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Research of Guochao Style in Chinese Virtual Idol Design

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Abstract

In recent years, the Guochao style of virtual idols has proliferated, and the virtual idol market in China has witnessed gradual growth. As Guochao combines traditional Chinese culture with modern aesthetics, it shapes a distinctive visual identity for Chinese virtual idols. We address the current research gap by exploring the characteristics of Guochao style in virtual idol design through literature analysis, semiotics, and comparative studies. We examine how Guochao virtual idols represent the convergence of Chinese culture and modern technology, reflecting cultural characteristics of the era. Through our analysis of virtual idol design, we identify key design features of Guochao virtual idols, bridging a theoretical void in this area. We propose recommendations to foster a more dynamic and culturally enriched virtual idol industry in China. Our research provides new insights into integrating Guochao elements into virtual idol design as an approach to differentiate amid competition while promoting traditional Chinese culture through digital media. We demonstrate how this design approach enhances the uniqueness and cultural value of Chinese virtual idols, contributing to the field's theoretical foundation and practical applications.

Keywords: *Virtual Idol, Guochao Style, Chinese Culture, Virtual Human*

1. Introduction

1.1 Research Purpose

The development of virtual idols in China is experiencing rapid growth. In 2022, the scale of China's virtual human-driven industry market and core market will be 186.61 billion yuan and 12.08 billion yuan respectively, and it is expected to reach 640.27 billion yuan and 48.06 billion yuan respectively in 2025, showing a strong growth trend. In recent years, more and more virtual idol industries, online platforms and fan communities have emerged in China, and Chinese virtual idols have won a large and enthusiastic fan base in the country. As a part of popular culture, virtual idols should not only bring entertainment to users but also pay attention to their originality and consider whether they have lasting cultural value. The combination of Guochao and virtual

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idols is a cultural feature that emphasizes inclusiveness, publicity, and advancing with the times when virtual idols develop to a certain stage and has the value pursuit of interweaving and integrating with cultures in various fields.

The market size of virtual idols in China is exhibiting robust growth momentum, but there is a drawback in the market with excessively high design homogeneity among virtual idols, and to a certain extent there is a lack of unique local elements and innovative forms of content [1], which is concentrated in the “cute”, dominated by Japanese elements, while the body modification and clothing design is seriously homogenized. While these visual elements are attractive and form a recognizable style, over-reliance on them can limit the variety and originality of character designs, resulting in a lack of uniqueness and potential for creative exploration. Integrating Guochao into the design of virtual idols to make them have more unique cultural connotations and aesthetic values is a way to get rid of homogeneous competition, and it is also an important research topic in the field of virtual idol design.

Therefore, this article aims to study the visual design of Guochao virtual idol, explore the design characteristics of Guochao virtual idol, revise the design route, fill the current theoretical gap, and promote the development of the domestic virtual idol industry.

1.2 Research Questions and Methods

(1) What is the current research on the art design of Guochao-style virtual idols?

By combing through theoretical frameworks and conducting literature analysis, this helps uncover the main trends and knowledge gaps within existing research.

(2) The reason for the emergence of Guochao virtual idol.

Utilizing a comparative analysis research method to contrast virtual idols from Japan, South Korea, and China, and analyzing the stylistic characteristics of these three, helps identify the reasons behind the emergence of Chinese Guochao virtual idols.

(3) How do we understand the design patterns of popular virtual idols through the research on the design of Guochao virtual idols?

Through case studies and semiotic research methods, conducting an in-depth examination of the design of Guochao virtual idols, exploring design patterns, and analyzing their widespread application in popular virtual idols. This aids in revealing the design features and future development trends of Guochao.

By addressing these questions, this study aims to provide a comprehensive understanding of the artistic design of Guochao virtual idols, offering valuable insights into the art design of virtual idols and the Chinese Guochao style.

2. Literature Review

Currently, most of the research is focused on virtual idols in online media. Regarding the study of virtual idols, there are approaches from various disciplines. Some research examines the development and trends of virtual idols under technological empowerment from a technical perspective. Others explore the significant impact of fan culture on the production of virtual idols from a psychological standpoint. Additionally, there are studies from an economic perspective investigating the influence of virtual idols on consumer markets.

