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BACHELOR'S THESIS
on the topic:

Development of branding for the promotion of the cultural and creative product “Mud
Called Tiger”

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ABSTRACT

As a unique intangible cultural heritage in China, Niejiazhuang in Gaomi, Weifang has a long history of development with over 400 years of history and extremely high artistic value. However, with the progress of technology and the rapid development of machines, traditional handmade products have gradually disappeared from our sight. At the same time, the phenomenon of "mud calling a tiger" has problems such as a single image and insufficient novelty in color. This paper innovatively designs "mud calling a tiger" to give it new vitality, attract more people to pay attention to clay sculpture culture, understand the historical background behind Niejiazhuang, and promote the economic, cultural, and tourism development of Niejiazhuang, promoting rural revitalization.

Through research, we have learned about the unique characteristics of "mud calling a tiger" itself and found that the product image of "mud calling a tiger" on the market is too singular, and its pattern color is not innovative enough to attract the attention of some young people. Therefore, it is necessary to innovate and design the pattern to create a new visual experience. At the same time, we will design derivative products for the "mud calling tiger" product. The derivative products of cultural and creative products, such as acrylic plaques, badges, folding pages, etc., are more attractive compared to the product itself, and can promote the "mud calling tiger" to a greater extent.

The creative design of the intangible cultural heritage of "mud calling a tiger" mainly involves designing the image of the main body, designing eight main body images, coloring their entities, and creating derivatives.

The design of cultural and creative products this time injects new vitality into the development of "mud calling tiger" itself. It can not only promote the cultural development of "mud calling tiger", inherit and carry forward intangible cultural heritage culture, but also drive the economic and tourism development of Gaomi Niejiazhuang, and promote cultural exchange.

Key words: Mud calls tiger, Cultural and creative product design, Illustration design, Intangible cultural heritage, Innovative development

CONTENTS

INTRODUCTION	8
Chapter I	11
Reasons For Topic Selection.....	11
1.1 Preliminary research.....	11
1.2 Topic purpose and significance.....	15
1.3 Current research status at home and abroad.....	17
1.4 Design innovation points.....	19
Summary of the chapter I	21
Chapter II.....	23
Topic Research	23
2.1 Preliminary research.....	23
2.2 Research methods and technical roadmap	26
2.3 Design concept	28
Summary of chapter II.....	29
Chapter III	31
Design Process And Achievements	31
3.1 Design plan.....	31
3.2 Design process.....	32
3.2.1 Determine theme	32
3.2.2 The design of the "mud calls a tiger" pattern.....	32
3.2.3 Folding design	34
3.2.4 Poster design	35
3.2.5 Packaging Design.....	36
3.2.6 Emoji Pack Design	37
3.2.7 Cultural and Creative Product Design.....	39
3.3 Design Achievements.....	41
Summary of chapter III	41

Conclusion	43
Reference	45
Annex	55

INTRODUCTION

The relevance of the research. As a unique handmade intangible cultural heritage in China, "Mud Calling Tiger" originated in the early Wanli period of the Ming Dynasty and has a history of more than 400 years. It not only has a unique cultural charm among the people, but also has extremely high artistic value.

With the rapid development of the times and the advancement of technology, a large number of machines have entered the market, and people rely on machines to produce goods, making some pure handmade intangible cultural heritage gradually fade out of our vision due to the complex production process. Developing handmade works and inheriting intangible cultural heritage has become an essential task.

Research objective: To determine the characteristics of "mud calling a tiger" and draw a visual image of "mud calling a tiger" based on the research results. By innovatively designing the image of "mud calling a tiger" to achieve promotional effects, we can attract more people to care about China's ancient intangible cultural heritage and enable it to be inherited and developed.

Research objective:

(1) Thoroughly analyze the image of "mud calling a tiger" and their respective symbolic meanings.

(2) Research and summarize the application cases and expression techniques of the existing image of "mud calling a tiger" in visual communication design.

(3) Explore the feasibility of updating the image of "mud calling a tiger" and the concept of innovative design. Determine the theme for design and clarify the significance represented by each part in the design. The design content has been designed from ancient times to the present, based on the

different characteristics of each theme, and the design ideas run through the entire design.

(4) Combining modern design techniques and artistic expression methods, carry out illustration design, poster design, cultural and creative design, etc. Due to the characteristics of clay sculpture, the aim is to protect the clay sculpture products, conform to the design shape, and based on this, innovate the design. The overall design is mainly based on the culture of "mud calling a tiger", reflecting cultural characteristics. Design cultural and creative products such as postcards, badges, and canvas bags.

(5) Evaluate the design results, analyze their application effects and cultural dissemination value in the modern market.

The research topic is the design and promotion of cultural and creative products called "mud calling tigers".

The research focuses on innovating the visual image of "mud calling a tiger" and combining it with popular cultural and creative products to achieve the goal of promotion.

Research methods. This work utilized the following theories and special research methods: analysis of literature sources and normative literature on the research topic, comparative analysis of existing images of "mud calling tigers", systematic, comprehensive, and generalized methods of obtaining data, functional connection diagram method, and graphic drawing using drawing software such as Photoshop, Illustrator, and Procreate.

Elements of scientific novelty. This study contributes to promoting the further development of the "mud calling tiger" culture to meet the new needs of modern society. Analyzed the existing image of "mud calling a tiger", understood the cultural background behind it, and established an innovative theme of "mud calling a tiger".

Practical significance. The results of this study can be used to promote the promotion of the culture of "mud calling tigers" and help people better understand Chinese intangible cultural heritage culture.

The structure and volume of the paper. The bachelor's thesis consists of an introduction, three chapters, each chapter's conclusion and general conclusion, a list of sources for 40 projects, and an appendix (11 pages). This work contains 37 drawings. The research results are 65 pages in total.

Chapter I

Reasons For Topic Selection

1.1 Preliminary research

There are "Four Wonders" in Gaomi, Shandong, with clay sculptures occupying one of them. Among them, a tiger that can "call" is well-known, making it the most representative object of Weifang clay sculptures, known as the "mud tiger". As a unique handmade intangible cultural heritage in China, "Mud Calling Tiger" originated in the early Wanli period of the Ming Dynasty and has a history of more than 400 years. It not only has a unique cultural charm among the people, but also has extremely high artistic value and certain local characteristics and cultural dissemination value. "Mud is called a tiger" has characteristics that other clay sculptures do not have, such as excellent shape, color, sound, and movement. "Mud calls a tiger" has a beautiful shape, clean and beautiful colors, and colored painting is the finishing touch. The use of colored painting makes the finished product bright and beautiful, and has a auspicious meaning for the town. The seemingly simple mud tiger requires dozens of processes from the beginning of excavation to the final product. It not only has requirements for the soil and the finished product, but also pays great attention to the painting technique and color selection, and has strict regulations on the coloring sequence. In terms of production, its body is made of clay and hollow, with a whistle installed in the middle, and the two parts are connected with kraft paper. When playing, squeezing its head and tail to make the air rush through the whistle and make a "gurgling" sound is very interesting. "Don't cry, little child. Your father went to Dengzhou Prefecture. Hua La Bang, Ni Hu, Gu Ga Gu Ga 25 cents. Among them, the" Ni Hu "who can coo is the most typical representative of the Nie Family Village clay sculpture in Gaomi.". However,

the price of "2.5 cents" is already in the old Chinese calendar. Nowadays, a mud tiger can cost as little as five yuan and as much as a few hundred yuan.

With the development of technology, more and more machine making has replaced manual making, and many more interesting things have appeared in our lives, gradually fading out of our sight the handmade culture of "mud calling a tiger" and facing the current situation of high survival pressure. At the same time, in terms of development and promotion, there are problems such as insufficient innovation, low market competitiveness, and a single mode of dissemination of "mud calling tiger". These problems limit the inheritance and development of "mud calling tiger". For today's Niejiazhuang clay sculpture, it is particularly important to better inherit and develop it. To achieve the transformation from inheritance to breakthrough, it is necessary to find the problem of combining "mud calling tiger" with the times, actively seek ways of transformation, and transform through inheritance. This is the path for traditional handicrafts to continue.

