

# The Key Theory of the Design Planning of Creative Products and Its Applied Research

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**Abstract.** At present, the creative industry has achieved rapid development, and the design planning of creative products is pivotal to ensure the sustainable development of this industry. A variety of key theories have been produced in the development of creative products, and to analyze these key theories and apply those into practice will help promote the development of the creative industry.

**Keywords:** creative products; design planning; key theories; application research.

## 1. Introduction

The creative Industry has received extensive attention from the society as a new point for economic growth. As the new industry, it needs to present competitive creative products, and the design planning of those products need to be supported by key theories. Studying these key theories and applying them will help improve the design planning effect of creative products to better promote the development of the creative industry.

## 2. The Key Theory of the Design Planning of Creative Products

### 2.1 Sustainable Development Theory

This theory is based on ecological economy and efficient utilization of resources. The goal of sustainable development is to help develop circular economy. Therefore, sustainable development should be based on protecting the development environment and eliminating the impact of development on the ecological environment through effective measures. Sustainable development pays close attention to the changes in the developing ecological environment. Only by maintaining a relatively stable ecological environment can the economy achieve steady development. The design planning of creative products which is based on sustainable development should root in minimizing the consumption of all kinds of resources. It is needed to reflect its control of resources in product design planning to realize the optimal allocation of resources and reduce the damage brought by creative products to the environment. In the process of product design planning, attention should be paid to the environmental protection and recycling of resources. In addition, the design planning should be based on health and humanization. The design planning of creative products should make full use of ecology to achieve harmonious coexistence between human beings and the natural environment and to reasonably promote the benign interaction between products and the natural environment.

### 2.2 Cultural and Creative Industry Theory

The goal of cultural and creative industries is to realize creative economy, theoretically emphasizing cultural factors to realize economic value through creative development. At present, the mainstream theory of cultural and creative industries is that creative products are characterized by “eyeball economy” and the design planning of these products should help attract people's attention, such as entertainment programs, video products and other cultural products. In this sense, creative industry can develop into “the economy of attention”, and the design planning of products should better draw the attention of the audience so as to realize value-added services and thus obtain economic profits. Combined with the cultural and creative industry theory, the design planning of creative products should combine the characteristics of the industry, analyzes and evaluates the characteristics of the industry, and understands the cultural value of history, environment and local customs by means of on-the-spot investigation, data consulting, interviews and other forms. The

conclusion of value evaluation is reflected in the in-depth understanding of product development. Value evaluation can enrich the cultural elements of products and become the cultural soul of creative product development.

### **2.3 Industrial Planning Theory**

The scientific and rational planning of an industry is the basis for the development of this industry, and thus the design planning of creative products is very important. The design planning for creative products is embodied the in-depth understanding, thorough analysis and cognition of the existing conditions. There is a need to complete the design planning step by step with evaluation and evaluate and analyze the implementation of product features, which is the starting point for realizing the design planning. To sort out and analyze the value characteristics of products should start with the internal and external factors affecting product development. Comprehensively thorough analysis and research can be the direct basis for the development orientation for the creative industry, and planning judgment can be the guidance and basis for the future development of the industry. The evaluation conclusion formed by industrial planning analysis constructs the value characteristics of creative products. According to the Industrial Planning Theory, the system framework is the direct basis for the planning and development of an industry, which is related to its development layout, ecological characteristics, cultural connotation and other aspects, all of which can become the basis for product design planning.

## **3. Problems to be Solved in the Design Planning of Creative Products**

### **3.1 Creative Products are not Very Original**

The design planning of creative products should take into account various factors. The design planning for creative products lacks relevant theoretical support in China. With its accelerating development, the creative industry has achieved rapid development and the market demand for creative products is also continuously increasing. In recent years, the design planning level of creative products in China has achieved many breakthroughs. The design level has been significantly improved, and the design content and scale are also expanding. However, it should also be noted that while the design planning of creative products is developing, its quality needs to be improved. It still lags behind compared with the advanced level, which is mainly reflected in that the design concept of creative products needs to be innovated. The design planning of creative products is not original enough, with traces of imitation and obvious copying, and the products do not reflect the original features. The defects in the design planning of creative products cannot promote the development of the creative industry very well.

