KHARKIV STATE ACADEMY OF DESIGN AND ARTS

The Traditional Symbol of the "Winged Horse" as a Source for the Formation of Contemporary Poster Imagery.

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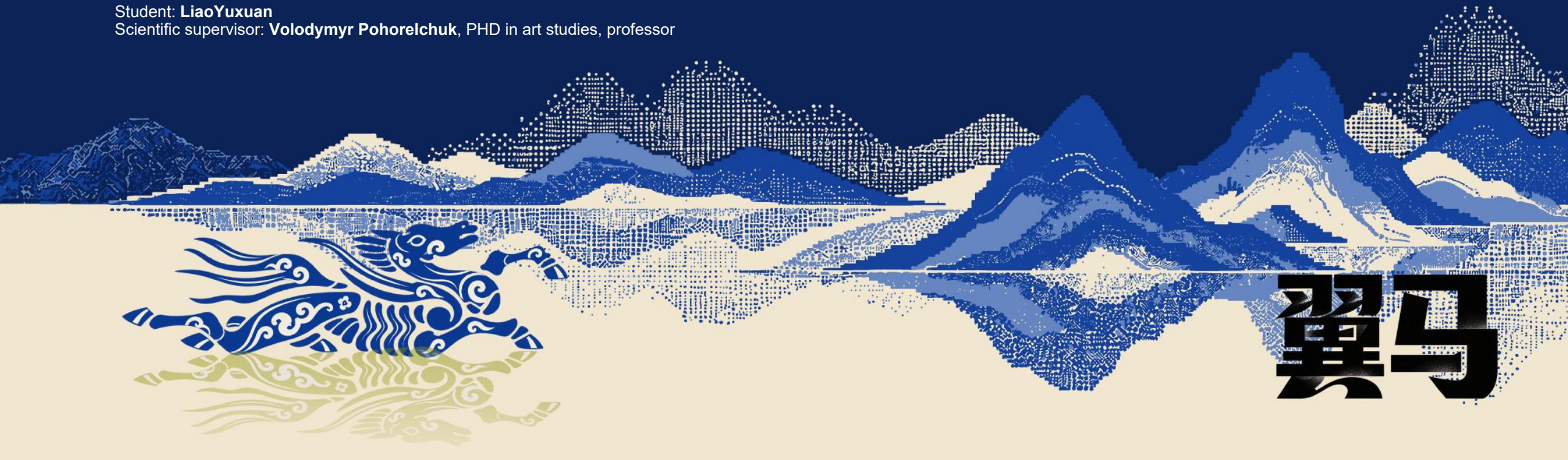


Research question

How can one historical motif become a contemporary poster system?

The silhouette preserves recognition.
Ornament, colour and layout create new interpretations.



Immediate visual source

Liao horse harness ornament

The supplied attribution identifies gilded bronze horse harness fittings.
The Liao tomb is at Shazigou, Aohan Banner.
Excavations took place in 1982 and 1983.

The attribution follows the supplied material.
The blue reproduction does not establish the metal colour.



Historical comparisons

Historical studies

Studies compare origins, motif types and materials.
Pearl roundels inform the Exchange interpretation.

Design studies

Design studies support element extraction.
Cloud curves inform Localisation.

The literature supplies comparisons and methods.
The Liao harness image supplies the selected form.

Research and design method

01

Literature review

02

Image analysis

03

Four variants

04

Two poster sets

05

Evaluation

Evaluation covers provenance, recognisable form, variant differences, series consistency, legibility and production.

Formal features of the source



The elongated body creates direction.
The wings extend the movement.
Curled joints organise the centre.
Gaps keep the limbs distinct.

I mirrored the source to face right.
The change supports the poster layout.

One form, four interpretations



01 ARCHETYPE



02 EXCHANGE



03 LOCALISATION



04 REIMAGINATION

The silhouette stays stable. The four names describe design interpretations.

Four colour systems

01 ARCHAEOLOGICAL SOURCE

Blue and white source system



Cobalt Blue
55% #173A8F
RGB 23 58 143
CMYK 84 59 0 44

Warm Ivory
25% #F2E8D5
RGB 242 232 213
CMYK 0 4 12 5

Textile Blue
12% #5378BD
RGB 83 120 189
CMYK 56 37 0 26

Deep Navy
8% #0D1F4F
RGB 13 31 79
CMYK 84 61 0 69

Suggested ratio is a starting point; keep the horse silhouette readable before adding ornament.

02 TEXTILE EXCHANGE

Linked pearl textile system



Oxblood Red
38% #641319
RGB 100 19 25
CMYK 0 81 75 61

Near Black
28% #171313
RGB 23 19 19
CMYK 0 17 17 91

Antique Gold
20% #D3AE63
RGB 211 174 99
CMYK 0 18 53 17

Silk Ivory
11% #F0DFC0
RGB 240 223 192
CMYK 0 7 20 6

Muted Blue
3% #376B83
RGB 55 107 131
CMYK 58 18 0 49

Suggested ratio is a starting point; keep the horse silhouette readable before adding ornament.

