

# ***Derong Tibetan Folk Car Model Skills in Visual Communication Design Professional Course Teaching Inheritance and Practice***

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**Abstract:** Tibetan folk car model craft is a kind of traditional handicraft of making folk wood products widely spread in Tibetan Garze area of Sichuan Province. It is mainly used to produce various wooden living utensils commonly used by Tibetan residents. Nowadays, Tibetan car model craft is the most representative of the industry. This paper focuses on the core professional courses of visual communication design: Brand image design, packaging design, the article creates the product design, the magazine "print AD design, for example, will have to honor the Tibetan folk models, into the teaching practice, in order to work can already can fully embody the Tibetan folk models crafts culture connotation, promote the traditional car culture, and make students understand intangible cultural heritages, Strengthen the cultural attributes of design. Through cultural learning, the combination of production, teaching and research, to enhance the cultural added value, so as to improve the economic benefits of the car model industry, expand the path of innovation inheritance.

## **1. Introduction**

Jinping Xi emphasized that "every civilization carries on the spirit and blood of a country and a nation. It needs to be passed on from generation to generation, and more importantly, it needs to keep pace with The Times and be brave enough to innovate"<sup>[1]</sup>. From the perspective of visual communication design in colleges and universities, this paper explores the ways of continuing inheritance and innovation of Derong Tibetan folk car model skills in classroom teaching practice, so as to effectively promote the effective inheritance and development of Derong Tibetan folk car model skills.

## **2. The inheritance and practical significance of Derong Tibetan folk car model technique in the course teaching of visual communication Design**

In his report to the 19th National Congress, Jinping Xi said, "Culture is the soul of a country and a nation. Culture thrives a country, and culture strengthens a nation."<sup>[2]</sup> Derong Tibetan folk car model art was selected into the list of the first batch of intangible cultural heritage in Sichuan Province in 2007. In the process of modern generation, it has gradually appeared in many

maladaptations, and its inheritance and development have come to a difficult situation.

The Law of the People's Republic of China on Intangible Cultural Heritage promulgated and implemented in 2011 requires that "schools should carry out relevant intangible cultural heritage education in accordance with the provisions of the education authority of The State Council" (Article 34) [3]. Colleges and universities have an inescapable social responsibility for carrying forward and inheriting traditional culture, and should have the courage to take responsibility. Sichuan University for Nationalities, as a university in the minority area, has already put it into practice with actions. For example, the visual communication design major of the Fine Arts College of Sichuan University for Nationalities serves the local area with its professional characteristics and advantages, adhering to the principle of "culture empowers, design empowers", stimulating the vitality of traditional culture as the goal, and enhancing market competitiveness as the purpose of curriculum teaching.

Derong Tibetan folk car model skills are inherited and practiced in the course teaching of visual communication design, and the teaching content of the professional course is enriched with real practical cases, which drives students' learning initiative. At the same time, it carries forward the outstanding traditional culture of China in the course teaching, and contributes to the pride of "cultural confidence" of all the people.

### 3. Inheritance and practice path of Derong Tibetan folk car model technique in the course teaching of visual Communication Design

#### 3.1 Inheritance and practice of Derong Tibetan folk car model skills in the course of "Brand Image Design"

Nowadays, brand is very common. In a sense, brand image comes into being with the generation of brand goals, which is the extension of brand concept. [4] Brand image is mainly divided into basic design of brand image and application system design of brand image elements, specifically brand logo, brand standard character, brand standard color, brand mascot design, etc. The existing brand "Sa Yijie" of Derong Tibetan folk car model art was integrated into the course of "Brand Image Design", and good teaching effect was achieved.

