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## MASCOT DESIGN AND PROMOTIONAL POSTER FOR THE BELT AND ROAD FILM FESTIVAL – 2024

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*The Belt and Road Film Festival is an important alliance to promote film art exchanges between countries along the Belt and Road based on the development strategy. As a mascot that attracts the attention of the world, it not only needs to publicize the cultural connotation of the film festival well, but also needs to be artistic and creative in image. This paper selects camel and silk as the mascot design scheme for the film festival. Cartoon images of camels wrapped with silk scarves can accurately express the cultural connotation of the event and novel image design is the essential factor for the success of mascot design.*

**Key words:** *The Belt and Road Film Festival, Mascot, Image design, Spiritual connotation, Diversified culture*

### INTRODUCTION

This strategic route originated from the silk trade from Xi'an, eastern and western China to Rome in the Han Dynasty. Today's Chinese government hopes to establish a common development model to achieve economic cooperation, political mutual trust and cultural inclusion of countries along the the Belt and Road. As of December 2022, more than 150 countries and more than 30 international organizations have signed cooperation documents with China. The the Belt and Road Film Festival is a film alliance formed by countries along the the Belt and Road based on film cooperation under the background of the development strategy of the the Belt and Road. It aims to promote the exchange of visits and film recommendations of film producers through film, and jointly improve the ability of countries to appreciate and develop film art. The film festival was established on June 16, 2018 and was sponsored by the Shanghai International Film Festival Organizing Committee. Currently, the members of the film festival include 46 countries and 53 organizations.

In the development strategy of the Belt and Road countries, the Belt and Road Film Festival is responsible for promoting cultural exchanges and promoting the development of human film art. The Belt and Road Film Festival inherits the elements of equality, openness, inclusiveness and mutual promotion in the spirit of the Belt and Road development strategy. The Belt and Road development strategy spans East Asia, Central Asia, West Asia and Europe [1]. It is full of diverse cultural backgrounds and values. Equality, openness, inclusiveness and other spiritual



elements are also important charms that should be displayed in the process of holding previous film festivals.

### **PURPOSE**

The purpose of this paper is to analyze the reasons for the successful cultural publicity of mascots and attracting more people to pay attention to the mission of the film festival, as well as to propose the authoring of the mascot and advertising posters for the new Belt and Road Film Festival of 2024.

### **RESULTS AND DISCUSSION**

The mascot is the image sign used by people to represent the spirit, cultural connotation and purpose of the event in every large-scale event. These image signs usually contain the meaning that people pray for the smooth holding of large-scale events and can bring good luck and happiness to people [2]. The purpose of designing mascots for the Belt and Road Film Festival is to make this film festival have its own unique identity. The image of the mascot can effectively help promote the Belt and Road Film Festival, and let people know about the Belt and Road Film Festival through intuitive impression. The Belt and Road Film Festival is based on the values of inclusiveness, openness, mutual trust and equality. These spiritual elements are the design connotation that must be reflected in the design of mascots. At the same time, the Belt and Road Film Festival spans different cultural regions [3]. The design of the mascot of the film festival should consider the common needs of different cultures and be accepted by the cultures and values of member countries. The Belt and Road Film Festival and the Belt and Road National Development Strategy originated from the silk trade between ancient China and Rome. The rich historical and cultural connotation provides a wide range of materials for the design of the mascot of the Belt and Road Film Festival.

The design scheme of the Belt and Road Film Festival provided in this paper also needs to meet the above requirements. The mascot of the Belt and Road Film Festival is a cartoon image based on a camel. Camels are animals widely living in Central Asia, West Asia and Eastern Europe, and are also the main means of transportation on the ancient Silk Road. The image of using camels can be widely accepted by countries along the Belt and Road. When they see this lovely and familiar animal, they will feel fully respected. This is also the embodiment of the values of mutual trust, equality and inclusiveness of the Belt and Road. At the same time, camels usually give the impression of steadfastness, tenacity, openness and docility. Taking camels as the mascot of the Belt and Road Film Festival can show the image of steadfastness and diligence of countries along the Belt and Road under the guidance of the national strategy of mutual trust, mutual assistance and common economic development.

On this basis, the design scheme also wraps a silk scarf around the neck of the cartoon camel. Silk was the main commodity trafficked along the ancient Silk Road, and it was also a favorite commodity of all countries in the world at that time. Now the member countries are linked by the New Silk Road. This design can not only arouse the resonance of the member countries, but also increase the cute degree of the mascot.

As shown in Figure 1, the lovely camel with silk around its smiling neck is the mascot of this design. This lovely cartoon image gives people a gentle and kind



feeling. As shown in Figure 2, this picture is the poster of this film festival. The background is the camel caravan on the Silk Road. The round frame represents both unity and the sun. As shown in Figure 3, this picture is another promotional poster of this film festival. Camels walking in the desert under the sun bring peace and cultural exchanges between the East and the West.



**Fig.1.**



**Fig.2.**



**Fig.3.**

Fig.1-3. Yuan Peijie. Development of a mascot and posters for advertising support of The Belt and Road Film Festival - 2024, Fujian, China.

## CONCLUSIONS

The Belt and Road Film Festival is a film culture and art exchange and appreciation activity among member countries based on the Belt and Road strategic cultural background. The Belt and Road Film Festival bears the dual responsibility of promoting the development of human film culture and art and helping countries along the Belt and Road to build a community of interests. The mascot design of the Belt and Road Film Festival also adheres to the concept of peace, openness, inclusiveness and mutual trust, and selects the basic elements of camel and silk design among the rich natural and historical themes. The mascot cartoon image not only gives people a lovely feeling, but also can well interpret the concept of diligence, openness, peace and mutual trust, and can also be widely accepted by the culture of member countries.

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