

HERITAGE AND INNOVATION OF RED CULTURE IN THE CONTEXT OF ALL-MEDIA PERSPECTIVE: A CASE STUDY OF MYTIAN COMPANY

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1. introduction

1.1 Research background and significance

1) Digital construction is an important means to protect red culture, which is extremely necessary. As a part of Chinese culture, red culture is an advanced culture created by the Communist Party of China and the Chinese people in the socialist revolution and construction. However, in the current production and life of people, many contents are facing the risk of disappearing, so it is very necessary to discover and protect red cultural resources, and digital means is one of the most effective means.

2) Through digital means, scattered and fragmented contents of red culture can be sorted out in multiple dimensions, so as to straighten out and properly place events and figures in red culture, which is of great value to the construction of red culture itself, can preserve the real history, and is more conducive to our

understanding and development of red culture.

1.2 Research purpose and significance

The innovative communication methods involved in this project will become necessary for the development of red culture itself

1) Digitization of red culture is an important way and method for its inheritance. As time goes by, the impact of simple pictures, straw sandals, carrying poles, letters and other objects in the dissemination of red culture gradually weakens and has great limitations. Through digital construction, more and richer contents and forms can be carried. For example, through new technological means, people can be guided to participate in some specific projects more deeply. So as to leave a deeper impression, red culture can become an "active" culture, which can greatly improve the validity of inheritance.

2) Creating new IP culture is a necessary supplement to the development and application of red culture. In the construction process of this project, more new cultural contents will be added on the basis of the original red culture, and exhibition exhibits and display contents will be designed and produced, including graphic images, films, virtual digital models, etc. In particular, modern means such as VR/AR technology and cloud computing technology will be used to enable viewers to interact with red culture in various dimensions. In addition, through the popular form, people can experience the content and charm of red culture in a natural and immersive way. These innovative styles and contents not only enhance the affinity of red culture, but also embody the modernization of red culture and become the latest contents in the inheritance and development of red culture.

3) New IP content is very important to change the monotonous and inflexible situation of the current red culture. Most of today's red culture consists of simple retelling and reproducing of past history in a relatively monotonous way, and these contents have shown a trend: People begin to get used to these contents, and their acceptance is greatly reduced, so we need to innovate content. Among them, the creation of new IP is particularly important, which can improve user friendliness and affinity, make it more convenient for people to participate in the scenes set by red culture, and make it more conducive to the profound understanding of historical events and backgrounds.

1.3 Research content and scope

The research content of this study is based on the inheritance and innovation of red culture of Shanghai MYTIAN Information Technology Co., Ltd. and the cultural digital content project of the four Memorial Halls of the Communist Party of China. Specifically, it includes two aspects: one is the inheritance of red culture, including the sorting and digital reconstruction of the red culture in the national flag pavilions of the four existing conference sites, and through the construction of the cloud platform, open the application based on the inheritance and education of red culture and other scenes to build the red culture ecosystem. The second is the innovation of red culture, including creating a red culture sharing platform, introducing multiple excellent red culture content, developing and opening the content interface, building a red culture ecosystem, and creating red culture content in line with contemporary people's aesthetic, so as to make red culture active.

1.4 Research Methods

This study is a combination of literature review and case study, aiming to comprehensively understand the status quo and development trend of red culture inheritance and innovation, and explore the application of digital means in the inheritance and innovation of red culture.

2. Inheritance and innovation of Red culture from the all-media perspective

2.1 Development and inheritance of Red culture in the all-media era

Traditional red culture inheritance is mainly carried out through traditional cultural institutions such as memorials and museums and traditional cultural carriers such as books and documents. However, with the advent of the omnimedia era, red culture inheritance from the omnimedia perspective has become a new way and means. The inheritance of red culture from the all-media perspective refers to the use of a variety of digital technology means to digitally process the content of red culture, and then spread and promote it through a variety of digital media, so as to realize the inheritance and promotion of red culture.

2.2 The practice of the MYTIAN Company in the inheritance and innovation of red culture

Founded in 2015, MYTIAN is a company integrating cultural content planning, design, production, software development, operation and promotion. The company has a certain level in digital red cultural content, cultural display, exhibition interaction, software development and integration. On the basis of the inheritance of red culture, MYTIAN Company has carried out a series of innovation and development work. Through the construction of the project, the red cultural resources

will be digitized to protect the inheritance of red culture, and new IP will be designed to enrich the content of red culture. At the same time, through the construction of the cloud platform, the application based on the inheritance of red culture, education and other scenarios will be opened to accumulate multiple wisdom and excellent cultural content achievements and build the red cultural ecosystem.