At present, with the development of the Internet, some places are actively promoting the development of intangible cultural heritage, combining intangible cultural heritage with popular cultural and creative products, so as to drive the transformation of contemporary intangible cultural heritage, which not only promotes the development of local tourism economy, but also enhances the inheritance awareness of intangible cultural heritage and builds cultural confidence. To achieve efficient dissemination, "Mud calls Tiger" needs to keep up with the trend of the times, innovate and develop more product functions, so that "Mud calls Tiger" can achieve better development.

Characteristics of Niejiazhuang Clay Sculpture Style: Niejiazhuang Clay Sculpture is an art variety that combines medium size, color, sound, and movement. Its finished product has bold and exaggerated shapes, childish and simple, bright and eye-catching coloring, vivid and freehand expressions, and the entire clay sculpture can be lively and lively, with strong artistic appeal and vitality.

(1) Styling characteristics

The artistic form of Niejiazhuang clay sculpture does not focus on realism, but emphasizes the use of concise techniques to express the form and charm of the work. Its shape has the following characteristics:

Simplicity and exaggeration are natural.

Niejiazhuang clay sculpture absorbed the modeling techniques of high-density Puhui New Year pictures and Paper Cuttings art, striving for simplicity and generalization, naive but not rigid, exaggerated but not distorted, rough but not rough, simple but not simple. The characters or animals portrayed by Niejiazhuang clay sculptors have delicate and vivid facial features, but their limbs, clothing, props, and other elements only outline their structure and shape. They are both loyal to reality and not confined to it.

Diverse and inclusive images.

Niejiazhuang clay sculptures have many shapes from Gaomi Puhui New Year pictures and Paper Cuttings. Clay sculptures are three-dimensional shapes, while New Year pictures and Paper Cuttings are two-dimensional images. Niejiazhuang clay sculpture artists use a pair of skilled hands to create two-dimensional and two-dimensional artistic images into three-dimensional and three-dimensional artistic shapes, meeting the diverse needs of the people.

Cleverly conceived, with a combination of sound and form.

Being able to produce sound is a major feature of Niejiazhuang clay sculpture, because in the process of its emergence and development, Niejiazhuang clay sculpture focused on children's toys. Children are naturally lively and have little interest in things that cannot be moved or made sound. In order to arouse children's interest, clay sculpture artists cleverly incorporate various "movement" and "sound" techniques, allowing Niejiazhuang clay sculpture to produce various sounds. Its sound production methods can be roughly divided into four categories: push-pull sound, shaking sound, shaking sound, and blowing sound.

(2) Color characteristics

Exquisite colors, bright and auspicious.

The color application of Niejiazhuang clay sculptures is similar to that of Puhui New Year paintings, with peach and green as the main colors. In traditional Chinese culture, the colors of bright red and green are often endowed with auspicious, warding off evil, and festive meanings, which can create a strong festive atmosphere.

The colors used in Niejiazhuang clay sculptures are few but exquisite. In addition to the two main colors of peach and green, using yellow to enhance the color is also a common technique. Other commonly used colors include black, blue, purple, pink, etc. In addition, gold and silver are also commonly used for decoration. At the same time, the color used in Niejiazhuang clay sculptures is not limited to the colors of the objects themselves. Apart from using pink for skin color, most of them use colors with higher purity, resulting in a simple, simple, auspicious and cheerful effect in the work.

The application color is unique, bright and soft.

The coloring and coloring method of Niejiazhuang clay sculpture is exactly opposite to the black based method used in clay sculptures such as mud dogs and mud guru in Henan region. It first applies white powder as a base before coloring, mixes fossil powder with glue and water, and then applies it to the clay body. After drying, other colors are applied. Start with colors such as peach red, yellow, green, and blue, and finally tick black.

The Niejiazhuang clay sculpture also incorporates the coloring technique of the Puhui New Year painting in its application of colors. "Shuan Hua" creates a halo effect on the color, while "covering with oil" makes the color of the clay sculpture bright, creating a bright and soft overall effect

(3) Decorative features

The patterns and images in Niejiazhuang clay sculptures are mostly not realistic, but simplified into dots and abstract shapes, reflecting people's yearning and pursuit for a happy and beautiful life. Their applications mainly include the following aspects:

One is to extend the characteristics of animals and plants in nature, such as the phoenix representing auspiciousness, peonies representing wealth and nobility, plum blossoms representing strength and nobility, peaches and cranes symbolizing longevity and auspiciousness, and multi seeded pomegranates, lotus pods, gourds, and grapes reflecting the people's desire for more children and blessings.

The second is traditional symbolic things, such as ingots, money, qin, chess, calligraphy and painting, the Ming Eight Immortals, the Dark Eight Immortals, and the Buddhist Eight Treasures.

The third is to utilize the pun like nature of Chinese characters, such as the homophonic pun of "golden fish" and "jade", indicating wealth and status; Buddha's hand and bat have a homophonic sound of happiness, symbolizing happiness; Monkey sounds like Hou, symbolizing promotion.

The fourth is to directly use auspicious characters, such as blessings, rewards, longevity, happiness, and wealth, which directly reflect the aspirations and pursuits of the common people for a better life.

1.2 Topic purpose and significance

Topic purpose

Gaomi Niejiazhuang clay sculpture has a long history of development and a high cultural heritage. But with the passage of time, the old generation of national level intangible cultural heritage masters are gradually aging, while the new generation of young people are not familiar with their production techniques and have fewer personnel, resulting in the phenomenon of no successors, making the development problems faced by "mud calling tigers" gradually apparent. The research purpose of this article is to construct a new way of promoting the development of "mud calls tiger", combine with the development of the times, create a unique brand image of "mud calls tiger", and innovate the cultural and creative product market of Gaomi Niejiazhuang.

Secondly, through relevant research and understanding, conduct a comprehensive analysis of "mud calling a tiger", identify the target audience, and create a distinctive image of folk handicraft culture. The innovation and development of intangible cultural heritage can stimulate new vitality in traditional culture.

By innovating the concept of "mud calling a tiger" and extending a series of cultural and creative product designs, not only can the local economic and cultural industry chain be promoted, but also the development of local cultural tourism can be promoted. This will make Weifang Gaomi Niejiazhuang clay sculpture known to more people and go global, enriching the public's cultural awareness of Gaomi Niejiazhuang.

I hope to innovate the design of the image of "mud calling a tiger" in order to achieve promotional effects, attract more people to care about China's ancient intangible cultural heritage, and enable it to be inherited and developed.

Topic significance

By studying the patterns, colors, and other aspects of "mud calling a tiger", this study analyzes the artistic characteristics of Weifang Gaomi Niejiazhuang clay sculpture. Starting from meeting the aesthetic needs of the public, a new brand image is created, and visual images are applied to cultural and creative products to enrich the practice and theory of inheriting and developing intangible cultural heritage.

Firstly, from the perspective of the pattern and color of "mud calling a tiger", it has attracted the public's attention with its unique shape and rich colors. "Mud calls a tiger" has bright colors, smooth lines, and is full of vividness and vitality. Especially the lifelike tiger face, as if it can make people feel its ferocity and majesty. This unique artistic feature has made "mud calls a tiger" one of the representative works of Niejiazhuang clay sculpture in Gaomi, Weifang.

To truly promote the innovation and development of "mud calls a tiger", it is necessary to think from a broader perspective. In today's society, the public's aesthetic needs are becoming increasingly diverse. Therefore, according to

market demand and consumer preferences, "mud calls a tiger" should be deeply transformed and innovated. By introducing modern design elements and combining traditional clay sculpture with modern aesthetics, we aim to create an image of "mud calling a tiger" that better meets modern aesthetic needs.

