

Innovative Integration of Digital Media Art Design and Traditional Chinese Cultural Elements -- A Case Study of the "Florasis-Miao Impressions" Series

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Abstract. The rapid development of internet technologies since the start of the intelligent information era has profoundly incorporated network systems and new media into everyday life, transforming the landscape for contemporary media development. Specifically, the emergence of digital media has made digital media design and art a crucial part of the creative sector. Digital media art and design, which has its roots in digital technology, creates innovative artistic works by combining visual arts, design principles, computer graphics, and media innovation. Incorporating traditional Chinese cultural aspects into this sector enhances China's cultural influence worldwide while also showcasing its rich cultural legacy. Using the "Florasis-Miao Impressions" series as a case study, this study investigates successful approaches for incorporating traditional Chinese cultural components into digital media art and design. The study explores novel methods for fusing digital media art with conventional cultural elements by thoroughly examining its design philosophy, implementation tactics, and market performance. The results provide insights for cross-cultural creative practices by demonstrating the developmental potential and application value of traditional cultural aspects in modern digital media art design.

Keywords: digital media art and design; traditional Chinese culture; element integration; Miao culture; "Florasis-Miao Impressions".

According to the 2017 report of the Communist Party of China's 19th National Congress, it is important to "promote the creative transformation and innovative development of outstanding traditional Chinese culture." The inheritance and creative development of outstanding traditional culture can thus be actively promoted by design creative works created by incorporating outstanding traditional cultural elements into digital media art design, with the strong support of digital media platforms and mobile Internet. This can improve the sense of cultural confidence and the "activation" degree of exceptional traditional culture. As an example of this effort, the "Florasis-Miao Impressions" product line incorporates traditional Miao workmanship and designs into contemporary cosmetics design and markets them with digital media art. This results in both market recognition and cultural inheritance.

1. Related Concepts and Characteristics of Digital Media Art Design

1.1 Concept of Digital Media Art

Digital media art design is a comprehensive discipline that combines information technology and art design, covering multiple fields such as digital image processing, web design, animation production, and video special effects. By leveraging advanced digital technologies like computers, the Internet, and virtual reality, this field is dedicated to creating outstanding works that not only possess artistic aesthetics but also offer interactive experiences.

1.2 Characteristics of Digital Media Art

The characteristics of digital media art design mainly include interactivity, virtuality, and multimedia integration. Firstly, interactivity means that the works can interact with the audience in real - time, providing a participatory experience. Secondly, virtuality emphasizes the creation of a realistic virtual world through digital technology, breaking the boundaries between reality and virtuality. Finally, multimedia integration refers to the comprehensive creation using various media elements such as text, images, audio, and video, endowing the works with strong expressiveness and appeal.

2. Connotations and Classifications of Traditional Chinese Cultural Elements

Traditional Chinese cultural elements are the cultural heritage accumulated by the Chinese nation during the development of its 5,000 - year - long civilization. They have rich and profound connotations and serve as the primary source of materials for modern creative design. Based on the common forms of artistic symbols and cultural connotations in digital media, traditional Chinese cultural elements in digital media can be classified into traditional Chinese auspicious patterns, paintings and architecture, clothing and accessories, festivals and folk customs, operas and handicrafts, each with its own artistic characteristics and cultural connotations.

According to different forms of expression and cultural origins, traditional Chinese cultural elements can be divided into several main categories: visual elements (such as patterns, motifs, and colors), spatial elements (such as architectural forms and garden layouts), temporal elements (such as solar terms and festivals), and behavioral elements (such as etiquette and customs). These elements not only possess unique aesthetic and expressive power in form but also contain rich philosophical thoughts and humanistic spirit in artistic conception.

3. The Current Situation of the Integration of Digital Media Art Design and Traditional Chinese Cultural Elements

In recent years, with the country's emphasis on the revival of traditional culture and the promotion of digital transformation, the integrated innovation of traditional Chinese cultural elements and digital media art design has become a trend. In many fields, such as games, film and television, advertising, and product design, a large number of successful cases of integrating traditional cultural elements into digital media art design have emerged. For example, the "Daily Forbidden City" APP launched by the Palace Museum showcases the Palace Museum's collections in a digital way, allowing users to closely view the treasures of ancient Chinese national collections on their mobile phones, attracting a large number of users' attention. The "Florasis · Miao Impressions" product series integrates the traditional cultural elements and craftsmanship of the Miao ethnic group, and uses AR technology to display the ethnic cultural stories behind the products, enabling consumers to feel the strong atmosphere of Chinese historical culture while using the products.

