

Research on Innovative Design of Cantonese Opera Animation and Cultural Creation Products

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Abstract: In the design process of cultural and creative products, the addition of specific regional elements or cultural elements has become the inspiration source and foundation of cultural and creative product design. The art of Cantonese opera is a treasure in the treasure house of Chinese art, and it is famous all over the world as one of our intangible cultural heritages. Cultural and creative products have been loved by many consumers in recent years because of their unique regional cultural characteristics, but there are still some problems in the design of cultural and creative products. Animation as a symbolic language, according to its development of cultural and creative products, can enhance the cultural and added value of cultural and creative products, which is conducive to maximize market profits. In the context of animation, the development of cultural and creative products of Nanning traditional opera and Cantonese Opera is a new path for the development and inheritance of traditional opera. The development of animation peripheral products based on Cantonese opera has formed the animation communication strategy of Cantonese opera based on the animation context, creating a new space for the inheritance and innovation of Cantonese opera..

1. Introduction

Cultural and creative products refer to the use of a certain product as a carrier, through a certain design creativity, into a specific geographical or cultural elements, so that it has a higher value than similar products [1]. In the design process of cultural and creative products, the addition of specific regional or cultural elements has become the source of inspiration and foundation for the design of cultural and creative products [2]. Animation is an important part of contemporary culture and plays an important role in people's spiritual consumption. Animation images that carry the main narrative and visual functions in anime often leave a very deep impression in the hearts of the audience [3]. The art of Cantonese opera is a treasure in the art treasure house of our country, and it is famous all over the world as one of our intangible cultural heritage. However, art has not been welcomed by young people because it is always difficult to inherit and develop with the times. Animation, as a symbolic language, develops cultural and creative products based on it, which can enhance the cultural and added value of cultural and creative products and help maximize market profits. In order to change the status quo of Cantonese opera, innovation is needed in the development of Cantonese opera culture, such as combining Cantonese opera technology with the design of animation and cultural and creative products [4]. This will not only enrich the artistic significance and development methods of Cantonese opera, but also attract more young people and increase the cultural value of tourism.

Productization can make culture lively and lively and circulate in use. Although my country's animation industry has developed rapidly in recent years, there are still serious problems that restrict the development of the industry such as incomplete industrial chains and unclear business models. The gap between the development level of my country's animation industry and the development of international animation industry is continuously widening [5]. The combination of animation methods and traditional drama provides a brand-new communication platform for Cantonese opera. The development of animation peripheral products based on Cantonese opera has

allowed Cantonese opera to be integrated into the modern, cultural and creative and tourism industries, and formed an animation-based communication strategy for Cantonese opera based on the animation context, creating a new space for the inheritance and innovation of Cantonese opera[6].

2. The Commonness Between Drama and Animation

Animation as a comprehensive art, its expressive art forms and techniques are integrated into painting, music, and film and television aesthetics. It is a film and television with dynamic painting as the carrier. The creative industry with the animation industry as an important component is developing rapidly in the global market. The cultural industry extends to industrial organizations and production activities centered on cultural creativity, that is, the creative industry, and then to economic forms and social organizations that use cultural creativity as the basic driving force, that is, the creative economy. Cultural creativity originates from culture and is higher than culture. It is the creative development and utilization of cultural resources in the creative industry, and the excavation and expansion of the penetration and influence of cultural capital on industrial development [7]. In order to realize the effective combination of Cantonese opera art and animation product design, the principle of extracting the visual elements of Cantonese opera artistic characters must first be clarified. Animation image cultural and creative products are a series of services or products for commercial sales that are developed and manufactured by combining animation images with specific product ideas through a certain design. The essence of cultural and creative products is commodities, which need to be purchased by consumers to reflect their economic value. However, most cultural and creative products did not pay attention to consumer market research during the design and development. Designers did not understand the true needs and aesthetic requirements of consumers when purchasing cultural and creative products, and just proceeded according to past experience or idealized state. The design and development of cultural and creative products has ultimately led to many cultural and creative products not being recognized by consumers after entering the market.

