



Woodblock New Year Paintings in Zhuxian Town: the Aesthetic and Innovative  
Design of Chinese Folk Art

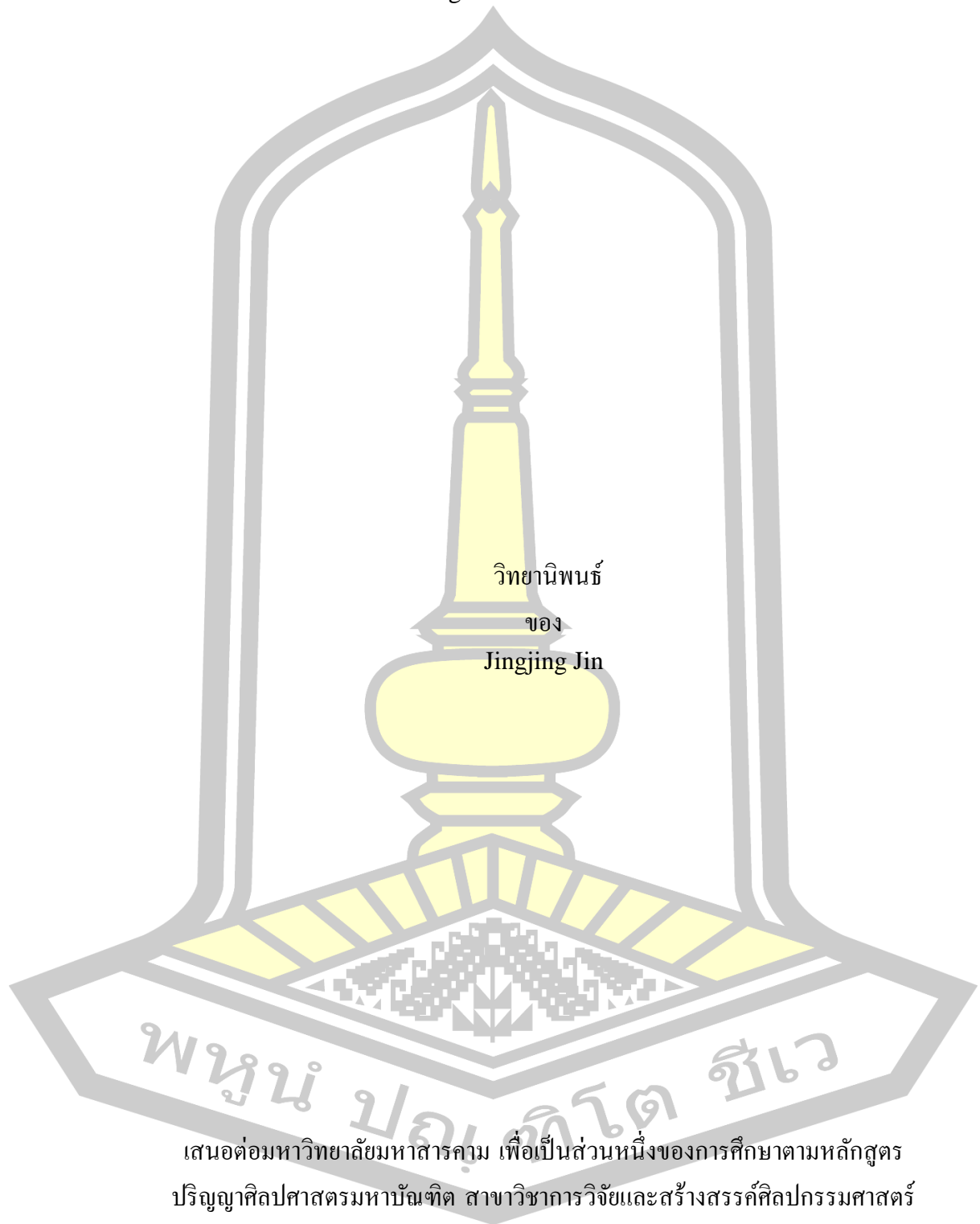
Jingjing Jin

A Thesis Submitted in Partial Fulfillment of Requirements for  
degree of Master of Arts in Fine and Applied Arts Research and Creation

January 2024

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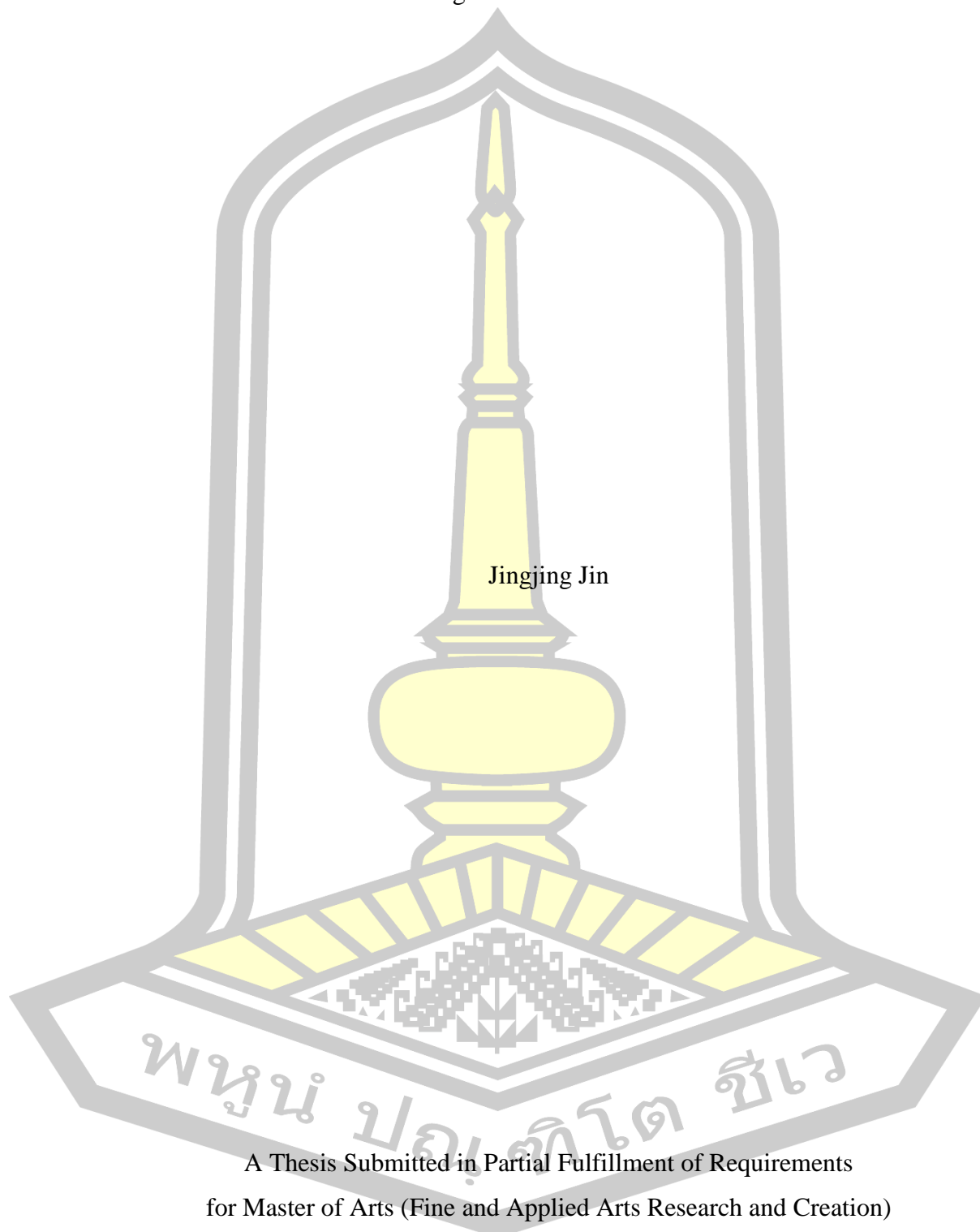
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เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร  
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January 2024

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The examining committee has unanimously approved this Thesis, submitted by Ms. Jingjing Jin , as a partial fulfillment of the requirements for the Master of Arts Fine and Applied Arts Research and Creation at Mahasarakham University

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### ABSTRACT

The Woodblock New Year Paintings in Zhuxian Town: the Aesthetic and Innovative Design of Chinese Folk Art is a qualitative research. With the objectives to:

1) to study the history Study the historical background, cultural connotation and artistic characteristics of Zhuxian Town New Year wood-block prints (respectively studied from the aspects of theme, story plot, shape, composition, color, lines, etc.).

2) to Study the concept and function of cultural and creative product design, and analyze the feasibility of the two combination and.

3) To Study the innovative development of Zhuxian Town woodblock New Year pictures, integrate Zhuxian Town woodblock New Year pictures with the design of cultural and creative products, and finally design cultural and creative products with the application of Zhuxian Town woodblock New Year pictures. The population and samples used in this research isFinally, the application of Zhuxian town wood-block New Year picture design cultural and creative products. The population and samples used in this study are local residents in Zhuxian Town, old wooden New Year painting shop in Zhuxian Town, tourists in Zhuxian Town, voice recording, mobile phone photos, Data Collection and other research tools used for data collection questionnaire survey. According to the survey data, the main target audience of the cultural creative products of Zhuxian Town is the people between 21 and 40 years old, who have relatively high consumption power and are more willing to contact new things. In addition, 73.27 percent of tourists said they are willing to buy cultural and creative products related to the Zhuxian New Year wood-panel paintings, which shows that such products have greater market potential.

The research results found that 1 : With its unique artistic style and rich cultural connotation, Zhuxian New Year wood-block pictures have become the treasure of Chinese traditional folk art. Studying its historical background, cultural connotation and artistic characteristics will help us better understand the charm and

value of this traditional art.

The research results found that 2 : The research finds that the aesthetics of Zhuxian Town New Year wood-block pictures are mainly reflected in the cultural principles, creative principles and aesthetic principles. Based on the visual symbols of culture and art in traditional New Year pictures, the cultural and artistic connotation and essence are deeply explored, and the characteristics of cultural and artistic elements are utilized to innovate with modern design styles and techniques, and then applied to the design of cultural and creative products.

The research results found that 3 : The study found that folk art and innovative design are very important and valuable, but also face some challenges and differences. We need to continuously explore the traditional aesthetic value, balance the relationship between tradition and innovation, and promote the inheritance and development of traditional folk art.

in this paper, Through the analysis of the satisfaction questionnaire of the target group, What are the satisfaction evaluation results?

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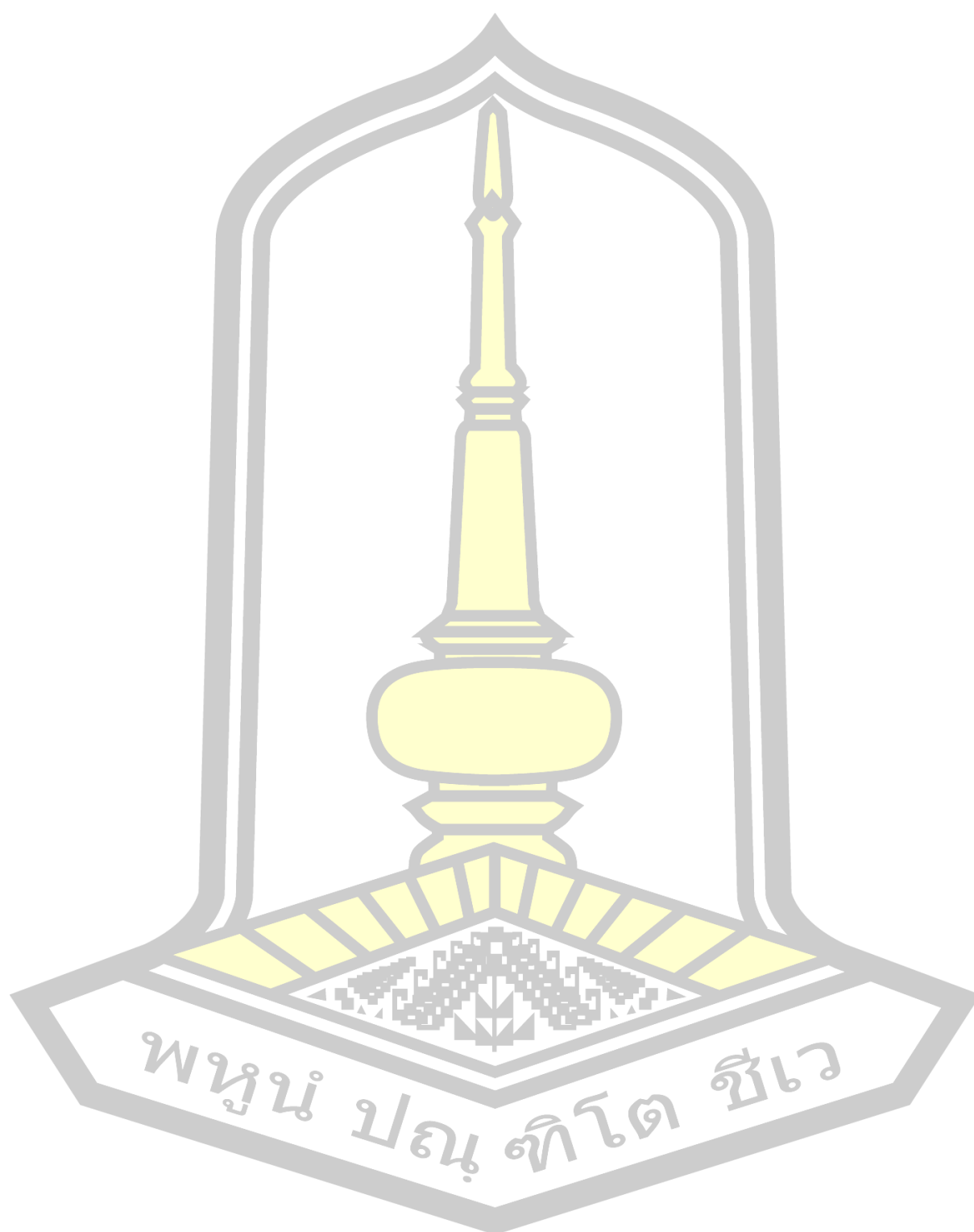
in this paper, Through the analysis of the satisfaction questionnaire of the target group, What are the satisfaction evaluation results?

The main work of Chinese traditional art and innovative design researchers is to explore the aesthetic value of traditional art, and apply it to modern design, and carry out innovative design on the basis of maintaining the core value of traditional art, and the cultural creative products of Zhuxian Town wood panel New Year picture will be able to realize the integration of traditional culture and modern aesthetic, and radiate new vitality. In the future development, it is necessary to constantly pay attention to the changes in market trends and consumer demand, and continue to innovate and optimize design concepts and methods to maintain the competitiveness and attractiveness of the brand in the market.

Through the analysis of the satisfaction questionnaire of the target group, the results of satisfaction evaluation are as follows: The main work of the researchers of Chinese traditional art and innovative design is to explore the aesthetic value of traditional art and apply it to modern design, and carry out innovative design on the basis of maintaining the core value of traditional art. The cultural creative products of Zhuxian Town New Year wood panel pictures will be able to realize the integration of traditional culture and modern aesthetics, and radiate new vitality. In the future development, it is necessary to constantly pay attention to the changes in market trends and consumer demand, and constantly innovate and optimize design concepts and methods to maintain the competitiveness and attractiveness of the brand in the market.

Keyword : Zhuxian Town, New Year pictures, Wooden New Year pictures, Cultural

and creative products, Innovation





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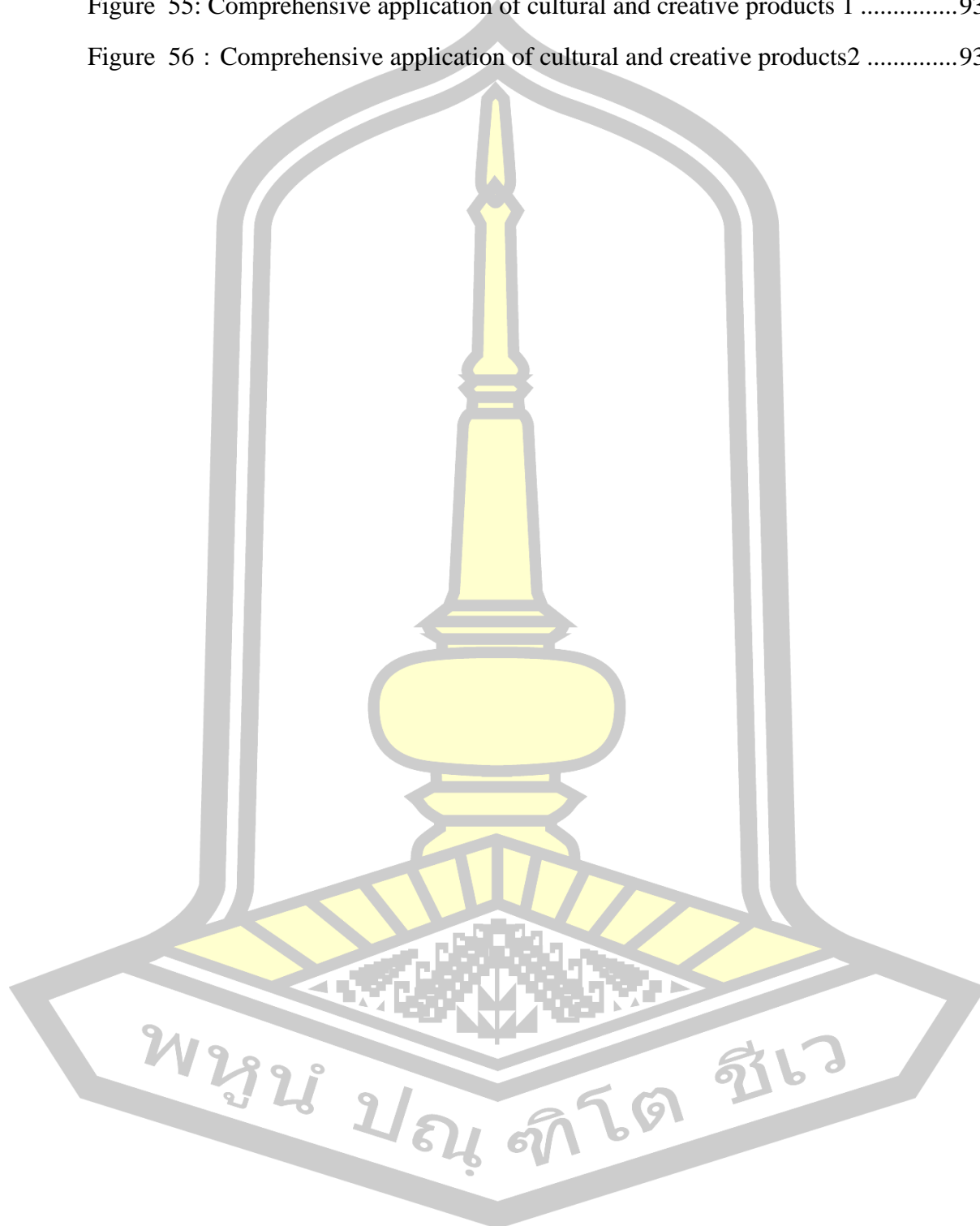
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## Chapter I

### Introduction

#### 1 Background of Research

New Year pictures originated in the period of agricultural civilization in China. New Year pictures are an ancient Chinese folk art and one of the kinds of Chinese painting that many people love. The New Year pictures reflect the customs and beliefs of the people, and place people's hope for the future. Due to the extremely low productivity in ancient times, human beings could not fully understand the laws of nature, so they attributed the principles of various changes in nature to the will and power of the gods, thus having the concept of natural worship and divine belief. The early Chinese New Year pictures are closely related to exorcising evil spirits and blessing to welcome auspicious. In the process of praying for harvest, offering sacrifices to ancestors, and removing demons and removing monsters, the corresponding festival decorative art gradually appeared, and the art of New Year pictures thus emerged. According to the end of the Eastern Han Dynasty "customs and righteousness sacrifice" said: "so the county officials often to the wax New Year's Eve, decorate the peach people, hanging reed bamboo, painting the tiger in the door, all after the previous hope to defend the evil also." CAI Yong said in his autocratic ":" God in full swing, Yu Lei and live in the door, the master read and lead all the ghosts, the evil ghosts, with reed rope, eating tigers. So December years old unexpectedly, often to the first wax night removed also. Is the painting in full swing, base and hanging reed rope in the door, to fight the fierce also. (ying zhao, Customs and righteousness sacrifice, the Eastern Han Dynasty 25-220) Since then, painting the folk custom of tiger exorcising evil spirits has become one of the annual festival traditions. Due to the continuous evolution and development of the society and the continuous improvement of the living standards of the people, various types of New



Year pictures have appeared successively, and the types and patterns of New Year pictures have been rapidly expanded.

Zhuxian Town New Year wood-block prints rose in the Northern Song Dynasty and were listed as the first batch of national intangible cultural heritage list. Zhuxian Town is located in the Central Plains of Kaifeng, Henan Province, with convenient transportation and relatively developed trade. In the Northern Song Dynasty, Zhuxian Town wood-board New Year pictures rose in the folk, when the social economy was very prosperous, both the court officials and businessmen, and peddlers were happy with the folk wood-block prints art works. After satisfying the daily food and clothing life, the pursuit of spirit is gradually improving. Every Spring Festival, every family will post New Year pictures to pray for peace, health, town evil and demons, etc., this festival activities have become a fashion at that time. It is deeply loved by the broad masses. Of course, the development of Zhuxian Town New Year wood-block prints is not plain sailing but has experienced many vicissitudes of life, and its development process can be described as "three ups and three downs".(Feng Zhen, 2022-4-11: page 3)

Zhuxian town New Year wood-block prints with social unrest, not before so prosperous, gradually to decline, and decline has three reasons, one: with the Jialu river blockage, merchant ships, Zhuxian town commercial development hit and hit, thus affect the market of wood-block prints. Second, according to records: "After the 23rd year of Daoguang River victory in Zhongmou, the houses were both silted up, and all the goods were destroyed. The essence of Zhuxian town was thus destroyed".(Zhu Junxian, 2011: Issue 4) The flood caused a large number of damage to Zhuxian Town New Year pictures, a large number of loss and destruction of New Year pictures block made Zhuxian town commercial decline, large-scale workshops can not recover, Zhuxian town wood New Year pictures then declined. Third: after entering the new century, the development of science and technology has indirectly replaced the production of traditional handicrafts. Zhuxian Town New Year wood-block prints are also gradually unable to adapt to modern life. People's demand for a

new culture is rising. We need to constantly inject new blood. It is such a unique traditional folk art form that is worth re-digging again, innovating the theme of The Times, and writing a new chapter in the development of Zhuxian Town New Year wood-block prints under the background of the new era. In the face of these decline, we need to find the internal mechanism of traditional culture to modern transformation, for traditional culture, neither old, nor overall westernization, the traditional culture as an innovation, on the graphic pattern of modern innovation, let it use the form of wooden pictures in AR technology again, into the trend of modern cultural design new elements, realize the traditional culture and modern culture.