Despite many successful cases, overall, the application of traditional Chinese cultural elements in digital media art design is still in the exploratory stage. On the one hand, some design works only stay at the superficial citation of symbols, lacking in - depth cultural interpretation and innovation of traditional Chinese cultural elements. Therefore, when using Chinese elements, designers need to conduct in - depth innovative research. Design works should not only meet the aesthetic taste of the modern public but also reflect traditional Chinese culture and art. On the other hand, due to the high - technical requirements of digital media art design, many traditional techniques and craftsmanship are difficult to be directly applied to modern design. Therefore, in the future, to further strengthen the in - depth integration of the two, more scientific and efficient transformation methods need to be found in order to fully unleash the potential of traditional Chinese cultural elements in digital media art design.

4. Analysis of the "Florasis · Miao Impressions" Product Series

4.1 General Introduction to the Florasis Brand

Florasis was founded in Hangzhou in 2017. The brand name is derived from a poem by Su Dongpo, "If the West Lake were compared to Lady Xi, no matter if she's richly adorned or plainly dressed, she would always be charming." It aims to convey the natural beauty and inherent cultural heritage of Oriental women. The products of Florasis are characterized by their natural ingredients, which are extracted from flowers, herbs, and traditional Chinese medicines. By combining traditional craftsmanship with modern manufacturing processes, and based on the skin characteristics of Oriental women, Florasis creates makeup products with the intention of inheriting and promoting Chinese culture through beauty products.

Florasis takes traditional culture as the core of its brand spirit. It launches makeup products catering to the skin characteristics and skin - nourishing needs of Asian women. The brand extracts ingredients from flowers, plants, and traditional Chinese medicines, integrates them with modern manufacturing techniques, and combines them with product appearances featuring traditional Chinese aesthetics, truly providing beauty products for Chinese women.

4.2 Design Concept and Strategy of the "Florasis · Miao Impressions" Product Series

In October 2020, Florasis' high - end "Miao Impressions" series attracted worldwide attention by relying on the Chinese intangible cultural heritage "Miao silver craftsmanship." The "Florasis · Miao Impressions" product series (Figure 1) is a representative innovative practice of the Florasis brand. It aims to present the traditional cultural elements of the Miao ethnic group to a wide range of consumers through modern digital media art design. The design concept of this product series revolves around "inheritance and innovation." By deeply exploring the intangible cultural heritage skills and totem culture of the Miao ethnic group, and combining modern aesthetics and technological means, it innovatively integrates the traditional cultural elements of the Miao ethnic group with digital media technology, creating products that are rich in cultural connotations and attractive to the market. The specific design strategies include the following aspects.



Figure 1. The "Miao Impressions" High-end Customization Series

(1) Selection and Extraction of Traditional Cultural Elements: Designers delved into the Miao - inhabited areas and directly extracted classic patterns and symbols from traditional handicrafts of the Miao ethnic group, such as silver ornaments, embroidery, and batik. Extracting these single - body shapes from the diverse and colorful patterns, and then decomposing, deforming, and reconstructing them according to modern design concepts, is an innovative art form of single - body or graphic techniques. In the process of creative design and application of Miao graphic culture, it is necessary to first refine the types of ethnic pattern motifs and then carry out corresponding creative design and application. This method not only preserves the essence of Miao graphic culture but also inherits and innovates its ethnic culture.

For example, in Florasis' "Miao Impressions High - end Custom - made Product Series", the mysterious and ancient "Butterfly Mother" totem (Figure 2) and flower elements are reconstructed and applied. The elements of butterfly wings are extracted and re - created and combined with flower elements, and then engraved onto the products to introduce the origin legend of the Miao ethnic group to young users. Just like the Gilded Silver Butterfly Shadow Relief Makeup Palette in (Figure 3 and Figure 4), the design element at its top is derived from the pattern of the Butterfly Mother in Miao legends. Through the extraction and re - design of these elements, each pattern is ensured to carry a strong cultural flavor.



