



Explore the inheritance and protection of Manchu clothing design patterns in the digital age

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Abstract. Under the background of our country's emphasis on the protection of outstanding traditional culture, Manchu costume design patterns become an important part of traditional Manchu culture. Under the digital times, paying attention to the protection and inheritance of Manchu clothing design patterns is not only the necessary requirement for the inheritance and development of the excellent traditional culture, but also can provide more element reference for modern clothing design. Therefore, this paper studies the protection and inheritance of Manchu clothing design patterns in the digital era. Based on a brief discussion on the status quo and specific significance of the inheritance and protection of Manchu clothing design patterns, this paper discusses the specific achievements of current research literature from two aspects of design patterns and the implication of patterns, and uses various methods such as literature materials and summary. From the four aspects of picture form, technical software, animation video and information media, the paper puts forward the basic strategies for the protection and inheritance of Manchu clothing design patterns.

Keywords: digital age; Manchu clothing design pattern; Inheritance and protection.

1 Introduction

1.1 The status quo of inheritance and protection of Manchu clothing patterns

China is the only surviving achievement of the four ancient civilizations. In the course of more than 5,000 years of development, the cultural wealth left by the ancestors is of great value. With the continuous progress and development of the digital age, traditional clothing design patterns provide new elements and ideas for the clothing design industry. As the representative of traditional clothing in China's prosperity period, Manchu clothing design patterns are also an important part of China's outstanding traditional culture. After more than 1,000 years of development and evolution, Manchu clothing design patterns have formed distinct national characteristics in patterns, col-

ors, techniques and other aspects, which can integrate national characteristics and cultural connotations.

In his research, Dong Cong studied the application of Manchu clothing design patterns in modern clothing design, introduced the method of integration of the two, and also deeply discussed the significance ^[1] of such traditional design patterns in modern clothing design.

Foreign designers are China's unique Manchu clothing design patterns in the modern clothing design work gradually applied, Pierre Cardin is the many national elements of our country and clothing expression techniques, widely used in the world fashion stage.

Foreign luxury brands such as Ralph Lauren also take Manchu clothing design patterns as the theme of product design, and launch several garments containing Chinese Manchu clothing design patterns. The most frequently used pattern is the dragon pattern on the emperor's dragon robe, but it is simplified and only refers to the local shape, based on which the secondary creation is carried out. So that the modeling pattern has a classical sense at the same time can have the dynamic of modern clothing design.

1.2 The significance of inheritance and protection of Manchu clothing patterns

Manchu clothing patterns are an important part of the clothing culture formed by Manchu residents in the long historical development process, and also objectively reflect the spiritual and cultural achievements of Manchu people under the historical background at that time. Under the background that China attaches great importance to the protection and inheritance of excellent traditional culture, Manchu clothing design patterns are also an important part of the traditional excellent cultural system.

With the continuous development of China's digital technology, it also provides new technical support for the protection and inheritance of Manchu clothing design patterns. On the basis of comprehensive analysis of Manchu clothing design patterns and cultural values, relevant personnel can learn to use pictures, information media and technical software and other methods to retain Manchu clothing design patterns in an all-round way, and apply them to different types of clothing design work, which is conducive to the protection, inheritance and development of excellent traditional culture.

At the same time, under the background of modern society, not only Chinese fashion designers begin to apply traditional ethnic elements, but also world-renowned fashion design brands begin to introduce traditional Chinese clothing elements into their fashion design work. Well-known brands such as Pierre Cardin and Ralph Lauren have effectively integrated Manchu clothing design patterns with modern clothing design work. And shine on the world fashion stage. The protection and inheritance of Manchu clothing design patterns in the digital era can provide necessary elements for modern clothing design, and make the patterns used in modern clothing design gradually develop in the direction of diversification.