*Figure 1: Zhuxian Town*

From the 20th century to today's society, folk culture, art and cultural and creative product industry have attracted wide attention from the country and society. In this era, people's pursuit of the spiritual level is also getting higher and higher, and this trend makes the value of the traditional folk art to be reexcavated and valued. Some scholars will explain the concept of cultural and creative products. In the Properties and Characteristics of Cultural and Creative Products, Wei Pengju

proposed that "cultural and creative products refer to the products derived from the field of cultural and creative industry, and their cultural and creative content and external carriers are interdependent and inseparable." (Wei Pengju, 2010: p. 8). That is to words, the root cause of cultural and creative products lies in culture. The essence of intangible cultural heritage is refined, designed and used by reasonable carriers to create, and finally to create products with modern aesthetic needs and cultural significance that can be called "cultural creativity".

Zhuxian town New Year wood-block prints is a unique and unique folk art, is the traditional "originator" of wood-block prints, but under the contemporary society, Zhuxian town of its own value light more dim, most modern people do not know the cultural value of the town of New Year prints, people living nearby also ignored the existence of Zhuxian town wood-block prints. In know online query about Kaifeng Zhu Xian town of a total of 76 papers, and the research Zhu Xian town of wood-block pictures related products papers for 5, are basically Zhu Xian town of development, process exploration and the survival situation of the key research object, and focus on wood prints classic art style and modern wen and research is very few papers. We need to treat the traditional culture, Never have to grow old, Nor is total westernization, With the unique artistic expression form of Zhuxian Town New Year wood-block prints as the entry point and the source of inspiration, Focus on the full use of the work composition, the exaggerated expression of the character modeling, the gorgeous use of the color and the presentation of the lines, Combining the traditional artistic expression of Zhuxian Town New Year wood-block prints with the practice of modern cultural and creative product design, For the inheritance of Zhuxian Town New Year wood-block prints into the theme color of The Times, Make it in the creation of concise more connotation of The Times, Do a creative design with Chinese characteristics, Realize the integration of traditional culture and modern culture. To realize the modernization and development of traditional culture.

This study choose wood-block prints folk art aesthetic and innovation as the research text, the reasons are as follows: 1. Kaifeng is municipalities of Henan province, is located in the hinterland of the central plains, is China's famous eight dynasties, one of China's eight ancient capitals, China's historical and cultural city, China's excellent tourism city, Chinese chrysanthemum city, Chinese calligraphy city, etc. As a Henan native, it is the responsibility to further study the New Year wood-block prints, and to have the obligation to reexcavate this traditional folk art form, and to inherit and carry forward the traditional Chinese folk art and culture.2. In online query about Kaifeng zhu fairy town pictures a total of 76 papers, and research zhu fairy town pictures related text products papers for 5, for zhu fairy town wood pictures from the style of art, and product design research papers, the wood pictures to time innovation technique, let Chinese traditional picture art with the present era, let the traditional culture in a new form again into the field of vision, and bloom its unique artistic brilliance.

Because of these reasons, I decided to my research direction and theme, and began my collection, by reading a lot of journals, papers, works, to help me to get more information, as a researcher, I found that these scholars of Zhu Xian town prints history development, folk culture, production technology, etc, but for the wood contained in the folk culture connotation is to adapt to the pace of modern people and innovation is not a systematic and comprehensive analysis and interpretation. Next I will zhu fairy town wood pictures traditional culture as an innovation point, on the graphic pattern into modern cultural design trend new elements, modern innovation, the zhu fairy town wood prints and create product design fusion, realize the traditional culture and modern culture, and show the final design rendering, so that the traditional culture in a new form again into the field of vision, and bloom its unique artistic brilliance.

## 2 Purpose of the Research

2.1 Study the historical background, cultural connotation and artistic characteristics of Zhuxian Town New Year wood-block prints (respectively studied from the aspects of theme, story plot, shape, composition, color, lines, etc.).

2.2 Study the concept and function of cultural and creative product design, and analyze the feasibility of the two combination.

2.3 Study the innovative development of Zhuxian Town woodblock New Year pictures, integrate Zhuxian Town woodblock New Year pictures with the design of cultural and creative products, and finally design cultural and creative products with the application of Zhuxian Town woodblock New Year pictures.

## 3 Research question

3.1 Why is Zhuxian Town New Year wood-block prints in Kaifeng, Henan Province? What is his social, cultural and historical background? What are the theme types of Zhuxian Town New Year wood-block prints? What is the cultural connotation and styling style of the New Year pictures?

3.2 Feasibility analysis of the combination of Zhuxian Town wood New Year pictures and cultural and creative products.

3.3 Through research, what kind of expression are Zhuxian Town New Year wood-block prints in line with The Times? What form is active in modern design?

## 4 Definition of Terms

**Zhuxian town pictures:** Zhuxian town in this study is unique to Henan Kaifeng area a folk visual art form to blessing and auspicious for peace, historical stories, of course, record a good life, decorative environment, etc., the pictures carrying the folk



belief in nature and yearning for a better life, is also the originator of the traditional wood-block prints. In the face of these cultural wealth, we need to respect, under the premise of inheritance, constantly explore and innovate, to give Zhuxian town wood New Year pictures new vitality.

**Artistic style:** The artistic style of this study refers to the analysis and induction of New Year wood-block prints from the aspects of theme, story plot, shape, composition, color, lines and so on, taking traditional culture as an innovative point, and making modern innovative design in graphic patterns.

**Wen and product design:** this study to explore the town of wood and product design combining diversified design, with the town of creative design as the breakthrough point, the application of cultural creative product design and the town of wood and product design feasibility of design practice, meet the requirements of contemporary aesthetic design, with cultural connotation of the products. So as to achieve the traditional culture in a new form once again into everyone's vision, and bloom its unique artistic brilliance, to realize the development of traditional culture modernization.

## 5 Scope of Research

5.1 Research field: Woodblock New Year pictures in Zhuxian Town are mainly distributed in Zhuxian Town, Kaifeng City, Henan Province. Zhuxian Town is located in the southwest of Xiangfu District, Kaifeng City, Henan Province, 22.5 kilometers away from Kaifeng City, with a total area of 70.26 square kilometers. Analyze the complementarity, mutual complementarity and development of Zhuxian Town woodblock New Year pictures and cultural and creative products, and conduct a systematic discussion. Through the analysis of the shape, composition, color, lines and other aspects of woodblock New Year pictures in Zhuxian Town, combined with the unique characteristics of woodblock New Year pictures that inherit the culture as

innovation points, a modern innovative design is carried out on graphic patterns. Synchronizing the form and content of Zhuxian Town woodblock New Year pictures with the times makes Zhuxian Town woodblock New Year pictures more acceptable to modern people. In this way, traditional culture will come into everyone's field of vision again in a new form, and its unique artistic style will bloom, so as to realize the modernization of traditional culture.

5.2 Time Period of Research: This study is divided into three stages:

5.2.1 The historical origin background, development overview, cultural connotation and artistic characteristics of Kaifeng wooden New Year paintings.

5.2.2 Feasibility analysis of combining Zhuxian Town New Year wood-block prints with cultural and creative product design.

5.2.3 Inject the theme color of The Times into the inheritance of Zhuxian Town New Year wood-block prints, integrate the new elements of modern cultural design trend into the graphic pattern, carry out modern innovation, and integrate the Zhuxian Town New Year wood-block prints with cultural and creative product design. Finally, cultural and creative products with extraction elements and the characteristics of Zhuxian New Year wood-block prints were designed to realize the integration of traditional culture and modern culture, and show the final design effect map, so that traditional culture could walk into everyone's vision again in a new form and shine its unique artistic brilliance.

**5.3 Another:** The complementarity, mutual complementarity and development ways of Zhuxian Town New Year wood-block prints and cultural and creative products were analyzed, and they were systematically discussed. Through the analysis of the shape, composition, color and lines of Zhuxian Town New Year wood-block prints, combined with the unique characteristics of inheriting cultural New Year wood-block prints as an innovation point, the modern innovative design is carried out in the graphic pattern. With cultural creation as the carrier, so as to attract the attention of the public, and make the Zhuxian Town New Year wood-block prints in

the form and content are synchronized with The Times to make the Zhuxian Town New Year wood-block prints more easily accepted by modern people. So as to achieve the traditional culture in a new form once again into everyone's vision, and bloom its unique artistic style, to realize the development of traditional culture modernization.

## 6 Research Methodology

This study used a qualitative approach with the goal to find academic answers. The specific research methods are provided as follows:

### 6.1 Population and Sample

**Population:** Awareness and attention are the necessary factors for the woodblock New Year paintings in Zhuxian Town to be accepted by the public. This survey mainly came from the people around Zhuxian Town, the craftsmen of Zhuxian Town, namely Master Li Xiangyang, Master Sun Mingzhe and others who came to Kaifeng. Tourists are more interested in seeing the cultural tradition of woodblock New Year paintings in Zhuxian Town, and want to buy them for themselves to appreciate or give to friends, etc. for research and analysis.

**Sample:** Woodblock New Year pictures in Zhuxian Town exist in the form of "time-honored brands", which continue the traditional culture. There are about seven "time-honored" New Year picture shops in Zhuxian Town. In this investigation, we specifically interviewed Cao's old store and Wantong old store. The old artists in the store explained the origin and development history of "Zhuxian Town Woodblock New Year Pictures" and the method and process of making woodblock New Year pictures. They said that the reason why they have been persisting is that their ancestors have been engaged in the production of woodblock New Year pictures in



Zhuxian Town for generations. They have been exposed to and cultivated interest in New Year pictures since childhood, and they are very interested in New Year pictures. Certain mastery. After Zhuxian Town woodblock New Year pictures became an intangible cultural heritage, more people are willing to learn about Zhuxian Town woodblock New Year pictures. Of course, in the new era, if woodblock New Year paintings want to continue to develop, they need to maintain the combination of traditional features and modern elements and design techniques, which is the key to the development of Zhuxian Town woodblock New Year paintings in modern society.

## 6.2 Instrumentation /Tools

### 6.2.1 Voice records

### 6.2.2 Photo taken on mobile phone

### 6.2.3 Field notebook records

## 6.3 Data Collection

Interview: Collect the opinions of traditional handicrafts, tourists and local residents based on the site information. The main content of the interview is the history of Zhuxian Town New Year wood-block prints, the process of making New Year wood-block prints, the content genre, and the innovation to understand and collect data.

## 6.4 Data Analysis

## 6.5 Research presentation

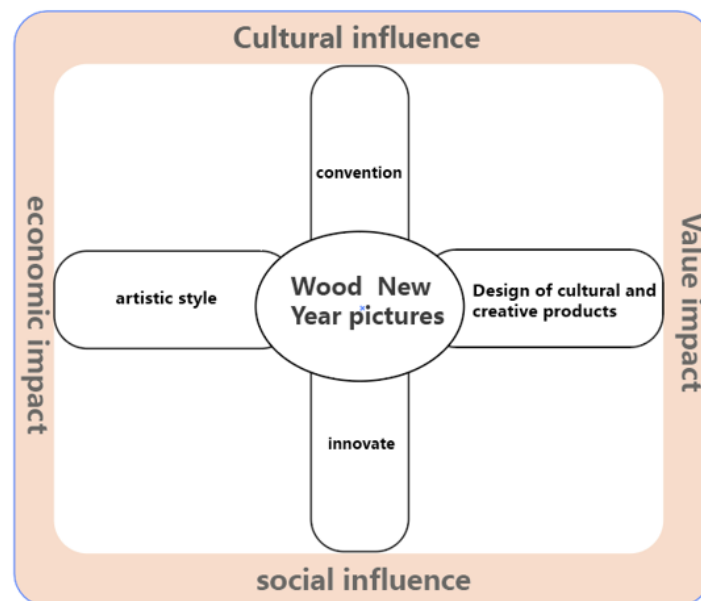
6.5.1 Full text of the study: presented by writing a descriptive analysis, combining pictures and charts.

6.5.2 Research articles: published in international journals, Scopus level, or ISI.

## 7 Concept, Theory and Conceptual framework

### Research framework

This study takes the creative design of Zhuxian Town New Year wood-block prints as the entry point and applies it in the cultural and creative product design. The framework of the study is shown below:



*Figure 2: Conceptual framework*

Image source: drawn by the author, 2023

## 8 Research plan

The 1-year study plan is as follows:

Step 1: Collect the relevant information and field investigation of the wooden New Year pictures [1-2 months].

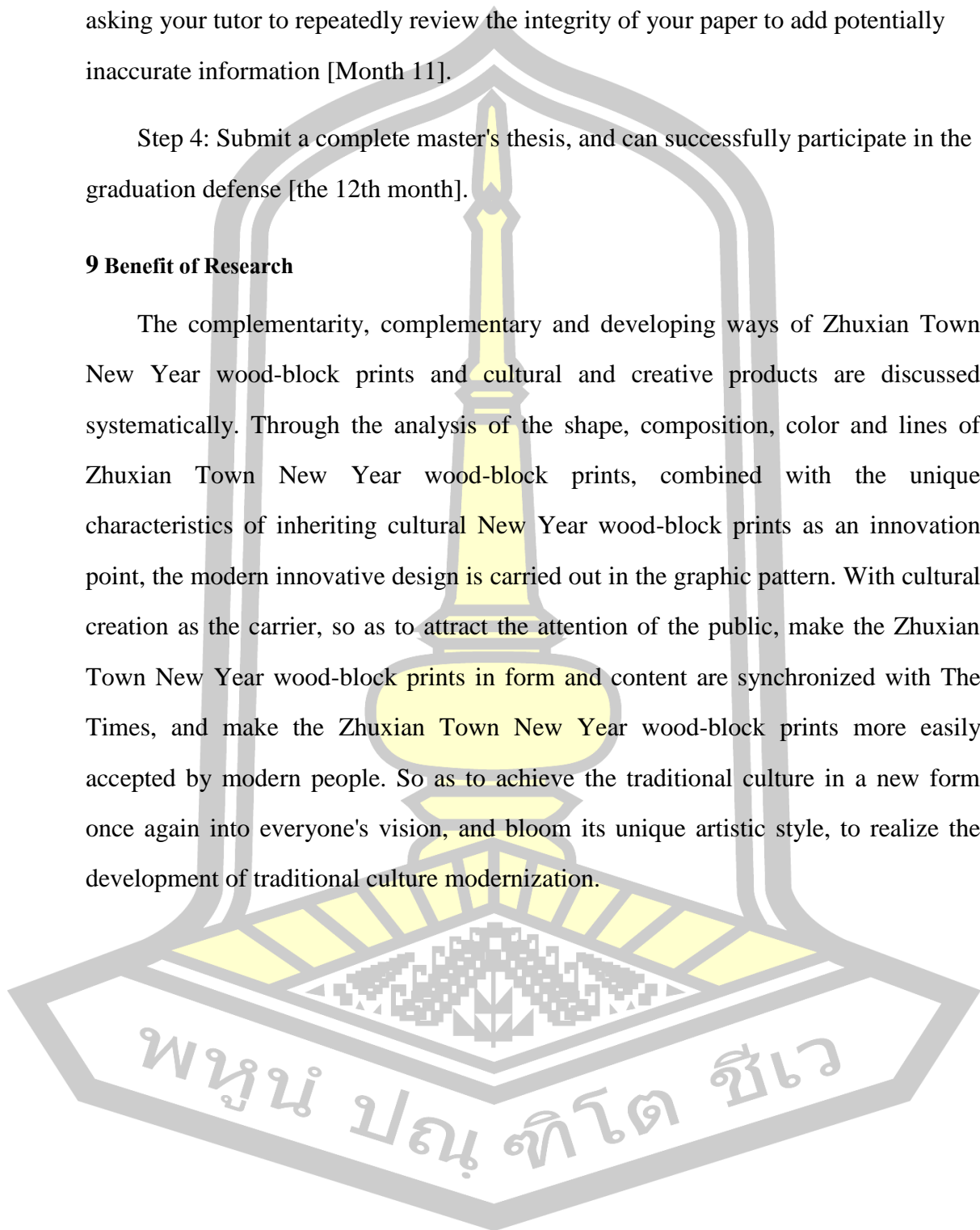
Step 2: Through the collection and investigation of relevant information, start writing, and write a master's thesis [3-10 months].

Step 3: By reading a lot of relevant literature, repeating the field survey and asking your tutor to repeatedly review the integrity of your paper to add potentially inaccurate information [Month 11].

Step 4: Submit a complete master's thesis, and can successfully participate in the graduation defense [the 12th month].

### **9 Benefit of Research**

The complementarity, complementary and developing ways of Zhuxian Town New Year wood-block prints and cultural and creative products are discussed systematically. Through the analysis of the shape, composition, color and lines of Zhuxian Town New Year wood-block prints, combined with the unique characteristics of inheriting cultural New Year wood-block prints as an innovation point, the modern innovative design is carried out in the graphic pattern. With cultural creation as the carrier, so as to attract the attention of the public, make the Zhuxian Town New Year wood-block prints in form and content are synchronized with The Times, and make the Zhuxian Town New Year wood-block prints more easily accepted by modern people. So as to achieve the traditional culture in a new form once again into everyone's vision, and bloom its unique artistic style, to realize the development of traditional culture modernization.



## Chapter II

### An overview of the historical and cultural background of Zhuxian

#### Town woodblock New Year pictures

#### 1 The Background Origin and Development Status of Zhuxian Town Woodblock

##### New Year Paintings

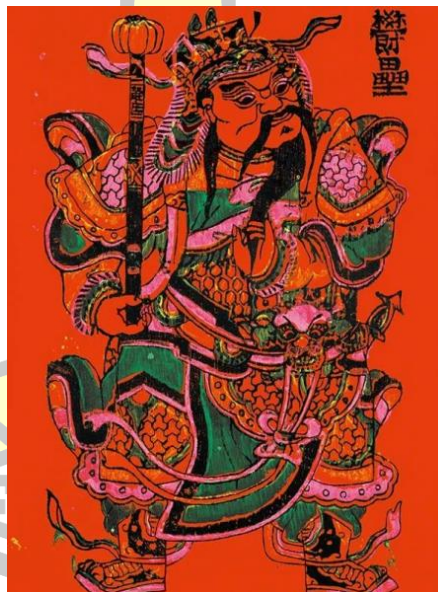
##### 1.1 Historical Background of Chinese New Year Paintings

"New Year pictures" is a long-standing folk art expression form of ancient working people in my country yearning for a better life. Like Spring Festival couplets, it originated from "door gods", has a very significant local cultural color, is the essence of folk art, and is easy to draw. With bright colors and straightforward meaning, it is very popular among the working people and is widely spread among the people. Many masterpieces of folk art have become "one of the best in China" and have been inherited and preserved. For the purposes of praying for blessings, expelling evil spirits, avoiding disasters, town houses, etc., people paint the scenes of immortals and happy and healthy life and labor into vivid New Year pictures and post them at home, expressing people's hopes and visions for a better life. Every family posts on the New Year, which is the Spring Festival, to express people's good wishes for celebrating the New Year, happiness and peace. This is an artistic expression of folk customs and customs, and has become a very representative traditional cultural form in the long-term precipitation. As an extremely common and vivid display of the secular life and ideology of Chinese people, New Year pictures have always been one of the important forms of Chinese folk art.

New Year pictures have a history of more than one thousand years. New Year pictures are indispensable and popular paintings for Chinese people. New Year pictures can be divided into four stages: budding stage, development stage, prosperity stage and decline stage. Generally speaking, the New Year pictures in the four stages show different characteristics, especially the New Year pictures in the prosperous stage show different visual effects from those in the budding stage and the developing stage.

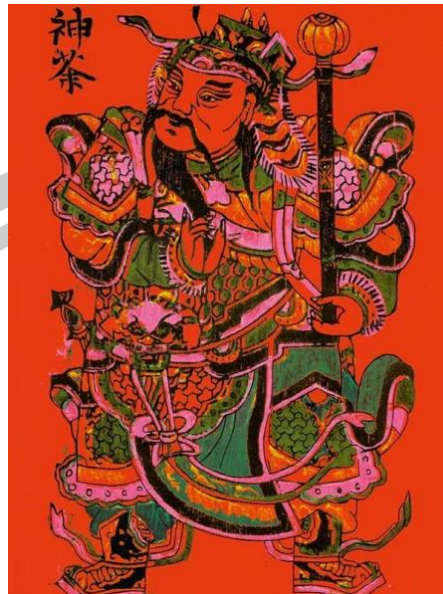
พหุ ประยุกต์ ชีว

The embryonic stage of New Year pictures mainly refers to the Han Dynasty and the Wei, Jin, Southern and Northern Dynasties. As New Year pictures as an art form at this time were still in their infancy, the earliest prototypes of New Year pictures were found on portrait bricks of the Han Dynasty. From a portrait brick unearthed from the tomb of a nobleman of the Han Dynasty in Mi County, Henan Province, we can see a very popular theme of New Year pictures in the embryonic stage-guarding door gods: Yu Lei and Shen Tu. According to archaeological records, folks in the Han Dynasty painted the images of the two gods "Shentu and Yulei" on the door during the New Year to cure evil spirits. "Shentu" and "Yinlei" are two gods and men who are said to be able to subdue evil spirits in ancient legends. Later generations gradually enshrined them as door gods. (Li Jiewen, April 2015: Issue 2) "Yu Lei" is usually located on the left door leaf, wearing a tiger-head leather helmet and full armor, holding a hammer in one hand, with a relaxed expression, while "Shentu" is generally located on the right door leaf. On the top, wearing a colorful battle armor, with a majestic face and a martial posture. Later generations enshrined the two as door gods. In order to make them more able to exorcise ghosts and evil spirits, their faces were painted ugly and fierce. It entrusts the good wishes of the working people of the Han nationality to eliminate disasters and avoid disasters, seek good luck and avoid evil.



*Figure 3: Yu Lei door god*

**Source:** <http://xhslink.com/WwlBVr>, 2022



*Figure 4: God of God*

**Source:** <http://xhslink.com/WwlBVr>, 2022

New Year paintings entered a stage of development in the Song Dynasty. New Year paintings were formally formed as an independent folk art. The social and economic development and the prosperity of cities in the Song Dynasty greatly promoted the revitalization of the handicraft industry. It was widely welcomed by the people at that time. For example: "Zhong Kui" painting is a "hot item" among the licensed products of workshops in the Song Dynasty, and its themes have been greatly increased due to the ingenious conception of folk painters. "Zhong Kui" is not only generally respected by the people, but also loved by folk painters. Folk painters innovated many themes about Zhong Kui, which became "Zhong Kui Marries a Sister", "Hate Fortune Late" and "Late Hope" in folk New Year pictures meaning) and other themes.

In the "A Picture of Rising the River during the Qingming Festival" in Bianliang, the capital city of the Northern Song Dynasty, it was a folk custom at that time, like today's festival gatherings, where people participated in business activities. The whole picture is roughly divided into three parts: the spring scene in the suburbs of Bianjing, the scene of the Bianhe River, and the downtown market in the city. You can feel the bustling and lively urban landscape of Bianliang, the capital of the Northern Song Dynasty. Therefore, the rich folk cultural life in the Song Dynasty, coupled with the maturity of woodblock printing technology, provided good conditions for the development of New Year pictures. The development of New Year pictures during this period is mainly manifested in two aspects: First, on the basis of the Tang Dynasty, the themes of New Year pictures were further enriched, and various themes such as customs, operas, and ladies' dolls began to appear. Secondly, special persons



began to make and sell New Year pictures, which had a great impact on the development of New Year pictures in later generations.



