

Woodblock New Year Paintings in Zhuxian Town: The Aesthetic and Innovative Design of Chinese Folk Art

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Abstract

To Study the innovative development of Zhuxian Town woodblock New Year pictures, integrate Zhuxian Town woodblock New Year pictures with the design of cultural and creative products, and finally design cultural and creative products with the application of Zhuxian Town woodblock New Year pictures. With their unique artistic style and rich cultural connotation, Zhuxian New Year wood-block pictures have become traditional Chinese folk art treasures. Studying their historical background, cultural connotation, and creative characteristics will help us better understand the charm and value of this traditional art.

The research finds that the aesthetics of Zhuxian Town New Year wood-block pictures are mainly reflected in the cultural, creative, and aesthetic principles. Based on the visual symbols of culture and art in traditional New Year pictures, the cultural and artistic connotation and essence are deeply explored, and the characteristics of cultural and artistic elements are utilized to innovate with modern design styles and techniques and then applied to the design of cultural and creative products.

The main work of researchers on Chinese traditional art and innovative design is to explore the aesthetic value of conventional art, apply it to modern design, and carry out innovative design based on maintaining the core value of traditional art. The creative cultural products of Zhuxian Town New Year wood panel pictures will enable the integration of traditional culture and modern aesthetics and radiate new vitality. In future development, it is necessary to constantly pay attention to the changes in market trends and consumer demand and continuously innovate and optimize design concepts and methods to maintain the competitiveness and attractiveness of the brand in the market.

Keywords: Woodblock New Year Paintings, Zhuxian Town, Chinese Folk Art

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Introduction

Zhuxian Town New Year woodblock prints rose during the Northern Song Dynasty and were listed as the first batch on the national intangible cultural heritage list. Zhuxian Town is located in the Central Plains of Kaifeng, Henan Province, with convenient transportation and relatively developed trade. In the Northern Song Dynasty, Zhuxian Town wood-board New Year pictures rose in the folk; when the social economy was very prosperous, the court officials, business people, and peddlers were happy with the folk wood-block prints artworks. The pursuit of spirit gradually improves after satisfying the daily food and clothing. Every Spring Festival, every family posts New Year pictures to pray for peace, health, town evil, demons, etc. These festival activities became fashionable at that time. The broad masses deeply love it. Of course, the development of Zhuxian Town New Year wood-block prints is not plain sailing but has experienced many vicissitudes of life, and its development process can be described as "three ups and three downs." (Feng Zhen, 2022, page 3) Zhuxian town New Year wood-block prints with social unrest, not before so prosperous, gradually declined, and the decline has three reasons: the Jialu river blockage, merchant ships, Zhuxian town commercial development hit and hit, thus affecting the market of woodblock prints. Second, according to records: "After the 23rd year of Daoguang River victory in Zhongmou, the houses were both silted up, and all the goods were destroyed. The essence of Zhuxian town was thus destroyed".(Zhu Junxian, 2011) The flood caused a large number of damage to Zhuxian Town New Year pictures, a large number of loss and destruction of New Year pictures block made Zhuxian town commercial decline, large-scale workshops could not recover, Zhuxian town wood New Year pictures then declined. Third, after entering the new century, the development of science and technology has indirectly replaced the production of traditional handicrafts. Zhuxian Town New Year wood-block prints are also gradually unable to adapt to modern life. People's demand for a new culture is rising. We need to inject new blood constantly. It is such a unique traditional folk-art form that is worth re-digging again, innovating the theme of The Times, and writing a new chapter in the development of Zhuxian Town New Year wood-block prints under the background of the new era. In the face of this decline, we must find the internal mechanism of traditional culture to modern transformation. For traditional culture, neither old nor overall westernization, the traditional culture as an innovation, on the graphic pattern of contemporary innovation, let it use the form of wooden pictures in AR technology again, into the

trend of modern cultural design new elements, realize the traditional culture and contemporary culture.



Figure 1 Zhuxian Town

(1) Analysis of cultural and creative products of woodblock prints of Zhuxianzhen

Zhuxian Town woodblock prints exist in the form of "old" and continue the traditional culture. By summarising and simplifying the design of the original New Year's Paintings, some modern aesthetic demands have been added. The design details are in line with the aesthetic needs of modern consumers. Unified, harmonious, and exciting designs were created using visual elements such as blessing cards and pillows as media, referencing and updating the original color palette and the classic New Year's Paintings characters.



