

The Role of Cultural Symbols in Shaping National Identity: A Philosophical Inquiry into Chinese IP Design

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Abstract: This study explores the construction and innovation of shared Chinese cultural symbols in IP design, aiming to enhance cultural heritage and global influence. It analyzes the theoretical foundations of cultural symbols and IP design, categorizing cultural symbols into historical relics, traditional festivals, and folk arts. Through case studies such as the Palace Museum's cultural products, 'Tang Palace Night Banquet', and the game 'Genshin Impact', the research demonstrates strategies for integrating cultural symbols into IP design, including element extraction, storytelling, and value transmission. Challenges such as market dynamics, cultural misinterpretation, copyright issues, and talent shortages are addressed, with proposed solutions like market-oriented positioning, cross-cultural communication, legal safeguards, and professional training. The study emphasizes the potential of cultural symbols in boosting cultural soft power and fostering international cultural exchange, providing actionable insights for stakeholders in cultural industries.

Keywords: Cultural Symbols; IP Design; Chinese Culture; Cultural Industry; Cultural Heritage; Innovation Strategies; Globalization

1. INTRODUCTION

1.1 Background and Motivation of the Study

In the era of globalization and digitalization, the cultural industry, as an important embodiment of the country's soft power, is booming at an unprecedented speed. The Chinese nation has a long history of 5,000 years, and in the long years, it has accumulated rich, diverse and unique cultural resources, which have given birth to many cultural symbols shared by the Chinese nation. These cultural symbols are the crystallization of the wisdom of the Chinese nation, the symbol of the national spirit, carrying profound historical and cultural connotations, covering multiple levels from material culture to spiritual culture, such as traditional festivals, folk art, historical relics, myths and legends, etc., they play an irreplaceable key role in maintaining national identity and inheriting national culture. With

the rapid development of the cultural industry, the cultural symbols shared by the Chinese nation have become precious cultural capital, providing a steady stream of inspiration and a treasure trove of materials for the innovation and development of the cultural industry (Shibin, 2023). As an emerging force in the cultural industry, IP (Intellectual Property) design has shown a rapid development trend in recent years. From the initial fields of literature, animation, and games, it has gradually expanded to film and television, theme parks, cultural and creative products and other industries, and IP design has become a new engine for the development of the cultural industry with its strong vitality and commercial value. A successful IP can not only create huge economic benefits, but also spread cultural values on a global scale and enhance the cultural influence of the country and nation. For example, many Disney cartoon characters, such as Mickey Mouse and Donald Duck, are not only successful examples of business, but also important representatives of American culture, widely disseminated around the world and deeply rooted in the hearts of the people; Japanese anime IPs, such as "Naruto" and "One Piece", have attracted a large number of fans around the world with their unique story content and art style, promoting the export of Japanese anime culture. In this context, it is of great significance to integrate the cultural symbols shared by the Chinese nation into IP design. On the one hand, this is the inheritance and promotion of the excellent traditional Chinese culture (Wang et al., 2022). Through the innovative approach of modern IP design, the ancient cultural symbols can radiate new vitality and vitality in the contemporary society, so that more people, especially the younger generation, can understand and understand the excellent traditional Chinese culture, and enhance national pride and cultural self-confidence. On the other hand, the integration of cultural symbols into IP design can inject profound cultural connotations into IP, enhance the quality and uniqueness of IP, and make it stand out in the fierce market competition. At the same time, the IP created with the cultural symbols of the Chinese nation as the core can show the unique charm of Chinese culture, enhance the international influence of Chinese culture, and promote exchanges and mutual learning between different cultures when entering the international market (Li, 2014). However, there are still many problems and challenges in the process of applying the cultural symbols shared by the Chinese nation to IP design. For example, the lack of in-depth excavation and understanding of cultural symbols leads to simple copying and imitation in IP design, and failing to fully demonstrate the connotation and value of cultural symbols. In the process of IP design, there is a lack of innovation consciousness and modern design

concepts, and it is impossible to organically combine traditional cultural symbols with modern aesthetic needs, which makes the designed IP image unattractive and market competitiveness. In addition, there are still some imperfections in the copyright protection of cultural symbols and the construction of the IP industry chain, which restricts the effective application and development of cultural symbols in IP design. Therefore, it is of great theoretical value and practical significance to study the construction and innovation strategies of cultural symbols shared by the Chinese nation in IP design (Yang, 2015).

