

Exploration of Design Ideas of Local Cultural and Creative Products Based on Traditional Culture

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Abstract: In order to further promote traditional culture, the State Council issued a policy to comprehensively revive traditional culture, and triggered the “Opinions on the Implementation of the Project of Inheritance and Development of Chinese Excellent Traditional Culture”. Local traditional culture is an important part of Chinese excellent traditional culture. The innovation and development of local traditional culture is of great significance to the innovation and progress of it. This article mainly discusses the design ideas of local cultural and creative products based on local traditional culture, and aims to provide some reference for the innovation and development of local cultural products.

1. Introduction:

Culture represents the lifestyle and spiritual value of a nation, which is the embodiment of the collective consciousness of the nation. The broad spirit of the traditional culture of the Chinese nation exudes a bright light after 5,000 years of history. Fifty-six Chinese nations have their own unique cultures with significant differences in regional cultures, and their cultural products have their own characteristics. Local culture, as a reflection of social development, people's lifestyle, and spiritual values in a certain area, has an important impact on local economic and political development. With the progress of innovative ideas, the development of local cultural and creative products is colorful. Studying the design ideas of local cultural and creative products based on traditional culture is of great significance to respond to market changes and improve product competitiveness.

2. Concept definition

2.1 Traditional culture

Traditional culture refers to cultural forms that reflect national characteristics and customs after the evolution of civilization, such as Chinese Confucianism, Taoism, Mohist culture, western classical music, oil painting art.

2.2 Local traditional culture

Local traditional culture refers to traditional culture with local characteristics, which can represent and reflect the region, and is often closely associated with the living habits and spiritual values of local people as intangible culture, such as Shaanxi Qinqiang Art, Henan Yu Opera Art, Beijing Peking Opera Art, “The Epic of Kingsar” in the city of Qinghai, etc^[1].

2.3 Local cultural and creative products

Local cultural and creative products refer to new products with local cultural characteristics that take local culture as the innovative concept and basis for innovation, and use human wisdom and knowledge as inspiration for creation.

2.4 Cultural and creative product design

The design of cultural and creative products is closely related to communication technology, information technology, and automation technology with high knowledge and innovation. The design of cultural and creative products needs to be combined with cultural connotations and

concepts, and extend and innovate on this basis. Such as lanterns printed with terracotta warriors and horses of the Emperor Qin Shihuang, and folding fans printed with Zhouzhuang.

3. Analysis of Design Elements of Local Cultural and Creative Products

3.1 Product semantics

Product semantics is the carrier of local cultural and creative product design and cultural connotation. It is either metaphor, simile or metaphor, with the purpose of conveying local cultural characteristics or product design concept to consumers through language symbols, so as to enrich the connotation and enhance the added value.

3.2 Cultural symbol

Cultural symbol is the cultural carrier of cultural and creative products. It directly represents cultural value of the products and symbolizes the cultural environment and functions represented by the products. Cultural symbols have distinct local cultural characteristics. Such as “Hospitable Shandong”, which not only represents the tourism culture symbol of Shandong, but also represents the connotation of Qilu Culture. Cultural symbols can improve the quality and status of cultural products, so they are widely used in the design and development.

3.3 Extraction of design elements

The extraction of design elements of local cultural and creative products refers to the extraction of distinctive cultural symbols and elements in regional culture, taking part or all of them as the design carrier and endue cultural and creative products with cultural connotations. Such as bamboo weaving in the city of Wuzhen, wooden boat in Cenjia, black pottery in Shandong, kite in Weifang, sun culture in Rizhao, prayer culture in Tibetan, shadow play culture in Shaanxi and so on.

3.4 Target population analysis

The ultimate goal of cultural and creative product design is to determine the product's market positioning, expand the market and improve the product's market competitiveness. To improve the market competitiveness of cultural and creative products in similar common products, it's necessary to redefine the target population and analyze the target population. It needs to investigate the consumer's education level, age, gender, consumption preference, purchase desire, life state, personality and other characteristics. By analyzing the market reaction of different groups of people to cultural and creative products, the main direction is determined, and then the target group is meticulously analyzed and studied to understand the expected value of products and cultural interest points of interested groups, and the cultural and creative products are designed based on the investigation and research. Generally speaking, the old people are nostalgia and adaptable with leisurely life. Middle-aged people have the characteristics of pursuing novelty and stimulation with the obvious characteristics of the times. Young children are characterized by curiosity^[2].

3.5 Analysis of consumers' purchase desire

Consumers' desire to buy represents the market response of local cultural and creative products. To understand consumption and purchase desire is to manage consumers in different levels and design demands for consumers at different levels to improve the competitive advantage of cultural and creative products in similar common products. Consumers' purchasing desire is analyzed by AIO analysis.

4. Analysis on the Design of Local Cultural and Creative Products Based on Traditional Culture

4.1 Design of local cultural and creative products based on intangible heritage culture

4.1.1 Design of local cultural and creative products based on architectural culture

Architectural culture is the most representative content of China's material culture. Different

regions have different architectural styles, which represent different cultural connotations and spiritual values. The most representative based on local architectural culture is the architectural miniature landscape, or extracting individual design elements of a representative building and integrating them into other product categories to enrich the connotation. For example, Buddhist culture represented by Buddhist architecture, vases, cushions, tea sets, etc. in the form of white horse temple images.

