

Analysis on the Application of Totem Culture in Guangxi Minorities in the Art Design Industry of Beibu Gulf Economic Zone

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Abstract. This paper briefly manifests the concept of totem culture and the development environment of art design industry in Beibu Gulf Economic Zone and analyze the application of totem culture in Guangxi Minorities in the art design industry of Beibu Gulf Economic Zone in hopes that it can bring some enlightenments for the development of art design industry by the culture study on totem culture of minorities, which can bring some beneficial references to the topic on application of Chinese traditional culture in art design industry.

Introduction

With the constant promotion of structural reform in culture department and the constant development of culture industry, design and creation mode for market demand-oriented culture products, this is especially obvious in art design industry. During the development process of art design industry, it is greatly affected by Chinese culture, especially by the traditional culture of Chinese minorities. Art design industry covers many aspects, such as advertise design, printing design, clothes design, packaging design, construction design, space design, environment art design, crafts design, floristry and furnishing design and interior design of Beauty Club etc. In a word, culture-related art design industry is deeply rooted in people's daily life and is closely related to people's daily life. Economic development is the external force for promoting social development while culture development is the internal force for promoting social development. The development of art design industry can drive and promote social development to a certain degree; therefore, studying the application of totem culture of Guangxi minorities in the art design industry of Beibu Gulf Economic Zone can provide important theoretical and realistic significance.

Concept of totem culture

The so-called totem refers to its kinship and marks, which comes from Indian "totem". And totem worship is an original religious form. Totem occurred in primitive society, which is a traditional culture with special national features.

Apart from representing the culture of the ethnic and the tribe, totem from primitive society is also an important mark that distinguishes the ethnic and tribe from others. Besides, totem is also the religious source of the ethnic or tribe, which has significant religious importance for the ethnic or tribe. Totem is widely used

in many minority areas in China, especially in many aspects such as the costumes of minorities, crafts and packaging design which are rich of ethnical features.

Development environment of the art design industry in Beibu Gulf Economic Zone

From macro aspects. Now, China is under comprehensively deepening reform and transformation from traditional industry to culture industry is the essential trends of nation-wide entrepreneurship and mass innovation. Up to now, Chinese industrial system transformation has made many achievements in many aspects, especially in cultivation and regulation of the market environment of culture industry development. In a word, the development of culture industry has good macro-environment while the art design industry in the upper chain of culture industry would have excellent macro development environment with the support and guarantee of relevant regulations in China. Therefore, as for Beibu Gulf Economic Zone, it is one of the key development areas of national plan. Beibu Gulf Economic Zone has important economic and geographic advantages. It is an important marine outfall in western China as well as an important hub of economic trades in southeast Asia. Besides, this district has an exceptional advantage, which is that relevant industry of art design can obtain energy replacement in open economic operation and can promote its own development with the help of different market resources in China and other countries. However, one things should be concerned is that Beibu Gulf Economic Zone is traditional foreign trade zone. Since the foreign trade mode and types of mass commodities are fixed, art design industry requires more efforts for further development space so as to constantly expand market and take market share.

From micro aspects. China provides excellent macro-environment for the culture art design industry. From micro-environment aspect, however, there are not so many people undertaking art design industry while the art designed-oriented companies are with small scale which are mainly medium and small companies. To be objective, medium and small-sized enterprises (SMEs) have both development advantages and disadvantages. Its development advantages are presented in the following two aspects. Firstly, SMEs in the culture art design industry can flexibly grasp the dynamic condition of market demand and it can adjust development mode, improve the design and production crafts based on market demand so as to conform to requirements of market and clients. Secondly, since China adopts vigorously supporting policy for culture industry, especially for SMEs. Therefore, SMEs in art design industry can realize better development with the support of national policy. Its disadvantage is that the long history of totem culture in minorities cannot be fully mastered by small and medium-sized art design company. Besides, since the culture accomplishment and culture quality is far from enough, it cannot fully adopts the totem culture elements with rich national features into culture design. In other words, designed culture products do not have clear presentation of national features.

