

Research on the Creation of Children's Aesthetic Education Products based on Traditional Painting

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Abstract

With the continuous development of information technology, the level of children's aesthetic education needs to be continuously improved with the times, especially the children's aesthetic education products related to traditional painting need to be improved. On the basis of summarizing the current situation of traditional painting and children's aesthetic education, this paper explores the design value of "traditional painting + children's aesthetic education" products, and takes traditional Chinese culture as the core content, aiming to develop children's interest in painting at school age, and to develop traditional painting interests. development has a positive impact.

Keywords

Traditional Chinese Painting; Children's Aesthetic Education; Product Design.

1. The Current Situation of Traditional Painting and Children's Aesthetic Education

Chinese traditional painting art has rich content, which embodies the unique aesthetic connotation, aesthetic thought and artistic connotation of traditional Chinese painting. It is an important part of Chinese civilization and effectively promotes the development of society and the progress of culture and art. Contributed to human civilization and progress [1]. Nowadays, more and more people are pursuing spiritual wealth and enjoyment, and they are beginning to pay attention to artworks. Children's aesthetic education refers to the education that cultivates children's ability to recognize beauty, love beauty and create beauty, also known as aesthetic education or aesthetic education, which is an indispensable part of all-round development education [2]. At present, children's aesthetic education products generally refer to products with the functions of children's aesthetic education and aesthetic education, such as picture books, music products, film and television products, interactive products, etc. Among them, educational APPs and companion-type products mainly in the form of emerging media AI has become the mainstream of children's aesthetic education products. A good children's aesthetic education product not only needs to be spread through a suitable medium, but more importantly, its content. Today's aesthetic education products should play a role in stimulating imagination, improving the level of "emotional intelligence", and cultivating people's "heart of benevolence". Its unique role [3].

2. Traditional Painting and the Design Value of Children's Aesthetic Education Products

2.1. Social Value

Traditional painting pursues the unity of subjective emotions and objective things, and pays attention to the noble quality of people from the inside out and the pursuit of lofty spiritual culture [4]. By depicting the essence of objective things, it expresses the true emotions of the

painter's heart. This is the art of traditional Chinese painting, and although China has made tremendous economic and cultural development, the situation in art education and art popularization is worrying. With the development of economy and society, children's cultural and aesthetic product development education is less involved in traditional painting. People are paying more and more attention to the introduction of foreign culture, and children's foreign language and mathematics education products have sprung up, and Chinese culture has a tendency to be cornered. As the top priority of traditional Chinese culture, traditional painting contains a lot of content that fits the physical and mental development of children. It starts from the humanistic education content derived from traditional painting, and uses flexible teaching methods to help children solve the problem of not being interested in traditional painting.

2.2. Cultural Value

Culture is the blood of a nation and the spiritual home of the people. The excellent traditional Chinese culture was conceived from the development of the Chinese nation's five thousand years of civilization. It is the inexhaustible driving force and rich nourishment for the continued development of the Chinese nation, and it is also the cultural fertile soil on which socialism with Chinese characteristics is rooted [5]. The general secretary pointed out profoundly: "We say that we now have system confidence, road confidence, theoretical confidence, and cultural confidence, which is fundamentally cultural confidence." The first step of Internet aesthetic education, launching a new aesthetic education model of "culture, art, education, and network", integrating various elements such as national self-confidence, cultural self-confidence, and characteristics of the new era, while promoting the protection and inheritance of traditional Chinese culture, strengthening the close connection between traditional culture and life entertainment contributes to cultural inheritance and children's education.

2.3. Economic Value

The "traditional art + aesthetic education" products in my country's education and training market have the commercial status of insufficient development. Therefore, in the process of product development and industrial expansion, the introduction of technology, product, design and other talents should be continuous. The task of traditional painting and aesthetic education of labor is a necessary condition for social reproduction and a necessary condition for economic growth. With the opening of the national "universal two-child" policy, children's demand for education is also increasing. At the same time, in order to better meet the spiritual needs of the people, artistic development combined with high-tech development has gradually approached people's vision. People's requirements for art are becoming more and more urgent, and the art industry in the new century must have great prospects and even become an important part of the economic value system. The development of traditional Chinese painting can effectively improve the quality of art and promote traditional Chinese culture. At the same time, the combination with children's aesthetic education products will open up a new market, allowing traditional art education to enter thousands of households and develop thousands of households. Especially in cultivating children's aesthetic interests, it is the core of the real economic value of aesthetic education to enable people to cultivate the necessary aesthetic literacy from an early age.

