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Innovation In the Design Method of Cultural and Tourism Mascots Based on AIGC Tool And Jungian Prototype Theory: a Case Study of Chimelong Taking a Wildlife Park as an Example

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Abstract

In the context of the homogenization of cultural tourism products, how to efficiently empower the image of tourism IP has become a matter of concern. This study proposes an innovative design method for cultural tourism mascots that integrates the AIGC tool with Jung's archetypal theory and uses the Chimelong Safari Park as a practical case. A literature analysis reveals that Jung's archetypal images can enhance the cultural symbolism and emotional resonance of mascots, and accordingly a design framework is constructed that includes three stages: research, design, and application. In the practical session, the "Z/Y/Alpha Generation" users were matched with three animal archetypes: sloth, snowy owl-lemming, and hippopotamus. The archetypes were transformed by combining Jung's archetypes such as "shadow" and "mother". Sketch generation, stylization, and scene design were completed with the help of tools such as Midjourney and Stable Diffusion. The final plan was optimized by the designer and the application stage fully considered the marketing strategy of IP image interaction online and offline in the user's life circle. The design plan was unanimously approved and affirmed by the project team experts and the Chimelong Group. This method significantly improves design efficiency and creativity through AIGC technology. The implantation of prototype theory effectively strengthens cultural identity, and multiple application modes such as online and offline co-branding can enhance user acceptance. The research provides methodological support for cultural tourism IP innovation and industrial upgrading.

Keywords: *AIGC; Jungian Archetypes; Mascot; Innovative Design Methods.*

1. Introduction

With the intensification of globalization and market competition, the shaping and communication of brand images have become key factors for companies to gain market share. Mascots, as an important part of brand images, have built an emotional bridge between brands and consumers with their unique affinity and

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recognition (Fisenko, 2022). Especially in the era of the experience economy, consumers, especially the younger generation, are no longer just satisfied with the functional needs of products, but pay more attention to the emotional experience and value identification in the consumption process (Song et al., 2019). Therefore, the urgent issue for enterprises is how to design a mascot that not only conforms to the brand positioning but also resonates with consumers.

The term "mascot" itself comes from the French word "Mascotte," which means lucky charm, reflecting the long-standing connection between mascots and the concept of luck and identity in groups such as brands (Streicher, 2020). In recent years, the emergence of artificial intelligence-generated content (AIGC) has begun to influence the design and creative process, reshaping traditional understandings of artistic expression and collaboration. AIGC tools such as Midjourney and stable diffusion facilitate the integration of advanced technology and design systems, allowing designers to explore interdisciplinary approaches inspired by a wide range of fields, from biology to cultural symbols. This innovation allows us to more fully explore archetypal images and narratives that transcend time and culture. Jungian archetypal theory also provides an important theoretical perspective for understanding the deeper meaning of brand images and mascot designs. Jung believed that there is a set of universal, primitive images, or archetypes, in the collective unconscious (Jung et al., 1980). These archetypes represent common human emotions and patterns of behavior, such as heroes, wise men, mothers, and shadows. In the field of brand marketing, associating a brand with a specific archetype can give the brand deeper cultural connotations and symbolic meaning (Poon, 2016). With the development of the design field, the integration of the use of AIGC and Jung's archetypal theory provides a promising way to understand the deeper psychological and cultural meaning of mascots, enabling designers to create representations that resonate on multiple levels and enhance the user experience in a variety of contexts.

Theme parks, as an important area of the cultural tourism industry, have an important role to play in promoting the economic development of regions and cities. At the same time, the relationship between animals and mascot design has a long history. Considering that Chimelong Safari Park is one of the largest wildlife theme parks in China, it has always been committed to the integrated development of wildlife protection, science education, and ecotourism. However, there is still room for improvement in terms of the recognition and popularity of its current mascot image among consumers. Therefore, taking Chimelong Safari Park as an example, it is of great practical significance and academic value to explore the application of multidisciplinary theoretical knowledge using this typical and representative case, while generating a mascot design method based on the AIGC tool.

2. Literature Review

2.1 Development of AIGC Tools and Their Use in the Design Field

2.1.1 Main Types and Technical Principles of AIGC Tools

Artificial Intelligence Generated Content (AIGC) refers to using artificial intelligence technology to automatically generate content in various forms, including text, images, audio, video, etc. (Cao et al., 2023). In recent years, with the rapid development of deep learning technology, AIGC has made breakthroughs. New developments in AIGC technology such as DALL-E 3 and Sora have had a significant impact on industries such as design, art, and education (Xu, 2024).

