



Kharkiv State Academy of Design and Arts
Graphic design department
Visual Communication Design

Innovative Design and Application of Dynamic Illustrations Based on Hua Tuo's Five-Animal Exercise

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Project background and significance

Topic value / paper information / project objectives

Research content and methodology

Research methods / literature sources / design route

Concept and Visual Design

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Project background and significance

DESIGN

WUQINXI

The main focus is on introducing
the origin of Hua Tuo's Five
Animals Exercise, the challenges
it faces, and the significance of
this design research

Topic value / paper information / project objectives

Problem and research significance

Why is this topic important?

Wuqinxi, a **national-level intangible cultural heritage** created by **Hua Tuo** in the Eastern Han Dynasty, possesses both health preservation and cultural values. Studying its dynamic illustration design can explore the visual translation and dissemination path of traditional health preservation culture in the contemporary era.

What do you want to research or create?

Research innovative dynamic illustration design methods for the Five Animals Exercise, and create a dynamic visual system that integrates the images of tiger, deer, bear, ape, and crane, and is both ornamental and educational, so that the traditional exercise can be "understood, learned, and practiced willingly".

How is it connected to culture, design, people, or history?

Rooted in the traditional Chinese medicine culture of the Five Elements and **connected to the regional culture of Bozhou**, the hometown of Hua Tuo, we serve the health-conscious audience through illustrations and animations, satisfying their health and aesthetic needs, and drawing creative inspiration from history.

What is the cultural, historical, or social background of this theme?

The Five Animals Exercises originated in the Eastern Han Dynasty, underwent dissemination during the Wei and Jin dynasties, promotion in the courts of the Tang and Song dynasties, inclusion in monographs during the Ming and Qing dynasties, and have been included in modern standardized textbooks and certified as intangible cultural heritage. Currently, there is a strong demand for health and wellness, but market teaching methods are boring and the movements are complex, urgently requiring innovative visual communication.

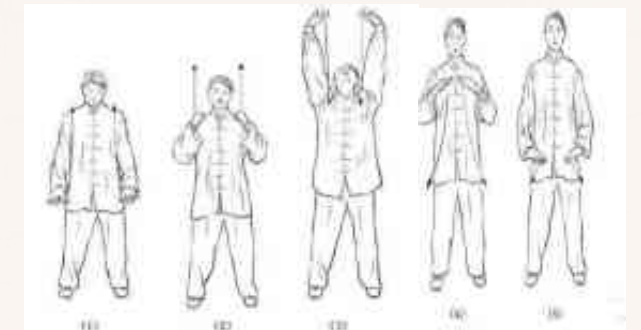


Figure 1: Diagram and Imagery of Traditional Hua Tuo's Five Animal Play Actions

Thesis Information



- **Master's Thesis Topic:**

Innovative Design and Application of Dynamic Illustrations for Bozhou Huatuo's Five-Animal Exercises

- **Object of Research:**

Bozhou Hua Tuo's Five Animals Exercise and its dynamic illustrations

- **Subject of Research:**

Innovative design and application methods of dynamic illustrations for the Five Animals Exercise

- **Territorial and Chronological Scope:**

Bozhou, Anhui, from the end of the Eastern Han Dynasty to the present



Figure 2: The Five Animals Exercises correspond to the Five Zang-organs diagram

Project background and research objectives

The Hua Tuo Five Animals Exercise originated in **Bozhou**, Anhui Province, and was created by the Eastern Han Dynasty medical practitioner Hua Tuo. It was selected for the national intangible cultural **heritage list in 2011** and holds significant health and medical value as well as cultural heritage significance. In recent years, Bozhou City has vigorously promoted the Five Animals Exercise, with **over 1.14 million practitioners**. However, its visual communication is still dominated by static graphics and routine performances, lacking dynamic visual expression that is compatible with digital media. Dynamic illustrations, which combine narrative and emotional appeal, provide a new path for the visual translation of intangible cultural heritage. However, **the research and practice of introducing dynamic illustrations into the design of Wuqinxi (a traditional Chinese exercise) are still weak.**

Develop a dynamic illustration visual system for the Five Animals Exercise - utilizing the Five Elements and Five Colors as the color scheme, design five anthropomorphic IP characters representing animals, and create dynamic illustrations and cultural derivative products. This aims to bring traditional health preservation culture to life, pass it down, and contribute to a healthy China and the revitalization of intangible cultural heritage.

Research content and methodology

DESIGN

WUQINXI

This chapter primarily introduces the main design content, research methods, references, and specific research routes.

Research methods / literature sources / design route

Research content and methodology

Research Content: This study extracts visual symbols such as the posture, five-element colors, and animal imagery of Hua Tuo's Five-Animal Exercises, combines them with the expression and narrative methods of dynamic illustrations, completes the design and production of dynamic illustrations for the Five-Animal Exercises, and explores their application and expansion in the new media scenario.

