

IP Image Design of Gangkou Village in the Background of Agriculture, Culture and Tourism

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Abstract: This IP image design of the Gangkou Village could create a unique brand culture, and show the personality characteristics of the Gangkou Village, so as to increase the influence of the village, which is conducive to the development of tourism and other economic industries in the village.

1. Introduction

It is quite important for Chinese rural development in China. If the characteristic culture of rural areas is extracted and integrated to create a unique image of IP culture [1]. And it would be good to enhance the influence of rural areas and promote the development of rural tourism and economy[2]. Gangkou Village is located at the upstream of Nanming Lake, Lishui City, also it is at the junction of Oujiang River and Xuanping River. The measure of this area covers about 7.5 square kilometers. According to official data, there are 259 households and nearly 621 people in the village. And also, there are 290 mu of arable land, 145 mu of farmland, and more than 3000 mu of mountain forest in this village. Because of the beautiful environment and the fresh atmosphere, this village was rated as a 3A scenic spot in Zhejiang Province in the year of 2018[3].

2. The Background of the Gangkou Village

2.1 Gangkou Village's Traditional Culture

This village is built by the river, and also it is situated at the foot of hill. In the ancient, most villagers did the work for fishing. Thus, it is an ancient fishing village with a long history of more than 800 years, which with a very rich historical background. The ports, which located in this village, used to be the most prosperous transport terminal on Xuanping River. And there were countless fishing boats and merchant ships passing and gathering here[4].

Most of the people's family name in the Gangkou Village is Yan. According to historical records, the descendants of the most famous calligrapher Zhenqing Yan, live here. The convention, which is "Keeping promises, practicing etiquette and justice, raising children, and valuing education" in this village. And this motto always be transcribed on the exterior wall of their houses, which conveys the power of upward and good to the Yan family. What is more, according to the report, there is

more than a hundred people who over 80 years in this village, and also, it is become a well-known longevity village.

2.2 Development Trend of the Gangkou Village

As for the economic development in Gangkou Village, the village construction here is quite active, and it successively obtained “National Beautiful and livable Demonstration Village”, “Forest Village in Zhejiang Province”, etc. In the recent years, the infrastructure, walking plank road, Lotus Dam and other buildings are established in Gangkou Village. It makes the village more convenient and seems better than before. There years, because of the rise of leisure and entertainment industry, Gangkou Village becomes a benchmark for the future village[3].

In the other side, the tourism is quite essential in Gangkou Village. Crape myrtle, pink daisy, and any other flowers are planted more than 130 mu land, which looks like pink flower sea, and attracts a large number of tourists. These tourists are enjoyed to take photos in the pink flower sea. What is more, a lot of media are interested for the pink flower sea, and it becomes a new online celebrity card printing place in Lishui city.

3. The IP Image Design Element Extraction

The environment for the Gangkou Village is quite graceful, also with its profound cultural heritage and many characteristics. Therefore, the IP image elements could design by the following content:

Fishermen: Gangkou Village is an ancient fishing village with the history of more than 800 years. The historical background is extremely rich. Fishermen in this village are quite skilled in fishing, which is become a beautiful scenery in Gangkou Village.

Flower seas: the scenery along the river is quite beautiful. The crape myrtle and pink daisy there are planted in the village. Thus, romance is everywhere in the flower sea. Also, it is like the clouds over the ground, which brings visitors a dreamlike experience and infinite reverie.

Stream: the village is built along the stream and flows quietly. Traditional villagers use stream water for washing and cooking, which provides an important guarantee for villagers' survival.

Lotus Dam: Lotus Dam is a new project for the construction of the Gangkou Village, and it becomes a landmark building there. Which make the village looks modern and gives people a magnificent feeling.

The Port: the port there is quite tranquility. The well-built ancient houses could be seen everywhere. The developed water transportation and the trade of the thousand-year-old ancient road could prove that the economic in the village is well, and also the life for the villagers is comfort.

Zhenqing Yan: most of the villagers in Gangkou Village's family name is Yan. The villagers regard them as the descendants of Yan Zhenqing, who is a famous calligrapher of the Tang Dynasty. They transcribed Yan's family motto on the exterior wall of the house, which encourage them to go adhered.

Tang Dynasty: Zhenqing Yan was born in the Tang Dynasty. The villagers in the Gangkou Village defined themselves as Zhenqing Yan's descendants.

Scholars: the villagers in the Gangkou Village always regard themselves as the scholars, for the reason that most villagers enjoying in doing the cultivation and reading. And this temperament for them just like the scholars.

Wharf: the wharf in the village was most prosperous in the Xuanping River in the past. The countless fishing boats and merchant ships always passed crossed and gathered here.

