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RESEARCH ARTICLE

VISUAL IMAGE DESIGN OF JINGDEZHEN PORCELAIN BRAND UNDER THE PERSPECTIVE OF MEME

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Abstract

Starting from the perspective of Meme Theory, this study explores the ideas of Jingdezhen porcelain brand design in order to break through the limitations of traditional porcelain development, realize cultural inheritance and innovation, and promote the sustainable development of the porcelain industry. Literature survey, field research and case study method are used to comprehensively analyze the current situation of visual image design of Jingdezhen porcelain brand, and propose brand design strategies in combination with Meme Theory. The study finds that Meme Theory has significant validity in cultural communication, plays a central role in Jingdezhen porcelain culture, and provides new ideas for brand visual image design. The study provides support for the inheritance and innovation of Jingdezhen porcelain culture, provides theoretical and practical references for the protection and development of regional culture, enriches the scope of application of Meme Theory, and provides specific guidance for porcelain product design, emphasizes the significance of cultural modality for the development of local cultural industry, and has far-reaching value for promoting the inheritance and innovation of Jingdezhen porcelain culture.

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Introduction:

Jingdezhen, a cultural town with more than 1700 years of history of the town, born of porcelain, because of porcelain and name, because of porcelain and the rise of Jiangxi "Millennium Porcelain Capital" is a historical testimony, is a business card of China's porcelain culture. Mr. Guo Moruo came to Jingdezhen when the impromptu brush stroke, personally inscribed poem praising Jingdezhen: "China to the number of porcelain country, the peak of the porcelain industry is this all." In the long history of its development, through the sale of porcelain to the world, not only brought rich economic income, so that the people rich, creating a "craftsmen to the eight sides, ware into the world to go" the prosperity of the scene (Chapter, 2022). At the same time, it also greatly promoted the cultural exchanges between the East and the West, and the fact that the English word for porcelain, "CHINA", became the abbreviation for China had nothing to do with the spread of Jingdezhen porcelain culture to the outside world. The history of the development of porcelain culture in Jingdezhen is a history of the development of China's pre-industrial civilization, and Jingdezhen porcelains have been praised as "white gold" by Western societies and are renowned around the world (Zheng & Li, 2021).

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Meme Theory is important for intangible cultural heritage preservation and transmission. Meme Theory can help people understand the process of transmission, mutation and preservation of ICH, so as to develop more targeted protection and transmission strategies. As the driving force of socio-cultural evolution, similar to the role of genes in biological evolution, memes can explain socio-cultural phenomena (Dawkins, 1976). This theory suggests that culture needs to evolve through diffusion, and that modalities may exhibit large differences in their diffusion effects. By deconstructing the modes, strong and weak modes can be analyzed to help develop more comprehensive and effective conservation and dissemination strategies (Wang and Yang, 2006). Meme theory provides new perspectives and approaches for the dissemination and protection of “non-heritage” culture. Meme Theory enables us to better understand the laws of cultural heritage preservation and transmission, and provide targeted strategies for the preservation and development of intangible cultural heritage (Peng, Liu and Sun, 2008).

Through Meme Theory, we are able to recognize the importance of intangible cultural heritage modes for cultural transmission, and we can target preservation and development efforts according to the characteristics of strong and weak modes (Zhang and Liu, 2007). The importance of Meme Theory lies in the fact that it provides us with a completely new perspective and way to consider intangible cultural heritage preservation and transmission (Dawkins, 1976).

Literature Review:-

Meme Theory

Dawkins proposed the concept of modality, defining it as something similar to the role played by genes in the process of biological evolution in the transmission of language, ideas, beliefs, and behavioral styles. Modality can be regarded as a phenomenon that occurs in the process of cultural evolution, providing a feasible way and method for the deconstruction of non-heritage culture (Wang and Yang, 2006). The modality possesses the three characteristics of heredity, mutation and selection, similar to the genes of living things (Situation, 2013).

The theory asserts that in the process of transmission of non-heritage culture, the Meme Theory can be manifested as either a strong or a weak mode, and a strong mode is more likely to form intergenerational transmission. Therefore, in the conservation and development of NRM culture, a corresponding conservation path can be formulated based on a reasonable deconstruction of the meme, and the work can be carried out in a more targeted manner (Dawkins, 1976). It becomes possible to study the modal composition of a certain NRM culture, and then provide targeted solution strategies for the protection and development of NRM culture, so as to preserve NRM culture in its original state, alive and intact as much as possible (Peng et al., 2008). The dissemination of NRH culture requires studying and exploring how to effectively disseminate memes, and introducing modality into the study of NRH culture preservation and development (Fang, 2013).

Therefore, Meme Theory is used to explain the phenomena of transmission, variation and selection of NRM culture, and is also regarded as a phenomenon of cultural evolution, which provides important guidance for the conservation and development of NRM culture.