Animation due to its wide range of media, modern and trendy production methods, diverse forms of expression, traditional or exaggerated style, scene design can be complicated or simplified, time and space can be changed at will, and it has a strong sense of presence. In the process of constructing the creative industry chain, cultural creativity cultivates unique and influential well-known brands in the creative industry by integrating social and corporate resources, and product design and brand operations are closely integrated [8]. The development history of animation derivative products shows that market demand, animation image authorization, function and form design, and material technical conditions are the basic factors that must be considered when using animation images for cultural and creative product development. When extracting the visual elements of Cantonese opera characters, the objectives and principles of the system must be observed. When selecting characters, design and application requirements must be considered. One or more disordered and disordered characters cannot be randomly selected as the target of visual element extraction.

3. Innovative Design of Cultural and Creative Products of Cantonese Opera

Cultural brands embody the spiritual influence of cultural creativity, which in turn forms the core competitiveness of the creative industry. Cantonese opera is a kind of traditional opera, which not only has the commonalities of Chinese classical opera, but also forms unique regional characteristics due to its unique history, region and cultural influence. The interpretation of Cantonese opera promotes truth, goodness and beauty, and traditional cultural values permeate it. The development of "animation + Cantonese opera" characteristic cultural and creative products is unique and can be single-piece or serialized. Product serialization can make the story of Cantonese opera more coherent; secondly, it can amplify economic benefits; thirdly, it can be developed across borders again. Cultural and creative products themselves are designed by incorporating regional

factors or special cultural factors into products. Improving the aesthetic characteristics of cultural and creative products is an important way to help products increase their economic value and increase the public's attention to cultural and creative products [9]. Brand is the connection and communication between products, symbols, people, companies and consumers, a comprehensive experience of rational and emotional interaction with consumers. Mature brands can not only provide brand audiences with the enjoyment benefits of product content functions, but also meet the emotional needs and spiritual belonging of audiences. In the process of brand formation and image communication, the brand is characterized by long life cycle, high extension, and good stability. Benign and effective brand management and image communication can promote the collaborative interaction between the brand and the audience, and ultimately drive the accumulation of brand equity.

The addition of animation emphasizes the humor and entertainment elements of traditional opera, especially as an important direction of traditional online opera, affecting and changing people's understanding and concept of traditional opera. Animation brands are different from general product brands. In the process of their creation, many stakeholders need to invest a lot of capital and human capital, and through brand communication, can they gradually form brand value [10]. Brand value is generated from the creation of animation image brand to the formation of brand effect through image dissemination, and then through brand capital operation and brand image derivation, it triggers the brand association and cultural resonance of animation consumers. Although the practicality of cultural and creative products is the primary consideration factor for consumers to purchase or not, an artistic cultural and creative product can catch consumers' attention in the first time and even arouse consumers' desire to buy. The formation and promotion of animation brand value has its own unique path, which not only depends on the meticulous creation of relevant stakeholders within the animation industry, but also requires brand authorization to enhance the value of animation brand [11]. When selecting a product image, there must be a specific purpose and plan, and the principles of system performance and integrity must be followed to ensure the rationality of the selection, lay a solid foundation for future product creation, and avoid bypassing in the design process .

4. Conclusions

Cultural and creative product design is a marginal design category which combines social culture and design. Cantonese opera culture provides rich elements and profound cultural heritage for the innovative design of cultural and creative products. As a new industry and a sunrise industry, it is an undeniable fact that cultural and creative industries are showing the trend of starting a prairie fire in the world. The formation and promotion of animation brand value has its own unique path, which depends not only on the careful creation of relevant stakeholders in the animation industry, but also on the promotion of animation brand value through brand authorization. In the competitive market of various cultural and creative products, if you want to stand out, you must have unique design concepts and creativity. With its unique artistic form and adaptability of multi-channel communication, animation can spread across ages and regions without borders. In the process of brand formation and image communication of animation and cultural creation products, benign and effective brand management and image communication can promote the synergy between brand and audience, and ultimately drive the generation and accumulation of brand assets.

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