

Research on the Development Status of Baoan Waist Dagger under the Strategy of Rural Revitalization and Practical Teaching Research on Brand Innovation and Design

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Abstract: Based on the background of the current rural revitalization strategy, this thesis discusses the importance of brand design for the Bonan waist dagger through the analysis of the development status quo of the "Bonan Waist Dagger". The brand image design is of great significance to enhance the benefit of the Bonan waist dagger products. The brand image design can solve the problem of the loss of the "non-genetic inheritance". The brand image design is of great significance to the inheritance and development of Bonan waist dagger. The brand image design can solve the problem of "non-heritage bearers". The brand image design is of great significance to the inheritance and development of the Bonan waist dagger. Finally, through the specific brand image Logo design and IP image design, we can improve the brand image of the Bonan waist dagger, promote the inheritance and development of the Bonan waist dagger, and promote the revitalization of the countryside.

Key words: Rural Revitalization; Bonan Waist Dagger; Brand Design; Bonan Dagger Language; Image Design

1. Introduction

In recent years, in the context of the implementation of the dual strategies of national manufacturing power strategy and national brand strategy, the artistic expression level of brand design has played a crucial role in corporate CI strategy, urban brand promotion, and national image shaping [1]. Brand design is increasingly valued by enterprises, and brand image design is the key to the success of a company or product.

Thriving business is the core, foundation and

bottom line of rural revitalization [2] The Bonan waist dagger is the main economic industry of Dahe Jia Town, Linxia Prefecture, Gansu Province, and is the carrier of its economic economy and culture. The Baoan waist dagger carries the cultural genes of the Baoan ethnic group. The people of the Baoan ethnic group also narrate their national spirit and continuous creation of a better life through the Bonan waist dagger[3]. As a Bonan waist dagger which carrying the Bonan ethnic group, cultural gene. it has a strong regional characteristics of ethnic minorities, and is a unique spiritual and cultural embodiment of the Bonan ethnic. It is the main way to realize the rural revitalization of building the Bonan waist dagger brand, to expand the sales scope and sales volume of the Bonan waist dagger, to realize the prosperity of the Bonan waist dagger industry, and to enhance the economic income of the local Bonan people in Linxia Prefecture. Therefore, creating the brand image design of Bonan Waist Dagger is the main way to achieve rural revitalization in Dahejia Town, Jishishan, Bonan Ethnic Group, Linxia Prefecture.

This paper specifically studies the difficulties in the development of the "Bonan waist dagger" through methods such as field surveys and questionnaire surveys. And by consulting relevant literature, it was found that brand image design is important for the development of Bonan waist daggers.

Finally, through the classroom practice teaching, students are organized to complete the specific brand case design of the Bonan waist dagger, and further conclude that the design and promotion of the brand image of the Bonan waist dagger is of great practical significance to enhance the image of the Bonan waist dagger and let the Bonan waist dagger go to a wider market.

2. The Development Status of “Bonan Waist Dagger”

Bonan waist dagger is a traditional handicraft product of the Jishi Mountain Bonan ethnic in Linxia Prefecture, Gansu Province, and also the cultural treasure of the Bonan ethnic. In 2006, “Bonan waist dagger forging skills” was listed as one of the first national intangible cultural heritages. In the long-term development process, the social function of the waist dagger has undergone great changes, and the sales of the “Bonan waist dagger forging skills” and that of the Bonan waist dagger are facing the development difficulties.

2.1 The Circulation of the Bonan Waist Dagger Is Narrow

Dahe Jia Town, Jishan County, Gansu Province, is the main production place of Bonan waist dagger. Dahe Jia Town geographical location is remote, inconvenient transportation, which is the main reason for the narrow circulation of Bonan waist dagger. In addition, the Bonan waist dagger belongs to a sharp blade, and some waist daggers are large in size, which belong to the scope of national controlled knives. Therefore, the sales scope of the Bonan waist dagger is narrow, and the circulation is not strong. Bonan waist daggers are generally only allowed to be sold locally in Jishishan, which is bound to affect the economic income of the local Bonan people. Bonan waist dagger, a representative of the wisdom and vitality of the security minority, used to be the main source of economic income of the security group. "Due to the transformation of the economic life of the security group, the production of the waist dagger has gradually changed, slowly evolving from the former military defense needs and life needs to the current aesthetic and collection needs[4] Simple aesthetic and collection needs, will also affect the circulation of the Bonan waist dagger. Therefore, broadening the circulation of Bonan waist dagger and the sales market is a problem that Bonan waist dagger needs to be solved.