Applying the visual image of "mud calling a tiger" to cultural and creative products, through creative design and exquisite production, this traditional art is closely integrated with modern life. This can not only enrich the practice and theory of inheriting and developing intangible cultural heritage, but also inject new impetus into the development of rural revitalization. Through the development of cultural and creative products, the cultural value of "mud calling a tiger" can be transmitted to a wider audience, thereby promoting the development of cultural tourism in Niejiazhuang.

The innovation and development of "mud calling a tiger" can not only promote the modernization of folk art, but also promote rural revitalization and development, achieving the integration of art and commerce through the development of cultural and creative products. Developing cultural and creative products is a common practice in the market-oriented development of folk art, which can help promote the cultural value of "mud calling tigers" and promote the development of cultural tourism in Niejiazhuang. However, there is a serious homogenization phenomenon in the domestic cultural and creative market. Therefore, development and design need to break through homogenization, create a high density cultural and creative product image with profound artistic vitality, enhance influence, and also provide assistance for future research on high density intangible cultural heritage.

1.3 Current research status at home and abroad

Current research status in China

Yang Shuhan wrote in "Investigation on the Manufacturing Technology of Mud Tiger in Niejiazhuang, Gaomi, Shandong" that the shape of Mud Tiger is

thick, brightly colored, and has a unique vocal structure. The mud tiger in Niejiazhuang, Gaomi, Shandong carries the extraordinary creative spirit of ancient humans, draws on the essence of China's unique "tiger" culture, and is associated with the people's worship and fear, as well as the auspicious emotions of protecting life. It is integrated with the millennium cultural context of Qilu, and is a valuable material for studying the development of Shandong folk art and folk culture¹.

In Jing Qi's "Gaomi Mud Tiger", it is written that the mud tiger is the most distinctive folk art in Gaomi. After hundreds of years of transmission, it has maintained its unique artistic appearance, with its unique production process, and is also an important material for studying the local customs and traditions of Gaomi. So we should strengthen our understanding and protection of it, promote its inheritance and development².

Chen Jian pointed out in "A Study of Folk Handicrafts Taking Mud Calling Tiger as an Example" that mud calling tiger is a local handicraft with distinctive characteristics in Gaomi, Shandong. Studying it is actually exploring the transformation and development of traditional Chinese handicrafts in contemporary times through this universal case. From inheritance to breakthrough, after finding the problem of integrating oneself with the times, quickly seeking transformation methods, and transforming through inheritance is the path to continue traditional handicrafts³.

Current research status abroad

Foreign countries have conducted in-depth research and development on cultural and creative products, and some of their brand cultural image designs are excellent, which has important reference significance for our image creation. For example, in the United States, the classic representative image created is Disney Mickey Mouse, which has a unique and exaggerated appearance with

recognition, leaving a deep impression and providing great help for our creative design and promotion of the mud tiger.

The purpose of modern product design is to provide users with a good living environment, organically combining art and life, and endowing them with practical functions. It is a relationship in design, and we should design within a certain relationship. The study of the shape, craftsmanship, color, and other aspects of clay sculpture has important value for traditional culture. Thus, local design is endowed with the form and symbolic semantics of traditional culture, making products not just a product, but a new soil of traditional culture. The combination of traditional culture and modern products can not only enhance the artistic quality of products, but also provide the most convenient, inexpensive, and convenient means of dissemination for traditional culture.

1.4 Design innovation points

1. Pattern innovation

Innovating the traditional pattern of "mud calling a tiger" by combining the image of "mud calling a tiger" with product design, bringing emotional value closer to the public, and enhancing people's spiritual needs is the innovative point of creation here.

The traditional "mud calls a tiger" chest pattern is peony, symbolizing auspiciousness, wealth, and prosperity. In terms of color, the use of colors is minimal but precise, with bright colors such as peach, green, and yellow being the main ones, resulting in bright and vibrant colors. Compared to traditional clay sculptures, innovative designs will be made for the patterns and colors of "mud calling a tiger". Different styles and characteristics will be used to design the patterns, enhancing the overall image of "mud calling a tiger" and making it more in line with the aesthetic needs of the public.

In terms of color matching, colors with stronger contrast are used for design, with bolder color selection, richer colors, and a strong visual effect.

Researching and learning about the culture of "mud calling tigers", identifying its main cultural context, and combining Weifang Niejiazhuang clay sculpture culture with brand image for extended design, integrating it into modern social life, bringing emotions closer to the public, greatly improving people's spiritual needs. Compared to the traditional image of "mud calling tiger", the public is more receptive to new things. Therefore, the traditional "mud calling tiger" can no longer meet people's needs. It is necessary to create a new brand image to better integrate into modern society, promote the "mud calling tiger" culture, and enable everyone to have a deeper understanding of Weifang Niejiazhuang culture.

2. Drive economic development

Innovative design of "mud calling a tiger" can promote the local cultural and economic industry chain. Analyze the benefits brought by the innovation of "mud calling a tiger" from three aspects.

(1) "Mud calls a tiger" is the local culture of Niejiazhuang in Gaomi, Weifang, which has its own regional characteristics. Innovative design of it can better promote the development of local culture.

(2) Designing cultural and creative products for "mud calling tigers", combining it with some daily necessities, and promoting the purchasing power of the public can not only promote traditional intangible cultural heritage, but also drive the local economic and tourism development of Niejiazhuang in Gaomi.

(3) The design of cultural and creative products essentially has both practical and emotional value, creating products that better meet the aesthetic needs of the public and meet their spiritual and material pursuits.

3. Multiple forms of expression

Innovatively designing and promoting the concept of "mud calling a tiger" breaks the single expression of traditional culture. In terms of sales and products, "Mud calls Tiger" is sold in the form of ornaments, which is too singular. To better promote "Mud calls Tiger", it needs to break this singular

form and design with new innovative ideas to diversify its development. By combining the image of "mud calling a tiger" with the local cultural characteristics, not only can commemorative coins with distinctive local characteristics be derived, but they can also be applied to daily life items.

Summary of the chapter I

1. As a unique handmade intangible cultural heritage in China, "Mud Calling Tiger" originated in the early Wanli period of the Ming Dynasty and has a history of more than 400 years. It not only has a unique cultural charm among the people, but also has extremely high artistic value. Analyze the development form of "mud calls tiger" in today's society, and lay the foundation for the promotion of "mud calls tiger".

2. "Mud calls a tiger" has a beautiful shape, clean and beautiful colors, and colored painting is the finishing touch. The use of colored painting makes the finished product bright and beautiful, and has a auspicious meaning for the town. Its production process is complex, requiring dozens of steps from excavation to final product. It not only requires soil and the finished product, but also pays attention to the painting technique and color selection, and has strict regulations on the coloring sequence. Analyze the stylistic characteristics of "mud calls a tiger", including its shape, color, and decorative features.

3. "Mud calling a tiger" is not only a Chinese intangible cultural heritage, but also a purely handmade artwork. Innovating and promoting it can not only promote culture, but also drive the development of regional cultural tourism.

4. With the passage of time, the old generation of national level intangible cultural heritage masters are gradually aging, while the new generation of young people are not familiar with their production techniques, resulting in the phenomenon of no successor, making the development problems faced by "mud calling a tiger" gradually apparent. I hope to innovate the design of the image of "mud calling a tiger" in order to achieve promotional effects, attract more people

to care about China's ancient intangible cultural heritage, and enable it to be inherited and developed.

5. The innovation and development of "mud calling a tiger" can not only promote the modernization of folk art, but also promote rural revitalization and development, achieving the integration of art and commerce through the development of cultural and creative products. Through this creation, we aim to create an image of high-density cultural and creative products with profound artistic vitality, enhance influence, and also provide assistance for future research on high-density intangible cultural heritage clay sculptures.