3. Creation of Children's Aesthetic Education Products based on Traditional Painting --Take "Lewen Life" APP as an Example

3.1. Preliminary Design Positioning and Goals

The design products mainly focus on "tradition + innovation" as the design goal, and are positioned at school-age children aged 6 to 13 to attract target customers. The service performance of the design products is higher than the unique personality and design concept

of other competing products, and constantly refreshes and improves the difference. to form product uniqueness that is conducive to marketing. In order to better integrate the theme of "traditional painting + aesthetic education" into the products, we collected relevant children's education products on the market, and finally decided to create the "Lewen Life" APP for music education and aesthetic education and the companion robot "Bai Xiaowen". ". At the same time, it will launch other cultural products suitable for Internet consumption, stimulate the audience's willingness to consume culturally, and promote the formation of a new cultural industry in education. Aesthetic education in the Internet age = systemization + convenience + high-quality experience, and "Lewen Life" not only makes use of the Internet's convenient learning characteristics, but also makes a fuss about systemization, quality, and experience. Today, when cultural and aesthetic education needs to be improved urgently, under the encouragement of the spirit of "Aesthetic Education to Save the Nation", we have established a comprehensive education and training product in the category of "Culture/Art", so that the connotation and influence of "beauty" will become wider, wider and wider in the Internet age. Go further.

3.2. Product Design Process

(1) Character design

After choosing traditional painting as the carrier of children's aesthetic education products, it is necessary to create its ip image on the selected content, and then determine the product content requirements and functional planning [6]. In the early stage of planning, we first decided on the appearance of the "Lewen Life" app wizard "Le Xiaowen". The little girl combines the elements of books and wheat ears, taking care of the knowledge of aesthetic education and the simplicity of traditional painting. In the image design of "Le Xiaowen", Le Xiaowen holds a pigeon in his arms, which symbolizes the friendship, purity and agility of children's art education. The design of the pigeon is also the original body of the "Bai Xiaowen" companion robot in the life supporting products of Lewen. . The app wizard is named "Le Xiaowen", which is inspired by the idiom "education and entertainment" and is also a part of the Lewen Life App.

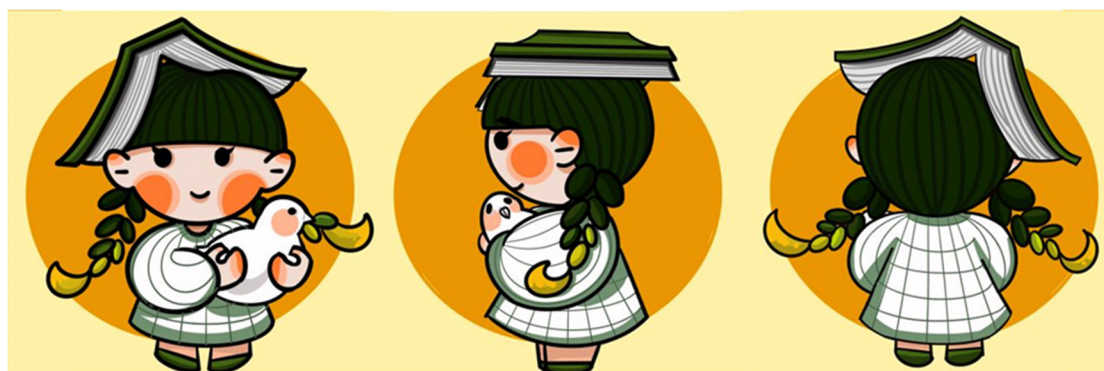


Figure 1. "Le Xiaowen" IP image design

(2) App content and information structure

Chinese traditional painting is closely related to the connotation of traditional culture and the development of aesthetic education art. Whether it is morphological composition, cultural significance or other aspects, it plays a very important role in the process of social development. Taking the Internet as a communication medium, and taking "Internet + Aesthetic Education" as the main mode, it provides the public with a channel to understand traditional Chinese painting, so as to spread the cultural value of traditional painting. Therefore, the design of the APP becomes the basis for displaying and disseminating traditional paintings. Lewen Life is a learning and social app based on family parent-child relationship and traditional culture