Figure 2. The Totem of "Butterfly Mother"



Figure 3. Design Drawing of the Embossed Cosmetic Palette with Gilt Silver Butterfly Shadows



Figure 4. Design Drawing of the Embossed Cosmetic Palette with Gilt Silver Butterfly Shadows

(2) Color and Material Matching: In the selection of colors for the "Florasis · Miao Impressions" product series, full consideration has been given to the color combinations of Miao costumes and traditional handicrafts. A large number of colors such as the silver color of Miao silver, the colorful

hues of Miao embroidery, and the blue color of batik are used. The dark green - black color that has been running through the Florasis brand is evolved from the cyan - green color in the Song Dynasty. All product outer packaging uniformly adopts this dark green - black color to strengthen the unity of the brand's visual image. In the design of eyeshadow products, color combinations from traditional culture are borrowed, such as Chinese red, blue - and - white porcelain blue, and imperial yellow. These colors not only have a strong visual impact but also contain rich cultural connotations, which can deepen consumers' impression of the brand. In terms of materials, modern materials such as environmentally friendly resin and metal coatings are selected, which not only ensure the exquisite appearance but also meet the practical needs of modern consumers. Through digital media art design techniques, the texture of Miao traditional patterns is combined with that of modern materials to create a unique visual effect.

(3) All - round User Experience Design: In addition to the product's appearance design, Florasis also spares no effort in enhancing the user experience. Every link, from product packaging to usage instructions, strives to bring users a pleasant experience. In particular, AR technology is used to showcase the traditional Chinese cultural stories behind the products, enabling consumers to feel the strong atmosphere of Chinese history and culture while using the products.

5. Innovative Integration and Application Strategies of Traditional Chinese Cultural Elements in Digital Media Art Design

The "Florasis · Miao Impressions" product series, with its unique design concepts and innovative methods, has successfully integrated traditional Chinese cultural elements with digital media art, providing new ideas and directions for the modern expression of traditional culture. The specific manifestations are as follows:

5.1 The Integrated Application of Traditional Chinese Crafts in Modern Design

The use of traditional crafts in contemporary digital media art design must resolve the tension between the demands of contemporary aesthetics and the intricacy of the craftsmanship. In order to display traditional aspects in a contemporary manner, designers should use technological tools like digital painting, animation, video, and virtual reality in conjunction with audience demands and current trends in digital media art design. They are able to produce works that have a sense of the times by blurring the lines between tradition and modernity. This lets digital media better serve the varied requirements of contemporary people while simultaneously preserving the exceptional aspects of traditional Chinese culture.

Taking the "Florasis · Miao Impressions" product series as an example, designers have carried out innovations in many aspects while retaining the traditional Miao crafts. The forging technique of Miao silver ornaments (Figure 5), which is also one of the carriers of Miao patterns, is currently listed as one of the national intangible cultural heritages. Florasis combines this traditional craft with modern micro - carving and relief techniques, highly restoring and replicating the Miao silver - making process on the products. For example, in the "Florasis · Miao Impressions" product series, the micro - carved patterns on the body of the concentric - lock - shaped lipstick (Figure 6) and the appearance design of the high - end air - loose powder draw inspiration from the totem culture and flower elements of the Miao ethnic group. By combining the silver - ornament chiseling technique with modern micro - carving technology, it not only showcases exquisite craftsmanship but also adds an interesting decorative aesthetic. (Figure 7) This combination not only preserves the unique charm of traditional craftsmanship but also endows the products with a higher artistic value.



Figure 5. Forging Techniques of Miao Silver Ornaments



Figure 6. The Heart-shaped Lock Lipstick



Figure 7. The High-end Tailored Air Loose Powder Compact Box

In the "Florasis · Miao Impressions" product series, the patterns on the color box packaging (Figure 8) combine the totems of the Miao ethnic group, such as butterfly patterns, fish patterns, flower - and - bird patterns, and heaven - and - earth patterns, and are reshaped and presented through hand - drawn Miao embroidery knitting methods (Figure 9). High - precision scanning technology is used to capture the delicate patterns of Miao embroidery, and computer graphics processing technology is employed to convert them into digital images, presenting the real texture of the embroidery as much as possible

(Figure 10), so that these intricate and beautiful handicrafts can be displayed in a virtual environment. This direct integration not only preserves the uniqueness of traditional elements but also endows them with new vitality in digital media, greatly enhancing the cultural identification and market competitiveness of the products. By integrating traditional craftsmanship with modern manufacturing technologies, designers have successfully found a path that balances tradition and modernity in digital media art design.



