

A Study on the Modern IP Design Innovation of the Image of Deities in the Nine Songs

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Abstract: In order to promote the inheritance and development of the culture of the Nine Songs of Chu, the IP image of the Nine Songs is generated through investigation of the cultural resources of the Nine Songs, extraction of traditional patterns and transformation into cultural symbols by combining the descriptions of the verses of the Nine Songs of Chu gods and goddesses. Modern design elements are cleverly integrated into the IP image, giving new vitality and meaning to traditional culture. Let more people understand the "Nine Songs" culture, so as to spread and promote Chinese traditional culture.

Keywords: Traditional Culture; IP Design; Jiu Ge Culture; Modern Design

1. Introduction

1.1 Background of the Study

The State Council issued the Opinions on the Implementation of the Project for the Inheritance and Development of Chinese Excellent Traditional Culture. It is clearly stated that by 2025, the system of inheritance and development of Chinese outstanding traditional culture will be basically formed, research and interpretation, education and popularisation, protection and inheritance, innovation and development, and dissemination and exchange will be synergistically promoted and important results will be achieved, cultural products with Chinese characteristics, Chinese style, and Chinese style will be more abundant, cultural self-consciousness and cultural self-confidence will be significantly strengthened, the foundation of the country's cultural soft power will be more solid, and the international influence of Chinese culture will be significantly enhanced. The international influence of Chinese culture has been significantly enhanced. [1] At a time when the cultural industry is booming and traditional culture is being revived, the IP design of "The

Nine Songs" can inject fresh scientific and technological energy into the traditional cultural industry with the help of its unique mythological story and artistic expression, develop cultural and creative IPs and other multifaceted products, and also disseminate the classics of Chusi in a trendy form to arouse the public's love for traditional culture, so as to enable more people to know about the culture of the "The Nine Songs", and in turn to disseminate and promote the traditional culture of China.

1.2 Status of Research

From the viewpoint of published academic works, most of the scholars in China focus on the study of Chu Rhetoric and Nine Songs from the perspectives of literature, archaeology, history, and less on the development of IP images in the field of artistic design and communication. For example, Fang Ming analyses the diversity of the sources of the deities worshipped in the Nine Songs of Chu Rhetoric in "The Nine Songs of Chu Rhetoric: An Analysis of the Keynote of the Nine Songs". He also explores the main theme of each chapter of the Nine Songs, elucidates the distinctive features of Chu culture, and examines the intrinsic connection between the culture of the Central Plains and that of Chu [2].

In terms of IP design, the image shaping is more traditional, and there is a lack of integration with trendy culture. For example, in terms of dissemination, the dissemination of "Nine Songs" is relatively lacking, currently there are paintings to disseminate, modern painters such as Fu Baoshi, Zhang Daqian, Xu Beihong, Zhou Sicong and other famous artists have dabbled in this theme; There are also some dance drama and other ways to disseminate, young dancer Hu Yang according to Qu Yuan's poems of the same name to direct the dance poetry drama "Nine Songs" in the performance of the Tianqiao Art Centre, with difficult dance, romantic imagination, to carry forward the cultural sentiment of the young generation of dancers

and a deep tribute to traditional aesthetics[3]. With difficult choreography and romantic imagery, it flaunts the cultural sentiments of the young generation of dancers and pays deep tribute to traditional aesthetics. There are classic examples of similar IPs that have successfully broken through[4]. For example, "Ne Zha 2" topped the box office in China's film history, and Ne Zha's IP has been rapidly gaining popularity. The modernised interpretation of this classic IP has awakened the audience's memories and emotional connections, and spread traditional Chinese culture. Ltd. empowers cultural development with digital technology, and promotes digital culture by creating the digital panda IP "Pan", which is deeply integrated with the real economy, and strengthens the soft power of digital culture through high-quality development. With the panda culture as the heritage[5], supported by blockchain technology, through continuous upgrading and iteration, adapting to the rich online and offline scenes, creating a digital panda that can speak and move, expanding its interactivity, and incubating a number of series of digital products to help Ya'an cultural digital industry development; Huicheng District and Dongpo District, which are 1,600 kilometres away from each other, join hands to carry out the "Dongpo Style and Elegance-Huiju Twin Cities" joint promotional action, which is the first time in the world that a digital panda has been used in the world. "The two places, through mutual visits and cooperation, media interviews, cultural and tourism docking, rural linkage, etc., in-depth excavation of the cultural heritage and spiritual pursuit left by Su Dongpo in these two cities, linking up the scenic spots of Dongpo in the two places, searching for the "Su Trail", shaping the travel with culture, highlighting the culture with travel, focusing on the integration of culture and tourism, linking Dongpo IP, writing a book on the culture of Dongpo, and promoting the development of cultural digital industry in Ya'an. In addition, it has linked Dongpo's IP and written a cultural "Tale of Two Cities". Many places also hold Dongpo Cultural Festival, create cultural and artistic excellence, carry out special activities, etc., so that Dongpo culture into the city construction and public life, and promote cultural heritage and tourism development [6]. Bubble Mart designers use unique product design to make art and trend fusion, improve IP collection value, and stimulate the audience's

