

The application of Semiotic theory in Museum IP image design -- Taking Hubei Provincial Museum as an example

*Sijia Liu, Yan Zhao**

University of Science and Technology Liaoning, Anshan, Liaoning 114051

Abstract: With the progress of The Times, IP image has become a trend, through this way, not only can better inherit the excellent traditional Chinese culture, but also in a fresh way to close the relationship between people and cultural relics. In addition, the use of semiotics in IP image design, from the semantic, structural, pragmatic interpretation of museum IP image, so that these in the long history of the millennium culture “live” up. Therefore, this paper takes Hubei Provincial Museum IP image as an example to explore how to better use semiotics in IP image design, so as to make it more innovative and better adapt to the new environment and needs.

Key words: Semiotics; Hubei Provincial Museum; IP Image

IP image can now be seen everywhere, the display of IP image, is the embodiment of its representative cultural connotation, it can combine those thousands of years ago with modern cultural relics, so that people better understand its cultural core. The combination of IP image and semiotic theory can better interpret museum culture from various aspects, and plays a positive and important role in the development of museum culture. By using semiotic theory to dig deeply into the museum, a unique IP image is designed to improve consumers’ love for IP, and strengthen the public’s sense of cultural identity, so as to achieve the purpose of cultural communication.

Hubei Provincial Museum is the palace of Jingchu culture and a national key museum. As a bridge, it tells people about the excellent history and culture of China for thousands of years, and constantly enhances people’s cultural consciousness and self-confidence. The application of semiotics theory to extract the representative artifacts of Hubei Provincial Museum and express them in IP images can help people better understand the cultural external representation and connotation of the cultural relics of the museum, and provide effective guidance for the design of IP images of other cultures. On this basis, the designed IP images of the museum can also better meet people’s needs for cultural understanding, cognition, dissemination and consumption.

I. The relationship between Semiotics and IP image design of Hubei Provincial Museum

Nowadays, with the rapid development of China’s social economy, the people have higher and higher requirements for material culture and spiritual and cultural life, and the construction of spiritual civilization and the enrichment of the spiritual world have gradually risen to an important height in the new era. Under the background of adhering to the strategy of making China a strong country through culture and promoting cultural consciousness and self-confidence, traditional culture is spreading more and more widely at home and abroad. Cultural creative products and IP images are a shortcut for people to understand the treasures of traditional culture. Hubei Provincial Museum, as a national first-class museum, needs the integration of design innovation and semiotic theory, so as to continue to be revitalized in the long river of history. IP image design is not only the innovation of Hubei museum culture, but also the extension of cultural service to society.

Many of the relics in Hubei Provincial Museum are important representatives of Chu culture, providing inspiration to people continuously. Before the design idea, fully interpret the history of cultural relics and extract representative symbolic elements from them. Facts show that the development of cultural and creative products and IP image design of Hubei Provincial Museum is not only conducive to the inheritance of traditional culture, but also can help the public correctly interpret the historical value of the cultural relics in the collection.

1. Semiotic concept

Semiotics is the study of the theory of signs. Semiotics explores the nature of symbols of things, studies the development and change laws of symbols, excavates the ever-changing meanings of symbols, and reveals the relationship between symbols and various human activities. Based on the semiotic theories of Peirce and John Dewey, American semiotician Morris expanded the research scope of semiotics and proposed the triplicate of semiotics theory -- semantics, structuralism and pragmatics, which has become a widely used classification method of semiotics. The application of semiotics theory in the design of cultural and creative products is conducive to the interpretation and design application of cultural symbols, and can greatly enhance the cultural value of cultural and creative products. In the same way, it also contributes to the innovation of IP image design and the improvement of culture.

2. Museum IP image design

The so-called IP (Intellectual Property) refers to intellectual property or intellectual achievements. In simple terms, it is intellectual property or copyright. With the development of The Times, IP design is also evolving, and now the IP industry exists in various fields. The IP image design is to personify the existing influential IP to make the whole more lively and interesting. Now the successful combination of IP image design and museum has been widely concerned by the public, such as the little Yellow duck IP image of the British Museum, which dresses the duck as the Sphinx of ancient Egypt, Japanese samurai, ancient Roman soldiers, Viking and so on. Making the image cute and lovely at the same time combined with the collection, closer the relationship between products and consumers, but also to a certain extent to promote the cultural dissemination. It can be seen that an excellent IP image design can convey a certain story connotation, and the museum also needs to use this form to make the collection of cultural relics “alive”, invisibly, to narrow the relationship between people and cultural relics. Hubei Provincial Museum has a collection of more than 240,000 pieces, especially featuring bronze ware of Shang and Zhou

Dynasties, lacquer-wood ware of Warring States and Qin and Han Dynasties, and wooden tablets of Chu and Qin and Han Dynasties, which are abundant in quantity and exquisite in quality. Displaying the representative artifacts in the museum with IP image will not only help to promote Chu culture, but also bring certain economic benefits.

3. The inseparable relationship between semiotics and IP image design of Hubei Provincial Museum

At present, the cultural and creative design of museums in China has made remarkable progress, but there is still some room for progress in IP image design innovation. At present, the design is too rigid and only uses the appearance of cultural relics directly without the core spirit. Therefore, the combination of semiotics provides a new idea for the IP image design of museums in Hubei Province. It can better solve this kind of problem.