Literature research method

By reviewing historical literature on Wuzhenxi, traditional Chinese medicine health preservation theories, and research related to dynamic illustration design, a theoretical foundation was established.

Case analysis method

Select outstanding examples of dynamic illustrations and visual communication related to intangible cultural heritage, analyze their design techniques and communication effects, and extract valuable experiences for reference.

Field survey method

Conduct field research in Bozhou, visit inheritors and practitioners, collect movement videos and oral materials, and ensure the accuracy of design materials.

Design practice method

Through sketching, dynamic production, and repeated debugging, dynamic illustration works are completed to verify the feasibility of design strategies.

Research literature sources

[1]Xing Qiuli, Qi Jing, Yang Huaqi. Research on the Expression Methods of Hua Tuo Wu Qin Xi Based on MG Animation[J]. Screen Printing, 2023, (24): 92-95. DOI:10.20084/j.cnki.1002-4867.2023.24.027.

[2]Mao Xianliang, Xu Fei. Research on the Living Inheritance of Anhui Sports Intangible Cultural Heritage Empowered by Digital Intelligence[J]. Journal of Anhui University of Technology (Social Sciences Edition), 2025, 42(6): 30-34.

[3]Xu Ping. Research on the Cultural and Creative Product Design of Bozhou Hua Tuo Wu Qin Xi[D]. Anhui University of Finance and Economics, 2023. DOI:10.26916/d.cnki.gahcc.2023.000631.

[4]Li Haiyan. Research on the Animation-based Inheritance and Dissemination of Hua Tuo Wu Qin Xi[J]. Toy World, 2024, (8): 58-60.

[5]Smith L, Ballantyne E. Animating Indigenous Dance Heritage: Co-design with First Nations Communities[J]. Journal of Material Culture, 2021, 26(3): 312-334.

[6]Peirce C S. Collected Papers of Charles Sanders Peirce (Vol. 2: Elements of Logic)[M]. Hartshorne C, Weiss P, eds. Harvard University Press, 1932.

[7]Davies H. Moving Bodies: Digitising Folk Movement Heritage at the V&A[C]//Proceedings of EVA London 2022. London: BCS Learning & Development, 2022: 118-125.

[8]Zhang Y. Semiotic Analysis of Traditional Chinese Health-Preservation Sports for Visual Communication[C]//Proceedings of the 4th International Conference on Art Design and Digital Media. Atlantis Press, 2022: 89-94.

[9]Jakobson R. On Linguistic Aspects of Translation[M]//Brower R A, ed. On Translation. Harvard University Press, 1959: 232-239.

Survey results



01. Principles and methods of dynamic illustration design

Based on the health-preserving value and characteristics of the exercises, the information of Hua Tuo's Five Animals Exercises is filtered and categorized, extracting key points and condensing content, focusing on a unified design theme, and incorporating visual elements that reflect its characteristics. According to the characteristics of each animal's exercise, the posture and five-element colors of tigers, deer, apes, bears, and birds are sorted and classified, condensing content and clarifying themes. Visual elements that match their characteristics are designed in terms of shape, color, and dynamic rhythm. The cultural information of the Five Animals Exercises is filtered and refined, condensing text and focusing on themes. Combining traditional Chinese medicine health-preserving concepts and the regional characteristics of Bozhou, visual elements including character design, color, font, as well as dynamic interpretation and scene atmosphere are designed.

02. Technical route

Firstly, clarify the research objectives and collect cultural materials related to Hua Tuo's Five Animals Exercise; secondly, conduct a needs analysis and user research; then, establish design principles, strategies, and techniques; after that, process materials and carry out dynamic illustration design; finally, produce results presentation content. First, prepare research objectives and collect information, then analyze needs and conduct user research, subsequently formulate design strategies and select techniques, then process materials, design dynamic illustration schemes, and finally display dynamic illustrations, application effect diagrams, and other results. Initially clarify objectives and collect information; then analyze needs and conduct user research; then determine design principles, strategies, and techniques; after that, process materials and carry out dynamic illustration design; finally, produce dynamic illustrations and application displays and other results.

Concept and Visual Design

DESIGN

WUQINXI

This chapter primarily introduces the main reference directions for design, encompassing illustration composition, color reference, analysis of excellent works, and reference for cultural and creative derivative series.

