

Research on the Design Method of Narrative Illustrations in the Book of Songs from the Perspective of Qihe Culture

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Abstract: The Qihe River Culture is the material and spiritual wealth accumulated by the people of the Qihe River region over a long period of history, covering not only Lishui but also the vast expanse of water that flows eastward, carrying the poetry and songs of China through 3000 years of the Spring and Autumn Period. The Book of Songs is the oldest collection of poetry in China, containing the essence of Chinese culture and rich cultural heritage, being an important part of ancient Chinese culture. Some poems in the Book of Songs not only show strong narrative colors but also strong narrative functions. The words and illustrations in the poems have similar functions in terms of narration, elements, and structure, so how to use visual media and forms to realize the creativity and inheritance of the Book of Songs is an urgent research topic.

Keywords: Qihe River Culture, the Book of Songs, narrative illustrations.

1. Introduction

In recent years, China has been guided by the strategy of cultural power, and cultural industries have received widespread attention from all walks of life. Cultural products with national characteristics and cultural connotations are increasingly attracting people's attention and have greater communicative value. The Book of Songs is a true reflection of ancient society and a carrier of ancient people's views on love and society. Its rich cultural resources can undoubtedly provide reference and inspiration for contemporary art creation, making it a valuable research topic. However, in the fast-paced reading style of today, the popularity and dissemination of the Book of Songs are somewhat lacking. Therefore, it is the primary task of designers to explore how to integrate traditional culture into people's daily lives of all ages and convey the stories and moods of the poems accurately to people of all ages through images. This paper takes the Qihe River Culture as the basis and the Book of Songs as an example to explore the fusion of regional culture and traditional literature, which has positive significance for popularizing traditional literature in China and will also have a positive impact on improving China's urban image and cultural taste.

2. Qihe River Culture and the Book of Songs

2.1. Qihe River Culture

The definition of the concept of "Qihe River Culture" is discussed from two perspectives: geographical location and humanistic connotation. From the geographical perspective, the Qihe River originates in Shanxi and flows into the Wei River, passing through Hengbei District, Licheng County, Erbin District, Shanxian District, and Heishan District in Hengshui City, with a drainage area of 2,880 square kilometers. Therefore, the Qihe River culture discussed in this paper is a collective term for the regional culture of Hengshui City, including Jincheng, Licheng, Erbin District, Hengbei

District, Shanxian District, and Heishan District. Hengshui Qihe River is located in the North China Plain, with fertile soil and rich water and heat conditions. Since the Neolithic Age, human ancestors have lived and thrived here. Over the course of history, it has nurtured rich cultural connotations in literature, history, architecture, religion, philosophy, and military affairs, and is an important birthplace of Chinese civilization. Qihe River culture, from the perspective of humanistic connotation, is the sum total of all the material and spiritual wealth created by the people living in Hengshui City or individually.

2.2. The Narrative Pattern of the Book of Songs

The narrative in the Book of Songs is a poem that uses a clear and organized life scene to express its thoughts and emotions. It is full of strong emotional expression in the harmony between scene and emotion. In addition to its poetic characteristics, it also artistically summarizes social life and creates characters that reflect the essence of society. This allows it to showcase the spirit and power of the times. Like novels, narrative poetry is composed of three basic elements: characters, time, and space, as well as a story. It also has the characteristics and language structure of poetry, including psychological description and the creation of environmental atmosphere, which contain a strong sense of atmosphere and emotional expression. The author uses metaphors, exaggeration, rhetorical questions, personification, and parallelism to express their thoughts and feelings.

2.3. Qi Shui Wei Di and the Book of Songs

In 1039 BC, Zhou Ping suppressed the rebellion and handed over the seven families of the Yin people near the Yin capital to Kang Shuji Feng. Kang Shuji Feng was then sent to Chaohe City by the Qi River and was granted the title of Wei State. As the longest existing feudal state in the Spring and Autumn Period, the state of Wei lasted for 831 years and was also the last conquered state after Qin unified China. The state of Wei left behind a brilliant culture of Qi River poetry in the

Book of Songs, such as: Duke Wu of Wei wrote "Da Ya · Yi", "Xiao Ya · At the beginning of the banquet of guests", "Wang Feng · Gentlemen in Service", "Wang Feng · Yang Zhi Shui", which pioneered the culture of "honest poetry" and "satirical poetry" in China; The capital of the State of Wei is Chaoge City. In the history of China, there was a woman named Wei Zhuangjiang, the wife of Wei Zhuanggong, the twelfth monarch of the State of Wei, and the daughter of Qi Zhuanggong. Wei Feng · Shuoren "is a poem that praises Wei Zhuangjiang. Wei Zhuangjiang's works include" Gu Feng · Green Clothes ", " Gu Feng · Sun and Moon ", " Gu Feng · Final Wind ", and " Yong Feng · Baizhou "; Xu Mu, the wife of Chaoge, is the most patriotic woman in Chinese history. Xu Mu's wife is Ji Chaoge, and her mother is Xu Mu, who is also the greatest female poet in Chinese history. In the Book of Songs, there are poems such as "Yong Feng Zai Chi", "Wei Feng Zhu Gan", and "Yong Feng Quan Shui", all written by Lady Xu Mu, which pioneered Chinese national poetry and are patriotic poems.

