

Research on Teaching Practice for Graduation Project of Design Major Based on IP Design and Development

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Abstract—In recent years, a relatively new form of design communication and brand marketing has emerged in modern commercial design, that is, relying on a cultural and creative IP image to spread and strengthen the audience attraction. Design is no longer just about simply describing and disseminating the selling points and functions of products. Creating an appropriate popular personalized IP image or combining with an existing one and making integrated marketing will have a positive effect on brand promotion. This paper will record and summarize the practice process based on the design practice of IP design research in undergraduate graduation project.

Keywords—IP design; local brand; personified design

I. INTRODUCTION

With China's emphasis on innovation, cultural and creative products began to rise. For example, the unique cultural and creative products of the Palace Museum have aroused a lot of consumption. Moreover, they have increased the attraction of the Palace Museum and even aroused the public's interest and attention to the historical background of China. Thus, cultural and creative development has become an important part of modern brand marketing communication.

The object of this study is the tourism culture brand — Taiping Book Town, which is 10 kilometers away from the ancient city of Suzhou. With streams and rivers crossing all over it, reeds swaying by the lakeside, the Taiping Book Town was called "Dixi (river of reeds)", and enjoyed the reputation of "land of fish and rice" in ancient.

It is a Jiangnan town with outstanding traditional style and features, a long history and profound culture, and water system running through the whole ancient town area. In recent years, Taiping Book Town has carried out a brand upgrading and the local government has deepened the town's cultural protection in all aspects. At the same time, in order to form a dislocation development with other historic towns in the inheritance and innovation, the local government created a better cultural landmark, created the theme of "fragrance of books" and defined this old town as "an ancient town with the fragrance of books".

After the summary of market research data, it is found that, most tourists in small towns are young people aged

between 15 and 30, mostly travelling with friends; the gender ratio of tourists strikes a balance; they come to the ancient town to feel the life and feel the nature, and the natural simplicity of the town to stay away from the hustle and bustle of the city, which is consistent with the core content of Taiping Book Town renovation; it is one of the main choices to travel to places of interest and famous people's former residences and the most attention goes to the local culture.

To sum up, the overall tone of the brand should be more lively, simple and fresh. In determining the brand style, more attention should be paid to simplicity and youth, highlighting the brand's concept of "book life, rich life".

II. BRAND DESIGN CONCEPT

The characteristics of cultural and creative products depend on local characteristics. Jiangnan (regions south of the Yangtze River) of China is a place of outstanding people, green mountains and beautiful waters. In the course of history, many excellent techniques, masters and works of art have been cultivated here. These will be a rich source of design materials based on the expression of design science. At the same time, considering the differences between modern aesthetics and ancient aesthetics, this design practice research will be rooted in tradition and emphasize the integration with modernity. Efforts should be made to refresh people visually in the design of cultural and creative products. The modern IP design concept will be used to carry forward the excellent tradition of China. It is hoped that the excellent elements with the characteristics of Jiangnan water town in Taiping Book Town can be broken up and reconstructed and recombined into a new cultural landmark, so as to build a characteristic town with the fragrance of books as the theme and expand the influence of the town by use of concise words.

In terms of element extraction, located in Suzhou city, Taiping Book Town has similar food, landscape and other features with other places, which cannot highlight its characteristics. However, in the investigation, it is found that several buildings in the Book Town cannot be found anywhere else and had a long historical background. Therefore, in the conception, several elements with local characteristics of Taiping Book Town are extracted with

emphasis (see "Fig. 1"): the exterior scene of the granary area of blocks in the north bank of Beibang in Laojie Street is one of the key points of government reconstruction; in front of the temple in the town is a century-old ginkgo tree; in order to let visitors who want to get away from the hustle and bustle of the city have a quiet and comfortable place, a

library has also been built, the overall shape of which is modern and relatively simple though, but is integrated with the architectural characteristics of white wall and black tile in Jiangnan water town; there are also some traditional farm tools left over, as well as some models of traditional customs.



Fig. 1. Outlook of Taiping Book Town.

After summary, lines are used to express each element and different visual approaches are applied, such as contracted lines, color blocks and abstract patterns.

