



# **Kaleidoscope** MA Degree Show Birmingham School of Art Birmingham City University 31st August — 3rd September 2023

**Kefan Huang** MA Contemporary Arts China  
Chinese Bird & Flower font Design Sustainability

Sustainable Chinese Bird and Flower Character font design is a way to explore the future development of a dying traditional culture. I take the role of an artist to combine the current popular elements with the traditional flower and bird character fonts, to bring a new look to the flower and bird characters through font design, and to continue the Chinese flower and bird characters. Flower and Bird Characters have a long history in China. From the decorative patterns of rituals in the Qin Dynasty to the folk art of the Ming and Qing Dynasties, it can be said that the form of flower and bird character design changes in each period and has the characteristics of the times. My Flower and Bird Characters project lasted for one year, from social intervention to defining Flower and Bird Characters through blue-tanning photography. For my graduation work, I used modern design techniques to combine the design form with the content of the flower and bird characters, hoping to break through the traditional stereotypes and create a new form of flower and bird character font.

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Opening Times  
Thursday to Saturday 11.00 — 17.00  
Sunday 11.00 — 16.00

Private view  
Thursday 31st August  
18.00 – 20.00

