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Based on the Emotional Background of Dunhuang Flying Astronomy Creative Product Design and Research

Shanfu Xiong, Yingzhi Li

School of Wuhan Textile University, Wuhan 430000, China

Abstract: Flying Apsaras is the most representative image of God in Dunhuang fresco art. In order to draw the distance between flying apsaras and consumers and to promote the demand of consumers to take them home,this paper explores a new way of design based on the theory of emotional design. Based on the analysis of flying image developed on the basis of different periods,and combined with the present,in the form of Dunhuang Feitian cultural and creative design,user, diversified consumer demand and market development,analytical feelings when below and the significance of design,explore the emotional design,booster,the design of Dunhuang Feitian cultural and emotional design combined with Dunhuang Feitian cultural and design strategy. Using the emotion to influence and guide the users,to achieve the resonance of product designer and user. From the visual dimension, experience dimension, spiritual dimension derivative research and development of new era and new connotation of cultural design, make Dunhuang Apsaras "alive", make Dunhuang Apsaras culture into the public vision, meet the emotional needs of consumers, both inside and outside, and finally achieve a winwin situation of cultural heritage and cultural product innovation.

Keywords: Emotional Background; Dunhuang Apsaras; Product Design.

1. The Emotional Background of Dunhuang Apsaras

Dunhuang, an important hub city for cultural and artistic exchanges between China and the West along the Silk Road, is famous all over the world for its Dunhuang murals, the highest achievement of mural art in China, attracting thousands of tourists to go sightseeing and worship. In Dunhuang mural art, the image element of the flying goddess is the most common. She is the fusion of Buddhist flying goddess and Taoist flying goddess in artistic image. Almost 492 caves in Dunhuang Mogao Grottoes have flying gods, which are later called "flying heaven" without careful distinction. The flying sky has also become the symbol and symbol of Dunhuang murals. The creation of flying sky and caves appeared at the same time, which began in the sixteen States, flourished in the Tang Dynasty, and entered the decline period in the Yuan Dynasty. However, Mr. Duan Wenjie, the former director of the Dunhuang Academy, said in his article "Flying in the Sky" that "they did not die out with the passing of time, they are still alive, and there are images of flying in new songs and dances, murals, and arts and crafts [1]". They should always live in people's hearts, and continue to give people the enjoyment of enlightenment and beauty. Then, in the current era of emotional marketing, how to better use modern artistic expression techniques to inherit the millennial-old Dunhuang culture and unlock the millennial-old Dunhuang's multiple expression in the contemporary era; How to better meet the personalized and emotional needs of consumer groups is particularly important. Therefore, this paper introduces the three-level theory from the perspective of emotional design, explores the path of Dunhuang flight design, and further puts forward the design prospect to sum up new ideas and find a new path for the modernization transformation of Dunhuang culture.

2. Dunhuang Flight Astronomy Innovation Design and Development Status

Dunhuang apsaras are typical artistic images in Dunhuang murals. Due to the changes of dynasties, politics, economy and culture, Apsaras have formed a history of evolution and development with characteristics, which can be divided into four periods: rise, innovation, prosperity and decline. The artistic characteristics of the flying sky vary from period to period. The flying image of the heyday is the highest use rate, thin eyebrows, light body, graceful posture stretch, gorgeous and chic decoration. Tang Dynasty poet Li Bai to "plain hand hibiscus, silent step too clear." The image of the flying goddess described by "neon trailing belt, floating and ascending to heaven" is the portrayal of the flying image in the flourishing Tang Dynasty. Up to now, in addition to the series of cultural and creative designs developed by Dunhuang Museum on the market, it has been greatly appreciated. In addition to the public praise, most of the other people's design works are directly copied and pasted visual elements, simply and roughly affixed the "culture" label, and lost the core cultural function of cultural creation. At the same time, in the current era of emotional marketing, simply relying on a variety of product carriers and pattern label cultural transmission can no longer meet the diversified consumer needs, should be carried out from the outside inside, inside and outside the cultural derivative design, the process, culture, emotion effective interweaving and integration, better pull into the distance with consumers, consumers want to bring home the needs of Dunhuang flying Seek, while expanding out a broader market.