The main types of AIGC are natural language processing (NLP) tools such as ChatGPT and GLM-4 (Lu et al., 2024), image generation tools such as Midjourney and Stable Diffusion (Z. Zhang & Yin, 2024), and tools for 3D content generation, security, and content verification. They play an increasingly important role in generating text, creating 2D images and 2D-to-3D models, and ensuring the integrity and credibility of generated content with the SecToken framework. The core technology of AIGC is deep learning,

especially generative models such as generative adversarial networks (GANs), variational autoencoders (VAEs), recurrent neural networks (RNNs), and Transformer models (Gm et al., 2020). These models learn from large amounts of data to grasp the underlying rules and patterns behind the data, and can thus generate new content that is similar to but not the same as the training data. The Diffusion model, which has emerged in recent years, and large pre-trained language models (LLMs) based on the Transformer architecture have further promoted the development of AIGC technology.

Currently, there are several representative AIGC tools. In the field of image generation, the most representative tools include Midjourney, which is based on the Discord platform. Users can generate artistic images by inputting a text description (Prompt). Midjourney is popular for its excellent image quality, diverse artistic styles, and convenient operation. Stable Diffusion, also an open-source deep learning text-to-image generation model, can be deployed locally by users, and fine-grained control over the generated images can be achieved by installing different plug-ins (such as ControlNet). Stable Diffusion is known for its strong customizability and fine-grained image generation capabilities. DALL-E 3 (OpenAI), a text-to-image generation model developed by OpenAI, can create realistic images and works of art based on natural language descriptions. In addition, Imagen (Google) is a text-to-image generation model that can also generate high-quality images and has an advantage in understanding complex text descriptions. In terms of domestic AIGC tools, such as WHEE, Liblib, Wenxin Yige, Tongyi Wanjing, etc., they have long been emerging side by side. These tools have certain advantages in terms of Chinese support and optimization of localized services.

2.1.2 Current Status of AIGC Tools in the Design Field

The emergence of AIGC tools is profoundly changing the design industry. It can play an important role in the four stages of the design process, such as creative divergence, design generation, assistance, and even suggestions, evaluation, and feedback (Wu et al., 2024). In the field of product design, the use of AIGC can help designers understand user needs, generate sketches, and even create prototypes (Yin et al., 2023). It can also be used to quickly model industrial equipment designs (J. Yang, 2024) and generate animations for game cinematics, all of which greatly improve the efficiency of designers and practitioners. It is especially widely used in the field of graphic design. It is considered to be an excellent way to generate creative drafts and renderings, and it provides more possibilities for combining and colliding elements (Benjamin, n.d.).

2.1.3 Application of AIGC in the Field of Design

In the field of mascot design, AIGC can quickly generate a large number of visual schemes based on keywords or concepts provided by the designer to provide inspiration and ideas for the designer. It can also create sketches in different styles and compositions based on the designer's initial ideas to help the designer explore more design possibilities. In terms of detail refinement, AIGC can refine and improve the designer's sketches, such as adding textures, lighting, and shadow effects, etc., to enhance the completeness and expressiveness of the design. Regarding style conversion, AIGC can convert images of one style into another, such as converting a photo into an oil painting style or a realistic style into a cartoon style. At the same time, AIGC can also combine different elements to create new and unique visual images.

2.2 Jung's Archetypal Theory and Tts Related Applications

2.2.1 Basic Concepts and Main Types of Jung's Archetypal Theory

Jung's archetypal theory is an important psychological theory proposed by Swiss psychologist Carl Gustav Jung, which has had a profound impact on fields such as brand image building, character design, and marketing. Jung believed that there are a series of universal and primitive images in the collective unconscious of mankind, which he called "archetypes". Archetypes are not specific images or concepts, but

psychological predispositions (tendencies) that are the accumulation of the experiences of human ancestors and represent the common emotions, behavior patterns, and psychological structures of human beings (Jung et al., 1980). These archetypes are expressed as symbols in cultural products such as myths, legends, dreams, and works of art, and they influence people's perceptions, thinking, and behavior.

At the same time, the book "Archetypes and the Collective Unconscious" describes key archetypes, personality masks, shadows, anima/animus, and self, as well as other major archetypes such as the hero, the mother, and the wise old man (Jung & Hull, 2004). After Jung's theorists further constructed, especially Carol S. Pearson extended Jung's archetypal concept to 12 types, which are consistent with the stages of personal development and psychological growth. Her framework is built around the universal characteristics and roles that people embody at different stages of life. The twelve archetypal images are innocence, orphan, hero, caregiver, explorer, rebel, lover, creator, clown, sage, magician, and ruler (Pearson, n.d.). Pearson's archetypal images are intended to provide a comprehensive structure for understanding human behavior, emphasizing their use in personal growth frameworks and narrative development.

