

Application of Water Pattern in IP Image Design

-- Take Dream Rabbit as an Example

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Abstract: Water pattern is a traditional pattern with Chinese characteristics, with a long history and profound humanistic connotation. In Chinese traditional culture, water contains profound philosophical ideas and is regarded as a unique spiritual and cultural symbol. The application of water pattern to IP image design brings cultural heritage to contemporary IP image, and at the same time highlights the aesthetic and artistic value of water pattern patterns. This paper will study the humanistic meaning contained in the water pattern pattern, so as to fully grasp the relationship between the water pattern pattern and the IP image, so as to find and understand the aesthetic significance and humanistic value of the water pattern pattern, and carry out the design of IP modeling based on this, which summarizes and plans for the practical application of water pattern in IP modeling in the future.

Keywords: Water Pattern; IP Image Design; Traditional Pattern.

1. Overview of Water Patterns

In the history of traditional patterns in China, water ripples, as decorative patterns, often appear on various vehicle carriers in life. The unique artistic expression of water ripples makes water ripples stand in traditional Chinese decorative elements for a long time. Water ripples have a history of thousands of miles. With its development and rheological changes, it is closely related to the observation of the natural phenomenon of water flow in ancient times. At the same time, due to the development of the shape of water flow by predecessors over thousands of years, the water flow texture has evolved in various ways, resulting in many different textures. Water flow patterns can be roughly divided into the following four types: first, ripples formed when flowing in water, which can be expressed as orderly forward diffusion, called water ripples. These water ripples are more primitive textures and are more commonly used in human history; second, they represent the ripple water flow textures formed when external forces in water, which are called ripples or ripples; third, they represent the textures when vortices are generated in water, which are called vortex lines and vortex patterns, which have undergone abstract evolution after the Shang Dynasty, called cloud and thunder lines; and the fourth is to represent the textures generated in the surging ocean, which are called wave grains or sea waves. Water ripples are widely used in modern architectural design, because water ripples are a portrayal of the ripples generated by the flow of water bodies. The visual effect is clear and full of rhythm. Due to the regular diffusion of water ripples, it can be developed into molar patterns by abstract deduction, that is, the adjustment in the original rhythmic ripples (lines) into deformation on curves, thus integrating the graphics of design performance.

2. Application of Water Patterns in a Series of Products

Water pattern is one of the traditional auspicious patterns in ancient China, which contains profound artistic significance and reflects specific humanistic meanings. Water patterns usually express four meanings: "rich, noble,

longevity, happy". It is because of its own shape and characteristics that it determines the best meaning given to it. Water is the source of all things and is endless. Water culture has a strong cohesion, inclusive and vibrant and tenacious personality. Water culture also contains the spiritual content of "come the toughness with softness" and "see the strongness in the softness". Therefore, it is people's praise of its character that goodness is like water and good benefit to all things.

The application fields of water patterns are very wide. From ancient colored pottery patterns to exquisite ceramic edge decorations, from flat lacquer ware to HTC architectural design, from folk paper-cut art, to ancient royal dress decoration, etc., you can see the shadow of water patterns., to the trendy products loved by people in the modern Z era, there are water patterns, because water patterns have unique beauty in nature, which is taken from nature. When designers make product design, the theme always biased towards nature, and because people give it a beautiful meaning, water patterns carry the humanistic and auspicious meaning that designer wants to express in becoming a product design element.

2.1. Application of Water Patterns in Packaging Products

From the perspective of the aesthetic nature and value of traditional Chinese water pattern patterns, there is an inseparable relationship between traditional Chinese water pattern patterns and packaging. The main purpose of traditional Chinese packaging is to enable consumers to experience the aesthetic concepts conveyed by designers in the language and pictures of product packaging. The traditional Chinese water pattern contains the essence of China's original culture, which has impacted the traditional cultural aesthetics of modern people. It is necessary to inherit and carry forward the water pattern of traditional Chinese culture, and through the redesign and application of China's traditional cultural water pattern, we can China's traditional cultural packaging have more international aesthetic characteristics. Modern packaging requires "understand at a glance" and "in love at first sight". Its content is simple and condensive, and its shape is lively and balanced. Moreover, the traditional Chinese water pattern curves are concise and

diverse and have strong artistic nature, which also reflects the internal spiritual requirements of people's aesthetic psychology.

Therefore, on the basis of mastering the expressive characteristics of the aesthetic characteristics of traditional water pattern patterns in Chinese culture, we should grasp the spiritual essence and make it penetrate into modern packaging design.

