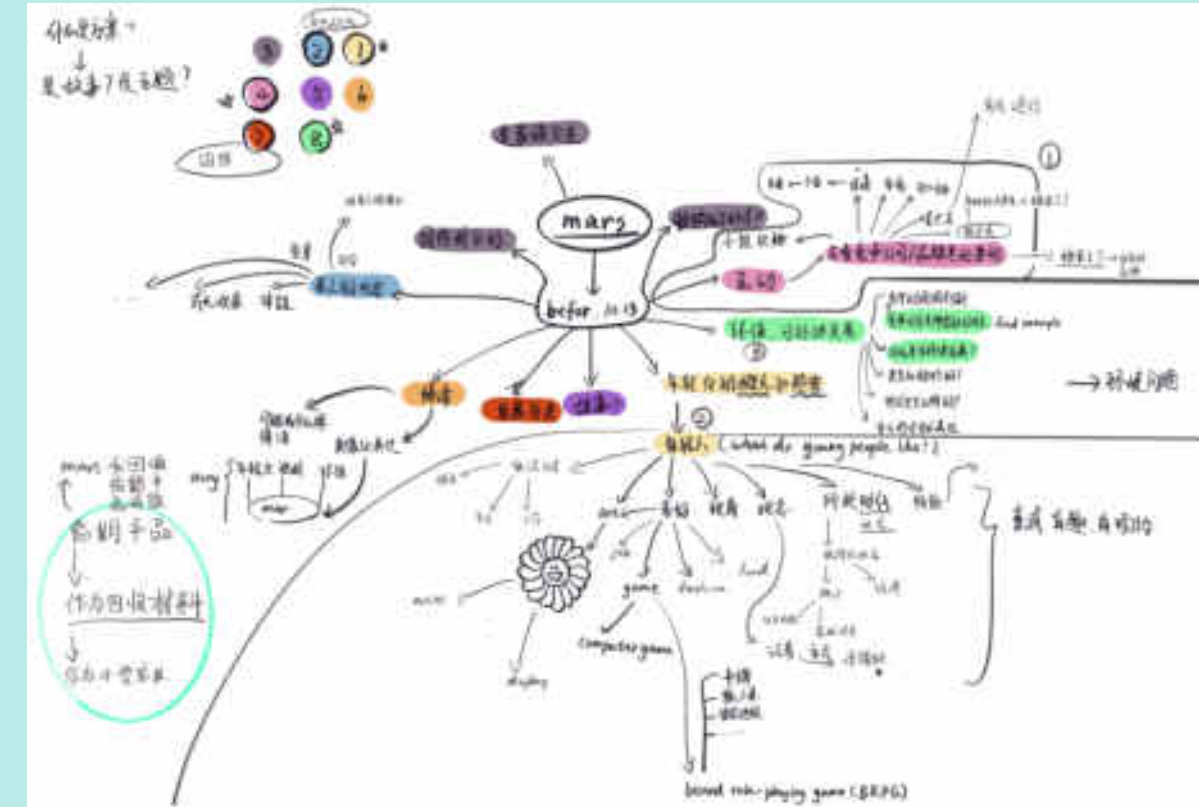
Project 3 - Mars Candy Garden

Project Overview :

Mars candy garden is a *cooperative commercial project* jointly completed by three people to promote Mars company. This project took a total of 98 days to complete. The process can be divided into *five parts*:

The first step was that We investigated Mars online and had a preliminary understanding of it.

Brainstorming:



① Some research of Food brands loved by young people.



② Some art forms we might use in final products.



③ Some ways to combine art with environmental protection.



Introduction :

When we were invited by Mars to create works, we didn't know the Mars company, so we brainstormed from the keywords given by Mars and the fields we are interested in. Among them, I focused on brand rejuvenation related to product audience and sustainable development related to environmental protection. According to these two keywords, I investigated the food brands loved by young people and some methods to make temporary and expired foods into decorations that can be preserved for a long time.

The second step was to go to Mars Innovation Center for field investigation and confirm that long stroll painting is the finished product form of the project.

During the field investigation of the Mars company, we found that the minimalist decoration style from the lobby to the steps of the building is very different from the prosperous decoration style in the office area. There is a strong visual conflict that makes people feel uncomfortable. We decided to draw a long scroll painting and put it on the raised beam placed in the staircase to make a visual transition and to slow down the visual impact brought by the two different decoration styles.



