

The Significance and Application Value of Bai“Jiama”images in Souvenir Design

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Abstract

As an important symbol of Yunnan national culture, the images of Bai nationality "Jiama" has gradually attracted attention in the field of souvenir design in recent years. "Jiama" not only occupies an important position in the traditional art of Bai nationality, but also reflects the rich historical and cultural background and national characteristics. With the introduction of modern design concept, the re-creation and application of the images of Jiama" in souvenir design shows unique artistic charm and market value. Through the methods of literature analysis, case study and field investigation, this study aims to explore the research significance and application value of Bai "Jiama" images in contemporary souvenir design. It is found that the images of Jiama" can not only effectively preserve and publicize national culture, but also has wide application potential in souvenir design and other aspects. The results of this study provide theoretical support and practical guidance for the innovative application of "Jiama" images in the field of modern souvenir design.

Keywords: Bai Nationality; "Jiama" Images; Souvenir Design; Application

Introduction

Province with rich cultural traditions and artistic heritage. Among them, "Jiama", as an important symbol of Bai culture, has profound historical background and symbolic significance. The images of "Jiama" originated from the ancient sacrificial activities of the Bai people, which not only represents the Bai people's reverence for animistic beings, but also reflects the core position of various Gods in the

social life of the Bai people (Ding, 2013). "Jiama" is often used in religious ceremonies, folk beliefs, traditional festivals and daily production and life decoration, is an important part of Bai culture and art, showing a unique national aesthetic and cultural value (Yang, 2002).

With the development of modern society, the process of globalization and urbanization makes traditional culture face great challenges and opportunities. How to integrate traditional art forms with modern design concepts has become an important topic of cultural inheritance and innovation. In this context, as a symbol of traditional culture, the application and innovation of "Jiama" in contemporary souvenir design is particularly important. However, the existing research and practice mainly focus on the historical and traditional cultural value of the "Jiama" images, but the practical application and innovative exploration in modern design are relatively few. This limits the potential of "Jiama" images in souvenir design, and fails to fully reflect its value in modern visual culture.

Therefore, this study focuses on the application and significance of the images of "Jiama" in contemporary souvenir design, and aims to explore how to effectively integrate this traditional cultural element into the design of modern tourist souvenirs through systematic research and analysis, so as to achieve the dual goals of cultural inheritance and innovation. The core problem of the research is how to carry out appropriate design innovation on the basis of maintaining the traditional cultural characteristics of "Jiama" images to meet the contemporary market and design needs.

It is of great academic and practical significance to study the application of Bai nationality "Jiama" images in contemporary souvenir design. First of all, with the process of globalization and the change of modern design needs, the application of traditional cultural symbols in design is facing new challenges. As a unique symbol of Bai culture, the innovative application of "Jiama" in modern souvenir design can not only enrich the design language, but also provide a new way to protect and inherit traditional culture. An in-depth study of the modern application of "Jiama" images will help to tap its potential in contemporary design and promote the integration of traditional art and modern design.

Secondly, the current research on the images of "Jiama" mainly focuses on its cultural and historical background, and the exploration of its application in practical design is relatively limited. This research helps to fill this gap, provide designers with concrete practical guidance and creative inspiration, and promote the modern application of traditional elements. At the same time, this study can also provide a new perspective for academic research in related fields, and promote the further discussion and understanding of national cultural symbols.

Finally, through this study, we can promote the protection and utilization of national cultural symbols in the context of globalization and promote the realization of cultural diversity. As one of the representatives of Bai culture, the innovative application of "Jiama" images not only helps to enhance cultural self-confidence, but also can show the unique charm of national culture on the international design stage, providing new opportunities for cultural exchange and integration.

Research objectives

1. In order to study the artistic characteristics of "Jiama" images, explore how to combine traditional artistic elements with modern design concepts and carry out innovative design practice.
2. In order to study the effect and value of the "Jiama" images in practical applications such as souvenir design, evaluate its acceptance and influence in the market.
3. In order to study the dual role of "Jiama" images in cultural inheritance and modern design, theoretical support and practical guidance are provided to promote the modern expression of national culture.

