

Technology and Illusions: An Analysis of the Jade Dragon Design for AIGC IP Image at Milan Design Week

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Abstract

This paper reflects on the learning journey in the course Landscape Construction Drawing Design taught by Professor Xiaodong WANG. It explores the process from initial hand-drawing practice to field investigations, CAD software application, and the final production of construction drawings. The course emphasized the importance of integrating technical skills with creative thinking, as well as the role of cross-disciplinary collaboration in environmental design. Through this reflection, the paper aims to provide valuable insights for students and practitioners interested in the complexities of landscape construction drawing and its practical applications.

Keywords AIGC Technology, Jade Dragon, Creative Design, Artificial Intelligence, Traditional Culture

Article History

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1 Introduction

The “Exhibition of Outstanding Works by Teachers and Students of Chinese Universities’ Design Departments at Milan Design Week” has been held since 2016. It aims to showcase the teaching quality and achievements of Chinese design and to provide an international exchange platform for teachers and students in art disciplines. This paper discusses the application of AIGC technology in design innovation through the work “Milan Design Week AIGC · IP Image”, exhibited at the event, and explores the possibilities of future design combined with traditional Chinese culture.

2 Design Theme

Set against the backdrop of 2024, the work features the dragon as the central IP image, integrating traditional Chinese culture with AIGC technology to showcase a design concept that is youthful, fun, creative, and intelligent. By using AIGC software to generate a cartoon IP image, the work highlights the technological and futuristic feel conveyed by the design. The image design emphasizes the science fiction element of an emerald dragon wearing smart headphones, symbolizing modernization and intelligence.

3 Design Description

During the design process, keywords/prompts were entered into Midjourney Bot to generate a creative primary IP image, with repeated adjustments made to reach the final draft. Subsequently, three-view diagrams based on the primary image were generated to ensure integrity and consistency. Through continuous refinement, the rationality and creativity of the work were highlighted. Additionally, Photoshop was used for detailed layout design, presenting the IP image alongside the concept of blind box toys, emphasizing the work's unique style and innovative ideas. Specifically:

3.1 Creation Source and Concept

The theme of the creation originates from the “Milan Design Week—Exhibition of Outstanding Works by Teachers and Students of Chinese Universities’ Design Departments”, specifically the AIGC Creative Future Cartoon IP Image Design Competition. The inspiration for the creation is deeply influenced by traditional Chinese culture. At the beginning of the design process, the integration of traditional Chinese culture and artificial intelligence was considered, bringing more possibilities for innovative design. Starting with the zodiac culture of 2024, the dragon was chosen as the main subject for the IP image design. The dragon is a totem and a unique spiritual symbol of the Chinese nation, as well as a symbol of good fortune. The year 2024 is both the Year of the Dragon and a year of rapid development in artificial intelligence. The work combines cultural elements and AIGC, using elements like the Chinese dragon to create an IP image characterized as “young, fun, creative, and intelligent”. The work exudes youthful vitality, symbolizing youth. It has various dynamic forms and expressions, symbolizing fun. It represents a fusion of culture and artificial intelligence, symbolizing creativity. The work is modern and technologically advanced, symbolizing intelligence.

3.2 Design and Technical Expression

The design of the jade dragon is cute and lively, with a strong science fiction feel. Its head is adorned with smart headphones, and the concept envisions the headphones having features like holographic projection, simultaneous translation, data reception, and broadcasting, reflecting modernization, intelligence, and futurism. If you own a jade dragon in the future, your life will

enter the era of artificial intelligence. The work revolves around its theme, using Midjourney to create the main image, Adobe Photoshop for refinement and layout, and incorporating traditional cultural elements to generate a futuristic cartoon IP image. It deeply explores the “integration of traditional culture and artificial intelligence, technological innovation, and future creativity”, showcasing a unique design concept and the powerful creative capabilities of AIGC. The future is one filled with technology and creativity; the work fully integrates the Chinese dragon into AIGC software, demonstrating the infinite possibilities of artificial intelligence and reflecting the development trends of cultural inheritance and innovative design in the intelligent era. This kind of innovation will continue to grow, holding significant importance for implementing an innovation-driven development strategy in our country and accelerating the development of new productive forces.

4 Designing Critical Descriptive Terms

Prompt: Dragon, cute, full of technology, fashion toys, with 2 dragon horns, three views (front view, side view, rear view), maintain consistency and integrity, Cyberpunk, red light, colorful, Bauhaus, Pop Art, product design, digital art, game art, cute style, blind box toys, futuristic, 3D models, toys, cool, holographic models, fashion toys, Ultra HD, clean background, Blender, fashion toys, OC render, C4D, 3D, high quality –niji 5 –ar 16:9.