III. BRAND CONSTITUTION

Brand name determines the initial impression that an enterprise leaves on people, from which people can guess the industry of the brand by the name. The brand of the Book Town is named "Dixi Book Alley". Dixi, an ancient name meaning the reeds along the lake, is one of the characteristics of the town. In recent years, the Taiping Book Town has further deepened the protection of the ancient town. It creates the theme of fragrance of books so as to integrate the book culture into life. In addition, "book alley (shu xiang in

Chinese)" and "fragrance of books (shu xiang in Chinese)" are homophonic, so the brand name is "Dixi Book Alley ('di xi shu xiang' in Chinese)". By studying the expression techniques of some contemporary Chinese artists, the visual realization techniques of Mr. Wu Guanzhong are selected as the reference of logo design form (see "Fig. 2"). Mr. Wu Guanzhong's paintings converge and blend eastern and western art. In his early years, he was trained in Chinese culture and art, but after three years of studying abroad in Paris, he entered the world of Western aesthetics. He created his own unique style in composition, and techniques, which is of great significance in the history of Chinese painting. In the process of learning his works of the middle and late period are mainly used for reference and inspiration.



Fig. 2. Works by Wu Guanzhong.

IV. LOGO DESIGN

Since the most important requirement in logo design is simplicity and identifiability, and excessive elements are inappropriate, 2-3 elements were used in the combination in the early stage. When the ideal effect cannot be achieved, one element was used to make various changes. After several attempts, the granary roof was identified as the basis for the logo. The reasons are as follows: With a long history in China, granaries are mainly used to store grain, indicating that there is surplus of grain to promote economic development. It symbolizes the prosperity of the people, which is the foundation of peace and contentment. In addition, when literati and writers are praised, they are usually described as granary of knowledge (well-learned

scholar), indicating their profound knowledge and culture. It can be said that granary not only represents the inheritance of culture, but also is the spiritual pillar of culture. The granary of is the landmark building of Taiping Book Town, with obvious characteristic. As a sign, it is simple, obvious and easy to recognize (see "Fig. 3").



Fig. 3. Design sketch with granary as main element.

After learning Mr. Wu Guanzhong's works and articles, the researchers imitated his picture composition, combined with the modern popular vector illustration, simplified the granary, and made use of the concept of positive and negative shapes. Three "Windows" of different sizes are added below the roof of the sign to add a sense of vivacity. The "windows" is not simply square, but has radiants of a

certain degree on the upper and lower edges, so as to increase the volume of the negative shape and make the positive shape more prominent. The roof of the granary is conformal. So the conformal roof and windows highlight the negative shape of the wall, forming a sense of space (see "Fig. 4").



Fig. 4. Visual elements extraction from the granary.

In terms of the choice and design of the brand standard font, in order to highlight the young and lively image, the researchers did not choose the ancient calligraphy character, but chose the simple and slightly clumsy font as the main keynote, and then redesigned it on this basis (see "Fig. 5").



Fig. 5. Design standard font (it means "Dixi Book Alley" and reads "di xi shu xiang in Chinese).

At several points in the font, the rounded rectangle similar to the windows is also selected in the logo graphic, and the same color is adopted as the windows. The brand slogan below the font is "A TOWN WITH THE FRAGRANCE OF BOOKS". In order to coordinate with the brand and the brand logo as a whole, the similar Source Han Sansis also chosen for the font as the basis for the secondary design (see "Fig. 6").

A TOWN WITH THE FRAGRANCE OF BOOKS

Fig. 6. Slogan.

V. COLOR SPECIFICATION

Representing a part of Chinese traditional culture, there are many ancient literati in Jiangnan water town, which reminds people of their artistic achievements in painting and calligraphy. In ancient China, ink was used as the main material for painting. Therefore, black and white become the leading role in the overall tone in the brand. But this does not highlight the characteristics of Taiping Book Town. And in Taiping Book Town, there is an ancient ginkgo tree, which is eye-catching in autumn. This adds a sense of warmth to the black and white tonal Taiping Book Town. In the design, when thinking of the Taiping Book Town, in addition to the characteristic granary, every now and then the designer thinks about ginkgo tree, and the brilliant yellow. Through the psychological research of color, yellow gives people a kind of comfortable, warm and lively feeling, which is just in line with the positioning of the brand Dixi Book Alley (di xi shu xiang). So between the monotony of black and white, the yellow similar to ginkgo is added (see "Fig. 7").



Fig. 7. Assistant Color.

VI. DESIGN OF THE AUXILIARY GRAPHS

In the design of auxiliary graphics, it was found that in addition to granary and ginkgo trees, there are some common elements of Jiangnan water town, such as bamboo, windows, and arch bridges and so on. Among these elements, two common wall brick and eaves in Taiping Book Town are

selected. With a strong flexibility, the wall brick can change according to changes in the layout; the combination of eaves group and roofs of the granaries can be depicted by use of positive and negative shape, which gives a feeling similar to that in Wu Guanzhong's works. The application of the two endows the picture with the characteristics of Jiangnan water town, which is smart and lively (see "Fig. 8").