1.2 Analysis of the Current Status of Research at Home and Abroad

In foreign countries, the study of cultural symbols started earlier and covers a variety of disciplines. In the field of semiotics, Ferdinand de Saussure's *Course in General Linguistics* laid the foundation for modern semiotics, and his theory of the duality of signs, that is, the relationship between the signifier and the signified, provided a basic framework for the analysis of cultural signs. It enables researchers to deeply analyze cultural phenomena from the perspective of linguistic symbols. Roland Barthes further expands the application of semiotics in cultural studies in *Mythology*, revealing the ideological and social meanings hidden behind every day cultural phenomena through the interpretation of various symbols in popular culture, such as his analysis of cultural phenomena such as wrestling and advertising, so that people can see how cultural symbols are constructed and used (Lin & Lian, 2018). In the field of cultural studies, Clifford Geertz's theory of "cultural interpretation" emphasizes that culture is a system of symbols, and through the interpretation of cultural symbols, the deep meaning structure of a society can be understood. In his research on cultural phenomena such as cockfighting in Bali, he shows the importance and rich connotation of cultural symbols in social life. In terms of IP design, foreign research mainly focuses on brand IP and entertainment IP. Brand IP research focuses on how brands can create a unique brand identity through IP, such as Kevin Lane Keller, to enhance their differentiated competitive advantage. In the theory of brand equity, the relationship between brand image and consumer cognition is discussed, which provides a theoretical basis for brand IP design. Entertainment IP research focuses on IP development and operation in the fields of film and television, animation, and games, including IP cross-media storytelling, fan economy, etc. *Convergence Culture: The Clash Zone between New Media and Old Media* is an in-depth study of cross-media storytelling, analyzing how IP expands and disseminates stories across different media platforms

to engage fan groups. In China, with the development of the cultural industry in recent years, the research on cultural symbols and IP design has gradually become a hot topic. In the study of cultural symbols, scholars have conducted in-depth discussions on the connotation, classification and value of Chinese cultural symbols. Some scholars divide Chinese cultural symbols into spiritual symbols such as ideological concepts, traditional festivals, literature and art, myths and legends, historical figures, and spiritual symbols from the spiritual and material levels, as well as material symbols such as architecture, handicrafts, artworks, food culture, clothing, and inventions, which provide a clear framework for an in-depth understanding of Chinese cultural symbols. In terms of IP design research, domestic scholars pay attention to the application of traditional cultural elements in IP image design, and discuss how to combine traditional culture with modern design concepts to create an IP image with Chinese characteristics. For example, some scholars analyzed the problems and development strategies of Dunhuang cultural IP image design, and proposed to build a Dunhuang IP image system for all ages and the whole industry chain to enhance the communication and influence of Dunhuang culture. Some scholars have also studied the application strategies of traditional cultural elements in IP image design, including the principles of IP image design combined with traditional cultural elements, and how to integrate traditional cultural elements into IP image design (Shibin, 2023). However, there are still some deficiencies and gaps in the current research. Although there have been some achievements in the research on the combination of cultural symbols and IP design, most of the studies only briefly mention the application of cultural symbols to IP design, lack of in-depth and systematic analysis, and fail to fully explore the role of cultural symbols in IP. The value and potential of design have not formed a perfect theoretical system and practical guidance methods. In the study of the cultural symbols shared by the Chinese nation, insufficient attention has been paid to their communication and development in the context of globalization, especially in international cultural exchanges, and there are few relevant studies on how to use these cultural symbols to create IP with international influence and enhance the international discourse power of Chinese culture. In addition, in the process of IP design, the research on the copyright protection of cultural symbols and the coordinated development of the IP industry chain needs to be strengthened, which restricts the effective application of cultural symbols in IP design and the healthy development of the cultural industry. Therefore, this study will focus on these deficiencies and gaps, and deeply explore the construction

and innovation strategies of cultural symbols shared by the Chinese nation in IP design, in order to provide useful reference and reference for the development of the cultural industry (Kumar & Ellingson, 2007).

2. IN-DEPTH ANALYSIS OF THE SHARED CULTURAL SYMBOLS OF THE CHINESE NATION

2.1 Connotation and Scope Definition

The cultural symbols shared by the Chinese nation are symbols or logos that are jointly created, inherited and recognized by all ethnic groups in the long course of history. It embodies the unique cultural connotation, values and spiritual characteristics of the Chinese nation, transcends regions, nationalities and eras, carries profound historical heritage and national feelings, and is the spiritual bond and cultural identity shared by all Chinese people. At the level of material culture, such symbols are rich and diverse. As a great military defense project in ancient times, the Great Wall has been winding for thousands of miles and has lasted for thousands of years, symbolizing the spirit of perseverance and unity of the Chinese nation, witnessing the change of dynasties and national integration, and is a material symbol of the indomitable spirit of the nation. As the imperial palace of the Ming and Qing dynasties, the Forbidden City has a magnificent architecture, rigorous layout, and a large number of cultural relics, reflecting superb architectural skills and profound historical culture, representing the royal majesty and national orthodoxy, and is an important carrier of history and culture. Traditional costumes such as Hanfu, Tang costumes, and cheongsams also contain rich culture. Hanfu wide robe and large sleeves show Han aesthetics and etiquette; Tang costumes are brightly colored and beautifully patterned, reflecting the openness and prosperity of the Tang Dynasty; The cheongsam's slim cut and delicate buckles show the elegance of oriental women, which are the embodiment of the material level (Bosworth & Yang, 2000). The intangible cultural aspects are also exciting. Traditional festivals are an important part of national culture, and the Spring Festival, as the most important festival, people post Spring Festival couplets, set off firecrackers, eat Chinese New Year's Eve dinner, visit relatives and friends, express their wishes for the New Year and reunite with their families, and reflect traditional virtues such as attaching importance to family, respecting the elderly and loving children. The Dragon Boat Festival commemorates Qu Yuan, and customs such as making zongzi and racing dragon boats inherit the patriotic spirit and historical and cultural admiration. Folk art is also an important