2.2 It Is Difficult to Inherit the Handicraft Skills

Bonan waist dagger originated in the Yuan Dynasty, the first as a military weapon dominating the battlefield, experienced the

development of generations of Bonan guard intelligence, Bonan waist dagger has become a common product of Bonan family life. Bonan waist dagger production is usually of a cottage industry nature. "Bonan waist dagger forging technology" is the family inheritance of Bonan ethnic minorities. This production mode and inheritance mode itself have certain limitations, which is bound to affect the external inheritance of Bonan waist dagger handicraft. Among them, the "folding flower dagger" process was lost in the 1950s. In 2006, after the painstaking research and repeated experiments of three craftsmen (Ma Shengfu, Ma Zizhong and Ma Zhijun), the "folding of" flower dagger process was fully restored.

The production process of Bonan waist dagger is very complicated, with various processes. It takes a lot of time to forge a waist dagger, but the waist dagger made is facing with the dilemma of sales. Even if it can be sold locally, the profit of a waist dagger is relatively low. The once famous Bonan waist dagger does not bring considerable economic benefits to the local people. In addition, the young generation of security guards, the lack of certain emotion for the waist dagger, are not willing to engage in dagger fighting skills, the parents also want their children to go out to have a broader world. As a result, some young people of the Bonan family gradually go out of their hometown to work to earn money. This situation also leads to the inheritors of the Bonan waist dagger being in danger of being lost.

2.3 Lack of Innovation of Bonan Waist Dagger

The Bonan population is small, probably less than 30,000 people. The small population and the loss of young labor force have resulted in the gradual decline of the production process and production capacity of Bonan waist dagger, and the innovative development of Bonan waist dagger has been affected to a certain extent. A product to develop, we must constantly meet the consumer needs. Therefore, when the Bonan waist dagger maintains the "forging skills", its shape and pattern must be loved by contemporary consumers. And the pattern above the Bonan waist dagger on the one hand should meet the aesthetic characteristics of the Bonan family, but also to meet the aesthetic needs of modern consumers.

The people of the Bonan group generally have not high cultural level, can not keep pace with The Times, lack of understanding of innovation, do not understand the value and significance of innovative design. The understanding of the cultural value and spiritual value of the Bonan waist dagger is not clear enough. The shape, appearance design and pattern design did not keep pace with The Times. The Bonan waist dagger for many years still stays in the original tool shape and pattern style, as shown in Figure 1 (Figure 1 is the author shot in the Jishan County Bonan waist dagger poverty alleviation workshop exhibition hall in 2019).



Figure 1. Bonan Waist Dagger Language" Image Design

The Bonan waist dagger as a handicraft, also needs professional technical guidance, research and development team and professional sales personnel, from waist dagger modeling, pattern design to product sales and marketing to take the professional commodity line. On the basis of maintaining the original waist dagger shape, we will innovate and develop small household knives and tourism knives that can circulate.

On the one hand, expand the circulation scope of products, and on the other hand, increase the economic income of Bonan waist dagger through the development of new varieties. Only by taking the road of innovation can the Bonan waist dagger develop and promote the rural revitalization and development of Dahe Jia Town.

3. The importance of the Brand Design of the Bonan Waist Dagger

There are three major civilian daggers in China: the Yingjisha dagger of the Uighur people, the Bonan waist dagger of the Bonan people, and the household sprinkling dagger of

the Achang people in Yunnan Province. How to go further and longer in these three civil daggers, we must take the road of branding. Any item should have its own exclusive and its own brand image. Brands are a unique cultural symbol of enterprises or commodities. A good brand image is crucial to improving brand influence[5].Excellent brand design can bring considerable economic benefits to enterprises or commodities. In order to better inherit and protect the national intangible cultural heritage of " Bonan waist dagger forging skills", it is necessary to carry out the brand design of Bonan waist dagger, enhance the image of Bonan waist dagger, and promote the inheritance and innovative development of Bonan waist dagger.

3.1 Brand Image Design Is of Great Significance to Improving the Added Value of Bonan Waist Dagger Products

The so-called product added value refers to the part of the product value appreciation brought through labor. Modern consumers pay more attention to the spiritual feelings brought by the added value of their products. As an important traditional handicraft product of the Bonan ethnic minorities, the Bonan waist dagger must bring considerable economic income to the local people to attract young people to further stick to the local Bonan waist dagger forging skills and carry forward this intangible cultural heritage.

"A feature, a content" is the core of urban image design [6], through the Linxia Bonan Dongxiang town characteristics of handicrafts Bonan waist dagger brand image design, make the Bonan waist dagger value economy to meaning economy, enhance the core of the image of the region, enhance the added value of products, to speed up the pace of the rural revitalization of the region plays a positive role in promoting.

