

Discussion on the Key Points and Value of Modern National IP Image Design

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Abstract: In the era of globalization, national IP image design is shining like a jewel. It not only inherits rich national culture, but also represents the soft power of national culture and national spirit. With the new recognition and respect of local cultural values around the world, it plays a pivotal role in the protection and promotion of national culture.

Keywords: Modern; Nationality; IP image design

In the context of the current era, the cultivation and promotion of cultural self-confidence is particularly critical. Therefore, enterprises and brands are paying more and more attention to the use of IP image design, in order to shape a distinct national characteristics of the “image ambassador” for their brand endorsement. This paper aims to explore how to integrate traditional ethnic cultural elements into IP image design effectively, and show unique ethnic features through ingenious design, so as to deepen the public’s cognition of the connotation of brand culture.

1. The value of national IP image design

The value of national IP image design is reflected in several important aspects: First, this kind of creation is not only a visual transmitter of regional and national characteristics, but also a symbol of a collective wisdom crystallization, and it also shoulders the responsibility of cultural promotion messenger^[1]. Secondly, the potential released by this type of design in the commercial field cannot be ignored. Whether it is promoting tourism, attracting IP fans to spend, enhancing product sales or marketing of peripheral goods, it can effectively promote local economic development, thereby improving the quality of life of the people. Finally, it also helps to meet the growing emotional needs of modern people, and provides the public with mental food to release pressure and pleasure in the rapid development of social rhythm. Through the above aspects, it can be seen that as an art form, the value of national IP image design is not limited to any specific aspect, but affects the development of society and culture in multiple dimensions.

2. The national IP image design points

2.1 Refining national cultural characteristics

In the process of creation, the writer must balance the flowery language with the fluency of the article, especially in the field of art and design, for the creation of IP image^[2]. Good design not only needs to look attractive, but also needs to be rich in content. Superficial complexity is not the same as real art. The diversity of human civilization originates from the cultures of different nations. Although these cultures have something in common, they also exhibit unique characteristics due to their respective historical background, geographical environment, social process, daily habits and cultural traditions. In the process of creating a national IP image design, the designer first needs to investigate and understand the unique features of the target national culture; Next, we must determine the object of material and the carrier of design; Secondly, cleverly combine the required elements of the design with the characteristic culture of the nation, so that the design tells the cultural story; The finished work should touch the viewer’s heart, evoke emotional resonance and aesthetic joy.

In the 2022 Beijing Winter Olympic Games, “Bing Dwen Dwen” as the official mascot, with its unique shape and profound cultural connotation, won the love of fans around the world^[3]. As the design process deepened, the designers considered many animal images and Chinese characteristics as prototypes for creative ideas, such as deer, tigers, rabbits, and so on. After a series of ideas and improvements, we finally settled on a cute panda image wrapped in snow and ice as the main character. On this basis, the design team

further optimized the details, adding a vibrant colorful halo - “ice ribbon”, giving people unlimited imagination, and giving “Bing Dwen Dwen” a youthful, technological future atmosphere. Every step of “Bing Dwen Dwen” is the result of refining the essence of traditional Chinese culture and perfectly combining it with the IP image design of The Times. This image not only reflects the strong national character, but also caters to the modern aesthetic, showing the unique design wisdom.

2.2 Anthropomorphism and cuteness processing

In the IP image design, it is crucial to pay attention to the characteristics of making the image easy to recognize, in line with the public aesthetic and easy to be widely disseminated [4]. Designers often use animals, plants or artefacts as the basis to change their appearance, make them more vivid and cute or appear naive and innocent, and then inject unique personality characteristics to enhance the attractiveness of the IP image and complete a series of humanized creation steps. Because of its lightness, humor and pleasing style, such a change can often touch the audience’s emotions, so as to achieve a wide range of transmission and acceptance. Taking the 2008 Beijing Olympic Games mascot “Fuwa” design as an example, the design master Han Meilin used a sense of substitute design techniques, cleverly integrating natural and cultural elements such as ocean, forest, fire, earth, sky, carp and panda into the mascot image. He adopted the means of presenting Chinese classical art, combined with the profound essence of traditional culture, and successfully displayed five “Fuwa” images full of Chinese national characteristics, which became a popular design practice.