embodiment, paper-cutting with unique shapes and exquisite skills, showing the wisdom of folk artists, the works have a wide range of themes, beautiful meanings, reflecting the life and yearning of the people. As the quintessence of the country, Peking Opera integrates a variety of artistic means of singing, reading, doing and playing, with unique singing and rich performances, demonstrating the charm of national art and cultural self-confidence. These cultural symbols play a key role in national identity and cultural inheritance. In terms of national identity, it can arouse a sense of national belonging and pride, and when people see the Great Wall, hear Peking Opera, and celebrate the Spring Festival, people naturally identify with the Chinese nation, enhance national cohesion and centripetal force, and promote national unity and integration. In terms of cultural inheritance, they are an important carrier of national culture, carrying historical memory, values and spiritual characteristics, and passing them on from generation to generation through oral transmission, so that future generations can understand the national history and culture, stimulate the sense of responsibility for inheritance, and ensure that the culture has a long history (Yang & Yen, 2010).

2.2 Classification and Typical Examples

The Chinese nation is rich in shared cultural symbols, which can be classified from the perspectives of historical relics, traditional festivals, and folk skills. Historical relics: Historical relics witness the development of human history and carry profound cultural values. The Great Wall was built in the Western Zhou Dynasty, and was repaired on a large scale after the unification of Qin, and was built many times in the Han, Ming and other dynasties. It winds through the lofty mountains, the walls are tall and thick, and the beacon towers are strong and majestic, forming a complete defense system. In ancient times, it was used to defend against foreign enemies, and in modern times, it has become a national spiritual symbol, showing the tenacity of the nation, and it is also a window for the spread of Chinese culture, attracting many tourists. The terracotta warriors and horses are the burial pit of the Mausoleum of the First Emperor of Qin, the scale is large, the terracotta figurines are rich in variety, the military figurines are majestic, the warrior figurines are heroic, the cavalry figurines have different demeanors, the facial expressions, hair accessories and costumes are delicately depicted, the craftsmanship is exquisite, it is a treasure of ancient culture, let the world understand the glory of the Qin Dynasty (Safran, 2012).

Traditional festivals: Traditional festivals are important carriers of

national culture, containing rich connotations and national feelings. The Spring Festival originated from the ancient New Year prayer festival, during which activities such as sticking Spring Festival associations, setting off firecrackers, eating Chinese New Year's Eve dinner, and greeting the New Year reflect national cohesion and a sense of belonging, and give spiritual comfort. The Dragon Boat Festival was originally a totem sacrifice festival, and later evolved into a commemorative festival due to Qu Yuan's throwing into the river. The customs of wrapping zongzi, dragon boat racing, hanging wormwood and so on have been passed down to this day, and the zongzi are full of beautiful yearning, and the dragon boat race inherits the spirit of unity and cooperation, hangs wormwood to drive away evil spirits and prays for blessings, and also carries forward Qu Yuan's patriotic spirit and inspires future generations to struggle.

Folk skills: Folk skills are the crystallization of the wisdom of folk artists. Paper-cutting has a long history and is widely spread, using paper as a material, using scissors or carving knives to create a variety of patterns, covering people, animals, etc., with beautiful meanings. The paper-cutting in the north is rough and bold, and the south is delicate and graceful, recording folk customs and inheriting folk culture. Embroidery also has a long history, forming Suzhou embroidery, Hunan embroidery, Guangdong embroidery, Shu embroidery and other genres. Suzhou embroidery is fine and elegant, and the stitching method is changeable; Hunan embroidery is colorful and good at expressing animals; The composition of Cantonese embroidery is full and layered; Shu embroidery stitches are rigorous, bright colors, each genre has a unique charm, is a treasure of traditional Chinese culture, reflecting the wisdom and skills of ancient women (Wang & Zhang, 2024).