2.2.2 Jung's Archetypal Theory in Psychology and Brand Marketing

Jung's archetypes are widely used to define and enhance brand identity and personality. By associating their brand with a specific archetype, companies can create a brand image that is more relatable and appealing, and which consumers can emotionally identify with (Dominici et al., 2016). Similarly, companies often use archetypes in advertising to evoke specific emotions and create a deeper connection with consumers. For example, the archetype of the "hero" is used to inspire and motivate (Bechter et al., 2016), and the name of the internationally renowned sports brand Nike is derived from Nike, the Greek goddess of victory (*EndNote_20250313043116*, n.d.; Töpfer, 2015). The Nike logo's crossed lines are associated with the feathers on the goddess's wings, symbolizing speed and movement, and this symbolism lays the foundation for the later brand story. Prototypical images combined with stories that incorporate typical themes can further enhance the consumer experience, thereby increasing brand value (Ganassali & Matysiewicz, 2021). This approach helps to create a strong iconic brand while also increasing consumer loyalty (Tsai, 2006).

2.2.3 Application of Jung's Archetypal Theory to Mascot Design

Jung's archetypal theory provides a profound psychological basis for mascot design. By associating a mascot image with a specific archetype, the mascot can be given a deeper symbolic meaning and emotional connotation, making it more likely to resonate with consumers (van Hoolwerff, n.d.). For example, the "hero" archetype can be applied to cultural tourism projects with themes such as adventure, challenge, and protection, to create a brave and powerful mascot image; the "mother" archetype can be applied to cultural tourism projects with themes such as parent-child relationships, family, and care, to create a gentle and loving mascot image; the "explorer" archetype can be applied to cultural tourism projects with themes such as exploration, discovery, and knowledge seeking, shaping a curious and resourceful mascot image; and the "wise man" archetype can be applied to cultural tourism projects with themes such as culture, education, and inheritance, shaping an erudite and wise mascot image.

2.3 Current Status of The Development of The Cultural Tourism Mascot Design

In recent years, with the rapid development of China's cultural tourism industry, the design of domestic cultural tourism mascots has also made considerable progress. Some strong and fast-growing companies, such as Pop Mart, have won good market returns with appearance designs that are deeply loved by young consumers. However, there are still some gaps compared with foreign countries. The overall situation is that there is a rapid increase in quantity, but the quality is uneven (Q. Yang, 2020). Many mascot designs have problems such as similar images, a lack of creativity, and insufficient cultural connotations, making it difficult to leave a deep impression on consumers. Second, the use of cultural elements tends to be superficial.

Domestic cultural tourism mascot designs have begun to focus on the use of local cultural elements, but they often stop at superficial symbol stacking, lacking in-depth excavation and clever integration, resulting in mascot images that lack personality and recognition. For example, the mascot designs of some places simply use local specialties or attractions as design elements, lacking organic integration with the brand image and making it difficult to evoke emotional resonance in consumers. At present, some domestic cultural tourism enterprises have also begun to experiment with applying new technologies and concepts to mascot design, such as using AIGC technology to generate mascot images. However, the simple use of AI tools without some theoretical support makes it difficult for the work to be popular.

2.4 Current Development of Mascot Design in Foreign Cultural Tourism

Foreign countries started earlier in the design of cultural tourism mascots, and their development is relatively mature, with a wealth of experience and many successful cases. First, they focus on exploring and expressing cultural connotations. Foreign cultural tourism mascot designs generally focus on exploring regional culture, historical traditions, and folk customs in depth, and skillfully incorporate these elements into the mascot image to make it a unique cultural symbol. For example, the phenomenal Japanese IP image of Kumamon, the mascot from Kumamoto Prefecture, has successfully promoted the popularity of Kumamoto Prefecture with its cute image and rich expressions which has driven the development of the local tourism industry. The design of Kumamon is inspired by the local Aso Volcano and the history of Kumamoto Castle. Its black image also echoes the nickname of Kumamoto Castle, “Black Castle,” ingeniously blending regional culture with the mascot image (Soltani et al., 2018). Second, it emphasizes storytelling and emotional connection. The design of foreign cultural tourism mascots does not just stop at the visual level but also focuses on endowing the mascot with a rich personality and background story through storytelling, to establish a deeper emotional connection with consumers. For example, the various classic mascot images of Disneyland, such as Mickey Mouse and Donald Duck, all have a complete character setting and story background. These stories are spread through various forms such as animation, movies, and comics, and are deeply loved by audiences around the world, becoming an important part of the Disney brand culture (J. Zhang, 2023). Third, there are diverse application scenarios and business models. The design of foreign cultural tourism mascots has formed a relatively mature industrial chain. Mascot images are widely used in various scenarios, including theme parks, tourist attractions, city image promotion, merchandise sales, cultural activities, etc., and their commercial value is realized through licensing, derivative product development, etc. For example, many cities in Japan have their mascots. These mascots not only appear in various promotional activities but are also produced in various peripheral products, such as toys, stationery, clothing, etc., becoming one of the important sources of local tourism revenue.