The beam is 14m long and 72cm wide. After drawing several sketches on proportionally scaled paper, we set the final size of the hand-painted long volume manuscript as 7m long and 36cm wide. Finally, we printed a duplicate twice as large and pasted it on the wall.

The third step was to interview the workers of Mars company to obtain creative inspiration, and determine to create with the **"Five Principles"**, which is the values of Mars company.

[**Five principles** : Quality, Responsibility, Mutuality, Efficiency, Freedom.]

The fourth step was to design and determine the details of the works.

The fifth step was to draw the final product, which took a month to finish.

In the process of finishing the final painting in this project, I put forward the concept of Mars Candy Garden. Mars' five principles are the guidelines for the healthy operation of Mars company. Mars workers promise to abide by these five principles and jointly build a beautiful spiritual garden. The five chapters of long scroll painting show these five principles respectively. I was responsible for designing and painting the top view and side view of The Mars Candy Garden map at the beginning and end of the scroll, the content design of mutuality, middle part and efficiency. In addition, i also help my group members to complete some of their scene paintings.

Mars Candy Garden maps



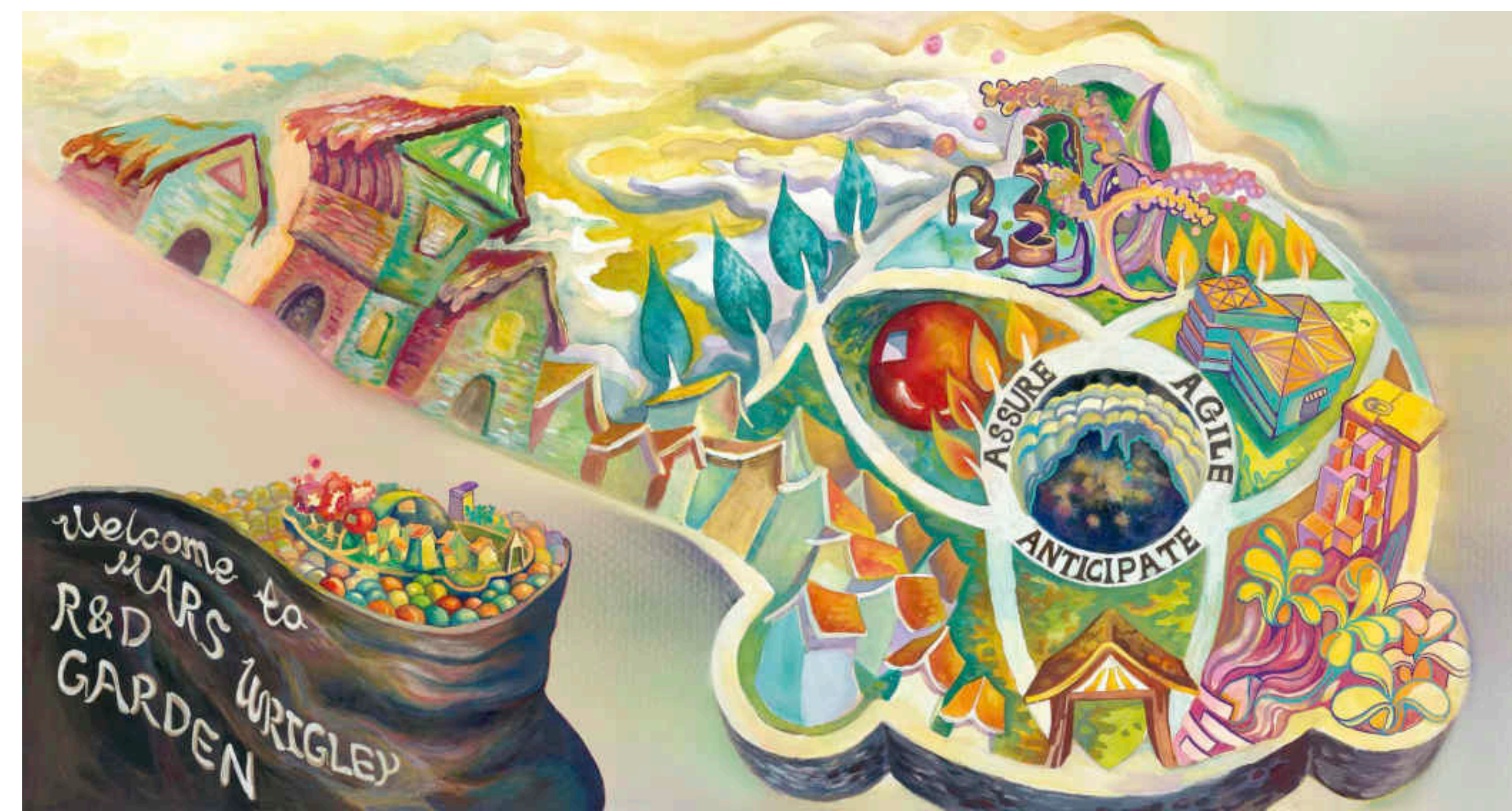
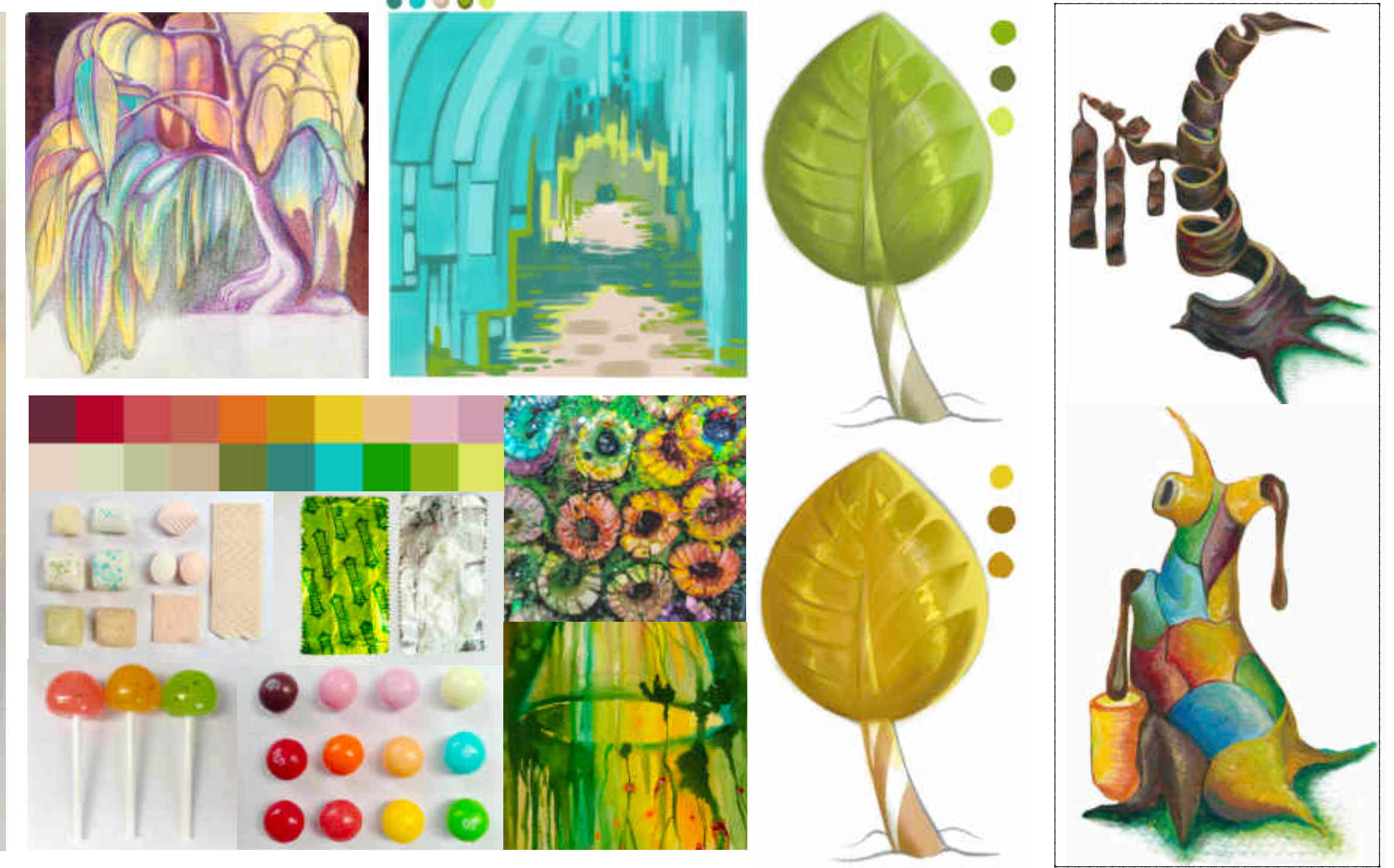
Some research of garden plants