desire to buy. There are also some abroad[7], for example, Harry Potter combines the British magical cultural tradition and various myths, legends, folk tales, etc.; Marvel's Thor series combines the Norse mythology[8]. Meanwhile there are some progress in the promotion of Nine Songs culture, for example, in some places, cultural parks and theme scenic spots have been constructed with the theme of Nine Songs, which show the mythological stories, characters and cultural scenes in Nine Songs through sculptures, murals, landscape sketches, etc. For example, Qu Zi Cultural Park in Miluo, Hunan Province, which has landscapes related to Nine Songs and attracts many tourists to come to feel the glamour of the ancient culture. The Nine Songs, as a treasure of Chinese culture, is intertwined and mutually reinforcing with contemporary culture, providing rich nourishment and impetus for the development of contemporary culture, while also constantly renewing its vitality and vigour in the context of contemporary culture.

According to the analysis of the current state of research, it can be seen that "Chu Rhetoric-Nine Songs" is the initial embodiment of the Chinese national romanticism, and it has an important research value. Its related research continues to this day, and has accumulated extremely rich theoretical information in the process of long-term development. As of now, the exploration of IP design for "Chu Rhetoric-Nine Songs" is thrown in the primary stage. Through IP operation, it can increase its cultural attributes and social communication power, and IP needs to be constantly innovated, keep pace with the times, and combine with technology in order to continue to influence a new generation of consumers. This paper will promote the dissemination and development of "Chu Rhetoric-Nine Songs" through IP design combined with technology, injecting fresh energy into this research and providing new ideas for the dissemination and development of "Chu Rhetoric-Nine Songs".

2. Literary Interpretation and Cultural Value of the Nine Songs

The Nine Songs is the work of Qu Yuan. The Nine Songs is a set of music songs for gods and goddesses processed on the basis of folk ritual songs, with a total of eleven works listed as "Jun in the Cloud ", "Shao Si Min", " Mountain Ghosts ", etc. The works in the Nine Songs were

composed after relatively close consideration because of their similarity in style and nature. These works in the Nine Songs, because of their similar styles and natures, are combined and structured in a certain order, which is a set of poems organised after careful consideration. The Nine Songs-Jun in the Clouds is one of the pieces in The Nine Songs. This poem gives a vivid description of the fluttering and circling image of clouds, delicately depicting the various forms of clouds in the vast sky, and then converts such forms into the anthropomorphic image of the cloud god, and shows the characteristics of the cloud god from different angles, manifesting man's beguiling longing for the cloud god and the god's reward for man's salutations and honours. The Nine Songs-Shao Shi Ming is a musical song for the Chu people to worship the god of Shao Shi Ming, which constitutes a sister poem to Nine Songs-Da Shi Ming. The whole poem adopts a combination of lyricism and description, which is refreshingly euphemistic, gentle and affectionate, conveying the unique female temperament, showing the Chu people's love and closeness to Shaosiming. The Nine Songs-Mountain Ghosts is a sacrificial song for mountain ghosts, narrating the emotions of an amorous mountain ghost, who meets her beloved in the mountains and waits for her again while her beloved is in the future, depicting a magnificent and bizarre image of gods and ghosts. The whole poem portrays the mountain ghost's fluctuating feelings and inner world with many twists and turns in a very detailed, realistic and touching way.

Nine Songs has its unique value, for example, "Nine Songs" mythological imagery in the application of modern illustration design writes, "Nine Songs" as a brilliant treasure of traditional Chinese culture, its unique historical value, cultural value, artistic value beyond the limits of space and time, in the scholars of successive generations of in-depth study and multiple interpretations, glows with eye-catching luster. The mysterious and magnificent world it depicts, as well as the warm and deep emotions it conveys, not only reflects the spiritual beliefs of the society at that time, but also supports people's infinite longing and desire for a better life. The mythological images portrayed are unique, with distinctive artistic features and characteristics of the times[9].