Literature Review

1. Cultural background of the images of "Jiama".

The status of "Jiama" images in Bai culture has been studied in detail. Related literature points out that "Jiama" originated from the ancient sacrificial activities of Bai nationality, which has profound religious and cultural significance. Researchers such as Li Wenjing (2020) discussed in detail the historical origin of the images of "Jiama" and its important role in Bai traditional festivals in Bai Traditional Art and Culture Inheritance. Through totemic analysis of the images of "Jiama", the study reveals its symbolic significance in Bai society and its impact on national identity and cultural inheritance.

2. Application of traditional cultural symbols in modern design.

In recent years, the research on the application of traditional cultural symbols in modern design has gradually increased. Zhang Wei (2019) discusses how to effectively integrate traditional cultural elements into modern design in his book *The Modern Transformation of Traditional Cultural Symbols*. Literature points out that the application of traditional symbols in modern design can not only enhance the cultural depth of design, but also enhance the market competitiveness of brands. This study provides

a theoretical basis for the modern application of the "armour horse" images, and points out the cultural adaptation issues that need to be considered in the design process.

3. Modern design application of "Jiama" images.

There are relatively few literatures on the application of "armour horse" images in modern design, but there are some useful research results. For example, Wang Xiaoming (2021) analyzed the innovative attempts of the "Jiama" images in souvenir design in the article *Innovative Application of National Cultural Elements in Souvenir Design*, and showed its application examples in advertising, packaging and brand design. The research results show that the images of "Jiama" can create a unique visual effect in modern design, but also can effectively convey national cultural information.

4. Combination of cultural inheritance and modern design.

The research on the combination of cultural inheritance and modern design has become an important topic in academic circles. In *The Fusion Path of Cultural Inheritance and Modern Design*, Liu Fang (2022) discusses how to make modern expression while maintaining the original cultural elements. This document provides methodological support for the application of "Jiama" images in souvenir design, and emphasizes the respect and innovation of traditional elements in the process of modern design. The research suggests that through appropriate design techniques and creativity, traditional cultural symbols can be effectively combined with modern design language.

5. Design innovation and market response.

As for the research on design innovation and market response, Chen Li (2023) analyzed the appeal and market acceptance of innovative design to consumers in the book *The Impact of Design Innovation on Market Response*. Research shows that innovative design can enhance consumer identity with the brand and have a positive impact on marketing and sales. This study provides practical basis for the market application of "Jiama" images and emphasizes the key role of design innovation in enhancing the market value of cultural symbols.

Research Methodology

This study adopts a variety of research methods to comprehensively explore the application and significance of Bai "Jiama" images in contemporary souvenir design. The main methods include literature review method, case analysis method and field investigation method. Each method played a different

role in the research process, helping us to analyze the design potential and application value of the "Jiama" images from multiple perspectives.

1. Literature review method

Literature review is a method of systematically consulting, analyzing and summarizing existing research literature. It helps researchers understand the current research status, theoretical basis and practical application in the field, and provides background and basis for further research. In this study, the literature review method is used to sort out and summarize the historical documents and academic materials related to the images of "Jiama" and its application in souvenir design. We have conducted an extensive review of relevant books, academic papers, journal articles and online resources to understand the cultural context, historical evolution and existing applications of the "Jiama" images in the field of design. This process helped us define the theoretical framework of the research and identify key questions and gaps in the research.

2. Case analysis

Case analysis is a method to reveal the phenomenon characteristics and application effects by analyzing specific cases in detail. It focuses on in-depth study of real cases to gain practical experience and concrete data on application effects.

In this study, case analysis is used to analyze the specific application of "Jiama" images in contemporary souvenir design. We selected a number of representative design cases, including souvenir design, product packaging design, etc., through the analysis of these cases, to evaluate the design effect and market reaction of "Jiama" images. By comparing the application of "Jiama" in different design schemes, the research reveals the innovative performance of "Jiama" images in modern design and its impact on consumers.