Figure 8. The Pattern of the Color Box Packaging Featuring Miao Impressions

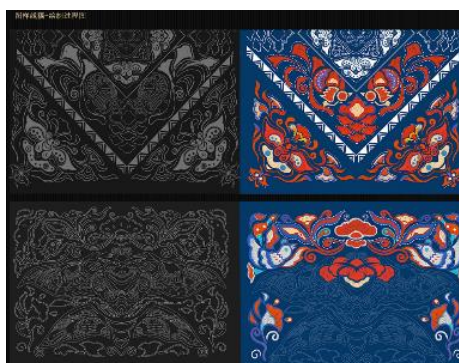


Figure 9. Process Diagram of Miao Ethnic Group Embroidery

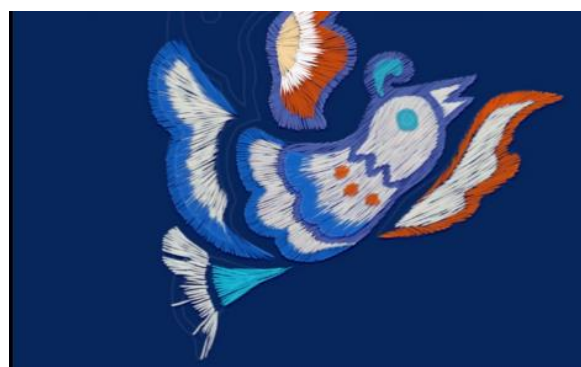


Figure 10. Machine Embroidery Diagram of Miao Totems

5.2 Application of Traditional Chinese Cultural Elements Using Digital Media Art as a Carrier, Innovating the Forms of Design Presentation According to Popular Trends and Audience Needs

Regarding the use of digital media art design, the "Florasis · Miao Impressions" series makes use of cutting-edge digital tools and design methodologies. By utilizing the various forms of expression available in digital media art design, designers combine traditional Chinese cultural themes with contemporary digital media art while keeping audience demands and current trends in mind. Through various media and technological means, this integration creatively exposes traditional Chinese cultural aspects and adds interactive experience features with users. The following are the particular applications:

5.2.1 Virtual Reality (VR) Experience

To enable consumers to better understand the Miao culture, Florasis has launched an interactive experience application based on VR technology. Users can wear VR devices, and through 3D modeling technology, three - dimensional models of Miao architecture and costumes are constructed and dynamically demonstrated in a virtual reality scene. Users can immerse themselves in the living scenes of the Miao village, and watch the production process of Miao silver, etc. (Figure 11). This not only enhances the audience's interactive experience, but also makes the experience more interesting and allows users to understand the Miao culture more intuitively.



Figure 11. Florasis Virtual Reality (VR) Experience

5.2.2 Augmented Reality (AR) Makeup - Try - On Function

To make it more convenient for consumers to try out cosmetics, Florasis has also created an AR virtual makeup - try - on function on its overseas official website (Figure 12). Users only need to open the APP, select the corresponding product, and they can preview the makeup effect in real - time on their mobile phones. This function is not only convenient and practical, but also helps users more accurately find the product color number that suits them. This solution further enriches the makeup shopping process on Florasis' overseas official website page and increases interactivity with users.



Figure 12. Florasis Augmented Reality (AR) Makeup Try-on Feature

5.2.3 Promoting National Traditional Culture via Digital Media Platforms

Florasis showcases the product design process, cultural stories, and usage effects through digital media platforms, such as social media, official websites, and online shopping malls. To enhance the user experience and promote user interaction, the Florasis brand has created numerous topics on Sina Weibo, including "Florasis Miao Impressions High - end Customization", "Grand Beauty of the East - Miao Impressions", and "Miao Makeup Challenge", attracting the attention and discussion of many netizens and creating themed communication elements with high dissemination potential (Figure 13).