4.1 Design and Production Process

In Midjourney, click on the Midjourney Bot and enter /imagine along with the main work keywords/prompt to generate a creative main IP image. The generation process involves repeated adjustments until the initial draft of the IP image is achieved. Click on /describe to get the generated image’s address. Use the main keywords/prompt to create a creative 3D cartoon image. Based on the main cartoon image and using the image address link, generate three orthogonal views of the main image while ensuring consistency and completeness. Set the image size to –ar 16:9 and continuously click Vary (Subtle) or Vary (Region) to create a suitable and complete set of three orthogonal cartoon views. Using the main image’s address link, generate different extended forms and expressions. Continuously click Vary (Subtle) or Vary (Region) to refine the work, making it reasonable, creative, and complete. After completing the main IP image production, apply this method to generate other IP images or blind box toy images by entering new contents into the original keywords/prompt to obtain different cartoon images. Click Upscale (2X) to enhance the image clarity and quality, then export the works. Use Photoshop for exquisite typesetting based on the generated main IP image. This design phase entails personal creative input. Arrange the IP images, blind box toys, extended dynamics, extended emojis, etc., generated by AIGC software on the display board. The design should be stylish, elegant, and reflective of personal style. It should suit the IP image’s environmental atmosphere, combining “traditional culture and artificial intelligence, technological innovation and future creativity”, showcasing the distinctive features and creativity of the work.

5 Significance of the Design

This work combines traditional culture with modern technology, highlighting the enormous potential of artificial intelligence in design innovation. In the future, this fusion will drive the development of the design field and promote the preservation and innovation of traditional culture. The work not only showcases the technological and creative aspects introduced through design but also presents the possibilities of an intelligent era, holding significant social and cultural importance.

6 Conclusion

Through this study, we have demonstrated design works that integrate AIGC technology with traditional Chinese culture, highlighting the technological, creative, and futuristic aspects introduced by the design. This fusion is not only important in the field of design but also offers new directions for future technological development and cultural preservation. The successful creation of the work underscores the ingenious combination of design and artificial intelligence, providing new insights into design education and practice.

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Author Biography

Fuchuan TAN, born in 1999, is a native of Mianyang City, Sichuan Province. He is a master's student (Class of 2022) at the College of Fine Arts, Sichuan Normal University. His research focuses on the residential landscape of the Shu Dao and the aesthetics of rural habitation. <https://orcid.org/0009-0006-7753-773X>.

Xiaodong WANG (Corresponding Author), born in 1982 in Jiangyou, Sichuan, is a professor at the School of Fine Arts, Sichuan Normal University. He holds a Ph.D. and is a master's supervisor and doctoral supervisor at Krirk University, Thailand. His research areas include human settlement landscapes along the Shu Dao, rural residential aesthetics, and the study of art aesthetic culture. <https://orcid.org/0000-0001-7882-7364>.

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Figure 1: Award Certificate

米兰设计周 >>>>
AIGC创意未来卡通IP形象设计

AIGC-IP DESIGN

翡翠龙

AIGC创意未来IP设计



AIGC 翡翠龙
JADE DRAGON



TRADITIONAL CULTURE × INTELLIGENCE
»»»» 传统文化与人工智能 ««««

TECHNOLOGICAL INNOVATION × NEW IDEAS
»»»» 科技创新与未来创意 ««««

2023-2024 MILAN DESIGN WEEK >>>>
AIGC-IP DESIGN >>>>

2023-2024 MILAN DESIGN WEEK AIGC-IP DESIGN >>>> JADE DRAGON
2023-2024 MILAN DESIGN WEEK AIGC-IP DESIGN >>>> JADE DRAGON
2023-2024 MILAN DESIGN WEEK AIGC-IP DESIGN >>>> JADE DRAGON

设计说明:



翡翠龙. 性别:男

爱好: 滑板和听音乐 **性格:** 活泼开朗、幽默
兴趣: 写作与画国图 **技能:** 数据接收与播报

2024年是龙年,也是人工智能高速发展的一年,作品将传统文化元素与人工智能相结合,运用中华龙和翡翠绿等文化元素打造出了一个具有“年轻、有趣、创意、智能”的IP形象,翡翠龙的造型可爱生动,充满科技感,它的头部戴着智能耳机,耳机具有全息投影、同声传译、数据接收与播报等功能,在未来如果你拥有一只翡翠龙,那你的生活将进去人工智能时代。作品围绕主题,使用MJ创作出主体形象,运用辅助工具PS进行完善与排版,并结合传统文化元素,生成出具有未来感的卡通IP形象,深入思考了“传统文化与人工智能,科技创新与未来创意”的融合表达,展现出未来的无限可能。

颜色搭配:

#4DEDD7 #88F4F3 #E9CA5C #246E74 #E86A3C

创作理念:

IP形象围绕主题展开设计,从“传统文化与人工智能,科技创新与未来创意”两个角度出发,深入思考了人工智能与文化元素的融合与创新,未来是充满科技与创意的未来。作品将中华龙与翡翠绿充分融入到AIGC软件中,展现出人工智能的无限可能,也体现出在智能时代文化传承与创意的生动表达。

形象三视图:





正面 侧面 后面

延展表情包系列:












盲盒玩具系列:



乐乐龙



开心龙



奋斗龙



自信龙

Figure 2: Emerald Dragon Design Exhibition Board