2.5 Current Situation and Challenges

In summary, although AIGC has significantly enhanced the imagination and efficiency of designers, there has been little discussion of the collaboration between designers and AIGC tools, especially the methods of mascot design. The author compares the characteristics of mascot design at home and abroad, and finds that most brand companies currently have problems such as fuzzy identification of user groups, unilateral manipulation by designers, little application of relevant theoretical knowledge, and a mismatch between AIGC and user scenarios. How to make good use of the current advantages of AIGC tools and the designer’s abilities, as well as the scope and resources at their disposal, to establish a brand new design method, and apply the Jung archetypal theory of analytical psychology to better match the “collective unconscious” image in the minds of users. In this way, it will not only significantly enhance the innovation and attractiveness of cultural tourism IP, but also better meet the needs of different user groups and enhance their market competitiveness and brand influence.

3. The Innovative Design Process of Cultural Tourism Mascots Based on The AIGC Tool And Integrating Jung's Archetypal Theory

The author was fortunate to participate in the National Arts Fund's 2024 annual art talent training funding project, "Training of Talents for Innovative IP Image Design of Chinese Cultural Tourism Brands". During the course of study and exchange, he learned a lot of theories and practical cases. The project also accepted the design commission of the Chimelong Group. In the practical stage of the project, a group cooperation approach was implemented to complete the design plan. The author's group consisted of 3 people: 2 people had previous work experience in universities, and 1 person was an independent studio designer. When designing the cultural tourism mascot, the team considered the need to try to incorporate Jung's archetypal theory and AIGC tool technology into the original traditional design process. This has demonstrated the results of this learning experience, and the team sought to explore and solve two problems: first, to apply Jung's archetypal theory to achieve higher brand loyalty; and second, to further adapt to the new situation and create a new mascot design method that involves collaboration between the AIGC tool, designer, and brand. Compared with the general traditional IP image design process (see Figure 1), during the actual testing process, the team found that the AIGC tool can greatly improve efficiency in the design phase in terms of sketch drawing, modeling, and color matching to generate renderings. Similarly, this was seen in the application phase in the design of derivative products and the optimization phase after user feedback, where further image optimization adjustment and continuous optimization were carried out. Jung's archetype theory provides a basis for in-depth exploration of the match between users' psychological needs and the intended image of the IP and also lays a certain narrative foundation for story construction in the planning stage. The innovative process of the cultural tourism mascot design method based on the integration of the AIGC tool and Jung's archetype theory is as follows (see Figure 2).

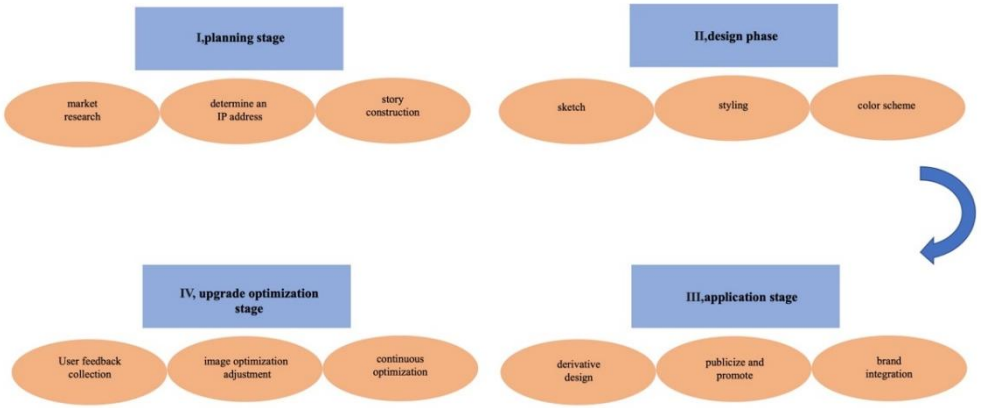

Figure 1. Traditional IP image design process method. Source: self-drawn by the author

3.1 Research Phase

The team first visited Chimelong Safari Park under the leadership of the client, Chimelong, and experienced the overall environment of the park through on-site investigation, observing the interaction between tourists and animals in the park. Next, through group meetings, the team learned about the general situation of the Chimelong Safari Park and the three main user groups in the park, namely quality families, happy players, and energetic students, whose age groups are the post-90s, post-00s, and post-05, post-10s generations, respectively. The team also learned about the ranking of Chimelong's currently popular animals (see Table 1).