Figure 5: Qingming River Scene

Source: <https://image.baidu.com>,2022

New Year pictures reached its peak in the Ming and Qing Dynasties. New Year pictures at this stage became more systematic and patterned. Hand-painted New Year pictures and woodblock printing New Year pictures coexisted. The techniques of hand-painted New Year pictures became more proficient, while the skills of woodblock engraving and color printing became more and more sophisticated. The style and theme of New Year pictures are also relatively fixed. The output of New Year pictures has also grown further, and developed their respective strong regional styles. At this time, the content and functions of the New Year pictures became more and more abundant. From the original door gods and charms for expelling ghosts and evil spirits, there were added auspicious meanings of dolls, ladies, and longevity. Numerous folk legends and stories also appeared in the New Year pictures, which played a role in spreading knowledge.

At the end of the Qing Dynasty and the beginning of the Republic of China, the national crisis intensified, internal and external troubles, and social changes were huge. The rural market for New Year pictures was greatly impacted. The purchasing power of the people declined, and traditional customs gradually declined, and woodblock New Year pictures also declined.

In the early years of the Republic of China, after the founding of New China in 1949, the national government paid more attention to and paid more attention to New Year pictures. The government led the improvement of New Year pictures in two ways. First, the traditional themes of the pictures remained unchanged, and vernacular words were added. One is to explain each other with pictures and texts, so that more people can understand and accept them; the other is to improve the content of the pictures, and to spread information and revolutionary ideas with new things and current news. Art workers and folk artists have created many New Year pictures with new themes in the background of the new era and combined with new artistic techniques. (Ouyang Qiuzi, 2019-6: Quest)

New Year pictures are an original art form of the Chinese nation. New Year pictures are deeply rooted in the folk and are used during festivals. Although the form and content of New Year pictures continue to develop with the changes of the times, in the process of development, they maintain many particularities that are different from other arts. Rich and colorful cultural connotations.

## 1.2 Historical Background of Wooden New Year Pictures

The woodblock New Year pictures in Zhuxian Town, together with Yangliuqing in Tianjin, Taohuawu in Jiangsu, and Weifang in Shandong, are known as nationally famous New Year pictures. Among the four New Year pictures, Zhuxian Town woodblock New Year pictures have the longest history. Kaifeng was the capital of the Northern Song Dynasty in ancient times. The stable development of the economy, culture and social environment, and the wide use of woodblock printing enabled the prosperity and development of woodblock New Year paintings in Zhuxian Town, and left a strong mark in the cultural history of the Song Dynasty.

The academic circles have been arguing about which of Zhuxian Town woodblock New Year pictures and woodblock New Year pictures is the source of woodblock New Year pictures. Feng Jicai, a researcher of woodblock New Year paintings, once recorded in the book "Chinese Woodblock New Year Paintings Collection: Zhuxian Town Volume": "The folk New Year painting customs in Kaifeng and Zhuxian Town have a long history... outside the capital "Suzaku Gate, and To the west of Zhouqiao is the so-called fruit store, where paper and paintings are also sold, and there are endless vendors." In front of Xuande Building, "to the West Street at Zhouqiao, and Dutingyi on the north side of the street, opposite to the Liang family's bead shop, the rest are for sale. Painting on paper". (Feng Jicai, 2006: 19-21) From this, it can be seen that Mr. Feng Jicai's sentence "the folk New Year pictures in Kaifeng and Zhuxian Town have a long history" did not do much to Zhuxian Town woodblock New Year pictures and Kaifeng woodblock New Year pictures. draw a clear distinction.

Later, some scholars conducted a lot of research and discussion on the birthplace of Zhuxian Town woodblock New Year pictures. Wang Shucun believes that those who study Chinese folk New Year paintings believe that the art of woodblock New Year paintings appeared in the Northern Song Dynasty at the latest,



and the birthplace is Kaifeng, Henan. (Wang Shucun, 2001: 80) Liu Guangxiang believes that the birthplace of Chinese woodblock New Year paintings in Kaifeng is another proof of the origin of New Year paintings. (Liu Guangxiang, 2005: 04) Zhu Zhongquan's criticism of Kaifeng New Year pictures as Zhuxian Town woodblock New Year pictures once again justifies Kaifeng woodblock New Year pictures as the source of Zhuxian Town woodblock New Year pictures. (Zhu Zhongquan, 2009: 03) Ren Helin, inheritor of woodblock New Year paintings in Zhuxian Town, insists that the history of Kaifeng New Year paintings is the history of Chinese New Year paintings. (Ren Helin, 2017: 02) This established the academia's theory that Zhuxian Town woodblock New Year pictures originated in Kaifeng, which is also called Kaifeng woodblock New Year pictures.

### 1.3 The Appearance of Woodblock New Year Pictures in Zhuxian Town

Woodblock New Year pictures in Zhuxian Town appeared in the Northern Song Dynasty. Zhuxian Town woodblock New Year pictures refer to the regional New Year pictures of Zhuxian Town, which are mainly distributed in Kaifeng, Zhuxian Town and surrounding areas in Henan Province. Zhuxian Town is a small town in Kaifeng City, with a total area of 70.26 square kilometers. Zhuxian Town reached its peak due to the opening of the Jialu River in the Ming Dynasty. Foshan Town in Guangdong, Jingdezhen in Jiangxi, and Hankou Town in Hubei are the "Four Famous Towns" in the country. (Official website of the People's Government of Xiangfu District, Kaifeng City, 2018: 30) Woodblock New Year paintings in Zhuxian Town are one of the four major woodblock New Year paintings in China and the originator of Chinese woodblock New Year paintings. They are an important part of China's intangible cultural heritage.

As the capital of the Northern Song Dynasty, Kaifeng had a prosperous handicraft industry and market commerce, as well as New Year customs. The movable type printing technique developed from the Tang Dynasty was used in the drawing and rubbing of door god paintings, which promoted the art of New Year pictures from hand-painted to stereotyped printing. Greatly improved the production efficiency of New Year pictures. According to the prose notes "Tokyo Menghualu" written by Meng Yuanlao in the Song Dynasty: Kaifeng, the capital city, "near the New Year's Day, the market sells door gods, Zhong Kui, peach boards, peach charms, as well as Caimen blunt donkeys, turning back deer horses, Tianxing posts, etc." . (Written by Meng Yuanlao, 1982: p. 249.) The prosperity of this kind of commodity trade promoted the development of literature and art of local citizens in Kaifeng. These New Year pictures are mostly posted during Chinese New Year. With the development of history, the Northern Song Dynasty perished, and after several wars, the New Year picture artists who were originally in Kaifeng moved south, and the woodblock New Year picture industry, which was very prosperous in Kaifeng, also moved to Zhuxian Town, 22.5 kilometers away. Zhuxian Town has become one of the most important producing areas of New Year pictures in the country.

#### 1.4 The historical development stages of Zhuxian Town woodblock New Year pictures

##### 1) The development of woodblock New Year paintings in Zhuxian Town in the Song Dynasty

Woodblock New Year pictures in Zhuxian Town first emerged in the Northern Song Dynasty. Its emergence and development, the economic leap and science and technology at that time were all important components to promote the vigorous development of New Year pictures. The capital of the Song Dynasty was Bianjing, which is now Kaifeng. It was the political, economic and cultural center of the country, and a large number of businessmen from all over the country flocked to the capital. The huge citizen class promoted the development of secular literature and art; the active secular literature and art provided rich soil for the creation of New Year pictures. Coupled with the invention of movable type printing, the engraving and printing industry in my country has been promoted to prosperity. There are records of woodblock New Year pictures in "A Picture of Shanghe During the Qingming Festival" by Zhang Zeduan, a famous folk painter. On the long historical scroll "A Picture of Shanghe during Qingming Festival", the words "Wangjia paper horse" can be clearly seen, and you can see the prosperity of Bianjing city at that time. (Zhang Zeduan, 2009: 105) Zhuxian Town is located only ten miles away from Bianjing City, with convenient transportation. It was an important water conservancy hub at that time. This important geographical location laid the foundation for the development of Zhuxian Town at that time. There are many New Year painting workshops, located around Zhuxian Town, with Zhuxian Town, an important transportation hub, as the central point, distributed in a scattered shape. The development of humanities and arts in the Song Dynasty promoted the development of woodblock New Year paintings. One of the important reasons for the rapid development of New Year pictures.

##### 2) The development of wood-block New Year paintings in Zhuxian Town in Ming and Qing Dynasties

During the Ming and Qing Dynasties, Zhuxian Town was located in the Central Plains, with water and land transportation extending in all directions, giving full play to its superior geographical location. It was an important area for the commercial development of the Central Plains at that time. During the number of new businesses continued to increase, and the New Year picture market at that time was booming, and Zhuxian Town's woodblock New Year pictures became famous. At the end of the Ming Dynasty, Zhuxian Town has become one of the four famous towns in the country. It can be seen that Zhuxian Town became an important commercial center in the Central Plains at that time. Regrettably, at the end of the Qing Dynasty, due to various historical reasons and the historical environment at that time, the river channel of Zhuxian Town, which was originally a transportation hub in the Central Plains, was seriously affected and could not pass normally. As a commercial development-centered Zhuxian Town, Many businessmen left one after another. The woodblock New Year picture industry and other businesses in Zhuxian Town

gradually declined, and since then woodblock New Year pictures and other businesses have become increasingly depressed.

3) The development of woodblock New Year paintings in Zhuxian Town during the Republic of China

After experiencing the invasion of the Anti-Japanese War, Zhuxian Town woodblock New Year picture shops moved to Bookstore Street, Dananmen, West Street, East Street and Tujie in Kaifeng City in order to survive. Then Kaifeng fell, the economy of the ancient city became more and more depressed, the people were in dire straits, and major New Year picture shops closed down one after another. In the early 1960s, after the war was completely over, there were very few New Year painting workshops in Kaifeng and its surrounding areas. A group of veteran artists engaged in the production of New Year pictures began to restore and collect old editions of New Year pictures for a long time. However, with the coming of the Cultural Revolution, the restoration work of New Year pictures suffered another major blow. A large number of old woodcut New Year pictures have been severely damaged, and many precious and excellent ancient editions have been destroyed wantonly. After "ten years" of ransacking, there is nothing left and completely damaged.

4) The development of woodblock New Year paintings in Zhuxian Town in the modern era

After the founding of the People's Republic of China, the country was unified and the society was in a stable environment. The excellent traditional culture of China has attracted more and more attention from people all over the country. It attracts the attention of lovers of folk customs and New Year pictures from all walks of life. The repair and innovation of woodblock New Year pictures in Zhuxian Town is also imminent. The municipal government presided over the establishment of the "Zhuxian Town Woodblock New Year Picture Cooperative" to carry out the innovative protection of Zhuxian Town woodblock New Year pictures. During this period, with the joint efforts of the government and New Year picture artists, combined with the actual situation at that time, a series of New Year pictures were created to praise the party and depict the heroic resistance of workers, peasants and soldiers. Develop the unique culture and art of New Year pictures, promote art and culture, and enable Zhuxian Town woodblock New Year pictures to give full play to their historical and artistic value and realize living inheritance.

1.5 The current situation of the development of woodblock New Year paintings in Zhuxian Town

One: Under the modern social environment, the sales volume of woodblock New Year pictures in Zhuxian Town is declining. New Year pictures produced by modern machines are simple to make and have low productivity. Machine-printed New Year pictures are more colorful and festive, and there are many styles to choose from. The traditional wooden board New Year pictures are complicated to make, with low production efficiency and high price. There are more than 10 businesses

producing and operating wood-block New Year pictures in Zhuxian Town, most of which are family-style workshops. These workshops are small in scale and low in productivity, and cannot compete with the low-cost and exquisitely produced offset New Year pictures.

Second: my country has a wide variety of cultural heritage with different styles. Although a large number of folks have invested a lot of manpower and material resources to protect and inherit Zhuxian Town woodblock New Year pictures, on the one hand, it cannot adapt to the development of the market economy. On the other hand, Zhuxian Town woodblock New Year pictures The income of merchants mainly depends on government subsidies, as well as purchases from ordinary tourists, some scholars, and collectors. Therefore, the merchants of woodblock New Year paintings do not have much income, and they cannot expand their business models. The source of income cannot be guaranteed, so the creation of woodblock New Year paintings in Zhuxian Town is struggling. , the economy is also depressed.

Third: The inheritance methods of woodblock New Year pictures in Zhuxian Town mainly include family inheritance and master-apprentice inheritance. Among them, family inheritance is the most important way of inheritance. For example, Wantong Old Store and Tiancheng Old Store in Zhuxian Town are typical family inheritance. These merchants will choose their sons and grandsons as inheritors. There are also inheritors who accept apprentices, but there are some top-secret technologies that will not be passed on to the outside world. Mr. Yin Guofa, the inheritor, said that he would pass on techniques including engraving and printing to his apprentices, but top-secret crafts such as pigment preparation would only be passed on to his sons, not even his daughters. This kind of family inheritance will have defects such as insufficient successor ability or no willingness to succeed, insufficient technological innovation ability, etc., which limits development and makes it difficult to innovate products. Circulation between. (Wu Han, 2019-4: page 14)

Fourth: The craftsmen engaged in the production and management of woodblock New Year paintings in Zhuxian Town are old and have limited energy. Most people think that they are "not fresh enough" and that there are too few styles. Responsible for the reform and innovation of New Year pictures. Influenced by the way of modern life and the concept of life, many young people are unwilling to engage in boring and low-paying jobs in this area. As a result of the brain drain, Zhuxian Town's wood-block New Year paintings innovation work is difficult.

Fifth: The publicity work on wood-block New Year pictures is not in place, and the intensity is not enough. The publicity activities are limited to Zhuxian Town. In Kaifeng area, the publicity of related New Year pictures is rarely heard, and the public's awareness of protection is relatively weak. The protection awareness of town woodblock New Year pictures should be an important task of relevant departments.



The picture below shows the actual situation of the streets taken during my actual visit. There are not many tourists in the New Year Pictures store.



*Figure 6: Zhuxian Town*



*Figure 7: Zhuxian Town Wooden New Year Pictures*

## 2 Reasons for the Formation of Zhuxian Town' s Wooden New Year Painting

### Culture

2.1 The relationship between wood-block New Year pictures and local people's life

Kaifeng is located in the Eastern Henan Plain. The general terrain is high in the west and low in the east, high in the north and low in the south. The terrain is flat and it is an ancient city with profound cultural heritage. Wooden New Year pictures are rooted in the folk and serve the folk life at the same time. The composition, typesetting, and color matching used in the New Year pictures with the theme of folk stories are unique in painting, and the content expressed is closely related to the living customs of the masses. It is easy to understand and can fit the aesthetics and understanding of the masses, thus forming a unique cultural form of folk art. It has distinct characteristics of the folk culture of the Central Plains, and demonstrates a strong folk art atmosphere. The folk customs and folk art are full of flavor. Because of its unique value, it is evaluated as a shining star in the long river of folk art in the Central Plains.

2.2 The relationship between Zhuxian Town woodblock New Year pictures and local folk culture

As a culture and art of the farming era, Zhuxian town woodblock New Year pictures first appeared in Kaifeng in the Northern Song Dynasty. It is an ancient folk art in my country, emphasizing the close relationship between New Year pictures and folk life, and emphasizing the "folk custom" feature of New Year pictures. Zhu Xian Town wooden board New Year pictures are rich in themes and various in variety, containing the ancients' yearning for future life, rich in local flavor and strong folk taste, and embody the customs and beliefs of the general public. It has unique local color and simple and ancient national style. It uses New Year pictures characters, modeling features, homophonic symbols and other forms to post different styles of New Year pictures at different positions in the home, which fully reflects the honest, simple, enthusiastic and unrestrained character and aesthetic taste of the working people in the Central Plains.

The two days of New Year's Eve and New Year's Eve are the most important folk activities in the Spring Festival for Kaifeng people. It is a folk festival that integrates removing the old and bringing forth the new, worshiping gods and ancestors, praying for blessings and warding off evil spirits, reunion with relatives and friends, celebrations, entertainment and food. Traditional festival ceremonies and custom activities are an important part of festival elements, carrying a rich and colorful festival cultural heritage. The early New Year's Eve activities were usually ancestor worship and keeping the year old. Although people no longer worship ancestors, they still follow some customs of the past.

Pasting Spring Festival couplets: The original form of Spring Festival couplets is what people call "peach charms". Another source of Spring Festival couplets is spring stickers. The ancients often posted the word "Yichun" on the first day of spring, and gradually developed into Spring Festival couplets. Posting Spring Festival couplets is also called posting door pairs, spring posts, couplets, pairs, peach charms, etc. It describes the background of the times and expresses good wishes with neat, dual, concise, and delicate characters. It is a unique literary form in China. Every Spring Festival, no matter in the city or in the countryside, every household will choose a red Spring Festival couplet and paste it on the door to add a festive atmosphere to the festival.

Posting New Year pictures: There is a certain amount of attention to posting New Year pictures. New Year pictures with different themes are posted on different doors. The god of Women is often posted on the door of the house, and Zhong Kui's image is often posted on the back door. The door gods are posted on the door with the words "Jia Guan Jin Lu" and "Step by step", and the unmarried daughters in the family cannot post "Kylin Sending a Child" on the door. There are various kinds of these and rich themes, and they are posted differently according to different houses. The New Year pictures in Zhuxian Town are closely related to the local folk customs. Posting New Year pictures means that the New Year is about to begin, which is an extremely important thing. They usually pay homage to relatives and friends and play entertainment games until late at night. Next to pay respects. Then kneel down on the ground and kowtow to the elders in the family, and then visit relatives and friends. In order to welcome the New Year's guests, cigarettes, tea, sunflower seeds, candies, etc. will be placed on the table. If a child comes to pay New Year's greetings, his pockets will be filled with candies and melon seeds from relatives and friends. These candies are not only the candies themselves, It also represents the human care and love of relatives and friends. In the afternoon of the first day of the new year, the New Year's greetings are basically over, but visiting relatives and friends, girls returning home, and the arrival of distant relatives will continue the activities of the Spring Festival. During the period, reunion and blessings are what people want. On the fifteenth day of the first lunar month, there are more customs of the Lantern Festival, such as viewing lanterns, guessing lantern riddles, dragon and lion dances, etc., which push the atmosphere of the Spring Festival to its climax. Kaifeng The rich and diverse customs of the people's New Year's Day are enough to show that they attach great importance to the New Year's Day. New Year's pictures, as the first part of every link, are particularly important. Influenced by local customs, this is an important reason for the popularity of Zhuxian Town's New Year's pictures to develop. one of the reasons.





*Figure 8: Zhong Kui Gate God*

**Source:** <https://image.baidu.com>, 2022

### 2.3 The impact of Zhuxian Town woodblock New Year pictures on the lives of local people

As a kind of folk art, New Year paintings in Zhuxian Town correspond to daily life, are closely related to human life etiquette, festival activities, etc., deeply reflect the spiritual beliefs and cultural psychology of Henan people, and are deeply loved by the people. It is not only a documentary of the folk life of the local people, but also influenced by the folk beliefs of the people. For the people of Zhuxian Town, whether they are merchants or ordinary farmers, they have to post all kinds of door gods at home during the New Year to express their wishes for health, safety and all the best.

For the people of Zhuxian Town, this special belief concept has been deeply rooted in the hearts of the people. This is closely related to the historical and political background of the Central Plains and the festival ceremonies inherited and handed down. The Central Plains region has a relatively rich cultural and artistic heritage. Chinese traditional festivals have been formed since the pre-Qin period, and important festivals such as New Year's Eve, New Year's Day, Lantern Festival, and Dragon Boat Festival were formed at this time. Due to the recognition of beliefs, the traditional festivals at this time are mainly based on religious sacrificial ceremonies. This kind of sacrificial activity gives people a special emotional experience with specific scenes and normative etiquette forms, and eventually rises to a collective



cultural memory with common characteristics. In this way, the public identity can be cohesive and continued.

### 3 The artistic style of Zhuxian Town woodblock New Year pictures

#### 3.1 Themes and special significance of Zhuxian Town woodblock New Year paintings

Zhuxian Town woodblock New Year pictures have a long history, rich in content, and diverse themes. They are still loved by the people after the change of dynasties. It is not only their unique modeling language and bright colors, but also the vivid New Year pictures. The folk culture of China is vividly displayed on the rice paper. According to the documents I searched, Zhuxian Town woodblock New Year pictures currently mainly fall into two categories: traditional New Year pictures and new-style New Year pictures. The themes of traditional New Year pictures include door gods, opera stories, and life. It embodies the common people's wish to entrust auspiciousness and peace through New Year pictures. The New Year pictures mainly refer to the New Year pictures created by the creators according to the background of the times and the humanistic spirit after the founding of the People's Republic of China.

The researcher made a chart of the subject types of Zhuxian Town woodblock New Year paintings in chronological order.

Zhuxian Town woodblock New Year paintings theme				
Subject type	Classification	Select theme	meaning	representative work
traditional new year pictures	Dolls	Many children, many blessings, wealth, etc.	Dolls mainly imply that a family with many children and many blessings will bring good luck and wealth	"Liu Hai Plays Golden Toad", "More Than Years", "Fortune Comes from Heaven", "Boy Holding a Bottle"

	Gatekeeper	Wumen God, Wenmen God, Immortals, Family Hall, etc.	The door gods mainly imply happiness and auspiciousness, fortune for the priests, longevity and blessings, etc.	"Shen Tu", "Yue Fei", "Yu Lei", "Qin Qiong", "Yu Chi Gong", "God of Wealth", "Three Generations of Clan", etc.
	Opera	Heroes, loyalty, filial piety, righteousness, folk tales, secular life	Most of the operas are about praising moral character and educating the world, mainly focusing on loyalty, good generals, gifted scholars and beautiful ladies	"The Cowherd and the Weaver Girl", "Three Niangs Teaching Their Children", "Jiulong Mountain", "Wang Xiao Chasing Foot", "Chai Wang Pushing a Cart", etc.
new year pictures	New Year pictures after the founding of the People's Republic of China	Wooden New Year Paintings of Zhuxian Town in the New Era	More content innovation of New Year pictures based on the symbols of New Year pictures and combined with a specific activity	"A Picture of Rising the River During the Qingming Festival", "Glory to Join the Army", "Bao Zheng", "Development of Production"

Table 1: Zhuxian Town woodblock New Year paintings theme

**Source:** author made, 2022

### 1) Gate gods

The door gods are divided into Wumen gods, Wenmen gods, immortals, family halls, etc.

New Year pictures of door gods are very important themes in woodcut New Year pictures of Zhuxian Town. To some extent, New Year pictures bear the responsibility and mission of inheriting traditional Chinese culture. Most of the characters are burly and sturdy generals. There are many types of door god New Year pictures. Two generals are the most famous, namely Qin Qiong and Yuchi Jingde. With the progress of the times, people's quality of life is also constantly improving, and the construction of door god cultural connotation is also more abundant. They began to pay attention to different functions and occasions, such as the god of wealth who prays for a better life and prosperity, the door god who prays for many children and blessings in "Kirin Songzi", the god of culture who prays for a smooth career, etc.



Figure 9: Qin Qiong, Yuchi Jingde

Source: author shot, 2021

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Figure 10: Kylin Songzi

**Source:** author shot, 2021

## 2) Drama

The themes of opera and story New Year pictures are mainly divided into two types: folk opera and folk tales.

