

Exploring the Digital Creative Product Design of Luoshan Shadow Based on Non-Fungible Tokens

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Abstract

The popularity of Non-fungible Tokens is reshaping the Internet, digital assets and content. Many cultural sectors worldwide have switched and proposed using NFT technology to enhance the liquidity of financialised art assets. Numerous companies are trying to take advantage of the rapid growth of the NFT markets to increase their competitiveness. Although digital artwork provides numerous technical advantages, few design practices are available for Luoshan Shadow's NFT virtual creative products. This study aimed to investigate the factors influencing the digital design of the Luoshan shadow by NFT technology. We conducted a thematic analysis of the comments and suggestions given by designers and non-geneticists. Data of 185 designers, consumers, and non-geneticists indicated the main concerning themes; i) copyright and security issues; ii) innovation of art form and content; iii) new presentation, and iv) benefits from Non-fungible Tokens technology. These findings may provide experience for Luoshan shadow art to start the layout of digital creative design in the context of the much-needed NFT market and to organically combine its digital derivatives with physical derivatives to achieve joint development.

Keywords: non-fungible tokens, digital creative product, Luoshan shadow, innovation

1. Introduction

The continued growth of the Non-fungible Tokens segment is driving the fast-reading development of the digital market. According to Coin Gecko data, the overall market capitalization of NFT reached USD 12.7 billion in the first half of 2021, an increase of nearly 310 times compared to 2018. According to Non-Fungible data, NFT transaction size reached USD 754 million in the second quarter of 2021, up 3453 percent year-over-year and 39 percent sequentially, with explosive growth in transaction volume. However, the NFT market has seen some degree of reduced heat since 2022, but the overall trend is still forward. Artists from several countries believed that NFT technology was an unparalleled innovation that could become a new chapter in art history.

Meanwhile, NFT plays a crucial role in protecting rights and economic aspects. Therefore, under the trend of NFT technology, the digital creative design of Luoshan shadow will break the situation that most art creations mainly express the author's emotion, and many art creations will pay more attention to the connection between works' actual public. It is lead most directly characterized by the commerciality and uniqueness of artworks. In addition, designers need to develop innovative digital products to pass on the Luoshan shadow and adapt it to the current environment to better integrate it with modern technology.

2. Literature Review

Several studies have reviewed and investigated the creative impact of Non-fungible Tokens infection on digital designers (Logan Kugler, 2021; Lawrence J. Trautman, 2021; Sakib Shahriar & Kadhim Hayawi, 2021; Dan