

Design Analysis of the Visual Identity System for Chakan Lake's Fishing and Hunting Culture Tourism

*Wei na Xu, Dr. Rasa Suntrayuth, Dr. Bunchoo Bunlikhitsiri

Department1: Faculty of Fine and Applied Arts/Burapha University/Thailand Department2: Changchun University/China
 Department: Assist. Prof Faculty of Fine and Applied Arts/Burapha University/Thailand
 Department: Assist. Prof Faculty of Fine and Applied Arts/Burapha University/Thailand

ABSTRACT

Chakan Lake in Jilin Province is a renowned natural scenic area known for its unique natural landscapes and rich fishing and hunting culture. In recent years, with the rapid development of the tourism industry, Chakan Lake's fishing and hunting culture has gradually become a core highlight of cultural tourism. This paper conducts an in-depth analysis of the design of the visual identity system for Chakan Lake's fishing and hunting culture tourism, exploring how systematic visual design can enhance the attractiveness of cultural tourism and enrich cultural expression. The research indicates that by integrating traditional elements of fishing and hunting culture with modern design concepts, the brand recognition and market competitiveness of Chakan Lake tourism can be effectively enhanced, thereby promoting the sustainable development of cultural tourism.

KEYWORDS: Chakan Lake, fishing and hunting culture, tourism visual identity, system design

INTRODUCTION

Chakan Lake, located in Qian Gorlos Mongol Autonomous County of Songyuan City, Jilin Province, is one of the important freshwater lakes in Northeast China. As one of the few remaining natural lakes in China, Chakan Lake attracts numerous visitors with its unique natural landscapes and rich ecological resources. One of the most iconic features of Chakan Lake is its world-renowned winter fishing activity. This traditional fishing and hunting method has been passed down through generations, forming the distinctive fishing and hunting culture of Chakan Lake. Every winter,

when the lake surface is completely frozen, fishermen use ancient fishing techniques to conduct large-scale fishing operations. This is not only an essential means of livelihood for local residents but also a unique cultural ritual symbolizing the harmonious coexistence between humans and nature. With the rapid development of modern cultural tourism, Chakan Lake's winter fishing activities have gradually become a major attraction for tourists. The fishing and hunting culture, as the core cultural resource of Chakan Lake, not only has a deep historical foundation but also possesses distinct ethnic characteristics. Therefore, effectively using visual identity design to integrate this ancient and rich fishing and hunting culture with the demands of the contemporary tourism market has become a key challenge for modern designers in shaping the tourism brand image of Chakan Lake. This challenge is not only about the inheritance and promotion of culture but also about enhancing the attractiveness and competitiveness of Chakan Lake's tourism industry.

THE HISTORICAL BACKGROUND AND CURRENT STATUS OF FISHING AND HUNTING CULTURE

1.1 The Origin and Development of Fishing and Hunting Culture

The fishing and hunting culture of Chakan Lake has a long history, tracing back thousands of years to ancient fishing and hunting peoples. Due to the abundant aquatic resources of Chakan Lake, local residents have relied on fishing and hunting for generations, forming a unique cultural tradition. This culture is reflected not only in the fishing and hunting activities themselves but also in the associated traditional rituals, folklore, and ethnic art forms. [Wang Wei. (2018). Research on Visual Identity Design in Cultural Tourism. Peking University Press.]

1.2 Current Status and Challenges

With the progress of modernization, traditional fishing and hunting methods have faced challenges. The application of modern fishing technology and the growing awareness of environmental protection have led to changes in the scale and form of fishing and hunting activities. At the same time, with the development of the tourism industry, how to protect and pass on the fishing and hunting culture has become a pressing issue for local governments and tourism practitioners.

THE SIGNIFICANCE OF VISUAL IDENTITY SYSTEM DESIGN

2.1 The Integration of Cultural Heritage and Tourism Promotion

The visual identity system, as an essential carrier of cultural dissemination, can showcase the essence of Chakan Lake's fishing and hunting culture through elements such as graphics, colors, and typography, making it more intuitive and accessible to visitors. Systematic design can enhance the brand recognition of Chakan Lake's cultural tourism and increase its appeal as a cultural tourism destination.