3. Introduction to IP Design

3.1 Concepts and Elements of IP Design

IP design refers to the systematic shaping of the image of intellectual property, transforming a brand, character or story into a highly recognisable and widely influential virtual or physical image through various media such as visual language. IP design is the process of transforming intellectual property into a virtual or physical image with image and personality, using various media such as visual language to present a brand or image to consumers, with the main purpose of enhancing the competitiveness of a brand in the market. The purpose is to enhance the competitiveness of a brand in the market. IP design enhances the promotion of a brand by shaping an image that empathises with the target group. IP is usually created by brand personification[10], which has strong recognition and obvious differences, and can be quickly recognised through the stable display of the basic elements, together with distinctive personalities, to attract the widespread attention of the audience. Like the Disney series of images, the unique IP design creates a distinctive appearance and personality, linking film, television, toys, theme parks and other industries, opening up online and offline channels, and releasing commercial value continuously[11].

3.2 Value of IP Design

IP design has significant value. Commercially, it can help brands achieve differentiation, broaden profitability with multiple licences, and enhance the added value of products; culturally, it can pass on traditional culture, stimulate innovation, and transform into new cultural symbols; emotionally, it can trigger empathy, provide spiritual support, and enhance social interaction; and artistically, it can promote stylistic innovation, cultivate talents, and enrich collections and research.

4. Yunzhongjun IP image Design Method

The design methodology is based on the in-depth interpretation of the verses. Firstly, the core cultural symbols are precisely extracted by understanding the semantics of the verses; secondly, the emotional attributes of the symbols are analysed and matched with the corresponding colour system; lastly, the symbols are reconstructed using abstract or figurative techniques and combined with the colours to complete the visual transformation, resulting in a

visual image that is both poetic and recognizable, thus realizing a systematic expression of the cultural imagery to the visual language. (Figure 1)



Figure 1. Methodology Based on Verse Construction (Author's Own Drawing)

4.1 Refinement of Cultural Elements

A symbol is a sign by which one thing is represented by another. It encompasses a variety of forms, such as language and images, and builds referential relationships based on social conventions. Symbols are composed of referents and denotations. The referent is the material form of the symbol, such as sound, image, text, etc.; the reference is the concept or meaning represented by the referent. IP is the carrier of the brand's specific image, and the graphic symbol is also the earliest carrier representing the brand's image. Brands initially use characters or images of plants and animals as the "spokesperson" of the brand, and when the symbolic image is disseminated, it starts to continuously integrate and convey the brand value, and continues to be interpreted, inputting the brand content into the image, emphasising the brand connotation, and starting the overall brand IP design from the image, which is also the most popular design method for brands in the early stage. This is also the design method most favoured by brands in the early days. Refining cultural symbols in the IP image design of Jun Yunzhong is a critical and challenging process[13]. The refinement of cultural symbols should be in line with the Jingchu dress style, geo-culture, and the meaning of the pattern, which includes an in-depth exploration of its historical background and artistic style. In order to capture the audience's visual centre, the original traditional verse describing the image must not be changed, must not be too innovative, and must balance the culture of the Nine Songs with the audience's preferences. In the interpretation of the Nine Songs, we learnt that

the Nine Songs-Lord of the Clouds is a song and dance dedicated to the God of Clouds, which originated from the classics of Chu, and contains rich contents of ancient myths and folk rituals, such as the story of the Lord of the Clouds, which can give IP a deep cultural heritage. Above all, the design extracts the general image of the Jing and Chu costumes, matches the description of the poem, and adds decorations such as cloud patterns.

4.2 Selection of Colours for IP Image Design

Design psychology is a cross-discipline, integrating psychology, design and other fields of knowledge, design psychology is a human research object, to analyse and study human physiological and psychological activities and guide the design of the discipline, design is "human-centred", so as to carry out. It focuses on the study of users' psychological phenomena and behaviours in design-related situations, aiming to make design better meet human needs[13]. Human perception of shape, colour and space plays a crucial role in the design process, directly affecting the visual effect of the design work and the audience's emotional experience. The colour choice of Yunzhongjun's IP image has an important impact in visual perception, and is an important factor in establishing the emotional resonance between the audience and the cultural creation. The standardisation of the colour tone not only creates a good visual experience for the audience, but also further strengthens the emotional connection with the audience through the emotional symbolism of the colours, thus enhancing the attractiveness and sense of identity of the design work. Highly saturated colours are easy to attract the attention of the audience and are more in line with the characteristics of Jingchu costumes. Therefore, in this design, a high saturation blue gradient is prioritised to create a comfortable psychological and visual experience. In addition, the design combines the colours of the objects described in the poem, the colours of the costumes and the colours of the senses, the addition of metal jewellery to the IP costumes achieves this kind of effect, which together builds up a rich expression of the emotional and cultural aspects of the culture of the "Nine Songs".