Visual direction / concept sketches / IP characters
of the Five Animals

Key Reference Projects



Visual outcome(s):

1. IP design for five animals (tiger, deer, monkey, bear, bird)
2. IP action design and dynamic and static illustration design
3. Design of derivative products based on Hua Tuo's Five Animals Exercise

"Everyone Loves the Five Animals Exercises" - Electronic Picture Book Design

"Needle and Grass Healing the World" - AI Dynamic Illustration Design for Traditional Chinese Medicine Theme

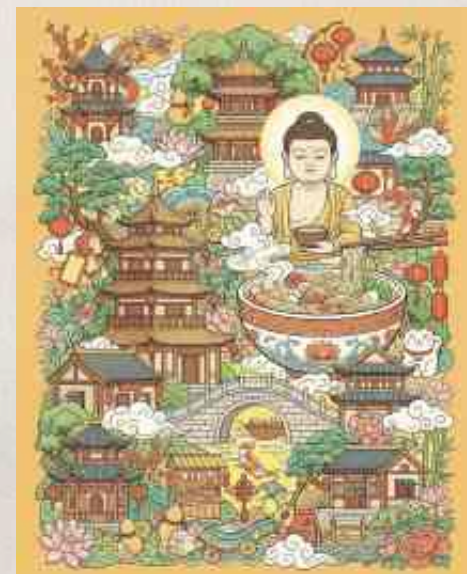
"Office Baduanjin" - Dynamic Illustrative Design

Dynamic and static illustration design for other traditional Chinese health preservation practices



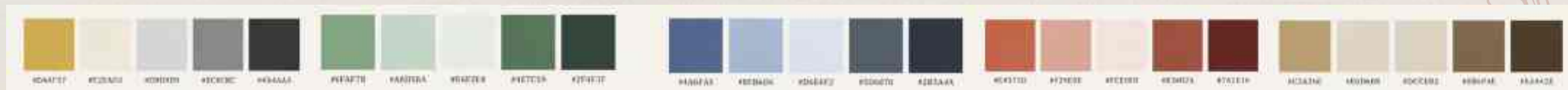
Key Reference Projects

Visual illustration reference



The above is the reference visual style for IP illustration, including composition method, image extraction, and more.

Color Scheme Reference



Key Reference Projects

Reference for cultural and creative extension design



The above are related derivative cultural and creative product designs, including stamps, badges, and so on.

Concept sketch

Using the **regional culture of Bozhou** as the framework, the design integrates architectural elements such as the Huaxilou, Old Street, Qiaowanglou, and ancient city walls with authentic medicinal herbs like Boshao and Boju. Through the flowing lines of auspicious clouds and scrolls, it connects the Five Animals IP with regional symbols, visually reflecting the cultural origins of Hua Tuo's Five Animals Exercise and the intrinsic connection with Bozhou's traditional Chinese medicine culture, creating a sense of historical depth and continuity in health preservation culture.

➤ **With the IP characters of the Five Animals as the main body**, through the five postures of the tiger's ferocity, the deer's lightness, the ape's agility, the bear's steadiness, and the bird's lightness, combined **with the colors of the Five Elements** and the rhythm of the exercises, the health preservation concept of "external movement and internal stillness, combining hardness and softness" of the Five Animals Exercises is simulated. Surrounded by traditional Chinese medicine utensils such as medicine jars, medicine mills, and medicine cabinets, as well as herbal plants, it adds to the charm of regional culture, highlighting the health preservation wisdom and visual expressiveness of the Five Animals Exercises' "unity of heaven and man".

➤ Utilizing visual elements such as auspicious clouds, scrolls, and curves, the characteristics and cultural connotations of each of the five animals' exercises are presented. **Combined with the architectural contours of Bozhou and medicinal symbols**, the essence of the movements, health-preserving value, and significance of dissemination of Hua Tuo's Five Animals Exercises are displayed, highlighting the living inheritance path of intangible cultural heritage. Architectural elements enhance the connection between the region and history, while the flowing design of auspicious clouds and curves reflects the cyclical and vitality of the health-preserving concept of the Five Animals Exercises.



古籍记载

《后汉书·华佗传》：
“吾有一术，名五禽之戏：一曰虎，二曰鹿，三曰熊，四曰猿，五曰鸟……以当导引，体有不快，起作一禽之戏。”

Information visualization design

DESIGN

WUQINXI

This chapter primarily focuses on the logo of Hua Tuo's Five Animals Exercise, five intellectual property (IP) line drawings, specific illustration sketches, line drawings, color illustrations, and dynamic completion effects.

Black and white draft / finalized draft

Initial Design Sketches

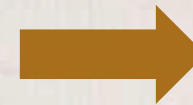
Collection, organization, and current analysis of historical and cultural information



Dynamic illustration design principles and methods 、 IP design 、 Visual design and application extension of illustration

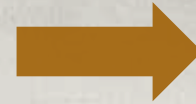


Summary and outlook of illustration



Initial Design Sketches

IP Design



Design corresponding IP based on real pictures of deer and monkey in Wuqinxi.

Initial Design Sketches

IP Design



Design corresponding IPs based on real images of tigers, bears, and cranes from the Five Animals Exercise.