2.2 Enhancing the Visitor Experience

Good visual identity design not only attracts visitors but also, through the use of

symbolic elements, strengthens their sense of identification with and participation in the fishing and hunting culture. In the tourism experience, the visual identity serves as a bridge for cultural transmission, allowing visitors to gain a deeper understanding of Chakan Lake's cultural significance while they explore the area.

CHAKAN LAKE FISHING AND HUNTING CULTURE TOURISM VISUAL IDENTITY SYSTEM DESIGN ANALYSIS

3.1 Visual Logo Design

The visual logo is the core of the visual identity system and is a key element in conveying a brand or cultural image. For the design of the visual identity of Chakan Lake's fishing and hunting culture tourism, the visual logo needs to be not only recognizable but also to deeply explore the unique connotations of Chakan Lake's fishing and hunting culture. The essence of this culture should be expressed through simple yet symbolic elements [Liu Yang. (2018). *The Inheritance and Innovation of Northeast Fishing and Hunting Culture*. Jilin University Press] .

In the design process, the first consideration is the core elements of Chakan Lake's fishing and hunting culture. Chakan Lake is renowned for its winter fishing, and essential tools in this culture, such as fish spears and fishing nets, can be distilled into graphic elements for the design. These tools not only represent the historical aspect of Chakan Lake's traditional fishing activities but also symbolize the wisdom and strength of the local residents as they battle the harsh winter conditions. Designers can simplify and abstract the forms of these fishing tools, incorporating them into the logo design to create a visual symbol with strong cultural significance.

In addition to tools, the image of fish is also a crucial component of the logo design. The abundant fish resources of Chakan Lake, particularly those caught during winter ice fishing, have become symbolic of the local culture. In Chinese traditional culture, fish symbolize wealth, prosperity, and good fortune. Incorporating the image of fish into the visual logo can endow Chakan Lake's fishing and hunting culture tourism brand with a positive cultural meaning. Designers can use simple lines and dynamic forms to depict fish swimming under the ice, highlighting the vitality and energy of the fishing activities.

The abstraction and representation of traditional fishing and hunting scenes are also important aspects of the visual logo design. The winter fishing activities on the icy surface of Chakan Lake are grand and visually striking. This scene can be abstracted and expressed through the logo design. For example, the scene of fishermen pulling fishing nets across the ice can be simplified into geometric forms, retaining the symbolic nature of the cultural scene while incorporating the simplicity and modernity of contemporary design.

After extracting the cultural elements, designers need to combine these elements with modern design principles to ensure that the logo design has both the depth of traditional culture and the appeal of contemporary aesthetics. Modern design principles emphasize simplicity, clarity, and ease of recognition. Therefore, during the design process, attention should be paid to simplifying the graphics, avoiding overly complex details, so that the logo remains clear and identifiable in various application contexts. Additionally, the logo design must consider its versatility in different applications, such as its display in various sizes, materials, and backgrounds, ensuring that it presents the best visual effect in all situations.

3.2 The Use of Color Systems

Color is a design element with strong symbolic significance in a visual identity system. Different color combinations can convey specific emotions and atmospheres, while also enhancing the recognition of a brand or cultural image [Liu Fang. (2016). *Theory and Practice of Tourist Destination Image Design*. Shanghai Jiao Tong University Press]. In the design of the visual identity system for Chakan Lake's fishing and hunting culture tourism, the use of color systems should fully incorporate the characteristics of Chakan Lake's natural landscape and fishing activities, creating a unique color scheme that enhances visual impact and cultural expression.

Chakan Lake is known for its serene waters, vast ice surface, and rich ecological environment. Therefore, blue naturally becomes the foundational tone in the color system design. Blue not only symbolizes the clear waters of Chakan Lake but also conveys a sense of calm and profound natural beauty. Light blue can represent the tranquility and coldness of the winter ice, while deep blue can signify the depth and vastness of the lake. Beyond the foundational tones, the design should also incorporate colors with ethnic significance to express the richness and uniqueness of Chakan Lake's fishing and hunting culture. Gold is a color with strong symbolic meaning in ethnic traditions. In Chinese culture, gold represents wealth, nobility, and success, and it can be used to depict the bountiful scenes of Chakan Lake's winter fishing activities, thereby reinforcing the cultural connotations of the visual identity system. The clever use of these two colors can give Chakan Lake's fishing and hunting culture tourism image a vibrant yet dignified visual experience.