3. Field research method

Field research method refers to the method that researchers directly go to the site for observation, interview and data collection. It is able to access first-hand data and information to provide real and concrete support for research. In this study, the field research method is used to collect feedback information of the "Jiama" images in practical application. We visited relevant design studios, brand companies and cultural institutions and conducted in-depth interviews to understand the perceptions and needs of designers and consumers about the "Jiama" images. In addition, we also participated in related design exhibitions and cultural activities to obtain the specific performance and effect of the

"Jiama" images in practical applications. This method provides real data in practice to help us verify the results of theoretical studies and further optimize the design and application strategy of the "Jiama" images.

Research Results

1. Artistic characteristics of the images of "Jiama".

According to the research objective 1, this study deeply analyzes the artistic characteristics of the "Jiama" images.

1.1 Simple shape and geometric expression of "Jiama".

The core of the images of "Jiama" is simple and concrete shape. This simple design not only shows the unique aesthetic in Bai art, but also facilitates large-scale production and reproduction in sacrificial activities. The traditional "Jiama" graphics are mostly presented by paper printing or woodcutting, usually in black and white. The outline of the idol is outlined with black lines, and the contrast is formed by white areas (Figure 1). This design is not only easy to carve and make, but also strengthens the visual impact of "Jiama".



Figure 1 Water God (Source: Photographed by the researcher, 2021)

The shape of "Jiama" is characterized by geometry, and the images of God is highly abstracted into simple geometric shapes, such as the head, which is often represented by a circle or triangle, and the limbs, which are expressed by straight lines or square blocks. This geometric treatment not only makes the images of "Jiama" look regular and rigorous, but also fits in with the symmetry and

balance that are common in Bai art. This style highlights a simple and solemn atmosphere, which fits the sacred status of "Jiama" in the Bai people's faith.

At the same time, the shape of the images of "Jiama" has certain symbolic characteristics. It is not only a concrete imitation of the images of God, but also a symbol with sacred and symbolic significance. For example, in the Bai belief system, The armored horse is used as a medium to communicate with the Gods, which is where the name "armored horse" came from. During the sacrifice, the Bai people burn a piece of paper with a picture of a horse in armor along with a picture of other Gods, and the horse carries the wish of the praying person and represents communication between man and God (Figure 2). Therefore, the images of "Jiama" is not completely realistic, but a kind of artistic expression expressing profound connotation through simple form.



Figure 2 “Jiama” (Source: Photographed by the researcher, 2021)

1.2 Symbolism of black and white color.

The color of "Jiama" is mainly black and white, black is used to depict lines and Outlines, and white is used as background and white. This color scheme is not only simple and clear, but also carries deep symbolic significance. In the Bai culture, black and white have unique cultural connotations, symbolizing opposition and balance, Yin and Yang blend. The use of this strong contrast of colors not only enhances the visual effect of the images of "Jiama", but also reflects the concept of the universe in the belief of the Bai nationality to a certain extent, that is, the harmony of Yin and Yang and the intercommunication of heaven and earth.

Black is often used to outline the main outline and detail lines of the horse in the images of "Jiama", and its strong color brings a solemn and solemn feeling, which accords with the sacred role of

"Jiama" in sacrifice and religious ceremonies. The white space gives the whole figure a sense of space and layer, making the black lines more prominent, forming a sharp contrast. In addition, the simple use of black and white also makes the images of "Jiama" more visually unified and pure, in line with the aesthetic principle of advocating nature and harmony in Bai art.

The color of "Jiama" not only has a visual impact, but also meets the actual needs of the sacrificial ceremony. Since the images of "Jiama" is often used in the scene of God worship and sacrifice, the design of black and white tones can highlight its solemn sense and mystery. This color choice not only avoids the interference of too many colors, but also makes the images of "Jiama" have a solemn sense of sanctity, and enhances its symbolic and functional role in religious belief.

1.3 Symbols and meanings of decorative patterns.

Another important artistic feature of the "Jiama" images is its rich decorative patterns. Although the overall shape of "Jiama" is simple, but in different parts of its body, there are often some symbolic decorative patterns, such as moire, thunder, water, wind, geometric patterns. These patterns not only add artistry and detail to the shape of "Jiama", but also carry the profound implication of nature worship and God belief in Bai culture (Figure 3).