2 Literature review

2.1 Manchu clothing design pattern classification

2.1.1 Religious and ethnic elements.

At present, some experts and scholars have classified Manchu clothing design patterns from the perspective of ethnic religion. In Dong Cong's research, Manchu clothing design patterns were analyzed from the two aspects of the integration of religion and ethnic culture. From the religious point of view, because the Manchu believed in shamanism, and under the background of low productivity at that time, the explanation of natural disasters was insufficient, and they always regarded wind, thunder, rain and electricity in nature as gods, which is why the god of wind, God of water and God of thunder were derived. At the same time, various natural elements existing in nature became religious clothing patterns. From the perspective of ethnic and cultural integration, after the Manchu people entered the Guan, they generally used methods such as intermarriage and cultural integration to close the relationship with the Han people, so that the plum blossom and pomegranate clothing patterns commonly used in Han clothing design gradually became Manchu clothing design patterns. Animal patterns are based on tigers, eagles, dogs, and auspicious symbols such as dragon, phoenix, and kirin. After entering the customs, the cultural implication of plant patterns was gradually unified because of the gradual integration of Manchu and Han cultures. Plum, orchid, bamboo, chrysanthemum has always been a symbol of clean and high integrity, and the moral of these plant patterns also represents people's strong and noble character.

2.1.2 Natural elements.

Looking at the current research on Manchu clothing design patterns, the classification of their design patterns is also the main research content.

Based on the core system of nature, Wang Boyan analyzed Manchu clothing design patterns^[2] from three aspects: natural elements, animals, plants and flowers. Natural elements clothing design patterns are obviously related to people's lack of deep understanding of natural phenomena at that time, especially in the aspect of natural disasters. Manchu people always have a psychological reverence for common natural elements, and the common ones are fire patterns, water patterns and cloud patterns.

In addition, Wang Boyan proposed in his research that people always believe in shamanism, and Shamanism believes that the sun, moon and stars are the source of people's life. Because of this, Manchu ethnic costumes will also use the sun, moon and stars as the main decorative patterns. Animal patterns can be divided into everyday animals and imaginary animals. In the long development process of the Manchu people, because of their nomads, eagles and dogs are their most important partners and most trusted animals, and eagles and dogs have also become the most common contents of Manchu clothing design patterns^[3]. Animal images such as dragons, phoenixes and kirins, which exist in people's imagination, are also widely used in Manchu dress design, but these design patterns can only be used by people with certain power. After the Manchu people entered the Guannei, they were also influenced by the Han people.

In addition to the most traditional gourds, willows and trumpet flowers, they also integrated the natural elements of phoenix pattern, dragon pattern, peony, chrysanthemum and plum blossom of the Han people into the clothing design pattern, which became more and more abundant.

2.2 Implication of Manchu clothing design patterns

2.2.1 Implication of natural elements.

The reason why Manchu clothing design patterns can be inherited and applied for a long time is closely related to their implied meanings. Wang Boyan conducted an all-round analysis of the cultural connotations of Manchu clothing natural patterns in his research. Under the influence of religious beliefs at that time, such patterns as the sun, moon and stars would be embroidered, the main meaning of which was to pray for good weather and good health.

2.2.2 Meaning of patterns.

In the Manchu clothing pattern, different patterns also have the difference of meaning. In his research, Wang Hui analyzed the symbol of power and wealth, praying for good fortune and the cultural nature of national belief. Under the influence of traditional ideas, the dragon pattern in Manchu clothing can represent the power at that time, and the ancient emperors worship the dragon very much and always consider themselves as the true dragon and the son of heaven.

In Manchu costume design, dragon pattern was usually used for the costumes of princes and emperors with high social status at that time. The emperor dragon robe was made of dragon pattern as the basic decorative pattern. At the same time, the phoenix pattern is used for the beautiful meaning of flying on branches and changing into a phoenix. It is regarded as the embodiment of happiness by people, but it is generally used to represent women's rights. Although the Manchu costume design pattern is based on the cultural belief of shamanism, it uses a variety of real animal images, and the moral and outline patterns are basically fixed under the background of the development of the world ^[4].

The corrosion patterns of animals and plants, which are common in the daily life of Manchu residents, constitute the beautiful meaning of the traditional patterns, and the meaning of these traditional patterns becomes more abundant after the series. In people's imagination, such animals as dragon and phoenix and unicorn embodied the good wishes of the people at that time as well as rich imagination and creativity.

