

# Research on the Application of Marxist Literary Theory in the Design of Cultural and Creative Products

## A Case Study of the Elements of New Year Wood-block Prints in Zhuxian Town

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### ABSTRACT

With the continuous improvement of people's aesthetic level, the pursuit of products with cultural connotation has become a hot trend. If designers want to design cultural and creative products recognized by the public, they need to take Marxist literary and artistic theory as the theoretical guidance and carry out design and creation activities on the basis of historical materialism, instead of "ineffective design" that does not meet the needs of the public. Starting from the design of cultural and creative products of New Year wood-block prints in Zhuxian Town, this paper understands the needs of the public on the basis of Marxist literary and artistic theory, and guides designers to make good use of the elements of New Year wood-block prints in Zhuxian Town on the basis of giving full consideration to the objective needs of people. In order to design in line with people's spirit, practical, aesthetic and other needs of the design works, so that the design works better serve the people, the application scope is more extensive.

**Keywords:** *Marxist theory of literature and art; New Year wood-block prints of Zhuxian Town; Historical materialism; Cultural and creative product design.*

### 1. THE INTRODUCTION

As Marx pointed out, "Man himself is a product of nature, a part of nature, developed together in his own environment". [1] If designers want to get rid of the embarrassing situation of "ineffective design" and design cultural and creative products favored by the vast audience, they should carry out design activities based on people's real needs. Therefore, it is required that we must take Marxist literary and artistic theory as the guidance, fully understand the content of Marxist literary and artistic theory, to extract the elements of Zhuxian Town New Year wood-block prints, so as to better be applied in cultural and creative products. Through the study of The New Year wood-block prints in Zhuxian Town, we find that the New Year wood-block prints in Zhuxian Town have great artistic

value in today's society, which is mainly reflected in the historical culture, humanistic characteristics, development history, production methods, production techniques, expression methods, color methods and other aspects. Are able to long-term development woodcut New Year's paintings vermilion immortals township, mainly because of woodcut New Year's paintings vermilion immortals township is through inheritance people unceasing inheritance in absorption and reference on the basis of the original woodblock New Year pictures gradually into the more his own thoughts and ideas gradually formed the system of large elements of woodcut New Year's paintings vermilion immortals township, conforms to the development of the marxist theory of literature and art, can be accepted by the world.

Marxist literary theory in the article and the application of the product design should be conducted on the basis of historical materialism, the elements of woodcut New Year's paintings vermilion immortals township design creation is not "big" to do "white" empty ", "without the guidance of the marxist theory of literature and art design will lack social and material basis, will be the art of design cannot be admitted by the world. We should avoid thinking too far ahead in the design process of cultural and creative products, which cannot be fully based on the acceptance level of the current society and cannot be accepted by the world. This kind of design concept is very wrong. Every person engaged in the design and creation of cultural and creative products hopes to be a designer who can meet people's spiritual, practical, aesthetic and other needs, rather than a designer who wants to be an "ineffective design".

## **2. THE PROCESS OF CULTURAL AND CREATIVE PRODUCT DESIGN**

### ***2.1 Inspiration sources of design creation***

The beginning of artistic creation is inspired by feeling, which is not groundless and unimaginative. [2] When we create, we do not mean that we do not need to be unconstrained and unconstrained. We need to be able to carry out design innovation and creation based on objective facts and people's objective needs. Therefore, in the creation of cultural and creative products, we need to start from ourselves, accurately find the materials for design and creation, and carry out design transformation of its design elements. Cultural innovation is to give a product more value than customers expect through wisdom and heart, that is, to give the product more cultural innovation design. Cultural innovation is not only a concept, but has a certain realistic significance. We need to intuitively reflect it in the creation process of cultural and creative products according to the degree of social development. As MAO Zedong said, "Writers must go deep into life, must learn Marxism, and must transform their world outlook." [3] Grasp the direction of art development, lead the direction of social development, and apply the elements of Zhuxian Town New Year wood-block prints extracted at an accurate price, which cannot be incompatible with the cultural connotation behind the elements.