Figure 2 Woodblock New Year Paintings of Zhuxian Town Travel Notes to Henan

Source: Yuyouji physical store, 2022



Figure 3 Woodblock New Year Paintings of Zhuxian Town Travel Notes to Henan

Source: Yuyouji physical store, 2022

Yuyouji's brand concept is to industrialize folk culture. Its internal logic lies in pursuing cultural creativity, not the modernization of culture, but in finding an appropriate way to inherit culture. Inheritance is not sticking to it. Yuyouji's unswerving attitude towards traditional culture is based on inheritance based on sublation. We can only create a more vibrant cultural scene by protecting innovations on paper.

We will produce more innovative and modern cultural and creative products directly using relevant media and visual elements to provide a breakthrough point for inspiration and thinking for this design work.

(2) Analysis of cultural and creative products of Taohuawu wooden board New Year pictures

Taohuawu woodblock New Year pictures are one of my country's "Four New Year" pictures. They represent the characteristics of traditional folk New Year pictures in the South. They are mainly concentrated in Suzhou—Jiangnan's most representative folk woodcut New Year pictures. New Year paintings are usually dominated by figures with big heads and wide bodies, and the colors are combined with red, yellow, blue, green, purple, light pink, and other colors as the base tone, giving people a strong contrast, joyful and lively visual experience, rich in Jiangnan Fang Xiuya style. The product design of Taohuawu woodblock New Year pictures is based on visual elements such as character modeling, line technique, color application, composition, etc. It adopts direct refinement, a simple summary, and flattening based on the original New Year pictures—systematic update and design creation with expressive techniques. Different designers have different design

expressions and create other ways of making them. The classic and unique pattern elements and visual patterns in Taohuawu woodblock New Year pictures are summarized and combined with modern popular trends and aesthetic pursuits; Taohuawu's artistic image and cultural value are endowed with modern characteristics and presented in a new form.



Figure 4 Taohuawu Wooden New Year Paintings

Source: Little Red Book, 2022



Figure 5 Taohuawu Wooden New Year Paintings

Source: Little Red Book, 2022

(3) Advantages and disadvantages of cultural and creative design of Zhuxian Town wood-panel New Year pictures

Through the analysis of excellent cultural and creative products, it is found that the woodblock New Year pictures cultural and innovative products in Zhuxian Town are generally of a single type, with low selectivity, such as badges, postcards, pillows, T-shirts, etc., and there are few cultural and creative products with innovative and practical functions. From the analysis of the application level of the woodblock New Year pictures in Zhuxian Town, the elements used are relatively traditional, generally using the image of door gods. In contrast, the theme of the series of New Year pictures with auspicious meanings is rarely used.




Some inspirations have been obtained through the above case analysis of some representative wood-panel New Year pictures and cultural and creative products. Some of the current New Year picture's cultural and innovative products have places worth learning from and areas that need improvement and innovation. As a modern designer, we must have an open mind to explore and innovate, sort out and summarize the unique artistic style of woodblock New Year paintings in Zhuxian Town, and discover the visual symbols and design ideas that can be extracted and used in line with the aesthetic standards of modern society. Based on the simple lines and the colors of the original classic New Year paintings, visual color blocks that adapt to the contemporary trend and are more acceptable to consumers are extracted to express, combining traditional Zhuxian Town woodblock New Year pictures with modern cultural and creative products, to explore more possibilities for the integration of tradition and modernity, and fully express its connotation. Finally, create a work.