4.3 Design of the Visual Identity

4.3.1 Highlighting the main image of Jun in the

clouds

Visual identity design is a process full of creativity and respect for national beliefs. The marketing concept of brand personification has a long history and is one of the important methods of brand IP creation until now. Brand personification refers to the continuous humanised interpretation of a brand to give it an independent personality and eternal appeal. Giving the deity a personality[14]. In addition, as a cloud god, Yunzhongjun has an irreplaceable and important symbolic significance, and the form of clouds needs to be fully considered and paid attention to when designing the IP image. In order to increase the fun and vividness of the IP image, some typical elements are added in the design process. For example, cloud patterns are incorporated into the clothes of Jun in the clouds, and long flowing hair is chosen for the design of the hairstyle to highlight the characteristics of Jun in the clouds. Focus on maintaining a balance between respect for culture and innovation in the process of IP image reconstruction. It is necessary to respect the cultural traditions and beliefs of Chuzhongjun, but also to give the image of Yunzhongjun new contemporary connotations and artistic values through innovative techniques. The design of Yunzhongjun's IP image is a process of deep understanding of the culture of the Nine Songs, respecting beliefs, and giving play to creativity and imagination.

4.3.2 Integration of modern design elements

Contemporary design elements are subtly incorporated into the IP image. Modern design elements include, but are not limited to, simple lines, distinctive colours and fashionable shapes. The application of these elements can make the IP image of Jun Yunzhong more in line with modern aesthetic demands, while retaining its poetic characteristics. In addition, it focuses on innovation and personalisation. In the process of combining modern design elements, traditional and modern elements are not simply piled together, but through clever combinations and innovative design techniques, a unique Jun Yunzhong IP image is created.

5. Practical Exploration of IP Design of Nine Songs

5.1 Design of the IP Image of Nine Songs

In this study, the character design was modelled on the deities Yunzhongjun,

Shaosiming, and Mountain Ghost in Qu Yuan's "Nine Songs". The elements of cloud pattern, pomegranate pattern and mountain pattern in Jingchu period were selected for this character design. Combined with the Jingchu costumes, the costumes maintain a combination of traditional and modern aesthetics, so that the characters have a sense of freshness and do not lose the characteristics of the original depictions. The colours are blue, red and green to express the character traits. The colours are soft, smooth and have a strong visual perception. (Figure 2) The character design of Jiu Ge Deity series can let more people understand the culture of "Jiu Ge", so as to spread and promote the traditional Chinese culture.



Figure 2. IP Image Design (Author's Design)

In terms of element extraction, the three elements are combined with the content of the poem to match their images. The Cloud God combines the verses "Hua Caiyi Ruoying" and "Rotten Zhaozhao Ruoying" to portray an ethereal and divine cloud god. Shaosi Fate uses the words "Horizontal Long Sword, Embracing Young Ai" and "Autumn Orchid, Green", combined with pomegranate motifs and other elements, to portray a valiant and loving figure who protects young children. The mountain ghost combines the elements of "stone lei lei, kudzu vine" and some animal elements to depict the image of a beautiful and mysterious mountain god who lives in the mountains. While retaining the traditional elements, a new IP image is depicted using bold and bright colours.

5.2 Design of Nine Songs IP Derivatives

Designed poster derivatives on the theme of "Nine Songs". Use creativity to give the "Nine Songs" IP a new vitality, to meet the public's love for the traditional "Nine Songs" culture and viewing needs. On the basis of the poster, design part of the cultural and creative products, gifts, etc., such as bookmarks with bookmarks, gifts, billboards and so on. Combine the IP with cultural and creative products and gifts, sell or display them to facilitate better dissemination of the Nine Songs culture. Thus, it will continue to spread and promote traditional Chinese culture

6. Summaries

In the context of the inheritance of excellent traditional culture, the design of IP virtual image not only has important cultural value and significance, but also can better carry forward the culture of the Nine Songs, enhance the sense of cultural identity, and promote the development of tourism and cultural industries by enhancing the sense of technology and connecting with modern times. Through the design of IP virtual image, enhance the sense of technology, and connect with modern times, it can better inherit and carry forward the culture of Jiu Ge, enhance the sense of cultural identity, promote the development of tourism and cultural industry, let more people understand the "Jiu Ge" culture, and enhance the cultural exchanges and dissemination.

Looking into the future, with the continuous advancement of technology and the sustainable development of the cultural industry, IP virtual image design will have a broader application space and more innovative opportunities. For example, through emerging technologies such as VR and AR, IP avatars can be combined with tourist destinations to bring tourists an immersive cultural experience; at the same time, IP avatars can also co-operate with other famous IPs to create more diversified and interesting products to further promote the dissemination and innovation of traditional culture.

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