4.1.2 Design of local cultural and creative products based on mural culture

Dunhuang Frescoes are also the representatives of material culture. As an important part of intangible cultural heritage, fresco art bears the Buddhist and Dunhuang culture on the ancient Silk Road. The elements of “belt and road” and “Dunhuang Frescoes” can be cited as the direction of product innovation. Such as camels, merchants, flying murals, ancient pigments, etc. They can also be used for abstract painting design of Feitian, Bodhisattva, clothing, color, etc, which can be used as derivative symbols of local cultural and creative product design.

4.1.3 Design of local cultural and creative products based on marine culture

China has a long coastline with rich marine culture. In some coastal areas, the combination of local cultural and creative product design based on marine culture and local folk customs has prominent local characteristics. For example, Longquan sword and Wenzhou hair embroidery presented in the intangible cultural heritage exhibition in the 15th Zhejiang Cultural Expo. It have combined Wenzhou hair embroidery and the scenery of Wuzhen, Zhejiang, or the Zhoushan’s marine culture and Wuzhen’s traditional wooden boat skills to design a variety of cultural and creative products. The infiltration of local and marine culture not only enriches the connotation of products, but also spreads Zhoushan and Wuzhen culture of Zhejiang Province.

4.2 Design of local cultural and creative products based on material cultural heritage

4.2.1 Design of local cultural and creative products based on folk activity culture

Folk activities represent the way of life, habits and spiritual values of the local people, including rich cultural symbols. For example, at the Nadam Fair in Inner Mongolia Autonomous Region, flying red scarves, snow-white yurts, wrestling, horse racing, archery, clothing, can be used as the extraction elements. The auspicious patterns (birds, dragons, monsters) and wide leather belts on Mongolian wrestlers’ clothing can be used as design elements of hats, albums, jewelry and pendants^[3].

4.2.2 Design of local cultural and creative products based on drama culture

Drama art is an important part of Chinese excellent traditional culture. There are different local operas in different regions of China, such as Shaanxi opera, Shandong opera, Henan opera, Beijing opera, etc. According to the characteristics of local opera, the cultural and creative products are designed. For example, Beijing Opera facial masks and roles can be used as elements of clothing, vase, furniture, album and book cover design.

4.2.3 Design of local cultural and creative product based on handicraft culture

The traditional handicraft products are rich in types, various in styles, exquisite in work and distinctive in features, which play a great role in promoting the development of local economy. In the handicraft culture, there are a wide range of innovative designs. For example, Jingdezhen’s ceramics can integrate Jiangxi’s tea culture, catering culture, song Yingxing’s Tiangong Kaiwu, opera art tour, horse head wall architectural culture, etc., enriching Jingdezhen’s ceramic painting art^[4].

4.2.4 Design of local cultural and creative product based on carving culture

Sculpture culture and art is the essence of China’s excellent traditional culture, and is widely used in furniture cultural and creative product design and handicraft product design. The spirit of craftsmanship in Chinese traditional carvings reflects the concept of excellence in product design. In the design of furniture products, it can integrate the allusions of local traditional culture and enrich the connotation of furniture products. For example, the famous Chinese Dongyang woodcarving often uses allusions such as “Eight Immortals crossing the sea”, “Nezha fight in sea”, “Cao Cao’s robe” as the prototype to carry out abstract or concrete design, which not only enriches

the connotation of cultural and creative products, but also spreads the artistic value of Dongyang woodcarving as an intangible cultural heritage.

5. Design, Development and Application of Local Cultural and Creative Products Based on Rizhao Sun Culture

Rizhao is the birthplace of the sun known as the land of sun culture. Up to now, there are Tiantai Mountain cultural sites that offer sacrifices to the sun god, and rich sun culture and related religious beliefs are spreading. More than 20 sets of characters unearthed in Juxian County of Rizhao are the symbols of the sun culture of Dongyi, among which the most representative hieroglyphs are “sun, moon and mountain” [5]. And associated with the sun culture is Yao Wang city, Yao Wang in allusion, marine culture in the design of ship activity, sun bird, sun stones, Mammon (Zhao Gongming), Huang Lao immortal allusions, sun festivals, etc., these are all the essence of Chinese excellent traditional culture. To apply the ancient sun culture to the design is an important measure to spread the sun culture and enrich the connotation. Rizhao sun culture can be taken as the main line and elements, such as sun bird, sun, moon and mountain can be used as cultural symbols of product design, such as hanging decorations with sun bird and Rizhao lighthouse.

6. Conclusion

To sum up, the traditional culture is the basic element of local cultural and creative product design. The design based on traditional culture should firstly carry out quantitative analysis of local culture to understand the cultural preferences of different target groups. Secondly, the connotation of local culture should be explored deeply and extract the cultural elements representing local characteristics. At last, the author innovates the expansion of cultural elements by combining local culture with local characteristic, and innovates products centering on local characteristic. In terms of cultural product design, only by combining consumers’ preferences with local characteristic culture can products that meet the expectations of market consumers be designed. At the same time, cultural and creative products can represent local culture, promote local economy, publicize local excellent traditional culture, and shape local political image through cultural and creative products.

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