Initial Design Sketches

Illustration Design

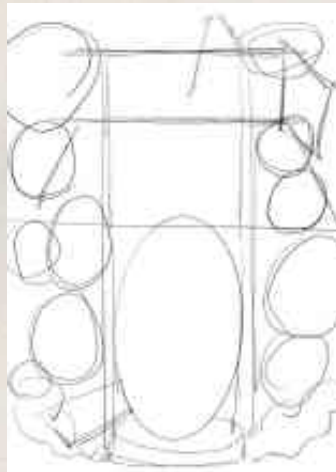
Rough visual illustration design description:

1. Organize the regional characteristic buildings, medicinal materials, and specialties of Bozhou, and roughly arrange the composition.
2. This is using Procreate software on an iPad.
3. Improve the details and the color and shape of related content.

Tiger



Deer



Bear



Ape



Bird



These are sketches for the design of five illustrations for the Five Animals Exercise, showing only the general arrangement of the positions.

Dynamic illustration black and white draft

Illustration Design



This is a conceptual sketch of the Tiger Play from Hua Tuo's Five Animals Exercise, presented in line drawing form with a centered composition and visual element layout. The main subject of the image is the cute stylized **Tiger IP character**. The character has a powerful and dignified expression, wears a traditional Eastern Han cross-collar short robe, and stands in a stable horse stance on a circular platform decorated with vortex patterns, echoing the oriental philosophy of the coexistence of all things in herbal medicine culture.

The background incorporates **the Bozhou Qiaowang Tower**, with upturned eaves and receding multi-story buildings, and layered mountains stretching in the distant view, embodying the heritage of classical oriental aesthetics. Traditional herbal plants and TCM utensils are arranged around the scene: **on the left are medicine pots, medicine trays, blooming Bozhou peonies and medicine baskets; on the right are steelyards, medicine bowls, medicine parcels and ancient books**. Auspicious cloud patterns adorn the top and bottom of the frame, constructing a visually rich narrative with multiple layers.

Auspicious clouds act as a connecting element, linking the character, architecture and herbal utensils, enhancing the fluidity of the scene and subtly conveying the powerful and vigorous characteristics of Tiger Play. The overall composition is full and the lines are smooth.

This is the line drawing design of the illustration for the tiger in Hua Tuo's Five Animals Exercise.

Dynamic illustration black and white draft

Illustration Design



This is a conceptual sketch of the dynamic illustration for Hua Tuo's Five Animals Exercise, presented in line drawing form with a centered composition and visual element layout. The main subject of the image is **the Five Animals IP character - Deer**, who is depicted in a relaxed posture, dressed in traditional Eastern Han Dynasty attire, standing on a circular platform, echoing the health philosophy of the Five Animals Exercise, which advocates for the "unity of heaven and man".

The background blends with the architectural silhouette of the Bozhou Huaxilou, featuring upturned eaves, curved corners, and tiered buildings, embodying the rich historical heritage of the region.

Surrounded by authentic Bozhou medicinal herbs and traditional Chinese medicine tools, the scene on the left depicts a medicine pot, a medicine jar, and rising medicinal steam, while on the right, there are medicine grinders, medicine pestles, and medicine bottles. Above, herbal plants such as Bozhou peony and Bozhou chrysanthemum dot the scene, and below, scrolls and auspicious clouds are arranged, creating a visually rich narrative with multiple layers.

Xiangyun serves as a connecting element, linking characters, architecture, and medicinal herbs, enhancing the fluidity of the scene and subtly reflecting the characteristic of the "vivid charm" of the Five-animal Exercise. The overall composition is full and the lines are smooth, laying the foundation for subsequent dynamic interpretation and color design.

This is the line drawing design of the illustration for the deer in Hua Tuo's Five Animals Exercise.

Dynamic illustration black and white draft

Illustration Design



This is a conceptual sketch of the Bear Play from Hua Tuo's Five Animals Exercise, presented in line drawing form with a centered composition and visual element layout. The main subject of the image is the cute stylized **Bear IP character**. The character has a calm and honest expression, wears a bamboo hat and traditional Eastern Han cross-collar short robe, standing on a lotus platform decorated with auspicious cloud patterns.

The background incorporates modern buildings including **Bozhou South Railway Station and Bozhou Huatuo International Chinese Medicinal City**, with wide and open steps. Layered mountains stretch in the distant view, realizing the dialogue between ancient and modern architecture and embodying the regional cultural heritage of Bozhou. Traditional herbal plants and TCM utensils are arranged around the scene: on the left are medicine pots, medicine parcels, ancient books and blooming Bozhou chrysanthemums; on the right are **medicine rollers, medicine bowls, medicine parcels and classics**. Auspicious cloud patterns adorn the top and bottom of the frame. The whole composition is surrounded by Bozhou chrysanthemums, constructing a visually rich, artistic and narrative scene.