inheritance. Lewen Life faces users not only children, but also parents. The main display contents include the introduction of traditional painting and mini-games, and at the same time, the mall module is added to better meet the needs of users.

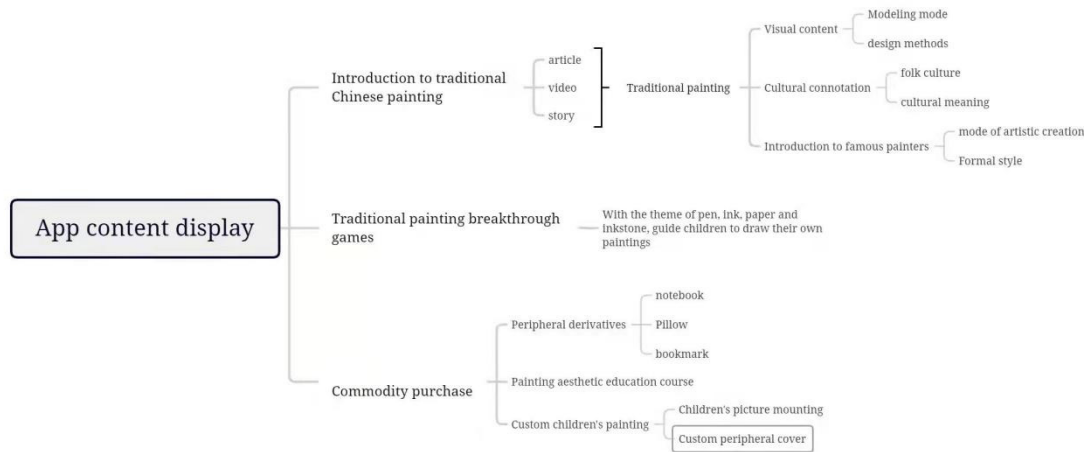


Figure 2. "Lewen Life" APP content display

By sorting out the content requirements of the entire APP and the display of the interface content, it is easy to get the optimized display function of the Lewen Life APP. Its main functions include posting posts, art courses and small games. In order to make the APP oriented to a wider range, some secondary functions have been added around the main functions, such as derivatives, my creation, sharing, settings and other basic functions.