03 DUNHUANG LOCALISATION

Mineral mural system



Mineral Green
42% #356B58
RGB 53 107 88
CMYK 50 0 18 58

Cinnabar
20% #B84C32
RGB 184 76 50
CMYK 0 59 73 28

Warm Ivory
20% #EEDDBA
RGB 238 221 186
CMYK 0 7 22 7

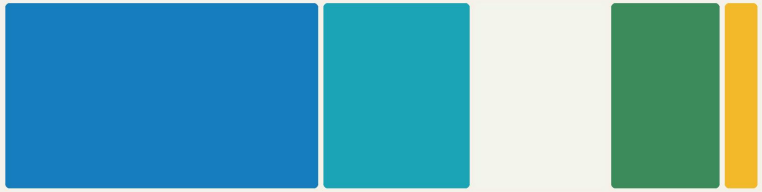
Earth Ochre
13% #D39A3C
RGB 211 154 60
CMYK 0 27 72 17

Ink Brown
5% #51382D
RGB 81 56 45
CMYK 0 31 44 68

Suggested ratio is a starting point; keep the horse silhouette readable before adding ornament.

04 CONTEMPORARY QINGHAI

Lake and plateau system



Lake Blue
42% #167EBD
RGB 22 126 189
CMYK 88 33 0 26

Turquoise
20% #1AA4B5
RGB 26 164 181
CMYK 86 9 0 29

Snow White
18% #F3F5ED
RGB 243 245 237
CMYK 1 0 3 4

Grass Green
15% #3C8B5A
RGB 60 139 90
CMYK 57 0 35 45

Rapeseed Yellc
5% #F2BA2B
RGB 242 186 43
CMYK 0 23 82 5

Suggested ratio is a starting point; keep the horse silhouette readable before adding ornament.

01 Archetype



Cobalt blue and warm ivory

Blue follows the reproduction. Pale curls and flowers add new ornament.

ONE FORM / FOUR INTERPRETATIONS

02 Exchange



Oxblood red, near black and gold

Pearl dots follow internal curves.
The open silhouette preserves movement.

ONE FORM / FOUR INTERPRETATIONS

03 Localisation



Mineral green, cinnabar and ochre

Dunhuang comparisons guide the curves.
The palette is a design interpretation.

ONE FORM / FOUR INTERPRETATIONS

04 Reimagination



Lake blue, turquoise and grass green

Qinghai landscapes guide the colours.
Geometric details are new additions.

ONE FORM / FOUR INTERPRETATIONS

Palette proportions and application

01 Archetype



02 Exchange



03 Localisation



04 Reimagination



The shares guide design decisions. Actual poster areas and supporting colours vary.

Vertical poster series









One template connects four graphic interpretations.

Vertical composition



Large Chinese characters frame the diagonal horse.

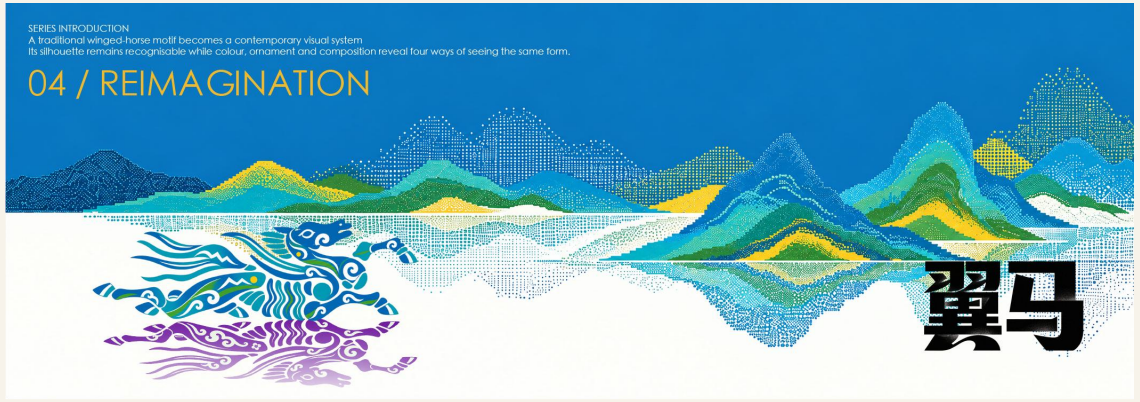
The overlap creates layers and movement.
Dense strokes can obscure the horse.
The grain is a modern graphic effect.

Panoramic poster series









Format comparison and production



The wide layout supports motion. Small text and enlargement need further checks.

Thank you

