

# Research on Visual Representation of IP visual image design in blind box products

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**Abstract.** In the 21st century today, the term IP is too broad, not only in its connotation, but also in the application of IP. This article mainly explains the definition of IP and the application of IP visual image in blind box products, and redefines it based on my understanding of what IP is and the value of IP application. Through consulting books, case studies of IP design, and research on the application of IP visual image in blind box products, it finally comes to a conclusion that the application of IP visual image in blind box products not only drives the sales of brand products, but also stimulates the hearts of consumer groups, especially teenagers. It is more likely to form a fashion culture, so that the brand can better create its own market. At the same time, blind box products also reverse promote the development of IP image, improve the process of IP visual image development, to achieve a virtuous cycle.

**Keywords:** IP visual image; IP visual image application; Blind box products.

## 1. A surname

### 1.1 Research background

IP image is a highly recognizable sign, which can make people more intuitive and clearer to understand the meaning and connotation of the brand, and also make the derivative products more vivid. A good IP image product can not only drive the sales of brand derivatives, but also make the image deeply rooted in the people's heart, resulting in a popular trend, so as to provide a more potential consumer market and consumption prospects. As a carrier of IP image, blind box products can better show the value of IP image.

At present, the interpretation of IP image in the market mainly refers to the following: IP image refers to the personality characteristics shown by an enterprise or one of its brands in the market and in the public's mind, which reflects the public's evaluation and cognition of the brand, especially consumers. The brand image is inseparable from the brand. The image is the characteristic of the brand and reflects the strength and essence of the brand. [11] IP image includes product name, packaging, pattern advertising design, etc. Image is the foundation of brand so the enterprise must attach great importance to shaping brand image. Applying IP image to blind box products, turning it into consumer goods and realizing its commodity value, also drives the sales of blind box products. At the same time, blind box products also feed the IP image brand. While selling blind box products, it also promotes the publicity of IP image and the shaping of brand culture.

With the progress of The Times, the development of science and technology. Under the macro background of informationization, changes of all strata are taking place silently, and the life style of the public is changing with the development of industrial informationization productivity. The people's information communication ability and the popularity of information are greatly enhanced than before. Therefore, a brand-new entertainment and cultural industry based on the information background has emerged, and IP image has become a brand-new development mode of cultural creativity. IP image plays an irreplaceable role in brand communication, brand image sales and cultural diffusion. The development of today's information age has had a huge impact on people's lives. For example, the development of information technology has influenced and changed people's ideas. Multimedia information and related to the vast majority of fields of human life, people are used to receiving information everywhere in life, shopping and learning on the family platform. The

development of information technology is also changing the means of spreading information and changing people's way of life. Multimedia technology in life can improve the efficiency of education and teaching with the high speed and interactivity of information processing. On the other hand, this technology is gradually influencing the concept of education and changing the way education is taught. The development of information technology has also changed the development mode of traditional cultural industry. Many enterprises carry out IP packaging for their brands and extend many new economic benefits through IP derivatives.

With the development of The Times, the main force of consumers is young people, who are full of curiosity and yearning for novel things. At the same time, they pursue stimulation and satisfaction brought by consumption. The blind box industry has well captured the consumer psychology of young people, and at the same time, it has co-branded and combined with high-quality IP images, resulting in more consumption business opportunities and more opportunities. Therefore, in the current environment, it is necessary to study the visual application of IP images in blind box products.

## **1.2 Research status at home and abroad**

### **1.2.1 The status quo of IP conceptual design abroad**

The design of IP has its own characteristics in each country, and each country has its own popular culture and emotion. Therefore, the design of the image of IP in each country will be different. With the development of The Times, a variety of new original images have entered our lives. American IP is deeply rooted in the hearts of people with a large number of animated characters, such as Disney and other representative images. In Japan, most of the IP image design has a unique hand-drawn style, most from the advantages of the game and animation industry, and used in a variety of fields, such as bus card, and local mascot, so that IP has been well promoted, the different culture and values of each country, also lead to the different IP design of each country.

