

Research on the Application of Weifang Kite in Cultural and Creative Derivatives from the Perspective of Fun

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Abstract: Kites in Weifang are the intangible cultural heritage of our country, carrying the region's long history. With the continuous innovation of China's intangible cultural heritage kites, its influence is increasing, and the need for cultural inheritance is becoming increasingly urgent. Based on the background of Chinese local kite culture, this paper studies how to add the concept of fun to the cultural and creative derivatives of Weifang kites, and sorts out the fun mining in specific links with case analysis. So that it can better promote cultural promotion and exchange, and make suggestions for other innovative development ways of intangible cultural heritage.

1. Introduction

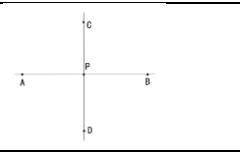
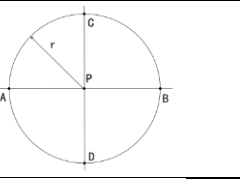
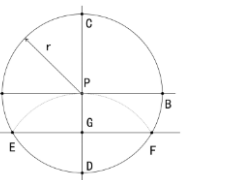
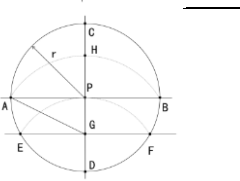
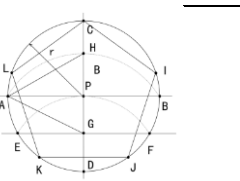
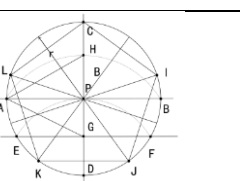
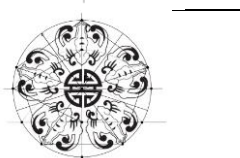
Playfulness, as one of the concepts of psychology, has attracted the attention of other majors in recent years, and has a trend of extending to other related disciplines. It first confirms that people are inclined to have fun, relax and enjoy nature, and puts forward that such an environment can provide a better working and learning atmosphere to achieve better results. In 1977, Liberman argued that "play is a very good way to cultivate imagination and creativity," and Liberman elaborated on how to do it.

Rubin tracked children's behavior relatively early and expanded it. In 1983, he proposed that "playfulness is a trait naturally revealed in games, and it is a trait of intrinsic motivation, process orientation, personal dominance and active involvement". Glynn et al. proposed in 1992 that adults' fun at work is "a kind of active spontaneity, imagination, emotional expression ability and fun, fun and fun attitude shown in learning or work, which can promote the creative performance of individuals and organizations, and bring work satisfaction and positive mood". It can be seen that fun exists objectively, it is rooted in people's culture and daily life, and the mining and refining of this psychological trait will produce a good positive driving force.[1]

2. Artistic characteristics of Weifang kite elements

Kites are part of the intangible cultural heritage, including traditional handmade manufacturing techniques and the cultural space related to their vivid expression. Kite artistry includes exquisite selection of materials, unique shape, sophisticated kiting, vivid images, beautiful painting, a wide variety of types, and agile take-off. Among the “Yuan” families in China, Weifang kites have a longer history, with a wide range of themes. The uniqueness of the materials, the exaggeration of the design, the skills of the painting, and the mechanics of flying make Weifang kites popular and uniquely charming, renowned both at home and abroad.

2.1 Pattern feature

step 1		Determine the size of the circle according to the size of the wing paper, connect C and D, A and B are perpendicular to point P (the center of the circle).
step 2		Draw a circle with P as the center and r as the radius (r is a variable).
step 3		Draw a semicircle with D as the center and DP as the radius, so that it intersects at point EF, connect EF, so that EF intersects with CD at point G.
step 4		Draw a dashed semicircle with point G as the center and GA as the radius, intersecting CD at point H.
step 5		Starting from point C and using HA as a standard, cut points I, J, K, and L on the circumference of the large circle, connect CI, IJ, JK, KL, to get a regular pentagon.
step 6		Then draw the midlines of the four sides, that is, the vertical midlines of each side.
step 7		Draw the existing bat patterns inside each side, and flip them to get the symmetrical “Five Blessings Holding Longevity” pattern.

Taking Weifang kites as an example, Weifang kites have a very wide range of patterns and themes in their rich types and shapes. Artisans draw materials from natural animals and plants, historical stories, myths and legends, as well as the daily life of the people. Through metaphors, contrasts, puns, symbols and homophonies, they give the kite patterns meaning of blessing,

celebration and auspiciity. With a series of themes, "five blessings holding longevity" is a commonly used pattern, composed of five bats with the word around longevity. "Bat" and "blessing" homophonic, expressing the hope for happiness, longevity of the good meaning. The auspicious patterns in the Weifang kites are figurative and cleverly conceived, which precipitate people's appreciation habits and thoughts and feelings in the years.[2]
Specific drawing method.

2.2 Structural Characteristics

According to the structure can be divided into plane, three-dimensional and relief. Flat kite, the structure is relatively simple, such as dragon, fish, human, swallow, etc., flat tie skeleton, paste paper or silk, paint the corresponding portrait, kite tail fall on streamers, ribbons and so on.

The structure of three-dimensional kites is more complex than that of flat kites. For example: "dragon head centipede", the dragon head part is a three-dimensional structure, like a sculpture. It must be tied with a slender bamboo strip, then pasted with paper or silk, and painted with its unique pattern, the shape is lifelike and lively. Compared with flat kites, the shape is more exquisite, but it is also more difficult to take off due to problems such as volume and production techniques.