3.2 Brand Image Design can Solve the Loss Problem of "Non-genetic Inheritors"

As a completely irreplaceable product design, Bonan waist dagger forging design did not attract more high-end talents to join in, but lost more inheritors. The current Bonan waist dagger forging does not bring considerable economic benefits to the Bonan family. Many young people walk out of the stone mountain to other places to find a broader world.

Therefore, the forging skills of the Bonan waist dagger are facing being lost. In addition, the cultural level of waist dagger forging craftsmen themselves is not high, and they do not have enough clear understanding of "non-genetic inheritance", resulting in the loss of "non-genetic inheritors".

Through the brand image design, improve the cultural value and artistic value of Bonan waist dagger, meet the aesthetic needs of contemporary consumers, and bring considerable economic benefits, so as to attract more young people to stick to the production, production and sales of Bonan waist dagger positions. At the same time, it can also absorb high-tech team talents to join the innovative design and development, marketing planning of the Bonan waist dagger and so on. Together, we will jointly innovate and develop the Bonan waist dagger , and improve the economic income brought by the Bonan waist dagger , so as to avoid the loss of non-genetic inheritors.

3.3 Brand Image Design Is of Great Significance to the Inheritance and Development of Bonan Waist Dagger

As the arts and crafts of the Bonan ethnic, the Bonan waist dagger is the external embodiment of the cultural connotation of the Bonan ethnic, with an indomitable and optimistic spirit embodiment. The protection, inheritance and development of the Bonan waist dagger requires the premise of local people to realize the unique national cultural connotation of the Bonan waist dagger as a prerequisite. Therefore, the brand design of the Bonan waist dagger is a unique visual image design based on the national cultural connotation of the Bonan waist dagger.

"Arts and crafts are artificial products made by human beings using handicraft techniques by transforming natural objects, decorating and carving them, which not only serve people's daily life, but also express their spiritual world " [7] The Bonan waist dagger is not only the foundation of the Bonan culture, but also the embodiment of the minority self-esteem and self-confidence, and the embodiment of their spiritual world. Therefore, the development of the brand image design of waist dagger is not only to save the traditional cultural heritage of Bonan ethnic, but also to save the cultural confidence of Bonan ethnic, which is of great

significance to the inheritance and development of the Bonan waist dagger.

4. Teaching Practice on Brand Image Design of Baoan Waist dagger

How to let the "Bonan waist dagger" really live up, to thousands of households. Through the modern brand design concept, we must combine the brand image design and the infinite creative imagination to create a Bonan waist dagger brand image design. Through the brand image design of "Bonan waist dagger language", it stands out among the three major folk daggers in China. Through the brand image design, it can better promote the consumer public understanding of the Bonan waist dagger, and bring a certain economic income to the Bonan waist dagger, and accelerate the pace of rural revitalization.

4.1 Bonan Waist Dagger Brand Image of Logo Design

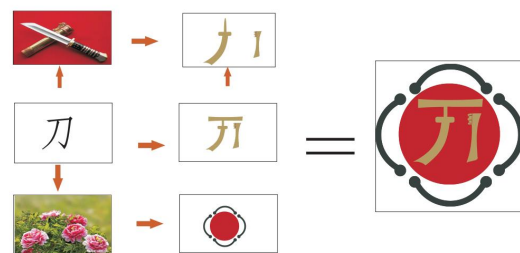


Figure 2. Logo design fou “Boan dagger language”

Designer: Gou Hangyu Guide: Deng Hongxia

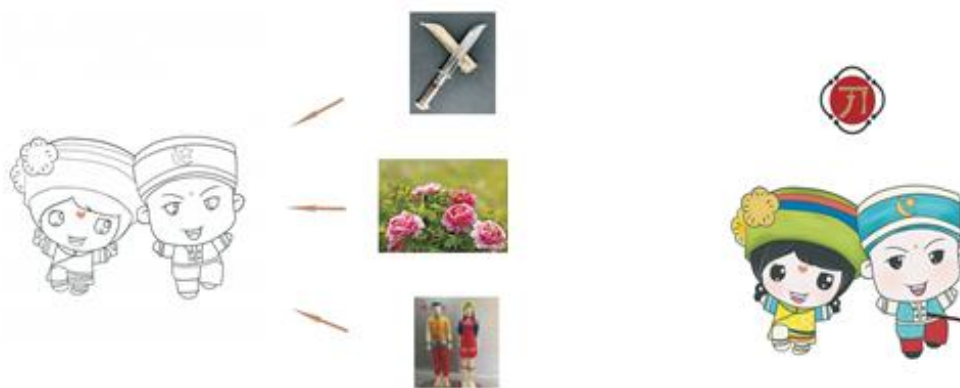
From the unique shape and pattern pattern of Bonan waist dagger to sort out the visual symbols and their significance that can be perceived by consumers, it is the basis of the design of Logo brand image of Bonan waist dagger. In the specific design, the visual elements such as the Bonan waist dagger type, the Chinese character "knife" and the Linxia peony flower characteristics (as sung in the "Bonan waist dagger dance", "a waist dagger, a flower") are used. Through "decomposition" and "reconstruction" innovative design, form the Bonan waist dagger brand symbol cognition, the Logo design will reflect the minority aesthetic characteristics and product aesthetic characteristics, the whole Logo visual modeling simplicity, strong recognition, like "Bonan waist dagger " brand name, as if singing the development of Bonan waist