Fig. 8. Auxiliary graph.

VII. IP IMAGE DESIGN

With the pace of modern life getting faster and faster, people are increasingly feeling the indifference of the society. Therefore, more and more companies begin to add some warm emotion into their brands and products, which can attract the public's attention and goodwill towards the brand, deepen the brand impression, and quickly shorten the distance between products with consumers in a short period of time. An excellent IP image can deepen consumers' understanding of brand culture and memory recognition of products, which often plays a crucial role in marketing.

Since IP image came out, there are many successful classic cases, among which the Kumamon is undoubtedly one of the most successful cases (see "Fig. 9"). A trend of "Kumamon" swept through the world, which turned original unknown Kumamoto County into a tourist resort. Compared with Hello Kitty, the Kumamon is different from ordinary cartoon characters because of its high degree of anthropomorphism. Compared with the static logo, this kind of image that is cute, dynamic, thinking, full of personality like a person, can have a very high participation in activities.

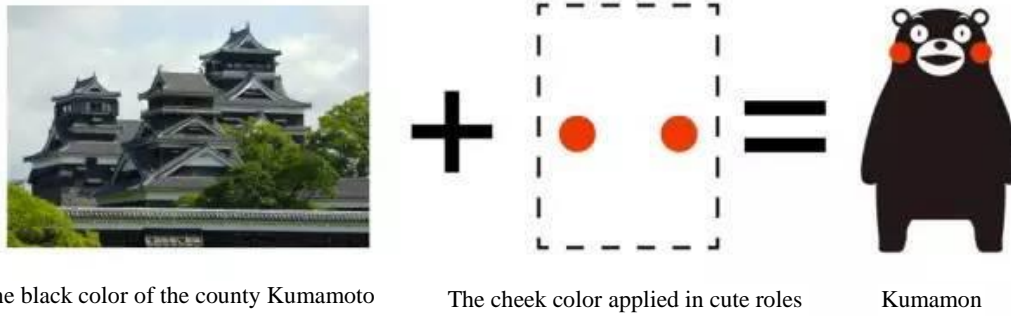


Fig. 9. Kumamon.

After investigation, most of the current IP images are based on cute and approachable animals. However, there are few representative animals in the elements of Jiangnan water town, and even fewer with the symbolic animals of Taiping Book Town. So this idea of using an image of cute animal was given up. Although there are many images of animals and people, there are also some innovative image designs. Therefore, a brand new image was created — with the granary roof as the main visual element, Liang Xiaocang (“granary” reads “liang cang” in Chinese; xiao in Chinese means “little”) integrates the figure of a ginkgo leaf on the top of the head. This image, while having the element of Taiping Book Town, has increased affinity, shorting the

distance with tourists, and at the same time, let the tourists more intuitively understand the brand of Dixi Book Alley.

In addition to the innovation on the head, the dress it wears is also very exquisite. Since ancient times, there were many men of letters and scholars and intellectuals in Jiangnan. Therefore, in order to highlight the long history and scholarly atmosphere of Taiping Book Town, clothing styles of scholars in ancient times were selected from the clothing types. The color is mainly yellow and orange, which is unified with the standard color and at the same time increases the simplicity and vivacity of the image (see “Fig. 10”).

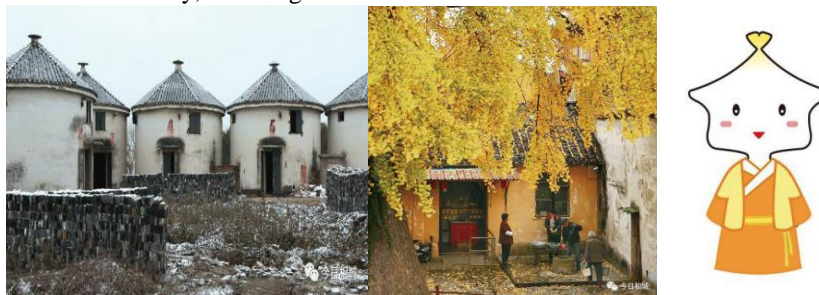


Fig. 10. IP image design.

VIII. CONCLUSION

The overall brand image design including IP image design is a kind of cross-border marketing design mode that is highly accepted by the market at present. This paper records the overall design process, which can provide a certain reference for the regional tourism brand image design.

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