

Analysis on the Integration and Innovation of Chinese Traditional Auspicious Culture IP Brand and Cultural and Creative Derivatives Design

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Abstract: The largest cultural creativity in China comes from the heritage of thousands of years of traditional culture, and is also the DNA of national culture. The auspicious image of auspicious patterns in "Chinese auspicious culture", hereinafter referred to as "auspicious culture", is deeply rooted in traditional culture. After thousands of years of evolution and precipitation, its auspicious implication can more fully express the Chinese people's yearning for a better life and their faith and confidence in Chinese culture. In the current era of development, national cultural confidence has a more positive impact on the development of the "auspicious cultural IP" project. This paper analyzes the whole process of teaching research on the development of the "auspicious cultural IP" project, teaching practice, commercial IP brand building, commercial IP licensing cooperation, and cultural and creative derivative design based on the school-enterprise cooperation and industry-teaching integration model.

Keywords: Chinese traditional culture; Chinese auspicious culture IP; Cultural and creative derivatives design; Brand design

1. The significance of the study of "auspicious cultural IP":

The "auspicious" dictionary is derived from the "Chuang Tzu" in the Spring and Autumn Period, which said: "The empty room leads to white, and good luck stops." Cheng Xuanying in the Tang Dynasty also said: "The auspicious person is a good thing; the auspicious person is a joyous sign", which is the earliest interpretation of auspicious culture. From auspicious totem worship in primitive society to folk Paper Cuttings, lanterns, shadow puppets, New Year pictures, door gods, and so on, these folk auspicious cultures represent the history of the cultural and artistic development of all ethnic groups in China, and have strong regional characteristics. These auspicious elements are the core visual elements created by the "auspicious culture IP". Museum cultural and creative products and creativity all come from museum collections. Create creative cultural and creative products by extracting cultural connotation. In the design practice, the team highly refined the auspicious pattern elements in the collection, and created the characters for the second time to make the traditional auspicious culture more "grounded" (China-Chic) and more "cute". Kant said in his Critique of Judgment: "At least in terms of experiments, there is no better way to compare art with the form of expression used by human beings in language, so that people themselves can communicate their feelings to each other as fully as possible, not only to convey their concepts." The current generation of young people and teenagers after the 1990s are the generation who grew up under the influence of "Western culture". For traditional Chinese culture. The history of folk customs is relatively unknown. As a designer of the new era, we should take it as our duty to carry forward and spread our national culture, make ourselves and the younger generation more confident and love our own national culture, and deeply engrave Chinese traditional culture in the genes of every Chinese and carry it on. ^{[1]. [2]. [3].}

2. The value role of Chinese auspicious culture in the design of cultural and creative derivatives:

The five values embodied in auspicious culture are discussed in the paper on [1] The Practical Value of IP Design of Chinese Auspicious Culture in Visual Communication Teaching: the modeling element value of auspicious cultural elements, the traditional color matching value, the form composition value, the auspicious moral value, and the practical value of visual communication design teaching.

The plastic arts of mascot cultural and creative derivatives can be divided into internal attributes,

external attributes and performance attributes from the attributes of cultural and creative products. The modeling elements of cultural and creative products are divided into shape, color and material. From the functional level, it is the product of social material and cultural life, so it should have material and cultural functions. The principles of modeling design of cultural and creative products: change and unity, contrast and harmony, proportion and size, symmetry and balance, rhythm and rhythm, uniformity and disparity all come from the inheritance of beauty in traditional culture. The purpose of visual design is from commercial to humanistic care.

In the preface of "Chinese Traditional Colors", compiled by Guo Jie and Li Jianming, it is mentioned that "Qianlong Chromatography and Tang Shengse refer to color words, and any color word is an expression of image, initially limited to concrete images, and then extended to intention". The high level of traditional Chinese color matching is reflected in the book. The Journey of a Legendary Landscape Painting in the 2021 Spring Festival Gala is a dance epic, and it also shows the extreme of green in the Song Dynasty. Extract the national color from the traditional auspicious patterns, and start from a higher aesthetic starting point, so that Chinese color can spread among young people and be more confident.^[4]

In China's thousand-year cultural and historical accumulation, auspicious culture has its deep-rooted cultural soil. The form of auspicious culture has a highly refined and symbolic formal beauty, and the elements in this square space constitute exquisite.

The beautiful implication of user experience in the design of cultural and creative derivatives can penetrate into the hearts of Chinese consumers, which is not the auspicious cultural implication. Apply the auspicious implication of auspicious culture to the design of cultural and creative products, so that the audience can feel the cultural connotation.