Figure 3 The cover of a “Jiama” book (Source: Photographed by the researcher, 2020)

For example, moire, which is a more common decorative pattern in the images of "Jiama", usually appears on the background of the idol. The use of moire symbolizes the connection with heaven, representing that the celestial being is flying in heaven. At the same time, the flowing form of moire also symbolizes the power of change and dynamics, representing the important position of natural elements such as wind, clouds, lightning and so on in Bai people's beliefs. For example, the "armored horse"

representing the "Dragon King", the dragon king with his followers, riding on the big fish, the pattern below represents the water pattern, and the pattern around the idol is the cloud pattern (Figure 4).



Figure 4 The Dragon King (Source: Photographed by the researcher, 2021)

Thunder is also often used as an auxiliary element, appearing in the background around the "armored horse" statue, symbolizing strength and majesty. In the nature worship of the Bai people, lightning is regarded as the manifestation of Gods and a symbol of power, so the thunder decoration in the images of Jia Ma strengthens its sacred properties, indicating that Jia Ma is not only a medium to communicate heaven and earth, but also a symbol of the power of Gods.

In addition, some geometric patterns are often used in the decorative design of "Jiama". The lines of these geometric patterns are simple and the structure is clear, often echoing the geometric shape of "Jiama", making the overall images more unified and coordinated. These decorative patterns not only enrich the visual expression of "Jiama", but also give it more cultural and symbolic significance, so that it has a higher aesthetic value in art.

1.4 The inspiration of artistic features to modern design.

The artistic features of the images of "Jiama" provide rich inspiration and reference for modern design. As a traditional cultural symbol with great symbolic significance, the geometric shape of "Jiama" and the use of color contrast between black and white not only show the uniqueness of traditional Bai culture, but also provide innovative visual elements for modern souvenir design, brand design, product packaging and other fields.

First of all, the geometric features of the images of "Jiama" provide ideas for abstract and symbolic design in modern design. In modern design, complex images are often expressed in simplified

and abstract ways, and the images of "Jiama" not only expresses the concrete images of the horse through simple geometric forms, but also endows it with sacred and religious symbolic significance. This design technique can be used for reference by modern designers to transform traditional cultural symbols into modern design language.

Secondly, the contrast use of black and white colors in "Jiama" also provides a reference for minimalism in modern design. In the age of information overload, simple and pure design is often easier to attract the attention of the audience. The black and white tone of the "Jiama" is not only visually simple and clear, but also adds visual impact through strong contrast, and this color scheme can provide a classic and practical visual strategy for modern design.

Finally, the decorative patterns in the images of "Jiama" provide rich resources for the decorative elements of modern design. Whether it is the flow of moire or the power symbol of thunder, these decorative elements have a high symbolic and artistic value and can be integrated into modern design to enhance the cultural connotation and visual appeal of the design.

2. The application effect of "Jiama" images in souvenir design.

"Jiama" images, as an important symbol of Bai traditional culture, plays a key role in souvenir design. Through the analysis of the application of "Jiama" images in the design of tourist souvenirs, this study reveals its value in conveying cultural connotation, improving product identification and satisfying consumers' emotional needs.

2.1 Convey the connotation of Bai culture.

The design of tourist souvenirs is not only the expression of commercialization, but also the concrete presentation of local culture and history. As an important symbol of Bai traditional culture, "Jiama" contains rich religious beliefs and life customs. The application of its graphic symbols in souvenir design can directly convey the essence of Bai culture. In the tourist market of Bai inhabited areas, the images of "Jiama" is widely used in souvenir design, such as T-shirts, porcelain, handicrafts, hand paintings, key chains and so on. The design of these souvenirs often takes the simplified or abstract "Jiama" pattern as the core element, and recreated through modern design techniques, so that traditional symbols can be accepted and loved by modern tourists. For example, a handicrafts designer carved the "armour horse" images on a refrigerator trinket, keeping its original religious connotation while modernizing it with new materials and technologies. This kind of souvenir design not only conveys the

profound connotation of Bai culture, but also enables tourists to take away the local cultural memory through souvenirs (Figure 5).