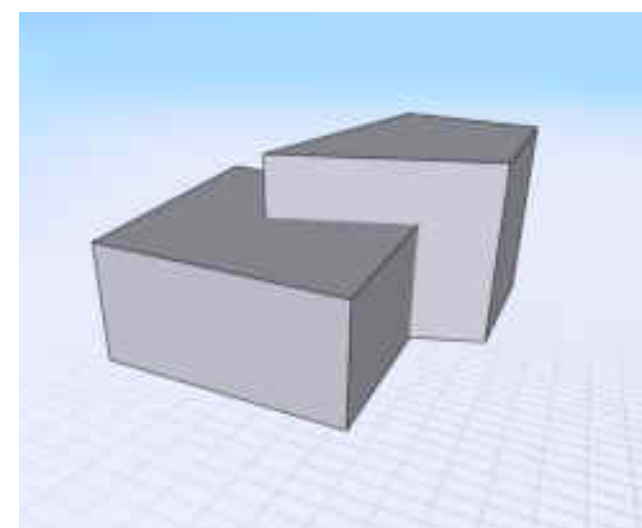
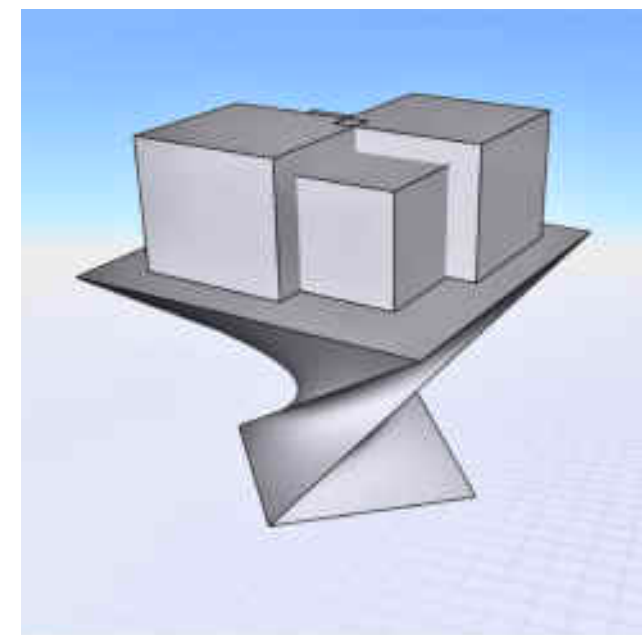
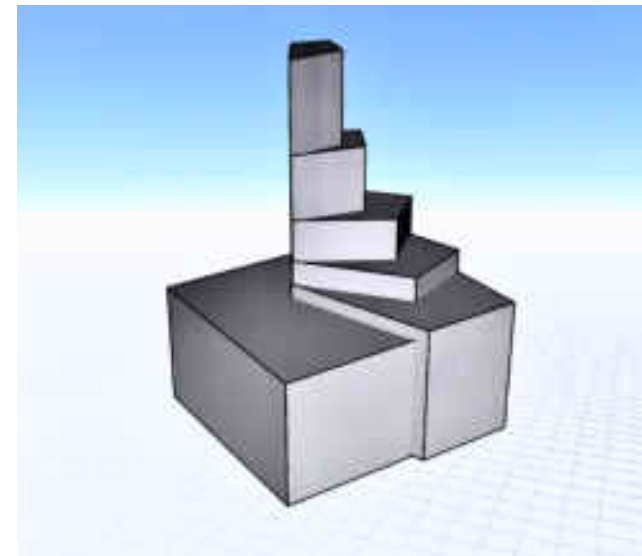