Folk opera New Year pictures are a very distinctive type of woodblock New Year pictures in Zhuxian Town. It expresses the psychological expectation of the Chinese people for beautiful things since ancient times. The New Year painting "Chai Wang Pushing Cart" is also called "Returning with a Full Load". Chai Rong sold umbrellas for a living since he was a child. His aunt married Guo Wei, the Taizu of Zhou Dynasty. Guo Wei had no children, so he considered his wife and nephew Chai Rong as the prince, that is, the king of Jin. After Guo Wei's death, Chai Rong succeeded Zhou Shizong. Zhou Shizong worked hard to govern and made many achievements in economy, culture, legal system, etiquette and other aspects. At that time, the country was short of money, so Emperor Shizong of Zhou issued an order to destroy the bronze Buddha statues all over the world and cast copper coins. The New Year picture "Chai Wang pushes the cart and returns with a full load" implies wealth and wealth, wealth and auspiciousness. (Wang Xiyan, 2021-06: 2)





**Figure 2.10** Chai Wang Cart

**Source:** <https://www.baidu.com>, 2022

### 3) Living

The scenes depicted in life-related New Year pictures are mostly fragments of daily life that actually appear in people's lives, and also reflect the life scenes of working people and the lively atmosphere of the New Year. For example, the New Year painting "The Tale of a Kite" is about the entertainment of young people flying kites during the Qingming period, and young men and women have emotional descriptions during the process of flying kites. It shows that people like to fly kites as an entertainment during the Qingming Festival, and it also reflects the emotional concept of young people who are brave enough to pursue love.

### 4) New New Year pictures

The New Year pictures created after the founding of the People's Republic of China to reflect the social features of the new era are called New Year pictures. Driven by the country and the government's policy of encouraging the revival of traditional folk culture, many folk craftsmen and art workers combined the background of the time to create a group of outstanding paintings. Woodblock New Year paintings, New Year paintings reflect the new life in the liberated areas, reflecting the people's productive labor under the new social conditions, the cooperative movement, the movement to support the army and love the people, etc.

### 3.2 The use of color in woodblock New Year paintings in Zhuxian Town

Color usually constitutes a unique artistic image, which brings people a unique visual sense and aesthetic enjoyment, which is impressive. The reason why the woodcut New Year pictures in Zhuxian Town are bright in color is because the primary colors (red, yellow, green, purple, etc.) with high purity and high contrast are used, which makes the picture present a festive and pleasant visual sense. Then it is an objective reflection and record of the depicted objects, with some religious overtones and cultural concepts. With its unique coloring and cultural heritage, it publicizes and explains its own color language to the world all the time.

The color modulation of woodblock New Year pictures in Zhuxian Town is different from woodblock New Year pictures in other regions. "It uses nine kinds of colors more and five kinds less. It is mainly made of mineral and plant materials and more than 20 auxiliary materials ". (Zhang Jizhong, 2002: 10) Its colors are mainly hematoxylin red, which is bright and bright; Guangdan, which is similar to orange, has a saying of exorcising ghosts and suppressing evil spirits; The most widely used color is very strong; pagoda tree yellow, the color is similar to gold; sunflower purple, the official costumes in the woodblock New Year paintings of Zhuxian Town are mostly purple, to show that the characters are capable and strategic.



Figure 11: Hammer belt change

**Source:** Public account: Zhuxian Town Cao's old shop, 2022



### 3.3 Composition Skills of Zhuxian Town Woodblock New Year Pictures

Zhuxian Town woodblock New Year pictures have local characteristics in composition, absorbing various composition forms such as murals and wood carvings in the Han and Tang Dynasties, traditional composition methods such as two-two staggered composition, scattered point and symmetrical composition, and drawing lessons from the flexibility of the Han and Tang Dynasties. The diverse composition styles retain the artistic features of clear lines and gorgeous colors. On this basis, make the composition of the whole picture more compact. The picture is clear about the primary and secondary, the characters are exaggerated, not too crowded, the sky is solid, the blank part is less and not cumbersome, the blank part is mostly decorated with auspicious patterns, the composition is reasonable, and the overall appearance is well-proportioned and harmonious. The ability to arrange different characters and situations is very ingenious, well-structured and aesthetically pleasing.

From the beginning to the completion of the woodblock New Year pictures in Zhuxian Town, there are five major steps: drawing, board making, engraving, color making, and printing.

### 3.4 Craftsmanship of woodcut New Year pictures in Zhuxian Town • •

#### 1) Sketch

The draft is a very important part. Before deciding on the meaning of the story of the New Year picture, the owner of the New Year picture will provide relevant information before determining the theme. The draft is drawn and outlined with traditional black lines. The creation of the drawing is not accomplished overnight. After the first draft is completed, it needs to be sent to the store to solicit everyone's opinions. After several revisions, the final draft can be finalized and the lines drawn. Woodblock New Year pictures have relatively high requirements for drafts. If a good work cannot meet the technical requirements of New Year pictures, then it can only be a good picture, and cannot be engraved into woodblock New Year pictures. Rigidity requires that the lines of the drawing must be clear and clear, the thickness of the lines should be uniform and clear, and there should be no excessive turning and bending. After the draft has been approved by everyone, it will be drafted.



Figure 12: sketch

**Source:** WeChat public account Natural Creation, 2022

## 2) Engraving

The engraving process has very strict requirements on the engraver. It is required that the artwork must be kept as it is without losing its shape. The expression of the characters, especially the portrayal of the eyes, is more important. Gu Kaizhi, an ancient painter, said: A Duzhong is vivid. Only when the facial lines of the characters are engraved with yin and yang, that is to say, the thin ones should be soft, the thick ones should be strong, the lines should be carved with the strokes of the brush, and the strokes of the strokes can be divided into Tibetan and Lufeng. The edge is revealed, and there must be strong strength. At the same time, the background

should be engraved realistically. After the line draft is engraved, it will be printed out, and then the drawing will be printed out in color separation, and then the color separation version will be engraved in turn. It takes more than one month for a New Year picture from drafting to color separation and engraving. Now the engraving process is described as follows: engraving tools are divided into sharp line knife, engraving knife, Jingfeng knife, filing knife, Gongzuo, scraper, spatula, round chisel, and hammer.



Figure 13: Engraving

**Source:** WeChat public account Natural Creation, 2022

### 3) Color making

The pigments of woodblock New Year paintings in Zhuxian Town are all made by hand. Although the process is too cumbersome, the colors produced are bright. The materials include minerals, plants and some auxiliary materials, which are finally refined through various processes such as frying, boiling and filtering. Up to 9 colors. The hand-refined pigments are used to guide the New Year paintings. The colors are bright, not easy to be eaten by insects and easy to change color, and the color remains long-lasting.

### 4) Printing

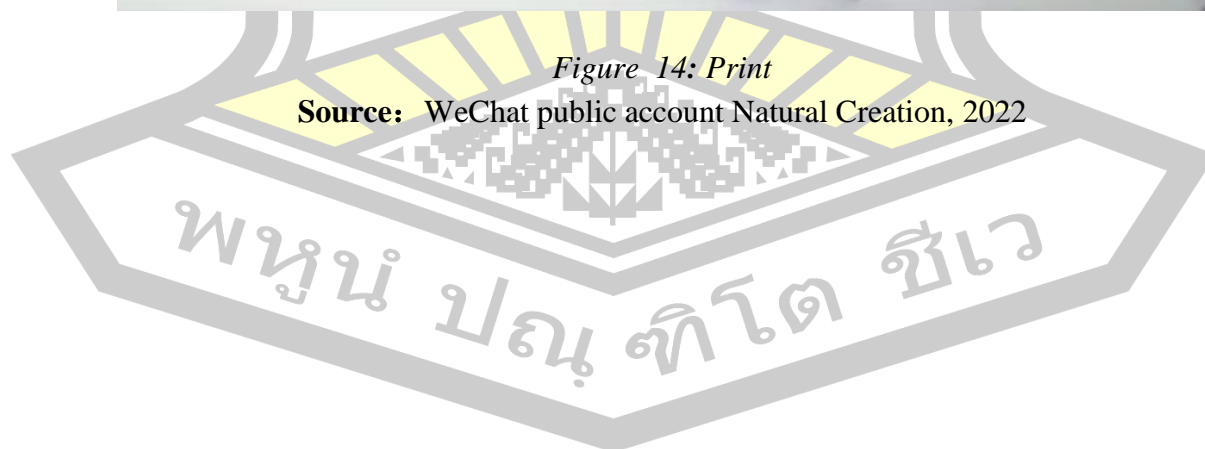
Before printing, the first thing to do is to choose the paper to use. The paper used should not be too hard, but soft, soft, not easy to wear, strong water absorption, cheap yellow red paper, rough edge paper, straw paper, etc. Absorbs water well and withstands sanding. However, with the development of the times and the continuous improvement of papermaking technology, Xuan paper has gradually become the first choice for printing New Year pictures. Xuan paper is not only easy to preserve, but also not easy to fade. It is an excellent material for printing New Year pictures. When

doing chromatic printing, follow the order from light to dark, from warm to cold. The printing process is divided into several steps: cool paper, that is, stick the paper neatly on the wooden board for coloring, first apply the ink plate and then the color plate, the color plates are colored in the order of red, green, yellow, and purple, First light color and then dark color, generally 5 to 6 colors. The last set of gold dust. After the New Year pictures are printed, they need to be left for several hours to allow the color to penetrate into the paper. They must be dried indoors, and exposure to the sun is prohibited. Drying is a necessary link, because it involves the complete process of each color printing process, so each time the color is printed It needs to be dried. After drying, put the works neatly together.



*Figure 14: Print*

**Source:** WeChat public account Natural Creation, 2022





## Chapter III

### Feasibility Analysis of the Combination of Zhuxian Town Woodblock

#### New Year Pictures and Cultural and Creative Product Design

#### 1 Overview and development significance of cultural and creative product design

##### 1.1 Overview of cultural and creative product design

Cultural and creative products are referred to as "cultural and creative products", which means that developers extract elements for innovative design through in-depth interpretation of traditional things. If you want to understand what cultural and creative products are, you must first understand what is a creative market. It is A market that specializes in selling creative, fashionable, original, and not mass-produced, commercially valuable goods. There are many stalls in the market. There is also a creative street in London, England, selling many popular products and many hand-made designs. Buyers or collectors will display their products and launch sales communication activities. In 2005, Taiwanese scholar Wang Yiying proposed the concept of "creative market" in her research. "Creative Market" is Wang Yiying's focus on several famous fashion markets in London. It invited 16 designers, The artists conducted interviews. All of them have experience in setting up stalls and selling in the London market. So far, some designers often sell their designs in the market, looking for people who are destined for their works.

Obviously, cultural and creative products are creative, fashionable and original works of art with cultural characteristic IP. Cultural and creative products should have connotative humanistic culture and innovative consciousness. There is also such a fable circulating in Western countries: God once placed a strange knot in the world, calling it the "Golding" knot, and promised that whoever can open this knot will become the king of Asia, but all Those who tried to untie the knot failed, and finally it



was Alexander's turn. Instead of trying to untie the knot like everyone else, he drew out a sword and said, "I will create my own solution." The knot was split in two, and Alexander became the king of Asia (Hou Fangfang, 2009: 48). This kind of fable tells us a very simple but profound truth: Creativity itself is a strange knot, which cannot be opened, and creativity itself has no fixed definition. Creativity cannot be simply imitated or copied, and most people can think of it. It is not the best idea, not even the best idea. A good idea should be unique, novel and attractive, and effective. With the rise of my country's cultural and creative industries in recent years, the combination of intangible cultural heritage and cultural and creative products has become increasingly close, and the design of cultural and creative products has become a way to promote the dissemination and inheritance of intangible cultural heritage. Relying on rich cultural resources, enrich the connotation of creativity and design, expand the ways of utilizing tangible and intangible cultural heritage, and promote the inheritance and sustainable development of cultural heritage resources in the combination with industry and market.

### 1.2 Significance of cultural and creative product design development

The positioning of cultural and creative products is a product with cultural value, and also has the value of economic activities. The relationship between culture and economy is a symbiotic interactive relationship in which you are in you and you are in me. It can be said that the two are inseparable. The initial cultural and creative products were produced to meet the spiritual and cultural needs of consumers. In short, cultural and creative products = culture + innovation + products, extracting cultural elements, innovative thinking models, combined with technological design, and injecting into products, so that the product has a certain cultural connotation, while meeting the practical needs of consumers. Contemporary designers attach great importance to the deep cultural and artistic value of cultural and creative products, give full play to the subjective initiative of modern people and the creative spirit of

advancing with the times, integrate their own unique insights into culture and art into cultural and creative products, and improve the original through modern technology. Cultural and artistic works, which reproduce the contemporary social market with a new structure and rich connotation. The organic combination of cultural and creative industries and traditional Chinese folk art and culture can bring a new direction to the dissemination of culture and art, bring spiritual and emotional enjoyment to the people, promote the positive energy of folk culture and art for the society, and promote the development of our country. International image and a qualitative leap for the country's cultural soft power.

## **2 Current Design Characteristics of Chinese Cultural and Creative Products**

### **2.1 Regional Characteristics**

For many designers, how to perfectly reflect regional culture in products is a difficult problem. Many designers ignore local cultural excavation in the design process, and only use local cultural symbols and totems superficially. This kind of design is too superficial, and the local culture and national culture are not fully utilized at all. In addition to what the eyes see and hear, regional culture needs to dig out its inner soul. It is necessary to break out of the design circle of simple copying and gain a deep understanding of local culture in order to design more cultural and creative products. There are many specific operations, such as: integrating excellent local culture and national culture into product design, and giving more cultural implication and cultural connotation according to product functions or product usage occasions. For example: Jia Wei, the creator of the Rococo series, once designed a four-season tureen for Beijing Lao She Teahouse. This set of tureen is called "Guan Zizai". Its design is inspired by an ancient poem written by Zen master Wumen Huikai in the Song Dynasty, "There are flowers in spring and moon in autumn, cool wind in summer and snow in winter. If you have nothing to worry about, it is a good

time in the world." Based on his own understanding and accumulated literary knowledge, the designer comprehended the word "no leisure" described in the poem, and displayed it with a unique design, and finally formed a set of cultural and creative products that conform to the cultural characteristics of Lao She's teahouse.

## 2.2 Story Features

In the field of cultural and creative products, the most typical cultural and creative stories are the Forbidden City. Now, as long as you click on "Taobao Tmall" and enter "Forbidden City Cultural and Creative Flagship Store", a series of cultural relics derived from the Forbidden City, such as the Forbidden City's small notebook, the Forbidden Dragon keychain, the Song and Yuan painting flower and bird paper gift box, and the Prince's Cup The cultural and creative products will be breathtaking. In order to give full play to the modernity and fashion of cultural creation and firmly grasp the young people, the Forbidden City also designed cute works suitable for modern people, such as Kangxi holding a rose, Li Qingzhao posing with scissors and other cultural creations. During the "Chinese Cultural and Creative Products Exhibition Week", the Forbidden City will hold the "Forbidden City International Comprehensive Exhibition of Cultural and Creative Products", launching twelve categories of products including calligraphy and painting, ceramics, jewelry, clothing, watches, and stationery.

The success of the Forbidden City's cultural creation is not accidental. Based on its own strong cultural resource advantages, it uses modern ideas to revitalize historical memory, and uses new technologies and new thinking to turn stones into gold. The story of the Forbidden City has been continued and reborn. At present, the voice of cultural and creative industry is high, and the emotions involved are the most enthusiastic. However, in many places, cultural and creative industries have not been recognized by the market. In the final analysis, the vision and direction of cultural and creative industries are still underestimated. Creativity is the trump card for culture to

enter the market. At present, copying and imitation are still the symptoms that some cultural and creative enterprises cannot achieve breakthroughs. In some so-called cultural and creative towns, the same creativity makes the culture lose its motivation and vitality. If you want to cut through the waves and move forward in the torrent of cultural creation, you must not only tell good stories, but also tell the most original and unique stories.

### 2.3 Cultural Features

Cultural and creative products highlight cultural characteristics. Cultural products or cultural services can meet the spiritual needs of consumers and bring consumers a different kind of psychological enjoyment, thus forming a unique cultural experience. The current cultural experience consumption is realized through the full integration of tangible products and intangible services, which can have a subtle influence on consumers, allowing consumers to understand the cultural connotation behind the products, thereby generating a sense of identity, and consumers become product loyal consumers. In addition, cultural and creative products also highlight creativity, which is a typical cultural product. Based on consumer demand orientation, cultural elements and life elements are integrated to have a profound impact on consumers, stimulate their emotions, and then generate purchasing behavior. For example: Zhenyuan Featured Inn, designed according to the cultural theme of Zhenyuan Escort Bureau. The rooms of the inn are named according to the characters and stories in martial arts novels. Many old objects are placed inside the room, which arouses the interest of the experiencers. Lianghu Hotel, through careful design and creative inspiration, launched 6 dynasties guest rooms, which were designed according to the characteristics of the "Han, Tang, Song, Yuan, Ming, Qing" dynasties. The interior of the rooms not only meets the accommodation function, but also carefully designed The ancient objects bring a different experience to consumers.

### 3 Current design principles of Chinese cultural and creative products

#### 3.1 Cultural principles

In the design of cultural and creative products, culture must first be highlighted. Only creative products with cultural connotations can resonate emotionally with consumer products. How to extract the essence of culture and design a new point is very important. Relying on the cultural and artistic visual symbols in traditional New Year pictures, deeply excavate the cultural and artistic connotation and artistic essence, and innovate the characteristics of its cultural and artistic elements with modern design styles and techniques, and then apply them to cultural creativity Products are designed. Culturality is the most important thing in the design of cultural and creative products, and it is also the embodiment that best represents its cultural characteristics. The cultural nature of design is not a single existence, but a comprehensive expression of the trinity of "culture and information", "history and inheritance", and "art and technology".

#### 3.2 Creativity principle

The core concept of distinctive New Year pictures cultural and creative products is to grasp the angle of "creativity". The so-called creative products should be based on the modern society and be designed with different innovative angles such as form, carrier, use and visual elements to design products that the modern social market demands. That is to say, take the cultural elements contained in the traditional woodblock New Year pictures as the starting point, and choose some novel themes, which leads human beings to have a great spirit of exploration for new things. The cultural connotations or visual art forms or craft methods are applied to the carrier of daily necessities or decorative forms that meet the needs of contemporary life, and the techniques in modern design are used to integrate and innovate the design, so as to design a cultural creation that meets the public's aesthetics. product. Using handmade or modern machine mass production, create new modern life and decorative products



endowed with the artistic characteristics of traditional woodblock New Year pictures to stimulate customers' desire to buy, and use the cultural and artistic value of traditional New Year pictures to increase the added value of products.

### 3.3 Aesthetic principles

An excellent cultural and creative product design can express the original boring text, graphics, and stories through artistic and interesting visual graphics. The aesthetic feeling is exciting, so the patterns in excellent cultural and creative product designs have high aesthetic value. Excellent cultural and creative design should have a strong visual impact, and should have the characteristics of perfect form, strong decoration, unique creativity, and pleasing to the eye, so that people can remember its cultural connotation in pleasure. Products with aesthetic value are closer to people's lives and have a sense of affinity. In other words, a well-designed product should look good and be able to attract consumers visually. In addition to considering practicality and fun, the design should also consider its artistry. The artistic characteristics of cultural and creative products are formed through creative processing, which can instantly attract consumers. Cultural and creative products are completely different from conventional products. They are not simply copied or imitated, let alone designed with inertial thinking. The product is crafted as a work of art, combining various artistic elements, integrating graphics, color, composition and other elements, highlighting the exquisite design, so as to realize the value of collection, so that consumers can fall in love with the product at first sight and never forget it.

พหุ ประยุกต์ ชีว

#### **4 Development Status and Reasons of Zhuxian Town Woodblock New Year Prints Cultural and Creative Products**

##### **4.1 Analysis of excellent cultural and creative product design cases**

##### **1) Analysis of cultural and creative products of wood-block New Year pictures in Zhuxian Town**

Woodblock New Year pictures in Zhuxian Town exist in the form of a "time-honored brand" and continue the traditional culture. Now Zhuxian Town woodblock New Year pictures are mainly concentrated in Zhuxian Town, Xiangfu District, Kaifeng. Through on-the-spot investigation and interviews in Kaifeng Zhuxian Town, it was found that in contemporary society, there are few cultural and creative products related to Zhuxian Town woodblock New Year pictures on the Internet and offline in the Central Plains, and the development speed is slow and the product forms relied on are relatively single. At present, the design and development of cultural and creative products related to wood-block New Year paintings in Zhuxian Town is relatively mature and the well-known cultural and creative products are Yu Youji of Kaifeng Qingming Shanghe Garden. By summarizing and simplifying the design of the original New Year paintings, some modern aesthetic needs have been added. The design details meet the aesthetic needs of modern consumers. With blessing cards, pillows, etc. as the medium of visual elements, refer to and update the original color matching, update the characters of classic paintings, and create a series of unified, harmonious and interesting design works.



Figure 15: Woodblock New Year Paintings of Zhuxian Town Travel Notes to  
Henan

**Source:** Yuyouji physical store, 2022

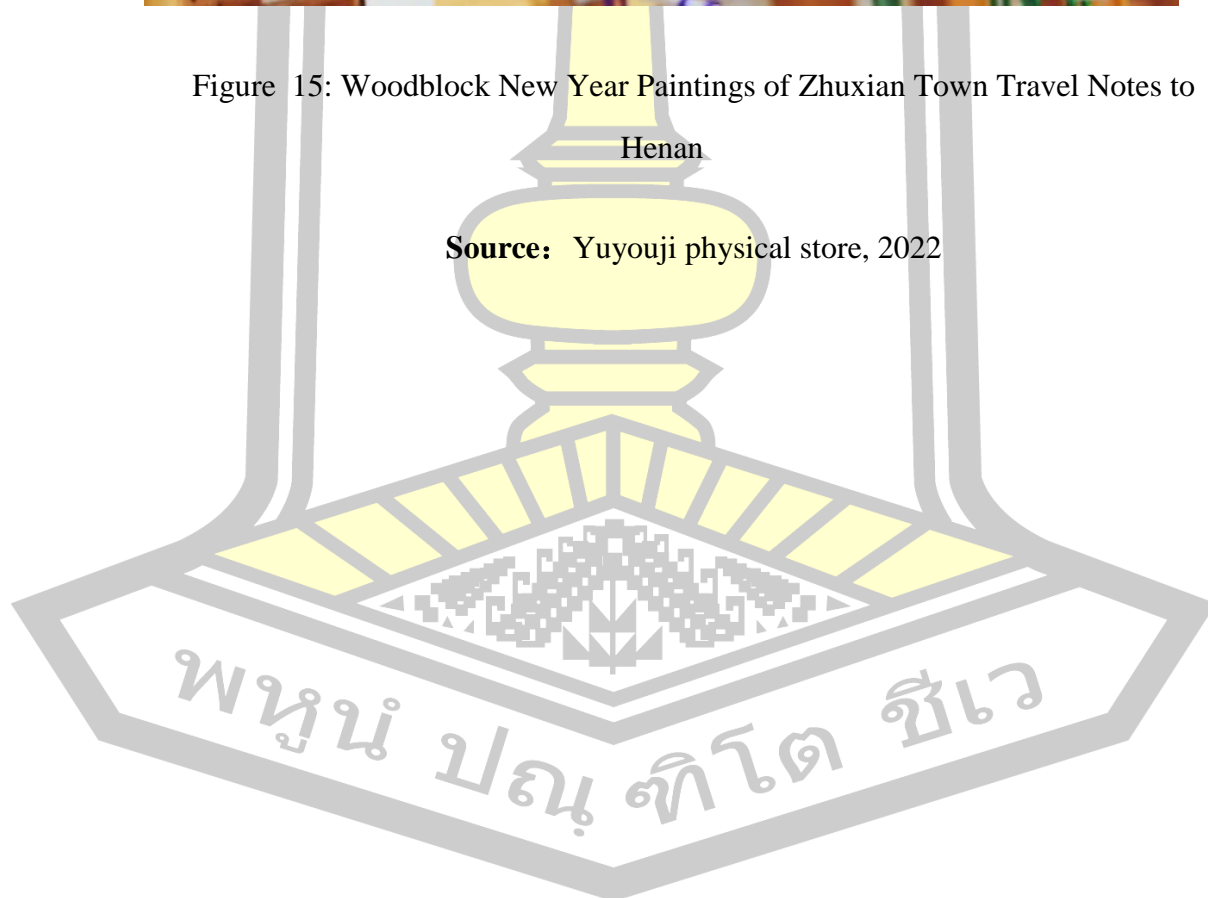




Figure 16: Woodblock New Year Paintings of Zhuxian Town Travel Notes to Henan

**Source:** Yuyouji physical store, 2022

The brand concept of Yuyouji is to industrialize folk culture. Its internal logic lies in that the pursuit of cultural creativity is not the modernization of culture, but to find an appropriate way to inherit culture. Inheritance is not sticking to it. Yuyouji's unswerving attitude towards traditional culture is based on inheritance on the basis of sublation. Only by protecting innovations on paper can we create a more vibrant cultural scene.