Figure 5 Refrigerator trinket (Source: Photographed by the researcher, 2022)

Through the cultural expression of the images of "Jiama", the design of tourist souvenirs can take into account both tradition and modernity, attract more tourists who want to understand the local culture, and become an important medium for them to understand the culture of the tourist destination.

2.2 Improve product recognition and competitiveness.

The unique visual characteristics of the images of "Jiama" make it highly recognizable in the tourist souvenir market. Its simple geometric shape and strong color contrast can make the product stand out in the dazzling tourist goods and catch the eye of tourists. In the highly competitive tourist souvenir market, the use of "Jiama" images gives the product obvious local characteristics and cultural attributes, which makes it in sharp contrast with other ordinary commodities lacking cultural connotation, and greatly enhances the competitiveness of the product.

For example, some handicraft shops use the "Jiama" images as their main design element and apply it to various souvenirs, such as embroidery, silk scarves, accessories, etc. By simplifying the outline of the "Jiama" and combining it with modern graphic elements, these souvenirs are both cultural and fashionable. When purchasing these souvenirs, tourists are often interested in the uniqueness of the "Jiama" images and finally choose to buy them (Figure 6). Compared with goods without local cultural background, these souvenirs with the images of "Jiama" are more collectible and easier to become part of the cultural experience of tourists. Therefore, the application of "Jiama" images can not only improve the cultural added value of tourist souvenirs, but also enhance the market appeal of products through its unique visual performance.



Figure 6 Souvenirshop of “Jiama” (Source: Photographed by the researcher, 2022)

2.3 Meet the emotional needs of tourists.

Tourist souvenir is not only the memory carrier of the tourist place, but also a kind of emotional sustenance. The cultural symbols and symbolic meanings carried by the images of "Jiama" can trigger the emotional resonance of tourists and meet their needs for cultural experience and spiritual level.

As a symbol of blessing and safety, "Jiama" is often regarded as a souvenir with blessing significance by tourists. When many tourists buy these souvenirs with the images of "Jiama", they are not only to commemorate their travel experience, but also to pray for good luck and safety through this cultural symbol with auspicious connotations. The sacredness and symbolic significance of "Jiama" make it an attractive design element in tourist souvenirs. For example, some designers on the basis of the traditional "horse" images, to create a modern sense of amulet, pendants and other tourist souvenirs, through the simplification of the form and material innovation, so that it not only maintain the traditional meaning, but also suitable for daily carrying.

This design not only meets the spiritual needs of tourists for cultural symbols, but also gives the "Jiama" images new functionality, so that its souvenirs have emotional added value. When tourists buy these souvenirs with "armour and horse" patterns, they are actually looking for an object that can carry their travel experience, cultural memories and personal emotions. As a symbol of this emotion, the images of "Jiama" gives more cultural significance and emotional value to tourist souvenirs.

2.4 Analysis of one case.

In some destinations dominated by cultural tourism, the successful application of the "Jiama" images in the design of tourist souvenirs has made a positive contribution to the local economic development. For example, in Dali, Yunnan Province, the birthplace of Bai culture, many local tourist

souvenirs are designed with the "Jiama" images. Some local handicraft brands integrate the "Jiama" images into their product design, such as wood carving, copper products, cloth jewelry, etc., not only make their souvenirs have local cultural characteristics, but also increase their cultural connotation. These products are very popular with tourists, not only become a collection of tourists, but also become a carrier of local culture.

For example, in a tourist souvenir exhibition held in Kunming City in 2023, a designer combined the traditional "Jiama" images with cloth bags to develop a series of cloth bags with "Jiama" pattern, such as small satchel, handbag, computer bag, etc., which received a warm welcome from young consumers. According to the investigation and analysis, it is found that these products not only retain the traditional artistic characteristics of "Jiama", but also through the functionality of modern products, they are closer to the lifestyle and aesthetic requirements of contemporary young people, so naturally, they attract more young tourists' attention (Figure 7). Through this innovative application, the images of "Jiama" further broadens the design boundary of tourist souvenirs and becomes an important medium for cross-cultural communication.



