

Research on the Design of Henan Opera Cultural and Creative Products Based on Zhouyi's Thought of "Observing Objects and Taking Images"

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Abstract:

Henan Opera carries profound historical background and distinctive local characteristics, and is a representative cultural treasure. In the current social and cultural environment, the design of Henan opera cultural and creative products has attracted much attention, but there are many problems in its development. This paper takes the design innovation of Henan opera cultural and creative products as the core, and takes the thought of "observing objects and taking images" of Zhouyi as the theory to carry out research. Through research, it is found that the idea of "observing objects and taking images" has a profound impact in many design fields. There are also multiple explorations in the design of Henan opera cultural and creative products, but the innovative research on the combination of the two is still blank. Through in-depth analysis of the current situation, it is found that there are deficiencies in the product design of Henan opera cultural and creative products in terms of product pattern, color matching and product form. Combined with the idea of "observing objects and taking images" the innovation path cuts in from the two dimensions of "observing objects" and "taking images" deeply analyzes the elements of facial makeup, clothing, props and other elements of Henan Opera, excavates the implication of its pattern pattern, the image of color elements and the connotation of utensil form, and skillfully transforms and applies them. The research believes that the idea of "observing objects and taking images" is helpful to solve the existing problems, effectively promote the innovative development of Henan opera cultural and creative product design, promote the spread of Henan opera culture, and provide a new path for the inheritance and development of traditional culture.

Keywords:

Henan Opera Cultural and Creative Products, The Thought of "observing objects and taking images", Novel Design, Cultural Inheritance

1. Introduction

The vigorous development of social economy has prompted people's demand for spiritual culture to continue to rise. In this case, China actively advocates cultural self-confidence, attaches great importance to cultural inheritance and innovation, vigorously introduces policies to encourage traditional cultural elements to integrate into modern life and economic activities, promotes the prosperity and development of cultural industries, and effectively promotes the dissemination and development of traditional culture.

Henan Opera is an important local opera in China, with rich cultural connotation and unique artistic charm. It is worthy of in-depth study to combine it with modern cultural and creative design, and the idea of "observing objects and taking images" in Zhouyi provides new ideas and methods. The idea of "observing objects and taking images" proposed in "Zhouyi · Xicizhuan" reflects the in-depth insight and experience of all things in the universe, and then extracts representative image features to grasp the essence and provide important methods for observing things. Henan Opera is a treasure of Chinese culture, a typical representative of Central Plains culture and one of the five major operas. [1] Cultural and creative products have become popular in recent years, transforming Henan Opera cultural elements into new forms in line with modern life, refining cultural symbol elements and establishing brand image optimization communication channels. The idea of "observing objects and taking images" in the Zhouyi emphasizes the creation of new things by observing the symbolic meaning of the appearance of things and extracting the symbolic meaning of features. The design of Henan opera cultural and creative products can draw on this idea to create products with unique charm and cultural value.

2. Research Status

2.1. Research Status of "observing objects and taking images"

As an important concept of ancient Chinese philosophy, the thought of "observing objects and taking images" is an important concept of ancient Chinese philosophy. Through the integration and analysis of the relevant literature reflecting the thought of "observing objects and taking images" the existing literature points out the rich connotation of the thought of "observing objects and taking images" including the process from observing everything to extracting images and conveying meanings, which reflects the unique way of thinking and aesthetic feelings of the Chinese people, and discusses the development and application of the thought of "observing objects and taking images."

In terms of the interpretation and understanding of the thought of "observing objects and taking images" Zhang Shanwen (1981) [2] points out that "observing objects and taking images" is the core thinking form of the ancients' creation of "Zhouyi" which runs through the whole process. Taking images from nature and life to clarify the principle of Yi is the origin of artistic thinking. Its evolution in the creation of hexagrams and lines is towards artistic thinking, highlighting the simple materialist cognition and opening the end of Chinese artistic thinking. Wang Wenbo (2022) [3] proposed that "observing objects and taking images" is a creative way to observe and transform natural objects. "Observing objects" is to observe the

appearance of external objects. “Taking images” is to observe, perceive, extract, create and transform deeper on the basis of in-depth observation of objects.