To provide a breakthrough point for inspiration and thinking for this design work. For this reason, we will carry out more innovative and modern cultural and creative products on the basis of referring to the direct use of relevant media and visual elements.

## 2) Analysis of cultural and creative products of Taohuawu wooden board New Year pictures

Taohuawu woodblock New Year pictures are one of the "Four New Year pictures" in my country. They are representative of the characteristics of traditional folk New Year pictures in the south. They are mainly concentrated in Suzhou. The most representative folk woodcut New Year pictures in the Jiangnan area. New Year paintings are usually dominated by figures with big heads and wide bodies, and the colors are combined with red, yellow, blue, green, purple, light ink and other colors as the base tone, giving people a strong contrast, joyful and lively visual experience, rich in Jiangnan Fang Xiuya style. At present, the product design of Taohuawu woodblock New Year pictures is based on visual elements such as character modeling, line technique, color application, composition, etc., and adopts direct refinement, simple summary and flattening on the basis of the original New Year pictures. Systematic update and design creation with expressive techniques. Different designers have different design expressions and create different ways of creating them. The classic and special pattern elements and visual patterns in Taohuawu woodblock New Year pictures are summarized, and combined with modern popular trends and aesthetic pursuits, Taohuawu's The artistic image and cultural value are endowed with modern characteristics and presented in a new form.

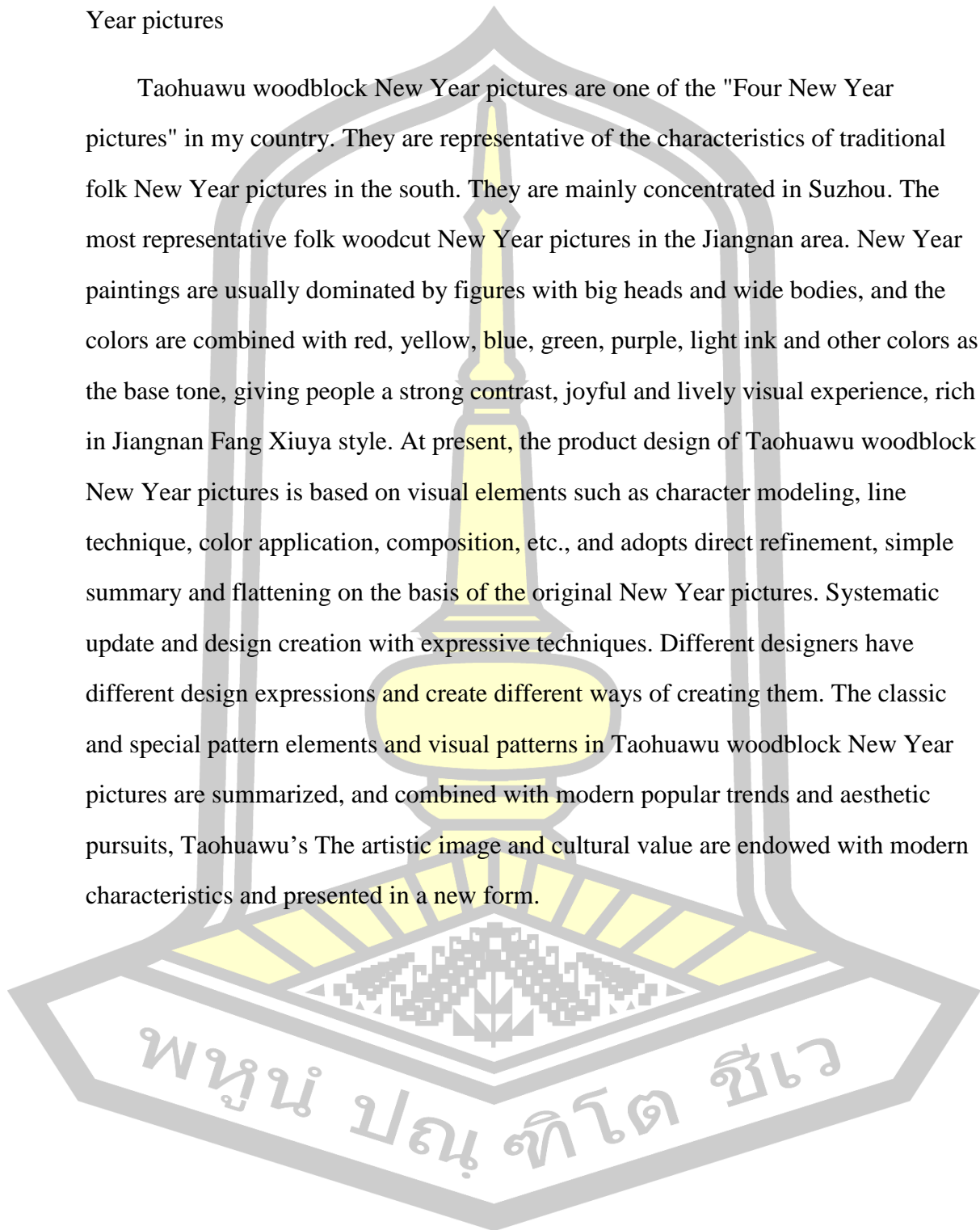






Figure 17: Taohuawu Wooden New Year Paintings  
**Source:** little red book, 2022



Figure 18: Taohuawu Wooden New Year Paintings  
**Source:** little red book, 2022

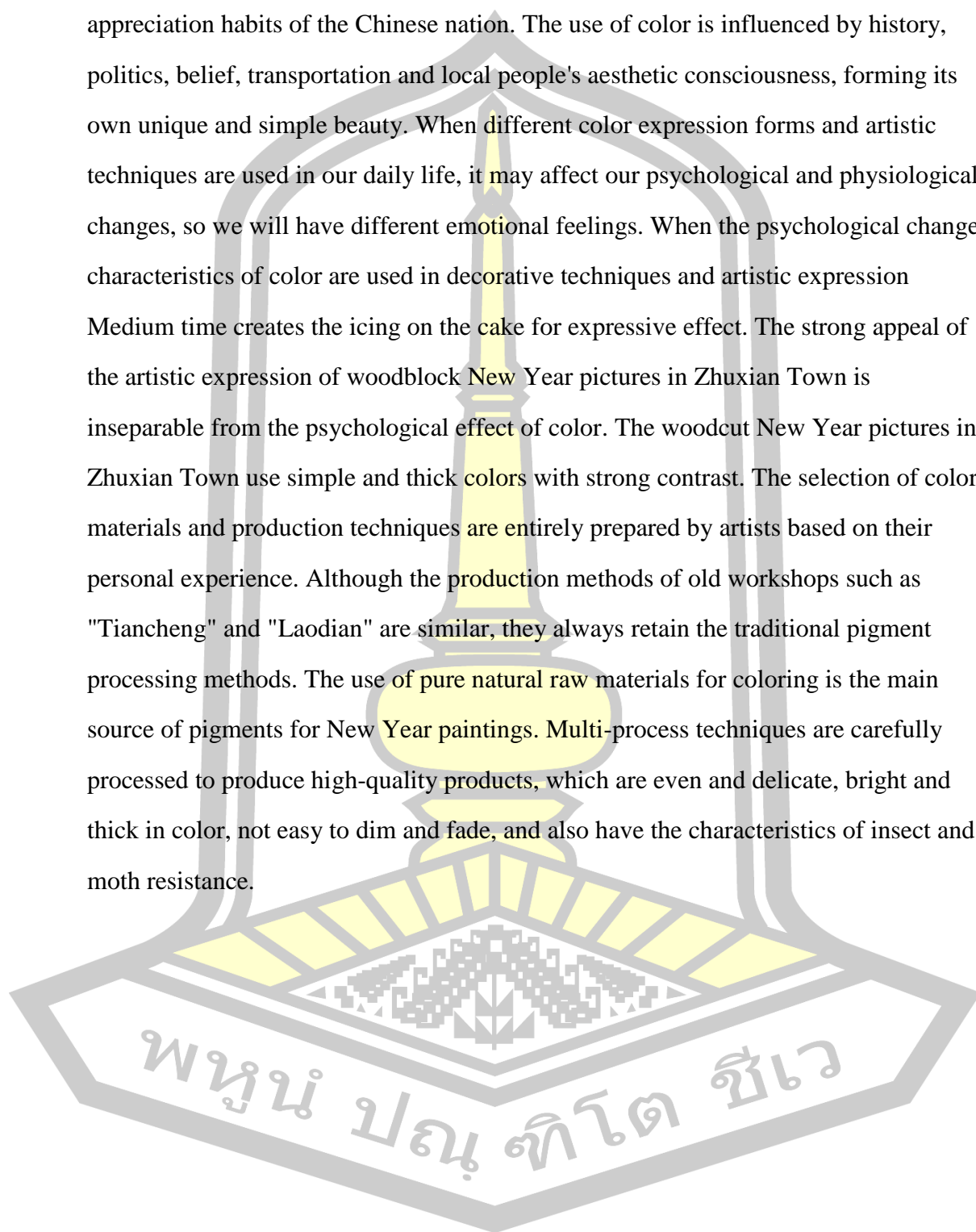
### 3) Advantages and disadvantages of cultural and creative design of Zhuxian Town wood-panel New Year pictures

Through the analysis of excellent cultural and creative products, it is found that the woodblock New Year pictures cultural and creative products in Zhuxian Town are generally of a single type, with low selectivity, such as badges, postcards, pillows, T-shirts, etc., and there are few cultural and creative products with innovative and practical functions. From the analysis of the application level of the woodblock New Year pictures in Zhuxian Town, the elements used are relatively traditional, generally using the image of door gods, while the theme of the series of New Year pictures with auspicious meanings is rarely used.

Through the above case analysis of some representative wood-panel New Year pictures cultural and creative products, some inspirations have been obtained. Some of the current New Year pictures cultural and creative products have places worth learning from, as well as areas that need to be improved and innovated. As a modern designer, we must have an open mind to explore and innovate, sort out and summarize the unique artistic style of woodblock New Year paintings in Zhuxian Town, and discover the visual symbols and design ideas that can be extracted and used in line with the aesthetic standards of modern society. Based on the simple and straightforward lines and the colors of the original classic New Year paintings, visual color blocks that adapt to the modern trend and are more acceptable to consumers are extracted to express, combining traditional Zhuxian Town woodblock New Year pictures with modern cultural and creative products, so as to explore more possibilities for the integration of tradition and modernity, and fully express its connotation. Finally create a work.

#### 4.2 Analysis of traditional color characteristics of Zhuxian Town woodblock New Year paintings

Zhuxian Town woodblock New Year paintings visually maintain the appreciation habits of the Chinese nation. The use of color is influenced by history, politics, belief, transportation and local people's aesthetic consciousness, forming its own unique and simple beauty. When different color expression forms and artistic techniques are used in our daily life, it may affect our psychological and physiological changes, so we will have different emotional feelings. When the psychological change characteristics of color are used in decorative techniques and artistic expression Medium time creates the icing on the cake for expressive effect. The strong appeal of the artistic expression of woodblock New Year pictures in Zhuxian Town is inseparable from the psychological effect of color. The woodcut New Year pictures in Zhuxian Town use simple and thick colors with strong contrast. The selection of color materials and production techniques are entirely prepared by artists based on their personal experience. Although the production methods of old workshops such as "Tiancheng" and "Laodian" are similar, they always retain the traditional pigment processing methods. The use of pure natural raw materials for coloring is the main source of pigments for New Year paintings. Multi-process techniques are carefully processed to produce high-quality products, which are even and delicate, bright and thick in color, not easy to dim and fade, and also have the characteristics of insect and moth resistance.



The following table is an analysis of the colors used in Zhuxian Town wood-panel New Year paintings

Wooden New Year Paintings of Zhuxian Town	Color use	main color
 <p>step by step</p>	 <p>The entire work is brightly colored and contrasted strongly. One color is used as the main color, and the rest of the colors are used for matching decoration. This work is dominated by "red".</p>	 <p>Red and green are contrasting colors, which increase the visual impact of the picture and make the picture more agile.</p>
 <p>Year after year</p>	 <p>The entire work is brightly colored and contrasted strongly. This work is dominated by "green" and "red", and the rest of the colors are used for matching decoration.</p>	 <p>Red and green are contrasting colors, which increase the visual impact of the picture and make the picture more agile.</p>

 <p>老店</p> <p>Qin Qiong</p>	 <p>The entire work is brightly colored and contrasted strongly, with "red" and "yellow" as the main colors, and the rest of the colors are used for matching decoration.</p>	 <p>Red, yellow, and green are contrasting colors, which increase the visual impact of the picture and make the picture more agile.</p>
 <p>god of wealth</p>	 <p>The whole work is brightly colored, mainly using "red" and "blue" as the main colors, and the rest of the colors are used for matching decoration.</p>	 <p>Mainly red, the color is saturated, bright and warm, but through the use of different purity, the picture also has a rich sense of layering.</p>

Table 2: Analysis of the Colors Used in Zhuxian Town's Wooden New Year's Paintings

**Source:** author made, 2022

From the analysis of the above table, it can be seen that the basic concept of color expression in woodblock New Year paintings in Zhuxian Town comes from the five-color theory, which is the traditional Chinese color aesthetic system and color aesthetic concept. Influenced by traditional cultural accumulation and etiquette and customs, the five colors of black, red, green, yellow and purple in the New Year pictures are the most representative, showing the strong folk characteristics



of the Central Plains. Zhuxian Town New Year pictures advocate warm colors, such as red red, wood red, etc. Red symbolizes auspiciousness, auspiciousness, and wealth. Therefore, the New Year pictures of the doll series and door god series use red as the keynote to express people's enthusiasm for celebrating the Spring Festival and convey the Chinese aesthetics. Ideal is the most wonderful color to set off the festive atmosphere in the creation of New Year pictures, and it is also the link of Chinese people's aesthetic complex.

#### 4.3 Analysis of traditional visual symbol elements of Zhuxian town woodblock New Year pictures

Symbols are another important part of creating a dynamic experience of intangible cultural heritage and creative products. The trademarks and representations of cultural and creative products that one encounters today are abstract models, what the American philosopher Charles Sanders Peirce called "portraits", which could also be called "images". (Scott Rush, 2010:10) Symbols have another image in people's minds, which is the interpretation of the original symbols. For the cultural and creative design of woodblock New Year pictures in Zhuxian Town, the design process is the process of expressing symbols to the public.

Taking Zhuxian Town woodblock New Year paintings as an example, using semiotic theory, we treat Zhuxian Town woodblock New Year paintings as a whole, classify and classify representative images, and analyze the connotations and emotions they represent. The themes of Zhuxian Town woodblock New Year paintings are mostly taken from the folk, from the labor practice of the working people in real life. With the continuous development for a thousand years, Zhuxian Town woodblock New Year paintings have been continuously absorbed, both in terms of theme and form. Development, we have roughly divided the existing materials into several series based on the summary:

Doll series	"Liu Hai Plays Golden Toad", "More Than Years", "Boy Holding a Bottle", etc.
Door God Series New Year Pictures	"Zhong Kui Town House", "God of Wealth", "Yue Fei", "Step Up the Whip", "Horse Down the Whip", etc.
Folktale Series New Year Pictures	"Cowherd and Weaver Girl", "Chai Wang Pushing a Cart", etc.
Life Series New Year Pictures	"The Tale of the Kite", "The God of Field" etc.

Table 3: Classification of Woodblock New Year Pictures in Zhuxian Town

**Source:** author made, 2022

Take "Golden Toad Playing with Liu Hai" in Zhuxian Town Wooden New Year Painting Doll Series as an example. The scale of this picture is small and exquisite, and the picture shows a doll with a long hairstyle. He is holding a red rope with both hands, and there are strings of copper coins on the rope. , with one head hanging down, a golden toad fell. The traditional symbols used in New Year pictures inject unique cultural connotations into these ordinary natural images, and integrate them with the works, making them connected with festival culture. Even illiterate people can learn from this picture. It is also the most intuitive visual element that image symbols can convey.

#### 4.4 Analysis of the traditional implication culture of wood-block New Year paintings in Zhuxian Town

Woodblock New Year paintings in Zhuxian Town have been loved by the people for thousands of years after the change of dynasties and the rise and fall of history, not because of their lively and compact pictures, bright colors, etc., but because of the traditional Chinese cultural spirit contained in them . Woodblock New Year pictures belong to traditional folk culture. They express people's expectations for a happy life in the new year by means of meaning, symbol and homonym. According to different

series of New Year pictures, the traditional meaning culture can be divided into the following aspects:

1) Festive and auspicious, in the woodblock New Year painting "More than one year in a row", two dolls embrace a big carp, with lotus flowers on their backs, lotus leaf decoration and filling composition, the "lotus" and "lian" of the lotus, and the "fish" and "fish" of the carp "Yu" indicates a good harvest and prosperity in the coming year. • • 2) To ward off evil spirits, the earliest function of woodblock New Year paintings in Zhuxian Town is to "pray for blessings and ward off evil spirits", for example: "Whip on horseback" and "Whip on foot" in New Year pictures.

According to legend, Emperor Taizong of Tang Dynasty often had nightmares and could not fall asleep. So he sent his two generals, Qin Qiong and Yuchi Jingde, also known as Yuchi Gong, to put on military uniforms and watch the night at the gate of the palace. Sure enough, Tang Taizong was harassed by ghosts and fell asleep peacefully. But it is not a long-term solution to keep the two generals in the bedroom at night, so the painter in the palace was ordered to draw portraits of the two generals in military uniforms and paste them on the door of the bedroom, thus creating the door god. (Lu Shengzhong, 1993:36-57)

3) Fushou and auspiciousness, according to the theme of "Shouxing" New Year paintings in Zhuxian Town, the main character in the picture is a white-bearded old man, holding a staff, with a raised forehead, which was regarded as a symbol of longevity by the ancients. Deer, cranes, fairy peaches, pine and cypresses are often set off to imply longevity. Folks believe that enshrining this birthday star can make people healthy and live a long life.

Culture is not only the symbol of a nation, but also the backbone of a nation. Understanding the cultural connotation of Zhuxian Town woodblock New Year paintings is of great significance for the development of excellent traditional culture,

the development of contemporary design, and the acceleration of today's domestic cultural construction.

## **5 Problems and solutions in the design of cultural and creative products of wooden New Year pictures in Zhuxian Town**

### **5.1 Problems in the design of cultural and creative products of wood-block New Year pictures in Zhuxian Town**

1) Problems in the subject matter of Zhuxian Town woodblock New Year pictures: The elements used are too limited. At present, the development and application of Zhuxian Town woodblock New Year pictures mainly focus on the use of the image of door gods that are well known to the public, while other New Year picture themes are less developed.

2) Problems at the level of innovation: Although the woodblock New Year paintings in Zhuxian Town have made great progress in innovation, there are still certain limitations. First of all, among the types of cultural and creative product design, the products sold online are relatively single compared to those sold in offline stores. Secondly, most of the related cultural and creative products simply copy and paste the patterns of Zhuxian Town woodblock New Year pictures in the design. Obviously lack of creativity, and did not innovate through the more popular styles at the moment.

3) Problems in the dissemination of wood-block New Year pictures in Zhuxian Town: The communication of wood-block New Year pictures in Zhuxian Town is relatively conservative. Familiar to modern consumers under the influence of business culture. The conservative and closed status of woodblock New Year paintings has something to do with its dissemination methods.

In short, the limitations of Zhuxian Town woodblock New Year paintings are not well integrated with new media, and cannot fully adapt to the trend of the times. In

recent years, Zhuxian Town woodblock New Year paintings have also launched cultural and creative product designs, but the product theme is single, and the content of Zhuxian Town New Year paintings is copied mechanically. , there is no creativity and fashion, and the sales of products are mainly concentrated in tourist attractions and Kaifeng New Year Painting Museum. The New Year Painting Street in Zhuxian Town is still mainly selling traditional New Year paintings. New Year pictures gradually deviated from the times and were not noticed by the public. According to Yuyouji, which analyzed the excellent cultural and creative product design of Zhuxian Town woodblock New Year pictures, although it is different from other shops and has a certain creative design, the themes and types of cultural and creative products in this shop are very single, which still cannot satisfy the public.

## 5.2 Solutions for the design of cultural and creative products of Zhuxian Town wood-panel New Year pictures

1) Innovative cultural and creative product design. It is necessary to adhere to the original traditional culture of Zhuxian Town woodblock New Year pictures as an innovation point, integrate new elements of modern cultural design trends into graphic patterns, combine its cultural value connotation with the times, carry out modern innovations, and design a design that conforms to the trend of the times and conforms to consumption. Excellent cultural and creative product design in the market realizes the integration of traditional culture and modern culture, communicates tradition and future, realizes the development of traditional culture modernization, and makes traditional culture come into everyone's field of vision again in a new form.

2) Broaden product operation channels. The development of wood-block New Year pictures in Zhuxian Town should grasp the Internet platform, carry out both online and offline, and learn from some excellent large-scale cultural industry companies, so that Zhuxian Town wood-block New Year pictures can be disseminated and developed through the Internet.



## **6 Trends in the design of cultural and creative products for wood-block New Year paintings in Zhuxian Town and expert demonstration**

The following is a section about Woodblock New Year Pictures in Zhuxian Town: Chinese Folk Art Aesthetics and Innovative Design Research Trends and Expert Arguments, involving interviews with experts Li Jie, teacher Chang Xiang, and intangible heritage inheritors and veterans of New Year pictures in Zhuxian Town. According to the conclusion of the store, a style is determined according to the literature method for cultural and creative design:

We interviewed experts Li Jie and teacher Chang Xiang about the cultural and creative design of wood-block New Year pictures in Zhuxian Town. Both experts believe that the traditional style and modern techniques are more suitable for the creative and innovative design of Zhuxian Town woodblock New Year pictures. They believe that the traditional style can accurately convey the charm and cultural connotation of Zhuxian Town woodblock New Year pictures, while modern techniques can inject new life and vitality into these traditional elements.

