

# *The Application of Beijing Lord Rabbit in Visual Design*

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**Abstract:** Beijing Lord Rabbit is the image representative of Chinese traditional culture, with a long history and inheritance. In the era of rapid development of media communication and visual design, Beijing Lord Rabbit as an indispensable cultural symbol has a very wide application with its function of modern publicity and promotion. Designers are constantly explore the application of design elements in the design, the Beijing Lord Rabbit will be implanted in the brand identity design, advertising design, packaging design and other modern visual design, to create attractive, with thinking and cultural connotation of the works. While representing the traditional culture, the image of the contemporary Beijing Lord Rabbit has a sense of The Times and artistic aesthetics, which has injected more expressive force and value into the visual design, and also provided a basis for the visual performance of other folk culture products.

## 1. Introduction

As a cultural symbol with local characteristics, Beijing Lord Rabbit has deeply infiltrated the hearts of Beijing people and Chinese with the changes of The Times. As a cultural symbol with the function of modern publicity and promotion, Beijing Lord Rabbit has become an indispensable element in today's social media publicity and visual communication design, and its design application mode and scope are more and more extensive. The purpose of this paper is to explore the application of Beijing Lord Rabbit in visual communication design. Through reference and analysis of the application examples of Beijing Lord Rabbit in brand design, advertising design, packaging design and festival activity design, the design principles of its creative thinking, application form and visual design law are discussed, with a view to providing reference and reference for the creation of visual communication design.

## 2. Literature Review

### 2.1. Traditional Cultural Background of Beijing Lord Rabbit

Beijing Lord Rabbit is a representative image in Beijing traditional culture, and its origin can be traced back to the Ming Dynasty. Folklorists believe that the image of the Beijing Lord Rabbit originated from the legend of the Jade Rabbit in the Moon Palace. According to legend, one year, there was a serious plague in Beijing, and everyone was in danger. The moon goddess Chang E saw

this scene, very anxious. So she sent the Jade Rabbit around to send medicine for the people. After the plague of the capital was eliminated, people in order to commemorate the Jade Rabbit cure disaster relief, with clay sculptures to create the image of the Jade Rabbit. Every Mid-Autumn Festival, in the worship of the moon at the same time to worship it, to thank her brings peace and happiness to the world.

## **2.2. The Cultural Connotation of Beijing Lord Rabbit**

As a part of Beijing traditional culture, he embodies the folk art of Beijing, inherits the long history and culture, and has a strong local characteristics and cultural identity. The folk spirit embodied by the Beijing Lord Rabbit is closely related to the history, culture and human environment of Beijing. It has become a cultural resource in the urban construction of Beijing, and also shows the optimistic and open-minded attitude<sup>[1]</sup>.

## **2.3. The Artistic Expression of Beijing Lord Rabbit**

The Beijing Lord Rabbit has many forms of artistic expression. There are images of the Beijing Lord Rabbit in literature, folk art and crafts. At the same time, the image of Beijing Lord Rabbit also appears in the art forms of Beijing Opera, folk dance, mountain city slate and so on. In addition, Beijing Lord Rabbit is also widely used in ceramics, silk, graffiti and other handicrafts. Beijing Lord Rabbit is not only a folk handicraft treasure in Beijing area, but also a cultural treasure with historical value and artistic value.

## **3. Application of Beijing Lord Rabbit in Visual Design**

This paper mainly explores the creative thinking, application forms and visual design rules of Beijing Lord Rabbit elements through the analysis of typical cases. In addition, modern products can be integrated into traditional culture and regional characteristics through cases, so as to improve the cultural attributes and artistic interest of products while meeting the basic needs of consumers<sup>[2]</sup>.

### **3.1. Application of Beijing Lord Rabbit in Brand Design**

Brand image is an important part of corporate publicity. It can use various forms of media to convey the enterprise's cultural ideas, product characteristics, and service purposes and so on to consumers. Beijing Lord Rabbit as a regional, folk, cultural symbol, not only represents the history and culture of Beijing, but also represents the traditional culture of the Chinese nation. Its image becomes the image symbol of products or services through brand design, which can form a strong sense of cultural identity, and then create a brand image with regional characteristics.

In 2022, the Industrial and Commercial Bank of China launched the "ICBCFubao Lucky Star" gift for visiting relatives and friends during the Spring Festival, as shown in Figure 1. The design prototype of this product is taken from the national intangible cultural heritage Beijing Lord Rabbit. Under the guidance of the intangible cultural heritage master Shuangyan, the classic features of the rabbit doll are restored, with a backrest flag behind it, implying that "the New Year Flag"<sup>[3]</sup>. The corporate culture of the Industrial and Commercial Bank of China highlights the essence of the Chinese culture of "Beijing Lord Rabbit", especially the image and traditional culture of "Beijing Lord Rabbit" such as unity, wisdom and bravery into the brand promotion and management.



