

# Innovative Design Research on the IP Character Design “Fenghe Fuwa” Carrying the Wish for a Bountiful Harvest

Yingxin Wang<sup>1</sup>, Dan Ni<sup>1,2\*</sup>, Yihao Wang<sup>1</sup>

<sup>1</sup>City Institute, Dalian University of Technology, Dalian 116600, Liaoning, China

<sup>2</sup>Republic of the Philippines, BATANGAS STATE UNIVERSITY, The National Engineering University, Pablo Borbon Campus, Batangas 4200, Philippines

**Copyright:** © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

**Abstract:** This paper takes the design of the “Fenghe Fuwa” IP image as the research object, based on the traditional autumn harvest culture connotation, combined with modern design concepts and digital technology, to construct a mascot IP that is both cultural, ornamental and commercially valuable. By sorting out the core elements of traditional rural culture and contemporary communication demands, the research clarifies the character background and design positioning of “Fenghe Fuwa”, completes the IP image design from dimensions such as image modeling, color matching, and visual symbols, and expands the contents such as poster design, application scenarios, and derivative product development. Ultimately, a complete IP image system and operation plan will be formed, providing a practical path for the innovative inheritance of traditional agricultural culture, while injecting new impetus into rural tourism and agricultural product promotion, achieving the coordinated development of cultural and economic values.

**Keywords:** Farming culture; Cultural inheritance; IP image design

**Online publication:** December 31, 2025

## 1. Introduction

Agricultural civilization underpins Chinese civilization, embodying millennia of production wisdom and cultural memory.<sup>[1]</sup>The autumn harvest, a key agricultural practice, reflects both laborers’ yearly efforts and the spirit of respecting nature, valuing labor, and cherishing harvests. It connects humanity with nature and the past with the present.<sup>[2]</sup>However, rapid industrialization and urbanization have altered modern lifestyles and values. The younger generation has grown distant from rural life, understanding autumn harvest culture only superficially, leading to a crisis in traditional farming practices.<sup>[3]</sup>Guided by cultural confidence and rural revitalization strategies, innovating traditional culture has become urgent. IP images, as emotional and communicative cultural carriers, have emerged as effective tools for modernizing traditional culture.<sup>[4]</sup>Although China has attempted agricultural IP images,

most suffer from shallow cultural meaning, low recognition, and inadequate commercial value, failing to achieve significant cultural and industrial impact. Thus, extracting the core value of autumn harvest culture and creating emotionally resonant, market-competitive IP images through contemporary design is an urgent practical challenge. The “Fenghe Fuwa” IP project arises from this context, aiming to bridge traditional farming culture with modern life.<sup>[5]</sup>

## **2. Research and Analysis on Traditional Rural Culture**

### **2.1. Core content of traditional Rural culture**

Traditional rural culture is material and spiritual wealth created through long-term agricultural practices.<sup>[6]</sup> It encompasses three core aspects: production wisdom, including crop cultivation and tool usage, reflecting harmonious coexistence with nature; spiritual values of diligence, perseverance, and reverence for nature, manifested in harvest ceremonies; and visual symbols represented by crops like wheat and corn, colors such as Chinese red, and objects like farming tools, forming its visual identity.

### **2.2. The current state of the contemporary dissemination of traditional rural culture**

Traditional rural culture dissemination now faces both opportunities and challenges. Rural revitalization strategy offers policy support, while new media platforms overcome traditional spatial-temporal constraints.<sup>[7]</sup> However, issues persist: content focuses superficially on landscapes and customs with inadequate cultural depth; communication forms lack innovation aligned with modern aesthetics and youth preferences; dispersed subjects prevent systematic dissemination, limiting sustainability and influence. Innovating communication methods is urgently needed for effective cultural dissemination.

### **2.3. Thoughts and design intentions based on the current situation**

#### **2.3.1. Theoretical implications**

This study enriches the theoretical framework of innovative design of traditional cultural IP and provides a new perspective for the contemporary transformation of agricultural culture. By analyzing the integration path of the core elements of traditional rural culture with modern design language, the cultural expression logic and emotional transmission mechanism of agricultural IP image design have been clarified, filling the gap of systematic research on autumn harvest culture IP design in existing studies. Meanwhile, this study applies the design concept of emotional personification to the creation of rural cultural IPs, providing a theoretical reference for the emotional design of similar IP images.