Qi River is a river of poetry, love, and ecology. There are as many as 49 poems in the Book of Songs that involve the Qihe Weidi area. The Qihe Weidi poetry culture in the Book of Songs has pioneered Chinese history in several aspects, including bamboo culture, integrity poetry culture, patriotic poetry culture, sadness poetry culture, satirical poetry culture, love poetry culture, filial piety poetry culture, life reflection poetry culture, praise poetry culture, and homesickness poetry culture.

3. Characteristics of Narrative Illustration

Narrative illustration is a typical form that combines images and text. It centers around a specific theme and integrates time, space, characters, and temporal elements. Based on their own logic and ideas, the narrator unifies it into a picture that can replace text to explain the situation, thus achieving the visualization of content and the transmission of meaning. Narrative illustration design refers to the use of narrative methods to express the cultural connotations it contains, and appearing in the form of illustrations. It can convey effective messages and convey its cultural connotations to consumers. The design of narrative illustrations has three major characteristics: interactivity, relevance, and storytelling.

3.1. Interactivity

Designers should use narrative illustrations, storytelling, and design to spread culture based on customers' lifestyle habits, income status, preferences, and needs. This is the only way to evoke emotional resonance among customers, not just with illustrations, but also with designers and cultural stories. Due to differences in consumers' cultural and cognitive levels, they often interpret the cultural stories contained in the same product differently, resulting in different emotional experiences. Consumers begin to recognize, understand, comprehend, contemplate, and accept, and this process is an interactive communication relationship.

3.2. Relevance

Narrative illustration is a related art that encompasses both a material aspect and an emotional aspect. In design, there is a close connection between people, objects, and the environment. In design, there is an inherent logical structure

between various things and emotions, which can have different impacts on people, the environment, and different combinations of things. For example, in the process of constructing a narrative text, the narrative elements are relatively independent, and individual elements are related and integrated with the cultural connotations and emotions conveyed by the narrative theme, forming a complete narrative text and presented in the form of illustrations.

3.3. Storytelling

Narrative illustration is a design technique based on narrative, and narrative is the biggest characteristic of illustration. The design of narrative illustrations can effectively transform stories in the design process. In the design process, combining "story" with illustrations, using illustrations to tell "story", using "story" to spread culture, and bringing cultural experience to consumers. Through illustrations, consumers can experience the cultural connotations contained in the product and obtain both spiritual and material satisfaction from it.

4. Design Method Analysis

The narrative illustrations in the Book of Songs are the result of the combination of story content, self emotions, and artistic expression. They use one or more images to create one or more visual clues to narrate the beginning of a story, express one's emotions, or reflect some social phenomena. Using temporal and emotional changes as nodes, construct new narrative logic, perspectives, and attitudes, and create a novel and readable narrative image.

4.1. Narrative picture coherence

The coherence of the chapters in the Book of Songs is related to whether the reader's reading experience is smooth, and the grasp of the structure of the chapters directly affects the coherence of the entire story. In illustration narration, it is necessary to grasp the relationship between primary and secondary, grasp the main line, and identify the nodes where the main characters, time, location, and emotional changes occur. In a long illustration, use three or four pieces to establish the main composition and overall balance. Ensure that the transitions in each frame are natural and the emotional color transitions are also reasonable. Set narrative transition elements as a clue that repeatedly appears in the camera, or use changes in time, action, scene, and other elements to enhance the coherence of the narrative.

4.2. Narrative emotional expressiveness

The Book of Songs is a reflection of the imagery of the Zhou Dynasty in China, spanning over 500 years from its peak to decline. Each line of poetry in the Book of Songs expresses different emotions. When drawing illustrations, techniques such as composition and color changes are used to transform the emotions in poetry into visual representations, allowing readers to imagine and resonate emotionally, thereby gaining cultural recognition.

4.3. Unified stylized design

The establishment of a style will directly affect the development direction of a set of designs. However, the types of stories in the Book of Songs are not unified, so there are different requirements for different emotions. When the colors cannot be coordinated and consistent, there should be a holistic awareness to ensure the consistency of the design

style. In each type of creation, we should be alert to the possibility of confusion caused by different styles. The Book of Songs is a traditional literature, and when designing illustrations, we should pay attention to conveying knowledge to the audience and providing moral education. The style should not be too artistic or abstract, and the accessibility of the picture should be ensured.

4.4. Visual coherence

Visual coherence is an important characteristic of narrative illustration, which often needs to be combined with text or other visual elements to jointly weave a coherent narrative framework. For series illustrations, the logic of the picture and the visual connection are particularly crucial. To ensure the visual coherence of illustrations, we can maintain a consistent style when drawing, such as achieving a unified effect in color matching, line treatment, and composition design. In this way, when viewers browse the series of illustrations, they can quickly recognize that they belong to the same narrative system, which helps them deepen their understanding and memory of the story content. In addition, we can incorporate repetitive elements to enhance the visual connection between the pictures. These repetitive elements can be specific symbols, unified colors, or specific compositions. In this way, even when observing a single illustration, viewers can understand the context of the story before and after through the details of the picture.

5. Conclusion

The Book of Songs is the earliest poetry collection in

Chinese history, which records the living conditions of various social classes in China and contains rich national cultural values. It is an indispensable part of traditional Chinese culture. In the context of the new era, as media shifts towards images, we must follow the trend and inherit and pass on in new carriers and forms. On the other hand, this is not only a multi perspective promotion of Qishui culture, but also a new approach for future related research, which has positive significance for the popularization of traditional Chinese literature.

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