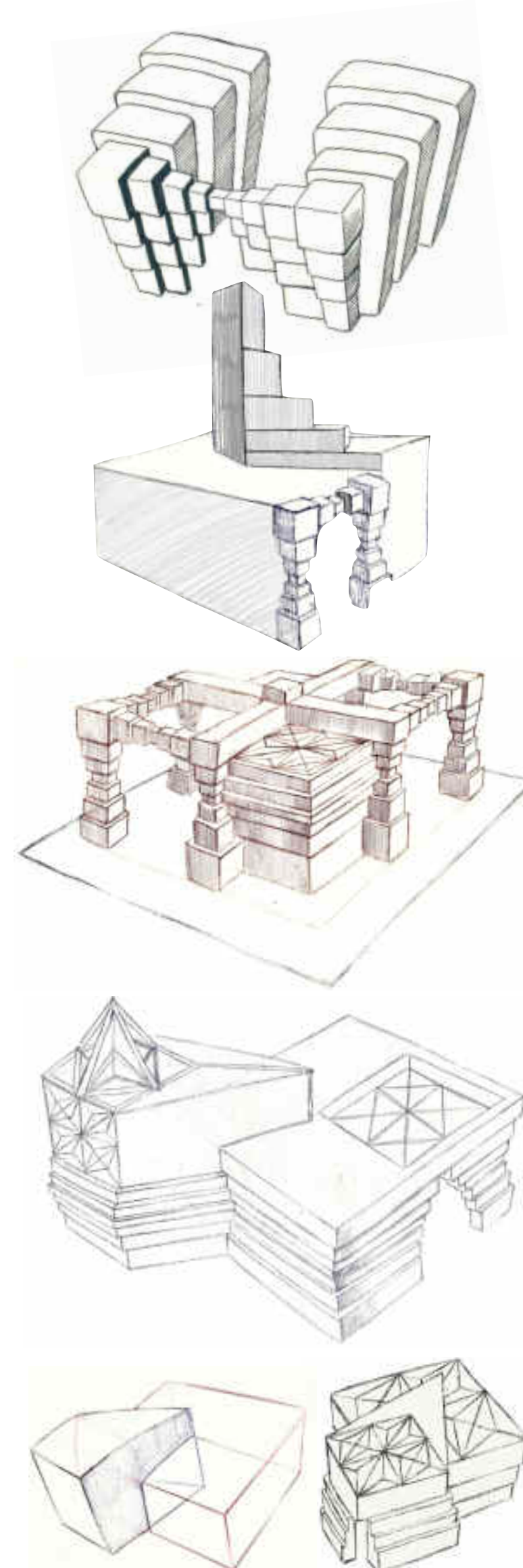
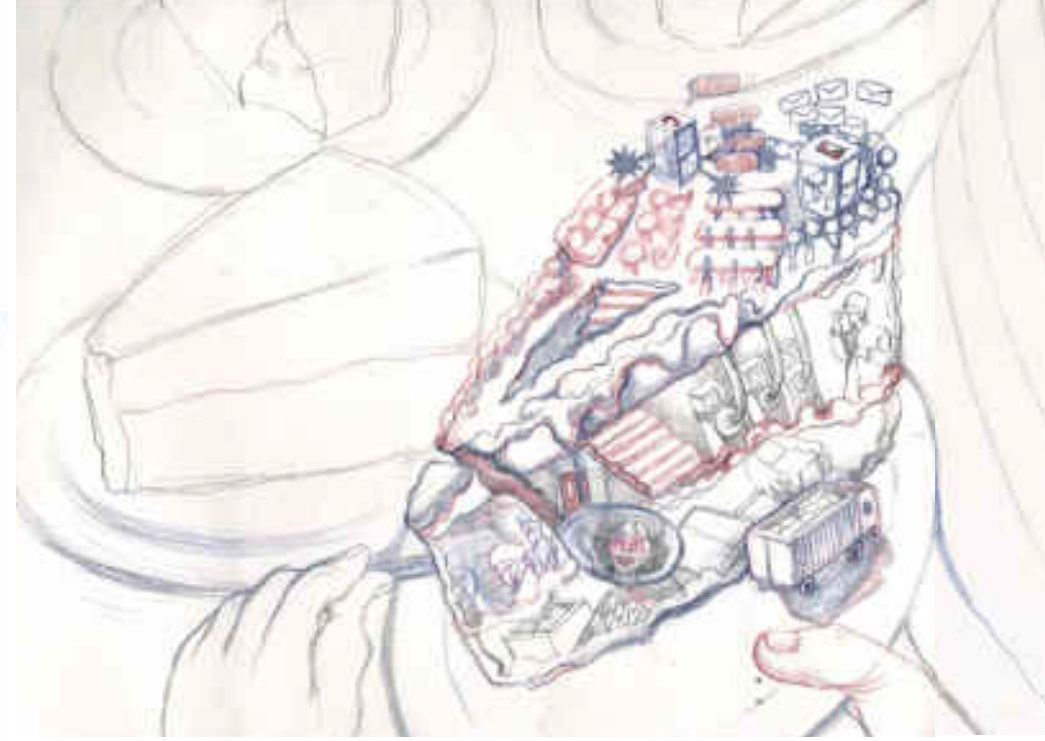
Some research of candy trees from movie <wreck it Ralph>



