

Research on the Visual Promotion Design of Fujian and Taiwan Dan People's Cultural Brands from the Perspective of Intangible Cultural Heritage Inheritance

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Abstract. With the continuous progress of all aspects of modern society, comparing the intangible cultural heritage, the objective and accurate evaluation finds that its crisis and survival coexist. As an important part of southern Fujian culture, Fujian and Taiwan Dan People's customs are on the verge of disappearing due to the special living environment of their ethnic groups and the impact of the rapid development trend of modern society, therefore, this topic is devoted to injecting fresh blood into the dissemination form of Fujian and Taiwan Dan People's customs, through visual design, it breaks through the traditional dissemination form to attract more young groups, arouse the interest and attention of the mass for customs of Fujian and Taiwan Dan People's customs, so as to achieve the purpose of disseminating and promoting the culture.

Keywords: Fujian and Taiwan Dan People's Customs; Visualization; Brand Visual Design.

1. Overview of Fujian and Taiwan Dan People's Customs

The Dan People are also called as the Lianjia boat people (Fig 1), they are ethnic group living in the middle and lower reaches of the Min River and along the coast of Fuzhou, Fujian Province, China, they drift on the water all day long, take boats as their homes and the sea as their livelihood. Due to the particularity of the living environment of the Dan People, there is relatively little recorded data on the Dan People, and there are different opinions about the Dan People ethnic group, but the more mainstream view nowadays is that the Dan People should originate from the Minyue of the Baiyue nationality.



Fig 1. The family of Dan People

The living environment of the Dan People determines that the Dan People mainly engage in fishing, and the boat-dwelling people of Xia Gang, who are engaged in fishing work, the Dan People in Xiamen and Hong Kong, who are engaged in fishing, call themselves "sea beggars". It is precisely because the high risk of fishing operations determines that Dan People fishermen have a high degree of worship for deities, they look forward to have harvest every time they go to sea, more importantly, they pray for peace at sea. The main gods worshipped are: the God of Fishermen, the Water God (Fig 2), the Guan Yu (Fig 3), Mazu (Fig 4) and the God of Dao, etc., some of the beliefs of the Fujian and Taiwan Dan People are intricate and complex, while others are well-defined. The unique culture of faith has given birth to the rich folk custom activities of the Dan People. In the formation process of folk beliefs and customs, the main gods that protects a place is considered to be the guardian god,

taking the rise of fishing industry after the formation of fishing port as the dividing line, it is divided into two stages: the former is called as "word God and boatman God", the latter is called as "industry God and guardian God".



Fig 2. Statue of the Water God



Fig 3. Statue of Guan Yu



Fig 4. Statue of Mazu

2. Purpose and Significance of Study on the Fujian and Taiwan Dan People's Culture

Due to the different geographical position and social structure of Fujian and Taiwan Dan People's culture in its historical development, Fujian and Taiwan Dan People's culture has its own unique cultural connotation in penetration and fusion, among them, it has unique features, so it is also called a wonderful flower in the folk custom showplace in southern Fujian.

In the era of big data with the rapid development of science and technology, Fujian and Taiwan Dan People's culture as an intangible cultural heritage. What we need to learn to think about is the issue of inheritance. The connotation of the inheritance is to pass on and inherit, connect link between the preceding and the following, so development and continuation are the tasks that everyone shoulders. In addition to the intangible cultural heritage protection policies made by government departments, we must also deeply understand the problems faced by the Dan ethnic group in all

aspects, the disappearance of ethnic groups, the endangerment of customs, and the lack of research on related materials are all threatening the development of the entire culture.