3. Related Concepts of Emotional Design

3.1. Emotion Analysis

Emotion is a physiological reaction of people to external things acting on themselves, which is determined by needs and expectations [3]. Human emotions are very rich, when people produce such needs and expectations and are satisfied, there will be happiness, joy, excitement, joy, satisfaction, on the contrary, sadness, distress, jealousy, boredom, depression. Emotions can affect cognition and also affect our behavior, especially some of the more distinct, strong emotions, can have a big change in our cognition. Such as a lovelorn girl, after experiencing the pain of lovelorn may think that the world. Men do not have a good idea and do not have good expectations for future love or even marriage. For example, during the epidemic period, the hospital installed infrared temperature detection security door, if the temperature of more than 37℃ through the detection door, it will alarm, so that people around suddenly produce nervous emotions. Only users with a body temperature below 37 ° C can successfully pass without alarm sound, so that the security door completes its mission, which is simple and effective.

3.2. Emotional Design Concept

"Emotional design" originated from the book "Emotional Design" by American psychologist Donald Norman. In Japan and South Korea, it is generally called "Kansei Engineering". It is a concept of design psychology, referring to the design with emotion. In the book, Norman put forward the "affective design hierarchy model", which divides the user's cognitive processing into three levels: the instinct level, the behavior level and the reflection level. The instinctive layer is the starting point of emotional processing, reacting quickly and stimulating the user's senses through the product, such as the consumer seeing one.

After the cup can't help but say "wow, that's beautiful" this is the effect of the instinctive layer. The instinctive layer reflected in the design of Dunhuang flying astronomy is whether the shape of the product is attractive, whether the color is bright, and whether the elements are beautiful. The behavioral layer is the emotion that starts from the user's use, such as the sense of accomplishment or frustration, which is affected by four elements: functionality, ease of use, ease of understanding and feeling. The behavior layer is reflected in the creative design of Dunhuang flying astronomy, whether the shape, clothing, color and other elements of flying embody practicality, and can be understood by consumers or easy to operate. The reflection layer is the highest level, based on the deeper emotions generated under the action of the first two layers, and the user's personal experience, cultural background, understanding of things, consciousness and other factors are related. Reflection layer is embodied in the creative design of Dunhuang flying astronomy, through the design of the shape, structure or composition of the flying space, which is integrated into the cultural and creative products, so that consumers can arouse their national feelings, reflection on the protection of traditional culture or national pride and other cultural feelings when using the product.

3.3. The Significance of Emotion to Cultural and Creative Design

First of all, human beings are sensory creatures, all have emotional appeals, and inject emotion into cultural and creative products. Sensory radiation has a strong appeal, which itself has a good promotion effect. Esslinger, founder of the German Frog design company, proposed that he believed that the real purpose of customers in purchasing a product is often not the product itself or the function, but the purchase value, or even the different emotions or experiences brought behind it. You can try to ask yourself how to make a recent purchase decision, you will find that it seems to use some rational reasons to tell yourself, because it is on sale, or because it is more convenient, more like a certain color of it, but eventually found that we are first to make emotional decisions, and then use a lot of rational reasons to convince yourself to choose this thing. Secondly, the feelings card is a trump card of cultural and creative design. In building a brand, the nature of culture and emotion is crucial. Because with each year's technological innovation or different commercial needs, product details may continue to have functional innovations, but the long-term emotional relationship is a brand commitment, or even a representative of the brand spirit of difference. Once the emotional interaction between the user and the product is established, the product can be more deeply rooted in the people's heart, and at the same time bring new opportunities for traditional culture

4. The Emotional Design Technique is Integrated into the Creative Design Strategy of Dunhuang Flying Astronomy

references at a time may be put in one set of brackets. The references are to be numbered in the order in which they are cited in the text and are to be listed at the end of the contribution under a heading References.

4.1. Innovative Visual Information to Meet Emotional Needs

Visual information refers to the relevant information transmitted to people, including image, color, text, material, modeling, etc. It is the instinctive layer of emotional design and the most basic level. The creative design of Dunhuang Flight plane fully considers the psychological and emotional needs of consumers, and establishes the emotional bond between consumers and Dunhuang culture through effective information graphic creativity, color matching, text design, and material selection. For example, a sticker design has carried out a new design application on the flying figure modeling and clothing modeling. Wearing sunglasses, holding a selfie stick, pedding a skateboard, bending the body and stretching the arms, combined with brilliant colors and simple abstract lines, completely breaks the inherent boundaries of the flying figure in Dunhuang murals, only to express the same freedom and stubbornness in the eyes of our contemporary young people. There are also some cultural and creative designs that combine a lot of interesting elements to stimulate human instinct emotions through these elements.