### ***2.2 Design objects of cultural and creative products***

First of all, the creation of cultural and creative products should meet the needs of the market, be practical and beautiful, and have good product quality, and pursue non-standardization of characteristics and product update speed. So as to extract the element of woodcut New Year pictures, most of the designer's

focus is on the surface of woodcut New Year's paintings vermilion immortals township, thorough and concrete enough, is not representative enough, there is no element of woodcut New Year's paintings vermilion immortals township culture connotation emerges, popular culture creative products into the market. After systematic arrangement of The New Year wood-block prints in Zhuxian Town, we can conclude that the New Year wood-block prints in Zhuxian Town are the pioneer of Chinese New Year wood-block prints. In the process of inheritance and development, its style is unique and unique. Therefore, from the perspective of materialism, we mainly start from the following aspects in extracting the elements of New Year wood-block prints:

#### ***2.2.1.model***

New Year wood-block prints in Zhuxian town are works of art rooted in, inherited and developed from the folk. Different from the calligraphy and painting styles of the court literators, the lines of The New Year wood-block prints in Zhuxian Town are bold and bold. The plots are distinct, the composition is well-balanced and full, the images are simple and vivid, the colors are strongly contrasted, and the patterns have decorative effects and strong local characteristics. In terms of modeling and expression techniques, Zhuxian Town New Year paintings use the decorative techniques in traditional paintings to create lifelike figures and make the background of the figures imaginary, which is appropriate. Zhuxian town New Year wood-block prints depict characters in exaggerated, concise and lively ways. The molding of the appearance and image of the god focuses on the depiction of the head. The head is large and the body is small, which is quite distinctive. After inheriting and developing from successive generations of beneficiaries, the New Year wood-block prints in Zhuxian Town add many traditional cultural concepts and reflect the social life vision of the masses.

#### ***2.2.2. color***

Zhuxian Town New Year wood-block prints have a very sophisticated color system, with mines and plants as the raw materials for the original production and manual grinding. The colors are pure, and the printed New Year prints are bright and lasting. Zhuxian New Year wood-block prints are based on the aesthetic standards of the Chinese nation, using red, yellow and green as the three primary colors, with a total of 9 to 10 colors. Folk often say : " yellow purple, ugly death ", and Kaifeng Zhuxian Town New Year pictures for yellow and purple collocation, so that the picture is more comparative, not ugly, but bright colors, in line with the traditional folk aesthetic. Zhuxian New Year wood-block prints make good use of warm colors, which make the picture vivid, interesting and

enthusiastic. In terms of the colors used in characters' clothing, the main colors are copper green, wood red and mauve, which give them different religious color patterns and give them different personality characteristics in different forms of color rendering. For example, Zhong Kui with red crown and green robe and Guan Gong with red face and green robe.

### *2.2.3. the composition of a picture*

Composition is a means we choose in the design of the picture, plays the most important role of expressing the spirit of the picture. As a part of folk art, Zhuxian New Year wood-block prints have formed a unique way of composition in the development trend of The Times. The main performance is compact and symmetrical balance of the picture. There are changes in unity and unity in change. Although the picture is full and compact with less white space, the theme is prominent, the primary and secondary are clear, and all parts of the picture are harmonious and compact. [4]

The figures of zhuxian Town New Year wood-block prints require integrity, a three-dimensional form of expression, and well-arranged auspicious patterns, trade names, titles and other words are drawn around the figures. The figures are not covered by each other, and the figures have full composition and great tension.

In the performance of the door god painting, the composition is in the form of symmetry, a small number of themes of the door god are drawn alone, in line with the aesthetic habits of the public, very pay attention to the symmetry and balance of composition. In the asymmetrical composition of the picture, the balance of the way of expression has done a lot of fine processing, so that the picture becomes lively and interesting.