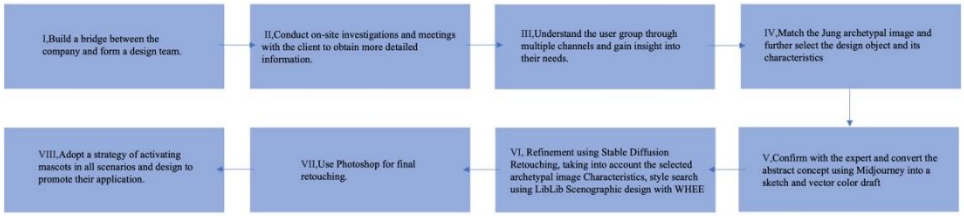

Figure 2. Innovative process of the cultural tourism mascot design method based on the AIGC tool and Jung's archetypal theory. Source: self-drawn by the author

Then the team used network tools and various social media platforms to further explore the segmentation and determine that this user group generally corresponds to "Generation Y," "Generation Z" and "Alpha Generation". They match the above three main user groups of Chimelong Safari Park. Through the corresponding data provided by Chimelong, we further analyzed that they have the following characteristics and needs (see Figure 3).

Table 1. Ranking of the most popular animals at Chimelong.

Generational
Star animals: • The three powerful cat triplets: Mengmeng, Shuaishuai, and Kukuku • The giant panda star: Guoqing • The mandrill: Zhuangzhuang (King of the family, with a domineering image) • The long-nosed monkey: Pety(like Pinocchio in the fairy table, doesn't like to lie, and a long nose is the standard for finding a partner, the longer the nose ,the more popular) • Komodo dragon star animals: Duo Duo, Xiao Mo, Long Jun Feng, Long Wen Jun, Long Xiao Tian, 4 million years ago, the "lost dragon trible, rare and precious, fast moving and highly aggressive. • Sichuan golden snub-nosed monkey: Titan family • Giraffe: large giraffe population • Koala: Taotao Murrumbidgee • Orangutan: Green • Brown bear: Piggie(Brown bears are set as a fighting nation, strong and healthy, and love to fight. They have poor eyesight and are highly skilled hunters) • Black spider monkey: Xiao Kui • Tiger: Shan Yuan • Snowy eagle: Xiao Si (cute and silly, the second-in-line of the Cat Family, but very quick and has excellent hunting skills) • Asian elephant: Wei Feng, mighty • Brazilian tapir: Li Qiu • Hippopotamus: Fei Fei

Source: Chimelong Group

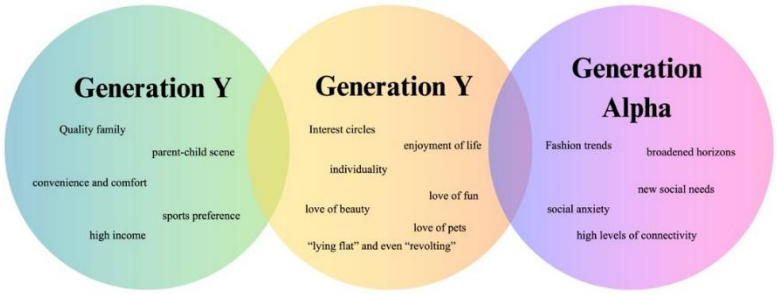

Figure 3. Characteristics and needs of Generation Y, Generation Z and Generation Alpha.
|Source: Author's own illustration

3.2 Design Phase

3.2.1 Creative Concept

After condensing the characteristic preferences of the above three groups and other relevant information, we first found a characteristic of the Generation Z group in the social environment, which is "anti-coiling" or de-introversion. Because this group has grown up and is of working age, they face more pressure from work. Therefore, the group that matches the list of popular animals found the sloth. The sloth has the biggest characteristic of "loving to sleep," which seems to echo "anti-coiling." Next, the Generation Y group was found. Most of them are already parents. In particular, Chimelong's theme parks are all located in the north of China, so they need an image related to dreams and snow to achieve this part of the appeal. Therefore, the team matched the image of the snowy owl and paired it with a lemming to strengthen the family-like relationship and contrast. Then there is the Generation Alpha group, which is more likely to be characterized by the keyword "social phobia". The matching image is the hippopotamus in the park.

Table 2. Further identification of design objects and features through generational characteristic preferences and archetypal intentions.