### **1.2.2 The status quo of IP conceptual design in China**

The trend of IP image design in the country is that the original image is popular at the same time, the role image from other countries also has a high popularity, the diversified image is more and more gathered in the domestic market, the domestic image uses white as the main tone IP, with the length of the traditional culture in recent years, many Chinese elements of the image has won the public's love. Today's IP operation shows the trend of multiple formats. The image can be developed from multiple dimensions such as film and television, games, music, derivatives, etc., which can tap its potential to the maximum extent. However, the protection of IP image still needs to promote the subsequent operation.

## **1.3 Research significance background**

Through the research of IP visual image design at home and abroad, as well as the analysis and summary of the theoretical basis of IP visual image design by scholars, it can be found that the research of IP visual image design at home and abroad is rarely based on the transformation of IP visual image. Therefore, the transformation and application of IP visual image design in blind box products in this study is more innovative.

The purpose of this study is to study the visual representation of IP visual image in blind box products. It summarizes the characteristics of IP image, the status quo and application at home and abroad, the development process of IP visual image, the process of how to transform IP image and apply it to blind box products, and specific practical examples of the application of IP image to blind box products. The purpose is to better display IP visual image design, spread blind box products, improve soft power, and make IP visual image deeply rooted in people's hearts.

## 1.4 Research method

(1) Literature analysis: identify the direction of brand design and accumulate theories by referring to relevant materials, papers and books related to brand design, graphic language and illustration language.

(2) Action research method: Develop a personality research program, analyze the practical situation, and re-practice in the research investigation

(3) Data collection method: collect and integrate a large number of IP pictures, contents and meanings.

(4) Case study method: organize and conceive the design scheme with high feasibility and can clearly express the theme.

## 2. Overview of IP visual image design theory

### 2.1 Overview of IP visual image

IP is Intellectual Property, meaning intellectual property, originally refers to the right of the owner to his creation of governance labor fruits enjoy the property rights. In today's Internet era, a new marketing model formed by the combination of IP visual image and brand products will create a very extensive influence. To design a good brand IP image, we must first position our own IP image. After designing the IP image, it is necessary to combine the image of IP with the image of the brand, analyze the consumer group, accurately position, in line with the overall trend, but also meet the aesthetic point of view of the consumer group. Thirdly, IP image design should be highly related to brand design, including brand style, IP image design and the deep meaning behind the brand image should be highly consistent, in order to better achieve the role of delivering brand information and establishing brand image. In the era of re-information development, the market competition is becoming more and more fierce, so it is necessary to make full use of the combination of online and offline methods and expand the benefits of communication, attract more consumers, increase the speed of communication and bring brand dividends.

### 2.2 IP visual image connotation

With the development of The Times, the image of IP becomes bigger and bigger. IP can be a relatively abstract content story, but also can be a complete, image, concrete thing. IP image itself as long as it has a high value and good artistic form, in today's rapid development of Internet information environment, the correct transformation of IP visual image, the IP visual image of the greater value of play. Meet the needs of consumer groups, so that IP will have greater value. So IP visual image is the test of the market after the platform bearing user feelings.

### 2.3 IP visual image development status process

The application of IP visual image is a hot topic in the current cultural market and an important part that cannot be ignored in the development of the information age. IP visual image on the basis of itself, in film and television, fashion, entertainment and other aspects of different kinds of penetration, mutual integration, communication, to build a fashion atmosphere of the entertainment industry ecosystem.

## 3. Overview of blind box product development and design theory

Blind box originated in Japan. Japanese model market borrowed the idea of Fukubagu marketing, commercialized toy models, and developed off-line selling machines and tie machines. Most of the products sold are in the field of two-dimension, mostly anime hand, toy models and ornaments. [9] Blind box products themselves also carry a kind of emotion entrusted by IP visual images. Different products' costumes and expressions will make consumers feel entrusted. As symbols, blind boxes

have both the attributes of use value and symbol value, and their value as symbols far exceeds their use value, laying the foundation for the ritualization of blind box consumption.