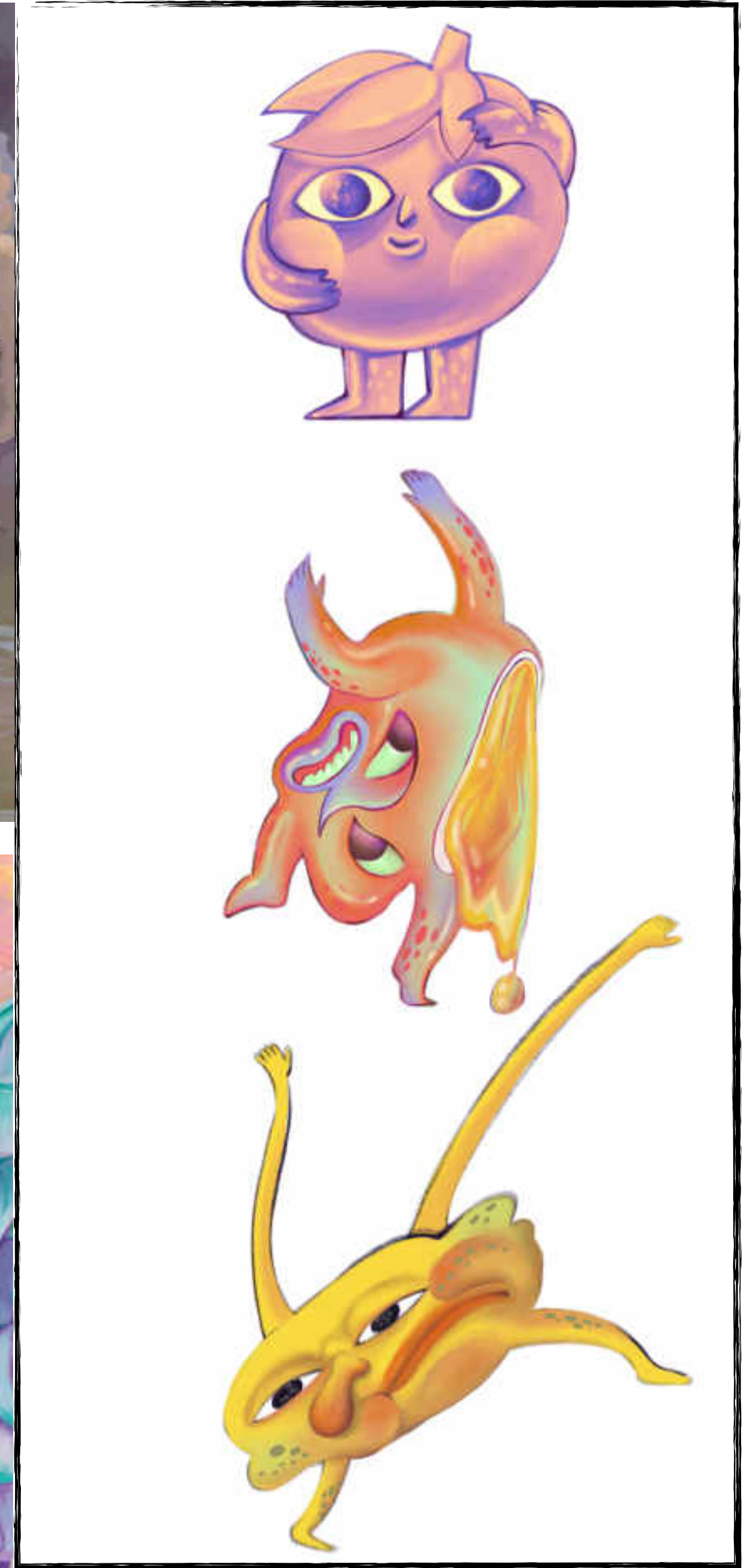