The cultural symbols shared by the Chinese nation are of great value in many aspects. In terms of historical inheritance, it carries the historical memory of the nation, the oracle bone inscription records the information of Yin Shang, and the Mogao Grottoes in Dunhuang show the art and social features of various dynasties, so that future generations can learn from experience. In terms of cultural identity, it is a link to enhance national identity and sense of belonging, and the Spring Festival customs and the popularity of Hanfu arouse national love and promote ethnic integration. At the level of economic development, it provides resources for the cultural industry, the Palace Museum combines cultural symbols to create benefits, and the Great Wall and the Terracotta Warriors and Horses promote the development of tourism. In terms of enhancing national cohesion and cultural soft power, it stimulates patriotic feelings, promotes

national unity, and serves as a carrier of culture to the world, such as Chinese kung fu and Peking opera, which have been praised internationally and enhanced their international influence (Shao, 2006).

3. THEORETICAL AND PRACTICAL FOUNDATIONS OF IP DESIGN

3.1 Basic Concepts of IP Design

IP design is the process of transforming concepts or ideas into brand, product or service images with commercial value with the help of creativity, innovation and technological means, covering literature, film and television, animation and other fields. A cultural symbol with strong monetization penetration ability and long monetization cycle. The IP design is unique, such as Disney's Mickey Mouse has won the audience's love with its unique image and character settings; has emotional resonance, such as the Japanese anime "Natsume's Friend's Account", which arouses the audience's emotional resonance with a warm healing story; Scalable, the Marvel Super Hero series IP cross-category authorized development of derivative products to achieve great commercial value. In the cultural industry, IP design is very important and one of the core driving forces, which can inject vitality and creativity, form a fan economy and drive the development of related industries, such as "Harry Potter"; It is also an important carrier of cultural communication, presenting cultural products in a vivid and interesting way to enhance cultural attraction and influence, such as "Nezha's Demon Boy Descends to the World". IP design is closely linked to traditional culture, which provides rich materials and profound heritage, such as China's four famous books are a treasure trove of IP design; IP design is also an important means to inherit and promote traditional culture, such as the Palace Museum's cultural and creative products combine traditional cultural elements with modern IP design, which promotes the inheritance and dissemination of traditional culture (Chen & Xi, 2022).

3.2 Types and Characteristics of IP Design

IP design types are rich and diverse, with different types of characteristics and application scenarios, which play different roles in the cultural industry and provide multiple paths for cultural communication and business development. Image IP is based on a unique visual identity, characterized by a distinctive image and high recognition, such as Disney's Mickey Mouse and Donald Duck. It is widely used, in the field of

animation, Disney relies on cartoon images to produce classic animation; Theme parks use these images to create rides, etc.; In the field of derivative products, related peripheral products are very popular, attracting consumers through image charm and maximizing commercial value. Story IP is centered on great story content, relying on attraction and appeal to arouse emotional resonance, such as the Harry Potter series. The application is concentrated in the fields of literature, film and television, and games, with high sales of novels and amazing box office movies, and related games also allow players to experience the story in depth, attract fans to form a fan economy, and achieve diversified development through cross-media communication. The worldview IP builds a grand and complete world setting, with rich structures, complex character relationships, and multicultural elements, such as the Middle-earth of The Lord of the Rings. Applied to film and television, games and literary creation, the series of movies have become classics, related games allow players to explore the world, and also provide materials for literary creation, provide immersive experience, satisfy the desire to explore, and form a huge IP industry chain. The character IP is set around the characters, relying on distinctive images and unique personalities to attract audiences, and the characters are three-dimensional and unique, such as Lei Jun and Dong Mingzhu. Mainly used in the field of brand marketing and business, enterprises create unique personalities to convey brand values and images, enhance brand awareness and reputation with the help of character charm, and promote brand development and commercial value realization (Pattloch, 2013).

3.3 Process and Method of IP Design

IP design is a systematic and complex process, as shown in Figure 1, covering multiple key links from preliminary research to communication, each of which plays a crucial role in the successful creation of IP, and at the same time, it also requires the use of a variety of design methods and tools to achieve creativity and goals in the design process.