Some scholars argue that virtual idols are computer-generated media stars that adopt corporate celebrity management logic and simplify them into imitations of real people. This view suggests that virtual idols result from the interaction between femininity, technology, and material aesthetics discourse. The study of virtual idol consumption explores and analyzes the issue while establishing the fundamental framework of relevant theories. This research holds significant reference value for understanding the aesthetic tendencies and psychological appeals of virtual idol audiences [2]. A systematic review and analysis of the digital technology and fashion characteristics of virtual idols has been conducted. Although the study is limited to virtual idols produced in Korea, it still holds valuable references for broader research in this field [3]. Although the study is limited to virtual idols produced in Korea, it still holds valuable references.

Regarding the term "Guochao," a search on Google Scholar yielded only 15 results, with 13 of them focusing on the field of design. Most studies concentrate on clothing design, product design, and industrial design. The concept of Guochao has been defined as an emerging cultural identity. This identity can be divided into two aspects: first, emphasizing the symbolism of "Guo" to reflect the characteristics of Chinese culture; second, emphasizing "Chao," integrating strong Western street style into Chinese symbolism, thereby further blurring the boundaries of the East-West aesthetic dichotomy. This study offers theoretical concepts and support for the visual design of Guochao [4]. Research has demonstrated that "Guochao" elements directly or indirectly stimulate the purchasing desire of local consumers, exerting a positive influence on product marketing [5].

This paper, based on the perspective of "Guochao," explores the design of virtual idols, aiming to fill the current research gap and provide theoretical foundations and guidance for virtual idol design. The goal is to promote the high-quality development of the Chinese virtual idol industry.

3. Theoretical Research

3.1 Peircean Semiotics

Semiotics falls within the realm of social sciences, a discipline that delves into the intrinsic nature of signs and the laws governing their development. It also explores the signifying function of signs, and their relationship with human activities, and provides a systematic theoretical account of semiotic phenomena within society. Peirce posits that signs are comprehensible and interpretable, holding significance for human beings. He contends that signs exist solely within the triadic relation between a representamen, an object, and an interpretant. The representamen represents or stands for an object; the object is the entity represented or signified by the sign; the interpretant is the cognitive effect or interpretation elicited by the sign within the mind, itself constituting another sign.

Based on the relation between the object and its representamen, Peirce further classifies signs into icons, indices, and symbols, forming the triadic typology of signs.

Applying this triadic framework to the design of Guochao virtual idols, the process can be understood as follows: Cultural symbols, their forms, and meanings are extracted and reconstructed, then applied as a medium through virtual idols to convey cultural connotations to the audience. In the design process, designers innovate in aspects such as silhouettes, patterns, and colors, exhibiting the cultural connotations represented, thereby constituting the overall semiotic image of the Guochao virtual idol.

3.2 Definition of Virtual Idol

The term "virtual digital human", similar to virtual idols, was proposed by the Visible Human Project initiated by the US National Library of Medicine in 1989. According to the White Paper on the Development

of Virtual Digital Humans in 2020, virtual digital humans have the following characteristics: First, they have specific character characteristics, such as gender, appearance, and personality; Second, the tone and language, facial expressions, and body movements to express; The third is to have the ability to recognize the external environment and communicate and interact with people.

The virtual idol in this article relates to the virtual digital person who performs idol activities in virtual or real scenes through the production of painting, animation, CG, and other forms, and through song MV, live video, photo shooting, and other methods.

3.3 Definition of Guochao

The term "Guochao" originated from the emerging consumer trend driven by the changes in China's cultural atmosphere and social environment, garnering widespread attention across various industries and in-depth scholarly research. In a broad sense, "Guochao" refers to the social ideology that reflects the widespread cultural identity from ancient to modern times, based on China's indigenous culture. In a narrower sense, "Guochao" refers to the contemporary trend dominated by China's local culture, brands, and products [6]. In this study, Guochao refers to the national trend that combines traditional Chinese elements with modern fashion. It is a cultural phenomenon that represents the Chinese people's pursuit of inheriting and revitalizing traditional culture while embracing modern aesthetics and innovation.