Chapter II

Topic Research

2.1 Preliminary research

1. Niejiazhuang Culture

The Gaomi clay sculpture originated from Niejiazhuang within the area, where there is a folk song that goes "Niejiazhuang faces the south gate and every household has clay figurines.". According to the "Nie Family Genealogy", the ancestor of the Nie Family Village clay sculpture is called Nie Fulai, originally from Bozhen, Hebei Province. In the early years of the Ming Wanli era, the local area suffered from disasters year after year, and Nie Fulai fled with his whole family to Nie Family Village. In order to make a living, the ingenious Nie Fulai used the local mud to make a kind of "pot flower" (commonly known as mudanzi) fireworks, and went to the countryside to collect and sell them. People then lit up the fireworks on the night of the Spring Festival and the Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) Festival. The "pot flower" without any decoration, with a rough appearance, is the predecessor of Niejiazhuang clay sculpture. During the Kangxi period of the Qing Dynasty, the appearance and color of "Guozihua" in Niejiazhuang gradually enriched, with some animal images appearing. In the late Kangxi period, the folk artists of "Guozihua" in Niejiazhuang began making clay toys such as dolls, birds, beasts, insects, and fish for families to watch and children to play with. During the Jiaqing period, Niejiazhuang clay figurine toys entered a mature stage, capable of moving, barking, and fighting. Folk artists divide clay toys into two sections, one at the beginning and the other at the end, connected by leather in the middle. They are equipped with springs and whistles inside, and when touched by hand, they will sound. Such as calling tigers, chickens,

monkeys, etc. The variety of clay sculptures is gradually increasing, including animals such as "tigers", "lions", "monkeys", "dogs", "kittens", "chickens", as well as legendary figures such as "Legend of the White Snake", "Sun Wukong", and "Cowherd and Weaver Girl". They are lively and lively, and are sold to places such as Pingdu, Jiaozhou, and Zhucheng. With the efforts of a group of old artists, the Niejiazhuang clay sculpture has developed into a folk art with outstanding characteristics, a richer variety, and a more perfect image, marketed both domestically and internationally.

2. Development forms

It is not difficult to see from the research on "mud calling a tiger" that the image of "mud calling a tiger" is less innovative nowadays, with a single color and pattern, lacking innovation. This gradually makes "mud calling a tiger" less attractive to everyone (as shown in Figure 2-1 and Figure 2-2). At the same time, due to its incomplete derivatives and limited quantity, the main focus is on the sales of clay sculptures themselves, and their daily applications are relatively limited. This has little significance for the development and inheritance of "clay calling tigers" itself. Compared to traditional objects, young people nowadays are more receptive to new things. Therefore, for the derivatives and innovation of creative products in this article, it is necessary to continuously develop and improve the diversity of cultural and creative products, create intangible cultural heritage products that are in line with public aesthetics, meet people's growing spiritual pursuit of excellent traditional Chinese culture, and promote cultural development.



Figure 2-1 Mud calls a tiger



Figure 2-2 Mud calls a tiger

In order to better inherit and develop the intangible cultural heritage of "mud calling tigers", it is necessary to improve and innovate from multiple aspects. Firstly, in terms of image innovation, modern design elements can be borrowed to recreate the image of a mud tiger, making it more modern and fashionable. For example, one can try to combine the colors of the mud tiger with a more diverse and colorful design, or incorporate more modern pattern elements into its pattern design to make it more attractive.

Analyzing the success of innovation in other intangible cultural heritage, combining innovative development forms, using culture as a carrier, and combining different innovative techniques, is the most efficient way of dissemination. Explore the innovative transformation elements of "mud calling a tiger", innovate in a style that the public likes, and integrate it into modern society. At the same time, combining "mud calls a tiger" with modern products to create more interesting cultural and creative products, thereby promoting the development of clay sculpture. In the development of derivatives, it is necessary to fully tap into the cultural connotation of "mud calling a tiger", combine it with modern products, and create more interesting and practical cultural and creative products. For example, home furnishings such as decorations and ornaments with the element of "mud calling a tiger" can be designed, or their image can be

applied to daily necessities such as stationery and clothing, thereby expanding the application scenarios of "mud calling a tiger" and improving its market influence.

In addition, in terms of publicity and promotion, combining innovative development forms and using culture as a carrier, different innovative methods are used to promote "mud calling tigers". New media platforms such as social media and short videos can be utilized to vividly and interestingly showcase the production process, cultural connotations, and market value of "mud calling a tiger", attracting more young people's attention and love.

Integrating the inheritance of intangible cultural heritage with the times into public life is an important way to promote the integration of intangible cultural heritage and cultural and creative products, and drive contemporary economic development. Therefore, it is necessary to continuously innovate and improve while maintaining the essence of the traditional culture of "mud calling a tiger", in order to better adapt to the needs and development of modern society.

Only through continuous innovation and improvement can we better inherit and develop this intangible cultural heritage treasure, and make it shine with new vitality and value in the new era background.

In today's era, with the continuous development and progress of economy and culture, the inheritance of intangible cultural heritage is constantly keeping pace with the times and integrating it into public life. Only through continuous innovation and improvement can we better inherit and develop this treasure of intangible cultural heritage, making it shine with new vitality and value in the new era background. Promote the integration of intangible cultural heritage and cultural and creative products, and drive contemporary economic development.

2.2 Research methods and technical roadmap

1. Research methods

Literature research method: In this study, research literature and materials in relevant fields are collected through HowNet, library, Internet and other channels, and current research trends and achievements in relevant fields are analyzed to provide theoretical basis for design.

Research method: Conduct research on relevant materials of this topic, obtain relevant case data, and provide data support for subsequent problem analysis and research.

Questionnaire survey method: Questionnaire survey method is a commonly used data collection method, which involves asking a series of questions to the respondents to collect their opinions, attitudes, behaviors, and other information, conducting empirical research, proposing effective strategies, and providing reference for the research topic.

Comparative research method: Compare the differences in the use of traditional images and modern design, and track the evolution process of images.

Discussion method: Through discussions with teachers and classmates, deepen our understanding of the graduation project, analyze the shortcomings and areas that need improvement in our current progress, and then come up with better revision plans.

2. Technical route

- (1) Refer to relevant literature on "mud calls a tiger" and design.
- (2) Complete the information and determine the main content of the design.
- (3) Conceptualize design plans, mind maps, conduct poster and information visualization design, illustration drawing, cultural and creative peripheral design, and complete the basic framework.
- (4) Through computer-aided software, dynamic posters, information visualization design, illustration drawing, cultural and creative peripheral design, and detailed drawing are carried out.
- (5) After the design drawing is completed, proceed with the relevant peripheral design.

2.3 Design concept

The traditional handicraft of "mud calling a tiger" has always been loved by people for its unique artistic style and profound cultural connotations. In order to better integrate this traditional art into modern life, cultural and creative product designers have innovatively created the clay sculpture image of "mud calling a tiger" and launched two sets of unique works.

The first set of works is designed in a modern flat geometric style, perfectly combining the traditional "mud calls a tiger" with modern design concepts. Taking joy, anger, sadness, and joy as creative inspiration, the four emotions are vividly presented in the image of a mud tiger through the clever use of simple geometric elements such as points, lines, and surfaces. Each mud tiger expresses different emotions with unique colors and lines, allowing people to feel their emotional world at a glance.

The second set of works takes four traditional plants, plum, orchid, bamboo, and chrysanthemum, as creative elements. Through the re creation of the plants, their forms and characteristics are integrated into the image of the mud tiger. Based on the characteristics of each plant, unique colors and textures will be drawn to present a richer visual effect of "mud calling a tiger". This set of works not only showcases the artistic charm of "mud calling a tiger", but also cleverly conveys the essence of traditional culture.

In addition to the design of the clay sculpture image, a comprehensive product design has also been carried out for "mud calls a tiger". Design an independent packaging gift box to give each clay tiger a unique and exquisite gift box, which not only protects the integrity of the clay sculpture but also enhances the product's level. At the same time, using drawing software for poster and folding design, vivid images and concise text were used to introduce the historical background, cultural connotations, and artistic characteristics of

"mud calling a tiger", enabling the public to have a deeper understanding of this traditional handicraft.