As for embossed kites, most of the birds and insects, such as bats, eagles, geese, butterflies, etc., the wings and wings are still "flat" kites, but the head and body parts are tied according to the structure of the embossed kite. The positive shape of the kite is three-dimensional, and the image is realistic enough to achieve the degree of authenticity when flying.

2.3 Modeling form

Taking Weifang kite as an example, craftspeople in addition to drawing on the animals and plants of nature, but also into the historical culture, myths and legends related characters, strong regional characteristics. The shape and structure of Weifang kites emphasize the imitation of nature. Artisans exaggerated or simplified the natural prototypes and materials from life in the accumulation of experience to make kites, which are in line with aerodynamics and form a Weifang kite with the coexistence of beauty and life. In Weifang kite modeling according to the different kite skeleton can be generally divided into string kite, hard wing kite, soft wing kite, plate kite, barrel kite, free kite six categories of kites.

3. Second, the design principles of kite elements in cultural and creative derivatives

3.1 Definition of cultural and creative derivatives

Cultural and creative derivatives refer to innovative products with unique cultural connotations, the core of which is to transform cultural content and make it innovative.

Taking the author's entries as an example, the IP image starts from the connotation of Fuyang literary travel, extracts the "duck" image from the poem "Duck Prophet warmed by the spring River" of Su Shi in the Song Dynasty, and gives it scientific and technological elements to show the scientific and technological strength of Fuyang. The IP "Ya Ya" headset is shaped like "1", which means that this is the first digital cultural travel Expo in Fuyang. The dull hair on the top of the head not only integrates the exhibition LOGO, but also shows the characteristic culture of "Fuyang such"as tea.[3]



Figure 1: Design of derivative products of "Fuyang" Cultural tourism

3.2 Design principles of kite elements in cultural and creative derivatives

Cultural and creative derivatives need to be redesigned on the basis of history and culture, plus the elements that the public can accept and love, so as to design cultural products that are meaningful and acceptable to the public, and take into account the principles of appreciation, practicality, cultural inheritance and appropriate coordination. The innovation of cultural and creative industries is achieved through continuous transformation and upgrading. This seems to be dominated by external technology, but it is actually dominated by internal social changes and cultural needs.

4. The fun of Weifang kite elements in cultural and creative derivatives

4.1 The objective existence of fun in Weifang kite elements

In the process of the generation and development of Weifang kite intangible heritage, it has been integrated into the labor process of people's accumulation for a long time, which is a long process. The power to support the survival, development and growth of a non-relic comes from many aspects, including its social value, economic value, artistic value, etc. At the same time, people's subjective recognition of it is also a core existence factor. With a popular base, more people will naturally participate in the development process. Fun, fun, can play is one of the basic motivations for subjective recognition, and one of the reasons for attracting more people to participate.

4.2 Support IP role performance with fun

In the art market, the image of IP is becoming more and more important. From a certain point of view, IP is the core competitiveness of the market, and how to make IP more acceptable and understood by consumers has become a crucial issue in the cultural and creative market. The combination of novel and interesting images with IP can not only make consumers curious, but also indirectly spread China's intangible cultural heritage of kites in the understanding and stop of kite derivatives. "Sa Sa" IP image is the clever combination of Chinese traditional non-cultural kite

elements and IP image, its playful and lovely expression makes people feel "interesting", which is the embodiment of fun, but also the harvest of many young people's love.



Figure 2: Refinement and design of "Sasa" IP image

The IP image extraction and design of "Sasa" are extracted from the symmetry, playability, IP attributes and color expression of the kite, using the sand bird feature of the kite near the head, hands and feet of the IP image, and the pattern texture of "Shou" in "Wufu Shou Shou" in the center of the IP image. The image of the frog kite, which belongs to the soft-winged kite, is used in the head of Figure 2, and the tail of the sand swallowtail is also used in the tail of Figure 2. "Nini" brings spring and joy to people in the flying play, and spreads the good wishes of "good luck to you" wherever it goes, but also innovates and spreads China's intangible cultural kite using the image of personification.

4.3 Play to facilitate its interactive experience

In addition to tangible material, cultural and creative products also have intangible interactive experience value. It is like an oil painting, in addition to allowing the viewer to produce visual pleasure, but also to obtain a certain experience of psychological feelings. This kind of experiential psychological feeling is different according to each person's different experience, so it has the characteristics of potential and uncertainty. It is this potential and uncertainty that increase the charm of cultural creative products.

The so-called experience, expressed as "experience" in English, refers to the subjective psychological feelings generated by people in some activities that have relations with things or things. This psychological feeling can make us feel the reality of the experience, and create a profound image in the brain, prompting us to recall a moment in life, and thus have an understanding of the future. [4]

5. Conclusion

Integrating fun into the cultural and creative derivative design of Weifang Kite, exploring the playability of Weifang Kite itself, and using the expressive force of traditional crafts and artistic design to add more playable elements in the process of communication and experience will make the intangible cultural heritage content more expressive, appealing and spreading. With the further deepening of the dissemination of intangible cultural heritage, and with the development of The Times, the audience shows more and more fun characteristics, the playability mining of intangible cultural heritage, and the use of new media communication means to add more interesting elements

in the dissemination process will make Weifang Kite more communicative, infectious and expressive on the basis of fun.

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