This is the line drawing design of the illustration for the bear in Hua Tuo's Five Animals Exercise.

Dynamic illustration black and white draft

Illustration Design



This is a conceptual sketch of the Ape Play from Hua Tuo's Five Animals Exercise, presented in line drawing form with a centered composition and visual element layout. The main subject of the image is the cute stylized **Ape IP character**. The character has a lively and playful expression, wears a traditional Eastern Han cross-collar short robe, and stands barefoot on a stone path, echoing the oriental philosophy of the coexistence of all things in herbal medicine culture.

The background incorporates symmetrical **Bozhou cityscape and local Bozhou shop streets**, with upturned eaves and receding buildings, and layered mountains stretching in the distant view, embodying the heritage of classical oriental aesthetics. Traditional herbal plants and TCM utensils are arranged around the scene: on the left are medicine pots, ganoderma lucidum, ancient books and blooming peonies; on the right are mortars, medicine parcels, medicine kettles and ginseng. Auspicious cloud patterns adorn the top and bottom of the frame, constructing a visually rich narrative with multiple layers.

Auspicious clouds act as a connecting element, linking the character, architecture and herbal utensils, enhancing the fluidity of the scene and subtly conveying the vivid and dynamic characteristics of traditional herbal culture. The overall composition is full and the lines are smooth.

This is the line drawing design of the illustration for the monkey in Hua Tuo's Five Animals Exercise.

Dynamic illustration black and white draft

Illustration Design



This is a conceptual sketch of the Bird Play from Hua Tuo's Five Animals Exercise, presented in line drawing form with a centered composition and visual element layout. The main subject of the image is the cute stylized **Bird IP character**. The character looks light and agile, wears traditional Eastern Han cross-collar short robe, spreads its wings and performs the wing-spreading gesture of Bird Play while standing on auspicious clouds.

The background incorporates **Bozhou Wanfo Pagoda and Bozhou Huaxilou**. The ancient pagoda stands towering and the classical building is elegant, with layered mountains stretching in the distant view, embodying the profound historical and cultural heritage of Bozhou. Traditional herbal plants and TCM utensils are arranged around the scene: on the left are medicine pots, medicinal cauldrons and blooming Bozhou chrysanthemums; on the right are medicine jars, medicine parcels and ancient books. Medicinal plants including ganoderma lucidum and ginkgo are dotted throughout the frame. Auspicious cloud patterns decorate the top and bottom of the image, constructing a visually rich narrative with multiple layers.

Auspicious clouds act as a connecting element, linking the character, architecture and herbal utensils, enhancing the fluidity of the scene and subtly conveying the stretching, airy and meridian-unblocking characteristics of Bird Play. The overall composition is full and the lines are smooth.

This is the line drawing design of the illustration for the Crane in Hua Tuo's Five Animals Exercise.



Dynamic illustration completed

This colored illustration depicts the **Tiger Play of Hua Tuo's Five Animals Exercise** with a central composition. The visual focus is the cute stylized tiger IP character. The tiger corresponds to Water among the Five Elements. **The painting adopts calm black-white and blue-grey tones as the base, matching the color imagery of Water.** With a dignified and resolute expression, the character wears light grey Han-style cross-collar costume trimmed with black. Standing in a stable horse stance on a circular platform decorated with vortex patterns, the tiger holds powerful fists, fully embodying the vigorous and explosive temperament of Tiger Play.

The background centers on **Bozhou Qiaowang Tower, flanked by time-honored traditional Chinese medicine shops of Bozhou.** Streets stretch toward the ancient pagoda, with layered mountains and auspicious clouds behind the architecture, reproducing the historical style of ancient Bozhou city. Rich TCM elements are arranged on both sides of the frame: medicine stoves, medicine trays, blooming Bozhou peonies and medicine baskets on the left; steelyards, medicine bowls, medicine parcels and ancient scrolls on the right. Auspicious clouds run through the whole picture, connecting the IP character, ancient buildings and herbal utensils. The title text at the top marks the theme of Tiger Play.

The composition is balanced and full with delicate lines and calm, elegant colors. The artwork integrates the health-preserving culture of **the Five Animals Exercise, Bozhou historical landmarks and local authentic medicinal herbs.** It has rich narrative layers and strong oriental charm.

Dynamic illustration completed

This colored illustration depicts the **Deer Play of Hua Tuo's Five Animals Exercise** with a central composition. The visual focus is the anthropomorphic deer IP character. The deer corresponds to Wood among the Five Elements, and the character is dominated by cyan-blue tones that match the color imagery of Wood. With a gentle and vivid face, long hair and antlers, the character wears ancient cross-collar clothing of the Han Dynasty, standing on a cloud-wreathed platform in a relaxed posture to interpret the soft and soothing charm of Deer Play.