4. Research Process

4.1 Comparative Analysis of Virtual Idols in Different Countries

The advancement of information technology has catalyzed the rise of virtual idols. Through a comparative study of well-known virtual idol designs from China, Japan, and South Korea, it is evident that they exhibit distinct national stylistic characteristics in their appearance design, stemming from the respective cultural and aesthetic orientations of these countries. As shown in Figure 1, Hatsune Miku exemplifies the typical Japanese virtual idol design. Her appearance features large eyes, vibrant hair color, and a youthful, anime-inspired aesthetic. This design reflects the "kawaii" (cute) culture prevalent in Japanese popular media and demonstrates the influence of anime and manga on virtual idol aesthetics in Japan. Japan's visual language has been hailed by consumers all over the world. Through mass media, consumers align themselves with Japan's exotic, fantastic imagery which in the industry has also been dubbed "cool Japan" [7]. "kawaii" (which means cute in English), one of the most important components of contemporary Japanese popular culture, which has been diffused throughout the world and become a transnational culture [8]. This virtual idol design style is deeply influenced by Japanese subculture and anime culture, emphasizing a sense of girlishness and innocence that aligns with Japanese societal values and aesthetic tendencies [9].



Figure 1. Hatsune miku

In contrast, the appearance design of South Korean virtual idols places greater emphasis on fashionable and youthful energy, closely following the K-POP cultural trends. Figure 2 shows MAVE, a South Korean virtual idol group. Their design emphasizes a more realistic and fashionable appearance compared to Japanese virtual idols. The members feature stylish hairstyles, trendy outfits, and facial features that align with contemporary K-pop aesthetics. This design approach reflects the influence of the South Korean pop music and fashion industries on virtual idol creation.



Figure 2. Mave

Meanwhile, China's Guochao-style virtual idols integrate traditional Chinese cultural elements with modern design aesthetics, presenting a distinct visual identity. Well-known Guochao virtual idols such as Ling, Liu Yexi, and Luo Tianyi incorporate traditional symbols like classical Chinese clothing, architecture, and patterns into their appearances, while also embracing modern fashion elements, reflecting a contemporary reinterpretation of traditional culture.

Table 1 presents a comparative analysis of virtual idols from Japan, Korea, and China. As shown in the table, each country's virtual idols exhibit distinct characteristics in terms of appearance design, style, cultural background, and fan base. This comparison highlights the unique features of Guochao-style virtual idols in China, emphasizing their fusion of traditional elements with modern fashion and their appeal to younger Chinese consumers.

Table 1. Comparison of virtual idols

Country	Japan	Korea	China
Major Representatives	Hatsune Miku, Kizuna AI,	K/DA, MAVE, Aespa	Ling, Liu Yexi, Luo Tianyi
Appearance Design	Colorful, cute, character-like	Fashionable, trendy, stage-oriented	Fusion of traditional elements and modern fashion
Style	Two-dimensional anime style	K-pop style	Guochao style
Influence Scope	Global, especially in anime and gaming	Global, especially in music and fashion	Domestic China, gradually expanding to overseas markets
Cultural Background	Japanese anime and gaming culture	Korean pop music and fashion culture	Emphasizes fusion of traditional Chinese culture and modern fashion
Fan Base Characteristics	Primarily anime and gaming enthusiasts	Primarily pop music and fashion enthusiasts	Primarily younger generation of Chinese consumers

Culture is the most basic determinant of people's desires and behaviors . The cultural identity of a certain region refers to the collective identity established based on the consensus of regional members and external observers on the salient features of the regional culture [10]. As symbols of popular culture, the outward appearance of virtual idols can evoke a sense of familiarity and affinity towards one's own culture among the audience, positively impacting the management and operations of virtual idols.

Therefore, integrating Guochao elements into the design of virtual idols not only highlights the unique cultural connotations of Chinese virtual idols but also aids in enhancing the acceptance and appeal of virtual idols among domestic audiences, making it a noteworthy and worthy direction for design exploration.

4.1 Comparative Analysis of Virtual Idols in Different Countries

According to Peirce, a sign comprises three basic elements: the representamen, the object, and the interpretant. The design of Guochao virtual idols embodies the organic unity of these three elements. The virtual idols currently designed by Guochao usually design a character from the surface to the connotation.

- **Appearance Performance.** The appearance performance can be seen as the representamen, conveying Guochao elements to the audience through visual elements such as color, facial features, makeup, and clothing.

Color. The color art of Chinese style is inseparable from Chinese philosophy [11]. The mutual influence and mutual penetration of ideological forms and culture have become the core and skeleton of traditional Chinese culture [12]. Chinese philosophy emphasizes 'harmony between man and nature', which means the unity of matter and spirit [13]. This concept is not only reflected in the concept of human existence but also highlights the

aesthetic experience of the Chinese people, that is, the pursuit of sensory harmony and perfection in the overall visual effect. Traditional Chinese art often uses white, blue, black, red, and yellow as the main colors, corresponding to gold, wood, water, fire, and earth in the 'five elements' [14]. Integrating everything in nature into the picture constitutes China's unique color culture. The concept of 'harmony between man and nature' in traditional Chinese art integrates man and nature, pays attention to freehand brushwork and verve, and uses color to express the aesthetic meaning of Chinese traditional culture.