Water patterns mainly have rippled water ripples and vortex patterns. The general morphological characteristics of water ripples are continuous and neatly arranged, and the rotating water vortex is also continuous water vortex in the same direction or in the opposite direction. This morphological feature can be well reflected in works and paintings with the characteristics of traditional Chinese ink pattern modeling, and also follows the law of formal beauty in the design of modern packaging products. For example, in the art of geometric lines in the liquor bottle design of Fenjiu, seemingly ordinary lines can shape the figure, breaking the beautiful and quiet water surface throwing stones to ask for directions, and combining ripples with the raised stone shape of the bottle body, as if floating from the surface of the water, bringing its own fairy spirit combines the characteristics of the water surface and pumice to form a charming bottle shape. The outer packaging of the water pattern gives the viewer a road, a few mountains, one person, a few stones, and a pattern of light rain to form a painting, which is both text and a pattern. This is the charm of the water pattern.

2.2. Application of Water Patterns in Clothing Products

The aesthetic value and humanistic connotation of water lines, the shape of water lines is also rich and changeable. There are not only gentle ripples, but also stable rhythms and melodies, and even waves and vortex patterns with a strong sense of turbulent power. Each shape gives people a different intuitive aesthetic experience. Because of this, the unique aesthetics of water patterns can be directly applied to clothing, and different methods can be used to express the effect through different fabric characteristics. The designer adopts fabric reconstruction to make the fabric produce water ripple-like folds. With the special drape of the fabric, the fabric forms the fluctuation effect of clothes in various parts of the body, and uses the fold layer of the fabric to highlight the three-dimensional visual effect and produce a stronger visual effect experience. at the same time, approximation can use water patterns alone, and water lines can also be innovated again. For example, when extracting the shape of water lines, water patterns can be formed, and the color of water lines can be applied to clothing design through light, that is, showing a unique beauty and gives an innovative sense of fashion.

As a design element, water patterns not only innovate with modern aesthetics, but also express the culture behind innovative patterns. In the utilization of clothing, water patterns are designed and reused through a variety of printing processes, clothing craftsmanships, and scientific and technological innovation fabrics. For example, in Li Ning's "Art of Sports" clothing series in China in 2021, a large number of water patterns were used to summarize and express water waves with round and continuous lines by summarizing and extracting water waves. With black fabrics as the main color and three different contrasting colors as the background color with water ripples, so that the water pattern can be used as the finishing touch. While showing sporty and fashion, it

also shows the ideas conveyed by the designer. In addition, Russian designer Liliya Hudyakova, inspired by the water lines in nature, uses the fold effect of the fabric to naturally and vividly reflect the water lines on the clothing, and present the combination of water wave clothes and water ripples.

2.3. Application of Water Patterns in Ceramics

The main pattern of water waves as ceramics prevailed in the Song Dynasty.

Water ripples account for a large proportion of carved and seal ceramics produced in large kiln areas such as Dingyao and Yaozhou kiln. Commonly used are water wave fish patterns, water wave lotus leaves, water waves mandarin ducks, water waves duck lotus, etc., but from the perspective of picture structure, they are basically the scenery of lotus ponds. Simple water corrugated pillows also appeared on ceramics in the Song Dynasty, such as white glazed water corrugated pillows found in Dingzhou, Zhengding and other places in Hebei Province, and green glazed seal bowls found in Yaozhou kiln. Because although this kind of water ripples does not rule out representing the ocean, the water waves drawn with grate tools are regular and smooth, with a flowing movement without turbulent momentum, the water pattern decoration in the Song Dynasty was usually referred to as "water ripples" rather than sea waves. In the Yuan Dynasty, in addition to the pond scene painted with algae lotus and the sea surface waves that set off dragons and sea beasts, the continuous shape of sea waves on both sides became a commonly used edge decoration on blue flowers at that time.

After the middle of the Ming Dynasty, the use of Haitao border decoration on blue and white porcelain gradually decreased, and the painting also tended to be patterned and concise. For example, this kind of sea wave pattern is common along the mouth of the plate bowl during the Hongzhi period, which shows the water wave with a fine horizontal curve, and then uses the means of leaving white space to represent waves and waves in the middle of the curve, and a circular vortex line is drawn between the unit to represent the vortex. During the Jiajing period, all the waves were relatively simplified, leaving a large regular horizontal ripple in the middle of the fine horizontal curve, and then a thinner curve was drawn. In contemporary production and life, modern ceramic decoration has changed a lot compared with traditional ceramic decoration. In terms of artistic thinking, it has changed from serving the ruling class to expressing the artist's own emotions. In terms of modeling performance, it has changed from focusing on the "shape" of the depicted object to focusing on the phenomenon of the object. In modern pottery decoration design, the author realizes the symbolic visual effect by simplifying the traditional water pattern elements and abstractly summarizing their characteristics, so as to use the formal beauty law to design water element modeling and express pottery works full of modern design.