Figure 7 “Jiama” bag (Source: Photographed by the researcher, 2022)

2.5 Future development trend.

In the future, with the continuous development of the cultural tourism industry, the application of "Jiama" images in souvenir design is expected to further expand. Designers can create more diversified product forms by combining the "Jiama" images with more modern design concepts, such as the combination of smart products, the application of environmentally friendly materials, etc., to enhance the functionality and cultural expression of products.

3. The dual role of "Jiama" images in cultural inheritance and modern design.

As an important symbol of Bai traditional culture, the images of "Jiama" carries profound historical and cultural significance. By analyzing the dual functions of "Jiama" images in cultural inheritance and modern design, we can have a deeper understanding of the value of this traditional symbol in contemporary society.

3.1 The role of the images of "Jiama" in cultural inheritance.

"Jiama" originated from the religious belief of the Bai people, and as an indispensable symbol in the ritual of sacrifice and blessing, its images expresses the sacred relationship between the Bai people and nature, heaven and earth. The continuation and development of the images of "Jiama" reflects the continuation of the traditional belief of Bai culture, and is also a symbol of the humanistic spirit and national identity of Bai people.

In the process of inheritance, "Jiama" culture has distinct regional and national characteristics. The Bai people have retained and continued their unique cultural tradition through the unique symbol system of "Jiama". "Jiama" is usually made and used in important religious festivals and blessing activities, symbolizing the good wish to pray for good weather and drive away evil spirits. In this cultural context, "Jiama" is not only a medium for religious activities, but also an important carrier of Bai ethnic cultural identity (Figure 8).



Figure 8 Sacrificial ceremony of Bai people (Source: Photographed by the researcher, 2019)

With the passage of time, the inheritance of the images of "Jiama" did not disappear because of the changes of The Times, but continued to develop through local education, folk inheritance,

handicraft production and other ways. For example, in Dali, Yunnan Province, the craft of "Jiama" was introduced into the classroom of primary school students, and craftsmen taught them how to make "Jiama", which became a form of expressing local culture (Figure 9). Whether through paper printing or woodcutting, the images of "Jiama" still maintains its unique traditional aesthetic style. This aesthetic style not only carries the historical memory of the Bai people, but also makes "Jiama" become an important symbol of the inheritance of Bai culture.



Figure 9 “Jiama” Craftsman and primary school students

(Source: Photographed by the researcher, 2021)

In the process of inheritance, the images of "Jiama" is preserved and reproduced through the craftsmanship of folk artists and craftsmen, who ensure the continuation of the traditional style of "Jiama" images through the skills passed down from generation to generation. At the same time, the popularization of local cultural education also provides a guarantee for the inheritance of "Jiama" culture. Many local schools and cultural institutions actively promote "Jiama" culture. Especially under the impact of modern culture, the images of "Jiama" still retains its core cultural value.

3.2 Innovative application of "Jiama" images in modern souvenir design.

In the field of modern design, the application of traditional cultural elements has been paid more and more attention. Because of its simple shape, unique visual style and profound cultural connotation, "Jiama" images has been gradually applied by designers to brand design, packaging design, product design and other fields. Through the integration of modern design concepts, the images of "Jiama" shows its innovative potential that cannot be ignored in modern design.

First of all, the geometric shape of "Jiama" has high plasticity in modern design. Modern design emphasizes simplicity and symbolization, and the simplified lines and black and white contrast

colors of the "Jiama" images are very much in line with the aesthetic needs of contemporary design. Through the re-deconstruction and combination of the images of "Jiama", designers can create visual symbols with both traditional cultural heritage and modern sense. For example, some brand designs incorporate elements of "armour and horse" into their logos or packaging. The use of such traditional symbols not only increases the cultural connotation of products, but also enhances the brand recognition (Figure 10).



Figure 10 "Jiama" element in brand design (Source: Photographed by the researcher, 2023)

Secondly, the use of color in the images of "Jiama" also provides rich creative possibilities for modern design. "Jiama" is traditionally black and white, this strong contrast color combination is widely used in modern design. Black and white colors can highlight the simplicity and purity of the design, in line with the modern minimalist design style. In many modern souvenir design, advertising design and fashion design, the black and white tone of the images of "Jiama" has been given new vitality, and has become a design element with visual impact and cultural significance.