3 Research methods

In this investigation and research mainly used the following methods: First, the literature method. Online and offline methods were used to collect documents and materials related to Manchu clothing design patterns, and the framework of this study was established by refining specific theories on the classification and implication of Manchu clothing design patterns. The second is the method of induction and summary. Aiming

at the protection and inheritance of Manchu clothing design patterns in the digital era, this paper summarizes the corresponding protection and inheritance measures from the aspects of pictures, technical software, animation video and information media based on the simple extraction of the research results of existing experts and scholars, starting from the classification of digital technologies.

4 Conclusions

(1) Inheritance and protection of Manchu clothing patterns by means of pictures.

With the continuous development of China's digital technology, the cloud space and the storage space of smart phones are getting larger and larger, and the pixel of the camera of smart terminals is also increasing, which can restore the Manchu clothing design patterns to the maximum extent. At the same time, storing these patterns in the cloud can also effectively maintain the integrity of Manchu clothing design patterns. It can help relevant personnel in the process of clothing design, through the login platform, timely search for the elements related to Manchu clothing design patterns. As a result, government departments in Manchu gathering places should pay attention to the importance of inheritance and development of Manchu clothing design patterns from the ideological aspect, combine the cultural content of local Manchu clothing design patterns, choose to arrange professionals to conduct in-depth investigations and visits on Manchu clothing design patterns, and learn to use digital cameras and smart phones to take photos and store them.

(2) Inherit and protect Manchu clothing patterns with the help of technical software.

As an important part of Manchu clothing, under the influence of the continuous development of technical software, the relevant personnel can completely record the shape and size of Manchu clothing, and use technical software to make vector drawings for the convenience of subsequent clothing design reference. In addition, relevant personnel can also collect various data, or use the method of scanning and taking photos to classify and process, and establish a database of Manchu clothing. However, it should be noted that the integrity of the original must be maintained in the process of scanning and photographing the original. In the process of establishing the database, information needs to be collected from multiple angles to ensure that the Manchu clothing design pattern archive database can be displayed ^[5] from multiple levels. Government departments can also establish a unified digital management platform, and local people can upload relevant data related to Manchu clothing design patterns in an all-round way. This is also an effective way to enrich the resources of local folk museum, and corresponding vector images can be generated according to the background system software to protect and inherit local clothing design patterns.

(3) Inherit and protect Manchu clothing patterns with the help of animation videos.

As a common pattern type of Manchu, Manchu costume design pattern is not fully understood by the people because of the large number of ethnic minorities in China, which will also have an obvious impact on the inheritance and protection of Manchu costume design pattern. At present, animation works have become the main way of people's leisure and entertainment, especially in recent years, the continuous im-

provement of the production technology of Manchu comics has changed the traditional concept of Manchu comics in people's impression, and can also be used as an effective method to protect and inherit the Manchu costume design patterns. If local conditions permit, the government departments can choose to cooperate with animation production companies to produce various animation short films related to Manchu costume design patterns, or use patterns in other cartoon characters and clothing modeling, so as to ensure that the audience can generate curiosity about these costume patterns under visual stimulation, and take the initiative to search and understand them. It is helpful to promote the continuous inheritance and development of Manchu clothing design patterns.

(4) Inheritance and protection of Manchu clothing patterns through information media.

In the digital age, there are more and more ways for people to access information. QQ and WeChat, which are common social platforms, can also be used as effective ways to inherit and protect Manchu clothing design patterns. The local government can set up WeChat public accounts related to Manchu clothing and regularly publicize information and elements related to clothing design patterns. Using pictures, videos, audio and other methods, to ensure that people of all ethnic groups can understand the meaning and composition of Manchu clothing design patterns. At the same time, the protection and inheritance of traditional excellent culture is closely related to the cooperation between local government departments and the people. Short video platforms such as Douyin and Kuaishou have become the main ways for the people to share a better life, and government departments can establish official public accounts for publicity. People can also upload various clothing patterns common in daily life and traditional clothing, using modern methods to promote the effective inheritance and development of Manchu clothing design patterns.

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