In addition, every link in the process of auspicious IP cultural and creative design plays a very important role in teaching practice. The complete process of collecting materials, extracting elements, extracting colors, IP image design, IP visual image communication, cultural and creative derivative design, and IP authorization cooperation has greatly improved the knowledge harvest of students in learning practice. The cultural and artistic heritage contained in China's auspicious culture is the source of knowledge and inspiration for future generations. I hope that industry colleagues who are interested in auspicious IP cultural creativity can continue to explore its essence.

3. "Auspicious Culture IP" brand building:

Chinese traditional culture is profound and has a long history. After five thousand years of precipitation, it has become the cultural gene of the Chinese nation. As a youth in the new era, it is incumbent on us to inherit and carry forward the traditional culture. With the endorsement of "Chinese auspicious culture", we interpret the folk stories of auspicious culture with visual language. The teacher team takes the lead and cooperates with the brand design company and the IP cultural and creative authorization company to create the brand image of "China's auspicious culture IP".

In terms of IP brand building, some works in our domestic animation IP market have stood out in recent years. The works such as "the presence of bears", "the return of saints" and "big fish begonia" are based on animation works for brand building and derivative development and design. Among the Chinese cultural IP and cultural tourism IP brands, the "Forbidden City" cultural and creative brand is the first. Shenyang's "Forbidden City" cultural and creative, "Dunhuang cultural and creative," Xi'an's "Great Tang City" and so on all show the charm of traditional culture. We have brands in the domestic IP market, but we also need to learn from Disney, Marvel and Kumamoto in Japan in terms of business licensing. These brands have very mature models in terms of IP licensing cooperation and protection.

4. Key links in the construction of auspicious culture IP brand:

IP image shaping is the core of IP-based brand and the source of IP content creation and interaction. IP image building is the visual interpretation of the brand. IP image building makes the brand IP more visual and vivid, and is more easily accepted by the public. For example, the cartoon image design of "Fortune, Longevity, Happiness and Wealth", "Changxi Goddess", "Wenqu Xingjun", "Fuxi", and "Nuwa" creates the China-Chic visual language style that young people like in the design process. It is particularly important to set the character and age preferences of cartoon characters, In some cases, it is necessary to design two versions of the image in normal proportion and Q version to adapt to various scenarios of the brand's subsequent application. The vector extraction of auspicious patterns is also the

most critical element in the application of derivative design in the later stage. It needs to be repeated in the line outline and color matching extraction to make it easy to use. In the extraction of element patterns, it is recommended to use Illustrator vector design software to draw, and Photoshop software can be used to draw as much as possible, because the patterns drawn by ps software are pixel bitmaps, In the subsequent extension, zooming in and out of the picture will affect the use of pattern elements, while vector software has no restriction on zooming in and out, which is also very convenient to modify. The whole process is: refining element modeling, character setting, writing stories, visual graphic design, and 3D model production. ^[1].

The main visual design of the IP image, which is based on the IP cartoon image, mainly involves the organization of scene props, and the creation of illustration themes according to the traditional festival solar term culture, so as to make full preparations for the visual elements of the brand's later business cooperation authorization, such as the main visual design of festival themes such as Spring Festival, the 15th day of the first lunar month, the Dragon Boat Festival, Qixi, and the 15th day of August, and the other 24 solar terms are also the focus of the main visual creation.

The publicity design of IP brand poster simulates the poster creation of "auspicious culture IP" brand and fashion commercial brand co-branded after the main vision (KV-Key Visual) is determined, and simulates the real commercial activity scene. The poster design style elements should take into account the regional cultural characteristics, cultural attributes, and the cultural integration of co-branded brands, to achieve the effect of 1+1 greater than 2. The form of the poster has two forms: static and dynamic, to meet the requirements of the brand.

Commercial art display design: based on the design style of the main visual elements, the scenario-based display design is the commercial beauty show. Each IP image will have its corresponding story and scene. Visualize these scenes and make them appear in the three-dimensional scene. The scene design of the beauty show needs to be comprehensively designed according to the brand promotion theme and festival theme, and even need to combine with modern intelligent equipment to have a puppet interaction area, Voice or screen interaction area, photo area, derivatives sales area, etc. The style of buildings and props in the scene should match with the background of the era, and the full coverage of "clothing, food, housing, transportation and play" should be fully considered to achieve the effect of immersive experience.

IP expression package production: The expression package image design is based on the IP image design. The expression package should take full account of the chat scene, common words, popular words, local dialects, and chat objects used, and design the daily chat expression package. Generally, 8 expression packages are based, and 16 or 24 expressions are relatively complete. On this basis, carry out the design of the festival chat scene expression package, such as the Spring Festival expression package and the Valentine's Day expression package. In this group of expression package design, fully consider the characteristic atmosphere, props and text expression of the festival, so that the audience can be willing to forward and immerse in interaction, so as to achieve the "propagation fission" effect that every user can promote the "auspicious IP culture".