At the same time, the design of the color system should consider the effect of colors in different application scenarios. For example, in the design of the scenic area guide maps, the use of color should prioritize clarity and recognition to ensure that visitors can quickly obtain information through color. In the design of souvenir packaging, colors need to be attractive and distinctive to enhance the cultural significance and market competitiveness of the products. Therefore, the design of the color system needs to be appropriately adjusted based on specific application scenarios to ensure that the visual identity presents the desired effect in various contexts.

3.3 Layout Design and Font Selection

Layout design and font selection are crucial components of a visual identity system, as they directly impact the efficiency of information delivery and the quality of the visual experience. In the design of the visual identity system for Chakan Lake's fishing and hunting culture tourism, layout design and font selection must balance cultural expression with modern aesthetics to ensure that information is communicated effectively while highlighting the unique aspects of Chakan Lake's fishing and hunting culture. The primary task of layout design is to ensure the clear transmission of information. During the design process, the layout should focus on the rational arrangement of images and text, avoiding clutter and confusion [Huang Xiaoming. (2020). *Cultural Creative Design of Tourism Souvenirs*. China Academy of Art Press].

For Chakan Lake's fishing and hunting culture tourism identity system, the layout design needs to be adjusted according to different application scenarios. For example, in tourism promotional materials, the layout should prioritize clarity and readability, ensuring that visitors can quickly access key information. The arrangement of images and text should be hierarchical, with important information prominently displayed, while sufficient white space should be maintained to prevent visual fatigue.

Font selection is another important aspect of layout design, as fonts not only convey textual information but also serve a cultural expression function. In the visual identity system for Chakan Lake's fishing and hunting culture tourism, font choices can include those with ethnic characteristics to reflect the unique identity of Chakan Lake's culture. Mongolian script, other ethnic fonts, or calligraphic fonts with traditional cultural resonance can be considered as options. These fonts can enhance the cultural atmosphere and add a distinctive historical depth to the visual identity.

At the same time, the design and application of fonts should emphasize consistency and flexibility. Across different application scenarios, such as guide maps, brochures, and souvenir packaging, font choices should remain consistent to ensure the coherence of the visual identity system. However, in certain specific contexts, fonts can be adjusted as needed—for instance, using more lively or solemn fonts in promotional materials for festive events or special commemorative occasions to enhance the atmosphere of the scene.

3.4 Application Scenario Analysis

The design of a visual identity system must consider not only its artistic and cultural elements but also its effectiveness in practical applications. The visual identity system for Chakan Lake's fishing and hunting culture tourism will be applied across various scenarios, each with specific functional requirements. Therefore, during the design process, it is necessary to make design adjustments based on different application scenarios to ensure both the unity and diversity of the visual identity.

Firstly, in the application of tourism promotional materials. Tourism promotional materials are one of the primary channels through which visitors obtain information about Chakan Lake, and the role of the visual identity in these materials is crucial. The visual identity system should emphasize the cultural highlights and tourism features of Chakan Lake, using vibrant colors and attractive graphics to capture visitors' attention. The layout design should consider the hierarchy of information, ensuring that key details, such as the guide map and activity schedules, are presented clearly. The combination of images and text should be well-balanced to enhance the readability and visual appeal of the promotional materials.

Secondly, in the application of scenic guide maps. Guide maps are essential reference tools for visitors during their tours, and their design directly impacts the visitor experience. The application of the visual identity system in guide maps should prioritize clarity and readability. The use of color should highlight different functional areas, such as attractions, service facilities, and dining areas, ensuring that visitors can quickly locate themselves. Additionally, the use of symbols and graphics should be simple and clear, avoiding overly complex designs that could hinder the efficiency of information delivery.

Thirdly, in the application of cultural and creative product design. Cultural and creative products are a way for visitors to take the culture of Chakan Lake home with them, so their design needs to carry a unique cultural commemorative significance. The application of the visual identity system in these products should focus on the extraction and expression of cultural elements, such as through the clever combination of logos and colors to highlight the characteristics of Chakan Lake's fishing and hunting culture. This can enhance the cultural value of the product design. Additionally, the design of cultural products should consider market demand, ensuring that they possess both artistic and cultural value while meeting consumers' aesthetic and practical needs.