### 3.1 Conceptual connotation of blind box product development

In the consumption of blind boxes, the blind box product itself has become a representative symbol. The IP designed around the blind box and the brand publicity all give the blind box product a meaning. Blind box products themselves contain uncertainty, with this inherent uncertainty to open consumer desire, integration of art, design, fashion and other elements of the product toys. When people buy blind box products, they enjoy consumption and pursue the pleasure of consumption in the context of consumer culture. [9]

## 4. Transformation method of IP visual image in blind box design

As a series of hand-made dolls, each blind box has its own specific style of IP image. The product design revolves around the IP visual image, and the design method is mainly through the conversion and application of symbols, as shown in Figure 1. IP visual images stimulate the consumption vitality of blind boxes. For example, the Molly series of blind boxes of Bubble Mart is a cooperation with Wang Xinming, a famous designer in Hong Kong. After obtaining the copyright of Molly, a series of creation and development were carried out. Blind box establishes the core consumer group with its original IP image, attracts attention by regularly creating new visual images, and brings new vitality to the products with the help of well-known IP visual images, so that the original products can be more deeply rooted in the hearts of the people and stimulate the enthusiasm of consumers and fans.

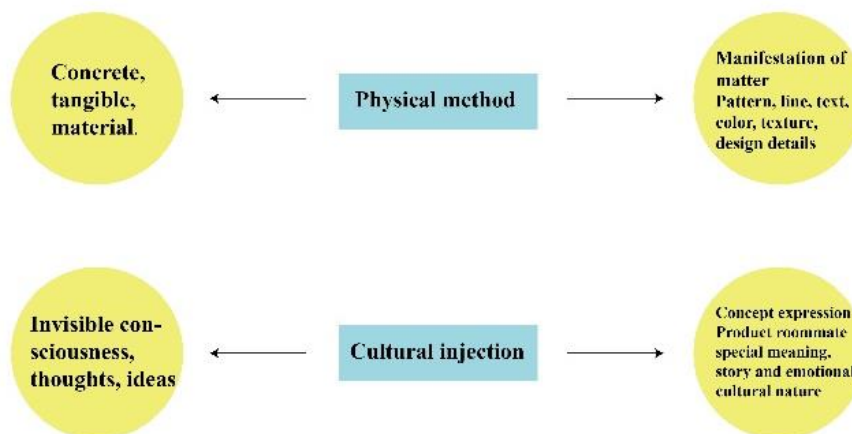


Fig. 1 Symbol conversion process (Author's drawing)

### 4.1 Bubble Mart trend application based presentation

With the rapid development of blind box economy, consumer groups have more choices, and the culture of blind box products has shown a lot the consumer group is defined to be between 18 and 35 years old. It is mainly targeted at young people as the main consumer army. Most of them are also the main group of quadratic consumers. I also like to pay for what I love. At the same time, this group of people mainly pursue fashion applications. In the current stressful life, blind box products can help young people get rid of the bondage of social roles. Blind box integrating IP and fashion games will give young people a brand-new medium for self-expression and social sharing. See Figure 2.



Fig. 2 Bubble Mart Blind box (Image from Internet)

#### 4.2 Disney image application based presentation

1928 The world's first sound cartoon film, Steamboat Willie, opened in New York to great acclaim. And it quickly sparked a heated debate. The happy little mouse also left a deep impression on people. [5] As shown in Figure 3.