4.2. Humanize the Behavior Process and Enhance the Emotional Experience

Behavioral process refers to users' feedback and evaluation of products after using certain efficacy and performance of products, including the interaction and experience of products, as well as consumers' behavior habits and feedback evaluation after using products [7], which is the behavioral layer of emotional design. At present, Feitian cultural and

creative design is generally applicable to all kinds of daily necessities, and launched the "Acting Lotte series" cultural and creative products, including seals, skateboards, mobile phone cases, mahjong, ice sleeves, mouse pads and so on. Functionality is closely related to the use needs of consumer groups. Among them, the "Wang Yibo" skateboard is the most sought after and loved by the majority of young consumers, see Figure 2. The most eye-catching of this series of skateboards is the Hu spin dance and rebound pipa flying shape on the board, the use of modern techniques to combine classical art and modern extreme sports innovation, the collision of beauty and force, the heavy color outline of the line to the hard axis and wheel add a soft ingenious, can be described as unique. After receiving the skateboard, Wang Yibo posted a micro blog calling on more young people to protect traditional culture and ride the skateboard to Dunhuang to experience the charm of the Silk Road and the beauty of the motherland. In the era of the Internet of everything, every user's behavior in life will be recorded, Dunhuang Museum to use this form to effectively mobilize the interest of consumers, find the common emotional resonance between consumers, and then bring different behavioral emotional performance, it is wise

4.3. Diversification of Publicity Methods and Strengthening Emotional Care

The way of publicity is the specific form of the implementation of publicity work. Through the cultural symbols and other contents of the product design, the association and resonance of the relevant experience or emotion can be caused, so as to perceive the cultural image in the product, and then decide whether to experience it again. This is the reflection level of emotional design, and also the highest and most complex level among the three levels. On the one hand, we should consider the consumers themselves, on the other hand, we should pay attention to the cultural significance of the product.

Emotional care is the further extension of emotional design, and it is also the demand of social development. In cultural and creative design, it is necessary to analyze the characteristics of different groups and combine different design languages and methods to achieve the emotional resonance between product designers and users. A series of diversified and high-quality digital creative cultural products will be launched for people from different countries, different ethnic groups and different age groups, and the humanistic spirit and value concepts contained in Dunhuang Grottoes will be promoted, so that the millennium Dunhuang will be in line with The Times. For example, "Cloud tour Dunhuang" mini-program, Dunhuang animated drama, "One life · One person.

A series of innovative projects, such as a Cave short video, have been widely recognized and highly praised by the society, making Dunhuang culture enter thousands of households and become an influential cultural business card and brand at home and abroad.

5. The Practical Path of Emotional Design in the Creative Design of Dunhuang Flying Astronomy

In the era of people-oriented, the user's concern is not only the product function, but also the meaningful experience brought by the product. With customer experience as the core, through products, services, activities and fields to meet consumers' life propositions, create a unique taste of life, the formation of consumer recognition of life performance. The experience of creating design "meaning" in Dunhuang flying astronomy is a translation of flying culture and flying spirit. The "flying" of "flying" is not only the meaning of flying, but also the meaning of dancing and dancing. "Heaven" is also not a god, because neither Kanarpa nor Kanarra is a god in the strict sense, but a half-human half-god, similar to the existence of spirits [12]. Based on this, the meaning of "flying" is not a god flying in the sky, but a dancer in the sky, that is, a goddess or a fairy. By borrowing the soft and kind characteristics of Heavenly women, Dunhuang Museum and Biostime jointly launched the Star-Yao Dunhuang gift box, comparing the soft hands of flying women with the care and care of mothers, continuing maternal love and activating the natural protection of every baby; Pizza Hut joint Dunhuang Museum design theme restaurant, restaurant design and indoor all products, color, shape, decoration around the theme of flying, to create customers in Dunhuang, with the flying sky dining atmosphere, enjoy the food at the same time to understand Dunhuang culture, immerse in the artistic charm of flying dance. This change in the "meaning" of flying sky combined with their own cultural background and life experience brings people an unprecedented experience of Dunhuang, making them think, feel and understand, subverts people's inherent impression of Dunhuang flying sky culture, and enhances their emotional adhesion to the creation of flying sky in Dunhuang.

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