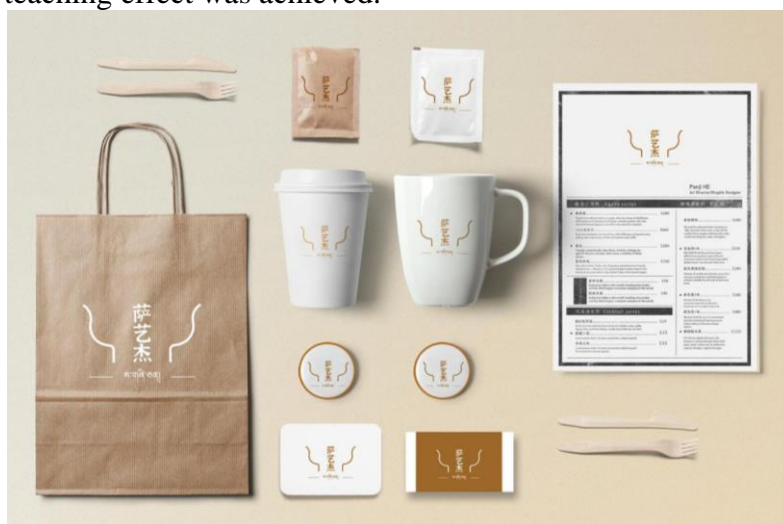


Figure 1: Design scheme of "Sa Yijie" brand image (part), student author: ShiyangTang, instructor: JuSong

As shown in Figure 1, the assignment of students majoring in visual communication design in the course of "brand image design" -- the brand image design scheme of "SA Yijie" car model. The

design scheme of the brand logo of "SA Yijie" is based on the most representative and typical "wooden bowl" in the folk car model art of Derong Tibetan. The Chinese, Tibetan and wooden bowls of "SA Yijie" are combined, and the strokes of the two languages are rigid and soft, and organically integrated; The logo color is the most representative yellow in Tibet, which highlights the primary color of wood products. The logo adopts symmetrical structure, stable and simple, giving people a sense of simplicity and roundness as a whole, reflecting the characteristics of car model products and historical and cultural heritage. The application element system design (part) scheme in Fig. 1 is mainly targeted development and design based on the characteristics and practical needs of the "sayijie" model brand, such as business cards, badge water cups and handbags.

### 3.2 Inheritance and practice of Derong Tibetan folk car model skills in the course of "Packaging Design"

Today, with the continuous upgrading of the market economy, packaging plays a pivotal role in commodities, just like the relationship between clothes and people, there is no doubt that beautiful packaging can foil commodities and promote the sales of commodities. In the modernization process of commodity homogenization, how to highlight the attributes and characteristics of commodities in packaging has always been the designer's thinking. Deyi, a virtual brand of Tibetan folk car model art, is integrated into the whole teaching process of Packaging Design to explore the cultural connotation of car models and create packaging designs that meet the aesthetic needs of the market.



Figure 2: Packaging design scheme of Derong car model brand, student author:YulanLiao , XinyangWang, YiDeng , instructor: JuSong

Figure 2 shows the packaging design of Derong car model brand "Deyi" created by students majoring in visual communication design in our college in the course of Packaging Design. The brand logo of "De Yi" adopts the text of "De Yi" and the raw material wood texture of the car model technology to carry out the image processing, reflecting the brand characteristics and the original ecological concept. The brand packaging pattern is displayed in the form of wood texture and expressed in wood color, which conveys the natural and handmade culture of the car model and echoes the brand logo. The package is made of classic black and white, with black inside and white outside. The drawer structure gives people a sense of mystery.

### 3.3 Inheritance and practice of Derong Tibetan folk car model skills in the teaching of "Tourism Cultural and Creative Product Design"

In recent years, with the tourism boom, people's demand for culture has increased, driving the development of cultural and creative products (referred to as "cultural and creative products"). On

August 31, 2009, the National Tourism Administration of the Ministry of Culture issued the "Guidelines on Promoting the Combined Development of Culture and Tourism", which clearly stated that: "In-depth development of cultural tourism handicrafts (souvenirs), cultural administrative departments encourage creative production of cultural tourism handicrafts (souvenirs) in line with local cultural characteristics, mining the image value of tourism brands, and expanding the industrial chain of tourism brands"<sup>[5]</sup>. Therefore, it is an important measure to adapt to social development and meet the needs of consumers to develop cultural and creative products about Derong Tibetan folk car model craft with the help of the professional course "Tourism Cultural and Creative Product Design". "Culture empowers, design empowers", improve the cultural added value of car models, and develop their economic value to the greatest extent.