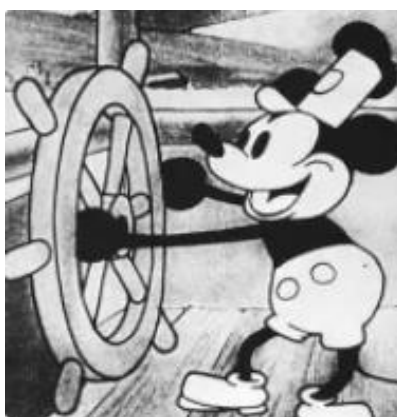


Fig. 3 Steamboat Willie, Mickey Mouse (Image from Internet)

Mickey Mouse gives people the impression that he is cheerful, lively, brave, clever. It's more about giving us a sense of what life is like for ordinary people. His expression was expressive, beaming when he was successful and weeping silently when he was disappointed. Mickey has the same personality characteristics as our public figures, full of affinity, more deeply rooted in the hearts of people. Now Mickey Mouse has become the representative IP image of Disney, making people think of Mickey Mouse at the first mention of Disney, which shows the success of Disney's image design and publicity. Disney has co-signed with many international famous brands, such as Gucci handbags, which use graffiti colors to express Mickey's head simply and clearly, and make fashionable handbags. It's more impressive. It's a light. Figure 4,5 shows.



Fig. 4 Mickey's 90th anniversary (Image from Internet)



Fig. 5 Mickey's 90th anniversary (Image from Internet)

## 5. The complete IP visual image works in the blind box product application of the overall introduction

Under the research of this topic, the author conducted a survey on the consumer market, and finally designed a complete IP visual image. At the same time, the IP visual image was also used in blind box products to increase the commercial value of IP visual image.

### 5.1 Complete the introduction of IP visual image works

First of all, before the design and production of IP visual image, it is determined that the IP visual image is mainly targeted at teenagers as the main consumer group. Adolescent consumer group is the life of the most extensive interests and hobbies, to the new things around the sensitivity is particularly high. Therefore, the design of this IP mainly adopts the method of anthropomorphic characteristics, which is a way to express personality and attitude in the IP visual image. At the same time, the anthropomorphic IP image is roughly the same as the psychological profile of the target user group, which can more arouse the reaction of the consumer group. At the same time, the design of the character's origin, environment, experience, the main story is created in an environment that meets the emotional needs of major consumers and establishes a connection between consumers and products.

The design theme of the most basic image is mainly used in the image of the rabbit, the image of the rabbit is exaggerated, personified to design. After the integration of various clothing elements, a multi-element visual image is created and then applied to the blind box products, which is also in line with the novelty of blind box products, as shown in Figure 6. At the same time, a specific environment is created according to the characteristics of each different image, which blends with IP visual image and can be combined into a new theme. The new genre also provides a derivative direction for the use of blind box products.



Fig. 6 IP image designed by the author

### 5.2 IP visual image derivative products introduction

The IP visual image design designed by the author mainly applies the designed IP visual image to the blind box products, and also develops a specific image illustration for the IP visual image, as shown in Figure 7. For example, illustration can be used in cultural products and derived as a cultural IP. The product can be integrated into the IP visual image design created by the author and not only appear as a blind box product, which can expand the fan base and obtain better potential economic benefits. See Figure 8.



Fig. 7 IP image designed by the author



**Fig. 8** IP image designed by the author

### **5.3 The completed IP visual image application in blind box products**

The visual image design of the completed IP is mainly applied to the blind box products. It is not only a single hand-handled doll, but mainly creates a combination of blind box products with background. Compared with single blind box products, such blind box products with scenes attached are more attractive and meaningful to collection than ordinary single dolls, which enables young people to obtain greater satisfaction when buying combined product blind boxes, arouse greater curiosity, and obtain more potential economic benefits.

### **5.4 IP extension problems in blind box products**

In the completion of the IP design, the author also found some problems in the IP visual image in the blind box products: Mainly in the gameplay of the blind box, the products of the blind box are the same lucky draw bag as the cards in the Magic noodles we ate when we were young. It is a joyful feeling when we open it and get another bag or draw our favorite characters. It is a surprise that catches us off guard. For example, blind hot stir-fry box encourages consumers to blindly follow suit. The false publicity of the product itself brings the consumption trap, the high premium, the instability of the second-hand market, easy to let people have a gambler's mentality, and so on. All these problems are to be considered when making blind box products.

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