3. The modern design method of national IP image

3.1 Induction and deduction of IP image design

In the design process, creators need to consciously collect and absorb those images and ideas containing national wisdom and aesthetic philosophy, and after careful observation and selection, extract representative artistic characteristics, interpret the essence of these cultural symbols, and build a set of systematic “resource library” [5]. At present, in order to make the national culture in the image design with new ideas, we must put these elements into the context of The Times. Designers should grasp the core spirit of national culture and visual expression skills, in-depth analysis and interpretation. Innovation should not just be a simple copy or collage, but a reinterpretation of cultural heritage, form, style and national characteristics. In this process, designers use modern design techniques such as subtraction, deconstruction and reconstruction to give national culture a new significance of The Times, complete the transformation from tradition to modernity, and realize the modernization of national culture. Ethnic elements originate from the foundation of human culture, and their application in IP image design needs to combine modern aesthetics and creative thinking. Designers with unique imagination and originality of creative ability, show novel and logical design concepts, so as to create both leading the trend and popular IP image. Such a design not only shows the unique artistic creativity, but also becomes a bridge connecting tradition and modern, communicating east and West, and sets up a new stage for spreading national culture.

As a very expressive element in Chinese opera, facial makeup embodies countless wisdom and creativity in the process of accumulation and development of national art [6]. Through the facial color and image design, it intuitively conveys the character and identity characteristics, and becomes a visual symbol closely connected with the fate of the character. In modern animation design, the essence of facial mask is given a new life, and the classic beauty of opera facial mask is transformed into diversified IP image design through the method of role image design. For example, in the Truth Show, the characters use the facial color of ridicule and humor, and the images are vivid, reflecting the multi-faceted social phenomena and human nature; The characters depicted in Wuxun Begging and Learning of Righteousness are simple and sincere, and their honest inner world is shown through the story. The character design of “West Lake Vinegar Fish” has the characteristics of comic exaggeration, with exaggerated shapes and colors to outline the character characteristics; The Chinese Opera Classic Animation Series makes the audience feel the charm of opera art in a relaxed and pleasant way through the lovely and classic characters.

3.2 Comparison and integration of IP image design

In order to promote the development of art, designers must learn to absorb the common points of different cultures, and at the same time find and highlight the differences in these commonalities [7]. In art modeling, both traditional and modern styles can be regarded as complementary new trends. Since new ideas are always regarded as a fresh breath, they can bring new faces to various cultures in the process of integration. Especially in IP image design, the need for comparison and integration is particularly urgent. Designers need to constantly absorb a large amount of external information to inspire innovative thinking and complement their own design ideas. The Disney Company, for example, decided to get rid of its old art concepts and production methods in the 1980s. Through the observation and screening of different ethnic cultures around the world, the cultural essence of each ethnic group is integrated into the

shaping of IP image. For example, Disney adapted the hero from the Chinese folk song “Mulan Ci” into the animated film “Mulan”; At the same time, he drew inspiration from the British writer Shakespeare’s Hamlet and created the popular Lion King cartoon. These new images, rich in global influence, not only have strong national cultural characteristics, but also contain universally recognized aesthetic values and habits.

China also has rich cultural heritage and allusions, such as the Romance of The Three Kingdoms, Journey to the West and Tales of Liaozhai and other great literary works, which are not only loaded with the history and culture of the Chinese nation, but also full of attractive storylines and image-shaping space^[8]. Observing how Japan has integrated these classic Chinese literary works into their cultural industry and impressed audiences through IP image design undoubtedly provides valuable reference cases for Chinese designers, especially those who are committed to promoting Chinese culture through IP image design. For example, when Japanese animator Tetsuichiro Yokoyama adapted the Romance of The Three Kingdoms into an animation, he not only retained the skeleton of the original story, but also added novel visual elements and subtle psychological descriptions. Such a balance between traditional and modern methods is deeply loved by young audiences. When designing IP images, Chinese designers also need to seek such a balance: while faithfully presenting traditional elements, they also need to create designs that meet the needs of modern aesthetics and cross-cultural communication.

Closing remarks

To integrate the unique nature of nationality into IP image design effectively is the respect and re-creation of cultural heritage. Such a design is not a superficial imitation or copy, but on the basis of deep understanding and respect for the original culture, through the combination of creativity and modern design techniques, the IP image presents a new style, touching people’s hearts and rich sense of The Times. When the IP image embraces the distinct national characteristics, it can not only arouse the resonance and love of compatriots, but also make the global audience feel its unique charm, contribute to the diversity of global culture, and make the meaning and influence of the IP image cross the national border to reach a broader stage.

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