Color is more like a silent language. It is not only a pure aesthetic enjoyment but also contains different meanings, emotions, and symbolic meanings. Figure 3 showcases LING-Ling, a prominent example of Guochao-style virtual idols in China. As shown in the image, LING-Ling embodies the fusion of traditional Chinese elements with modern aesthetics. The left image displays her in a green Hanfu-inspired dress, symbolizing elegance and tranquility, while the right image features her against a classic Chinese red background, holding a green fan. This color combination not only satisfies the overall sense of harmony but also reflects the cultural heritage and national consciousness deeply rooted in Chinese civilization. LING-Ling's design demonstrates how Guochao elements can be realistically integrated into virtual idol characters, appealing to both lovers of Chinese traditional elements and modern trend followers.



Figure 3. LING-Ling

Facial Features. Facial features carry the identity symbols of an ethnicity. For example, the "three courtyard five eye" facial features reflect the aesthetic concept of Orientals. By creating virtual idol appearances that conform to the typical Han Chinese facial features, the visual symbol and cultural connotations are unified. Distinction of visual facial images is one of essential identifications of national differences. The stereotype of Chinese facial images in Western cultures contributes to the macro-narrations of the Orientalism [15]. Chen Yali and Wu Mengjie's study showed that "moderate to small eye slits" and "upturned corners of the eyes" are characteristic of Chinese faces. These features of women's faces can also be seen in ancient Chinese paintings. Liu Yexi and LING-Ling both have facial proportions that adhere to the "three divisions and five eyes" standard, and their facial features also conform to the modern societal aesthetic definition of Chinese beauty. LING-Ling's creative team stated that when creating the characters, they dismantled and refined the characteristics of oriental female stars such as Liu Yifei, Zhang Ziyi, Qin Hailu, etc., and oriental beauty became an aesthetic symbol.

Makeup. Characters not only have facial features, but also makeup. Most of the representative makeup in ancient China flourished in the Tang Dynasty. The decoration on the forehead and lip makeup are the finishing

touches of the whole makeup. There are more than ten lip shapes, such as round, heart-shaped and saddle-shaped, among which the most popular are cherry-shaped and flower-shaped. Liu Yexi's makeup combines traditional and modern features. In a scene that combines modern technology, fluorescent blue is chosen for eye shadow, abandoning the most commonly used red among traditional elements, highlighting the sense of technology. Liu Yuxi's lip makeup does not pursue the fullness of modern fashion. The color distribution refers to traditional Chinese lip makeup, embellishing the color in the middle part of the lips.

Clothing. The elements of costume art can highlight the character's era, nationality, personality, and professional characteristics, as well as the character's characteristics of the times. The combination of traditional elements and intangible cultural heritage manifests as a synthesis of classical and modern, representing the fusion of tradition and innovation [16]. The prosperity of the Guochao style is also a powerful inheritance of Chinese traditional culture [17]. The clothing style of Guochao's virtual idol should absorb the past and present and integrate modern aesthetics while inheriting traditional art. As shown in Figure 4, Liu Yexi's clothing refers to the tailoring of traditional Chinese clothing, and the style is close to the Han Dynasty. It absorbs the traditional silhouette while adding modern fabric materials. The upper part of LING-Ling's clothing adopts the collar design of cheongsam, but the lower part adopts the design of modern clothing to enhance the sense of fashion. Most of the Guochao virtual idols occupy the fashion field. The clothing style of "Guochao" leads the trend of contemporary Chinese clothing and reflects adapting to the times.



Figure 4. LING-Ling's clothes

- **Personality Expression.** Characters must have personality . Personality is important as it is one of the ways a character interacts with other characters. It can also create a connection between a character and its targeted customers [18]. The inner personality can be seen as the interpretant, reflecting the deep integration of Chinese culture and the virtual idol, imbuing the virtual idol with rich cultural connotations.

Character Design. Creating virtual idols that fit the national temperament and personality is an important part of Guochao's design. As shown in Figure 5, LING-Ling, she is wearing a dark green long dress, she turns her back and puts her hands behind her back, and turns her head to look at the audience, giving people a cold and proud feeling.