Lastly, in the application of cultural activities. Chakan Lake hosts various cultural events annually, such as the Winter Fishing Festival and fishing and hunting culture exhibitions. These events are not only an integral part of Chakan Lake's cultural tourism but also a key opportunity to showcase the visual identity system. In the promotional materials, stage backdrops, and event signage for these cultural activities, the visual identity system should be adjusted according to the theme and atmosphere of the event. For example, the use of lively colors and dynamic layout designs can enhance the attractiveness and interactivity of the events.

The visual identity system design for Chakan Lake's fishing and hunting culture tourism needs to be applied flexibly across different scenarios, maintaining consistency in the visual identity while making appropriate adjustments according to specific scenario requirements. Through careful design and effective application, the visual identity system will become an essential tool in shaping the Chakan Lake fishing and hunting culture tourism brand, providing strong support for the development of Chakan Lake's cultural tourism.

DESIGN IMPLEMENTATION AND PROMOTION STRATEGY

4.1 Steps in Design Implementation

The implementation of the visual identity system for Chakan Lake's fishing and hunting culture tourism is a systematic process that involves several critical steps to ensure that the final design conveys the uniqueness of the fishing and hunting culture while meeting the demands of the modern tourism market. The design implementation process can be divided into four main steps: research, conceptual design, feedback and adjustment, and finalization.

Firstly, the research phase serves as the foundation for the entire design implementation. During this phase, the design team needs to delve deep into the Chakan Lake region to gain a comprehensive understanding of the local cultural background, fishing and hunting traditions, and the needs and expectations of tourists. This process includes on-site visits, interviews with local fishermen and cultural scholars, as well as surveys of tourist groups. Through research, designers can obtain firsthand information that provides strong support for the subsequent design work. Additionally, the research should focus on market trends, analyzing successful cases of similar cultural tourism destinations both domestically and internationally, drawing on these experiences and combining them with the unique resources of Chakan Lake to develop a feasible design direction.

Next is the conceptual design phase. In this phase, the design team translates the research findings into specific visual identity design proposals. This includes logo design, color systems, layout design, and application scenario planning. The design proposals should fully reflect the uniqueness of Chakan Lake's fishing and hunting culture while adhering to modern aesthetic standards. Through multiple rounds of internal discussions and presentations of initial design drafts, the design team can gradually refine the proposals and establish an initial framework for the visual identity system.

The feedback and adjustment phase is a critical stage in the design implementation process. During this phase, the design team tests the initial proposals, conducting small-scale displays and collecting user experience feedback to understand how the design performs in real-world applications. The feedback collected includes the acceptance of the visual effects, the effectiveness of cultural connotation transmission, and users' experience during the interaction with the design. Based on this feedback, the design team will optimize and adjust the proposals to ensure that the final visual identity system is both culturally rooted and meets the aesthetic and practical needs of tourists.

Finally, the finalization phase consolidates the findings from the research, design, and feedback stages into a complete visual identity system. Finalization includes not only the determination of design elements but also the compilation of an application manual to guide the subsequent promotion and implementation. The completion of this phase marks the official conclusion of the design implementation work and lays a solid foundation for the next step in the promotion strategy.

4.2 Promotion Strategy

After the design is completed, effectively promoting the visual identity system for Chakan Lake's fishing and hunting culture tourism is key to ensuring that this design is widely recognized and applied [Zhang Li. (2019). *Design and Application of Visual Identity Systems for Tourism Brands*. Tsinghua University Press]. The promotion strategy needs to combine multiple online and offline channels to maximize the influence of Chakan Lake's fishing and hunting culture.

Online promotion is one of the essential means of modern tourism marketing. First, social media platforms such as Weibo, WeChat, and Douyin can be utilized to release visual identity content related to Chakan Lake's fishing and hunting culture, including logo introductions, color system explanations, and application scenario displays. By creating creative short videos, sharing cultural stories, and organizing user interaction activities, a wide range of social media users can be attracted to follow and participate. Collaborating with travel influencers or cultural bloggers can further expand the influence and attract more potential tourists. Additionally, the design team can establish a dedicated website or mini-program to provide online display and download services for the visual identity system, making it convenient for tourism enterprises and cultural institutions to conduct secondary dissemination and application.

