

Reimagining Tradition: The Application and Potential of China-Chic Aesthetics in Contemporary Animation Design

Junbin (Albin) He

Swanbourne University of Technology, Melbourne, Australia

Abstract

In recent years, the rise of “China-chic” (guochao, 國潮) has become an important cultural and design phenomenon that merges traditional Chinese visual culture with modern aesthetics and consumer trends. I explored how China-chic aesthetics can be applied in animation design to create a new form of cultural expression that connects traditional heritage with contemporary audiences. By analyzing representative animation works and visual design cases, the research investigated how traditional motifs, color palettes, costumes, and symbolic patterns are reinterpreted through 2D animation art direction. The research also discusses how this aesthetic trend contributes to cultural identity formation among young audiences while enhancing the international visibility of Chinese animation. At the same time, it critically examines potential issues such as superficial cultural representation and commercialization of tradition. Through this discussion, the presentation aims to highlight the potential of China-chic animation as both a creative practice and a cultural communication strategy that revitalizes Chinese heritage in the digital era.

Keywords

China-chic, animation design, cultural identity, visual heritage, contemporary aesthetics.