In terms of the development and application of the thought of “observing objects and taking images” Xu Hong (2008) [4] pointed out that as a cultural model, observing things and taking images gave Chinese people a unique way of observing things and a compatible feeling of philosophy and poetry. Its “view” has both realistic and surreal significance, contains philosophical and aesthetic concepts, and is a means of observing things and casting minds. Wang Chaoyuan (2004) [5] mentioned that “observing objects and taking images” is a “metaphysical” creative way for artists with transcendent consciousness, and it is the basis and operation mode for the realization of artistic conception and creation from natural images to artistic images through images in the sense.

2.2. Research status of Henan opera cultural and creative product design

Through the analysis of the relevant literature on the design of Henan opera cultural and creative products, the design of Henan opera cultural and creative products presents a diversified development direction. Combined with different design methodologies, the possibility of Henan opera cultural and creative design from multiple perspectives is discussed. Through case analysis, questionnaire survey and other methods, Henan opera culture is deeply studied, and visual elements are extracted from facial makeup, clothing and other aspects, and its innovation is applied to the design of Henan opera cultural and creative products.

Combining different design methodologies to optimize the design of Henan opera cultural and creative products, Zhang Lin (2019) [6] takes experience design theory as the cornerstone, integrates the design path of sensory, thinking, emotional and other experiences into Henan opera cultural and creative products, excavates the application mode of Henan opera cultural resources under experience design, and explores the feasibility of applying experience design methods to the design of Henan opera cultural and creative products. Based on the principles and methods of semiotics, Sang Xingrui (2023) [7] studies the visual expression optimization of his opera culture to promote cultural inheritance and output, analyzes the internal relationship and application significance of the two, and extracts the “copy red” symbol of Henan opera to carry out relevant cultural creative design practice.

From the perspective of Henan opera culture, cultural elements are extracted and applied to cultural and creative design. Xu Jing (2023) [8] studies the connotation of traditional cultural characteristics and visual elements of Henan opera, excavates its value, extracts and transforms patterns, colors and other elements, and explores the new path of Henan opera inheritance and the possibility of modern design application of traditional culture. Zhang Lin (2018) [9] extracted the Henan opera elements of “Huamulan” and applied them to the tape design of cultural and creative products after summary and planarization, so as to realize the organic integration of Henan opera culture and cultural and creative products.

2.3. The research status of Henan opera cultural and creative product design under the thought of “observing objects and taking images”

The thought of “observing objects and taking images” contains the aesthetic view of the early ancients, which has an important influence on design creation, provides an

important method for design creation, and provides creative guidance for designers. It has far-reaching influence in many design fields.

Through the study of the relevant literature on the application of the idea of “observing objects and taking images” to design creation, Wang Wenbo (2022) [10] proposed that “observing objects and taking images” is a common and scientific way of observing and transforming natural objects. The creation method analyzes the modeling form and aesthetic characteristics of bat patterns in traditional architecture, and expounds its value in traditional architecture. Based on the graphic image of traditional tiger culture, Han Wei (2020) [11] analyzes the image of Lihou tiger by using the aesthetic trend of “observing objects and taking images”, and explores the creative design expression and development trend of its integration with trendy elements.

In summary, through the analysis of relevant literature, it is found that there are extensive research on the idea of “observing objects and taking images” and the design of Henan opera cultural and creative products. From the existing literature, the idea of “observing objects and taking images” is mainly applied to other design fields, and there is no research literature on the application of “observing objects and taking images” to the design and innovation of Henan opera cultural and creative products. Therefore, taking the research on the innovation of Henan opera cultural and creative product design based on the idea of “observing objects and taking images” of Zhouyi as the topic of the thesis, combining traditional art with modern aesthetics, it has special value significance for the innovation and development of Henan opera cultural and creative product design.

3. Analysis of the Current Situation of Henan Opera Cultural and Creative Product Design

3.1. Research on the development status of Henan opera cultural and creative product design

As an important representative of Chinese traditional opera art, Henan Opera's cultural and creative product design has gradually attracted attention with the rise of cultural and creative industries in recent years. In some areas with strong Henan opera culture, such as Henan, the exploration and development of various Henan opera cultural and creative products have begun to appear. On the one hand, some Henan Opera troupes have cooperated with local cultural and creative enterprises and launched some cultural and creative product designs with the theme of Henan Opera classic plays and role images. These products spread the Henan opera culture to a certain extent and meet the needs of some tourists and fans for Henan opera cultural souvenirs. However, at present, the design of Henan opera cultural and creative products still stays at a superficial level. The number of cultural and creative products in the market is not only limited, but also the types are very scarce. At present, Henan Henan Opera has not yet established a series of cultural and creative product systems, has not established a brand image with market competitiveness, and has not established a mechanism for the industrialization of cultural resources. [12]