### **3.2 Creative Products do not Embody Traditional Culture**

To improve the design planning effect of creative products in China, it is necessary to combine various design elements and various traditional cultures in a deep level. The main drawback of the current design planning for creative products is that it does not fully take into account the advantages of local culture. Therefore, the content of product design planning deviates from the characteristics of traditional culture and also does not highlight local culture. Different cultures have their own advantages. Many international design contents are difficult to adapt to the design planning of creative products in China, and these contents are not easy to be accepted by Chinese people. In addition, some designers do not take into account the geographical environment characteristics of different regions when they conduct creative products design planning, so the related design planning lacks national characteristics, which restricts the scope of creative products' adaptation.

### **3.3 Creative Products Should Lay Stress on Innovation**

In China, most designers of creative products lack innovation consciousness, and their understanding of design content is rather one-sided. Some design planning contents adopted the

method of partial optimization after copying, not combining with the specific characteristics of national culture, regions and industrial development environment. The design planning of creative products is influenced by the factors of artistic design, and the design of creative products cannot be separated from aesthetics. Therefore, the creative product design should focus on breaking breakthrough, combining with the cultural characteristics of the region where the industry is developing, so that viewers can be affected by visual impact. The design should comprehensively analyze the cultural attribute of the area where the industry develops, inherit the tradition while being innovative, combine the inherent characteristics of the regional environment and strengthen the integrity of the design.

## **4. Comprehensively Understand the Key Theory of Design Planning of Creative Products**

### **4.1 Design Thinking is the Foundation of Design Planning of Creative Products**

The emergence of creative products is the result of continuous accumulation and precipitation in the process of social development, with distinctive aesthetic characteristics. The design planning of creative products is to solidify people's thinking. In this process, people can provide elements for the design planning of creative products from multiple levels. The formation of design originates from the formation of thinking. Design thinking is the basis of design planning of creative product, and the way of thinking helps to improve the expression of creative design. In the creation of creative products, the way of thinking is an important driving force to realize the design planning effect. To help a work realize its industrial value, its designer must have industrial thinking first. Unique thinking can enhance the market value of products, so the design of creative products should attach importance to the role of design thinking to ensure their unique connotations. The creativity of design thinking will be transformed into the competitiveness of products.

### **4.2 Design Thinking is the Basic Accomplishment of Designers**

In order to ensure the effect of designed works, designers need to have basic accomplishment of creative creation. The design thinking is the key to the formation of creative accomplishment. A designer with good accomplishment can guarantee the creativity of his design works, so he should focus on the improvement of design ability to ensure the feasibility and sustainable development of industry. In addition, because the final effect of designed products should be in favor of the development of creative industry, creativity should become a part of the designer's design thinking. Creative products come in many forms. In the current social transformation and development, China's traditional design thinking has merged with international design thinking, and the design planning thinking has achieved innovative development. Designers should ensure that creative products have the characteristics of the times in the formation of design thinking.

### **4.3 Design Planning Should Realize the Industrialization of Products**

Design planning is to transform creative products into market value, and its value needs to be reflected through the development of creative industry. Therefore, design thinking is the key to ensure the development of creative industry. The planning of creative planning should achieve multi-faceted integration so as to enhance the market value of products. Specifically, a creative product should form its unique design style, deeply analyze and study the characteristics of different other creative products and highlight the representativeness of its style. The form of creation should embody the unique cultural thought. Designers should not only express their ideas through design thinking, but should also visualize and concretize their feelings to ensure the appeal of their works and realize the visualization and concretization of creative products.