#### **2.3.2. Practical implications**

The “Fenghe Fuwa” IP image vividly embodies the essence of autumn harvest culture, boosting public—especially younger generations’—identification with and pride in local traditions while ensuring dynamic preservation of farming practices. Industrially, its diversified applications enhance rural tourism appeal, add value to agricultural products, and foster integrated development of agriculture, cultural creativity, and tourism, injecting vitality into regional economies.<sup>[8]</sup> Through new media channels, it transcends urban-rural divides, deepens cultural roots, bridges cultural gaps, and supports rural cultural revitalization.

### **3. Research on the Design and Market Positioning of the “Fenghe Fuwa” IP image**

#### **3.1. Feasibility of Integrating Traditional Rural Culture with IP Design**

The integration of traditional rural culture and IP design is highly feasible with broad development potential. Culturally, rural culture’s rich visual symbols and spiritual core provide endless creative materials, enabling IP designs to possess cultural depth and distinct recognition. Market-wise, growing cultural confidence increases consumer preference for culturally rooted IPs, facilitating commercial success. In communication, personified IP images make rural culture more accessible, especially to youth, enhancing engagement and dissemination efficiency.<sup>[9]</sup> This synergy revitalizes traditional culture with modern relevance and enriches IP design with unique cultural value.

#### **3.2. “Fenghe Fuwa” Character background**

##### **3.2.1. Core positioning of the character**

The core positioning of “Fenghe Fuwa” is “the inheritor of autumn harvest culture, the carrier of harvest wishes, and the connector of urban-rural emotions.” As the embodiment of traditional autumn harvest culture, its image needs to embody the simplicity and weightiness of farming culture, as well as the fashionable vitality of modern design, capable of transcending age and geographical boundaries and evoking emotional resonance among different groups. The Fuwa is not merely a mascot symbol, but a cultural carrier endowed with life and emotion, through which it conveys the value of labor, the joy of harvest and the yearning for a better life.

##### **3.2.2. Tracing the cultural Origins of the Characters**

The character “Fenghe Fuwa” is inspired by traditional Chinese autumn harvest culture. “Feng” symbolizes a bountiful harvest, reflecting farmers’ simple wishes. “He” represents crops and nature’s gifts. The Fuwa embodies traditional “Fu” culture, conveying blessings for happiness. Its design incorporates artistic elements from golden fields, ripe wheat, and joyful harvest celebrations, making it a vivid symbol of autumn harvest traditions.

##### **3.2.3. Emotional Settings of characters**

The IP image “Fenghe Fuwa” features rich emotional expressions to enhance its appeal. In harvest scenes, sparkling eyes and bright smiles convey joy and satisfaction; during farming hardships, determined eyes show resilience and the spirit of hard work. This emotional personification transforms the IP from a mere visual symbol into a cultural companion that resonates with the audience, boosting its memorability.

Specific design of the “Fenghe Fuwa” IP image

#### **4.1. Character IP image design**

##### **4.1.1. Overall styling design**

The “Fenghe Fuwa” design follows the principles of “roundness, fullness, and affability,” reflecting harvest abundance and traditional warmth. In a Q-style cartoon form, it features a proportionally larger head and smooth body lines for a cute, age-friendly appearance. Standing 1.2 meters tall with a lively pose, it suits derivative development and various applications.<sup>[10]</sup> The head design is key: wheat bun hairstyle symbolizes harvest; round face with blush suggests health; crescent eyes and smiling mouth express cheerfulness. Clothing blends traditional farming motifs with modern style, using golden patterns, wheat ear embroidery, and floral details to enrich the “bountiful harvest” theme. The color scheme is harmonious and elegantly rustic. (See **Figure 1**)



**Figure 1.** “Fenghe Fuwa” IP image design

#### **4.1.2. Color design**

The color combination follows the principle of “distinct main and secondary, harmonious unity”, with Chinese red as the dominant color for visual dominance, wheat ear yellow as the secondary color for visual focus, and Snow White as the accent color for rich layers. The three colors echo each other, reflecting both the natural landscape features of the autumn harvest season and the color implications of traditional culture, making the IP image visually striking yet not lacking in warmth. It can quickly capture the audience’s attention and leave a deep impression.