(4) Analysis of traditional color characteristics of Zhuxian Town woodblock New Year paintings

Zhuxian Town woodblock New Year paintings visually maintain the appreciation habits of the Chinese nation. The use of color is influenced by history, politics, belief, transportation, and local people's aesthetic consciousness, forming its unique and simple beauty. When different color expression forms and artistic techniques are used in our daily lives, it may affect our psychological and physiological changes so that we will have different emotional feelings. When the psychological change characteristics of color are used in decorative techniques and artistic expression, Medium time creates the icing on the cake for expressive effect. The strong appeal of the creative expression of woodblock New Year pictures in

Zhuxian Town is inseparable from the psychological impact of color. The woodcut New Year pictures in Zhuxian Town use simple, thick colors with strong contrast. The selection of color materials and production techniques are entirely prepared by artists based on their personal experience. Although the production methods of old workshops, such as "Tiancheng" and "Laodian" are similar, they always retain the traditional pigment processing methods. Pure natural raw materials for coloring are the primary source of pigments for New Year paintings. Multi-process techniques are carefully processed to produce high-quality products that are even and delicate, bright and thick in color, not easy to dim and fade, and have insect and moth resistance characteristics.

The following table is an analysis of the colors used in Zhuxian Town wood-panel New Year paintings

Wooden New Year Paintings of Zhuxian Town	Color use	main color
 <p>step by step</p>	 <p>The entire work is brightly colored and strongly contrasted. One color is the primary color, and the rest are used for matching decoration. This work is dominated by "red."</p>	 <p>Red and green are contrasting colors, which increase the picture's visual impact and make it more agile.</p>

 <p>年年有餘</p>	<div><div></div><div></div><div></div><div></div><div></div></div> <p>The entire work is brightly colored and strongly contrasted. It is dominated by "green" and "red," and the other colors are used for matching decoration.</p>	<div><div></div><div></div></div> <p>Red and green are contrasting colors, which increase the picture's visual impact and make it more agile.</p>
 <p>老店</p>	<div><div></div><div></div><div></div><div></div><div></div></div> <p>The entire work is brightly colored and strongly contrasted, with "red" and "yellow" as the primary colors. The rest of the colors are used for matching decoration.</p>	<div><div></div><div></div><div></div></div> <p>Red, yellow, and green are contrasting colors, which increase the visual impact of the picture and make the picture more agile.</p>

 <p>god of wealth</p>	<p>The whole work is brightly colored, mainly using "red" and "blue" as the primary colors, and the rest of the colors are used for matching decoration.</p>	 <p>The primary color is red, and it is saturated, bright, and warm. However, because of its different purity, the picture also has a rich sense of layering.</p>
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Analysis of the Colors Used in Zhuxian Town's Wooden New Year's Paintings

Source: author made,2022

(5) Problems and solutions in the design of cultural and creative products of wooden New Year pictures in Zhuxian Town

1) Problems in the design of cultural and creative products of wood-block New Year pictures in Zhuxian Town

1.1 Problems in the subject matter of Zhuxian Town woodblock New Year pictures: The elements used are too limited. The development and application of Zhuxian Town woodblock New Year pictures mainly focus on using the image of door gods that are well known to the public. In contrast, other New Year picture themes are less developed.

1.2 Problems at the level of innovation: Although the woodblock New Year paintings in Zhuxian Town have made significant progress in innovation, there are still certain limitations. First, among the cultural and creative product design types, online products are relatively single compared to offline stores. Secondly, most related cultural and creative products copy and paste the patterns of Zhuxian Town woodblock New Year pictures in the design. Lack of creativity and not innovation through the more popular styles.

1.3 Problems disseminating woodblock New Year pictures in Zhuxian Town: Woodblock New Year pictures in Zhuxian Town are relatively conservatively communicated. They are familiar to modern consumers under the influence of

business culture. Woodblock New Year paintings' conservative and closed status concerns their dissemination methods.

In short, the limitations of Zhuxian Town's woodblock New Year paintings are that they are not well integrated with new media and cannot fully adapt to the trends of the times. In recent years, Zhuxian Town woodblock New Year paintings have also launched cultural and creative product designs. Still, the product theme is single, and the content of Zhuxian Town New Year paintings is copied mechanically; there is no creativity and fashion, and the sales of products are mainly concentrated in tourist attractions and the Kaifeng New Year Painting Museum. The New Year Painting Street in Zhuxian Town still mainly sells traditional New Year paintings. New Year pictures gradually deviated from the times and were overlooked by the public. According to Yuyouji, who analyzed the excellent cultural and creative product design of Zhuxian Town woodblock New Year pictures, although it is different from other shops and has a particular creative design, the themes and types of cultural and innovative products in this shop are single, which still cannot satisfy the public. Need.