Figure 5. LING-Ling's poster

Liu Yexi, who is also Guochao's virtual idol, as a character in the metaverse, is full of futuristic and technological sense. In this series of animated short films, Willow Leaf Creek shows a kind of indifference and mystery that is not close to people. Liu Yexi makes people feel the inaccessible distance of the characters in front of them. At the same time, Liu Yexi often helps others in the animation, and has a kind personality, reminiscent of the chivalrous spirit in Chinese martial arts novels, which can increase the audience's favorability for virtual idols. By incorporating traditional Chinese cultural connotations into the character shaping process of virtual idols, such as being dignified, detached from fame and wealth, the virtual idols become symbols of Chinese virtues.

Skill Design. Professional skills are an important means for virtual idols to improve themselves. As a new cultural carrier, digital technology spreads wider and faster [19]. Chinese traditional culture not only contains rich and colorful national heritage, but also inherits the unique artistic characteristics of the Chinese nation [20]. Guochao virtual idol needs to explore China's unique intangible cultural heritage, integrate Chinese style into the virtual image, and create an image with Chinese characteristics and Chinese symbols. For example, LING-Ling, her skills include calligraphy, Tai Chi, and Peking Opera. LING-Ling has participated in TV programs and performed Peking Opera. The gorgeous Chinese-style costumes and dances won bursts of applause from the audience and attracted many fans. As shown in Figure 6, LING-Ling chose to perform this classic play out of her love for Peking Opera and to inherit the national style and culture. Professional skills further shape LING-Ling's three-dimensional image of "human", as well as the spirit of gratitude and love for innovation. The creation of virtual idol "Guochao" skills can shorten the distance between fans, build an intimate relationship between virtual idols and fans, strengthen the particularity of virtual idols, and make virtual idols more distinctive among the endless idols, showing to the world Chinese artistic style and aesthetics. Endowing virtual idols with traditional Chinese skills such as calligraphy and martial arts not only enriches their personality but also inherits the legacy of Chinese culture, reflecting a love and respect for national culture.



Figure 6. LING-ling performs peking opera

Through the shaping of the representamen, object, and interpretant, the integration of Chinese cultural elements into the appearance and personality of virtual idols allows them to become vessels for cultural symbols and values, providing audiences with an opportunity to engage and identify with Chinese culture, thereby enhancing the cultural resonance and appeal of virtual idols.

5. Research Result

Through comparative analysis of virtual idol designs from China, Japan, and South Korea, it is evident that they exhibit distinct stylistic characteristics that reflect the cultural and aesthetic orientations of their respective countries. These unique design styles are conducive to enhancing the audience's cultural identification with virtual idols and positively impacting the management activities surrounding virtual idols.

Specifically, Japanese virtual idol designs emphasize a cute, loli-inspired aesthetic deeply influenced by Japanese anime culture. In contrast, South Korean virtual idol designs prioritize a fashionable and youthful energy, closely aligning with K-POP trends. Meanwhile, China's Guochao-style virtual idols integrate traditional Chinese cultural elements with modern aesthetics, embodying a unique cultural connotation.

The expression of Guochao elements in virtual idol design manifests in two primary aspects: appearance and personality.

Appearance Performance:

1. The use of traditional colors imbued with Chinese philosophical wisdom evokes the audience's sense of identification with Chinese culture.
2. The creation of facial features that conform to Oriental aesthetic standards unifies the visual image with cultural connotations.
3. The integration of classical Chinese makeup elements accentuates Chinese charm and a contemporary spirit.
4. The adoption of modified traditional costumes inherits the cultural elements of Chinese clothing while incorporating fashionable elements.

Personality Expression:

1. Imbuing virtual idols with traditional Chinese cultural values, such as dignity, moderation, and the Doctrine of the Mean, allows them to become symbolic representations of Chinese virtues.

2. The incorporation of traditional Chinese skills like calligraphy and martial arts enriches their personality depth and preserves the nation's cultural heritage.

Through these design approaches, the integration of Chinese cultural roots into the outward appearance and inner personality of virtual idols allows them to become vessels for cultural symbols and values. This is conducive to enhancing the audience's cultural identification and affinity with virtual idols while simultaneously promoting the dissemination and international exchange of Chinese culture.