3.2. Analysis of the problems existing in the design of Henan opera cultural and creative products

3.2.1 Product pattern lack of innovation

Many Henan opera cultural and creative products rely too much on traditional Henan opera elements in pattern design, such as facial makeup, costume patterns, etc., but they are simply copied or slightly modified. Many Henan opera cultural and creative products are designed by means of “mapping”. Simply stacking and pasting various facial makeup and opera characters on the surface of cultural and creative products, lacking the use of creative design techniques, it is difficult to highlight unique design ideas and innovative ideas. [13] The pattern style is relatively single, which is difficult to attract the attention of the younger generation of consumers. This lack of innovative pattern design makes the product lack uniqueness in the market competition, and it is difficult to stand out, which limits the market expansion of Henan opera cultural and creative products.

3.2.2 Product pattern lack of innovation

The color matching of Henan opera cultural and creative products often follows the color style of traditional Henan opera costumes and stage scenery, with red, yellow, green and other strong colors, mainly bright colors. Although these colors have strong cultural characteristics of Henan Opera, they are too traditional and conservative in the context of modern design. For some consumers who pursue simple and fashionable styles, such color matching is not attractive. Moreover, some products do not take into account the adaptability of different materials and product types in the use of color, resulting in poor color rendering and affecting the overall beauty and quality of the product.

3.2.3 Single limitation of product form

At present, although the presentation forms of Henan opera cultural and creative products are rich, such as dolls, decorations, cloth art bags, key chains, mobile phone sets, pillows, book notes and so on, these forms are also common in other cultural and creative products on the market. The basic carriers of such Henan opera cultural and creative products tend to be consistent, focusing too much on commemorative effects, and failing to fully demonstrate the exclusive value and personality charm that cultural and creative products should have. [14] There is a lack of innovative exploration of product modeling, and no stationery products with unique Henan opera cultural connotation and novel modeling have been designed. This single modeling form is difficult to meet the diversified needs of consumers, which is not conducive to the promotion of Henan opera cultural and creative products in a wider consumer group.

4. The Innovative Path of “Observing Objects and Taking Images” in the Design of Henan Opera Cultural and Creative Products

4.1. Observing the “Objects” of Henan Opera

4.1.1 The pattern and color of facial makeup

Henan opera facial makeup has rich and varied patterns and distinctive and unique color system. Its pattern can not only intuitively express the character characteristics and status of the characters, but also contain profound cultural implications. In the design of cultural and creative products, we can deeply study the constituent elements of facial makeup patterns, extract the representative lines and shapes, such as the exaggerated shape of the eyes and the pattern decoration of the forehead, and

recombine and simplify them to create a pattern that not only retains the characteristics of Henan opera facial makeup but also meets the modern aesthetic needs. For the color of facial makeup, it can be moderately adjusted and matched on the basis of retaining its main colors. For example, in some fashion accessories, the red of facial makeup is combined with modern fashion colors such as silver and gold to create a unique visual effect.

4.1.2 Types and decoration of clothing

There are many kinds of costumes in Henan opera, including : python, rob, shawl, pleated and so on. Helmets include: helmet, crown, scarf, cap four categories. Shoes include: shoes, boots, shoes three categories. Henan opera costumes are the costumes and helmets worn during the performance of the program. Different costumes represent different characters, personalities, and status. [15] Each dress has its own specific style and decorative details. The dragon pattern is embroidered on the python gown, and the color is bright and the embroidery is fine, which symbolizes the dignity and dignity; pei is mostly worn by dignitaries, and its neckline, cuffs, hem and other parts of the decorative lace are exquisite and gorgeous. In the design of cultural and creative products, designers can carefully observe the type characteristics and decorative details of these costumes, and transform the elements such as the contour shape and pattern texture of the costumes.

