

Research on IP image design based on Chinese traditional cultural elements

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Abstract: As a world treasure with a long history, Chinese excellent traditional culture carries rich wisdom and values, and has been handed down from generation to generation. These traditional cultural elements contain the spiritual pursuit of the nation and the unique emotions of the nation, which are deeply rooted in the heart of the Chinese nation. Therefore, the clever application of these cultural elements in the IP image design can not only inherit and carry forward the traditional Chinese culture, but also inject new spiritual connotation into the current IP industry and enhance the cultural heritage and recognition of IP. Under the background of the increasing competition in today's consumer market, global IP brands are actively seeking breakthroughs and innovations, hoping to create an image with unique personality and IP charm. IP image is therefore highly valued. It can not only give IP a more personalized and differentiated image, but also guide consumers' emotional resonance, stimulate their purchase desire and IP loyalty. The use of traditional Chinese cultural elements to build IP image not only helps IP brands keep up with the trend of The Times, but also improves IP competitiveness and market position. Therefore, the combination of traditional culture and brand design has important and far-reaching significance for domestic IP, which is not only the inheritance and protection of traditional culture, but also a strong promotion and help for the development of IP.

Key words: IP image design, Chinese traditional culture

1. The significance of the combination of IP image design and Chinese cultural elements

Integrating traditional cultural elements into IP image design will not only help to inherit and spread traditional Chinese culture, but also enrich the cultural connotation of the brand, enhance the competitiveness of IP in the market, and win more market shares.

1.1 Carry forward traditional Chinese culture

The fine traditional Chinese culture is a representative form of cultural expression, which has been passed down in the long history, integrating the rich and colorful traditional production and life experience of the previous generations of the people and profound philosophical thoughts. In today's society, traditional Chinese culture is not only a form of cultural expression, but also provides unlimited inspiration and resources for IP image design and design. Skillfully integrating traditional cultural elements into IP image design can give IP more profound cultural connotation, and become the inheritor and interpreter of culture. This can not only let more people understand the cultural heritage behind IP, but also make traditional culture present in front of people with a new attitude, and gain more widespread recognition and dissemination. At the same time, the combination of traditional cultural elements and IP image can also provide a new way and platform for the international dissemination of traditional culture, and realize internationalization and globalization. Through the transmission of IP image, traditional culture is no longer limited to the domestic market, but can move to the broader world stage. It can not only influence the world people's cognition of traditional Chinese culture imsubtly, but also improve the acceptance of traditional Chinese culture, further promote the inheritance and promotion of traditional culture, and enhance the country's cultural soft power and international influence.

1.2 Expand the effectiveness of IP publicity

The expression of traditional culture is colorful and has excellent unique performance in all aspects, covering many aspects such as patterns, symbols and music. First of all, integrating the elements of Chinese traditional culture into the IP image design can create a unique and highly recognizable IP image with high charm and become the visual focus of consumers. By analyzing and understanding the connotation of traditional cultural elements, they are cleverly integrated into the IP image design, so that IP presents a unique cultural atmosphere and characteristics. Secondly, the use of traditional cultural elements in IP image design can improve consumers' cognition and perception of IP image, give IP image a deeper cultural connotation, and enhance consumers' emotional resonance and recognition of IP image. Finally, through the effective use of traditional cultural elements, IP image can be shaped with more influence and recognition, and the competitiveness and market influence of IP can be further enhanced. The combination of traditional cultural elements and IP image design can not only attract more consumers' attention and love, but also expand the living space of IP and enhance the sustainable development ability of IP.

1.3 Enhance the core of the brand spirit

The integration of traditional cultural elements into IP image design helps to enrich the cultural connotation of IP and arouse the resonance of consumers. This will have an impact on consumers' purchase intention in the future. The integration of traditional Chinese cultural elements into IP image design can give IP unique cultural value and make it easier for consumers to establish a relationship with the brand, which can enhance IP competitiveness and increase the re-purchase rate of products.

2. Design extraction of traditional Chinese cultural elements

After clarifying the significance and function of integrating traditional cultural elements into IP design, we need to extract the essence of traditional cultural elements in order to better apply them in IP image design.

2.1 Application of traditional pattern in design

There are rich and colorful patterns and patterns in traditional Chinese culture, such as those carved in gold, silver and bronze ware, Han brick cave dwelling and jewelry glass. These patterns are detailed and able to show the social environment and cultural cultivation at that time, and point out the characteristics of The Times. These patterns show the cultural expression of the time from multiple angles and levels, distinguishing them from the surprising ideas of modern design.

Modern designers also emphasize the rational combination of graphics and patterns for IP image design. The use of traditional patterns makes the traditional and modern cross-era art collide in the design, and endores the mysterious emotional experience contained in the brand image at the same time, making the IP image rich in more cultural connotations.

2.2 The application of traditional colors in design

Color matching occupies an extremely important position in design, and the IP image design also plays the same role. Excellent and appropriate color matching is the best publicity to attract consumers at a glance. In traditional Chinese culture, the emotional colors given by different colors are also very different, they are properly used in the right artistic occasions, and in this background, color gives people a completely different feeling. Many traditional colors have been given special elegant names, such as azure, Dai, tea white and so on. In the design process, the color used in the IP image can usually show the type and cultural characteristics of the IP. Solemn venues will prefer dark colors to match the corresponding atmosphere, and designers will also use warm colors in warm and comfortable scenes to enhance the sense of security and happiness. Color construction plays a crucial role in brand image building, and color art can show the rich connotation of traditional Chinese culture.