### *2.2.4. lines*

he lines of Zhuxian New Year wood-block prints are rough and concise, with smooth and lively lines. The lines depicted are simple and exquisite, full of elasticity and local flavor, with the manners of simplicity, atmosphere, straightness, health and cleanliness of the northern people. [5] Constitute the unique characteristics of Zhuxian Town New Year wood-block prints, which make the pictures vivid, interesting and dynamic.

## **2.3 Design cultural and creative products advancing with The Times**

With the rapid development of human society, the creative form of cultural and creative products has become rich, breaking through the single form of expression, with a qualitative leap. The development of cultural creative products requires the use of national culture, the combination of people's thinking and

national culture, and the combination of traditional handicrafts and modern science and technology industry, with modern technology means, to find a new survival soil for Zhuxian Town New Year wood-block prints. [6] designer can need according to the objective reality in the design of applying elements of woodcut New Year's paintings vermilion immortals township in their design, novel to conform to the trend and the ability to lead the fashion trend to design a product, under the guidance of materialism theory make creations have cultural and economic value, to lead the audience's aesthetic orientation, design a popular product.

## **3.THE APPLICATION OF MARXIST LITERARY THEORY IN THE DESIGN OF CULTURAL AND CREATIVE PRODUCTS OF ZHUXIAN NEW YEAR WOOD-BLOCK PRINTS**

### *3.1 Derivation of traditional symbols*

In addition to satisfying our aesthetic spiritual needs, the elements of Zhuxian New Year wood-block prints can also be applied to the design of cultural and creative products. In the New Year wood-block prints of Zhuxian Town, the most representative elements are door gods and other elements, which represent a part of traditional folk culture. We need to endow New Year wood-block prints with new cultural connotations of The Times, in line with the current aesthetics and values. Therefore, it is worth advocating to design and extract elements of Zhuxian New Year wood-block prints. In the design of cultural and creative products of Zhuxian New Year wood-block prints, designers should, on the basis of historical materialism, make the design, color, expression form, composition and other aspects of the products not only have the connotation of traditional culture, but also meet the practical and aesthetic requirements of modern people. For example, elements are extracted and innovated from the representative "God of Wealth" in zhuxian Town New Year wood-block prints, and cultural and creative products derived from the design, such as T-shirts, pillows and cups, are introduced to the market, which has both cultural value and economic value.

### *3.2 Transformation of traditional forms*

When designing cultural and creative products, designers do not copy the elements of Zhuxian Town wood-block New Year pictures, but under the guidance of Marxist literary and artistic theory, use the way of thinking combining sensibility and rationality to extract, summarize and conclude the elements of Wood-block New Year pictures, and then combine the popular fashion elements to create cultural and creative products. In the modern development environment, while

reflecting the cultural heritage of Zhuxian Town New Year wood-block prints, the elements of New Year prints should be extracted, the most essential details should be taken and transformed into new cultural and creative products.

### ***3.3 Deconstruction of traditional elements***

The elements of traditional New Year wood-block prints of Zhuxian Town are broken up and reconstructed to create different visual effects. The patterns after structure can be collaged and combined in a continuous way of two and four directions, and the cultural elements of New Year wood-block prints are logically reconstructed to make them unified.

## **4. CONCLUSION**

In the future cultural design and creation, different themes and shapes of Zhuxian New Year wood-block prints will be refined and classified to form a complete set of cultural products using Zhuxian New Year wood-block prints to add interest and influence to the picture. As workers design works, personal idea to follow industry changes, the idea of designer himself first to innovate, natural needs the support of theory of literature and art, to firmly grasp the content of the marxism theory of literature and art, because when the theory behind The Times development pace, cannot meet their design innovation, the designer can easily be guided by the external environment, so only It keeps the design low level. It has become a trend in modern design to empower cultural and creative products, which can greatly enhance the added value of cultural and creative products of Zhuxian New Year wood-block prints and create greater economic and cultural value for them.

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