dagger in one hundred years, as shown in Figure 2.

4.2 The IP Image Design of the Bonan Waist Dagger

"Brand IP makes the brand gradually become temperature, personality, soul, and easier to interact, transforming the brand from rational function positioning to emotional and spiritual sustenance." [8] The IP design is also an important part of the Bonan waist dagger brand image design. A successful IP image can convey the image concept through a simple and intuitive appearance, and through personalized design, endow the IP with an inner soul and establish an emotional connection with consumers [9]. By creating the

IP image of the Bonan waist dagger, highlighting the brand characteristics of the Bonan waist dagger "Bonan dagger language" and the cultural value attributes of the security waist knife. Good IP image design makes the product have temperature and feelings. In the specific design, fully consider the security family characteristic elements: Bonan waist dagger, Linxia peony flowers, Bonan ethnic clothing. First of all, the core connotation of these three elements is extracted, and combined with the characters designed into two different characters, jointly combined to form the "Bonan dagger language" IP image. The whole IP image, the Bonan family, has distinctive vision and strong recognition, as shown in Figure 3.



A: Scrip **B: Coloration**
Figure 3. IP "Bonan Dagger Language" Image Design
Designer: Gou Hangyu Guide: Deng Hongxia

4.3 Derivative Visual Design and Promotion of Bonan Waist Dagger Brand

Cultural and creative products use creative design techniques to project cultural information, emotions and experience on the products, and interact and identify with consumers to achieve emotional resonance [10]. We can further derivative the Logo and IP image design, including daily necessities such as canvas bags and pillows, as shown in Figure 4. Through the derivative design, the cultural information, emotion and experience of Bonan waist dagger are projected on the product, forming a cultural link between Bonan waist dagger and consumers, establishing an emotional connection with consumers, and arousing consumers' recognition of the cultural value of Bonan waist dagger. In this way, we can promote the cultural inheritance of Bonan

waist dagger further, and of course, we can also better promote rural revitalization.



Figure 4. "Bonan Dagger Language" Derivatives
Designer: Gou Hangyu Guide: Deng Hongxia

Through the innovative design teaching practice of the Bonan waist dagger brand mentioned above, and through IP image design, the forging technique of the Bonan waist

dagger is combined with the design aesthetics of the Bonan waist dagger to refresh the aesthetic of the Bonan waist dagger. In the long history of any nation, aesthetic behavior has always been a main part of human creation civilization, and in the entire history of existing human design, it is not just an optional additional part that is detached from practical value. "[11] The brand image design of Baoan waist dagger is a development trend of Bonan waist dagger redesign, which is in line with the new pursuit of aesthetics by consumers in the new era.

5. Epilogue

Bonan waist dagger is a Bonan family history and culture, national development, national psychology, cultural customs integrated. Through its brand image design is the external embodiment of the cultural connotation of the Bonan ethnic minorities, it can let people have a good perception of the Bonan waist dagger, and have the desire or behavior to buy. Through the specific brand image design practice of Bonan waist dagger, the ethnic minority cultural attribute of Bonan waist dagger is more prominent, and the intangible cultural heritage of "Bonan waist dagger forging technology" is recognized by more consumers. In addition, in addition to the brand image design of Bonan waist dagger, also need to improve the type of Bonan waist dagger, create small, exquisite household necessities tools, convenient circulation, so as to enhance the reputation and visibility and competitiveness, reflect brand value, promote the sales of Bonan waist dagger, promote rural revitalization.

Acknowledgments

This work was supported by the [The 2022 Lanzhou University of Arts and Sciences Campus Level Teaching Quality Improvement Project "Research Feedback Teaching Style Design Professional Talent Innovation System Construction and Practice Research"] under Grant (2022-ZL-jxgg-16)

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