Generational Characteristics and preferences	Prototypical imagery	Corresponding to the animals in the park	Specific design features
Parent-child scenes, quality family	Mother	Snowy eagle and lemming	Express the intimate relationship between the two, protection and unconditional love
"Lying down" and "revolting"	Shadows	Sloth	Express a lazy personality, self-contained and full of extraordinary creativity
Social phobia and a new social need	Children	Hippo	Express shyness and the desire to express oneself

After analyzing the "generational characteristics" of the three types of consumers, the corresponding archetypal images of Jung's archetypal theory were used to further select the design objects and the above comprehensive considerations were used to determine the character and characteristics of the design objects. This lays a foundation for further story-telling and specific characterization (see Table 2).

3.2.2 Design and AI Painting

After incorporating the corresponding "generational characteristics" and matching archetypal images to determine the design objects and characteristics, the team sketched and discussed with expert teachers many times to transform the sampled concepts into specific visual presentations, and created image color

drafts from pencil to illustrator. Next, the AIGC tool was used, and combined with the designer's judgment, the textual descriptions and concept maps from the creative conception stage were transformed into a visually impactful mascot design proposal. This study mainly compares and analyzes four AIGC tools: Stable Diffusion, Midjourney, WHEE, and Liblib, and applies them to different design stages according to their characteristics.

3.2.2.1 Comparative Analysis of AIGC Tools

The current mainstream AIGC painting tools each have their characteristics. To better serve the design process, it is necessary to have an in-depth understanding of their respective application scopes and main features. The following is a comparative analysis of the four tools Stable Diffusion, Midjourney, WHEE, and Liblib (see Table 3).

Table 3. Comparative analysis of AIGC tools**.** Source: self-drawn by the author

Tool Name	Main application areas	Main features
Stable Diffusion	Characters, animation, mecha, product rendering, architectural design, etc.	**Advantages:** Open source, free, can be deployed locally, highly controllable, high level of detail,rich in pug-ins(such as ContrlNet). **Disadvantages:** High learning threshold, complex operation high hardware requirements the quality of the output image depends on the training of the model and parameters.
Midjourney	Art creation image generation, conceptual design, illustration use interface design, etc.	**Advantages:** Easy to use quick to get started, high image quality artistic sense, diverse styles. **Disadvantages:** Paid subscription required, relatively weak controllability less detailed than Stable Diffusion, and the generated results are more random.
WHEE	Interior design architectural design, product design conceptual scenes, animation, games, illustrations.	**Advantages:** Made in China, free, simple to use, quick to get started, optimized for interior and architectural design. **Disadvantages:** Relatively low model maturity, the quality and diversity of generated images need to be improved, average controllability, and support for Chinese prompt words is better than for English prompt words.
Liblib	Art creation, character design, illustration, conceptual design, and an AI creation platform integrated with the community.	**Advantages:** Made in China, free, community-based models, simple to use, diverse styles, and a wealth of Lora models. **Disadvantages:** Reliance on the internet, the quality and stability of generated images need to be improved, average controllability relatively good support for Chinese prompt words, and some risk of "alchemy".

3.2.2.2 Application of the AIGC Tool in Mascot Design

Based on the above analysis, this study uses different AIGC tools in different stages of mascot design to give full play to their respective advantages:

3.2.2.2.1 Midjourney

It is mainly used for initial concept exploration and sketch generation. With its simple operation, high-quality output, and diverse styles, it can quickly generate a large number of mascot sketches in different styles to inspire designers. For example, in the design of a mascot image, multiple versions of a giraffe image can be quickly generated using prompts. Due to Midjourney's strong artistic style, it is very suitable for the brainstorming stage, quickly exploring various visual directions.

3.2.2.2.2 Stable Diffusion

Mainly used for image refinement, retouching, and style control. Using its powerful controllability and rich plug-ins (such as ControlNet), the sketches generated by Midjourney can be further refined and adjusted, for example, by the posture, expression, and clothing details of the mascot. For example, you can use the line art or pose model in the ControlNet plug-in to precisely control the movement and composition of the mascot to make it more in line with the design requirements. Stable Diffusion has powerful image editing capabilities that allow you to locally repaint the generated image, adjust the details of color, light, and texture, and achieve fine control of the image.

3.2.2.2.3 WHEE

Mainly used to generate reference images related to interior scenes and architectural design. Because it is optimized for interior design and architectural design, it has certain advantages when generating related scenes. For example, when designing the application scenarios of mascots, WHEE can be used to generate reference images of buildings or interior environments with Chimelong characteristics. Although the domestic tool WHEE has relatively low model maturity, it has certain advantages in specific fields (such as interior design) and can be used as an auxiliary tool.