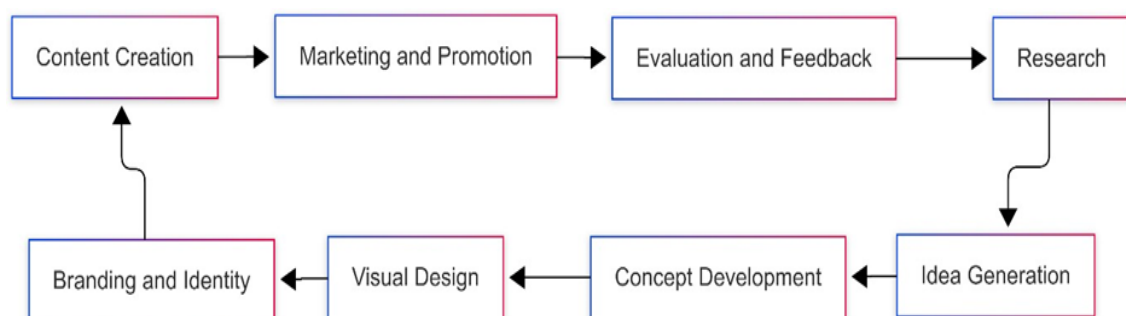


Figure 1: Process and Methodology of IP Design

Pre-research: Understand market demand, audience preferences and cultural background to provide support for creativity. Analyze the cultural industry market and clarify the IP market trends, competitive situation and the performance of different types of IP. For example, by studying the IP of Chinese comics such as "Douluo Continent", the demand characteristics of animation IP are summarized. Investigate the target demographics, and design children's IP to take into account children's preferences and parents' needs for education and safety. Dig into the historical origins and connotations of cultural symbols to provide materials for IP design, such as drawing inspiration from traditional mythological stories.

Creative ideation: Unleash your creativity and come up with unique creative concepts based on the research results. Use brainstorming to generate inspiration, such as conceiving a tea elf image when designing a tea culture-themed IP. Innovate and transform cultural symbols and give them new vitality, such as the cultural and creative products of the Forbidden City. After determining the core creative concept, refine and refine the story framework, character setting, and world view setting.

Image Design: Transform ideas into visual identities, including characters, scenes, and visual style settings. Character design focuses on personality and recognizability, like Mickey Mouse. The character's personality is revealed through details such as appearance. The scene design provides a suitable environment for the characters and creates a sense of immersion, such as a Xianxia-themed scene. According to the type of IP and the visual style chosen by the audience, children's IP is often in cartoon style, and historical themes are mostly in realistic or retro style.

Communication and promotion: It is about the popularity and influence of IP. According to the characteristics of the IP and the choice of communication channels and methods by the public, social media is an important channel, such as "Nezha: The Demon Boy Descends to the World" released a trailer through Douyin. Offline activities such as theme exhibitions and animation exhibitions can also be effectively disseminated and enhance fan stickiness. Focus on interacting with the audience in communication, optimizing and improving IP.

Design Methods & Tools: Hand sketches are used for creative ideation, digital painting uses drawing software to refine sketches, and 3D modeling creates realistic 3D models. Common tools include Adobe Illustrator, a vector graphic design software, Toon Boom Harmony, a 2D animation software, and game development engines such as Unity and Unreal Engine (Stevenson-Yang & DeWoskin, 2005).

4. THE CONSTRUCTION PATH OF THE SHARED CULTURAL SYMBOLS OF THE CHINESE NATION IN IP DESIGN

4.1 Extraction and Screening of Cultural Symbols

In IP design, extracting representative and valuable elements from the treasure house of rich cultural symbols of the Chinese nation is the realization of cultural symbols and IP. The first step in design integration. This requires in-depth research on the connotation of cultural symbols, combined with the characteristics of the market and audience, and accurate screening of potential elements. Henan Satellite TV's "Tang Palace Night Banquet" is a model of cultural symbol extraction. The program is based on the culture of the Tang Dynasty and digs deep into the symbols of the terracotta figurines of Tang Sancai. Its shape is plump, the costumes are gorgeous, and it carries a lot of historical and cultural information. The creative team started with the form, clothing, and makeup to extract representative elements. The dancers' costumes are red, green, and yellow, which are common in Tang Sancai, which are bright and eye-catching; The makeup is highly restored to the women of the Tang Dynasty, with slender eyebrows, smudged eyes, butterfly lip makeup, etc., showing the aesthetics of the Tang Dynasty. The action design draws on the posture of the terracotta figurines, and the dancers' small broken steps, hip twisting and other movements, showing the lovely self-confidence of Tang Dynasty women vividly and vividly, arousing strong cultural resonance (Li et al., 2024). There are certain standards and methods for screening cultural symbols. Representativeness is very important, and it is necessary to choose symbols that can represent the cultural characteristics of the Chinese nation and have wide recognition and influence. The Great Wall symbolizes national tenacity and unity, and has a high international reputation, and the integration of IP can enhance the cultural connotation and national characteristics. The contemporaneity is also crucial, and the selected symbols need to fit contemporary values and aesthetics, with a sense of the times. The Palace Museum combines traditional culture with modern life, like the Palace Museum lipstick, which is inspired by the architectural colors and cultural relics patterns of the Palace Museum to design color numbers and packaging to meet the needs of modern beauty and is favored by young consumers (Brander et al., 2017). Feasibility also needs to be considered, the selected symbol should be operable and achievable in IP design, and can be presented and promoted through design and communication means, and overly complex abstract and easily misunderstood symbols are not suitable. There are various screening

methods. Literature research provides theoretical support for screening by consulting historical documents and academic works to understand the origin, connotation and evolution of symbols. Field trips can go to historical sites, museums, etc., to experience the charm of cultural symbols and obtain first-hand information, such as when designing Dunhuang cultural theme IP, field visits to Mogao Grottoes can help extract symbols. Questionnaires and interviews can also be used to understand the audience's cognition, preference and acceptance of cultural symbols, such as the survey found that young audiences are interested in animation and game style symbols, and the relevant symbols can be selected when designing IP for them. The extraction and screening of cultural symbols is an important basis for the construction of shared cultural symbols of the Chinese nation in IP design. By excavating the connotation, following the standards of representativeness, modernity, and feasibility, and using methods such as literature research, field investigation, and audience survey, valuable cultural symbols can be accurately extracted and screened, providing materials and cultural connotations for IP design, and promoting the inheritance and innovation of national culture (Tian, 2009).