2.3 Application of traditional spirit in IP design

The excellent traditional spirit of China is the witness of the development of the Chinese nation. It is a world treasure that has been continuously developing in the long river of history, and it is the silent manifestation of the history of the Chinese nation. The integration of traditional spirit elements into IP image design can enhance people's sense of national identity and enhance their understanding of traditional culture. In China, the traditional spirit of humanism, indomitable quality, balanced thinking of the golden mean, inclusive attitude and the moral concept of benevolence have always supported the Chinese nation through the vicissitudes of life, standing tall and moving forward proudly.

3. Application methods of traditional cultural elements in IP design

Select positive and appropriate elements from traditional cultural elements and combine them with IP image design, reshape traditional cultural elements, cleverly change their own single form, or personify or beast to give them a personal image, establish a unique world view, etc., and apply them in IP design, not only to improve IP image, but also to publicize traditional cultural elements themselves.

3.1 IP image planning

In IP image planning, the integration of traditional Chinese cultural elements can inject unique cultural atmosphere into IP and enhance the cultural identity and emotional value of the brand. First of all, IP image planning needs to dig deep into the core values of traditional Chinese culture, such as benevolence, justice, propriety, wisdom and trust, and integrate these values into the IP image to convey the positive and virtuous spiritual connotation of IP. To create a more perfect world view and colorful character stories, etc., to add more details to the vividness of IP image. Secondly, in terms of visual design, traditional Chinese art elements such as Chinese painting, calligraphy, etc., can be used to create a unique charm picture, so as to make the IP image more cultural heritage and artistic beauty. In addition, in terms of content creation and narrative, ancient Chinese legends and historical stories can be selected as the background stories of IP images to create an IP image rich in emotional resonance and cultural precipitation. This can not only inject unique cultural deposits into the brand, but also attract the attention and recognition of more audiences, adding new impetus and value to the communication and development of the brand.

3.2 IP image specification

The application of traditional Chinese cultural elements in IP image design needs to follow certain norms to ensure the accuracy of design, cultural inheritance and stability of IP image. First of all, the most important thing is to respect traditional culture. Designers should deeply study the essence and values of traditional Chinese culture, respect the history and tradition of traditional culture, and avoid improper or distorted situations. Secondly, it is also necessary to achieve the accurate use of cultural symbols. Symbols and elements of traditional Chinese culture should be accurately used in the design to avoid improper use or abuse of cultural symbols. At the same time, while taking into account the combination of classic and innovation, it creates an IP image rich in the sense of The Times and creativity. Finally, it is necessary to take into account the transmission of cultural connotations. The design should pay attention to the connotation and spirit of traditional Chinese culture, so that the audience can feel the charm and profound connotation of traditional culture through visual images.

3.3 IP image publicity and marketing

3.3.1 Product design

Develop peripheral products that meet the IP image characteristics, such as stationery, clothing, etc., to meet the needs of consumers.

Design unique product shape and packaging design, highlight the characteristics and charm of IP image, and enhance the attractiveness and recognition of products.

3.3.2 Online sales channels

Set up exclusive stores on e-commerce platforms to sell IP image-related peripheral products, such as Taobao, Jingdong, Tmall, etc. Make use of social media platforms for online sales and promotion, and attract fans' attention and purchase through livestreams and short videos. Offline sales channels: Set up counters or specialty stores in shopping malls, department stores and other retail places to display and sell IP image peripheral products. Cooperate with physical stores to carry out joint promotional activities to increase product exposure and sales.

3.3.3 Customizing services

Provide personalized customization services, so that fans can customize IP image peripheral products according to their needs, such as customized names, photos, etc. Design limited edition or customized versions of peripheral products to increase the collection and purchase value of the products.

3.3.4 Event planning

Hold theme exhibitions, conferences or offline activities to display and promote IP image peripheral products to attract consumer participation and purchase. Design offline interactive games or experience activities related to the IP image to enhance fans' emotional connection and engagement with the IP image.

3.3.5 Brand cooperation

Cooperate with other brands to launch joint series of peripheral products to expand the audience and market influence of the products. Cooperate with well-known designers or artists to jointly create unique IP image peripheral design, enhance the artistic value of products and brand image.

4 Summary

In this paper, the importance and application value of Chinese traditional cultural elements in IP image design are expounded. Through the analysis of the core values and symbols of traditional Chinese culture, we integrate the traditional cultural elements into the brand IP image design, aiming to achieve a win-win situation of brand communication and cultural inheritance. In the research process, we found that traditional Chinese cultural elements can not only enrich the connotation of brand image, but also stimulate the audience's emotional resonance and cultural identity, and enhance the brand image recognition and reputation. Through case analysis and empirical research, we demonstrate the specific application and effect evaluation of traditional Chinese cultural elements in IP image design, and reveal their important role in brand recognition, emotional connection and market influence.

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