

Research Article

The Characteristics and Social Value of IP Art Under the Visual Field of Experience

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Abstract

In the context of cultural globalization and the experience economy, IP art, as an emerging art form, is garnering increasing attention. IP art is created through systematic and large-scale development of brands or images by artists, resulting in artistic symbols with high brand recognition. This form of art not only possesses unique artistic characteristics but also reflects its social significance. From an artistic perspective, IP art becomes a story-rich artistic symbol through brand image design and creative planning. It breaks through the limitations of traditional fine arts, centers on the user, and interacts with audiences through various media forms to unfold narratives. This approach, using multiple sensory experiences as a medium, enhances users' sense of identity and memorable imagery. In terms of social value, IP art can stimulate users' sense of participation and immersion, and facilitate reflection and critique on real-life social phenomena during the aesthetic process. Additionally, IP art promotes cultural dissemination, satisfies consumers' emotional needs, connects fine art with ordinary people's daily lives, and improves the quality of life for the public. The article analyzes the definition and development of IP art, exploring its unique advantages and features in the era of the experience economy. From the perspectives of animation, cultural values, and cultural dissemination and impact, it delves into the social value of IP art, offering guidance for its theoretical framework and practical applications.

Keywords

Experience Vision, IP Art, Social Value

1. Introduction

The arrival of the experience economy era marks a significant transformation in the socio-economic structure, with consumers increasingly valuing unique experiences brought by products and services. Against this backdrop, IP art has rapidly emerged as a new artistic form. IP art transforms ideas and concepts into culturally symbolic metaphors through digital means, becoming one of the most widely disseminated and popular forms of art today. IP art refers to the systematic and large-scale creation of brand or image-based artistic symbols with high brand recognition. It holds significant

importance not only in the cultural domain but also demonstrates strong market potential in the commercial sector. By interacting with audiences through various media forms and unfolding narratives, IP art breaks through the limitations of traditional fine arts, centers on the user, and enhances users' sense of identity and memorable imagery. Despite its rapid development, IP art still faces numerous challenges. First, the lack of emotional direction makes it difficult for many works to truly resonate with people. Second, the constraints of tradition and reality limit innovation. Third, the prevalence of

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homogenization in the local context leads to a lack of uniqueness. Finally, the weak professional system affects the overall quality improvement. These challenges make China's development of IP culture still lag behind countries like the United States, Japan, and South Korea. This article aims to explore the characteristics, emotional resonance, and interaction of animated IP art from the perspective of the experience economy. By analyzing the definition, development, and challenges faced by IP art, its significance in both cultural and commercial fields is clarified. The goal of this article is to provide theoretical references and practical guidance for the emerging field of animated IP art, thereby better realizing its social value.

2. Transformation Mechanism of IP Art and Experience Vision

2.1. Concept and Application of IP

The Oxford Dictionary defines IP as "intellectual property," the intellectual property of people who innovate. Its contents include literature, music, drama, painting, sculpture and film. The biggest characteristic of IP is not only has the dissemination, moreover easy to form the people emotion the same frequency resonance. This is the crystallization of imagination and the bond between people. In the era of experience economy, experience has become an important way for people to obtain economic benefits, and has become a new consumer culture. Consumers in the process of consumption, not only to obtain the goods provided by the material needs, but also to obtain spiritual pleasure and satisfaction. Therefore, the consumption under the era of experience field of vision is no longer a simple purchase of products and services, but a kind of emotional and spiritual satisfaction. In the era of experience economy, consumers no longer only consider the product itself, but pay more attention to the emotional experience brought by the product [1]. IP art has become a new cultural form in the era of experience economy, and gradually penetrated into people's lives, which has far-reaching impact on people's way of life and aesthetic concept. At the same time, it also makes people have a new understanding and understanding of the works of art, thus promoting the development of cultural and economic industries. IP art has also quietly entered the lives of ordinary people, as a commercial form, will symbolize the image and cultural values and articles, thus forming a IP works of art. The materialization of IP art is based on a certain brand or enterprise, takes an art form as the carrier, takes IP image or story as the core element, and achieves the spiritual attraction and emotional resonance of consumers by means of storytelling, emotion and interaction. IP art may be in the form of two-dimensional still frame images or text symbols, three-dimensional dynamic video and neutral symbols [2], etc.; in the content it may be in the form of characters or events, or in the form of animated characters