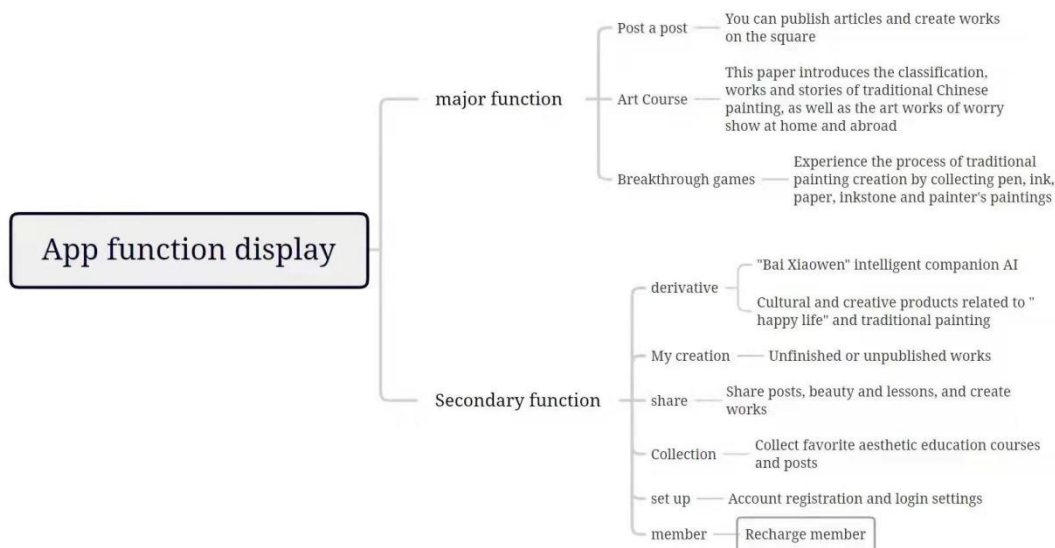


Figure 3. "Lewen Life" APP function display

The information architecture of the APP can help users find the functions they need better and faster. The information architecture is equivalent to the skeleton of the APP, which can effectively manage information and find information efficiently. [7] Taking the user as the center, by summarizing the content requirements and function display of the APP, we have made the main functions of the home page, post, publishing, mall, and me into the first-level functional interface, which is convenient for users to quickly find and use this function. Other

functions are integrated into the first-level functions as sub-functions, and at the same time, unnecessary page jumps and clicks are reduced, and their logic is increased.

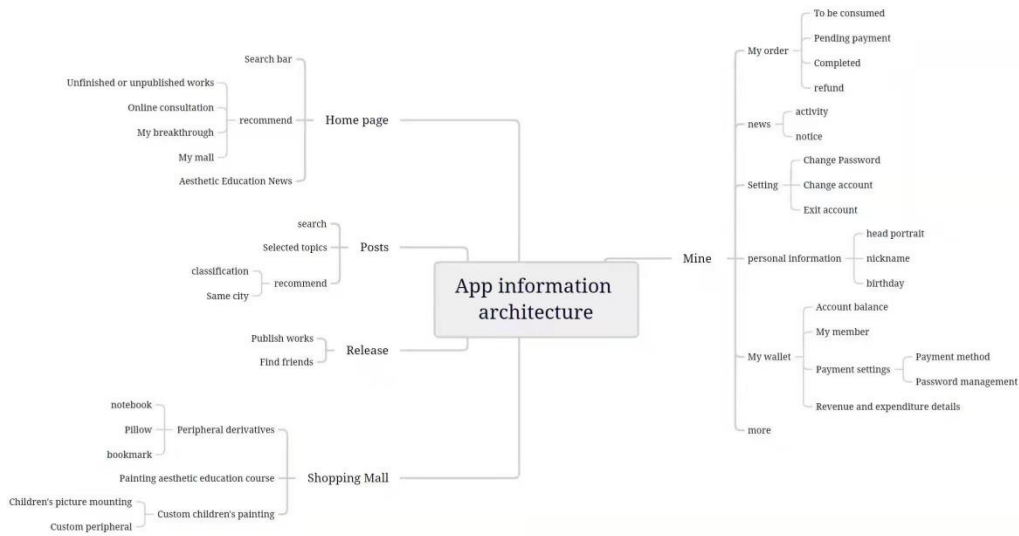


Figure 4. Information Architecture of "Lewen Life" APP

3.3. Product Derivatives

From the rough survey of cultural and creative products of the Forbidden City and National Geographic, it can be found that product derivatives are essential for adhering to traditional historical culture. Integrating traditional cultural elements in the form of peripherals as a new cultural carrier can promote traditional culture on a larger scale. Also in the design process of traditional painting + aesthetic education, its derivatives are also an important part of promoting traditional painting, so that traditional painting can also become a trendy fashion.