In addition, in order to enrich the cultural and creative products of "mud calls tiger", a series of peripheral cultural and creative products have been designed, such as postcards, bookmarks, keychains with the theme of "mud calls tiger". These products are both practical, artistic, and cultural, making them excellent products for the public to express emotions and convey culture.

Through these innovative designs, the cultural and creative products of "mud calling a tiger" not only retain the essence of traditional art, but also integrate modern aesthetic and practical needs, giving this traditional handicraft new vitality and energy. Making "mud calling a tiger" not only a carrier for people to appreciate art and taste culture, but also an important medium for conveying emotions and expressing individuality.

Summary of chapter II

1. Through research on "mud calling tiger", it was found that there is less innovation in the image of "mud calling tiger" nowadays, with a single color and pattern, lacking innovation. This has gradually made "mud calling tiger" lose its appeal to everyone.

2. The derivatives of "mud calling tiger" are not complete enough and the quantity is relatively small, so the main focus is on the sales of clay sculptures themselves, and their daily applications are relatively limited. This has little significance for the development and inheritance of "mud calling tiger" itself. Therefore, in order to better promote the culture of "mud calling tigers", it is necessary to innovate cultural and creative products, improve the diversity of cultural and creative products, and promote cultural development.

3. Analyze the existing "mud calling tiger" pattern, innovate the visual image design, and design cultural and creative products for it.

4. The design of cultural and creative products called "mud tiger" mainly involves innovative production of its clay sculpture image, designing two sets of

works, each with four mud tigers. The first set of works is in the modern flat geometric style, inspired by the colors of joy, anger, sadness, and music. The second set of works uses plum, orchid, bamboo, and chrysanthemum as creative elements to create plants and apply them to the work. The colors are also drawn according to the characteristics of each plant.

Chapter III

Design Process And Achievements

3.1 Design plan

(1) Through research, conduct in-depth analysis of the image of "mud calling a tiger" and their respective symbolic meanings.

(2) Research and summarize the application cases and expression techniques of the existing image of "mud calling a tiger" in visual communication design.

(3) Explore the feasibility of updating the image of "mud calling a tiger" and the concept of innovative design. Determine the style characteristics of the design, clarify the significance represented by each part of the design, and use computers for illustration design. The design content has been designed from ancient times to the present, based on the different characteristics of each theme, and the design ideas run through the entire design.

(4) Complete two sets of design style illustrations, each with four different elements of clay sculpture design, for a total of eight product images.

(5) Combining modern design techniques and artistic expression methods, carry out illustration design, poster design, cultural and creative design, etc. Due to the characteristics of clay sculpture, the aim is to protect the clay sculpture products, conform to the design shape, and based on this, innovate the design. The overall design is mainly based on the culture of "mud calling a tiger", reflecting cultural characteristics. Design cultural and creative products such as postcards, badges, and canvas bags.

(6) Customized printing of its surrounding cultural and creative products.

(7) Adjust the overall design effect.

3.2 Design process

3.2.1 Determine theme

The design of "Mud Calling Tiger" has determined two theme styles. The first theme is emotions, designed in a flat geometric style, and the second theme is the Four Gentlemen in Flowers, designed in the style of the Chinese Dynasty.

.3.2.2 The design of the "mud calls a tiger" pattern

(1) Theme One - Emotions

The emotional changes of "happiness, anger, sorrow, and happiness" mainly come from life, and the feeling of "happiness, anger, sorrow, and happiness" in design mainly refers to the emotional color conveyed to the public through design based on the emotional colors contained in the vocabulary and phrases of the product. The drawing of the emotional subject of "mud calling a tiger" will adopt the flat style of modern popular pattern painting style for creative design. First, the positive image of "mud calling a tiger" will be drawn, maintaining its unique image characteristics. Then, the geometric shapes such as points, lines, and surfaces will be used as design elements for the image pattern. Simple points, lines, and surfaces will be arranged, combined, and deformed to form their specific patterns, giving the overall impression of simplicity and tidiness (As shown in Figure 3-1). In terms of color matching, emotional changes of joy, anger, sorrow, and joy were used for drawing. In the design expression, integrating intangible cultural heritage with the emotions of people can enrich the visual communication of design connotations, improve design effects, and better promote intangible cultural heritage.

Joy: The pattern design is mainly based on simple circular shapes, with some triangles as auxiliary patterns. Segmenting and coloring circular patterns to create a visual sense of hierarchy and balance through different sizes and shapes, making the entire design cleaner. Through red embellishments, it gives a sense of celebration (As shown in Figure 3-2).

Anger: Utilizing the complementary relationship between yellow and purple in color to achieve a sense of balance and coordination, while this contrasting color creates a sense of personal conflict. The overall feeling is concise yet not lacking simplicity (As shown in Figure 3-3).

Sorrow: Make full use of simple geometric shapes such as circles and triangles for creative design, and give people a mysterious, cold and melancholic feeling through the interweaving and combination of several shapes and the change of colors in the same color system (As shown in Figure 3-4).

Happy: The overall color is mainly green, with a small amount of bright colors as a supplement, combined with a flower pattern painted in the center, giving people a happy and lively feeling (As shown in Figure 3-5).

(2) Theme 2- Four Gentlemen in Flowers

Taking the four gentlemen, plum, orchid, bamboo, and chrysanthemum as the main design elements, these plants are innovatively designed to form unique patterns. Plum, orchid, bamboo, and chrysanthemum are symbols of Chinese symbolism, representing the four levels of nobility, purity, integrity, and indifference in traditional culture. They are the divine desires of the spiritual world of personality. The product design of "mud calling a tiger" is based on the Four Gentlemen, making each clay sculpture have its own characteristics and charm. This not only innovates the image pattern of "mud calling a tiger", but also promotes traditional culture, stimulates people's respect for nature, yearning for high quality, and thinking and learning about beautiful and fine traditions.

Plum blossom: Using plum blossoms as the theme design element, creatively transforming them to form more concise graphics for design. The

overall color is plum pink, which echoes the plum blossoms and is very harmonious (As shown in Figure 3-6).

Orchid: Created and designed with orchids representing the open-minded and wise spirit, the color combination adopts the colors of orchids, creating a relaxed and comfortable feeling overall, which is in line with the spiritual characteristics of orchids (As shown in Figure 3-7).

Bamboo: With elegant bamboo leaves as the theme design element, the overall color is mainly green, supplemented by some yellow, forming a contrasting and harmonious relationship. A heavy green color is added to the head and feet to make the overall picture more coordinated, giving people a feeling of delicate and natural (As shown in Figure 3-8).

Chrysanthemum: In the picture, a blooming chrysanthemum is used as the creative element, with yellow as the main color scheme and a small amount of purple and green as embellishments, making the overall design clean and rich (As shown in Figures 3-9).

3.2.3 Folding design

(1) Dimensional design

The design of the folding page adopts seven fold, with a size of 15cm x 70cm, and each small page has a size of 15cm x 10cm.

(2) Folding cover design

The cover of the folding page adopts light yellow as the background color, and the font adopts artistic font. The color is also selected in yellow, which corresponds to the background color.

(3) Folding layout design

Folding has a simple introduction function for the overall design of cultural and creative products, and visitors can have a simple understanding of the entire design work through folding. In the folding design of the Chinese style, the main

pattern was extracted as the background for decoration; In geometric style folding designs, a small amount of geometric shapes are used for decoration (as shown in Figures 3-10 and 3-11). The common warm and cold tones give people a different emotional pattern, while warm tones such as red and yellow give people a cheerful, lively, and bright feeling. Therefore, the color of the fold is mainly yellow. Next to each design work, there is text for simple explanations and explanations, making it easier to understand.