or scenes. IP art has different characteristics and unique values from traditional art forms. It is a new kind of artistic expression in modern society. It is a symbolic image created by people's wisdom. Through the secondary creation of numbers, a product in line with the new cultural values is produced in large quantities and is recognized and evolved by the public. In his book *The Experience Economy* [1], the American economist Joseph Pine II argued that the experiential consumer economic transformation is materialistic and spiritual.

2.2. IP Art and Emotional Experience

The advent of 5G era, as well as the future 6G, 7G and other information technology iteration will bring a broader space for the development of IP art. In the future, the fields of information interaction and AI will be mediated by digital IP, and the AI characteristics of mobile media assisted by robots will be diffused by IP. Especially after 00, 10 and other new generation of consumer groups, the creation of IP and their emotions and experiences are more resonant. Most people's subconscious will have an illusion of psychological space, in the IP image of the audio-visual sense, there will be some emotional fluctuations, and then in the process of experience, from their own visual sense of IP art and rational thinking will bring some memories of the screen. For example, the Chinese children's animated television series "Bear Haunt" in the "big bear two" IP image [3]. They convey about friendship, growth, chasing the dream of the theme, so that the children in the film have a strong emotional resonance. This emotional resonance is not limited to the animation itself, but extends to toy cars, clothing and other animation-related peripheries, making it a way for children to express their preferences and stimulate consumption rather than just to meet their basic needs. IP animation "Bear Haunt" is no longer a simple animation, but a "culture", through network copyright, image licensing, peripheral products and other ways, constitute a very perfect IP industry system. This "biosphere" allows children to choose toys, not only to consider its performance and shape, but also to consider their favorite IP spiritual experience, so that they can bring emotional satisfaction and belonging. It can be said that people's emotional motivation comes not only from the love of IP, but also from those who can let them in their own birthday or special holiday to get the most pleasure. This phenomenon shows how Super IP affects children and how they use emotional bonds to drive their purchases. Richard Cytowic [4], a neurologist at George Washington University who studies synaesthesia, confirms that synaesthesia is not a concept at all, but a real experience, and a self-reflection of the internal emotions in the graphic symbols of an animation brand. IP animation brand art products experience and customer experience and emotional resonance from the emotional "synaesthesia", which is the experience of economic, human psychological entertainment. The cultural value that IP art conveys makes those consumer groups "fanned" and incubated

one by one. And the function of goods is also evolving. In material terms, it also has more added value, such as emotional, social and so on. It carries the "material" is more implanted into the "metaphor" of the artistic connotation of IP culture and the user's "experience."

3. IP Art as a Spiritual Construction

3.1. Visualization and Sensation

With the continuous development of science and technology, IP art has begun to pay attention to audio-visual elements in its creation and production of applications. In the era of experience economy, people have entered a new audio-visual world. Visualization and sensation have become the new focus of IP art creation and production. In the era of experience economy, people's consumption behavior is not simply product consumption, but the pursuit of more spiritual value and emotional satisfaction. People's demand for material products has become saturated, and the demand for spiritual and cultural products is rising. Therefore, the IP art characterized by visualization and sensuality has become a new trend in the development of cultural industry in the era of experience economy. The so-called visualization, is refers to the IP art to present itself through the visualization way. Whether it is film or other forms of art, in the creative process, the creator will be their own ideas, views and emotions into it. IP art through the visual way, these elements will be unified coding and build sort, so that the audience in the sensory aesthetic experience. Disney's animated film series, Frozen [5], Beauty and the Beast [6], The Lion King [7], etc., all use a lot of visual coding. There are a large number of animal characters in the film using a large number of color systems, such as blue, red, white and so on, so as to create a colorful, beautiful dream world. The visual elements in the film can not only highlight the characters, but also bring the audience the enjoyment of beauty. In China, IP art has also begun to focus on this. There are a lot of visual elements in Black Myth [8]. For example, Sun Wukong, Tang Seng, Zhu Bajie, Sha Seng, monsters and other characters, all have distinct visual characteristics. The use of these visual elements can not only make the works present a unique aesthetic feeling, but also make the contemporary audience get more aesthetic experience when appreciating the works. The "Wukong" IP art combines the myth with Chinese traditional culture and art form, which brings a new aesthetic experience to the users. This experience can not only make the audience enjoy visually, but also get an audible experience. The application of audio-visual elements in IP art can make the audience get a sensual enjoyment. In the works of film and television, the visual elements are presented by the elements of picture, sound and color. With the continuous development of science and technology, IP art has begun to pay attention to audio-visual elements in its creation and production of applications. In the era of experience economy, people have entered a new au-

