

Design of the 2020 calendar with the theme of Quan họ Bắc Ninh

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Abstract: This paper presents the design process of the 2020 calendar with the theme of Quan họ Bắc Ninh, an important traditional culture of Vietnam. The objective of the research is to create a product that is not only aesthetically pleasing but also deeply imbued with national identity. The applied method includes synthesizing aesthetic elements from reality and documents about Quan họ Bắc Ninh, combined with a modern design process to ensure the product's uniqueness and high practical applicability. The expected result is the creation of a beautiful calendar, while also contributing to the promotion of Vietnamese folk culture.

Keywords: Bắc Ninh Quan họ, Graphic Design, Traditional Culture, Art Products