3.2.4 Poster design

(1) Poster graphic design

Poster graphic design, creative design based on the characteristics of two different styles of "mud calling a tiger". The entire poster adopts a central composition, placing "mud calling a tiger" in the center of the picture to form a visual focus. The surrounding area is filled with text and graphics to highlight the main body. The background color corresponds to the main color, harmoniously complementing the main body and creating a good visual effect. This composition can more directly display the key points of the content, with clear priorities.

(2) Poster font design

The font adopts sans serif font, which has a more technical sense compared to serif font, and is more in line with the design style of the entire poster, improving the overall technological sense of the image. Displaying the cultural connotation of "mud calling a tiger" in concise and clear artistic fonts is conducive to enhancing public interest in the product.

(3) Color matching

In terms of color matching for the entire poster, the main color tone of the main object is selected for color reduction as the background decoration color.

The colors echo before and after, making the overall visual feel more coordinated and clean (as shown in Figures 3-12 and 3-13).

3.2.5 Packaging Design

(1) Packaging illustration design

In packaging illustration design, flat style is adopted as the main design style. This style is characterized by its concise, clear lines and geometric shapes, which can quickly attract the attention of consumers. By cleverly utilizing the interweaving and transformation of different shapes, a unique background graphic has been formed, making the entire packaging more artistic and visually impactful.

In terms of color matching, it is necessary to fully consider the psychological feelings of consumers. Bright and vibrant colors can quickly attract the attention of consumers, while echoing the main object, making the entire packaging more harmonious and unified. Choose a color tone that matches the image of "mud calling a tiger", so that the entire packaging not only has rich colors, but also conforms to product characteristics and brand image.

In the selection of illustration content, a positive visual image of "mud calling a tiger" is used for design, which is not only simple and clear, but also has strong recognition, allowing consumers to quickly recognize and remember the brand image, and also showcasing its unique style. At the same time, some product related elements such as traditional cultural symbols or regional characteristics have been added to the illustrations, making the entire packaging more culturally meaningful and storytelling (as shown in Figures 3-14).

(2) Packaging material selection

In terms of packaging material selection, as "mud calls tiger" is a clay plastic product, its weight cannot be protected by ordinary paper. Therefore, lightweight, sturdy, load-bearing, strong pressure resistance, and shock-

absorbing corrugated paper is used. This material not only effectively prevents product damage during transportation, but also has good shock resistance. On the surface of corrugated paper, white cardboard is selected for illustration pattern printing. Compared to corrugated paper, white cardboard has a flat and smooth surface, resulting in better printing effects.

On the surface of the corrugated paper, white cardboard was selected for the printing of illustration patterns. White cardboard paper has a flat and smooth surface, which can present a better printing effect. By adopting high-quality printing technology and color management, the clarity and color saturation of the illustration patterns are ensured, making the entire packaging more beautiful and elegant (as shown in Figure 3-15).

(3) Production process

In terms of production technology, the lamination process was adopted to increase the gloss of the entire packaging box. This process not only makes the colors of the graphics and text more vivid and bright, but also effectively prevents the surface of the packaging box from being contaminated by dust and stains. At the same time, the coated packaging box also has better wear resistance and scratch resistance, which can extend its service life.

In addition, the design also emphasizes the integrity and coordination of paper packaging design. By cleverly integrating visual elements with paper packaging design, the product is given new life and value. This design approach not only enhances the quality and grade of the product, but also allows consumers to have a better experience during the purchasing process.

3.2.6 Emoji Pack Design

Emoji play a crucial role in cultural and creative communication, becoming an extremely effective medium of communication. In the current era of digitization and informatization, emoticons are deeply loved by the public due to

their unique charm and convenience, and are widely used in people's daily conversations. Its high frequency of use has made emoticons an indispensable part of cultural and creative communication.

Designing cartoon characters based on the traditional cultural element of "mud calling a tiger" and transforming it into emoticons can undoubtedly greatly improve its dissemination rate. Through cartoonization, the original image of "mud calling a tiger" is transformed into a friendly and cute one, making it easier to resonate and attract people's attention. At the same time, the form of emojis also makes the dissemination of "mud calling a tiger" more convenient and efficient, whether through social media, chat software, or other platforms, it can easily achieve rapid dissemination (as shown in Figures 3-16 and 3-17).

The key to emoticons being able to better convey emotions is their ability to accurately capture and express people's inner feelings. In the design of the "Mud calls Tiger" emoticon pack, it is created based on the different characteristics of "Mud calls Tiger", such as anger, cuteness, and simplicity, combined with the expressions and movements in daily life. By cleverly conceptualizing and vividly depicting, each emoji is imbued with emotions, which can evoke resonance and emotional projection among the public.

In terms of form design, emojis can use exaggeration, deformation and other techniques to highlight the characteristics and personality of "mud calling a tiger". At the same time, combining current popular elements and memes, making emojis more in line with the preferences and aesthetics of young people.

By designing a cartoon image of "mud calling a tiger" and transforming it into emoticons, not only can its dissemination rate be improved, but it can also better convey emotions and meet people's spiritual needs. This innovative way of communication not only helps to promote and inherit traditional culture, but also brings people a richer and more diverse cultural and creative experience.

3.2.7 Cultural and Creative Product Design

In today's era of diversification, cultural and creative products have become an unstoppable trend, providing more ways to express and promote the culture of "mud calling tigers" through cultural and creative products. According to market research analysis, we will create cultural and creative products such as daily necessities and stationery products.

(1) Daily necessities

Daily necessities, as indispensable products in daily life, carry people's daily needs and aesthetic pursuits. Combining traditional artistic images with modern daily necessities can not only inherit and promote traditional culture, but also add a unique color to life. Recreate the image of "mud calling tiger" and apply it to different daily necessities. The following are the designs of daily necessities such as badges, postcards, napkins, small mirrors, canvas bags, and pillows for "mud calling tiger" cultural and creative products . These cultural and creative products combine the pattern and color combination of "mud calling a tiger", using elements to transform and design through different layouts, making the surrounding product patterns more diverse and practical(as shown in Figures 3-18 to 3-27).

In the design of the badge, the creation is based on the style of each "mud calling tiger" subject, selecting colors related to the subject as background colors to make the overall color tone of the badge harmonious and unified. The selection of patterns is also designed based on the different forms and characteristics of "mud calling a tiger", which has both traditional charm and modern sense. In terms of material, the designers chose metal materials and made the badge more textured and glossy through the baking paint process.

The design of postcards places more emphasis on the use of illustration elements. Selecting the head of "mud calling a tiger" as the design subject,

because its head image is more representative and recognizable. In terms of color matching, according to the main color of "mud calls a tiger", the color of the postcard is rich and harmonious. At the same time, illustrations cleverly use lines and colors to vividly depict the expression and temperament of "mud calling a tiger", making postcards more artistic and collectible.

In addition, cultural and creative products such as napkins, paper boxes, small mirrors, canvas bags, and pillows also have their own unique features. The design of the napkin paper box adopts the image of "mud calling a tiger" as a decorative pattern, which is both practical and beautiful; The frame of the small mirror adopts a pattern design of "mud calling a tiger", making daily small objects full of artistic atmosphere; The design of canvas bags and pillows places more emphasis on comfort and practicality, while also maintaining artistic beauty.

These cultural and creative products not only have unique artistic charm, but also reflect the inheritance and innovation of traditional culture. Combining tradition with modernity, art with practicality, not only meets people's daily needs, but also allows them to feel the charm of traditional culture in their use. At the same time, these cultural and creative products have also promoted the dissemination and promotion of traditional culture, allowing more people to understand and love the folk art image of "mud calling a tiger".

(2) Stationery supplies

Stationery supplies, as an indispensable part of our daily life and work, carry the responsibility of recording and transmitting information. Both students immersed in the sea of books and professionals busy in the office cannot do without these small and practical tools. With the progress of the times and changes in aesthetic concepts, the types and styles of stationery are becoming increasingly diverse, especially some interesting and creative designs that attract the attention of young people. Based on market research and analysis, combined with the characteristics of "mud calling a tiger", a series of stationery products have been derived through the layout and transformation of elements. The

following are stationery items such as notebooks, stickers, and folders (as shown in Figures 3-28 to 3-37).