In further interviews, we communicated with the intangible inheritors of New Year paintings in Zhuxian Town and the old New Year pictures shops. They generally believe that on the premise of maintaining traditional characteristics, incorporating modern elements and design techniques is the key to the development of Zhuxian Town woodblock New Year paintings in modern society. They suggested that the visual impact and artistic appeal of Zhuxian Town woodblock New Year paintings can be enhanced through modern techniques such as simple lines, bright colors, and exaggerated images.

According to the research results of predecessors and the conclusions of expert interviews, we decided to use traditional style and modern techniques to carry out the

cultural and innovative design of woodblock New Year pictures in Zhuxian Town. Specifically, we will use the following design elements and techniques:

**Refinement and redesign of traditional elements:** We will extract traditional elements in Zhuxian Town wood-block New Year paintings, such as characters, patterns, colors, etc., and redesign them with modern design techniques. For example, through exaggeration, deformation, simplification and other techniques, traditional elements are more in line with modern aesthetic needs.

**Brightening and diversification of colors:** We will use bright colors and a variety of different color combinations to enhance the visual impact and artistic appeal of Zhuxian Town woodblock New Year paintings. At the same time, we will also pay attention to the coordination and contrast of colors to show the unique charm of Zhuxian Town woodblock New Year pictures.

**Concise and smooth lines:** We will use simple and smooth lines to represent the characters and scenes in Zhuxian Town woodblock New Year paintings. At the same time, we will also use changes in line thickness, virtual reality and other changes to enhance the layering and three-dimensionality of the picture.

**Abstraction and innovation of patterns:** We will abstract and innovate the traditional patterns in Zhuxian Town woodblock New Year paintings to make them more in line with modern aesthetic trends. At the same time, we will also use a variety of different pattern combinations and arrangements to enrich the visual effect of the picture.

**Diversification and modernization of materials:** We will choose a variety of materials and crafts, such as paper, cloth, ceramics, etc., to make cultural and creative products of Zhuxian Town woodblock New Year pictures. At the same time, we will also use modern technology and materials, such as printing technology, digital engraving, etc., to improve the quality and added value of products.

To sum up, we will combine traditional elements and modern techniques, and create unique cultural and creative products of Zhuxian Town woodblock New Year pictures through innovative design concepts and diversified material selection. We believe that these products will have high attractiveness and competitiveness in the market, and at the same time be able to inherit and promote this precious folk art form.

## **7 Strategic analysis of cultural and creative product design of wood-block New Year pictures in Zhuxian Town**

### **7.1 The innovative value of art design of wood-block New Year paintings in Zhuxian Town**

Today in the 21st century, with the earth-shaking changes in the way of life of the masses, it has fundamentally affected the social conditions, life rhythm and lifestyle on which Zhuxian Town woodblock New Year paintings depend. The background is no longer the traditional culture that people love. The status quo of this folk cultural heritage is worrying. The excellent traditional culture of woodblock New Year paintings in Zhuxian Town no longer conforms to the values and aesthetics of modern life in terms of form or concept. Its own traditional art form has been unable to gain the public's sense of identity.

How to make Zhuxian Town woodblock New Year paintings regain the cultural identity of the public in the new era, and how to reintegrate the "New Year flavor" into our lives in the new era, this requires a good deal with the traditional Zhuxian Town woodblock New Year pictures and modern The relationship between consumer demand. The purpose of developing Zhuxian Town woodblock New Year pictures is to give full play to the power of creativity, to reorganize the graphic resources and cultural connotations of Zhuxian Town woodblock New Year pictures, and to find new ideas for Zhuxian Town woodblock New Year pictures in contemporary life with

innovative forms and new era value orientation. Large space for development, combining tradition and modernity.

The stories in the Fuwa series, folk myths and legends series, door god series, and Fu Lu Shou series in Zhuxian Town woodblock New Year paintings vividly show us the profound culture of the Central Plains and the public's auspiciousness and beauty to the most primitive and natural in the period of lagging productivity. The pursuit of wishes, Zhuxian Town woodblock New Year pictures have unique patterns and rich charm, which provide a continuous source of inspiration for the cultural and creative design of Zhuxian Town woodblock New Year pictures, and apply the combination of tradition and modernity to cultural and creative design, which not only enriches The display form of traditional art patterns has been established, and the traditional elements contained in it can well attract the attention of consumers. The novel art form, the traditional cultural connotation and the consumer public have established a double communication of visual spirit. Through the visual form Spreading and publicizing traditional culture makes it easier for consumers to accept, caters to Kaifeng City as an important tourist attraction in the Central Plains, and caters to the consumption trend of tourism, cultural and creative, and expands the influence of woodblock New Year pictures in Zhuxian Town, thereby driving local economic growth.

## 7.2 The Design Principles of Cultural and Creative Products of Zhuxian Town Woodblock New Year Paintings

### 1) Cultural principles of product design for woodblock New Year pictures in Zhuxian Town

Nationality is the foundation of our foothold in the forest of the world." As this sentence says, the foundation of any form of cultural and creative product design is culture.

Woodblock New Year pictures in Zhuxian Town, from the period of farming civilization, people's yearning for a better life is a portrayal of people's spiritual life and a dissemination of excellent traditional culture. It is necessary to insist on taking culture as the fundamental attribute of cultural and creative design, increase the excavation of the cultural visual symbols of Zhuxian Town woodblock New Year pictures, based on the cultural connotation of Zhuxian Town woodblock New Year pictures, different themes of Zhuxian Town woodblock New Year pictures in the new era There are also different application spaces, all of which require us to dig and create. While catering to the concept of the new era, it is also necessary to convey positive cultural values, so as to be able to create cultural product attributes with Zhuxian Town woodblock New Year paintings, so that consumers can identify with the culture and resonate spiritually.

## 2) Innovative principles of product design for woodblock New Year pictures in Zhuxian Town

How to make Zhuxian Town woodblock New Year pictures a new look in the new era, in which innovative design is the top priority, the connotation of design is innovation, especially in the current era of fast consumption, whether it is the development of society or the progress of production technology, it is important for traditional culture. had a great impact. With the advent of the fast consumption era, a variety of products continue to appear, and product innovation has become particularly important. In order to make the cultural and creative products of woodblock New Year pictures in Zhuxian Town gain public recognition and avoid the appearance of "repeating old tunes" and "cookie-cutter" cultural and creative products, we must always adhere to the principle of innovation and extract excellent woodblock New Year pictures in Zhuxian Town. Patterns, colors, etc., combined with the artistic aesthetic taste of the new era and innovative design thinking, avoid mechanically copying the graphic elements of Zhuxian Town woodblock New Year



pictures, resulting in the production of homogeneous cultural and creative products. It is necessary to innovatively process the excellent traditional culture contained in the woodblock New Year pictures of Zhuxian Town, so that the excellent traditional culture can be inherited and developed in modern times. It can be seen that innovative design is an important principle in the design and development of woodblock New Year pictures in Zhuxian Town, and also realizes the integration of traditional culture and modern culture.

### 3) Practical principles for the design of cultural and creative products of woodblock New Year pictures in Zhuxian Town

"Products must not only look beautiful but also have content; in addition to meeting basic needs, they must also bring surprises." (Shen Ting, 2019.08: Pages 8-9). The core of cultural and creative product design is that form follows function. The design of the product is mainly based on the practicality of the function, supplemented by aesthetics. In the design of practical products, the most important thing is whether the functionality of the product is highlighted. In the case of the combination of aesthetics and functions, whether the functionality is enlarged, and if it is the other way around, it does not conform to practical creative design, such as a beautiful but non-luminous desk lamp, a beautiful but non-sitable chair, and a beautiful but non-rotating fan. Obviously, the importance of functionality level is the most important design part in the design of practical cultural and creative products. Throughout the history of development, successful products either provide users with services that other products cannot provide, or have special functions that competitors do not have. Through Using a product that can solve the user's problem has greater value to the user, and the user prefers such a product.

## Chapter IV

### Aesthetics and Innovative Design of Chinese Folk Art

#### 1 Innovative design methods for the design of cultural and creative products of Zhuxian Town wood-block New Year pictures

##### 1.1 Determining the theme

Aiming at the visual symbol elements of Zhuxian Town woodblock New Year paintings, literature research methods and expert demonstrations concluded that this creative design is divided into two series to meet the different cultural needs of consumers, create from multiple angles, and provide consumers with more choices.

This design is based on the visual elements of Zhuxian Town woodblock New Year paintings. Through literature research and expert argumentation, the current cultural needs of consumers are summarized, and two series are obtained: 1. Doll series, such as the New Year pictures with the theme of "Bangs Playing with the Golden Toad" and "More Than Years". The implication is festive and auspicious, a good harvest and prosperity in the coming year. 2. The door god series, such as the New Year pictures with the theme of "Yu Chi respects virtue" and "Shou Xing", which imply warding off evil spirits and driving away disasters, good luck and longevity. These cultural connotations represent people's expectations for a better life. Therefore, in the creation of its visual patterns, the "Respecting Virtue" New Year pictures, the "Long Nian Surplus" New Year pictures, the "Liu Haixi Jinchan" New Year pictures, and the "Shouxing" New Year pictures, which are symbolic in Zhuxian Town woodblock New Year pictures, were selected, and then combined with the aesthetic needs of the new era, To create patterns, on the basis of not changing its own cultural connotation, add auspicious elements, combine protection and auspiciousness to meet various cultural needs, select representative themes for creation, and use cultural and creative products as the carrier to choose It also follows the younger,

simpler, and novel approach, highlighting the wishes of consumers in the new era for their good wishes.

## 1.2 "Zhuxian Town Wooden New Year Paintings" doll series design

### Image 1: "Golden Toad Playing with Liu Hai"

#### 1) Innovative design of Zhuxian Town woodblock New Year pictures

Based on the previous analysis and research on the characters in the woodblock New Year paintings of Zhuxian Town, the extraction of shape and meaning is carried out. The extraction of shape refers to the extraction of dominant factors such as the shape and shape of the characters in the woodblock New Year paintings of Zhuxian Town, maintaining the original tradition. The extraction of artistic features and meaning is combined with cultural implication to extract auspicious symbols as auxiliary decoration. Emphasizing the expressive technique of product "meaning", on the basis of retaining traditional features to a certain extent, adding some modern elements to meet the aesthetics of modern people.

The image of the doll series designed with "Bangs Playing with the Golden Toad" has the meaning of prosperity, happiness, and celebration in the New Year pictures. In the picture, Liu Hai plays with the golden toad with a string of money in his hand, just like an innocent and mischievous person. For "Bangs Playing Golden Toad", the traditional doll image and auspicious symbols are preserved to the greatest extent, and combined with modern elements, the image of "Bangs Playing Golden Toad" is lively and breaks the sense of silence. The ease of the screen. It is the designer's creative design based on the image of "Liu Hai Xi Jin Chan", and designed three kinds of renderings.



Figure 19: Liu Hai plays Jin Chan

Source: <https://www.baidu.com>, 2022

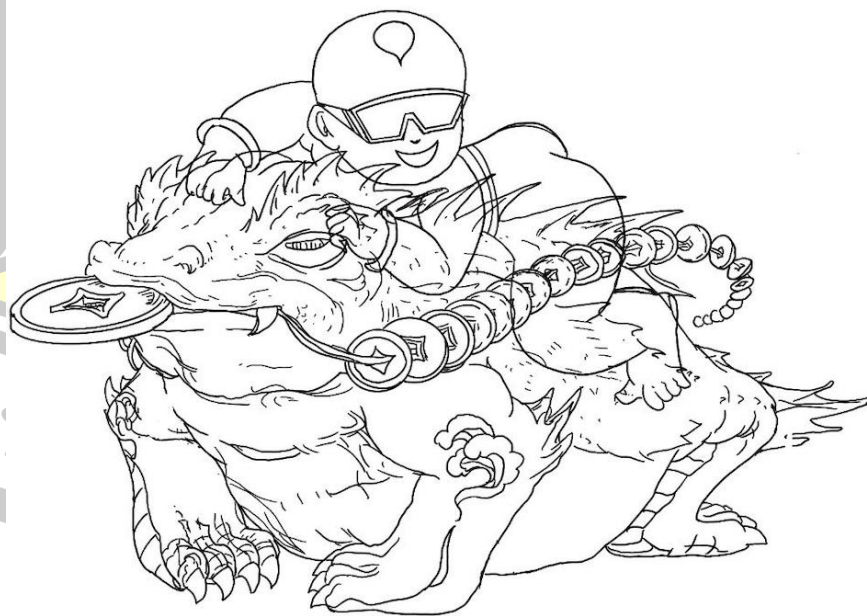


Figure 20: Liu Hai Opera Golden Toad Design Effect Picture 1

Source: author draws, 2023



*Figure 21: Liu Hai Opera Golden Toad Design Effect Picture 2*

**Source:** author draws, 2023



*Figure 22: Liu Hai Opera Golden Toad Design Effect Picture 3*

**Source:** author draws, 2023

2) The color design of Zhuxian Town woodblock New Year pictures



The color and collocation of woodblock New Year pictures in Zhuxian Town are one of its main artistic features, which can be divided into five color systems: yellow, red, green, purple and black. These colors follow the traditional color concept in our country, mainly pure colors without blending, and have a strong visual impact. For the innovation in color, according to the color of Zhuxian Town woodblock New Year pictures, the author has reconciled the purity, lightness and brightness of the color according to the overall effect and content expression of the picture, mainly showing liveliness, passion and joy visually. At the same time, it expresses the meaning of auspiciousness.

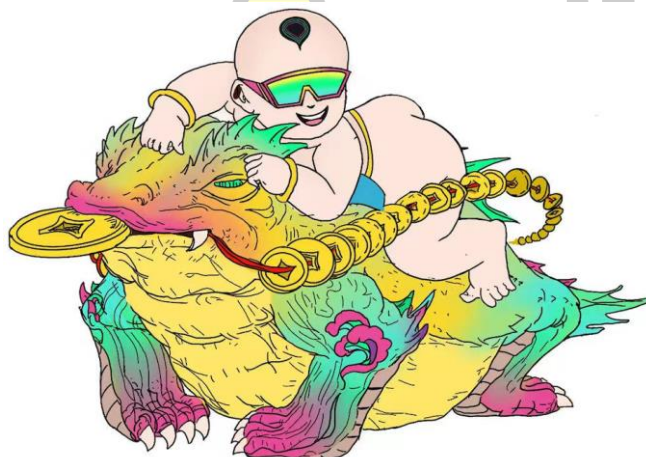


Figure 23 : Coloring renderings of bangs playing golden toad 1

**Source:** author draws, 2023

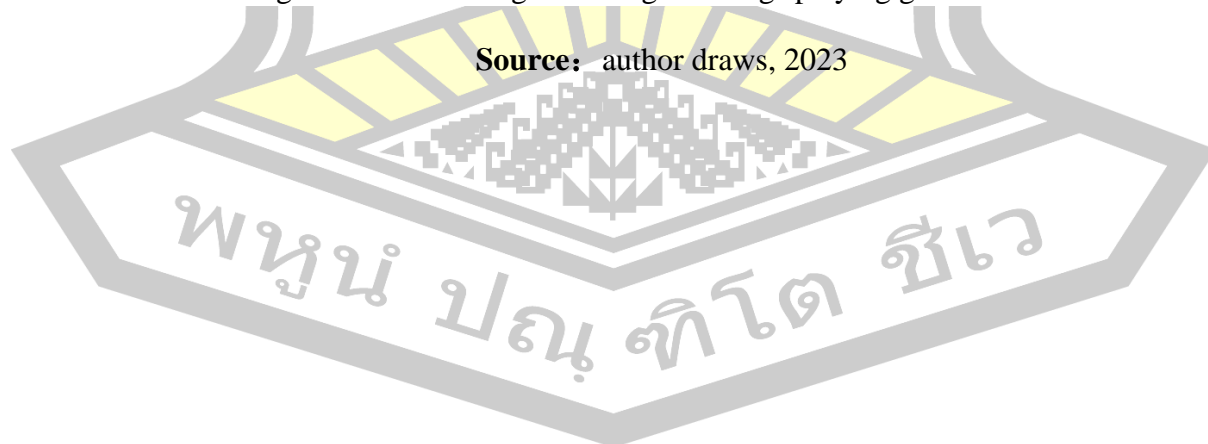




Figure 24: Coloring renderings of bangs playing golden toad 2

Source: author draws, 2023



Figure 25: Coloring renderings of bangs playing golden toad 3

Source: author draws, 2023

Image 2: "More Than Years"

### 1) Innovative design of Zhuxian Town woodblock New Year pictures

The design is based on the image of the doll series of "more than one year in a row", which means in the New Year pictures the desire for a good harvest. A

prosperous life is the relentless pursuit of a better life for the working people of all ages in my country. Therefore, "more than one year in a row" is the eternal theme of New Year pictures. In the picture, a boy steps on a lotus flower and holds a fish in his arms. "Lotus" and "fish" imply more than one year. In the new year, we will have ample food and clothing and happiness.

In the "more than one year" picture, traditional auspicious symbols such as character images, lotus flowers, and fish are extracted separately, and combined with modern design elements, a big fish is enlarged to show that life is rich, and there is more than every year, and it is more than big. The hairstyle of the doll Very old, through the design of the doll's hairstyle, it shows the agility of the doll. The doll rides a big fish, holds a jade wishful, smiles on his face, full of satisfaction for a happy life, and designs three kinds of renderings .



*Figure 26: Year after year*

**Source:** <https://www.baidu.comx>, 2023



*Figure 27: Year after year more than one design renderings*

**Source:** author draws, 2023



*Figure 28: Year after year more than design renderings 2*

**Source:** author draws, 2023



*Figure 29: Year after year more than design renderings three*

**Source:** author draws, 2023

## 2) The color design of Zhuxian Town woodblock New Year pictures

In the design of the color of "more than one year after year", the color is more diversified and modern, and the required color is considered according to the content of the subject matter. Still on the basis of traditional New Year pictures colors, the new contents and new forms of New Year pictures are expanded in color, and a variety of auxiliary colors are added to make the color matching of New Year pictures more modern and eye-catching. Lively, with soft tones and traditional cultural charm.

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Figure 30: More than one year of coloring renderings

Source: author draws, 2023



Figure 31 : More than a year of coloring effect picture 2

Source: author draws, 2023



Figure 32 : Year after year more than coloring effect picture three

**Source:** author draws, 2023

### 1.3: "Zhuxian Town Wooden New Year Paintings" door god series design

#### Image 1: "Yuchi Jingde"

#### 1) Innovative design of Zhuxian Town woodblock New Year pictures

The Zhuxian Town wooden board New Year painting "Yuchi Jingde" is a representative image of the door god. He is dressed as a military general, wearing a court uniform, standing upright, imposing and mighty, with imposing eyebrows and eyes. For the elements of the "Yuchi Jingde" New Year painting and the auspicious decorative pattern symbols in the painting, the method of direct extraction and element transformation is adopted for modern redesign.



Figure 33 : Yuchi Jingde

Source: <https://www.baidu.com>, 2023



Figure 34: Yuchi Jingde Design Rendering Picture 1

Source: author draws, 2023

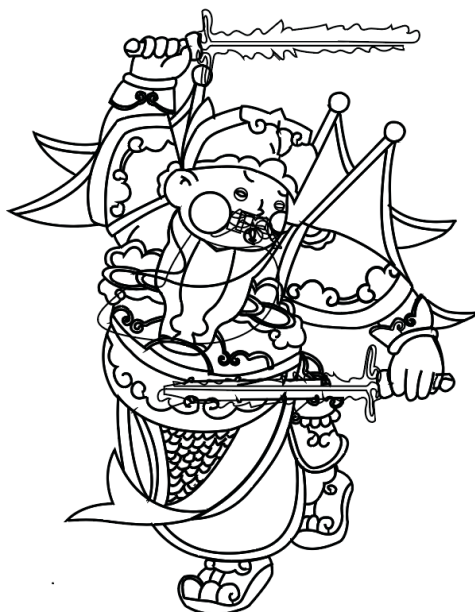


Figure 35: Design renderings of Yuchi Jingde II

**Source:** author draws, 2023



Figure 36 : Yuchi Jingde Design Rendering Figure 3

**Source:** author draws, 2023

2) The color design of Zhuxian Town woodblock New Year pictures

In the color design of "Yuchi Jingde", rich colors are used, with strong contrast, big purple and red,

The color purity is high, mostly contrasting colors, and the required colors are considered according to the content of the subject matter. It is necessary to refine new colors on the basis of traditional New Year pictures, expand colors, add a variety of auxiliary colors, and reconcile the purity, lightness, and brightness of colors, so as to show the mighty and safe house from the visual point of view.



*Figure 37: Yuchi Jingde's coloring renderings 1*

**Source:** author draws, 2023

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Figure 38 : Yuchi Jingde's coloring renderings 2

**Source:** author draws, 2023



Figure 39 : Yuchi Jingde's coloring renderings 3

**Source:** author draws, 2023

Image 2: "Shou Xing"

### 1) Innovative design of Zhuxian Town woodblock New Year pictures

Zhuxian Town woodblock New Year painting "Shouxing" is that people will worship all kinds of gods during the Chinese New Year. In the new year, every family hopes to be protected by the gods so that the next year will be smooth. People who wish to have good fortune in the coming year visit the God of Wealth, and the custom of worshipping God has been passed down to this day.

The most intuitive impression of the "Shou Xing" New Year pictures is that he has a big forehead, and the head of the red-crowned crane, which is regarded as a symbol of longevity, is raised high and has a kind face. Extract his main image and combine New Year pictures with modern element composition for innovative drawing. Complete three effects.



Figure 40 : birthday star

**Source:** <https://www.baidu.com>, 2023



Figure 41 : Birthday design renderings 1

**Source:** author draws, 2023



Figure 42: Birthday design renderings 2

**Source:** author draws, 2023



Figure 43 : Birthday design renderings 3

**Source:** author draws, 2023

## 2) The color design of Zhuxian Town woodblock New Year pictures

In the design of the "Shouxing" color, rich colors are used, with strong contrast, big purple and red.

The color purity is high, mostly contrasting colors, and the required colors are considered according to the content of the subject matter. It is necessary to refine new colors and expand colors on the basis of traditional New Year painting colors, add a variety of auxiliary colors, and reconcile the purity, lightness, and brightness of colors, and mainly show kindness, optimism, and healthy vision visually.



Figure 44 : Birthday coloring renderings 1

**Source:** author draws, 2023



Figure 45: Birthday coloring renderings 2

**Source:** author draws, 2023





Figure 46 : Birthday coloring renderings 3

**Source:** author draws, 2023

## **2 The analysis and positioning of the cultural and creative product design of woodblock New Year pictures in Zhuxian Town**

After the design of new cultural and creative products, the relevant investigation is a very critical link. Through the questionnaire survey, the effective data analysis of Kaifeng wood-panel New Year pictures is carried out.

### **2.1 Crowd positioning and cognition analysis of wood-block New Year pictures**

The data of the questionnaire survey on the design of cultural and creative products of woodblock New Year pictures in Zhuxian Town are analyzed. The main object of this survey is the group between the ages of 18 and 55. It is found from the data that people between the ages of 21 and 40 have a strong willingness to purchase cultural and creative products when traveling. People in this age group usually have considerable spending power, and they are willing to get in touch with new things.