In addition, the decorative pattern of "Jiama" images also provides rich materials for decorative design in modern design. Modern design not only focuses on simple geometric shapes, but also attaches great importance to the decorative elements of details. Decorative symbols such as moire and thunder in the images of "Jiama" not only add visual level to the design work, but also give the work profound cultural connotation. These symbols can be re-applied in modern design through abstract and graphic ways, which not only maintains the symbolic meaning of traditional culture, but also conforms to the aesthetic standards of contemporary design.

3.3 Challenges and opportunities in the integration of cultural inheritance and modern design.

Although the application of the "Jiama" images in cultural inheritance and modern design shows many positive aspects, there are also certain challenges in this process. First of all, how to maintain the cultural core of the "armour and horse" images in modern design is a major problem faced by designers. In the process of modern design innovation, designers need to carefully deal with the transformation and innovation of traditional symbols to avoid the loss of cultural connotation caused by oversimplification or symbolization. The value of cultural inheritance lies in maintaining its uniqueness and historicity. If designers ignore these core values in the application process, the symbolic meaning of the "Jiama" images may be weakened or even lost.

However, this convergence also presents great opportunities. With the acceleration of global cultural exchanges, more and more designers hope to enrich the expression of modern design through traditional cultural elements. As a representative of Chinese minority culture, the images of "Jiama" has profound cultural value and visual appeal. Through the combination of "Jiama" images and modern design, designers can not only inject new vitality into their design works, but also promote the spread and internationalization of traditional Chinese culture.

3.4 The development direction of "Jiama" images in future design

In the future, the application of "Jiama" images in modern design has a broad space for development. With the continuous progress of digital technology and design concepts, designers can carry out more diversified innovative applications of the "Jiama" images through digital means. For example, using augmented reality (AR) technology, designers can integrate the "armour Horse" images into a virtual reality environment to create a new interactive cultural experience. In this way, traditional cultural symbols can not only maintain their cultural connotation, but also achieve wider dissemination under the impetus of modern science and technology.

In addition, the "horse" images can be combined with the concept of sustainable design, especially in the field of environmentally friendly materials and ecological design applications. For example, in the design of environmental protection packaging, the black and white color of the "Jiama" images can be integrated with the simple style of environmental protection materials, which not only retains the visual effect of traditional cultural symbols, but also conforms to the current trend of green design.

Discussion

1. In-depth analysis of the artistic characteristics of the images of "Jiama".

Compared with the traditional cultural research on the images of "Jiama", this study has carried out a more systematic and detailed exploration on the analysis of artistic characteristics. Previous studies, such as Li Wenjing (2020) in the *Inheritance of Bai Traditional Art and Culture*, mainly focused on the cultural background and symbolic significance of the images of Jia Ma, but relatively little analysis of its specific artistic expression forms and design potential. Through a detailed discussion of the geometric shape, decorative pattern and color application of the "Jiama" images, this study reveals its unique value in modern souvenir design and provides a new perspective for the design and application of the "Jiama" images.

2. The application effect of "Jiama" images in modern design.

This study has made an important contribution to the brand design of "Jiama" images and the application effect of souvenir design. Although Zhang Wei (2019) discussed the modern application of traditional cultural symbols in the *Modern Transformation of Traditional Cultural Symbols*, there are still limited studies on the specific application cases and market response of the "Jiama" images. Through specific case analysis and field investigation, this study reveals the actual effect of "Jiama" images in brand design and souvenir design, fills the research gap in this field, provides practical data and theoretical support, and emphasizes the effectiveness of "Jiama" images in enhancing brand cultural identity and market competitiveness.

3. Integration of cultural inheritance and modern design.

In terms of the combination of cultural inheritance and modern design, this study puts forward the method of how to carry on the modern expression of the images of "Jiama" while maintaining the traditional cultural characteristics. This view echoes the theory put forward by Liu Fang (2022) in the *Fusion Path of Cultural Inheritance and Modern Design*, but this study further concretifies the modern design application of the "Jiama" images, and verifies its innovative performance through practical cases. Compared with previous theoretical discussions, this study provides specific design practices and application strategies, emphasizes the respect and innovation of traditional elements in modern design, and demonstrates the novelty and practical value of the "Jiama" images in the dual role of cultural inheritance and modern design.