dio-visual world, and "visualization" and "sensation" have become the new focus of IP art creation and production. IP art is a subjective idea to express emotions, the common feelings of the audience groups, will add a symbol of the scale, to construct an aesthetic meaning in line with public taste. For example, "The Lion King" in the Lion King in times of crisis with their own horns to block everything, this is a hero's image, the lion showed the strength is the value of life and praise. People through their own imagination, the social life of the hero image into the image of IP symbols, through mass consumption culture to symbolic construction of IP art.

3.2. Storytelling and Emotionalization

From the aesthetic point of view, IP art reconstructs the theory and concept of "beauty" in traditional aesthetics and puts forward a new aesthetic principle. IP art, as a way of spiritual construction, is essentially a kind of spiritual phenomenology. Its value lies not only in the spiritual characteristics of aesthetic activities, but also in the construction of people's spiritual world as a mirror through aesthetic activities. In his book *A Course in General Linguistics* [9], the Swiss linguist Ferdinand de Saussure argues that symbolism has two aspects: "signifier" and "signified." Signified is the meaning conveyed by symbolic image, while signifier is the metaphorical image of concrete image. Animation IP art image is based on the ontological audio-visual language to provide services for users, in the user's perception, based on "authenticity", to build a resonance with the audience emotional symbol. In the era of experience economy, people's consumption behavior begins to change from "product economy" to "experience economy" [1]. In this process, experiential consumption with emotion as its core has become a new trend in the consumption market, and people's demand for cultural products has shifted from the material to the spiritual. As a new art form, IP art is unique in that it is not through direct dissemination of information, but through the creation of a unique story, and in the story into emotional, values and other factors to attract audience. Emotionalization can make the audience have a strong sense of identity and belonging to the IP works of art, thus producing emotional experience. Therefore, storytelling and emotionalization are the two most prominent features of IP works of art, which is also the concentrated embodiment of audience's experience needs in the experience economy era. The emotional expression in IP art has emotional level, such as color, shape, music, and rational level, such as plot, character relationship, values, etc. At the emotional level, IP art through the construction of the story, shaping the character image to complete. The Disney animated film "Mulan" [10], for example, is a story about women, and Mulan is an important figure in the story. The main reason why the character of Mulan can move the audience is that she shows the independence, self-improvement and courage of women in the film, and these qualities are what women should have.

This emotional experience is also one of the intrinsic motivations for people to pursue a high quality of life. Therefore, the emotional expression of IP art has become one of the main factors to win the audience. On the emotional level, IP art is realized through role building, plot building and value expression. This emotional experience can make the audience have a sense of identity and belonging, so that the audience have resonance. IP art is both an emotional experience and a spiritual construction. Based on this characteristic, in the era of experience economy, people are no longer satisfied with one-dimensional culture and entertainment products, but rather hope to experience their own value and significance through IP art. In her book *Feelings and Forms* [11], Susan Langer points out that nonverbal symbols are "a kind of symbol" and that "symbol" is a "symbol", or "symbol" for expressing emotions. It claims that art is a symbolic way to express people's feelings, rather than simply express their feelings. IP art is not only a means of artistic expression, but also a symbolic creation of people's emotions. The signifier of IP works embodies people's emotions and makes IP art symbols obtain aesthetic meaning in people's emotions. This is a transformation of Saussure's signifier and signified.