Figure 3: design scheme of "Sa Yijie" tourism cultural and creative products (part), Student author: YalingLan, instructor: JuSong

Figure 3 shows the homework of students majoring in visual Communication Design in our college in the practical training of Tourism Cultural Creative Product Design course -- the design scheme of tourism cultural creative product of vehicle model brand "Sa Yijie". First of all, create its brand logo, and applied to cultural and creative products, logo with four wooden bowls stacked as the main body, like a mountain, the stacked negative shape represents the mountain slowly flowing down the river, and the river is composed of English Sa Yijie English initials "SYJ". The logo is a representative red color, which integrates the characteristics of "Sa Yijie" with the characteristics of its natural environment, reflecting the natural beauty of traditional handicrafts. At THE same time, the creation of a very Tibetan characteristics of the mascot "Mumu", cartoon characters cute, but do not break the brand characteristics. In its tourism cultural and creative product design, the choice is the target consumer groups commonly used mobile phones, dinner plates and decorative decorations, brand logo and mascot image application, not only can publicize the car model brand "Sa Yijie", but also can bring certain economic benefits for the enterprise.

### 3.4 Inheritance and practice of Derong Tibetan folk car model skills in the course of "Graphic Advertising Design"

Print advertisement design is a common means of self-promotion in modern commercial competition, and it is also an inevitable choice under modern market economy. In the design of print advertising, there are public welfare, cultural and commercial advertising, advertising of different properties, each has different characteristics. In the course of "Graphic Advertising Design", the craft of Derong Tibetan folk car model is integrated into the course teaching, the main purpose is to express the culture of car model, promote and publicize the culture of car model, and let more people know what is the craft of Derong Tibetan folk car model.



Figure 4: Design scheme of car model cultural print advertisement. Student author:Le Guani, YuliangLiang, LeiCao, instructor: JuSong

Figure 4 shows the homework of students majoring in visual communication design in the practical training of the course "Design of Print Advertisements" in our college -- the design scheme of print advertisements of car model culture, which honors Tibetan folk car model skills rather than specific corporate brands or car model products. Derong Tibetan folk car model art is located in a remote area of Garze Prefecture, which has little contact with the outside world due to inconvenient transportation. This series of print advertising design by the car model culture parts process scene, car model finished products as the performance object, with a full composition of hand-painted illustration form, with warm Tibetan characteristics of yellow as the main body, intuitive display of the car model culture history and characteristics.

This Wen Zong with Tibetan models have to honor craft this intangible cultural content in the visual communication design professional design of the four different course application, for example, the brief analysis of intangible cultural heritages in practical application significance of the education course in colleges and universities, in order to through the way of cultural education, can make more of the new generation of cognitive, understanding and application of traditional Chinese history and culture, Expand the innovative inheritance of intangible cultural heritage in the process of inheritance and continuation.

#### 4. Conclusion

Colleges and universities have their social and practical responsibilities in the inheritance and protection of excellent intangible cultural heritage. As the foothold of talent training programs and all kinds of teaching plans, curriculum teaching in colleges and universities is the core and key link of talent training, bearing the task of "the last mile"<sup>[6]</sup>. "Culture empowerment, design empowerment" puts Derong Tibetan folk car model skills into the course teaching practice of visual communication design, which not only conforms to the talent training program of visual communication design, but also the inheritance and development of car model culture, as well as the fulfillment of the responsibility of colleges and universities to serve the local and social.

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