4. Innovative points of research.

The innovation of this research is to systematically combine the traditional artistic characteristics of "Jiama" images with the modern design needs, and provide a comprehensive analysis of the application of "Jiama" images through a variety of research methods. Different from previous studies that mainly focused on cultural background and symbolic meaning, this study focuses on the practical application effect and market feedback of the "horse and armor" images in modern souvenir design, and puts forward the strategy of combining design innovation and cultural inheritance, filling the gap in existing studies. These innovations not only enrich the research field of "Jiama" images, but also provide useful reference for the modern application of other ethnic cultural elements.

Conclusion

Through the study of the images of "Jiama" in contemporary souvenir design, we draw the following conclusions:

1. The images of "Jiama" has clear artistic characteristics.

This study analyzes in detail the artistic features of the "Jiama" images, including its geometric shape, unique decorative patterns and bright color application. These artistic features not only show the importance of "Jiama" in traditional Bai art, but also provide a wealth of visual elements and design inspiration for its innovative application in modern design.

2. The images of "Jiama" has a good application effect in modern souvenir design.

It is found that the images of "Jiama" can effectively enhance the brand's cultural identity and market competitiveness in souvenir design. Practical cases and market feedback show that the application of "Jiama" images enhances the visual appeal and cultural depth of souvenirs, and is highly valued by consumers.

3. The research and application of the images of "Jiama" is conducive to the integration of cultural inheritance and modern design.

This study proves that the images of "Jiama" can realize the dual goals of cultural inheritance and modern expression through the innovative means of modern design while maintaining the traditional cultural characteristics. This integration not only helps to protect and promote traditional culture, but also enhances the influence of the "Jiama" images on the international design stage.

Suggestions

1. Theoretical suggestions.

1.1 Improve the cultural theory of the images of "Jiama".

This study provides theoretical support for the application of "Jiama" images in modern design, but the cultural theory of "Jiama" images still needs to be further deepened. It is suggested that future researchers should start from more cultural semiotics, totemology and other perspectives to deeply explore the symbolic meaning of "Jiama" images in Bai culture and its evolution process, so as to provide a more solid theoretical foundation for its application in modern design.

1.2 Promote policy support and cultural protection.

In view of the fact that the "Jiama" images is an important symbol of Bai culture and its application in modern design can promote cultural inheritance and innovation, it is suggested that relevant policy makers can introduce policies and measures to support the innovative application of national cultural symbols. Through policy guidance and financial support, designers and cultural institutions are encouraged to explore the modern application of cultural symbols while protecting traditional culture, and promote the sustainable development of traditional culture.

2. Application suggestions.

2.1 Expand the application of "Jiama" images in different design fields.

This study mainly focuses on the application effect of "Jiama" images in souvenir design. Future research can be extended to other design fields, such as brand design, product packaging, environmental design and digital media, to explore the potential and performance of the "Jiama" images in these fields. This not only helps to enrich the application scenarios of the "Jiama" images, but also enhances its comprehensive value in modern design.

2.2 Explore the international design strategy of "Jiama" images.

With the advancement of globalization, the international application of national cultural symbols has attracted more and more attention. It is suggested that future studies can explore the adaptability and innovative strategies of the "Jiama" images in the international design market, including how to adjust the design style to meet the needs of different cultural backgrounds, and how to show the unique charm of the "Jiama" images in global design competitions.

2.3 Carry out interdisciplinary research.

The research on the images of "Jiama" involves many fields of culture, art and design, and it is suggested that future research should try to cross disciplines and combine sociology, anthropology, art and other disciplines to conduct a more comprehensive and in-depth analysis. This cross-research helps to understand the cultural significance and design potential of "Jiama" images from different perspectives, and provides more abundant reference for its application in modern design.

Through the follow-up research, we can further promote the research and application of "Jiama" images, and promote the effective combination of traditional culture and modern design.

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