Jingdezhen porcelain

The development of the Jingdezhen porcelain industry can be traced back to the Eastern Han Dynasty (Xiong, 2000). The Jingdezhen porcelain industry started with poor quality, but gradually grew with the gathering of potters and the establishment of the imperial kiln factories. The Imperial Kiln Factory produced high-quality official kiln wares for the imperial court, bringing high quality raw materials and improved technology. During the Northern Song Dynasty, Jingdezhen inherited the skills of the famous kilns and became the center of porcelain in the country. The development of the porcelain industry during the Song dynasty was driven by the imperial court and population movements, and the growing demand for porcelains led to a rapid boom that began during the Han dynasty and reached the peak of the world's porcelains in the first half of the Qing dynasty. (Guo, Yue & Yan, 2023).

The history of the ancient Jingdezhen porcelain industry is very important. Since the Tang Dynasty, Jingdezhen has gradually become the center of the national porcelain industry (Xiong, 2000). This position was established thanks to several factors; on the one hand, Jingdezhen's favorable geographic location and rich natural resources, especially the mining of kaolin (Chen, 2006), provided important raw material support for the development of the porcelain industry. On the other hand, the government continued to support the development of the porcelain industry in Jingdezhen (Chen, 2015), especially through the setting up of imperial kiln factories by the government, which promoted the development of the industry in Jingdezhen. The imperial kiln factories fired official kiln wares

exclusively for the use of the imperial court, and the requirements for porcelain were much higher than those of the private kilns, which further promoted the development of the Jingdezhen porcelain industry (Xiong, 2000).

Jingdezhen porcelain brand image design

The visual identity design of Jingdezhen porcelain brand has gone through several stages of development and evolution. From 1949 to 2022 more than 70 years, the development of Jingdezhen porcelain brand has gone through four stages from brand recovery and development to diversification and personalized development. In the early days, the porcelain industry was marked by the bottom, and then the bottom was gradually standardized and met the needs of porcelain exports, and began to have a visual image of the brand in the modern sense. With the process of marketization and the rise of private enterprises, the number of brand visual images increased rapidly, while increasingly diversified and personalized development (Li, 2020). In this process, brand visual image design continues to develop and innovate, injecting new elements and design concepts to make the brand more modern, diversified, and combined with contemporary aesthetic trends. At the same time, Jingdezhen porcelain brands have also cooperated with artists and designers to create unique artistic brand visual images, enriching the cultural connotation and taste of the brand (Yang, 1991).

In recent years, with the intensification of globalization and market competition, Jingdezhen porcelain brands have further deepened their innovation in visual image design. Yu Qi (2024) suggests that Jingdezhen's cultural and creative design integrates traditional porcelain craftsmanship with modern design concepts to form unique cultural and creative products that embody the traditional aesthetics of Jingdezhen porcelains and incorporate the aesthetic needs and practical functions of modern consumers. The way Jingdezhen porcelain brand connects emotionally with consumers emphasizes the important role of brand visual image design in emotional marketing, and argues that through personalized and customized design, Jingdezhen porcelain brands can better satisfy consumer needs and build deeper brand loyalty (Zhao, 2015). These studies show that the strategy of modernizing and personalizing the visual image of Jingdezhen porcelain brands combined with cultural heritage has become an important factor in their success.

Research Methodology:-

This study adopts qualitative research method and combines Meme Theory to explore the visual image design strategy of Jingdezhen porcelain brand. The main research methods include literature survey method, field research method and case study method. The literature survey method focuses on analyzing the evolution of the visual image of Jingdezhen porcelain brand and its cultural symbols by reviewing domestic and foreign related literature, and interpreting its design strategy by combining Meme Theory. The field research method analyzes the relationship between the design elements of porcelain products and regional culture and explores the specific performance of the brand's visual image through field visits to Jingdezhen porcelain Museum, Sanbao porcelain Art Village, Taoxichuan porcelain Art Avenue and other places. The case study method selects representative porcelain brands and influential private porcelain brands in Jingdezhen, and combines the meme perspective to deeply analyze the inheritance, innovation and symbolic evolution of their brand image design.

The scope of the study covers the visual image design of Jingdezhen porcelain brands between 1949 and 2022, focusing on the analysis of design elements such as graphics, color, text, symbols, etc., exploring how brand visual image conveys cultural information in the context of globalization by combining Meme Theory, and comparing design strategies and cultural connotations in different periods. In addition, through specific case studies, we deeply understand how Jingdezhen porcelain brand realizes brand image shaping and innovation with the help of traditional cultural symbols and modern design language.

By synthesizing the qualitative research methods, a comprehensive and in-depth study on the visual image design of Jingdezhen porcelain brand is carried out, and the rich expressive methods and diversified innovative styles of Jingdezhen porcelain brand visual image design are fully explored.

Finding

The study found that Jingdezhen porcelain brand in recent years in the visual image design gradually integrated traditional cultural elements and modern design concepts, through personalized, customized design strategy, to create a unique brand image, and gradually achieved a strong competitiveness in the international market.

Jingdezhen porcelain brand in the visual image design through the integration of traditional patterns, folk culture, historical symbols and other cultural elements, so that the brand image more cultural heritage and regional features. Such as Jingdezhen porcelain brand door head design (Figure 1), these design elements not only enhance the emotional resonance of consumers, but also help the brand in the globalization competition to establish a unique recognition. In addition, the brand's visual identity design focuses on modernization and innovation, and through cooperation with contemporary artists and designers, it introduces fashion trends and contemporary aesthetic trends, giving the brand a more dynamic sense of modernity and innovation.



