

1/2 Rice Dumpling

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Solution

Hello! I am Wu Ziyang, from Zhongshan, Guangdong. This design I created for Victorinox is inspired by Zongzi (rice dumpling), the special food in Dragon Boat Festival. Dragon Boat Festival is a traditional Chinese festival. Zongzi can be simply comprised of glutinous rice, meat and eggs, wrapped in reed leaves. Eating the Zongzi with egg yolk and meat is the happiest thing! The process of making zongzi is displayed in a flat way, and the picture is compact and interesting.

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Creative's profile



Creative's top 5 skills

Graphic Design