How to activate the culture of Fujian and Taiwan People's culture has become the most crucial task at present, starting from the angle of design practice. The activation of intangible cultural heritage culture is to grasp the core of culture and master the market and consumer preferences. The culture is integrated into products to achieve the purpose of publicity. The language of design is used to build the communication bridge between traditional culture and modern social groups, carry out extensive science popularization of Fujian and Taiwan Dan people's culture, so that more people can understand Fujian and Taiwan Dan People's culture and carry out further research. Taking Fujian and Taiwan Dan People's culture as the research carrier and the Fujian and Taiwan Dan People's spirit as the content, the two aspects are combined to carry out visual processing, through visual design methods that conform to the public's aesthetics, the culture is visually produced, and the network is used to attract public interest and attention.

3. "Dan Produced All Things" Brand Design Strategy of Dan People's Culture under the Perspective of Intangible Cultural Heritage Inheritance

This topic takes "Fujian and Taiwan Dan People's Culture" as the design content based on the previous research, and the target audience is young people under the age of 35, carries out visual research and design on the Fujian and Taiwan Dan People's culture, and combines the content with the new media model, so strengthen the innovation of the brand in Internet promotion. Attracting the target audience's attention to Fujian and Taiwan Dan People's culture is conducive to the widespread dissemination and promotion of Dan People's culture. Creating the combination of online and offline, and use the rapid spread of the Internet to promote the overall brand.

The brand design of "Dan produced All things" Dan People's culture, the source of the proposition come from "Yi Qian": "The Qi of Qianyuan is the power resource for the creation and transformation of all things [1], Qianyuan has four virtues - Yuan, Heng, Li and Zhen. The past serves the present, and the spirit of the Dan family has four new virtues--honesty, diligence, joy, and courage. Drifting on the sea, nothing exists, but Dan produced all things. "Dan produced all things" is to grasp the moral and spiritual pursuit of modern groups from the angle of the Dan People's spirit, refine and extend the spirit of the Dan People, adopt the visual IP design and illustration design of the spiritual concept to popularize and promote the Dan People's culture, and form a brand, and further carry out a more thorough and in-depth study of Dan People's culture.

3.1 IP Design



Fig 5. IP image design of Water God



Fig 6. IP image design of Fishing God



Fig 7. IP image design of Ma zu



Fig 8. IP image design of Guan Yu

The whole set of brand IP design focuses on four as one series, extract the four gods: the Water God (Fig 5), the Fisherman God (Fig 6), Ma zu (Fig 7), Guan Yu (Fig 8), the image adopts the more popular national trend illustration style of modern illustrations, in the modern design trend, brands with strong Chinese imprints have begun to gain new markets - this is "national trend". Studying the cultural connotation and spiritual level of the Dan People, transforming abstract concepts into visual illustration design, the illustration design style adopts the style of flat outline and national trend, which can not only retain the charm of the national culture, but also make the culture have the freshness of modern design, thus making the culture become very attractive. The design of the IP image lays the image foundation for the later brand development, and also provides thematic elements for the later packaging design, extend from the image of the Four Gods to a series of auxiliary images.

The fully display is from three aspects: dynamic video, graphic visual design and material innovation. The dynamic video provides a simple understanding of the historical background of the Dan People, it is conducive to improve the understanding of the entire design. The innovative combination of materials can trigger attention and interest from the touch and the look and feel. It closely follows the theme of Dan People's culture, and uses interesting comics, posters and illustration design language to interpret the Dan People's spirit and life background. Progressive step by step, and gradually deepen cultural exchanges with modern young people in a more mainstream way, and create a better online and offline experience.

3.2 Food Packaging Design

In eating, Dan People have the habit of eating raw aquatic products, Fan Chengda's "Guihai Yuheng Zhi" in Song dynasty recorded: "Dan People live in the water at sea, boats are their homes, they are fishing from the sea for living, and they eat raw" [2]. "Northern History" volume 15 records: "In the south, it is called Dan, and there are people who eat food without fire" [3]. There are still many "raw food and half-raw food" in the recipes of Dan People in the Min River Basin. Such as "fresh clam", "fresh shrimp", "fresh crab", "fresh fish"... more than ten kinds of raw or semi-raw aquarium food. According to this feature and combine the gift in Fujian and Taiwan (Fig 9), The consumer

market selects dried seafood products such as shredded squid, dried small fish, dried shrimp, and diced scallops as gifts.