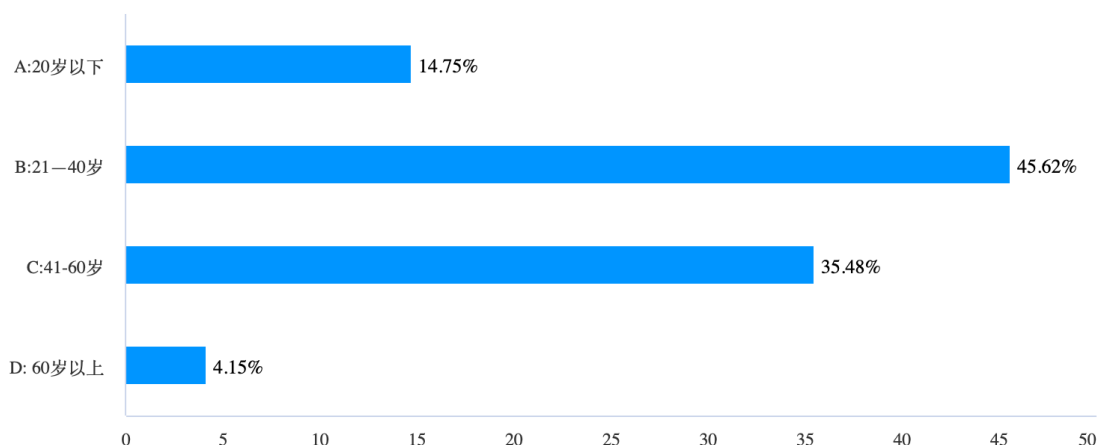


Table 4 : Age Distribution of Survey Respondents

Source: author made, 2023

At the same time, most of the people in this age group know little about Zhuxian Town woodblock New Year paintings.

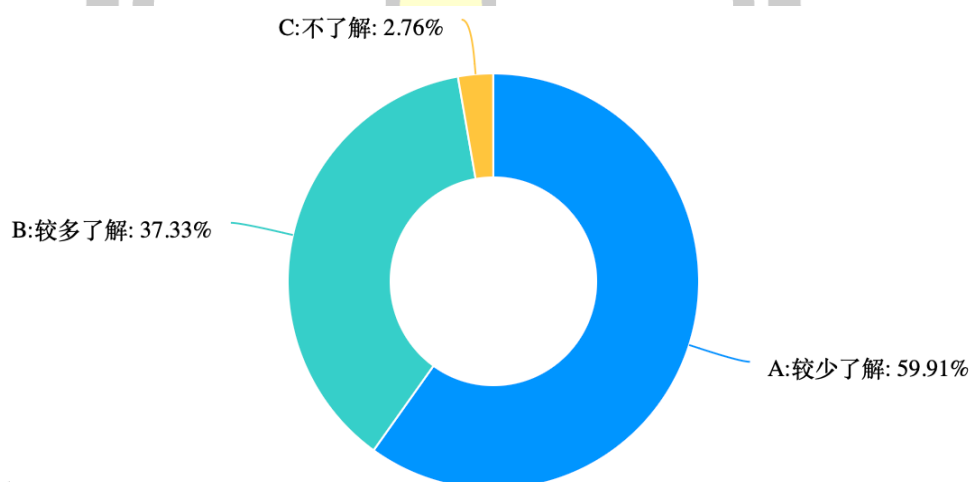


Table 5 : Zhuxian Town woodblock New Year pictures to understand the situation distribution

Source: author made, 2023

## 2.2 Product demand analysis

In the question of purchasing cultural and creative products of Zhuxian Town wooden New Year pictures, 73.27% of the tourists expressed their willingness to buy cultural and creative products related to Zhuxian Town wooden New Year pictures, and 26.73% of tourists were unwilling to buy cultural and creative products. It can be

seen that Zhuxian The cultural and creative products with the theme of town wood-block New Year pictures have good development prospects.

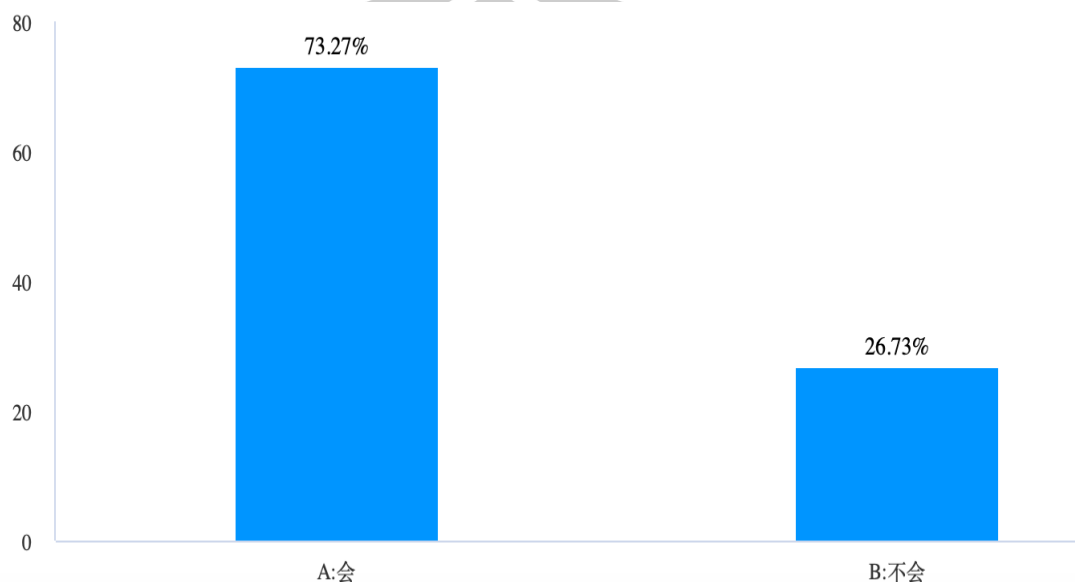


Table 6: Willingness to purchase cultural and creative products of wood-block New Year pictures in Zhuxian Town situation distribution

**Source:** author made, 2023

After analyzing the data of the unwillingness to buy Zhuxian Town wood-panel New Year pictures cultural and creative products, it was found that there are three reasons for the unwillingness to buy in the market: first, the practicability is not high, and second, the innovation of Zhuxian Town wood-panel New Year pictures cultural and creative products. Consumers often focus on cultural and creative souvenirs that have been improved through creative techniques. They are very attractive, have high sales, and have high evaluations. However, for simple artistic reproduction products, sales Less, less visitors. Third, most tourists believe that the price of a cultural and creative product determines whether it is worth buying, and consumers say that the price of many cultural and creative products on the market is very unreasonable, and the price of a cultural and creative product is too high. Make up your mind to buy, so whether the pricing of cultural and creative products is reasonable is directly related to the sales of cultural and creative products.

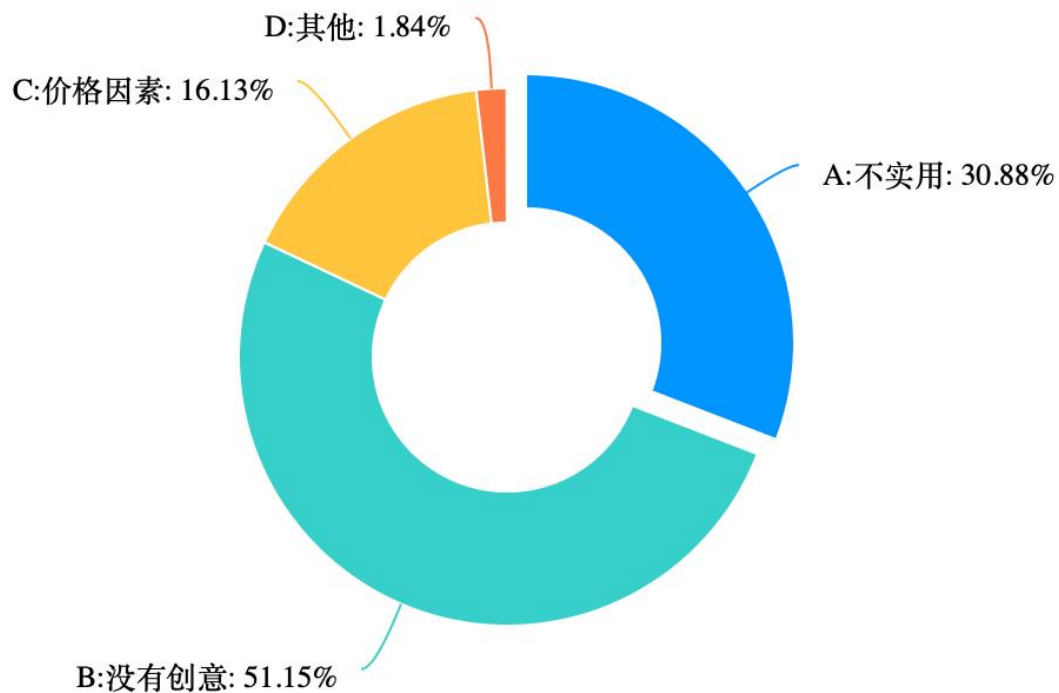


Table 7: Investigation results of the existing problems of cultural and creative products of wood-block New Year pictures in Zhuxian Town

**Source:** author made, 2023

### 2.3 Scheme positioning analysis

Doll series design of "Zhuxian Town Wooden New Year Paintings"

Image 1: "Golden Toad Playing with Liu Hai"

Design three renderings of the "Liu Hai Xi Jin Chan" New Year picture (as shown in Figure 4-33). According to the questionnaire survey questions, 25.81% like design picture 1, 53.92% like design picture 2, and like design picture 3 accounted for 20.28%. It can be seen that retaining the original traditional cultural style, pursuing novelty and fashion, and carrying out modern innovation are acceptable design styles in contemporary times. In terms of color expression, saturated colors are used to make the picture look Get up more active and enhance the visual impact.

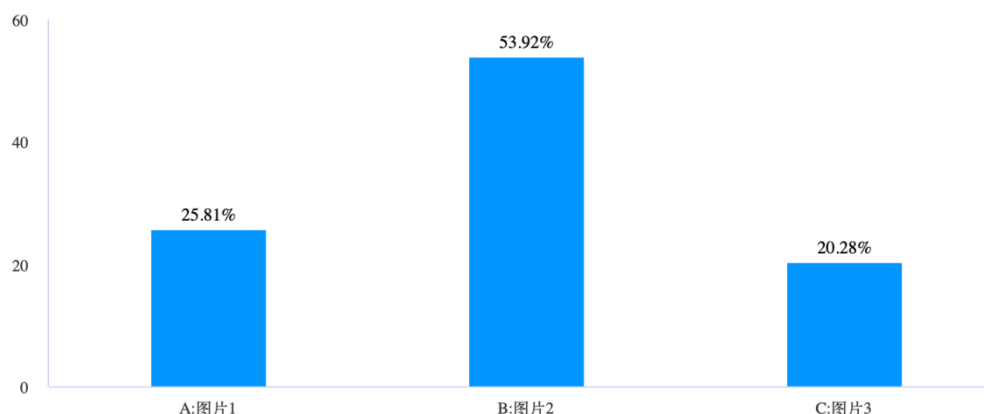


Table 8: Which design effect do you prefer for the Zhuxian Town wooden board New Year painting "Liu Hai Playing with the Golden Toad"?

Source: author made, 2023

Image 2: "More Than Years"

Design three renderings of the New Year's picture of "Lian Nian Yu Yu" (as shown in Figure 4-34). According to the questionnaire survey questions, 38.25% of people like design picture 1, 24.88% like design picture 2, and 24.88% like design picture 3. 36.87%. It can be seen that retaining the original traditional cultural style, pursuing novelty and fashion, and carrying out modern innovation are acceptable design styles in the contemporary era. In terms of color expression, saturated colors are used to make the picture look more Active, enhance visual impact.

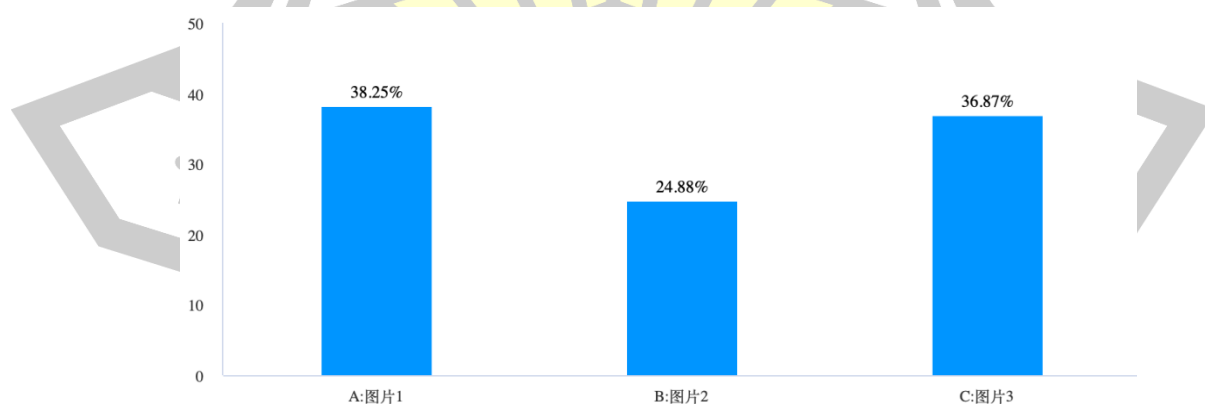


Table 9: Which design rendering do you prefer for Zhuxian Town's wooden board New Year painting "more than one year after year"

Source: author made, 2023



### Design of Door God Series of "Zhuxian Town Wooden New Year Paintings"

#### Image 1: "Yuchi Jingde"

The Zhuxian Town wooden board New Year painting "Yuchi Jingde" is a representative image of the door god. Design three renderings of "Yuchi Jingde" New Year pictures (as shown in Figure 4-35). According to the questionnaire survey questions, 24.88% like design drawing 1, 42.86% like design drawing 2, and design drawing 3 Accounting for 32.26%, it can be seen that retaining the original traditional cultural style, pursuing novelty and fashion, and carrying out modern innovation are acceptable design styles in the contemporary era. In terms of color expression, saturated colors are used to make the picture look More active, enhance the visual impact.

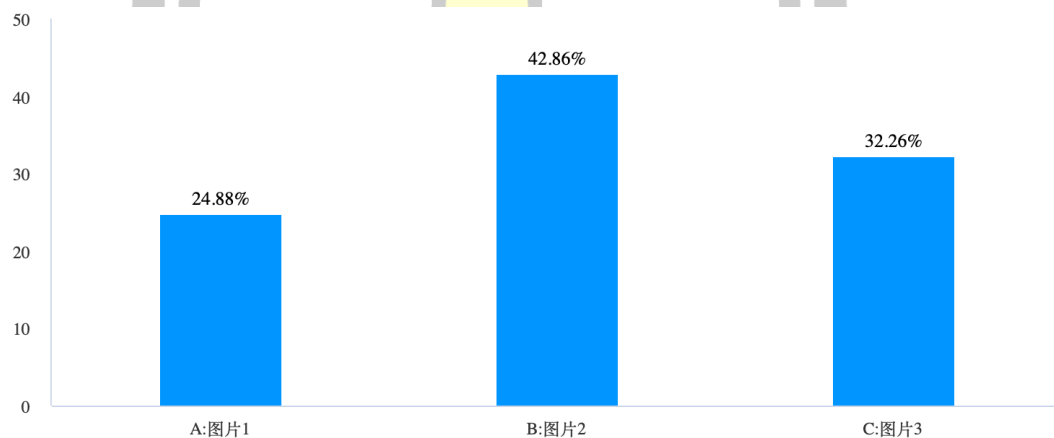


Table 10: Which design rendering do you prefer for Zhuxian Town wood-block New Year painting "Yuchi Jingde"

Source: author made, 2023

#### Image 2: "Shou Xing"

The most intuitive impression of the "Shou Xing" New Year pictures is that he has a big forehead, and the head of the red-crowned crane, which is regarded as a symbol of longevity, is raised high and has a kind face. Design three renderings of "Shouxing" New Year pictures (as shown in Figure 4-35). According to the

questionnaire survey questions, 24.42% of people like design picture 1, 34.1% like design picture 2, and 41.47% like design picture 3 %, it can be seen that retaining the original traditional cultural style, pursuing novelty and fashion, and carrying out modern innovation are acceptable design styles in the contemporary era. In terms of color expression, saturated colors are used to make the picture look more active , enhance the visual impact.

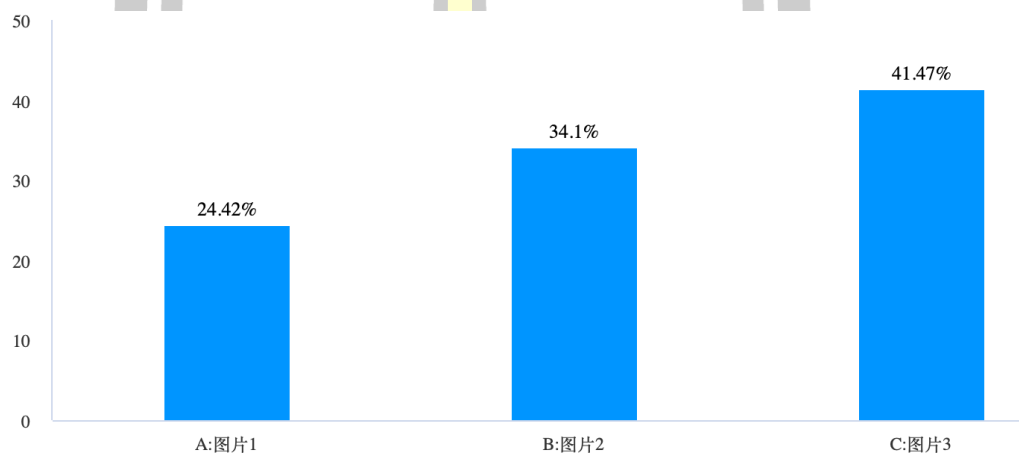


Table 11: Which design rendering do you prefer for Zhuxian Town's wooden board New Year painting "Shouxing"

Source: author made, 2023

### 3 Display of cultural and creative product design achievements of wooden board New Year pictures in Zhuxian Town

According to the questionnaire survey, the types of cultural and creative products that tourists will buy when traveling are daily, office, decoration, educational and educational.

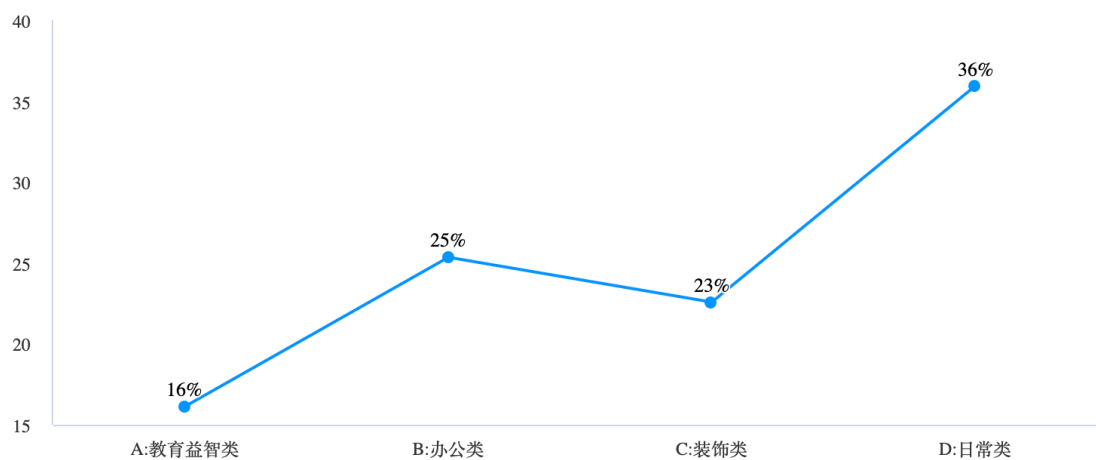


Table 12: What types of cultural and creative products do you buy when traveling

**Source:** author made, 2023

### 3.1 Design of daily cultural and creative products

Daily cultural and creative product designs include canvas bags, cultural shirts, pillows, purses, etc.



Figure 47: canvas bag

**Source:** author made, 2023

พหุ ประยุกต์ ชีว



Figure 48: T-shirt

Source: author made, 2023



Figure 49: pillow

Source: author made, 2023



Figure 50: purse

**Source:** author made, 2023

### 3.2 Office and decoration

Design of cultural and creative products for office and decoration: desk calendars, mobile phone cases, brooches, etc.



Figure 51: desk calendar

**Source:** author made, 2023

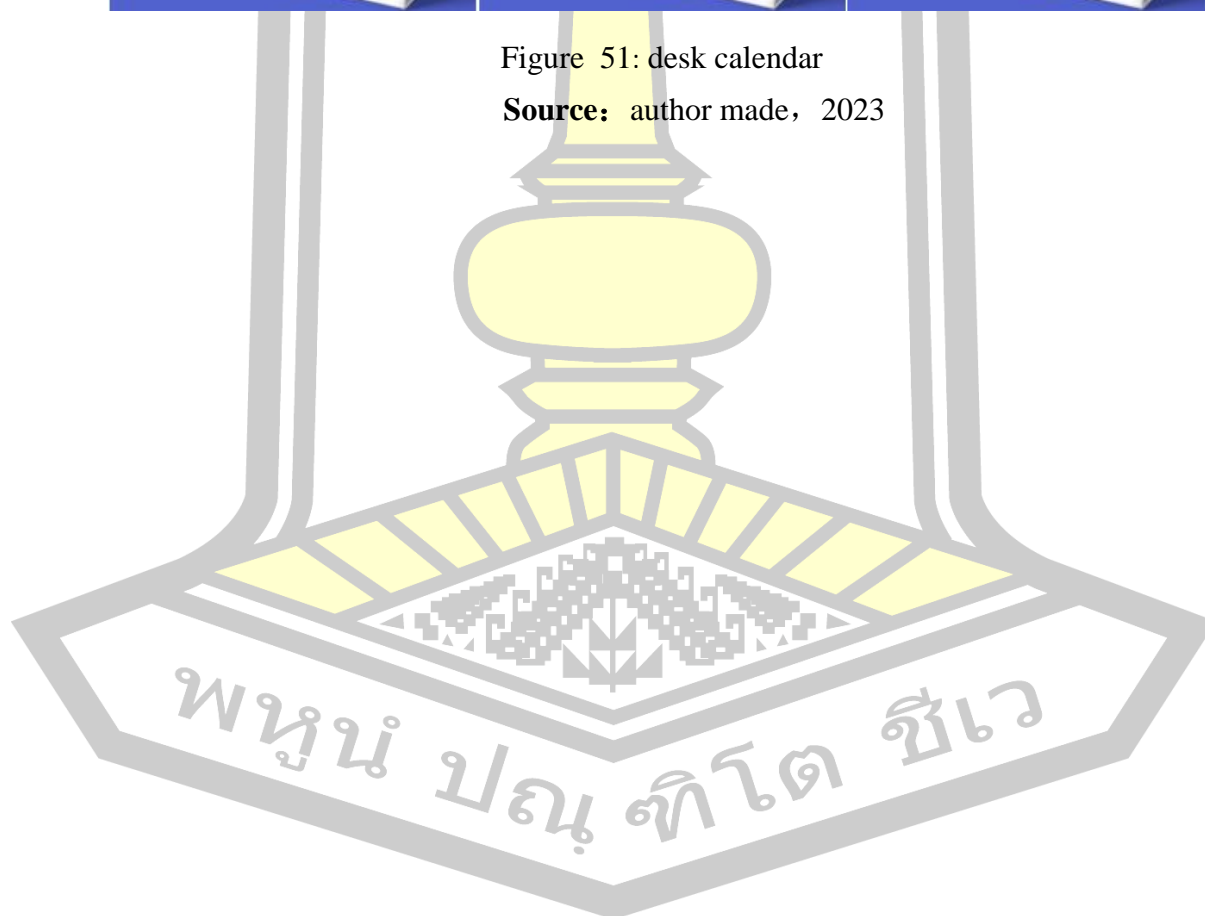






Figure 52 : phone case

**Source:** author made, 2023



Figure 53 : brooch

**Source:** author made, 2023

### 3.3 Comprehensive application of cultural and creative product design.



Figure 54: Comprehensive application of cultural and creative products 1

**Source:** author made, 2023



#### **4 Prospects for the future development of cultural and creative products of wood-block New Year pictures in Zhuxian Town**

With the vigorous development of cultural and creative industries and people's attention to traditional culture, the cultural and creative products of Zhuxian Town woodblock New Year pictures have broad development prospects. By adopting a modern design concept, these products will be able to attract the attention of more young consumers, and at the same time combine the traditional New Year picture culture with modern aesthetics, injecting new vitality into it.