4. IP Art Embodying Cultural Values

In the era of experience economy, IP art, as a new cultural form, has deeply influenced people's lifestyle and consumption habits. IP art is not only a commercial product, but also a cultural phenomenon. It conveys cultural value to consumers through the spiritual construction of visualization and sensation, story and emotion. The spiritual construction of IP art is to internalize cultural values into the soul of works. By deeply excavating and understanding the cultural elements, the creator transforms them into artistic images with symbolic significance. These images are not only visual symbols, but also carriers of cultural values. Through the visual image of the repeated display and emphasis, IP works of art to build a spiritual world full of cultural connotations. The dissemination of cultural value of IP art is not limited to the works themselves, but also extends to the daily life of consumers through derivatives, theme activities and other forms. This omnibearing cultural experience makes the cultural value reappear and strengthen in different scenes. IP art realizes the recreation of culture through the excavation of cultural value, and is a kind of creative art work. In the creation of IP art, creators need to consider how to better understand the culture, so as to make appropriate value choices. In the process of choosing cultural values, creators need to consider not only the attitude of the public, but also some social problems, such as social problems, environmental problems. The solution of these problems is to reflect and convey the cultural values of IP works of art. At the same time, this kind of reflection and the transmission also need to carry on the corresponding adjustment according to the social demand, and carries on the innovation unceasingly in the content, the form. Sinan de

Saussure, a Swiss linguist, first expounded the arbitrariness and systematization of linguistic signs [6]. Between the arbitrary signified and the signifier, there exists a metaphorical component, which is arbitrary. The symbolized image in IP art is a unique language signifier in terms of its creation nomenclature, while in the design of animated IP characters, it is composed of its own line form and color design concept. These two creative elements constitute Saussure's signifier together. The emotional communication of IP characters is also based on their own subjective feelings, while the emotions conveyed by animated IP characters in art are random. By system, Saussure means that the meaning of a related symbolic image is revealed only in a particular system, and this system is based on integrity. The emotional meaning of IP image is based on the concept of holism put forward by Saussure, and this cultural value is the concept of holism. Cultural value depends on the cultural matrix, which is a kind of memory of survival and consensus of the public, is an objective state of existence. The arbitrariness of signifier and signified put forward by Saussure embodies the new "new". The new culture matrix completes the new metaphorical evolution of IP. In the new culture matrix, the symbolic meaning of IP image is diverse, but also depends on its reflection of various cultural values. The symbolic form of IP art brings users an abstract, perceptual, and formal combination of IP art form, which is formed by its cultural value and consumer emotional resonance. In modern cities, most people want to find their own "IP symbols", and the symbols and the cultural matrix they carry also have resonance, and resonate with the hearts of consumers. IP art through its cultural matrix, will own emotional experience and consumer emotions resonate, thus achieving the combination of cultural values and consumer emotions. In the new culture matrix, IP image realizes its symbolic metaphor in a perceptual and infectious way through its cultural value. As a new art form, the symbolic meaning of IP image evolves with the change of social environment and time background. In the creation of IP art, creators need to dig deeply into society, environment and other aspects, and express what creators want to express on the basis of consumer emotional experience and IP image. The new culture matrix completes the evolution of the symbolic meaning of the IP image, which makes the IP works of art have unique charm.

5. IP Social Value in Cultural Evolution

As a new art form, IP art shows its unique advantages in the era of experience economy. With the continuous improvement of people's living standards, spiritual and cultural life has gradually enriched, the public pursuit of art is no longer simple material needs, but higher spiritual needs. From looking at mountains as mountains, to looking at water as water, to looking at mountains as water, to looking at water as water, to looking at mountains or mountains as we know them today, looking at water as water, the public's pursuit of art has

