

Research on Contemporary Inheritance and Development of Weifang Woodblock New Year Pictures from the Perspective of Intangible Cultural Heritage

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Abstract: Weifang woodblock New Year pictures are the reappearance of Weifang people's life, with rich historical and cultural connotations and unique cultural values. Weifang Woodblock New Year pictures have a wide range of subjects. Under the current background of intangible cultural heritage, taking Weifang Woodblock New Year pictures as a breakthrough point, according to the development status of Weifang Woodblock New Year pictures, the measures to protect and develop Weifang Woodblock New Year pictures are proposed. This paper points out how Weifang woodblock New Year pictures can develop in the contemporary era from five aspects: innovative art forms, digital communication, cultural and creative product development, talent training and modern construction.

1. Introduction

1.1 Development Status

Under the industrial civilization, people's lifestyles and concepts have been changing. Traditional woodblock New Year pictures are constantly impacted by printing technology, and many genres and complicated production techniques make people discouraged. At the same time, it also faces the problems of inheritance and transformation in the contemporary context. At present, the theme content of New Year pictures is not innovative enough, talents are scarce, and the market demand of New Year pictures is shrinking year by year. In view of these problems, how to effectively protect the live transmission of Weifang woodblock New Year pictures, and then realize the innovative transformation and contemporary development of Chinese traditional crafts is particularly important.

1.2 Protection of Artistic Content

As far as the artistic content is concerned, we should actively carry out all kinds of inheritance activities related to Weifang Woodblock New Year Pictures, such as setting up independent studios, setting up Weifang Woodblock New Year Pictures Committee, carrying out trial courses, and so on,

so as to train successors. Comprehensively study the production technology, artistic image, color setting and other contents, such as painting samples, engraving woodblock, manual printing, making earthenware paper, grinding pigments, baking goods and so on. Broaden the ways and channels of inheriting New Year pictures, increase craft workshops, expand employment and stimulate economic growth.

1.3 Protection of Documents and Albums

Weifang woodblock New Year pictures have a long history and are the treasure house of Chinese excellent traditional culture and art. First of all, the cultural departments should systematically and scientifically investigate, establish and identify the historical documents, folk artists, images and works, and enter them into the electronic information base. Secondly, the heirs of Weifang Woodblock New Year pictures should fulfill their obligation to properly preserve the material objects of related works and the historical data of texts and pictures, and actively cooperate with the inquiries and investigations of relevant departments. Thirdly, local officials and people should pay attention to the content of protection, abandon the psychology and behavior of quick success and instant benefit, and avoid over-exploitation and destructive utilization of woodblock New Year pictures.

2. Innovation, Transformation and Contemporary Development of Weifang Woodblock New Year Pictures

This is an era based on network and information. The development of modern science and technology and the change of people's thoughts promote the upgrading and innovation of modern art form and artistic connotation. We should integrate production, learning and research, innovate our thinking, keep up with the pace of the times, cater to the aesthetic concepts of modern people, and then bloom the light of art and create new glory. "Innovation is the soul of a nation's progress and the inexhaustible motive force for its prosperity. A nation without innovative ability can hardly stand among the advanced nations in the world [1].

2.1 Innovative Art Forms

2.1.1 Innovating Regional Themes

Through sorting out the image data of Weifang woodblock New Year pictures, it is found that there are not many themes that reflect the local landmark buildings in Weifang or have high recognition of local characteristics. Therefore, more elements with Weifang local characteristics can be used in the selection and drawing of themes, such as Weifang kites, high-density paper-cutting and other regional cultures, Qingzhou peaches, Anqiu mung bean cakes, Qingzhou silver melons, Niejiazhuang mud toys and other local specialties, Qingzhou Yunmen Mountain customs, peach customs, Qingzhou Beicheng village Manchu customs and so on. By strengthening the fetter relationship between Weifang woodblock New Year pictures and Weifang regional characteristics, Weifang woodblock New Year pictures are more representative.

2.1.2 Innovative Forms of Expression

With the rapid development of modern science and technology, some software can achieve the purposes of online drawing, adjustment, printing and inkjet printing, such as image processing software Photoshop, vector drawing software macromedia flash, bitmap making software adobe photoshop CS, GIF animation making software fireworks and so on. Therefore, we can make full

use of high-tech resources, adjust the proportion of characters, adjust hue and saturation, do story animation, animation and other technical means to create new Weifang woodblock New Year pictures, and give people an opportunity to watch them at zero distance.

2.2 Digital Communication

By means of modern technology, through major network platforms and digital equipment, a relatively comprehensive information database of Weifang woodblock New Year pictures can be established, which includes changes and deductions in various historical stages, outstanding inheritors and excellent works in various periods, and differences in subject matter and technical means in various periods, thus fully demonstrating the magnificent form and rich connotation of Weifang woodblock New Year pictures. Pictures, videos, texts and other contents can be downloaded and stored freely, and a message board or comment mode is added, so that the majority of enthusiasts and scholars can interact and communicate with more online friends and media. Digital information database will create more ways for the dissemination and exchange of intangible cultural heritage.