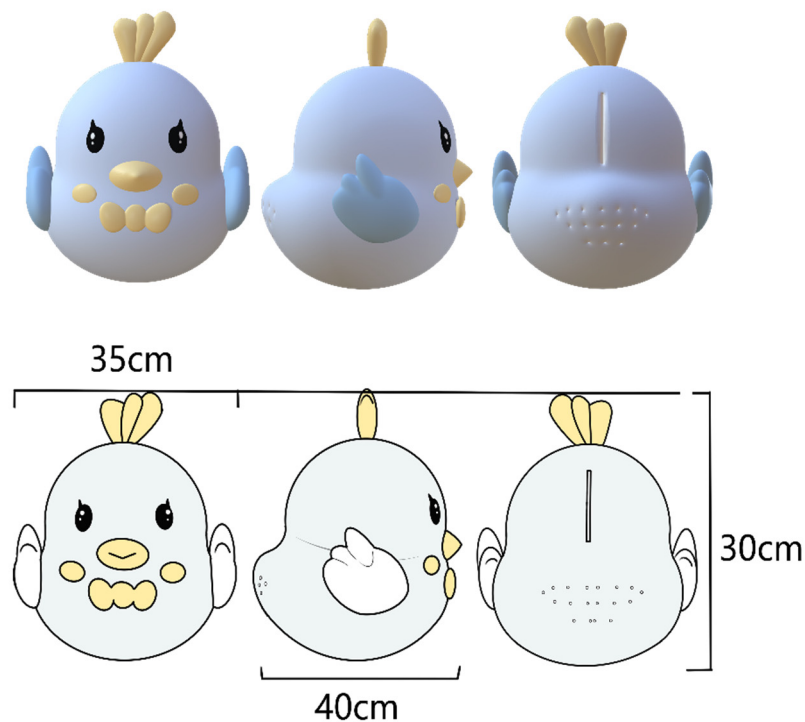


Figure 5. "Bai Xiaowen" companion AI appearance design

(1) "Bai Xiaowen" intelligent companion robot

The companion robot of Lewen Life's supporting products is named "Bai Xiaowen", the name comes from the white pigeon in Le Xiaowen's arms. The smoother streamline and its popular appearance of the white pigeon are very suitable for the requirements of children's robots. We gradually evolved from a spherical shape to the appearance of Bai Xiaowen's robot, weakening the figurative image of the pigeon itself, and replaced it with a Q-cute round appearance to exercise children's cognitive ability. The overall look is simple, generous, full and playful. It conforms to the design of child safety products and also makes the robot more compact and convenient.

(2) Other peripheral products

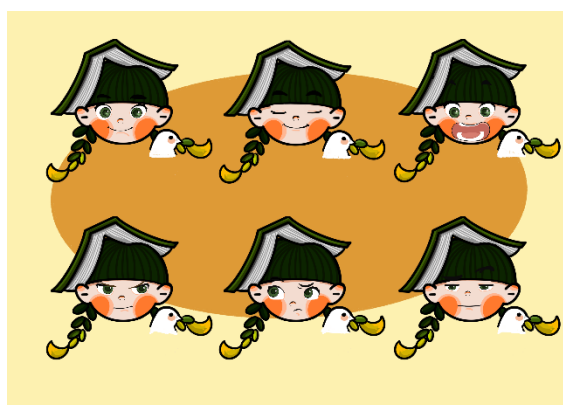


Figure 6. "Le Xiaowen" emoticon package

In addition to combining traditional culture with network technology, it also has a broad space for cultural development when combined with other peripheral products. Therefore, we choose to launch the derivative products of Lewen Life through the online + offline model, and create a promotion model of "Le Xiaowen IP-independent customization-original peripherals-joint cooperation". Online launch of "Le Xiaowen expression pack, Lewen Life APP exclusive customization service" and other products; offline launch of Lewen Life's original peripheral products.



Figure 7. "Lewen Life" peripheral products

4. Summary

The real meaning of applying traditional painting to children's aesthetic education products is to improve the public's awareness and experience of traditional painting, and make it easier and more interesting for children to learn Chinese traditional culture. The Lewen Life App and

Bai Xiaowen's companion intelligent robot have the advantages of intelligence, interaction and diversification, which make traditional Chinese painting truly "live". As the so-called education is the foundation of traditional culture dissemination, this transition from traditional aesthetic education products to only aesthetic education products will bring a series of new social values. However, the development of traditional painting in aesthetic education products is still insufficient. To better apply traditional painting to aesthetic education products, the market needs to have a certain degree of awareness and attention to this, in order to present children and audiences with more Targeted, interesting and learning products.

Acknowledgments

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