been constantly improving with the development of the cultural matrix. The development of IP art not only gives us space to think and explore, but also gives us an opportunity to re-examine the inheritance and development of our national culture. In cultural communication, IP is a cultural evolution from metaphor to seclusion. The integration of traditional culture and contemporary social innovation is a spiritual freedom of collective recall. In his book *The Great Wall*, the American sociologist Harold Lasswell [12] puts forward five W models of communication, summarizing who, what, through what channel, and what impact they have had on whom. From this point of view, the communication of IP art is a cyclic system, the creator and the audience can be defined as "Who", the IP visual symbols constructed, through the digital presentation, the creator and the audience narrative, a collective cultural values of social value. Guide the collective construction of the whole model cycle, a state of peace between society and nature. The reason why IP art has high economic value is not only that it has high popularity and influence, attracts a large number of fans' attention, and the ability of cross-border integration realizes multi-field business cooperation and has a long life cycle, but also can continuously create value through continuous updates and iterations. In terms of social value, IP art, as a new cultural form, not only inherits the excellent elements of traditional culture, but also integrates modern science, technology and innovation. IP art through rich and diverse content and form, to provide people with a rich aesthetic experience, help to improve people's aesthetic quality and aesthetic ability. At the same time, IP art can also guide people to establish correct values and outlook on life, which has a positive impact on social ethos. From the user's point of view, the aesthetic transformation of the Internet era needs IP art in a personalized, diversified form, in the interactive and participate in the experience process, to meet the needs of immediacy and convenience [13]. In the Internet era, people's aesthetic needs are becoming more and more personalized and diversified. IP art just meets this need. It can provide different contents and forms according to different audiences. The IP art of the Internet era has a strong interaction. The audience can participate in the creation and dissemination of the works by commenting, commenting and sharing. The development of Internet technology makes the spread of IP art more timely and convenient. IP works of art can be accessed and consumed anywhere and anytime, meeting the needs of modern people for fast pace leisure [14]. In short, in the dissemination of mass culture, IP art with its unique social value, as well as the Internet era of aesthetic change, has become a major cultural phenomenon. In the future, with the development of science and technology and the change of people's aesthetic needs, IP art will continue to play an important role in cultural inheritance and innovation, aesthetic education and guidance, and promotion of cultural exchange and integration. From the point of view of social value, IP art arouses users' participation and immersion through its unique artistic form, makes them reflect and criti-

cize the real social phenomenon in real life in the aesthetic process, and thus promotes the realization of its social value. In the context of cultural globalization, IP art has great significance and value of cultural communication, which is of great significance to promote the prosperity of socialist culture with Chinese characteristics [15].

6. Conclusions

In the era of experience economy, IP art, as a new art form, attracts more and more audience's attention with its unique artistic characteristics and social value. IP art in real life also appeared some problems, need creators and audience work together to solve. Only by establishing perfect management mechanism can IP art play its due social value in China's economic development and bring more spiritual enjoyment and material benefits to the people. IP art is a collective representation of ideological materialization, which can be transformed into goods through the fusion of media and goods. In the process of delivery, goods act as props. With the development of the Internet, as well as the diversification of various information media, the new culture matrix is gradually forming, the type of IP is more and more rich. The history of mankind is advancing, developing and iterating. More IP cultural consumption with material objects as media embodies an experience economy characterized by experience, not through the purchase of material objects, but through a process of memory to obtain spiritual pleasure. This paper discusses the Chinese animation IP in the actual creation of the application, hoping to provide some reference value to the academic community, and the future practice and development of help [15].

Author Contributions

Xiao Chen is the sole author. The author read and approved the final manuscript.

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Conflicts of Interest

The authors declare no conflicts of interest.

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Biography



Xiao Chen is a lecturer at the School of Art at Nanjing University of Information Science & Technology and has been teaching there to date. He obtained his Master of Arts degree from Nanjing University of the Arts in 2013. Due to his outstanding contributions to teaching, guidance, and academic competitions, Xiao Chen was honored with the "Outstanding Teacher" title by the National Radio and Television Administration of China. Additionally, he won first prize in the China Digital Creativity Teaching Skills Competition and published "Animation Association - Paperless Animation Software" (sole author), contributing to the development of talent cultivation in animation. In recent years, he has participated in multiple interdisciplinary research collaboration projects and published several academic papers. Currently, he also serves on the editorial boards of various publications and has been invited to join the Society for Animation Studies as a member.