2.3 Wenchuang Product Development

People's characters, such as the goddess of civil and military affairs, Avalokitesvara with thousands of hands, golden boy and Chinese folk stories, are more representative in Weifang woodblock New Year pictures, and appear frequently, which is easy to resonate between products and audiences. Adding such highly recognizable elements to the actual product design can enhance the brand recognition of Weifang Woodblock New Year pictures. Here are two examples of integrating the traditional elements of Weifang woodblock New Year pictures into the design of modern cultural and creative products.

2.3.1 Decorate the Shell in the Form of Relief with Qin Qiong Respecting Morality as the Pattern

Taking the image of the door god in Qin Qiongjingde as a popular relief or quicksand form, the main part of it is color-sprayed, and the background is solid color or color spectrum with decorative elements, which can express the smooth, slender, steady and rhythmic characteristics of Weifang woodblock New Year pictures to the fullest, and also meet the aesthetic needs of the public. Similarly, other New Year pictures can be used as decorative patterns.

2.3.2 Children's Play Poultry Clothing

The character modeling, background pattern modeling and overall color application of children's images in Weifang Woodblock New Year pictures are lively in composition, rich in color and highly decorative, which are very similar to the patterns and colors of contemporary "National Tide" clothing. Moreover, both clothing patterns and Woodblock New Year pictures are flat products, and their visual experience is relatively unified. Therefore, children's images in Woodblock New Year pictures can be printed as clothing patterns.

2.4 Personnel Training

At present, we should strengthen the training of talents, cultivate excellent cultural inheritors, incarnate the messengers of cultural self-confidence, and shoulder the mission and responsibility. According to Liu Haisu, "the goodness of craftsmanship is related to the rise and fall of aesthetic

education, and now we want to solve it fundamentally from painting. What is the solution? Only with true beauty as the basic “[2]. The development of art needs individuality and innovative thinking. Weifang woodblock New Year pictures bring together a variety of artistic forms and personalized creations of artists in different periods. In the process of inheriting excellent traditional art and culture, it is necessary to endow each work with soul with excellent creative ideas. Create a heritage teaching point, base on the advantages of local cultural resources, regard it as an important teaching resource, and start from campus culture, and construct the non-legacy characteristic course module and elective course module of local universities. For example, in the public art class, the production skills class of woodblock New Year pictures and the art appreciation class of woodblock New Year pictures are added. Attract non-genetic inheritors and enterprises to teach students, and provide theoretical research platform for intangible cultural inheritors. Establish non-legacy research institutions, give full play to the role of social organizations and mass organizations, rationally operate scientific research service resources, and establish intangible cultural heritage research institutes, associations and characteristic studios.

2.5 Modern Construction of Weifang Woodblock New Year Pictures

“An era has an era of literature and art, and an era has an era spirit.” [3] General Secretary Xi Jinping said. Weifang woodblock New Year pictures are spiritual pictures rooted in Weifang people's hearts, and Weifang people constantly create, bring up and give their own cultural tone with the connotation of the times.

2.5.1 Advocating Aesthetic Education Spirit

Weifang woodblock New Year pictures develop in the aesthetic education of the times, and promote the development of subject matter and content in people's pursuit of a better life. We keep up with the theme of the times. Do not forget your initiative mind should have clear pertinence to practical problems, strong sense of belonging to cultural values and distinct ideological orientation from the very beginning, integrate and guide the development of Weifang woodblock New Year pictures, and create New Year pictures with the theme of promoting the spirit of Chinese aesthetic education, the theme of the Chinese nation from standing up to becoming rich, the theme of a better and happy life in the new era, and the theme of powerful science and technology and military power in the new era.

2.5.2 Dialogue among Civilizations

Globalization and informatization have accelerated the spread, exchange, learning, sharing and progress of cultures among human civilizations. It can be said that the mutual cognition, intervention, integration and mutual learning among different civilizations are becoming the new normal of this world. Weifang Woodblock New Year Picture Expo can be held, and the folk art originally regarded as “regional knowledge” can be converted into “public culture” through national recognition. The use of collection and study will promote the formation of high-end New Year picture market. Taking Weifang Woodblock New Year pictures as the medium to promote the exchange of cultural civilization.

3. Conclusion

Weifang Woodcut New Year pictures are national intangible cultural heritage, with a long history and profound cultural heritage. Combining with the high-demand and high-quality social life and culture needs of the new era, we should develop and innovate, give full play to the

superiority of the times and Chinese characteristics, innovate the intangible heritage of live transmission, and promote the prosperity of Chinese culture.

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