In the future development, the cultural and creative products of Zhuxian Town woodblock New Year pictures can be deeply explored and innovated from the following aspects:

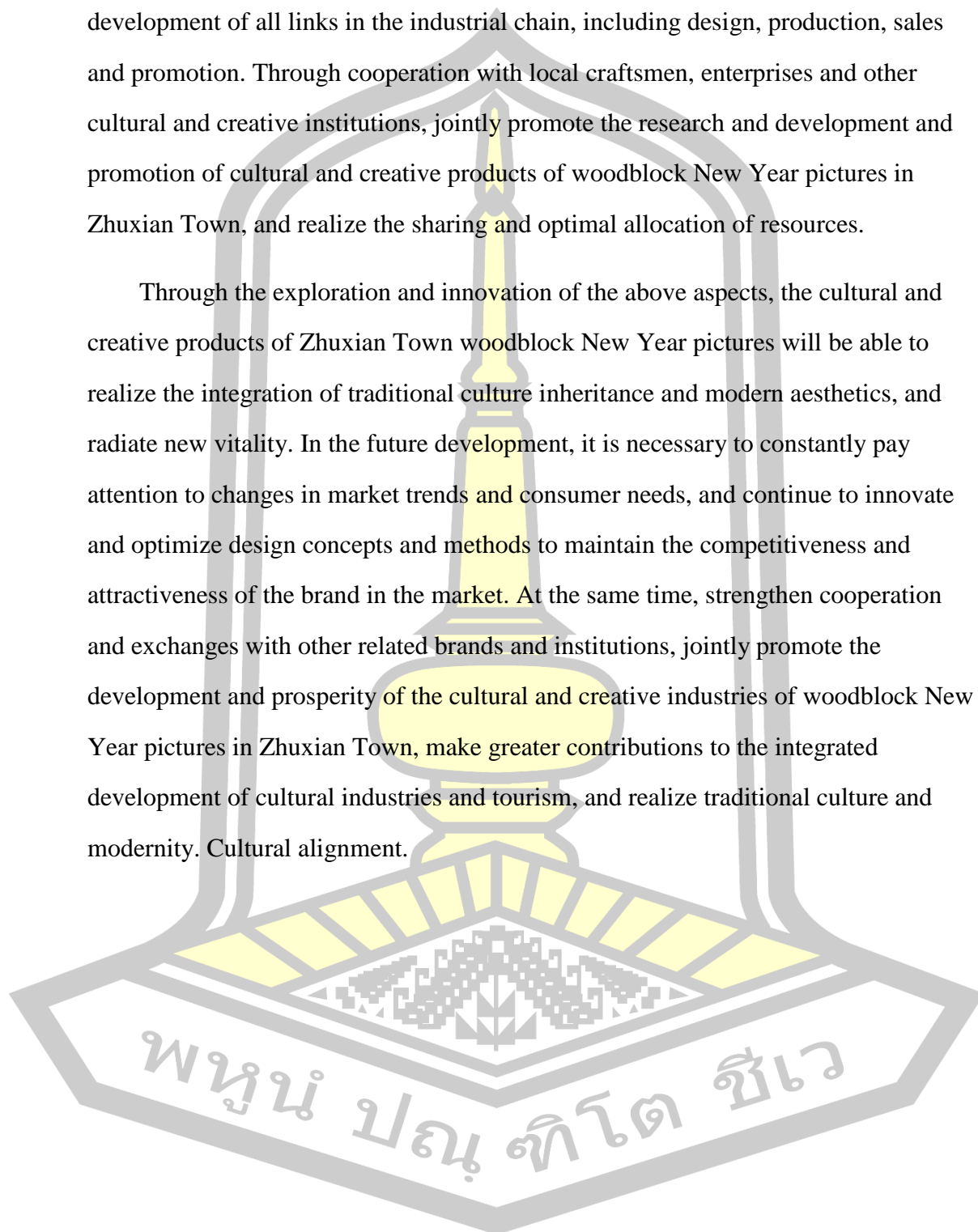
**Integration of design styles:** combine modern design elements with traditional New Year pictures to create creative products with both traditional charm and modernity. Simple lines, bright colors and novel compositions can be used to revitalize New Year pictures and attract more young consumers' attention.

**Diversified application scenarios:** Expand the application scenarios of New Year pictures cultural and creative products, combining New Year picture elements with daily necessities, such as home decoration, stationery, clothing, etc. Through a variety of product forms, the New Year picture culture can enter the lives of more people, and enhance people's sense of identity and love for traditional culture.

**Strengthening of brand building:** through the establishment of a strong brand image, the popularity and reputation of Zhuxian Town's wooden New Year pictures cultural and creative products will be enhanced. Simple and easy-to-remember brand logos and slogans can be used, combined with innovative product design and packaging, to attract more consumers' attention and love.

Coordinated development of the industrial chain: strengthen the coordinated development of all links in the industrial chain, including design, production, sales and promotion. Through cooperation with local craftsmen, enterprises and other cultural and creative institutions, jointly promote the research and development and promotion of cultural and creative products of woodblock New Year pictures in Zhuxian Town, and realize the sharing and optimal allocation of resources.

Through the exploration and innovation of the above aspects, the cultural and creative products of Zhuxian Town woodblock New Year pictures will be able to realize the integration of traditional culture inheritance and modern aesthetics, and radiate new vitality. In the future development, it is necessary to constantly pay attention to changes in market trends and consumer needs, and continue to innovate and optimize design concepts and methods to maintain the competitiveness and attractiveness of the brand in the market. At the same time, strengthen cooperation and exchanges with other related brands and institutions, jointly promote the development and prosperity of the cultural and creative industries of woodblock New Year pictures in Zhuxian Town, make greater contributions to the integrated development of cultural industries and tourism, and realize traditional culture and modernity. Cultural alignment.



## Chapter V

### Conclusion, Discussion and Suggestions

#### 1 Conclusion

To sum up, this paper studies the woodblock New Year paintings of Zhuxian Town. As a carrier of folk art, Zhuxian Town woodblock New Year paintings are all related to the lives of the people. Research. The aesthetic value and possibility of innovative design of Zhuxian Town woodblock New Year pictures are deeply discussed. Through the analysis of the characteristics, graphic elements, color application, composition design and cultural connotation of wood-block New Year pictures, combined with modern design concepts and technical means, we put forward some innovative design schemes to promote the integration of traditional folk art and modern design.

First, we analyzed the current situation of the development of woodblock New Year paintings in Zhuxian Town. With the acceleration of the modernization process, the ecological environment of traditional folk art has undergone tremendous changes, and the inheritance and development of New Year pictures are facing severe challenges. In order to protect and inherit this precious cultural heritage, we need to take effective measures to strengthen publicity and promotion, and increase public awareness and attention to wood-block New Year pictures.

Secondly, we discussed the status quo of cultural and creative products in modern society. As a product of the combination of traditional culture and modern design, cultural and creative products have broad market prospects and development space. However, there are some problems in the current market, such as design homogeneity, uneven quality, etc., which require us to take measures to improve and optimize.



After analyzing the theme of New Year pictures, elements of New Year pictures, and the extraction of graphics for modern graphic design, we put forward some specific suggestions. For example, by simplifying the elements of New Year pictures, representative patterns and colors can be extracted, and modern design techniques can be used to recombine and arrange them to meet the aesthetic needs of modern people. Combining online and offline multi-channel sales models to increase the popularity of wood-block New Year pictures. Through this project, the precious wealth left by traditional folk New Year pictures will be presented to the public again with contemporary and cultural characteristics, thus arousing interest and love for woodblock New Year pictures in Zhuxian Town.

## **2 Discussion**

Through reading a large number of documents and on-site interviews, it is found that in contemporary society, there are few cultural and creative products related to Zhuxian Town woodblock New Year pictures on the Internet and offline in the Central Plains, and the development speed is slow and the product forms relied on are relatively single . At present, the design and development of cultural and creative products related to woodblock New Year paintings in Zhuxian Town is relatively mature. The cultural and creative product is "Yu You Ji", which provides inspiration and breakthrough points for this innovative design. For this reason, it is based on the direct use of relevant media and visual elements. Based on this, more innovative and modern cultural and creative products are carried out. The research content of this part is also one of the characteristics of this paper.

## **3 Suggestions**

### **3.1 Suggestions for research results**

In the process of protecting and inheriting the wooden New Year paintings in Zhuxian Town, we put forward some protection measures and development suggestions. First of all, strengthen the cultivation and protection of inheritors,

establish a sound inheritance mechanism, and provide strong talent support for the inheritance of traditional folk art. Secondly, deeply excavate and inherit the cultural connotation and spiritual value of wood-block New Year pictures, and increase public awareness and attention to wood-block New Year pictures through holding exhibitions, cultural exchanges and other activities. In addition, innovative and practical products, such as cultural and creative products, tourist souvenirs, etc. can be developed in combination with the needs of the modern market, so as to promote the development and dissemination of woodblock New Year pictures in modern society.

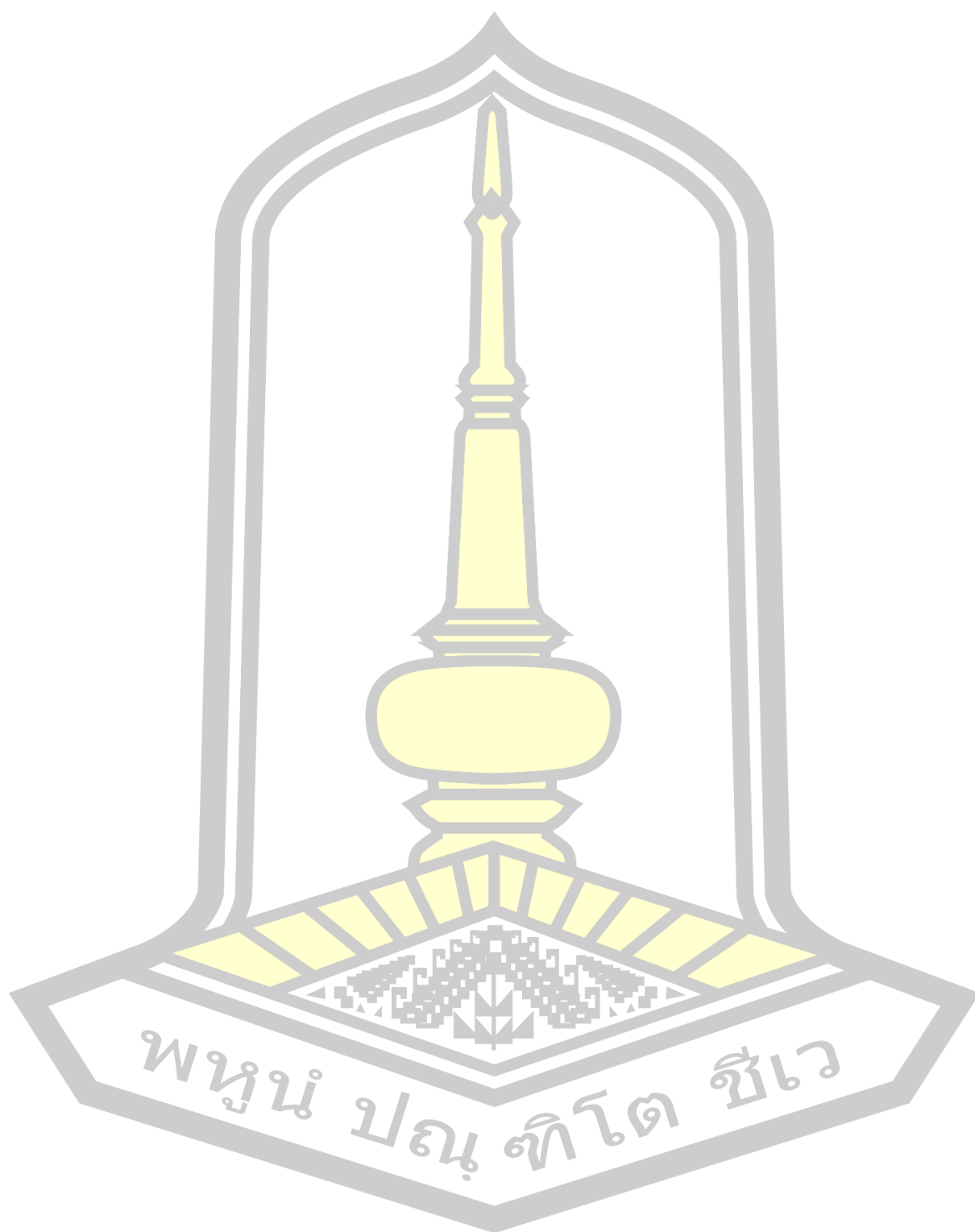
To sum up, this article discusses the development and inheritance of traditional folk art in modern society by analyzing the aesthetic value and innovative design of Zhuxian Town woodblock New Year paintings. In the face of modernization process and changes in cultural ecology, we need to actively take measures to promote the integration and development of traditional folk art and modern design. At the same time, we should also pay attention to the protection and inheritance of traditional folk art, strengthen publicity and promotion, and let more people know and love these precious cultural heritages. By constantly exploring innovative design schemes and protection measures, we can inject new vitality into traditional folk art such as Zhuxian Town wood-block New Year paintings, and make positive contributions to the prosperity of the cultural industry and tourism.

### 3.2 Suggestions for further research

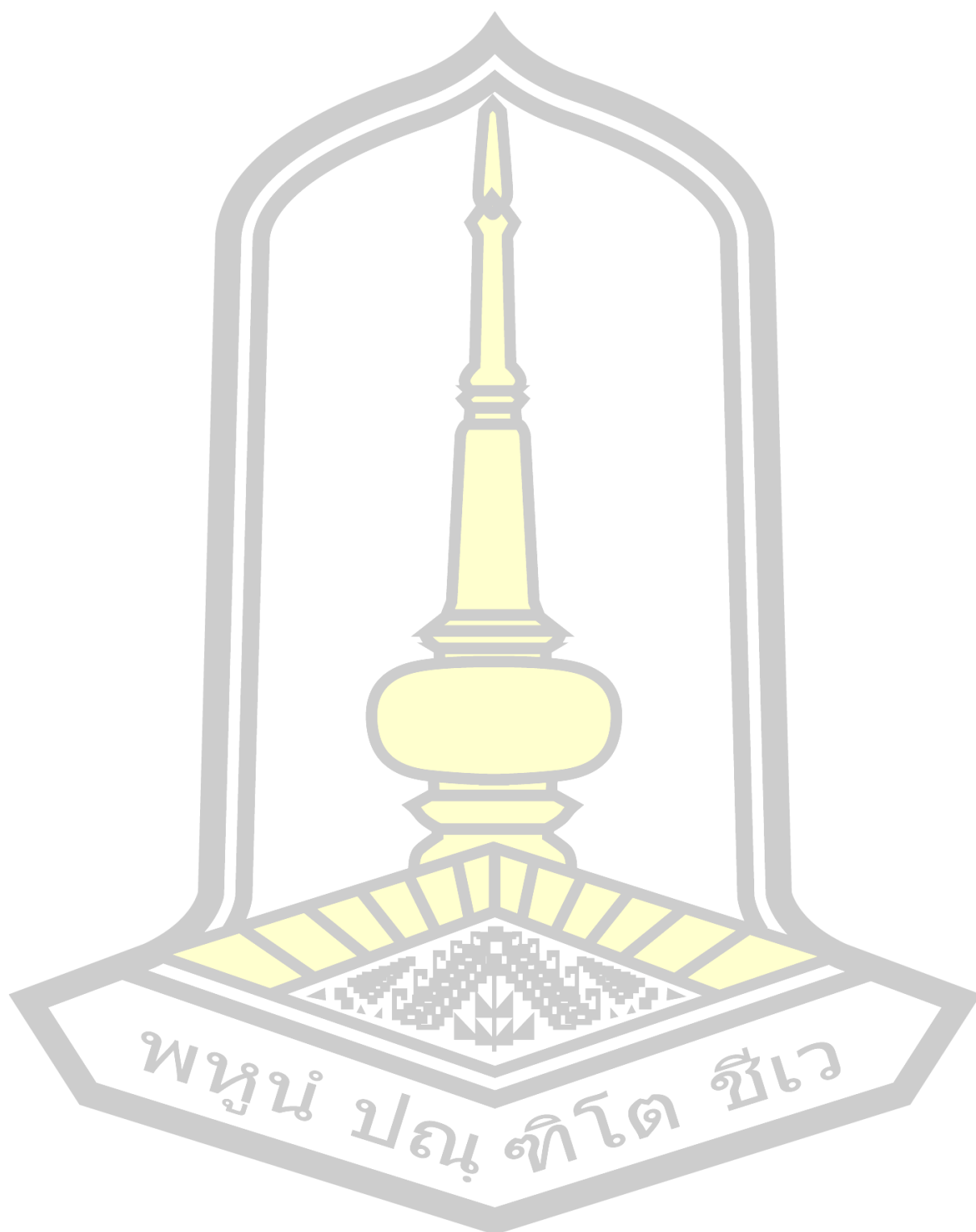
Through the analysis and research on the woodblock New Year paintings in Zhuxian Town, this paper draws the following conclusions: First, the artistic features of Zhuxian Town woodblock New Year paintings include exaggerated shape, bright colors, symmetrical composition, etc. These characteristics reflect the aesthetics of folk art Pursuit and spiritual connotation. Secondly, modern design concepts and technical means can provide beneficial support for the innovative design of Zhuxian Town woodblock New Year pictures, such as simplifying design elements,

emphasizing contrast and layering, etc. At the same time, this paper also points out that modern design should retain the essence of traditional folk art and avoid excessive commercialization. Finally, aiming at the inheritance and development of wood-block New Year paintings in Zhuxian Town, this paper puts forward the following suggestions: first, to strengthen the cultivation and protection of inheritors; second, to excavate and inherit the connotation of traditional folk art; third, to develop innovative The fourth is to strengthen the support and cooperation of the government a n d s o c i a l o r g a n i z a t i o n s .





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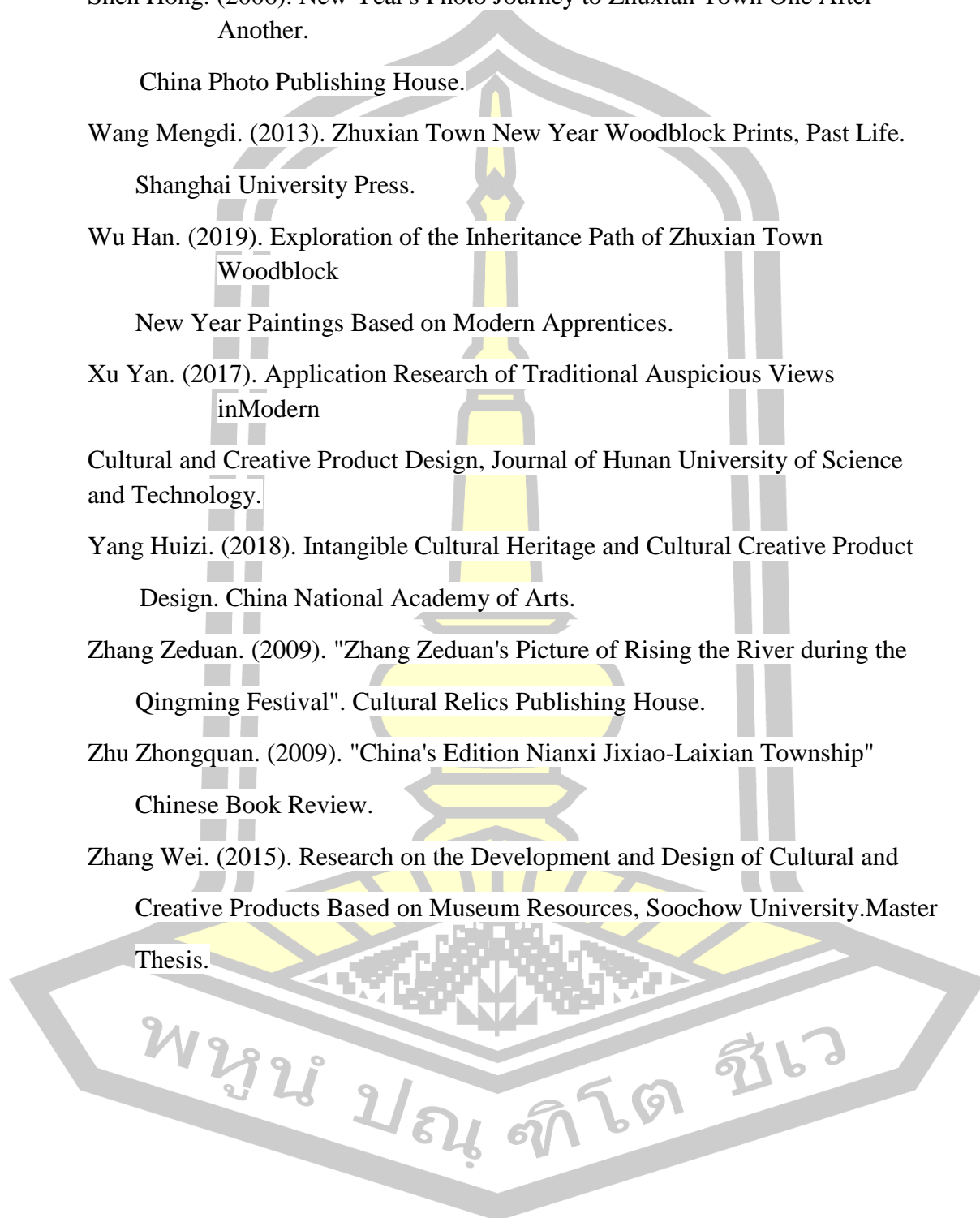
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