4.2 Strategies for the Integration of Cultural Symbols and IP design

To realize the organic integration of the shared cultural symbols of the Chinese nation and IP design, it is necessary to make efforts from multiple dimensions such as the use of elements, storytelling, and value transmission, so as to endow IP with unique cultural charm and value connotation. In terms of the use of elements, it is necessary to dig deep into the unique elements of cultural symbols and integrate them into all aspects of IP design. "Tang Niu" IP is innovatively designed with the image of a lady in the Tang Dynasty as the core. Elements such as the plump body, big eyes and small mouths, high-bun Tang costumes, peonies, and curly grass patterns are extracted to show the beauty of women in the Tang Dynasty. The Tang Dynasty culture is also integrated into the design of derivative products, such as the Tang Dynasty mural scenes on the cover of stationery, poems printed on the inside pages, and the doll accessories refer to the gold and silver shapes of the Tang Dynasty, so as to achieve a win-win situation for culture and commerce (Dahman, 2006). Storytelling is an important strategy for integration. Build IP stories with the help of stories and legends behind cultural symbols. Taking "The Legend of the White Snake" as an example, the film and television IP "The Legend of the New White Lady" uses symbols such as the White Snake, Xu Xian, and the

West Lake Broken Bridge to tell a romantic and tortuous love story. The broken bridge of West Lake witnessed the meeting of Bai Xu and the two people, which is full of poetry; Fahai represents the feudal bondage of etiquette and religion, triggers conflict stories, and conveys values such as love and justice. The game IP "White Snake: Origin" is also based on "The Legend of the White Snake" to build a new story, players play the role of Bai Suzhen to explore the relationship between life and past life, the game scene integrates traditional landscape elements, creates a mysterious and romantic atmosphere, and allows players to feel the charm of traditional culture. Values transmission is the key to integration. The shared cultural symbols of the Chinese nation contain values such as benevolence and justice, and IP design should be skillfully integrated to endow IP with deep cultural and spiritual values. "Langya Bang" is set in the Northern and Southern Dynasties, conveying justice, loyalty, and family and country feelings. The protagonist Mei Changsu is seriously ill and still clears the injustices of the Red Flame Army and adheres to justice. The characters in the play stick to the moral bottom line in the face of choices, such as King Jing's integrity and Nihuang's loyalty, which resonates. The anime IP "Demon Patriarch" also contains values such as justice and friendship. Characters such as Wei Wuxian stick to justice and kindness, and their deep friendship with Lan Wangji is touching, attracting a large number of fans and becoming an influential anime IP.

4.3 Successful Case Analysis and Experience Reference

Taking the Forbidden City Cultural Creativity and the Tang Palace Night Banquet as examples, an in-depth analysis of their successful experience in the construction of cultural symbols can provide valuable reference for the application of shared cultural symbols of the Chinese nation in IP design. As a successful example of the integration of cultural symbols and IP design, the Palace Museum has many commendable features in the construction of cultural symbols. As the royal palace of the Ming and Qing dynasties in China, the Forbidden City has rich cultural resources and contains a large number of cultural symbols shared by the Chinese nation. The Palace Museum has deeply excavated these cultural symbols and skillfully integrated them into various cultural and creative products, realizing the perfect combination of traditional culture and modern design. In the cultural and creative products of the Forbidden City, a large number of elements such as the architecture and cultural relics of the Forbidden City are used. For example, in Figure 2, the design of the Forbidden City

lipstick is inspired by the architectural colors and cultural relics of the Forbidden City, and its color names such as "Langyao Red" and "Bean Paste Red" are all taken from the architecture and cultural relics of the Forbidden City. So that consumers can feel the charm of the Forbidden City culture while using lipstick. The Palace Museum Calendar takes the cultural relics of the Palace Museum as the theme, displaying one cultural relic of the Palace Museum every month, accompanied by a detailed text introduction, so that people can understand the historical and cultural connotation of the cultural relics of the Palace Museum in their daily life. The Palace Museum also pays attention to storytelling, and by excavating the historical stories and cultural legends behind the Forbidden City, it gives a deeper cultural connotation to the cultural and creative products. For example, the "Palace Cat" series of cultural and creative products launched by the Forbidden City, based on the stray cats in the Forbidden City, tell the life story of the Palace Cat in the Forbidden City, and connect the Palace Cat with the history and culture of the Forbidden City, so that consumers can learn about the unique culture of the Forbidden City while purchasing products. The Palace Museum has also done a very good job in the transmission of values, and it has conveyed the traditional cultural values of the Chinese nation through cultural and creative products, such as respect for history and culture, and the inheritance of traditional crafts. For example, some traditional handicrafts launched by the Palace Museum, such as paper-cutting and embroidery, not only demonstrate the exquisite skills of traditional Chinese crafts, but also convey the love for traditional culture and the spirit of inheritance (Zhan & Khiatthong, 2024).