IP short video transmission: The mobile short video platform is an important channel for the rapid transmission of the Internet, and also opens a broader space for the promotion of IP. In the era of visual communication, with the era of text communication having developed to the era of movies and short videos, how to master the audience's vision and hearing is a new task that we need to study in depth, so the production of short video content is the key factor that determines whether users can stay in our brand for too long, and the quality of script planning and shooting is more important.

5. "Auspicious Culture IP" image authorization cooperation

For the promotion and promotion of IP, it is necessary to build a brand IP from several dimensions. First of all, it is necessary to establish IP's world outlook, values and outlook on life, build IP into a viable image, and understand the story behind it through IP image, so that the public can understand and accept it better, and even form a consensus. Prepare for the foreseeable commercialization and provide a variety of materials for future games, films and television. Secondly, make IP unique, have a sense of closeness and recognition, which is more conducive to continuous evolution, and give the role a symbolic style and label. Then we should establish a group with childhood feelings for the IP image to lay a good foundation for the promotion of the IP image. Finally, set the well-known IP tag to give IP users emotional sustenance and interact with users. It can form expressions, props, symbols, etc., and make IP more vitality through different forms.

IP authorization is a kind of high-level authorization exercise about intellectual property rights, which can make creators or teams continue to benefit. Before the commercial form of IP authorization, most of them are sold in one shot. The design results are sold to the brand at one time, and the ownership of subsequent use rights belongs to party a. As a representative behavior in the era of formal intellectual payment for IP authorization, IP holders need to invest a lot of human and material resources to build IP awareness and popularity. Then carry out the authorization of single product, series, brand, activity, or staged festival. All authorization will be based on a limited period and reasonable cost, so as to achieve the win-win effect of IP brand holder and brand licensor. Before IP authorization, we need to prepare the design of basic materials and main visual elements for IP brand building, and make full design preparation and sustainable development interface for predictive cooperative brand cooperation. IP brand is like a persona created by us, and its development and vitality are the spiritual connotation and external charm given by our team.

6. "Lucky Culture IP" cultural and creative derivative design

The design of cultural and creative derivatives is an important way to promote the IP brand image and an important source of brand income. The design of cultural and creative derivatives carries the cultural connotation and practical value of the auspicious cultural IP. The derivatives should be combined with the use scenarios of the audience, such as the "Wenqu Xingjun" IP image, which is meant to be the top of the list, and its audience is primary and secondary students, college students preparing for the postgraduate examination, and their parents. When designing cultural and creative derivatives, it is necessary to take into account the daily application scenarios of such groups. Buying them back is not only an auspicious implication and decoration, but also practical and even high-frequency use. This requires the team to have sufficient research as preparation to design again. The great added value of this cultural and creative product is the energy given by auspicious culture. Another role of cultural and creative derivatives design is to participate in IP licensing exhibitions. Every year, cities such as Shanghai, Guangzhou, Shenzhen and Beijing will have IP licensing exhibitions. Here, a large number of IP brands at home and abroad will be gathered at the exhibition for publicity and business authorization. This is a very important experience for the promotion and growth of a brand. "Auspicious Culture IP" cultural and creative products have developed many items for young people's life scenes, such as handmade toys, plush dolls, skateboards, photo frames, signature pens, T-shirts, hats, backpacks and so on.^[2]

7. Conclusion: Future prospects of "auspicious cultural IP"

At present, China's cultural and creative industries have a strong momentum of development, and cultural and creative products have been welcomed by consumers. Thanks to the development and application of digital technology, the modeling of cultural and creative products shows the characteristics of multiple personalities, and the plastic arts, design concepts and practical languages have changed.

Chinese auspicious culture embodies the unique artistic and cultural essence of the Chinese nation. With the revitalization and development of the nation and the inheritance of national culture, the aesthetic of "Chinese auspicious culture" will permeate the lives of every young person, and the designers of the new era will also design IP works that are young, contemporary and ethnic. "China's auspicious cultural IP" plays its unique charm in the design and development of cultural creativity and cultural tourism products, laying a solid cultural foundation for our design and research direction. National cultural renaissance and national cultural self-confidence are the main theme of this era. All provinces and cities, as well as all brands, are innovating around Chinese elements. Cultural tourism has ignited cultural IP. In the same way, "China's auspicious culture IP" will also inject a strong shot into the cultural and tourism industry. The traditional culture and China's auspicious culture will become more and more splendid, and finally create a super visual symbol that belongs to the inheritance of "China's auspicious culture".

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