2. Solutions for the design of cultural and creative products of Zhuxian Town wood-panel New Year pictures

2.1 Innovative cultural and creative product design. It is necessary to adhere to the original traditional culture of Zhuxian Town woodblock New Year pictures as an innovation point, integrate new elements of modern cultural design trends into graphic patterns, combine its cultural value connotation with the times, carry out modern innovations, and design a design that conforms to the trend of the times and conforms to consumption. Excellent cultural and creative product design in the market realizes the integration of traditional and modern culture, communicates tradition and the future, realizes the development of conventional culture modernization, and makes traditional culture come into everyone's vision again in a new form.

2.2 Broaden product operation channels. The development of wood-block New Year pictures in Zhuxian Town should grasp the Internet platform, be carried out both online and offline, and learn from some excellent large-scale cultural industry companies so that Zhuxian Town woodblock New Year pictures can be disseminated and developed through the Internet.

Strategic analysis of cultural and creative product design of wood-block New Year pictures in Zhuxian Town

(6) The innovative value of art design of wood-block New Year paintings in Zhuxian Town

Today, in the 21st century, the earth-shaking changes in the way of life of the masses have fundamentally affected the social conditions, life rhythm, and lifestyle on which Zhuxian Town woodblock New Year paintings depend. The background is no longer the traditional culture that people love. The status quo of this folk cultural heritage is worrying. The excellent conventional culture of woodblock New Year paintings in Zhuxian Town no longer conforms to the values and aesthetics of modern life in terms of form or concept. Its traditional art form has been unable to gain the public's sense of identity.

How to make Zhuxian Town woodblock New Year paintings regain the cultural identity of the public in the new era. How to reintegrate the "New Year flavor" into our lives in the new era requires a good deal with the traditional Zhuxian Town woodblock New Year pictures and modern the relationship between consumer demand. The purpose of developing Zhuxian Town woodblock New Year pictures is to give full play to the power of creativity, to reorganize the graphic resources and cultural connotations of Zhuxian Town woodblock New Year pictures, and to find new ideas for Zhuxian Town woodblock New Year pictures in contemporary life with innovative forms and new era value orientation—ample space for development, combining tradition and modernity.

The stories in the Fuwa series, folk myths and legends series, door god series, and Fu Lu Shou series in Zhuxian Town woodblock New Year paintings vividly show us the profound culture of the Central Plains and the public's auspiciousness and beauty to the most primitive and natural in the period of lagging productivity. The pursuit of wishes, Zhuxian Town woodblock New Year pictures have unique patterns and rich charm, which provide a continuous source of inspiration for the cultural and creative design of Zhuxian Town woodblock New Year pictures and apply the combination of tradition and modernity to cultural and innovative design, which not only enriches The display form of traditional art patterns has been established, and the conventional elements contained in it can well attract the attention of consumers. The novel art form, the traditional cultural connotation, and the consumer public have established a double communication of visual spirit. Through the visual form, Spreading and publicizing traditional culture makes it easier for consumers to accept, caters to Kaifeng City as an essential tourist attraction in the Central Plains, caters to the consumption trend of tourism, cultural and creative, and

expands the influence of woodblock New Year pictures in Zhuxian Town, thereby driving local economic growth.

(7) The Design Principles of Cultural and Creative Products of Zhuxian Town Woodblock New Year Paintings

1. Cultural principles of product design for woodblock New Year pictures in Zhuxian Town

Nationality is the foundation of our foothold in the forest of the world." As this sentence says, culture is the foundation of any cultural and creative product design.

Woodblock New Year pictures in Zhuxian Town, from the period of farming civilization, people's yearning for a better life is a portrayal of people's spiritual life and a dissemination of excellent traditional culture. It is necessary to insist on taking culture as the fundamental attribute of cultural and creative design, increase the excavation of the artistic visual symbols of Zhuxian Town woodblock New Year pictures based on the artistic connotation of Zhuxian Town woodblock New Year pictures, different themes of Zhuxian Town woodblock New Year pictures in the new era. There are also other application spaces requiring us to dig and create. While catering to the concept of the new era, it is also necessary to convey positive cultural values to develop cultural product attributes with Zhuxian Town woodblock New Year paintings so that consumers can identify with the culture and resonate spiritually.