Offline promotion requires leveraging various real-world scenarios to integrate the visual identity system into all aspects of Chakan Lake tourism. For example, during tourism exhibitions, cultural festivals, and local specialty markets, the unique charm of Chakan Lake's fishing and hunting culture can be promoted to tourists and industry professionals through the display of logos, brochures, and souvenirs. Additionally, local tourism infrastructure can be utilized to apply the visual identity system to guide maps, scenic area signage, and public facility decorations, enhancing the immersive experience for visitors. The design team should also work closely with local government and tourism enterprises to apply the visual identity system in official promotional activities, such as TV commercials, promotional videos, and city outdoor advertisements, further expanding the brand influence of cultural tourism.

Through a multi-channel promotion strategy, both online and offline, the visual identity system for Chakan Lake's fishing and hunting culture tourism will not only gain widespread recognition and application but also establish a unique cultural tourism brand image in the market, attracting more visitors to experience this unique cultural feast. This series of promotional measures will contribute to the further development of Chakan Lake's cultural tourism industry and the broader dissemination and promotion of its fishing and hunting culture.

CONCLUSION

The design of the visual identity system for Chakan Lake's fishing and hunting culture tourism is not only a means of preserving and promoting this cultural heritage but also a crucial pathway for advancing cultural tourism development. Through this systematic visual design, Chakan Lake's fishing and hunting culture can be presented to visitors in a more intuitive and vivid manner, allowing them to deeply appreciate the history and culture of this land, thereby enhancing the appeal and market competitiveness of cultural tourism.

In terms of applying the design outcomes, the tourism department of Chakan Lake and relevant enterprises should fully utilize this visual identity system and apply it widely across various tourism promotions and services. For example, the visual logo can be used on entrance signs, brochures, and tourist guide maps, while the unified color system and layout design can be applied to Chakan Lake's tourism website, social media promotional content, and online and offline advertisements.

This not only helps improve visitors' overall impression of Chakan Lake but also strengthens brand recognition, attracting more visitors to experience the unique cultural charm of Chakan Lake.

Additionally, this visual identity system should be fully applied in the development of Chakan Lake souvenirs. The design team can develop a series of culturally rich souvenirs based on the visual identity system, such as handicrafts featuring the Chakan Lake logo, clothing, stationery, and even digital products themed around fishing and hunting culture. These souvenirs not only provide visitors with memorable keepsakes but can also generate revenue that can be reinvested into tourism development, further promoting the growth of Chakan Lake's cultural tourism.

To ensure the long-term impact of this visual identity system, relevant departments should develop a long-term promotion and maintenance plan. First, the actual application effects of the visual identity system should be regularly evaluated, and feedback from visitors and the market should be collected. Based on this feedback,

the design scheme should be continuously optimized and adjusted to meet the evolving market demands. Additionally, collaboration with cultural scholars and design experts should be strengthened to ensure the ongoing transmission of the essence of Chakan Lake's fishing and hunting culture in visual design. Moreover, leveraging emerging media technologies such as augmented reality (AR) and virtual reality (VR) can present Chakan Lake's fishing and hunting culture to visitors in innovative ways, enhancing their interactive experience.

In future promotions, organizing regular cultural exchange events, such as cultural exhibitions and design competitions, could also be considered, inviting designers and artists from both domestic and international backgrounds to participate and further enrich the content of the visual identity system. Through these measures, Chakan Lake's fishing and hunting culture tourism brand will continue to solidify its position in the market, providing strong momentum for the future development of cultural tourism and becoming a shining symbol of Chakan Lake's cultural tourism, renowned both domestically and internationally.

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First author name: Wei na Xu Email: 95835851@qq.com

Department1: Faculty of Fine and Applied Arts/Burapha University/Thailand Department2: Changchun University/China

Second author name: Assist. Prof. Dr. Rasa Suntrayuth Email: rsuntrayuth@gmail.com

Department: Faculty of Fine and Applied Arts/Burapha University/Thailand

Third author name: Assist. Prof. Dr. Bunchoo Bunlikhitsiri Email: bunchoo@buu.ac.th

Department: Faculty of Fine and Applied Arts/Burapha University/Thailand