Figure 2: Forbidden City Cultural and Creative Products - Lipstick

As a successful dance program, as shown in Figure 3, "Tang Palace Night Banquet" also has many experiences worth learning from in the

construction of cultural symbols. The program is based on the history and culture of the Tang Dynasty, and through the clever use of cultural symbols of the Tang Dynasty, it creates a visual feast. In terms of the extraction of cultural symbols, "Tang Palace Night Banquet" accurately selected elements such as Tang Sancai's maid terracotta figurines, Tang Dynasty costumes, and makeup. The costumes of the dancers highly restore the style of the full-breasted skirts of the Tang Dynasty, with bright colors, reflecting the gorgeous and atmospheric costumes of the Tang Dynasty. The dancers' makeup is also very exquisite, with slender eyebrows, pink smudge around the eyes, butterfly lips, and red dots on the sides of the mouth and the center of the eyebrows, vividly reproducing the facial makeup of women in the Tang Dynasty. In terms of storytelling, "Tang Palace Night Banquet" focuses on the process of a group of Tang Dynasty girls from preparation, rehearsal to participating in the night banquet, showing the scenes of court life in the Tang Dynasty. Through dance movements and stage performances, the show vividly shows the liveliness, cuteness, and innocence of girls in the Tang Dynasty, making the audience feel as if they have traveled back to the Tang Dynasty. In terms of value transmission, "Tang Palace Night Banquet" promotes the traditional culture of the Chinese nation and enhances the cultural self-confidence of the audience. The cultural elements of the Tang Dynasty displayed in the program, such as music, dance, costumes, etc., are all treasures of the traditional culture of the Chinese nation, and through the display of these elements, the audience can feel the breadth and profundity of Chinese culture, and stimulate the audience's love for traditional culture and sense of responsibility for inheritance (Long & Wang, 2015).



Figure 3: Dance - "Tang Palace Night Banquet".

From the successful cases of the Forbidden City Cultural Creativity and the "Tang Palace Night Banquet", the following methods and models can be summarized. It is necessary to dig deep into the connotation of cultural symbols and accurately extract cultural elements with a sense of representation and a sense of the times. Only with a deep understanding and grasp of cultural symbols can these elements be accurately used in IP design to show their unique cultural charm. It is necessary to focus on storytelling, and enhance the attractiveness and appeal of IP by building vivid and interesting stories and closely combining cultural symbols with IP design. A good story can resonate emotionally with the audience, making it easier for them to accept and identify with the cultural connotation conveyed by the IP. It is necessary to pay attention to the transmission of values, and integrate the excellent traditional cultural values of the Chinese nation into IP design, so that IP not only has commercial value, but also has cultural value and social value. Conveying the right values through IP design can guide the audience to establish the right cultural outlook and values, and promote the inheritance and development of culture. In terms of communication and promotion, it is necessary to make full use of modern technology and media platforms to expand the influence of IP. Both the Palace Museum and the Tang Palace Night Banquet have been disseminated through the Internet, social media and other platforms, attracting the attention and discussion of a large number of audiences and enhancing the popularity and reputation of the IP (Dubuisson, 2015).

5. ANALYSIS OF THE INNOVATIVE PRACTICE OF THE CHINESE NATION'S SHARED CULTURAL SYMBOLS IN IP DESIGN

Taking innovative IP design such as Genshin Impact as an example, as shown in Figure 4, the practice of cultural symbol innovation can be analyzed, and the universal innovation ideas and methods can be summarized, which can provide useful reference for the innovative application of shared cultural symbols of the Chinese nation in IP design. Genshin Impact is an open-world role-playing game developed by miHoYo that has made remarkable achievements in cultural symbol innovation. In terms of content innovation, Genshin Impact has built a fantasy world called "Teyvat Continent", which integrates a variety of

cultural symbols shared by the Chinese nation and carries out innovative interpretations. The Liyue region in the game is based on China's origins and is extremely rich in the use of cultural symbols. Liyue's architectural style borrows from ancient Chinese architecture, such as cascading cornices, carved doors and windows, and quaint stone paths, showing the charm of traditional Chinese architecture. Liyue's character designs also incorporate elements of Chinese culture, such as the character Xiao, whose costume design is inspired by traditional Chinese Xianxia costumes, with a blue-green hue and flowing ribbons and delicate accessories. Xiao's weapon is a spear, which is a representative weapon in traditional Chinese culture, symbolizing bravery and strength. In terms of the setting, the plot of Liyue revolves around the bond between the rock god Morax and the people of Liyue, reflecting the spirit of contract and the feelings of family and country in traditional Chinese culture. The Rock God has guarded Liyue for many years, signing a contract with the people of Liyue to jointly build and protect the land, and this emphasis on the spirit of the contract is in line with the traditional Chinese values of honesty and obedience to promises.