3. Digital construction of red cultural resources targeting national flag pavilions at the four conference sites

3.1 Digitization of red cultural resources of MYTIAN Field Image Company

1) Node dynamic line design

According to the needs of venues, statistics are made on the exhibits in existing venues. On this basis, nodes are disassembled, visiting routes are designed and node contents are set. Through the planning and design of nodes, appropriate content is combined and then deployed in appropriate forms, such as game interaction, trivia interaction, painting interaction, sound and light interaction, etc. The content and form should be determined to meet the needs of the overall moving line design, and to better demonstrate the culture of the pavilion.

2) Node red content construction

For the red culture digital platform, create a lot of IP, rich red culture content. The purpose of accumulating digital resources of red culture is to complete the construction of a resource platform, and new development and construction of new IP are needed, which will become the fresh content of red culture. With the continuous progress of The Times, these contents are in line with the needs of the development of The Times, in line with the current people's production and life needs

of fresh cultural understanding. The reason why it is called a platform is mainly to open the platform and realize the joint construction of cultural content, so as to form more dynamic and rich red cultural elements.

3) Content aggregation

As the project progresses, part of the red cultural resources will be continuously transformed digitally to permanently fix this part of the historical imprint. And platforms will accumulate more and more content. These are the basic elements of red culture inheritance. These include a lot of red culture restoration, deconstruction, reconstruction, new and other directions of promotion.

4) Construction of digital exhibition hall features

Through the coordination of resource allocation and front-end design, special exhibition hall effects can be created. For example, dynamic interface adjustment can be made according to the season, and relevant content can be pushed intelligibly, which will greatly increase the interaction of content.

3.2 Innovation of digital red culture content of MYTIAN Company

As the basic part of the whole project, the mining and sorting out of red culture and the digital expression of them in visual language is the pre-stage of future display and interaction, which is characterized by high difficulty, heavy workload and strong innovation.

1) In the early stage, focus on customer needs: organize targeted resources according to venue construction or activity needs. In the early stage of the project, the main task is to meet the needs of Party A's customers, carry out targeted resource development and complete digital operations.

2) Actively search for various clues, take the initiative to find and design bright spots. After having a certain foundation, I will take the initiative to collect and plan red culture resources and deploy more content, so as to promote the society and create more interaction of red culture.

3) Develop different forms of interaction according to different scenes, innovate the red culture style, make it more friendly and make people more willing to interact. Meanwhile, through data collection, users' feedback on cultural content can be perceived, content composition and interactive forms can be adjusted in time, and better cultural content can be iterated.

4) In view of the heavy workload in cultural mining and digitalization, we will strengthen our own team building and improve the team's combat effectiveness. Meanwhile, the company will make use of the intellectual resources of teachers and students and human resources with some domestic universities to produce content to meet the ever-changing cultural needs of the new era.

5) Constantly develop new IP to enrich red culture and meet the cultural needs of different scenes.

6) On the other hand, through cooperation with exhibition venues, the main purpose is to collect and analyze various cultural resources; At the same time, exhibition venues are also the demand side of red cultural content, which is also of great significance to strengthen the connection.

4. Conclusion and Prospect

This paper takes the inheritance and innovation of red culture in the omnimedia perspective as the research theme, and takes the MYTIAN Company as

an example to conduct in-depth discussion. Through the elaboration of the concept, historical background and the significance of inheritance and innovation of red culture, it is found that red culture has profound historical deposits and accumulation, and plays an important role in the spiritual and cultural construction of the current society and the guidance of values. Meanwhile, with the advent of the all-media era, the inheritance and innovation of red culture also face new challenges and opportunities.

This paper focuses on the practice of the MYTIAN Company in the inheritance and innovation of red culture. Through the introduction of its main projects, we can see that the MYTIAN Company has made positive attempts in the protection, inheritance and innovation of red culture. For example, in terms of digital construction of red culture, MYTIAN Company has protected red cultural resources by sorting out and digitally reconstructing the red culture in the national flag pavilions of the four existing conference sites, while developing new IP and creating red cultural content in line with contemporary aesthetics. In terms of the construction of red culture sharing platform, MYTIAN Company has introduced many excellent red culture contents, opened the content interface, built the red culture ecosystem, and enriched the content of red culture.