Fig 9. Food packaging design of "Dan Produced Everything"

In packaging paperwork, relying on the combination of the moral and spiritual pursuit of modern groups and the cultural spirit of the people, after deeply summarizing the people's spirit, four kinds of positive virtues: "have a strong sense of justice and ready to help the weak", "share each other's fortunes", "have both ability and political integrity", and "efficiency comes from diligence" are extracted, the combination of homophonic language techniques and product is used to increase the overall interest, the paperwork has been upgraded to "practice shrimp and righteousness", "squid fortune sharing", "virtue and talent and shellfish", "professional and fish diligently". While accurately conveying product information, interesting paper is used to capture the attention of young consumer groups.

In packaging illustration design, the theme illustration design is carried out according to the theme of the paperwork, and the IP design is combined to strengthen the overall brand, the illustration style is upgraded based on retaining the traditional style, and also injects vitality into the IP image. The interactivity of the IP image also makes the whole set of IP images more vivid, the design of the illustration form can increase the interest of the packaging, and the illustration design of the story can increase the attractiveness of the product.

3.3 Create Online Mobile Client Dissemination

In the later stage, the online dissemination of auxiliary brand promotion is carried out, its concrete topic takes four gods as the theme, support small animation with story, integrates sacrificial customs, life etiquette and life customs such as sending the king ship and respecting good brothers into the small animation, with the help of various popular we-media platforms, on the one hand, it can improve the vividness of the image and inject deeper cultural connotation into the whole set of IP design, on the other hand, online dissemination has the features of extensive and continuous communication, which has brought continuous supporting effect to the dissemination of Fujian and Taiwan culture.

4. Summary

The Fujian and Taiwan Dan People's culture has a very high inheritance value and exploration significance, after liberation, people's social status and production methods have tremendous changes, their beliefs and cultures have merged and changed, the unique culture of Dan people is on the verge of disappearing in the tide of historical development and social progress. How to pursue the traces of cultural changes and how to further promote the dissemination of culture is a problem that every field and everyone needs to think about. Design is an emerging field in the 21st century, using the language of design to interpret the stories of Fujian and Taiwan Dan People's culture will create unexpected results.

For the development of cultural customs, "how to attract contemporary attention" is the most important problem we should think about and solve. The intangible cultural heritage projects of South Fujian are valuable and excellent traditional culture with distinctive regional features, which must be cherished, carefully protected, and vigorously inherited. Cultural heritage needs to be protected by everyone, and the whole society, even the whole country, people all over the world must establish this kind of thinking. Therefore, it is necessary to let everyone understand the historical, cultural and economic value contained in the intangible cultural heritage of South Fujian, and constantly stimulate the cultural self-confidence and cultural consciousness of the people, so as to burst out a powerful driving force for the protection, inheritance and development of culture.

Starting from "new youth, new spirit", based on the culture of the Fujian and Taiwan Dan People, the spiritual culture of the Fujian and Taiwan Dan People is visualized and combined with the features of the local tourism economy, extending the design of food packaging for gifts, which not only achieve the effect internal publicity, but also cause the effect of external publicity. The new style of the national trend as the design expression technique attracts the aesthetic vision of the young group, and the visual attraction stimulates the desire and hanger of consumers to buy. In the process of purchasing and consumption, the cultural connotation of the p Fujian and Taiwan Dan People is spread invisibly. The culture of Xiamen, Fujian and Taiwan people is activated through market consumption, it can not only drive the economic development of the local tourism economy industry, but also achieve the dual supporting effect of extensive cultural dissemination. Exploring the feasibility of visualized strategies, and hoping to provide humble effort for the promotion of Dan People's culture.

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