Ceramic materials reflect the dynamic beauty of flow and the decorative beauty of water patterns, because composite ceramics are strongly plastic. Force will also give people a sense of hardness, so it must be designed with water patterns with strong or softer flow characteristics. Because the scaly seawater texture has distinct expressive power and decoration, giving people a sense of rule and order, it should also be decorated in Chinese pottery design to increase the modernity of Chinese pottery. The fluctuation of water ripples is also relatively soothing when there is a sense of rhythm, so it

should be used to show the smooth flow of water waves, thus reducing the rigidity of Chinese pottery. The vortex texture is dynamic, so it should be used to show the dynamic shape of the rotating flow of water under rapid conditions, so as to increase the agility of Chinese pottery.

3. Application of Water Pattern in IP Image Design

3.1. Overview of IP Image Design

As one of the important business images in the Internet era, IP is not only the image spokesperson of the created brand or product, but also a series of parts, which can actively spread and generate value, generate emotional connection and cognitive interaction with consumers, and bring "traffic" and "consumption" weapons to the brand.

IP image is the facade of a brand, which assumes the role of brand image endorsement and visual logo. With the development of the Internet and new media platforms, the communication methods of IP images are becoming more and more diversified. It can contact users in many different ways to improve its uniqueness and enhance user stickiness. In a broad sense, IP image can be simply understood as a mascot, while in a narrow sense, IP image can be separated from the main thing or even become an independent individual. Therefore, IP image can achieve cross-domain extension and cooperation. In the new media environment, the IP image has a strong scalability, which can rely on the advantages of online communication to change the traditional inherent presentation mode and provide a diversified sensory experience for the audience. It can be said that the IP image design has changed the track specifications of commercial projects to a certain extent.

3.2. Application of Water Pattern in IP Image Design

As a kind of traditional decorative pattern, water pattern has developed in all ages and shows its unique charm. By exploring its development context and the modeling characteristics of different periods, the essence absorbed from the traditional "water pattern" elements is transformed and innovated, and integrated into the modern IP image representation, so as to create decorative patterns with a sense of modern design, and then promote the continuous development and progress of IP image design. In order to better apply the water pattern to the IP image, the author designed a series of dream rabbits with water lines and water lines, such as the following three views. This dream rabbit design adopts the image of rabbit for anthropomorphic design. Turquoise is the main tone of the rabbit, representing dreams and the vitality of teenagers. This rabbit is a primary school student, so it is named the rabbit "wish rabbit" with dreams. Rabbit's shoes have water lines and patterns. The flow of water is combined with the characteristics of the rabbit's rapid running and growth, which represents the auspicious meaning and good as water.

3.3. Water Pattern Series Clothing and Emoji Design in Dream Rabbit

The aesthetic meaning of water patterns belongs to auspicious patterns in China's traditional concepts, representing the concept of "rich, noble, longevity and happy". In the initial stage of Chinese social life, water was regarded as an element for survival, and the ancestors developed

reverence for water. By observing the shape of water, they think about the philosophy of water.



Fig 1. Water Pattern Series Clothing and Emoji Design in Dream Rabbit (a)

Water is endowed with the power of gods. Rock paintings carved with water patterns are the themes of praying for a bumper harvest, rain and praying for peace. In the later agricultural era, water became the main product life element of the ancient people. The nurturousness of Taoism is inextricably related to water. In Lao Tzu's Book of Virtue, "goodness is like water, water conservancy and everything are not disputed", which means that the peace of water and the heart is like water. It means that you must have the spirit of being as calm as water, nourishing everything without asking for remuneration. The characteristics of water were also labeled as soft and strong by the ancient Chinese, which is also contrary to the "rule of doing nothing" advocated by Taoism. Water is a materialization of Taoist thinking, because water can moisturize everything. In the area where it flows, it can not only nurture people, but also make water plants grow rich. It does not compete for fame and profit, presenting a simple and low-key philosophical spirit. That's why the author has given the "Dream Rabbit" series of clothing identity to represent "Wish Rabbit" in the clothing design, select professional representatives in our society and become a role model for "Wish Rabbit" to learn from, including doctors, astronauts, teachers and architects.

I hope that "wish rabbit" will keep trying to get closer to the dream profession with dreams, and be a useful person to society, which also means that we teenagers set the right example and keep moving forward, and emoji design.



Fig 2. Water Pattern Series Clothing and Emoji Design in Dream Rabbit (b)

4. Sum up

Today's IP image design is redesigned according to the morphological characteristics and image performance of traditional Chinese water pattern patterns. The so-called redesign is to abstractly extract and redesign some

components of traditional Chinese water pattern patterns using modern aesthetic consciousness on the foundation of fine traditions, so as to represent design concepts and cultural content. It also has rich national characteristics on the foundation of innovation, so as to highlight the brand culture and reflect national characteristics. It is reasonable and necessary to reconnect the water pattern and modern IP image and reasonably apply it to the representative design of modern IP image design. Especially for today's increasingly competitive Chinese domestic market, this will bring deeper humanistic meaning to the modern IP image.

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