Fishing boat: in the past, much fishing boat worked in the Xuanping River, which was lively and boom, and the fishing boat is one of the symbolize in Gangkou Village.

4. Design the IP

According to extract and integrate the distinctive elements of the Gangkou Village, the unique IP image of this village could be designed. By the upside of the element, it is good to regard the IP image in Gangkou Village is the fishermen.

4.1 Defining the Character for This Fishermen

We named “Gangbao” for the IP image of the Gangkou Village. Gangbao is the Gangkou Village in miniature, which is quite easy for people to remember the name of Gangbao, and also associate for Gangkou Village. The title of Gaobao makes people feel more familiar, and also consistent with its honest and lovely character. Thus, it is designed that the personality characteristics for Gangbao is energetic, honest and reliable.

4.2 The Image Design for the Fishermen

First of all, this fishermen wear a fisherman hat, which is a circle of obvious water ripples on the brim, and also, it is combined with the tradition of the Gangkou Village - port fishing. This could represent that the Gangkou Village is an ancient fishing village for its developing water transportation.

Secondly, the face shape of Gangbao is square. The square face shape and the round hat are perfectly combined, which reflects the characteristics of enjoying to help others, and well demonstrating the spirit of the villagers in Gangkou Village.

Then, Gangbao's cheeks are designed to be round and look cute. The tender cheeks represent the innocence of the villagers of Gangbao as children, which also represents the kindness and hospitality for the villagers in Gangkou Village.

The clothing choice of Gangbao is Tang Dynasty clothing, which represents that the villagers of Gangbao Village are the descendants of Zhenqing Yan, the calligrapher of Tang Dynasty. And also the collar of Gangbao's clothing wrote with Yan.

At the bottom of the Gangbao clothing is the landmark building in Gangkou Village - Lotus Dam. Visually, it makes Gangbao look calm and honest. And it also implies that the villagers in Gangkou Village are noble and civilization.

4.3 The Color Design for the Fishermen

Gangbao's skin is ruddy pink, which looks much cute and lovely. Also, the ruddy pink face seem much heath, and with a lot of energetic. What is more, it is easy to close with tourists.

The main color of Gangbao's hat is dark yellow, and this color just the same as the fishermen's hat. However, at the bottom of the hat, print green to the hat. This color of green represents the green mountain and the clear water in Gangkou Village, and it also means the natural environment in this village.

The color of Gangbao's clothes is idyllic green, which represents the rural leisure life of the villagers in the Gangkou Village. In addition, this green could give people a fresh feeling. Moreover, it is quite suitable for the green color of clothes to match the green mountains and waters in this village.

Gangbao's shoes are dark brown, which is quite suitable for the soil. This color makes Gangbao seem very stable, and also giving people a deep impression of calm and honest.

5. Promoting the Gangbao

There are two methods for promoting the Gangbao, which are the online promotion and offline promotion.

5.1 Online Promotion

It is quite convenient and suitable to promote online for the Gangbao by the platforms of WeChat, Tiktok, and Weibo, in that these platforms are quite famous in China. Moreover, these platforms could attract the most of Chinese people, which is able to improve the Transmissibility.

For example, it seems quite useful to set up a lot of Gangbao on the platform of children's education. And also, Gangbao could play a role as a teacher, and it do the work of telling the Chinese traditional stories, especially the stories in the Gangkou Village to children. In this way, it could attract a lot of children to study about Chinese culture. What is more, Gangbao can be designed into expression packs in different states. And these expression packs would be quite popular in WeChat and other chatting software. In this way, Gangbao could become popular and give deeply impression to people.

5.2 Offline Promotion

It is quite useful to set Gangbao in the scenic areas, and regard Gangbao as the guide. At a fork in the road, Gangbao could design in the guidepost, and guide tourists the way they want to. In the public places, such as the restaurants, toilets and other characteristic areas, Gangbao also could introduce to the tourists. What is more, Gangbao would be imaged on pillows, commemorative coins, notebooks and other related items in shopping malls, which could give the enhance impression of tourists for Gangbao. In addition, it is suitable to set up the Gangbao in a harbor treasure theme park in the Gangkou Village. Making the representative elements of Gangkou Village in the park, which like fishermen, Lotus Dam, sculpture of Zhenqing Yan, and the Flower seas, could attract the tourists, and it quite convenient for tourists to appreciate, and take photos with these elements in park.

6. Conclusion

It is quite essential and effective to develop the villages in combing the agriculture, culture and tourism. And the IP image is a newly product, which could represent a specific area, which include the nature environment, culture, and so on. And also, the IP image is able to attract more tourists to learn and travel to the villages. Thus, the IP image makes the contributions for the village development.

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