2. Innovative principles of product design for woodblock New Year pictures in Zhuxian Town

How to make Zhuxian Town woodblock New Year pictures a new look in the new era, in which innovative design is the top priority. The connotation of design is innovation, especially in the current era of fast consumption; whether it is the development of society or the progress of production technology, it is essential for traditional culture. We have had a significant impact. With the advent of the fast consumption era, various products continue to appear, and product innovation has become particularly important. To make the cultural and creative products of woodblock New Year pictures in Zhuxian Town gain public recognition and avoid the appearance of "repeating old tunes" and "cookie-cutter" cultural and innovative products, we must always adhere to the principle of innovation and extract excellent woodblock New Year pictures in Zhuxian Town. Patterns, colors, etc., combined with the artistic aesthetic taste of the new era and innovative design thinking, avoid mechanically copying the graphic elements of Zhuxian Town woodblock New Year

pictures, producing homogeneous cultural and creative products. It is necessary to innovatively process the excellent traditional culture contained in the woodblock New Year pictures of Zhuxian Town to be inherited and developed in modern times. It can be seen that innovative design is an essential principle in the design and development of woodblock New Year pictures in Zhuxian Town and also realizes the integration of traditional culture and modern culture.

3. Practical principles for the design of cultural and creative products of woodblock New Year pictures in Zhuxian Town

"Products must not only look beautiful but also have content; in addition to meeting basic needs, they must also bring surprises." (Shen Ting, 2019.08: Pages 8-9). The core of cultural and creative product design is that form follows function. The product's design is mainly based on the practicality of the function, supplemented by aesthetics. In the design of practical products, the most important thing is whether the product's functionality is highlighted. In the case of the combination of aesthetics and functions, whether the functionality is enlarged, and If it is the other way around, it does not conform to practical, creative design, such as a beautiful but non-luminous desk lamp, a beautiful but non-suitable chair, and a beautiful but non-rotating fan. Functionality Level is essential in designing practical cultural and creative products. Throughout the development history, successful products provide users with services that other products cannot offer or have special functions that competitors do not have. Using a product that can solve the user's problem has more excellent value, and the user prefers such a product.

4. The color design of Zhuxian Town woodblock New Year pictures

The color and collocation of woodblock New Year pictures in Zhuxian Town are one of its main artistic features, which can be divided into five color systems: yellow, red, green, purple, and black. These colors follow the traditional color concept in our country, mainly pure colors without blending, and have a strong visual impact. For the innovation in color, according to the color of Zhuxian Town woodblock New Year pictures, the author has reconciled the purity, lightness, and brightness of the color according to the overall effect and content expression of the picture, mainly showing liveliness, passion, and joy visually. At the same time, it expresses the meaning of auspiciousness.



Figure 6 Liu Hai Opera Golden Toad Design Effect

Source: author draws, 2023



Figure 7 Liu Hai Opera Golden Toad Design Effect

Source: author draws, 2023



Figure 8 Liu Hai Opera Golden Toad Design Effect Picture 3

Source: author draws, 2023

5. The color design of Zhuxian Town woodblock New Year pictures

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Figure 9 Coloring renderings of bangs playing golden toad 1

Source: author draws, 2023



Figure 10 Coloring renderings of bangs playing Golden Toad 2

Source: author draws, 2023



Figure 11 Coloring renderings of bangs playing Golden Toad 3

Source: author draws, 2023

6. Prospects for the future development of cultural and creative products of wood-block New Year pictures in Zhuxian Town

With the vigorous development of cultural and creative industries and people's attention to traditional culture, the cultural and innovative products of Zhuxian Town woodblock New Year pictures have broad development prospects. By adopting a modern design concept, these products will be able to attract the attention of more young consumers and combine traditional New Year picture culture with modern aesthetics, injecting new vitality into it.

