

Research on digital design innovation of Miao embroidery intangible cultural heritage in Guizhou, China

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ABSTRACT

Guizhou Miao embroidery is essential to Miao culture, and its patterns and colors symbolize national cultural identity. With the development of globalization and the digital age, maintaining tradition while combining it with modern technology to carry out cultural innovation and the inheritance of Miao embroidery is an urgent problem to be solved. In this study, we explored the artistic characteristics of Miao embroidery by digital means and used computer design tools to refine the pattern elements and color genes. Research methods combine qualitative and quantitative analysis, including phenomenology, ethnographic research, content analysis, questionnaires, image and color analysis, etc. Through computer graphics software, pattern color extraction and innovation are realized, the integration of traditional culture and modern design is promoted, and a new way is provided for the digital protection and dissemination of intangible cultural heritage. The research enhances the vitality and influence of Miao embroidery in global cultural diversity and includes case studies and practices of digitized intangible cultural heritage.

Keywords: Guizhou Miao embroidery; cultural innovation; qualitative and quantitative analysis; digitized intangible cultural heritage