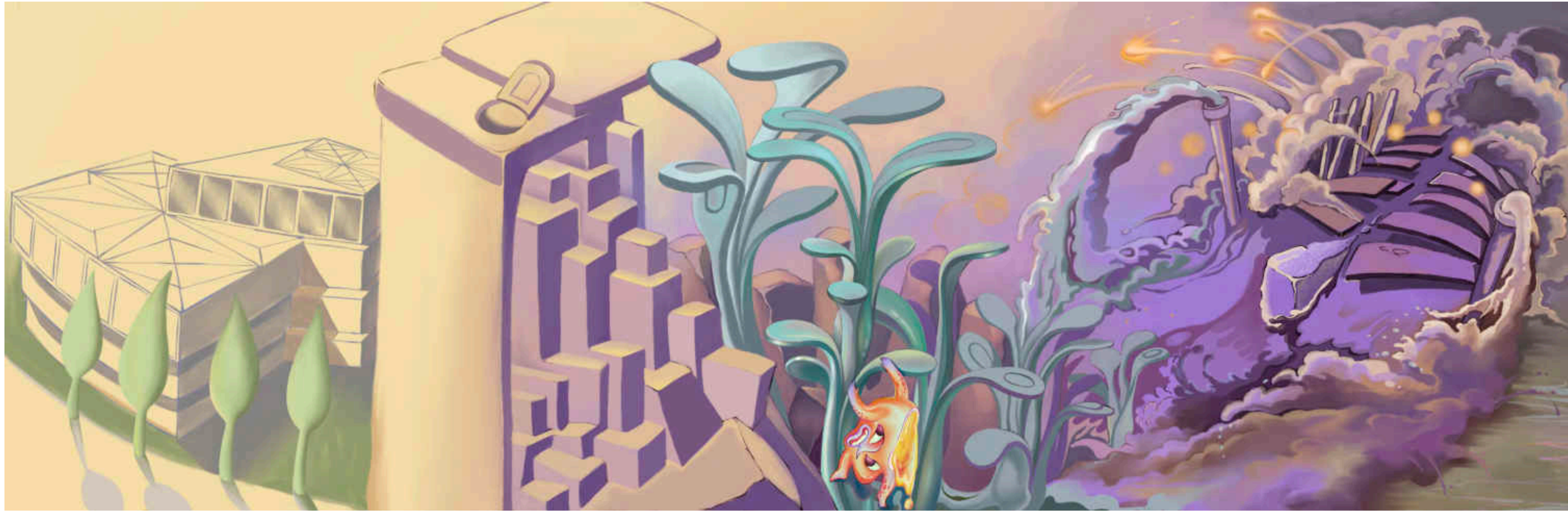
Some candy plants I painted