6. Discussion

Current Research Landscape on Guochao-Style Virtual Idol Art Design:

The exploration of the current research landscape on Guochao-style virtual idol art design reveals a significant gap in existing literature. While virtual idol design is gaining attention, especially in China, where virtual idols attract fans through intriguing character settings, appealing appearances, and professional talents, there is a need for more comprehensive research on Guochao virtual idol art design strategies.

Understanding Design Patterns and Their Impact:

The amalgamation of character design with Guochao elements requires a profound understanding. Currently, Guochao style is predominantly manifested in two aspects of virtual idol design: the appearance performance of Guochao and the personality expression of Guochao through both Appearance and Personality elements.

Firstly, the appearance performance of Guochao style involves the visual representation of virtual idols, including clothing, makeup, and facial features. By incorporating distinct Guochao elements such as traditional embroidery, color schemes, and patterns, virtual idols showcase a vivid Guochao style in their appearance. Secondly, the personality expression of Guochao elements encompasses the inner traits of virtual idols, including character, emotions, and potentially incorporating values and ideas related to Chinese culture. Skillfully integrating Guochao elements, such as adding Chinese-style character traits and professional categories, allows for a deeper emotional connection with the audience, creating resonant character images.

These two design patterns intertwine to shape the unique image of Guochao-style virtual idols. The impact of this design pattern extends beyond surface-level aesthetics, penetrating into the cultural identity and aesthetic emotions of the audience. Therefore, a comprehensive understanding and application of these design patterns will be crucial for ensuring the sustained appeal and influence of Guochao-style virtual idols in the digital cultural realm.

Enhancing Freshness and Cultural Dissemination:

Our research findings indicate that Guochao virtual idol design enhances the freshness of virtual idols. Cultural identity positively influences consumer purchasing power. Virtual idols from different countries exhibit unique characteristics and styles in appearance design, and the integration of Guochao aesthetics brings a unique and culturally rich style. This fosters audience cultural identification with virtual idols, positively influencing the management of virtual idols. Through this distinctive design style, virtual idols serve as cultural ambassadors, promoting a better understanding and appreciation of Chinese culture globally.

Limitations and Future Directions:

While providing valuable insights, our study may be subject to inherent biases from the chosen methodologies. Future research could employ more diverse and extensive datasets, potentially incorporating cross-cultural perspectives to enrich our understanding of the global acceptance of Guochao virtual idols.

Additionally, a more in-depth exploration of user perspectives and preferences could further refine our understanding of the impact of Guochao design on virtual idol fandom.

7. Conclusion

In the design of virtual idols, uniqueness occupies a pivotal position. From the perspective of character creation, the design of Guochao-style virtual idols not only necessitates attention to outward appearances such as clothing and makeup but also demands the presentation of the virtual idol's intrinsic connotation through personality expression, thereby deepening the audience's impression and connection with the virtual idol.

We have identified that the application of the Guochao style utilizes virtual idols as a medium to showcase the cultural backgrounds and personality characteristics of these virtual beings. Through our research, we have demonstrated that the integration of Guochao elements into virtual idol design holds profound significance for character creation. Therefore, we propose that for designers, Guochao aesthetics play an indispensable role in the design process of Chinese virtual idols.

Furthermore, we have found that the incorporation of Guochao elements into virtual idol design represents a promising approach to differentiate amid homogeneous competition within the industry. We argue that by fusing traditional Chinese cultural motifs with contemporary aesthetics, Guochao virtual idols imbue a unique cultural identity and lasting aesthetic value, resonating with audiences on a deeper level. Our analysis suggests that this not only fosters a stronger sense of cultural pride and belonging but also contributes to the preservation and dissemination of China's rich cultural heritage through the innovative medium of virtual idols.

As the virtual idol market in China continues to exhibit robust growth, we conclude that the integration of Guochao elements can provide a competitive edge and a means to forge a distinctive identity. However, we caution that designers must strike a balance between tradition and modernity, seamlessly blending ancient wisdom with contemporary sensibilities to create virtual idols that resonate across generations.

In conclusion, we assert that the fusion of Guochao elements and virtual idol design represents a cultural confluence, where cutting-edge technology meets time-honored traditions, offering a captivating glimpse into the future of digital entertainment while paying homage to China's rich cultural tapestry. We believe that by embracing this innovative design approach, the Chinese virtual idol industry can not only captivate domestic audiences but also showcase the depth and diversity of Chinese culture on a global stage, fostering cross-cultural understanding and appreciation.

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