In the future development, the cultural and creative products of Zhuxian Town woodblock New Year pictures can be deeply explored and innovated from the following aspects:

Integration of design styles: Combine modern design elements with traditional New Year pictures to create creative products with both traditional charm and modernity. Simple lines, bright colors, and novel compositions can revitalize New Year pictures and attract more young consumers' attention.

Diversified application scenarios: Expand the application scenarios of New Year picture cultural and creative products, combining New Year picture elements with daily necessities, such as home decoration, stationery, clothing, etc. Through various product forms, the New Year picture culture can enter more people's lives and enhance their sense of identity and love for traditional culture.

Strengthening brand building: Establishing a strong brand image will enhance the popularity and reputation of Zhuxian Town's wooden New Year pictures and cultural and creative products. Simple and easy-to-remember brand logos and slogans, combined with innovative product design and packaging, can attract more consumers' attention and love.

Coordinated development of the industrial chain: Strengthen the coordinated development of all links in the industrial chain, including design, production, sales, and promotion. Through cooperation with local artisans, enterprises, and other cultural and creative institutions, jointly promote the research and development and promotion of cultural and innovative products of woodblock New Year pictures in Zhuxian Town and realize the sharing and optimal allocation of resources.

Through exploring and innovating the above aspects, the cultural and creative products of Zhuxian Town woodblock New Year pictures will realize the integration of traditional culture inheritance and modern aesthetics and radiate new vitality. In future development, it is necessary to constantly pay attention to changes in market trends and consumer needs and continue to innovate and optimize design concepts and methods to maintain the competitiveness and attractiveness of the brand in the market. At the same time, strengthen cooperation and exchanges with other related brands and institutions, jointly promote the development and prosperity of the cultural and creative industries of woodblock New Year pictures in Zhuxian Town, make more excellent contributions to the integrated development of cultural industries and tourism, and realize traditional culture and modernity—cultural alignment.

Conclusion

To sum up, this paper studies the woodblock New Year paintings of Zhuxian Town. As a carrier of folk art, Zhuxian Town's woodblock New Year paintings are all related to people's lives. Research. The aesthetic value and possibility of the innovative design of Zhuxian Town woodblock New Year pictures are deeply discussed. By analyzing the characteristics, graphic elements, color application, composition design, and cultural connotation of wood-block New Year pictures, combined with modern design concepts and technical means, we put forward some innovative design schemes to promote the integration of traditional folk art and contemporary design.

First, we analyzed the current development of woodblock New Year paintings in Zhuxian Town. With the acceleration of the modernization process, the ecological environment of traditional folk art has undergone tremendous changes, and the inheritance and development of New Year pictures are facing severe challenges. We must take adequate measures to strengthen publicity and promotion and increase public awareness and attention to wood-block New Year pictures to protect and inherit this precious cultural heritage.

Secondly, we discussed modern society's status quo of cultural and creative products. Because they combine traditional culture and modern design, cultural and creative products have broad market prospects and development space. However, some problems in the current market, such as design homogeneity, uneven quality, etc., require us to take measures to improve and optimize them.

After analyzing the theme of New Year pictures, elements of New Year pictures, and the extraction of graphics for modern graphic design, we put forward some specific suggestions. For example, by simplifying the elements of New Year pictures, representative patterns and colors can be extracted, and modern design techniques can be used to recombine and arrange them to meet the aesthetic needs of contemporary people. They were combining online and offline multi-channel sales models to increase the popularity of wood-block New Year pictures. Through this project, the precious wealth left by traditional folk New Year pictures will again be presented with contemporary and cultural characteristics, thus arousing interest and love for woodblock New Year pictures in Zhuxian Town.

Discussion

Reading many documents and on-site interviews, I found that in contemporary society, there are few cultural and creative products related to Zhuxian Town woodblock New Year pictures on the Internet and offline in the

Central Plains. The development speed is slow, and the product forms relied on are relatively few. The design and development of cultural and creative products related to woodblock New Year paintings in Zhuxian Town is relatively mature. The cultural and creative product, “Yu You Ji,” provides inspiration and breakthrough points for this innovative design. For this reason, it is based on the direct use of relevant media and visual elements. More innovative and modern cultural and creative products are based on this. The research content of this part is also one of the characteristics of this paper.

Through extensive literature reading and on-site interviews, we found that in contemporary society, there are few cultural and creative products involving Chinese wood carving.