The background **features Bozhou Huaxilou**. Its ancient pavilions and upturned eaves are set amid misty green mountains, highlighting the local historical and cultural characteristics of Bozhou. Rich elements of traditional Chinese medicine are arranged on both sides of the frame: medicine stoves, ancient scrolls, platycodon grandiflorum and honeysuckle on the left; medicine bottles, kettles, grosvenor momordica and medicine mortars on the right. **The title text "WUQINXILU" at the top identifies the theme of Deer Play.**

Auspicious clouds connect all elements, integrating the health-preserving culture of Five Animals Exercise, Bozhou herbal resources and local ancient architecture. The painting has multi-layered details with fresh and soft colors, delivering oriental aesthetic feeling and narrative power.





Dynamic illustration completed

This colored illustration depicts the **Bear Play of Hua Tuo's Five Animals Exercise** with a central composition. The visual focus is the cute stylized bear IP character. **The bear corresponds to Earth among the Five Elements, and the dominant warm yellow and earthy tones match the color imagery of Earth.** With a calm and honest expression, the character wears a bamboo hat and earth-yellow ancient cross-collar robe of the Han Dynasty. Standing barefoot on a lotus cloud platform, the bear has a solid posture that interprets the steady and powerful temperament of Bear Play.

The background **adopts a two-layer layout of modern buildings: Bozhou Huatuo International Chinese Medicinal City in the distant view and Bozhou South Railway Station in the foreground.** It integrates Bozhou's modern landmarks into the Chinese-style landscape, realizing the integration of ancient and modern cultures. Blooming Bozhou chrysanthemums surround the frame, together with abundant TCM utensils on both sides, including medicine stoves, medicine rollers, medicine parcels, ancient books and medicinal plates. Auspicious clouds weave through and connect the character, architecture and herbal elements. Layered mountains and flowing clouds form the backdrop, with title text at the top indicating the theme of Bear Play.

The composition is full and balanced. The warm palette creates a thick and gentle visual effect. The artwork combines the health-preserving culture of the Five Animals Exercise, modern landmarks of Bozhou and local authentic medicinal herbs. It boasts rich narrative layers and strong oriental aesthetic charm.

Dynamic illustration completed

This colored illustration depicts the **Ape Play of Hua Tuo's Five Animals Exercise** with a central composition. The visual focus is the anthropomorphic ape IP character. The ape corresponds to Fire among the Five Elements. **The painting adopts bright red and warm orange as dominant hues, matching the color imagery of Fire. Vivid and lively, the character has flamboyant red hair and wears red Han-style cross-collar costume.** Standing barefoot on stone steps with a light and alert posture, it vividly conveys the agile, leaping and stretching charm of Ape Play.

The background shows **the ancient streets of Bozhou, lined with time-honored traditional Chinese medicine shops.** The alley extends toward the distant palace hall, with layered mountains and auspicious clouds setting off the ancient architecture, reproducing the traditional style of old Bozhou city. Rich herbal plants and medicinal utensils are arranged on both sides: ganoderma lucidum, Bozhou peonies, medicine jars and ancient books on the left; mortars, medicine parcels, ginseng, medicine kettles and medicinal plates on the right. Auspicious clouds spread along the bottom and edges of the picture, connecting the character, ancient buildings and various TCM elements. The title text at the top marks the theme of Ape Play.

The composition is full and balanced with bright, warm colors. The artwork integrates the health-preserving culture of the Five Animals Exercise, the style of ancient Bozhou city and local authentic medicinal herbs. It features abundant details and powerful oriental aesthetic expression.



