

## 摘要

**题目：**中国河南省朱仙镇木版年画文创产品设计研究

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本论文的研究目的是分析朱仙镇木版年画现有作品的类别、文化内涵以及在文创产品设计的应用。考察文创产品消费者对现有朱仙镇木版年画文创产品存在的问题及需求。设计出朱仙镇木版年画系列文创产品。以及调查消费者对朱仙镇木版年画文创产品的满意度。以 40 名文创产品消费者作为研究对象，使用文献分析法、问卷调查法作为研究方法，以及调查问卷和满意度评估表的研究工具，用百分比、平均数以及标准差做数据统计分析，研究结果如下：

通过分析门神类朱仙镇木版年画，笔者了解到朱仙镇门神类木版年画主要分为文门神和武门神两个类别。其中，文门神根据功能的不同可以分为“辟邪型”门神、“祈福型”门神、“三星型”门神、“财神型”门神、“童子型”门神和“送子型”门神六种类型。武门神可以分为“将军型”门神和“财神型”门神。

朱仙镇木版年画的文化内涵主要包括：（1）驱鬼镇邪, 守护家门；（2）昭示人们福运当头, 功名利禄的愿望；（3）祈祷家庭官运亨通、禄位高升、福星高照；（4）祈求家庭福运亨通、家人长命百岁；（5）祈求财源广进、日进斗金, 富裕吉祥；（6）祈祷家里连生贵子, 多子多福, 家庭和睦。

朱仙镇木版年画可以在文创产品设计中的应用包括：（1）纪念品和礼品设计；（2）家居装饰；（3）文化衍生品；（4）旅游纪念品；（5）文化活动和体验。

本文通过考察文创产品消费者对现有朱仙镇木版年画文创产品存在的问题及需求。由调查数据可知：消费者女性人数略高，主要年龄在 21~30 岁。数据表明消费者喜欢购买传统文化类的文创产品。但是认为现有文创产品的价格偏高，希望价格在 100~500 元。消费者对需要改进之处的建议主要为过于商业化、实用性弱。消费者认为文创应该精确还原文化本身，并具备与众不同的独特性以及富有文化内涵的特点，且重视外观设计以及创意设计。最受欢迎的文创产品设计风格为怀旧复古和时尚国潮。

本文设计了怀旧传统和时尚国潮两套朱仙镇木版年画文创产品。完成之后，使用李克特五度量表调查了消费者对文创产品的满意程度，具体结果如下：消费者对朱仙镇木版年画怀旧传统设计的满意度为满意（ $S.D=0.86$ ,  $\bar{X}=4.09$ ），对时尚国潮设计的满意度结果为满意（ $S.D=0.85$ ,  $\bar{X}=4.22$ ）。

**关键词：**朱仙镇木版年画，文创产品设计，文创产品的满意度评估

## Abstract

**Title:** The Design of Creative Cultural Products for Woodblock New Year Paintings in Zhuxian Town, Henan Province, China

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The purposes of this research are to analyze the categories, cultural connotations, and applications of existing woodblock New Year paintings in Zhuxian Town in cultural and creative product design, examine the existing problems and needs of consumers of cultural and creative products for the existing Zhuxian woodblock New Year paintings cultural and creative products, design a series of cultural and creative products of Zhuxian woodblock New Year pictures, and investigate the consumer satisfaction towards Zhuxian woodblock New Year picture as the cultural and creative products. 40 consumers of cultural and creative products were used as the research objects. The literature analysis and questionnaire survey method were research methods. The research tools were a questionnaire and satisfaction evaluation form and percentage, average, and standard deviation were used for statistical analysis of data. The research results are as follows:

By analyzing woodblock New Year paintings of door gods in Zhuxian Town, it appears that Zhuxian Town's door god woodblock New Year paintings are mainly divided into two categories: Wen menshen and Wu menshen. Among them, according to their different functions, Wen door Gods can be divided into six types: "evil-proof" door gods, "blessing-type" door gods, "three-star" door gods, "wealth-type" door gods, "boy-type" door gods and "child-giving" door gods. The Wu door Gods can be divided into "general type" door gods and "wealthy type" door gods.

The cultural connotations of the Zhuxian woodblock New Year paintings mainly include: (1) exorcise ghosts and suppress evil spirits, and protect the family, (2) express people's wishes for good fortune, fame, and wealth, (3) pray for the family's official fortune, promotion, and good fortune, (4) Pray for good fortune and longevity for the family, (5) Pray for abundant financial resources, daily income, wealth, and good fortune, and (6) Pray for more children in the family, more children, more blessings, and family harmony. The applications of Zhuxian woodblock New Year paintings in cultural and creative product design include 1) souvenir and gift design, (2) home decoration, (3) cultural derivatives, (4) tourist souvenirs, and (5) cultural activities and experiences.

From the survey of the existing problems and needs of cultural and creative product consumers for the existing Zhuxian woodblock New Year picture as the cultural and creative products, it can be seen that the number of women consumers is slightly higher than men, mainly between the ages of 21 and 30. Data shows that consumers like to buy cultural and creative products related to traditional culture however the prices of existing cultural and creative products are quite expensive. The price should be between 100 and 500 yuan. Consumers' main suggestions for improvements are the products are too commercial and not durable. Consumers believe that cultural creation should accurately restore the culture itself, have distinctive uniqueness and cultural connotation characteristics, and consider great importance to appearance and creative design. The most popular design styles of cultural and creative products are nostalgic retro and fashionable national trends.

This research designs two sets of Zhuxian woodblock New Year pictures as cultural and creative products with nostalgic, traditional, and fashionable national trends. After completion, consumers' satisfaction with cultural and creative products was investigated using a five-point Likert scale. According to the statistics of the satisfaction evaluation results, consumers' satisfaction with the nostalgic traditional design of Zhuxian woodblock New Year paintings is at a high level. ( $S.D=0.86,=4.09$ ), and the result of satisfaction with fashion and national trend design is at a high level. ( $S.D=0.85,=4.22$ ).

**Keywords:** Zhuxian woodblock New Year pictures, cultural and creative product design, satisfaction evaluation of cultural and creative products