Among the many categories of stationery, notebooks, stickers, and folders are undoubtedly the most common. These seemingly ordinary stationery, with the clever ideas of the designer, have been revitalized with new vitality. Taking laptops as an example, they will no longer be satisfied with monotonous cover designs, but will incorporate various interesting elements and patterns, making laptops more vivid and interesting. For example, a notebook inspired by "Mud Tiger" not only has a cute image of Mud Tiger printed on the cover, but also uses a special printing process to make the texture and color of Mud Tiger appear lifelike. This design not only attracts the love of young people, but also provides a carrier for the public to record life and express emotions.

As another highlight of stationery products, stickers have also been favored by a large number of users. Unlike traditional stickers, modern stickers place greater emphasis on personalization and creativity in their design. Combining the characteristics of "mud calls a tiger", create a series of interesting sticker patterns. These stickers can be applied to various items such as notebooks, stationery boxes, water bottles, etc., adding a touch of color and fun to our lives.

3.3 Design Achievements

The final design result is four physical clay sculptures of "mud calling a tiger", eight "mud calling a tiger" badges, two foldable pages, two posters, a set of product packaging, two pillows, four canvas bags, and four mouse pads, eight acrylic plaques, and eight postcards each.

Summary of chapter III

1. Use drawing software such as Adobe Photoshop and Adobe Illustrator to create a visual image of "mud calling a tiger". The design of "Mud Calling Tiger" has determined two theme styles. The first theme is emotions, designed

in a flat geometric style, and the second theme is the Four Gentlemen in Flowers, designed in the style of the Chinese Dynasty.

2. Design peripheral derivatives for "mud calls tiger", including folding, posters, and packaging design. Design according to different sizes, illustrations, and production techniques. The purpose of folding pages and posters is to provide a simple explanation of the "mud calls tiger" culture, so that everyone can better understand the culture.

3. Design "mud calling a tiger" in a card like way, while creating through daily expressions and movements, supplemented by text, to make it emotional and integrate into life, meeting spiritual needs.

4. In today's era of diversification, cultural and creative products have become an unstoppable trend, providing more ways to express and promote the culture of "mud calling tigers" through cultural and creative products. According to market research analysis, we will create cultural and creative products such as daily necessities and stationery products.

Conclusion

1. Understand the cultural development history of "mud calls a tiger" and analyze its cultural heritage.

2. As a unique intangible cultural heritage in China, "Mud Calling Tiger" originated in the early Wanli period of the Ming Dynasty. Its development history is long, and it not only has a unique cultural charm among the people, but also has extremely high artistic value. Analyze the development form of "mud calls tiger" in today's society, and lay the foundation for the promotion of "mud calls tiger". Innovating and promoting it can not only promote culture, but also drive the development of regional cultural tourism.

3. The innovation and development of "mud calling a tiger" can not only promote the modernization of folk art, but also promote rural revitalization and development, achieving the integration of art and commerce through the development of cultural and creative products. Through this creation, we aim to create an image of high-density cultural and creative products with profound artistic vitality, enhance influence, and also provide assistance for future research on high-density intangible cultural heritage clay sculptures.

4. Through research on "mud calling tigers", it is understood that there is relatively little innovation in the image of "mud calling tigers" nowadays, with single colors and patterns, lacking innovation, and incomplete derivatives, which gradually makes "mud calling tigers" less attractive to everyone. Therefore, in order to better promote the culture of "mud calling tigers", it is necessary to innovate cultural and creative products, improve the diversity of cultural and creative products, and promote cultural development.

5. Analyze the existing "mud calling tiger" pattern, innovate the visual image design, and design cultural and creative products for it.

6. The design of cultural and creative products called "mud tiger" mainly involves innovative production of its clay sculpture image, designing two sets of

works, each with four mud tigers. The first set of works is in the modern flat geometric style, inspired by the colors of joy, anger, sadness, and music. The second set of works uses plum, orchid, bamboo, and chrysanthemum as creative elements to create plants and apply them to the work. The colors are also drawn according to the characteristics of each plant. At the same time, design peripheral derivatives for "mud calls tiger", including folding, posters, and packaging design. Design according to different sizes, illustrations, and production techniques.

7. Design "mud calling a tiger" in a card like way, while creating through daily expressions and movements, supplemented by text, to make it emotional and integrate into life, meeting spiritual needs.

8. In today's era of diversification, cultural and creative products have become an unstoppable trend, providing more ways to express and promote the culture of "mud calling tigers" through cultural and creative products. According to market research analysis, we will create cultural and creative products such as daily necessities and stationery products. For example, daily necessities are indispensable products in daily life. To recreate the image of "mud calling a tiger" and apply it to different daily necessities, the following are the designs of daily necessities such as badges, postcards, napkins, small mirrors, canvas bags, and pillows for "mud calling a tiger" cultural and creative products. Stationery supplies are closely related to us and will be used for both study and office purposes. There are various types of stationery products, and interesting patterns attract the attention of young people. Based on market research and analysis, combined with the characteristics of "mud calling a tiger", a series of stationery products have been derived through the layout and transformation of elements. The following are stationery items such as notebooks, stickers, and folders.