Elements identity of totem culture and its application in art design industry

Elements identity of totem culture. Rational identity of elements in totem culture can help better adapt totem culture into the culture industry of Beibu Gulf Economic Zone. While the identity of totem culture elements can be summarized from the following three aspects. Firstly, specific totem culture implication. A totem culture has one or more totem implication. Totem implication is the core of totem culture since totem connotation coheres with the imagination and creativity of original social tribes or nation. Besides, many totem related products can be derived from totem connotation, such as the marks and names of totem, myths and holism of totem, embodiment and belief of totem, culture and art of totem and so on. Application of totem culture into art design industry is a question concerning the traditional local customs and practices of minorities. Art design for it should not violate local customs and practices. Designers should make deliberate thinking and careful exploration. If you want to adopt it rational into various art designs, it should accurately grasp their implications, which are basic requirement for art designers as well as the basic requirements for widely advertising the cultural connotations of Guangxi minorities into other Chinese areas or even the world. Secondly, specific totem culture patterns. From ancient times to now, harmony is

emphasized. Feudal society adheres to golden mean and emphasizes harmony. Socialist period also advocates establishment of harmony social order and harmony interpersonal relations. In art design industry, it means to combine harmony with culture art design and present harmony in design and culture products so as to have copywriting collocation in design and culture products, which requires art designer to investigate specific totem culture patterns. One more thing requires emphasis is that since totem is the imagination of primitive people who lived in certain area for the natural phenomenon which they cannot explain under certain conditions; therefore, the patterns have images of god and ghosts, which makes it mysterious to a certain degree. Therefore, while doing art design, it should avoid relevant patterns and should be directed by market demands to select elements which is unique with the culture features of Guangxi minorities and which can cater to the fondness of consumption so as to apply the art culture products into design. Whether totem culture can be fully presented by crafts mainly lies in the relevant materials and the craftsmanship of relevant manufacturing. Therefore, accurate understanding of totem culture crafts can be done by following two methods; the first is the involvement methods of totem while the second is the overall manufacturing methods of designed and produced culture products.

Application of totem culture in Guangxi minorities into the art design industry in Beibu Gulf Economic Zone. Now, the totem culture of Chinese minorities is widely used in the industry transformation process, which mainly consists of the following three aspects. Firstly, transmission art design field. The application in this field is mainly presented by the totem patterns, among which the application in advertisements and packaging is wider. On the one hand, these fields requires the involvement of different factors, on the other hand, it is more easily to be achieved in craft and technical level. Since the economic development in minorities areas are driven by tourism products, totem patterns are widely applied in the development and design of tourism commodities in this district. In order to meet market demand, it should combine totem itself and catering the consumers' fondness in application. As for totem implication, on the one hand, totem implication is presented by culture products; on the other hand, it supports commodity sales. During sales process, the traditional culture of minorities is effectively inherited and advocated. Designers select totems and rationally apply it in art products design aiming at the carriers' function of regional culture and its design value

Secondly, products art design field. Design in this field belongs to physical design, including the design for physical commodity. The concrete design needs to be mastered from craftsmanship, totem implication, totem patterns and other aspects. Chinese socialist market economy has unique Chinese features. Therefore, application of totem culture elements in minorities in art design industry should be done under the guidance of Chinese socialist core value. As is known to all, there are many minorities in Guangxi and all the ethnics live together to seek for mutual development. With the passage of time, they gradually form mass culture with ethnical representation, mixture of the traditional culture of minorities and Chinese features. Therefore, during the design for the art field of products design, they can adopt some popularized totem patterns and apply totem culture implication to some easily operated totem culture products design so that they can cater to the fondness of consumers, satisfy their need and promote as well as transmit regional ethnic culture towards outside.

Thirdly, environment art design field. Environment art design is very important for the living environment of human and it plays irreplaceable role. With the increasing requirement for the living environment of human beings, environment art design gradually plays more and more important role. In order to improve the living environment and increase the comfortable feeling of human beings, it has higher requirements for environment art design and requires that environment art design should be designed for human demands. Therefore, the application of totem culture in Guangxi minorities in the art design industry in Beibu Gulf Economic Zone should also takes the satisfaction of these requirements as prerequisite.

Conclusion: The totem culture in Guangxi minorities has long history and distinctive national features. Applying totem culture of Guangxi minorities into art design industry can drive the development of culture industry and promote the external communication of regional national culture. It cannot only make full use of the distinctive elements of Guangxi minorities, but also combines the national elements better with

contemporary culture arts and increase the national feeling in the art design concept, increase the national features in art design content, absorb external culture and constantly input fresh blood with minorities features and design culture products with national feeling. The authors of this paper wish more and more talented people can devote to the study on the topic of application of totem culture in Guangxi minorities into the art design industry, points out the deficiencies in this paper and make some contributions to the study of this topic.

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