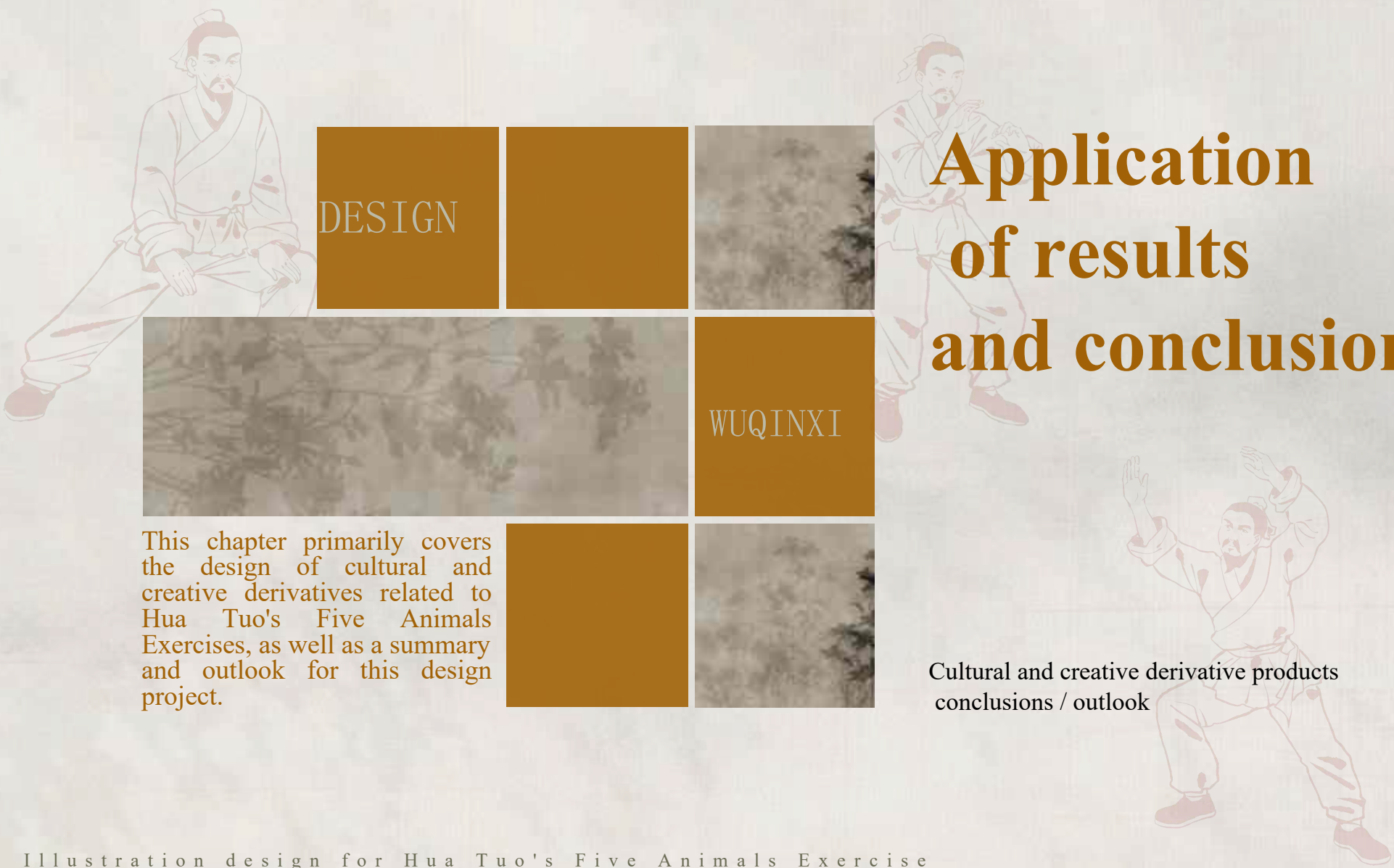


Dynamic illustration completed

This colored illustration depicts **the Bird Play of Hua Tuo's Five Animals Exercise** with a central composition. The visual focus is the cute stylized bird IP character. The bird corresponds to Metal among the Five Elements. **The painting adopts plain white and light gold as dominant hues, matching the color imagery of Metal. Light and agile, the character has red crest feathers and wears white Han-style cross-collar robe trimmed with golden edges.** Spreading its wings in the dancing posture of Bird Play, it fully embodies the elegant, soaring and qi-lifting charm of Bird Play.

The background centers on **Bozhou Wanfo Pagoda together with Bozhou Huaxilou.** The towering ancient pagoda and traditional opera building complement each other. Layered mountains, auspicious clouds and red-crowned cranes decorate the upper space, reproducing the profound ancient style of Bozhou. A wealth of medicinal plants and TCM utensils are arranged around the frame: **medicine stoves, medicinal cauldrons and Bozhou chrysanthemums on the left; medicine jars, medicine parcels and ancient books on the right.** Local herbs including **ganoderma lucidum, ginkgo and ginseng are scattered on the edges.** Twisted cloud vines run through the whole picture, connecting the IP character, ancient buildings and herbal utensils. The title text at the top marks the theme of Bird Play.

The composition is full and exquisite with delicate and smooth lines and elegant, quiet colors. The artwork organically integrates the health-preserving culture of the Five Animals Exercise, Bozhou historical landmarks and local authentic medicinal herbs. It has rich visual layers and strong oriental classical charm。



Application of results and conclusions

DESIGN

WUQINXI

This chapter primarily covers the design of cultural and creative derivatives related to Hua Tuo's Five Animals Exercises, as well as a summary and outlook for this design project.