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Annex

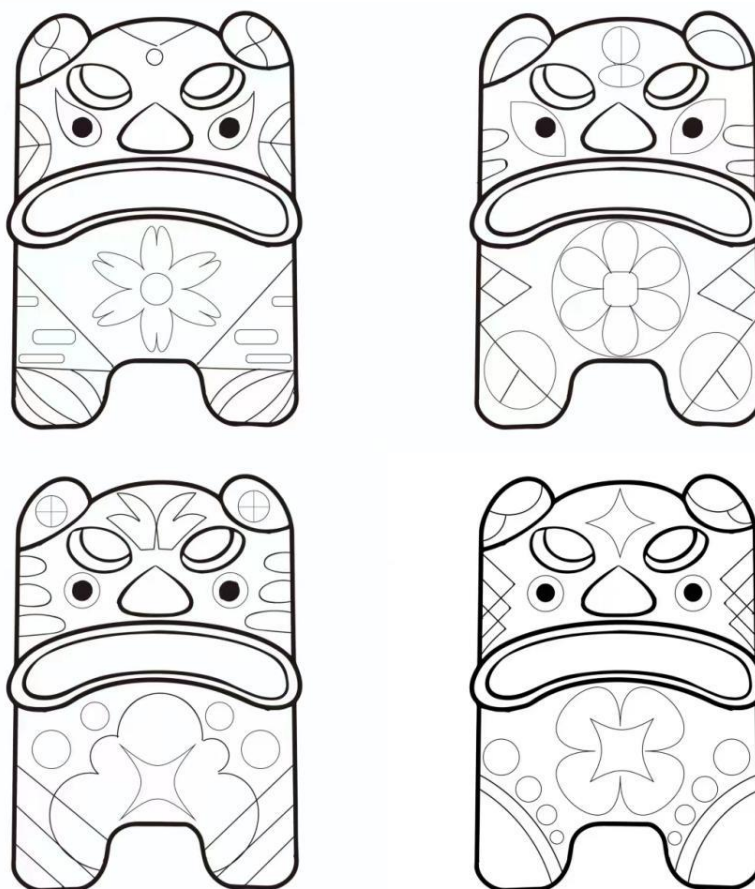


Figure 3-1 Mud calls tiger



Figure 3-2 Joy

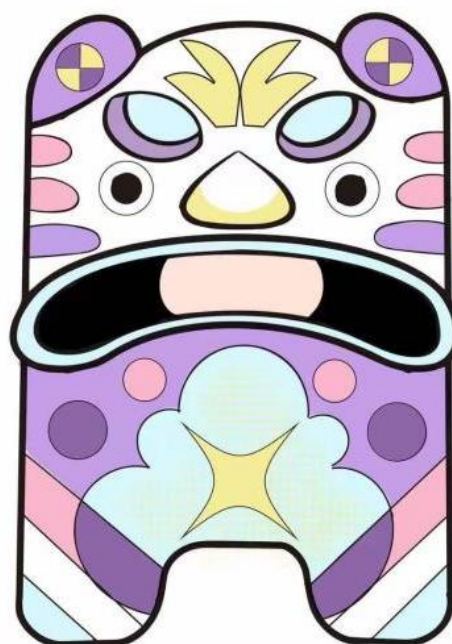


Figure 3-3 anger



Figure 3-4 sorrow



Figure 3-5 joy



Figure 3-6 Plum blossom



Figure 3-7 Orchid



Figure 3-8 Bamboo



Figure 3-9 Chrysanthemum



Figure 3-12 Poster design



Figure 3-13 Poster design



Figure 3-14 Illustration design



Figure 3-15 package design



Figure 3-16 Emoji design



Figure 3-17 Emoji design



Figure 3-18 Emblem design



Figure 3-19 Emblem design



Figure 3-20 Postcard Design

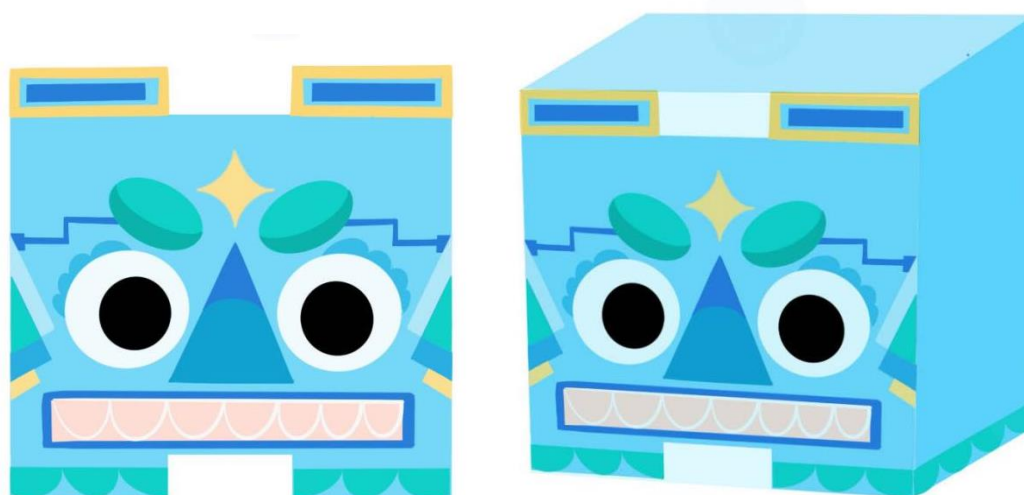


Figure 3-21 Napkin paper box design



Figure 3-22 Mirror design



Figure 3-23 Canvas bag design



Figure 3-24 Pillow design



Figure 3-25 Eye mask design

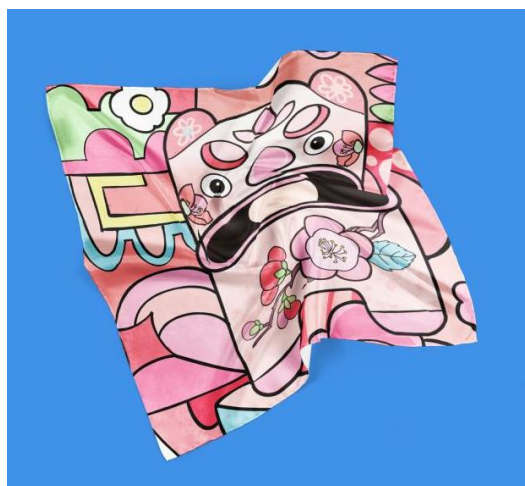


Figure 3-26 Scarf design



Figure 3-27 Paper bag design



Figure 3-28 Sticker Design



Figure 3-29 Sticker Design

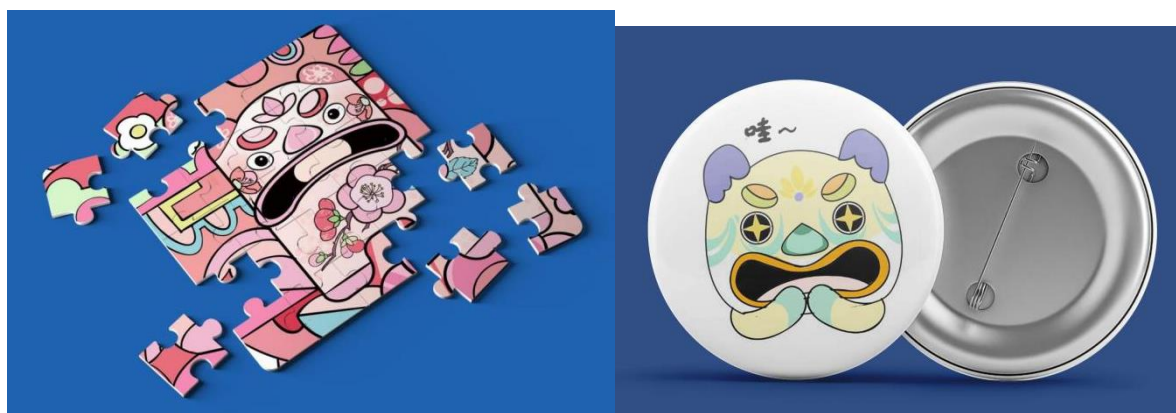


Figure 3-30 Puzzle Design

Figure 3-31 Badge Design



Figure 3-32 Keychain Design

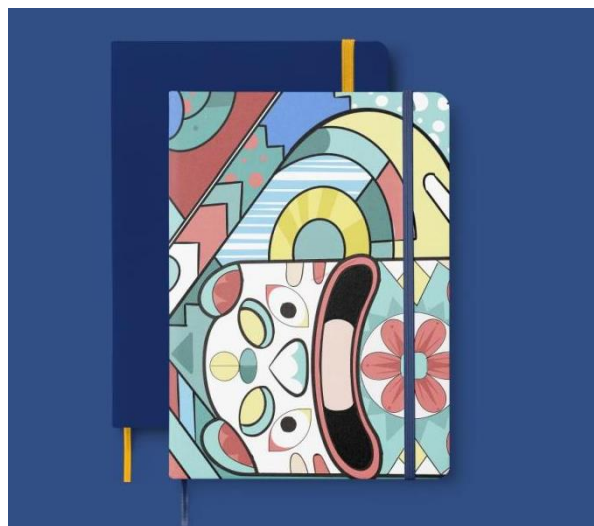


Figure 3-33 Notebook Design



Figure 3-34 Envelope Design



Figure 3-35 Mouse pad Design

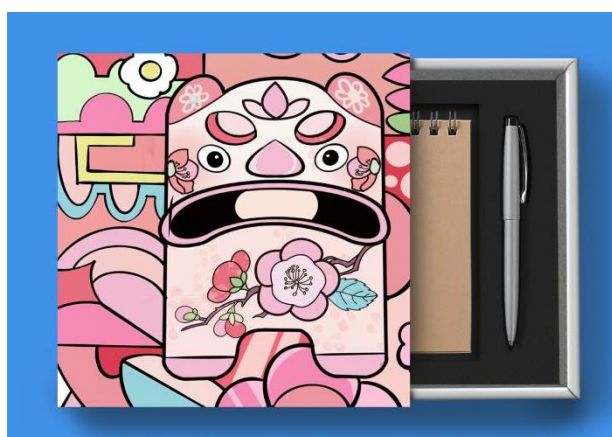


Figure 3-36 Stationery Design



Figure 3-37 Fan Design