Figure 1: "ICBCFubao Lucky Star" of Industrial and Commercial Bank of China.

### 3.2. The Application of Beijing Lord Rabbit in Advertising Design

In today's society with the rapid development of new media, how to give full play to the advantages of advertising communication in this new media environment, the traditional cultural symbol of Beijing Lord Rabbit can also provide new solutions.

In 2022 winter, milk brands Jindian and Anmuxi invited Jiang Wen who is a well-known Chinese director to shoot the New Year micro film "The Beijing Lord Rabbit Comes Home". It is adapted from the traditional Chinese fairy tale "Jade Rabbit beats medicine", and through the innovative expression of real action and CG animation, it takes the lead in the brand advertising the "first battle" of the Spring Festival marketing of the Year of the Rabbit. Moreover, the "Beijing Lord Rabbit" in the advertisement is voiced by Jiang Wen himself, which is full of Beijing flavor and does not lose the joy atmosphere <sup>[4]</sup>. The brand image is strengthened, and good wishes for the New Year are brought.

### 3.3. Application of Beijing Lord Rabbit in Packaging Design

Maotai is China's top liquor brand and one of the most widely recognized brands. In 2023, it highlighted a classic package of Beijing Lord Rabbit, as shown in Figure 2. Through the innovative visual image design and processing and the rabbit carrier, the corporate image is deployed and efficiently conveyed to the public. It not only improves the market competitiveness and economic benefits, enhances the brand effect, but also carries forward the traditional Chinese culture.



Figure 2: "Beijing Lord Rabbit" Packaging of Chinese Maotai.

### 3.4. Development of IP image of Beijing Lord Rabbit

Beijing Lord Rabbit has a profound cultural heritage. In recent years, the innovation and redesign of the image of traditional Beijing Lord Rabbit is also the inheritance and development of traditional

culture of The Times. The re-created new IP image enables the public to have a sense of memory and identity of the cultural and spiritual connotation of the visual image of "Beijing Lord Rabbit", leaving a strong impression, so as to achieve the purpose of enhancing the influence of the visual image of "Beijing Lord Rabbit" and better meet the market demand. This will create a virtuous cycle of redesign, promote sales, improve the product. Through the products being accepted by the society, the vitality of traditional culture can continue to develop. Therefore, Rabbit's cultural and creative products need continuous redesign research [5].

For example, JiTuFang's creative design series products, as shown in Figure 3. As Mr. Hu Pengfei, the founder of JiTuFang, said: "Folk art must be innovative, without innovation, there is no way out. The rapidly changing market not only requires us to improve the traditional craft of the rabbit, but also firmly grasp the pulse of people's aesthetic." Therefore, the modern "Beijing Lord Rabbit" visual image is in line with the development of The Times, the inevitable trend of market demand.



Figure 3: Beijing Lord Rabbit in JiTuFang.

## 4. Research Methods

The research method of this paper is mainly based on two methods: literature and case analysis. The literature data method is mainly through the relevant official literature, academic journals, professional books and online resources to search and comprehensive analysis, in order to carry on the historical origin and cultural connotation of the Beijing Lord Rabbit and introduce. The case analysis method is mainly to select the relevant cases, and analyze and summarize, in order to explore the application form and design principle of Beijing Lord Rabbit in visual communication design.

## 5. Conclusion and Prospect

### 5.1. Research Conclusions

Through the research of this paper, we can draw the following conclusions: First, with the development of The Times, the improvement of the public aesthetic requirements, the diversified market demand of products, and the characteristic design products containing culture gradually have new materials, new processes and new looks. In recent years, cultural products are highly accepted by the public and have high market competitiveness in related cultural markets. Therefore, according to the current market situation and the needs of different people, decorative, practical and functional visual design should be carried out [6]. Secondly, Beijing Lord Rabbit, as a traditional cultural symbol, has a deep historical background and rich cultural connotation. Its application in visual communication can greatly enrich the expression form and connotation of design. Finally, according to the needs of different design fields, we can combine the symbol characteristics of Beijing Lord Rabbit with the design needs through targeted design methods, so as to effectively improve the visual effect and emotional resonance of the design works.

## 5.2. Lack of Research

This study also has some shortcomings. For example, in terms of research methods, we may only focus on the analysis of texts and the presentation of cases, but fail to conduct a wider range of materials and actual research. In the visual application of Beijing Lord Rabbit, there may still be some experience and skills that need further exploration.

## 5.3. Research Prospects

Based on the above shortcomings, we can carry out the next step of research and further discussion, in order to expand the application space of Beijing Lord Rabbit and promote the inheritance and development of its traditional culture. Future research can rely on new technology and new media, more in-depth research and practice, in multiple fields, multiple angles, multi-level to carry out in-depth discussion, and provide a deeper level of reference and inspiration for our design practice.

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