#### **4.2. Poster Design**

The poster design focuses on the different application scenarios of the “Fenghe Fuwa”, with a series of posters set against the backdrop of rice fields and threshing grounds, depicting the fuwa participating in labor scenes such as harvesting and drying, showing the joy of farming labor and the happiness of harvest. The design style of the scene posters is consistent, all using bright and warm tones, emphasizing the harmony and appeal of the pictures, allowing the audience to directly feel the meaning of “Fenghe Fuwa” through the posters. The themes of the posters are as follows: Surging wheat waves for a bountiful harvest, Sweat drops on fertile soil to produce Gold, Overflowing Granaries for a Peaceful Year, Sowing a Grain of Hope in Spring, Jubilant Exchange of Grain in the Market, and Peaceful Storage of Five Grains in Winter. (See **Figure 2**)





Figure 2. Poster Design with the theme of “Rich Harvest Fuwa”

### 4.3. IP commercial application scenarios

In commercial applications, the “Fenghe Fuwa” IP image is primarily used for agricultural packaging and cultural product development. It designs exclusive packaging for cooperative villages’ agricultural products, integrating the Fuwa image with product features to enhance added value and market competitiveness. The IP also develops cultural items like stationery, home goods, and accessories to meet diverse consumer needs. Additionally, it licenses for cross-industry collaborations with food, toy, and daily chemical brands to launch co-branded products, expanding IP monetization channels and boosting rural economic growth. (See Figure 3)



Figure 3. Design of “Fenghe Fuwa” cultural and creative products

## 5. Summary

This study on the “Fenghe Fuwa” IP image design explored the innovative inheritance and industrial application of traditional autumn harvest culture. Theoretically, it identified core rural cultural values and contemporary communication needs, clarifying the cultural expression and emotional transmission mechanisms of agricultural IP design. Practically, it completed the “Fenghe Fuwa” IP design—including character modeling, color schemes, visual symbols, three views, posters, and derivative products—constructing a culturally and commercially valuable IP system.

The “Fenghe Fuwa” IP image, based on autumn harvest culture, uses emotional personification and digital technology to create a culturally resonant carrier. It innovatively blends traditional farming elements with modern design, preserving cultural significance while meeting contemporary aesthetics. Through diverse applications and derivative products, it achieves cultural and economic synergy, boosting rural revitalization. Additionally, new media channels expand traditional culture dissemination, bridging urban-rural gaps and enhancing public pride in farming heritage.

This study has limitations, such as requiring market validation for IP acceptance and needing expanded derivative types and monetization models. Future work will optimize IP design based on feedback, enrich derivatives, develop consumer products, and expand collaborations in rural tourism and e-commerce. These efforts will enhance the IP’s influence and commercial value, establishing “Fenghe Fuwa” as an ambassador for farming culture and an enabler of rural economic development.

## Funding

This paper is the research result of the 2025 Liaoning Province College Students’ Innovation and Entrepreneurship Training Program school-level Class A project “Fenghe Fuwa - IP Image Design Carrying Harvest Wishes” (Project Number: D202412092256375445).

## References

- [1] Fei X T, 2019, *\*From the Soil: The Foundations of Chinese Society\**. Shanghai People’s Publishing House, 214.
- [2] Zhou J Z, Wang Y, 2025, Coupling Relationship and Empowerment Dilemma of Agricultural Civilization and Rural Revitalization. *\*China Metallurgical Education\**, (05): 110-114.
- [3] Wang Y, 2023, Integrating Traditional Farming Culture into Ideological Education in Agricultural Universities. *\*Higher Agricultural Education\**, (4): 70-79.
- [4] Zhou B, 2025, Development and Operation of Chinese Cultural IP. *\*People’s Tribune\**, (17): 103-107.
- [5] Yang X X, Gao H C, 2025, Value Realization Paths for Agricultural Cultural Heritage IP. *\*Journal of Northwest Minzu University\**, (02): 178-188.
- [6] Yang Y D, Wu Y Q, 2025, Value and Conservation of Traditional Farming Culture. *\*China Rural Survey\**, (04): 59-79.
- [7] Liu R J, 2025, New Media Marketing Driving Rural Tourism Economy. *\*China Economic & Trade Herald\**, (18): 118-120.
- [8] Wu W X, 2025, Agricultural-Cultural-Tourism Integration in Rural Development: Baiqiao Village Case. *\*Nanhai Journal\**, 11(04): 45-56.
- [9] Luo B, Operation Models of Cultural Tourism Animation IP. *\*Culture and Communication\**, 2023, 12(05): 13-21.
- [10] Ni Dan. Generative AI in Visual Design. *\*Modern Advertising\**, 2024(7): 15-28.

### Publisher’s note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.