Furthermore, Florasis works with well-known KOLs. Customers are better able to comprehend the cultural context and real-world impacts of the products through live streaming and brief movies. In order to document the origin stories of the Miao Impressions, Florasis also collaborated with People's Daily New Media to produce the documentary "Extraordinary Intangible Cultural Heritage" (Figure 14). Additionally, it started the public welfare initiative "Inheriting the Silver - making Craft, Benefiting the Miao People" with the goal of supporting Miao girls' education .

This combination of online and offline approaches has greatly enhanced consumers' sense of participation and experience. It has made Miao silver a new trend, attracting more and more young people to participate in the promotion and inheritance of intangible cultural heritage. In this way, national culture shines anew, allowing the world to witness the beauty of China.



Figure 13. Miao-style Makeup Challenge



Figure 14. The Documentary "Unusual Intangible Cultural Heritage"

6. Insights from the Integration of Digital Media Art Design and Traditional Chinese Cultural Elements

Through a case - by - case analysis of the "Florasis · Miao Impressions" product series, this paper elaborately explores the process of integrating digital media art design with traditional Chinese cultural elements and their market performance. The research indicates that incorporating traditional cultural elements into modern digital media art design yields the following insights:

6.1 Emphasize the Exploration and Innovation of Cultural Connotations

In digital media art design, it is essential to conduct in - depth research and exploration of the connotations and essence of traditional Chinese culture. Extract representative and unique cultural elements from it, refine and innovate them to enable better integration into modern design. The "Florasis · Miao Impressions" product series infuses traditional Miao craftsmanship and patterns into modern digital media art design, endowing them with new vitality and a modern aesthetic.

6.2 Focus on Market Differentiated Competition

Products integrated with traditional cultural elements possess unique competitiveness in the market. Their distinctive designs and profound cultural connotations enable these products to stand out among similar products, attracting a large number of loyal consumers and enhancing the brand's market share and competitiveness. Consumers are more inclined to choose products and services with cultural significance and emotional value, thus strengthening brand loyalty.

6.3 Innovate Design Thinking and Technological Application

During the process of integrating traditional Chinese cultural elements, it is necessary to continuously update and expand design thinking, and be bold in experimenting with new design concepts and methods. At the same time, make full use of modern digital media technologies such as virtual reality, augmented reality, and 3D printing to present traditional cultural elements in a more vivid and intuitive manner.

7. Conclusion

Taking the "Florasis" Mia Impressions" series as an example, this paper deeply explores the innovative integration and application of digital media art design and traditional Chinese cultural elements. Through the analysis of this case, we can see that digital media art design plays a crucial role and has great potential in presenting and promoting outstanding traditional Chinese culture. This provides valuable reference and inspiration for the design of other brands and cultural products.

In the future, we should continue to strengthen the integration and innovation of digital media art design and traditional Chinese cultural elements, constantly explore innovative methods and

strategies, and promote the high - level integration of traditional Chinese culture and modern design. Meanwhile, we should also focus on cultivating and introducing more professionals and technical forces to provide strong support and guarantee for the development of digital media art design.

8. Sources of Images:

(1) (Figures 1, 2, 3, and 4 are sourced from the web page Florasis - Oriental Aesthetics Carved on Cosmetics", https://www.sohu.com/na/440257795_120901621)

(2) Figures 5 and 7 are from the internet, "Original: Inheriting Oriental Aesthetics, Florasis Introduces Intangible Cultural Heritage into Fashion Makeup", https://www.sohu.com/a/426565551_136866

(3) Figure 6, "Why Are the Advertisements of Miao Impression Makeup Everywhere, from Elevators to the Internet?", Jiemian News - Fashion, <https://www.jiemian.com/article/5136285.html>

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(5) Figure 11 is from Xiaohongshu user 95426908116

(6) Figure 12, "Wanmei Mobile Creates an AR Virtual Makeup - Try - On Solution for Florasis' Overseas Official Website", Sina Fashion -Sina.com, <https://fashion.sina.com.cn/b/nw/2024-01-30/1511/doc - infhxve7164176.shtml>

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