Through the semantic dimension analysis of semiotics theory, the explicit and recessive layers of cultural symbols are deeply interpreted, and typical and unique cultural symbols are extracted for the design of subsequent IP cultural and creative products, in which semiotics theory plays an important theoretical guiding role. In addition, the extracted cultural symbols can be arranged and combined through the semantic and textural dimensions to form the image conceived in the designer's mind; The pragmatic dimension is responsible for explaining the IP story and narrowing the relationship between tourists and the designed IP image. Therefore, the combination of semiotics and IP image design of Hubei Provincial Museum from a multi-dimensional analysis and exploration will provide new inspiration for IP image design, better understanding of the core spirit, and improve the market competitiveness and consumer recognition of IP image cultural and creative products.

II. Principle of IP image design based on semiotics theory

1. The combination of culture and innovation

A country prospers when culture is strong, while a country is strong when culture is strong. Culture is the soul of the Chinese nation, a symbol of the national spirit and the spirit of The Times, and an influential cultural soft power. With the spiritual connotation of China's traditional culture as the core and the purpose of carrying forward the excellent national culture, the company is committed to the publicity and dissemination of products with cultural value. For the design of museum IP image, it is not only a simple cultural creative activity, but also plays a role of cultural publicity and display. The cultural connotation represented by the image makes the audience have an emotional sense of identity, and through the IP image, they can understand the culture of the era conveyed by the museum cultural relics, causing the audience to think deeply. Therefore, the principle of culture is an indispensable core principle in IP image design.

The cultural principle of IP image design provides inspiration for the design, and the innovative principle is the secret that makes the cultural relic enduring in the long river of history. "Zhouyi · Ci Upload" said, "rich is called great cause, new is called prosperity. Life is easy", which shows that with the development of The Times, everything is in the process of development and change, and innovation is the source of promoting this change. Now with the IP image has become a hot trend, the market gradually appeared serious homogeneity and rote rigid phenomenon, in the rapid change of today's society, the formula will only be abandoned and forgotten, so innovation is the core of IP image design.

2. The combination of story and emotion

In life, you will meet all kinds of people, everyone has their own personality characteristics, because of this, everyone gives people the impression is different, the same way, IP image is the same. An excellent IP image is not only in the appearance, but also has its rich story, which can also be called personality characteristics. Story is to give the internal characteristics of the IP image, making it "live", so that the IP has its own mood, personality, biography and other content, can make consumers understand the IP image faster, better narrow the distance between the two.

On the basis of story, it is equally important to combine it with emotion. Emotion is when consumers understand the story of the image and gradually produce emotional warmth and love for the image, so as to establish emotional identification. The establishment of good emotion can stimulate the user's desire to buy the product and the persistence of love. The IP image of Tangniu in Shaanxi Provincial History Museum is a successful example. Tangniu's cheeks are blusher and round figure. Besides her lovely and excellent appearance, it is Tangniu's great advantage to enter the animation market with historical emotion as the entry point, which arouses people's national pride in traditional Chinese culture.

3. The combination of fun and high recognition

Fun refers to a way to attract and satisfy the audience through the means of expression. Fun makes life colorful, and the existence of fun in life adds a touch of color to people's busy life. With the enrichment of people's material culture and the growth of spiritual and cultural needs, people's demand for fun is also rising significantly. For example, in the design, people can add interest to IP image transformation clothing, and people can dress up according to their own preferences. In this way, people's demand for new things can be satisfied, so as to meet people's emotional and psychological needs.

While paying attention to fun, high recognition can make IP image have its own clear characteristics, with its own distinctive symbols. To do a good job of high recognition, when designing the IP image, one is to have distinct symbolic characteristics, and the simple shape has a clear reference; The second is to have rich appearance characteristics, through the expression, shape, color, etc., to deepen the viewer's visual recognition memory, so as to build a vivid vitality and typical museum cultural identification characteristics of IP visual image.

III. The application of semiotics in IP image of Hubei Provincial Museum

1. Modeling

Hubei Provincial Museum has a large collection, among which bronze is the most representative, and its representative objects such as Zeng Houyi chime bells and King of Yue Gou Jian sword are mostly bronze products. Therefore, the IP image of Hubei Provincial Museum draws on the cultural elements of the representative objects in the shape, simplifies and reorganizes them to form a new shape, while retaining the classic part, so that the IP image can show its cultural connotation. At the same time, the rounded shape will make the overall image more lovely, which can better narrow the relationship between tourists and the IP image, bring users a sense of closeness, and thus obtain emotional identity.

2. Story connotation

IP image can be created through character stories, from the cultural background, emotional positioning, character story setting and a series of development, to give IP image vitality. Successful cultural IP often has an impressive story background behind it, which requires the investigation of the target group and the analysis of the cultural background and thinking mode of users. By establishing the story background, the IP image of Hubei Museum can build a bridge with tourists, so that people can better understand the cultural relics in the collection and narrow the distance between them, which can also bring certain economic benefits.

3. Expansion and derivation

To complete the construction of IP image and story content, it can meet people's pursuit from the basis, but it can continue to enrich derivative products on the basis of user needs, which mainly focuses on the development of cultural and creative products. The successful museum IP image in the market will be continuously enriched with derivative products such as refrigerator magnets, silk scarves and hand-done blind boxes, which can attract customers to buy from multiple angles.

IV. Conclusion

The semiotic theory is integrated into the IP image design of the museum to form a design product with typical cultural characteristics while meeting the cultural needs of consumers. This paper mainly focuses on the inseparability of semiotics and Hubei Provincial museum culture and the principles of IP image design, hoping to design the IP image of Hubei Provincial Museum to meet the aesthetic needs of consumers, and at the same time meet the design orientation of the museum. In order to revive the traditional Chinese culture and realize the long-term development of the museum economy and cultural communication, we will make continuous efforts.

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