Cultural and creative derivative products
conclusions / outlook

Prototype application demonstration

Brand visual materials



This set of works is a series of cultural and creative materials featuring **IP illustrations themed on Hua Tuo's Five-Animal Exercises**. As serialized graphic carriers, it covers multiple media including **handbags, gift boxes, posters, cards, mobile interfaces and cultural creative pens**. Adopting a unified visual language of traditional Chinese style illustrations, the series centers on anthropomorphic IP characters of the five animals. It integrates ancient local buildings of Bozhou, authentic medicinal herbs and characteristic flowers, and incorporates the Five-Element color system into the visual design of the five characters. Its core function is to disseminate the intangible cultural heritage and health-preserving culture of the Five-Animal Exercises and build the series IP image. It is suitable for cultural tourism promotion, cultural and creative product development and brand promotion. This set of materials has both cultural communication value and practical value for collection and application, with strong recognition of traditional Chinese style.

Prototype application demonstration

Billboard



Billboards are visual publicity carriers that display information through graphics, texts and IP images. This design adopts anthropomorphic IP illustrations of Hua Tuo's Five-Animal Exercises as the core vision, combined with Bozhou ancient buildings, herbal and floral elements. The Five-Element color system is used to distinguish the five animal characters. The core use is to show the intangible cultural heritage of Five-Animal Exercises and attract public attention. It is applied to urban cultural tourism promotion, intangible heritage publicity and thematic exhibitions, with both cultural communication and aesthetic value.

Prototype application demonstration

Postcard

Postcards are portable graphic carriers that can be mailed **directly**. This design takes anthropomorphic IP illustrations of Hua Tuo's Five-Animal Exercises as the main body, integrates Bozhou ancient architecture, authentic medicinal herbs and floral patterns, and adopts the Five-Element color system to shape the five animal characters. The core use is to spread intangible cultural heritage and record regional cultural tourism impressions. It is applied to cultural tourism souvenirs, intangible heritage promotion and cultural exchange



Prototype application demonstration

Pillow



Pillows are home cultural and creative products based on fabric carriers with decorative and practical properties. This design adopts anthropomorphic IP illustrations of Hua Tuo's Five-Animal Exercises as the core vision, combined with Bozhou ancient architecture, herbal plant elements and exclusive Five-Element color system. The core use is to beautify space and disseminate the intangible cultural heritage of Five-Animal Exercises. It is applied to home decoration, cultural and creative peripherals and intangible heritage promotion

Prototype application demonstration

Cup Sleeve

Cup sleeves are portable cultural and creative carriers wrapping the cup body with heat insulation and decorative functions. This design takes anthropomorphic IP illustrations of Hua Tuo's Five-Animal Exercises as the core vision, integrates Bozhou ancient architecture, authentic medicinal herbs and floral elements, and adopts the Five-Element color system to shape the five animal characters. The core use is to protect the cup and spread the intangible cultural heritage of Five-Animal Exercises. It is applied to cultural tourism peripherals, gifts for offline activities and intangible heritage promotion



Prototype application demonstration

Pillow



Packaging boxes are three-dimensional graphic carriers for holding cultural and creative products, with storage protection and visual display functions. This design takes anthropomorphic IP illustrations of Hua Tuo's Five-Animal Exercises as the core vision, integrates Bozhou ancient architecture, authentic medicinal herbs and characteristic floral elements, and uses the Five-Element color system to distinguish the five animal characters. The core use is to store and protect products and spread the intangible cultural heritage of Five-Animal Exercises. It is applied to cultural and creative product packaging, cultural tourism gifts and intangible heritage promotion.

Current Results & Future Development

Main conclusions

Audience research: The audience hopes for simple, easy to understand, and interesting teaching materials for the Five Animal Play, opposes traditional textbooks that are rigid, and desires a combination of health practicality and cultural belonging.

Cultural research: The Five Animal Play relies on the theory of the Five Elements of Traditional Chinese Medicine, with tigers, deer, bears, apes, and birds corresponding to the five colors of metal, wood, water, fire, and earth.

Preferred visual direction

Prioritize the use of five element color Chinese style visual scheme.

The five color system is in line with the traditional five element health culture of the Five Animal Play, with high saturation of Chinese style color schemes to distinguish the five animal images. The dynamic illustrations are lively and in line with the audience's aesthetics, with stronger visual recognition, making them more suitable for online dissemination, offline exhibitions, and cultural and creative derivatives.

Project Potential

1. Digital carrier: based on dynamic illustration to create mini programs and short video social content;
2. Offline implementation: Produce a series of posters, science popularization manuals, etc;
3. Cultural and Creative Expansion: Developing the Bozhou Cultural and Tourism Commemorative Surrounding Area;
4. Cultural Promotion: Collaborate with Bozhou's cultural tourism and educational classrooms to carry out intangible cultural heritage popularization activities.

Future development

1. Clarify the personality design of the five roles;
2. Design dynamic illustrations; The combination of artificial
- 3.intelligence helps optimize the smoothness of movement, balancing traditional flavors and modern visuals;
- 4.In the next stage of the paper, the theory of innovative application of digital illustrations in intangible cultural heritage was explored in depth



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Thanks for watching

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