## **5. How does the Design Planning of Creative Products Play the Role of Key Theory**

### **5.1 Be Combined with Natural Environment**

The design planning of creative products should clarify the role of ecological environment in industrial development. The development of an industry can protect the existing natural resources from being destroyed and maintain the original characteristics of nature, which is also the basis for realizing the sustainable development of the industry. Therefore, the design planning of creative products should aim at the natural conditions of area where the industry is developing, so as to realize the integration of culture and natural environment.

### **5.2 Be Combined with Humanistic History**

The design planning of creative products should combine the cultural and historical resources to analyze the historical and cultural characteristics as well as folk customs and traditions of the region where the industry is developing. It is necessary to fully integrate the humanistic history and creative products, tap the regional advantages of history, and exert the influence of culture on creative industry, so as to enhance the recognition effect of creative products.

### **5.3 Be Combined with People**

The cultural characteristics of a region in its development process can have an impact on the customs and habits of the residents there. Therefore, in the design planning of creative products, attention should be paid to the analysis of the cultural psychology of people. The scientific design of creative products can fully reflect people's spiritual needs for culture. There is a need to combine the characteristics of cultural psychology with creative products, so that people can experience cultural characteristics, and the influence of culture can enhance the attribution of regional culture. The design planning of creative products should combine the needs of the public for products and ensure their aesthetic needs. Therefore, it should be based on the design concept of combining with the masses and fully take into account the people's demand for product culture, so that creative products can be accepted by a wider range of people.

### **5.4 Be Comprehensive**

The design planning of creative products should ensure diversity and multi-level cultural functions, so the comprehensive function of creative products should be considered. It must take into account the effect of cultural transmission to realize the function of cultural diversification. The comprehensiveness of creative products also reflects culture through a variety of effects, such as the layout characteristics and the function of creative products.

### **5.5 Realize Uniqueness**

In the development of local history, the particularity of geography and customs in a region has formed a distinctive regional culture. Therefore, designers should realize that there are both differences and common characteristics in cultures in different regions. The application of cultural elements in the design planning of creative products should reflect the uniqueness of local culture and accurately reflect cultural characteristics there. In other words, the design planning of creative products should form cultural characteristics, reflect the particularity of local culture and ensure its cultural effect.

## **6. Implementation of the Design Planning of Creative Products**

### **6.1 Focus on Excavating Historical and Cultural Resources**

The design planning of creative products should take into account the continuous role of culture, fully realize the potential value of historical and cultural elements and focus on collecting and sorting

out relevant cultural heritage, so as to ensure the cultural advantages in designed works. For the identification of materials, attention should lay stress on extracting the essence of history and culture through details, so as to realize the comprehensive effect of creative products design and planning. In the design planning of creative products, designers must root in materials, keep their thought innovative and try their best to realize the diversified design languages through cultural elements. In other words, designers should integrate the historical resources into the design planning of creative products to highlight the historical and cultural value of the area where the industry is located, which will be conducive to the sustainable development of creative industries.

## **6.2 Mining and Arranging the Design Materials**

Designers are expected to make comprehensive use of formed design materials to give full play to the promotion of culture to creative industries. It is necessary to properly combine the analysis results and integrate the cultural essence into creative products to refine the cultural connotation and form a development pattern which can reflect the cultural characteristics for creative industries. The collection and arrangement of cultural materials should be combined with the needs of design. Cultural materials are often very abstract. Therefore, designers should consider the radiation area of specific creative products. It is feasible to realize the transformation from cultural value to industrial value in a specific way, so as to make creative products hypostatized through specific design content. The effective extraction of design elements should be combined with the effect of historical and traditional culture formed in the region where creative products are located, so as to reflect the essential characteristics of these products.

## **7. Conclusion**

In the design planning of creative products, designers should be aware of the influence of key theories, analyze their guiding role in the design and adopt directional design planning methods, with the purpose to realize the industrial value and social effect of creative products and realize sustainable development.

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