Figure 1:- Jingdezhen porcelain brand front door design.

From the perspective of Meme Theory, the visual image design of Jingdezhen porcelain brand plays an important role in cultural communication and symbol construction. Meme Theory believes that cultural elements evolve through imitation and dissemination, and Jingdezhen porcelain brand is precisely through careful design and promotion, Jingdezhen eleven kilns porcelain brand product design (Figure 2), the traditional cultural symbols into a visual image that meets the needs of contemporary consumers. This visual communication not only enhances the brand identity and attractiveness, but also promotes the recognition and influence of Jingdezhen porcelain in the global market.



Figure 2:- Jingdezhen eleven kilns porcelain brand product design.

With the diversification of the brand and personalized development, Jingdezhen porcelain in the market segments more and more prominent. Brand design not only meets the individualized needs of consumers, but also deepens the emotional connection between consumers and brands through emotional marketing. Through the brand story,

emotional design and high-quality customized services, Jingdezhen porcelain brand successfully established a deep brand loyalty.

The innovation and development of visual identity design strategies for Jingdezhen porcelain brands show that they have achieved the integration of cultural heritage and modern design in global competition, and enhanced the market competitiveness and international influence of their brands through emotional and personalized design. These findings provide a theoretical basis and practical guidance for the future design development of Jingdezhen porcelain brands.

Discussion:-

Theoretical Contributions

This study explores the visual image design strategy of Jingdezhen's porcelain brand from the perspective of Meme Theory, which fills the gap of exploring the visual image of cultural brands in related fields. Meme Theory, as a basic theory of cultural communication and symbolic evolution, demonstrates how cultural elements can spread and evolve in the market through symbolic reproduction and mutation through the application of design strategies for Jingdezhen porcelain brands. This study shows that Jingdezhen porcelain brands are able to transform traditional cultural symbols, artistic elements and regional features into attractive and recognizable brand images through precise visual design, which in turn are able to gradually form cultural identities with international influence in the context of globalization through imitation and dissemination.

The study further deepens the combination of cultural connotation and marketing strategy of brand image design, and reveals the positive effects of the integration of traditional cultural elements and modern design concepts on branding and communication. This theoretical contribution provides a new theoretical framework for brand design and cultural communication research, expands the application of Meme Theory in the field of branding, and provides a reference for the design of other cultural brands.

Practical Contributions

At the practical level, this study's discussion of the visual image design strategy of Jingdezhen porcelain brand provides a strong reference and guidance for the brand building of the porcelain industry and related cultural products. Through case studies and field research, the study finds that the Jingdezhen porcelain brand has skillfully combined traditional cultural elements and modern design styles in its design, successfully shaping a brand image with distinct regional features and cultural identity. This strategy not only helps Jingdezhen porcelain brands stand out in the domestic market, but also enhances their competitiveness in the international market.

The study also highlights the importance of emotional design and personalization in building brand loyalty. By establishing an emotional connection with consumers, Jingdezhen porcelain brands enhance consumers' brand identity and loyalty, providing a sustainable impetus for brand development. This finding provides important insights for brand managers, indicating that brand design is not only a visual presentation, but also the transmission of emotions and values.

In the future, Jingdezhen porcelain brands can further deepen the strategy of meme communication, and further enhance the brand's cultural connotation and market influence through continuous innovation and integration with contemporary art and cultural trends. The innovation and heritage of brand design complement each other and will lay a solid foundation for the sustainable development and internationalization of Jingdezhen porcelain brand.

Therefore, this study not only provides a theoretical basis and practical guidance for the visual image design of Jingdezhen porcelain brand, but also provides useful reference for the design strategy of other cultural brands.

Limitations and future research directions

Jingdezhen porcelain brand visual image design shows a hundred flowers blossom, a hundred schools of thought. Brand design in the inheritance of tradition on the basis of the combination of contemporary aesthetic trends, continue to explore and innovate, to achieve personalized development. The brand successfully combines tradition and modernity, showing the brand's sense of era and vitality. At the same time, it focuses on differentiation and personalized design, launching distinctive product series and creating a recognizable brand image (Fu, 2024). The brand also actively cooperates with artists and designers to create a unique artistic brand visual image, enriching the brand's cultural connotation and taste. In recent years, the government has encouraged Jingdezhen porcelains to “go

out” by organizing porcelain-themed exhibitions and participating in well-known domestic and international fairs to promote the Jingdezhen porcelain brand and enhance its international visibility and competitiveness (Wenhuaqianguo, 2022).

However, despite the vibrant and innovative design, Jingdezhen porcelain enterprises are mostly small workshops, and the brand visual image design suffers from insufficient importance to, single, similarity and lack of characteristics, which makes it difficult to form a porcelain famous brand and enhance the added value of porcelain brand. Therefore, there are challenges in the prospect that Jingdezhen should further utilize its rich traditional cultural resources to create a visual image of the porcelain brand with distinctive characteristics and a high degree of recognition, so as to enhance its international influence and market competitiveness.

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