Mutuality

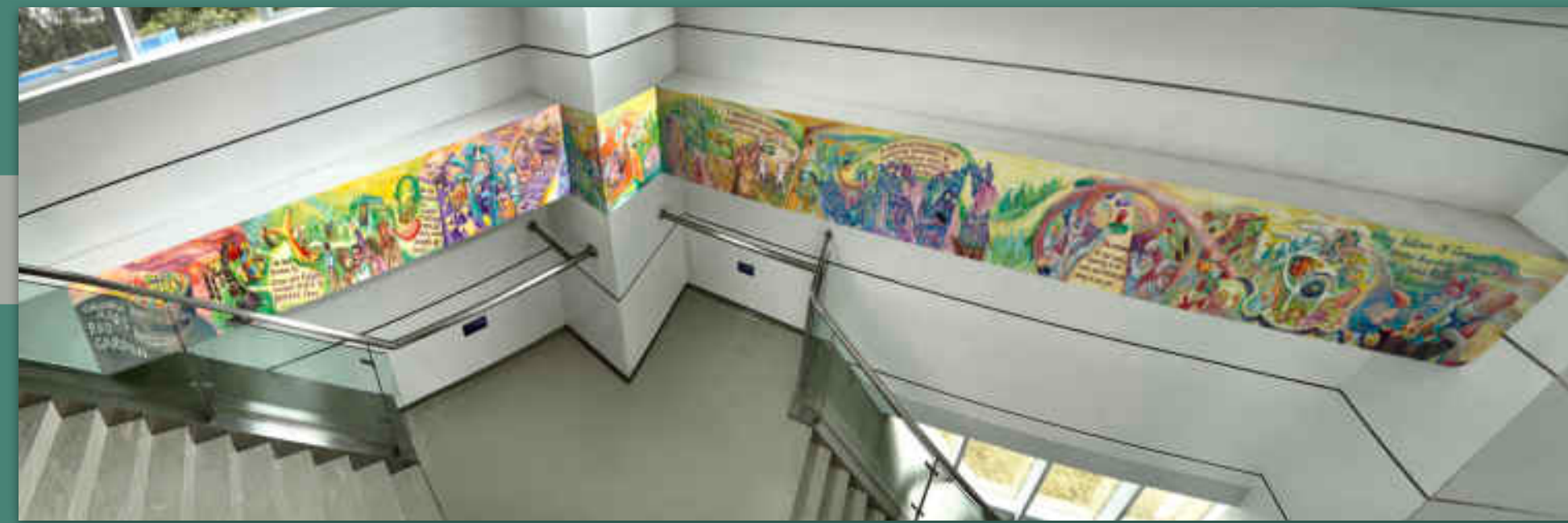
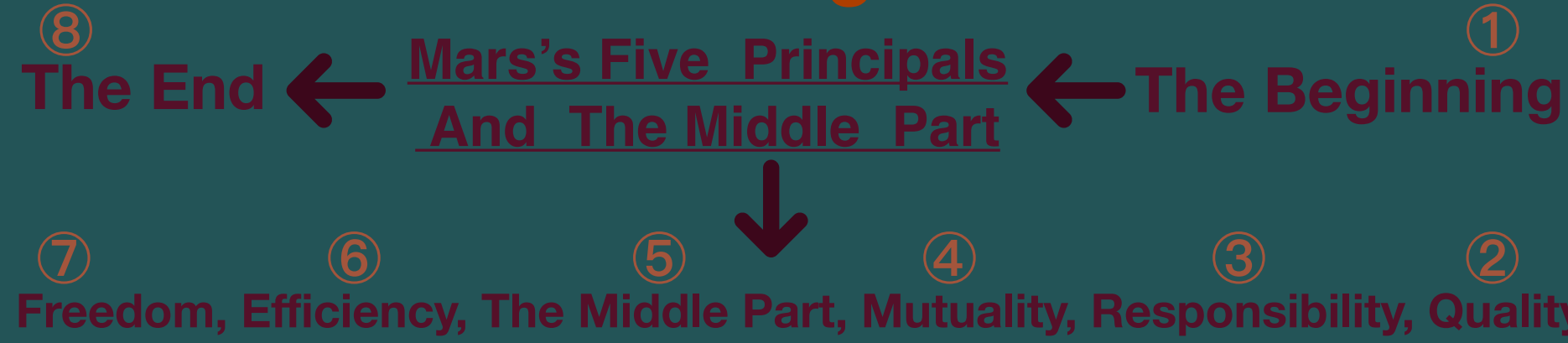


Efficiency



Project 3 - Mars Candy Garden

< The Reading order >



The Full Scroll

< Self- evaluation >

Self - Evaluation: I think the results of this group project are satisfactory. The biggest problem with this project is that the team members did not set a common principle to follow at the beginning , and the division of labor of each person was not clear enough, so some disputes often occurred.

Moreover, there was no person in charge of overall coordination and consultation in our group, which lead to a lot of communication problems.