3.2.2.2.4 Liblib

Mainly used to find and reference models of a specific style. As a model-sharing community, Liblib has a large number of Lora models, which can provide designers with a wealth of style options. The community-based nature of Liblib's models means that it has a large number of models uploaded and shared by users, especially various Lora models, which can be used to achieve specific stylistic effects, such as converting an image into a specific artistic style or imitating the style of a particular painter.

3.2.2.3 Example of a Design Process: The Sloth as an Example

The following example, using the design of the "sloth" mascot, will further illustrate the specific application of the AIGC tool in the design process. First, use Midjourney to generate a preliminary sketch: Enter the prompt: "A cartoon sloth wearing headphones listening to music, trendy and cool, with a lazy expression, in the style of Zootopia, -ar 3:2 --v 5.2". Midjourney generates four preliminary sketches of the sloth. Then select and optimize the sketch: Select a sketch from Midjourney that best meets the design expectations, and use Photoshop or other software to make initial optimizations, such as adjusting the composition and modifying the expression. Stable Diffusion Refine and retouch, Import the optimized sketch into Stable Diffusion, use the ControlNet plug-in to control the sloth's posture, and use the Inpainting function to refine the sloth's facial expressions, hair details, clothing, etc., to make it more in line with the lazy and comfortable setting. At the same time, based on the characteristics of the "shadow" archetype in Jung's archetypal theory, a slightly "mourning" cultural expression and body language was designed for the sloth to enhance its emotional resonance with young people. Then, use Liblib to find style models: To further enrich the expressiveness of the sloth image, search for Lora models related to "cartoon" and "animal" on Liblib, and apply them to Stable Diffusion to try different stylization effects. Add WHEE to generate scene

references, and use WHEE to generate scene reference maps with the characteristics of the tropical rainforest to inspire subsequent scene design. Finally, conduct manual design and integration. Combine the background elements generated by Midjourney, the refined sloth image generated by Stable Diffusion, and the scene reference generated by WHEE, and use Photoshop and other software to make final adjustments and complete the design of the “sloth” mascot (see Figure 4).

Figure 4. Sloth mascot design**.** Source: self-drawn by the author

3.3 Application Stage

Nowadays, the popularity of a visual image alone is no longer enough to ensure the overall success of a mascot or even a brand. Therefore, after analyzing corporate communications and relevant online research, we learned that nowadays, with the rapid development of network technology and artificial intelligence technology, we need to create a design that can activate the entire scenario, empower the mascot, and further enhance the relationship between the mascot and consumers, to maximize the brand effect. The team first considered that an important part of generating relevance and impressions is the frequency of interactions between the mascot itself and consumers. After considering the current consumption habits and life scenarios

of consumers, the team prepared three strategies for application and promotion. The first is to create a mascot account through social media and use the mini program "Mascot Intelligent Body" to share daily interesting stories from the zoo and consumers' daily lives with the consumer group, forming a close online interaction. Second, in the safari park, real interactions with visitors are facilitated by puppets, following intentions established after Jung's archetypes were determined. This can expand the expressive power of the animals' interactions and, to some extent, avoid the health problems caused by excessive contact between animals and people. Third, the use of common brand co-branding activities today matches corresponding brands and inserts them into the daily life scenarios that consumers frequently visit multiple times to enhance the connection between consumers and the mascot and, in turn, gain user stickiness to the brand (see Figure 5).

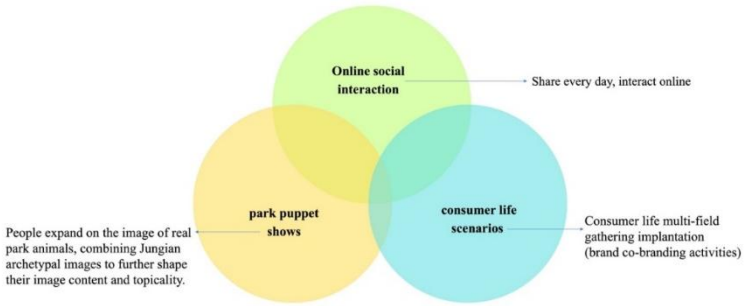

Figure 5 The strategy of activating mascots in all scenarios
Source: self-drawn by the author