4.1.3 The shape and function of props

The props of Henan Opera are rich and varied. The traditional props of Henan Opera, such as knife guns, fans, swords, flags, etc., have their specific forms and uses, and often incorporate symbolic patterns and colors. [15] Props such as fans and handkerchiefs play a role in enriching the emotional expression of the characters and enhancing the expressive force of the stage. In the design of cultural and creative products, we can learn from the modeling of fans to develop cultural and creative products with practical functions. For example, the multi-functional mobile phone bracket designed with folding fan as the prototype can not only be used as a mobile phone bracket, but also present the artistic beauty of Henan opera fans in appearance. In the design of ip image extension illustration, Xu Jing (2023) [16] replaced the shape of the drum in the props of Henan Opera with the shape of the arena. “Drum” is presented as the state of the arena in the picture, which is a symbol of fairness. At the same time, the drum also contains meanings such as joy, auspiciousness, inspiring people, courage and perseverance.

4.2. Taking the “Images” of Henan Opera

4.2.1 The moral expression of the pattern

In Henan opera culture, pattern is not only decoration, but also the key to information transmission. There are three main sources. The facial makeup pattern mostly shows the character and status of the characters. Clothing patterns often show the identity class, such as dragon patterns, phoenix patterns, etc.; the musical instrument pattern takes its shape form, such as bangzi, banhu, etc., focusing on the use of modeling. [17] The patterns all carry specific meanings, which are important manifestations of the cultural connotation of Henan Opera. In the design of cultural and creative products, we should dig deep into the meaning of these patterns and skillfully transform them into modern design language. The common bat pattern on

Henan opera costumes means blessing. When designing a tea set with the theme of Henan opera culture, the bat pattern can be abstracted, the outline of the bat can be outlined with simple lines, and it can be integrated into the decorative pattern of the tea set, so that consumers can feel the auspicious blessing conveyed by Henan opera culture in the process of using the tea set.

4.2.2 The image transformation of color elements

The color elements of Henan Opera are not only visual presentation, but also contain rich images. The color of the visual elements of Henan Opera is rich in symbolism and inherits the traditional Chinese color concept. In terms of costumes and facial color, the color of costumes strictly follows the traditional Chinese concept of five colors and five colors. In the upper five colors, the red table has high power and marriage; metaphysical justice; golden is the symbol of the royal family; cui refers to loyalty; it expresses sadness and cunning. Five colors for the lower roles. The color of facial makeup is close to the costume. It uses exaggeration to outline the facial shape, skin color and highlight the character temperament. [17] In the design of cultural and creative products, these color images should be transformed to meet the emotional and aesthetic needs of modern consumers. Yellow is often associated with imperial power and dignity in Henan opera. When designing a business gift with the theme of Henan opera culture, yellow can be used as an important color element. By combining with the modern simple design style, we can create a business gift that not only has the cultural characteristics of Henan opera but also highlights the noble quality.

4.2.3. Summary of the shape of the object extraction

All kinds of utensils in henan opera culture have unique artistic charm and connotation. In the design of cultural and creative products, it is necessary to summarize and refine these utensils to create a concise and representative design image. For example, the traditional lanterns on the stage of Henan Opera are beautiful in shape and have unique curves and structures. When designing a lamp with the theme of Henan opera culture, the shape of the lantern can be summarized and refined, and its basic outline and structural characteristics can be retained, such as a circular lampshade and a beautiful curve frame. At the same time, combined with modern lighting technology and materials, a lamp product with both Henan opera cultural characteristics and modern life needs can be designed.

5. Conclusions

Through the analysis of the current situation of Henan opera cultural and creative product design, it is found that there are problems such as lack of innovation in product patterns, traditional and conservative color matching, and single product modeling form. The concept of “observing objects and taking images” provides an effective innovation path for the design of Henan opera cultural and creative products. By observing the “objects” of Henan Opera, the patterns, colors and shapes of elements such as facial makeup, costumes and props of Henan Opera are deeply studied. Taking the “image” of Henan opera, transforming and refining the meaning of the pattern, the image of the color elements and the shape of the utensils, we can design a series of cultural and creative products that not only retain the cultural characteristics of Henan opera, but also meet the needs of modern aesthetics and market. This not only helps to enrich the types and forms of cultural and creative

products of Henan Opera, but also enhances its cultural connotation and artistic value. It can also better spread Henan Opera culture, promote the inheritance and development of Henan Opera culture in contemporary society, and better let everyone understand Henan Opera culture, a unique treasure of Chinese traditional culture.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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