New Year pictures are on the Internet and offline in the central plains, and there is a slow pace of development and a relatively single product style. The product of culture and creativity is "Travel Notes of Henan."

This is where innovative design is inspired and groundbreaking. It is directly dependent on the use of media and visual elements, and as a result, cultural products and innovative and modern ideas are more active. This part of the research is also a feature of this article.

Suggestion

1. Suggestions for research results

We proposed some protection measures and development suggestions while protecting and inheriting the wooden New Year paintings in Zhuxian Town. First, strengthen the cultivation and protection of inheritors, establish a sound inheritance mechanism, and provide strong talent support for the inheritance of traditional folk art. Secondly, deeply excavate and inherit the cultural connotation and spiritual value of wood-block New Year pictures, and increase public awareness and attention to wood-block New Year pictures through holding exhibitions, cultural exchanges and other activities. In addition, innovative and practical products, such as cultural and creative products, tourist souvenirs, etc. can be developed in combination with the needs of the modern market, so as to promote the development and dissemination of woodblock New Year pictures in modern society. To sum up, this article discusses the development and inheritance of traditional folk art in modern society by analyzing the aesthetic value and innovative design of Zhuxian Town woodblock New Year paintings. In the face of modernization and cultural ecology changes, we need to actively take measures to promote the

integration and development of traditional folk art and modern design. At the same time, we should also pay attention to the protection and inheritance of traditional folk art, strengthen publicity and promotion, and let more people know and love these precious cultural heritages. By constantly exploring innovative design schemes and protection measures, we can inject new vitality into traditional folk art, such as Zhuxian Town woodblock New Year paintings, and positively contribute to the cultural industry's and tourism's prosperity.

Digital media applications: Using New Year pictures on platforms such as web pages, mobile phone applications, or digital magazines can add cultural elements and make the content more in-depth and distinctive.

Creative decoration: Applying New Year picture images to interior decoration, such as walls, furniture, or lamps, can create a space with a traditional cultural atmosphere.

Derivative development: Designed New Year picture-themed clothing, jewelry, stationery, and other derivative products to enrich product lines and give consumers more choices.

Exhibitions and activities: Display New Year pictures in art exhibitions or cultural activities so that more people can understand and appreciate Zhuxian Town woodblock New Year pictures.

Theme tourism: Combining New Year pictures to develop notable tourist routes or activities, increase the cultural connotation of tourism, and improve the interest and participation of tourists.

In addition to printing Zhuxian wood-block New Year picture images on the product, the effect of the designed New Year picture images can also be displayed in the following ways:

Exhibition and display: Special Zhuxian wood-block New Year picture exhibitions can be held in museums, art galleries, cultural centers, and other places, where designed New Year picture images are displayed so that the audience can appreciate the exquisite pictures and unique artistic style up close.

Digital media presentation: Using digital media technology, such as projection, LED screen, etc., to dynamically display the designed New Year

picture images can create unique visual effects and enhance the audience's viewing experience.

Interactive experience: Using AR, VR, and other technologies, the audience can interact with the designed New Year pictures, such as scanning the images through mobile devices, presenting three-dimensional dynamic effects on the screen, and increasing their participation and interest.

2. Suggestions for further research

Through the analysis and research on the woodblock New Year paintings in Zhuxian Town, this paper draws the following conclusions: First, the artistic features of Zhuxian Town woodblock New Year paintings include exaggerated shapes, bright colors, symmetrical composition, etc. These characteristics reflect the aesthetics of folk-art Pursuit and spiritual connotation. Secondly, modern design concepts and technical means can support the innovative design of Zhuxian Town woodblock New Year pictures, such as simplifying design elements, emphasizing contrast and layering, etc. At the same time, this paper also points out that modern design should retain the essence of traditional folk art and avoid excessive commercialization. Finally, aiming at the inheritance and development of wood-block New Year paintings in Zhuxian Town, this paper puts forward the following suggestions: first, to strengthen the cultivation and protection of inheritors; second, to excavate and inherit the connotation of traditional folk art; third, to develop innovative The fourth is to strengthen the support and cooperation of the government and social organizations.

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