4. Conclusion and Outlook

4.1 Research Conclusions

4.1.1 Theoretical Contribution: Innovation Of Design Paradigms from an Interdisciplinary Perspective

This study systematically integrates Jungian analytical psychology with generative artificial intelligence technology to construct an innovative theoretical framework for cultural tourism mascot design. Its theoretical breakthroughs are mainly reflected in three aspects: First, the deep psychological mechanism of "collective unconscious-cultural archetypes" is introduced into the field of digital design, providing an operational psychological transformation path for brand image design and breaking through the ambiguity of traditional design theory in the decoding of cultural symbols; second, the technical intermediary role of the AIGC tool in the visualization process of archetypal images is established, revealing the transformation mechanism of AI-assisted design from cultural symbol extraction to visual presentation; finally, from "prototype selection and matching to rapid and accurate application of technology, and ultimately emotional resonance," it provides a new analytical framework for the study of design semiotics in the digital age. In particular, the feasibility of complex psychological images such as "shadow prototypes" in commercial design, especially mascot IP design, was verified through the Chimelong Safari Park case study, expanding the application boundaries of prototype theory.

4.1.2 Practical Inspiration: The Mechanism for Producing Cultural Symbols in the Digital Age

This study clarifies the advantages and disadvantages of the existing mainstream AIGC tools on the market through a comparative study of different AIGC tools and makes good use of the corresponding market survey data provided by the enterprise end in actual design projects. It also summarizes and applies the design method of effectively combining the three aspects of the enterprise, designers, and AIGC tools. On

this basis, a strategy for activating the design of mascots in all scenarios is proposed, so that the design dimension does not just focus on the visual part. Instead, from a broader perspective, from the user's point of view, the design goal is achieved by increasing the exposure, acceptance, and likeability of the mascot through various applications of online, offline, and joint activities.

4.2 Limitations of The Study and Future Outlook

Despite the achievements of this study, there are also some limitations. First, there are technical limitations to the AIGC tool. The current AIGC tool still has deficiencies in terms of detailed control of image generation and logical consistency and requires post-processing and optimization by designers. Future AIGC tools will develop in a more refined and controllable direction, further enhancing their application value in the field of design. Second, the depth of application of Jung's archetypes theory. This study is still in the preliminary exploration stage of applying Jung's archetypes theory. In the future, the connotation of archetypes theory can be explored in greater depth, and more possibilities for applying archetypes in mascot design can be explored. Third, the limitation of sample size. Due to limited time and energy, the sample size of this study is limited. In the future, the sample size can be expanded, and a wider range of research and testing can be conducted to enhance the universality of the research conclusions.

Looking to the future, the cultural tourism mascot design method based on the AIGC tool and Jung's archetypal theory has broad application prospects. With the continuous development and improvement of AIGC technology, its application in the field of design will become more extensive and in-depth. Combining Jung's archetypal theory with AIGC tools not only improves the efficiency and innovation of mascot design but also helps designers better understand consumers' psychological needs and cultural backgrounds, creating mascot images with more cultural connotations and emotional resonance. Future research can be carried out in the following areas. First, the application of more AIGC tools in mascot design should be explored. In addition to Midjourney and Stable Diffusion, other AIGC tools such as DALL-E 3 and Imagen can also be explored for use in mascot design. The advantages and disadvantages of different tools can be compared, and research can be carried out on how to combine multiple tools to achieve the best design results. In-depth study of the application of Jung's archetypes theory in different cultural contexts. This study mainly explores the application of Jung's archetypes theory in the Chinese cultural context. In the future, the application of archetypes theory in other cultural contexts can be further studied to explore the similarities and differences in archetype expression in different cultural contexts. Construct a more comprehensive evaluation system for mascot design. This study mainly evaluates the effectiveness of mascot design schemes from the aspects of user preference, brand association, and archetype fit. In the future, a more comprehensive evaluation system can be constructed, for example, by adding evaluation indicators such as cultural connotation and commercial value.

Furthermore, the study of the impact of AIGC technology on the role of designers and design thinking. The application of AIGC technology will have a profound impact on the role of designers and design thinking. In the future, it is necessary to conduct in-depth research on this impact and explore how to cultivate design talent that is adapted to the AIGC era. Finally, more targeted research on mascot design should be conducted in conjunction with specific projects and local culture. For example, combining the unique cultural characteristics of the Guangdong-Hong Kong-Macao Greater Bay Area, further explores the mascot design method that integrates AIGC technology with Jung's archetypes, to provide a meaningful reference for the development of the cultural tourism industry in the Guangdong-Hong Kong-Macao Greater Bay Area.

In short, the integration of AIGC technology and Jungian archetypal theory brings new opportunities and challenges to the design of cultural tourism mascots. Future research needs to continue to explore and innovate to promote the design of cultural tourism mascots in a more intelligent, personalized, and diversified

direction, and contribute to the prosperity and development of the cultural tourism industry.

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