Figure 4: Genshin Impact IP Design

In terms of form innovation, Genshin Impact makes full use of modern game technology to bring players an immersive gaming experience. The game adopts an open-world setting with a high degree of freedom, and players can freely explore all corners of the continent of Teyvat and interact with various cultural symbols. For example, in the Liyue region, players can visit ancient temples, solve puzzles, and learn about Liyue's history and culture. You can also take part in Liyue's traditional festival and experience

the atmosphere of a traditional Chinese festival. The game's graphics are also excellent, using advanced rendering techniques to create beautiful scenes and detailed character models. The landscape of Liyue region, with its mist-shrouded peaks, crystal-clear streams, and ancient bridges, all demonstrate the artistic conception of Chinese landscape painting. The character's movement design is also very smooth and natural, incorporating elements of traditional Chinese martial arts, such as Xiao's movements in battle, light and vigorous, full of power, showing the charm of Chinese martial arts (Zhang & Bruun, 2017). In terms of communication innovation, "Genshin Impact" has achieved wide dissemination with the help of global game platforms and social media. The game has been launched in many countries and regions around the world, attracting a large number of international players. Through social media platforms, players shared their gaming experiences and created fanart, further expanding Genshin Impact's influence. For example, on YouTube, a foreign video platform, many players have uploaded videos of their games in Genshin Impact to showcase the cultural characteristics of the Liyue region, attracting the attention and interest of many foreign gamers in Chinese culture. "Genshin Impact" has also carried out cross-border cooperation with a number of well-known brands and launched co-branded products, such as the crossover package launched in cooperation with Pizza Hut, which combines the character image of "Genshin Impact" with food, attracting a large number of players and consumers, and further enhancing the popularity and influence of "Genshin Impact". From the innovative practice of Genshin Impact, the following innovative ideas and methods can be summarized. In terms of content innovation, it is necessary to dig deep into the connotation of cultural symbols, combine them with modern values, and create stories and characters with a sense of the times and attractiveness. Through the reinterpretation and interpretation of cultural symbols, they are given new life so that they can resonate with contemporary audiences. In terms of form innovation, it is necessary to actively use modern scientific and technological means, such as virtual reality, augmented reality, artificial intelligence, etc., to bring a new experience to the presentation of cultural symbols. Using advanced game engines, rendering technology, motion capture technology, etc., to create more realistic, vivid and immersive cultural scenes and character images. In terms of communication and innovation, it is necessary to make full use of global platforms and social media to break geographical restrictions and

achieve the wide dissemination of cultural symbols. Through cross-border cooperation with international brands, we will expand communication channels and enhance the international influence of cultural symbols. It can also encourage user-generated content (UGC) to stimulate the creativity of players and fans, and further expand the influence of the IP through their sharing and dissemination (Collins, 2022).

6. CONCLUSIONS

This study focuses on the construction and innovation of cultural symbols shared by the Chinese nation in IP design, deeply analyzes the relevant theories and practices of cultural symbols and IP design, and obtains a series of valuable research results. In terms of the connotation and value of the cultural symbols shared by the Chinese nation, it is clear that it is an important position as the essence of the Chinese nation's culture, which carries a profound historical heritage, rich national emotions and unique values, and is the common spiritual bond and cultural identity of all Chinese people. Through the classification and combing of cultural symbols, the rich and diverse forms of expression are shown from multiple perspectives such as historical relics, traditional festivals, and folk skills, such as the Great Wall, the Spring Festival, and paper-cutting, which further highlights the unique charm of cultural symbols. This paper deeply discusses the important value of cultural symbols in historical inheritance, cultural identity, economic development, etc., as well as the key role in enhancing national cohesion and cultural soft power, which lays a solid theoretical foundation for follow-up research. The cultural symbols shared by the Chinese nation have immeasurable value and potential in IP design, and through in-depth research on their construction and innovation strategies, they can inject new vitality into the development of the cultural industry, promote the inheritance and innovation of Chinese culture, and enhance the international influence of Chinese culture. The results of this study have important reference value for cultural industry practitioners, designers, scholars and relevant policy makers, and provide a useful reference for promoting the application and development of shared cultural symbols of the Chinese nation in IP design.

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