

The Innovative Research and Value Embodiment of Jingchu Culture in Cultural Creation Design*

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Abstract—The purpose of this paper is to analyze, discuss and redesign each element of Jingchu culture in cultural and creative design. By the way of changing the existing materials, crafts, patterns, colors, patterns and display media etc., this paper makes scientific research redesign, develop the dissemination means of manufacturing technology, expression technique and new innovative way in the cultural and creative design of Jingchu culture and inject new vitality to the cultural and innovative products with Jingchu culture. It is found that consumers now prefer cultural and creative products that are distinctive, show individuality and retain the connotation of Chinese culture without losing the significance of modern innovation. It is concluded that in terms of the development and innovation mode of cultural and creative products Jingchu culture should carry out design and research in combination with the development direction of diversified industries; while realizing the functional, ornamental, and extensive characters of the products, it should also pay attention to the spiritual and cultural needs of consumers, and produce cultural and creative products that are popular with the public instead of working behind closed doors and isolated from the masses. Only in this way can the development and innovation mode of cultural and creative products of Jingchu culture can reflect cultural value and its own significance.

Keywords—*Jingchu culture; cultural and creative products; value embodiment; innovative research; achievements transformation*

I. INTRODUCTION

Under the background of stable and normal development of China's economy, the Chinese government has placed the cultural and creative industry in the strategic development position. For Jingchu culture, its current development of the innovative direction, mode, application and dissemination of cultural creative industry need to be integrated by diversified

emerging forces. Through the study and analysis of the innovative ideas of Jingchu culture in cultural and creative design and the summary of the valuable experience, the strong vitality of Jingchu culture and the infinite charm of its artistic precipitation from ancient to modern times can be given into full play.

II. CURRENT DEVELOPMENT STATUS AND TREND OF CULTURAL AND CREATIVE INDUSTRIES

A. Development Status

In recent years, the development of China's cultural and creative industries is overwhelming. Cultural and creative product is a derivative product reflecting the art, culture and spirit of a certain region or a certain aspect. Some cultural and creative products also have the significance and value of collection. The designer refines the artistic and cultural elements, national spirit embodiment, aesthetic connotation characteristics and other elements of a certain region, and recompiles them after analysis to create cultural and creative products that reflect the style, spiritual outlook and cultural deposits of a certain region. Cultural and creative products are different from traditional products in that they are more integrated with cultural connotation and convey cultural temperament and cultural heritage. It can not only extend the industrial chain of product production to increase the added value, but also promote the spiritual strength and promote the prosperous development of the cultural industry.

But in terms of the design of most cultural and creative products in China, most of them are much the same and do not leave a deep impression on people. Cultural and creative products like the "Forbidden City Cultural and Creative Products" that had a hit and is still popular are in the minority. The main problems existing are as follow: they lack representative characteristics and the artistic features and allegorical expressions are inadequate; they are too ordinary for the similar forms, single structure and popularized function; they are not widely known to people because they are not released in the right platforms according

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to the rules of Internet marketing promotion; customers' purchasing will decrease for lack of the experience feeling of cultural and creative products for the single mode of sales where products are displayed in retail stores or sold in online stores.

B. Development Trend

According to public data, in the first half of 2018, China's 48,000 enterprises in cultural and related industries above national size achieved operating revenue of 4436.712 billion yuan, an increase of 6.1% from the same period of last year, with a slower growth rate. The cultural and related industries are in a good state of industrial development. Under the current new normal environment of economic development, the development of cultural industry has entered into a shift

period, starting to shift its focus from quantity increase to quality improvement. (See "Fig.1", "Fig. 2")

Director of Cultural and Creative Industry Research Institute at Renmin University of China, Jin Yuanpu once mentioned, according to its own development stages, in the first phase. the cultural industry relied more on the development of local cultural connotation and deposits; in the second stage in the big swing of the cultural system reform in China, many outstanding enterprises that were reformed from traditional company organization system had come a long way and stood out; in the third stage that focusing on creative economy, the integration of culture and art and technology, the role of innovation are given more focus, which is the direction of the cultural industry to upgrade.

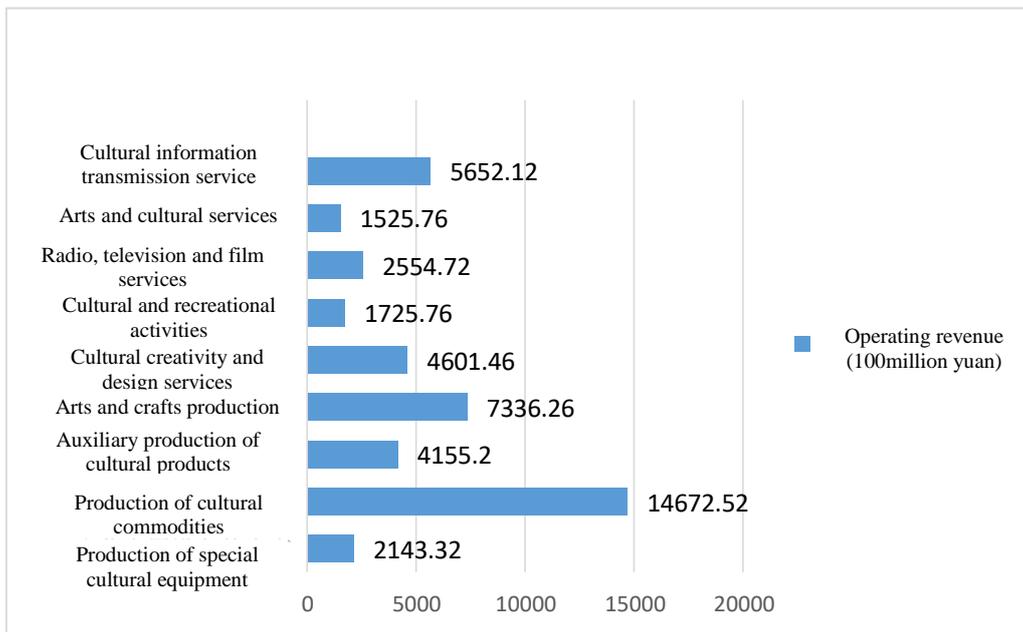


Fig. 1. Income of culture and related industries above the national scale in the first half of 2018.

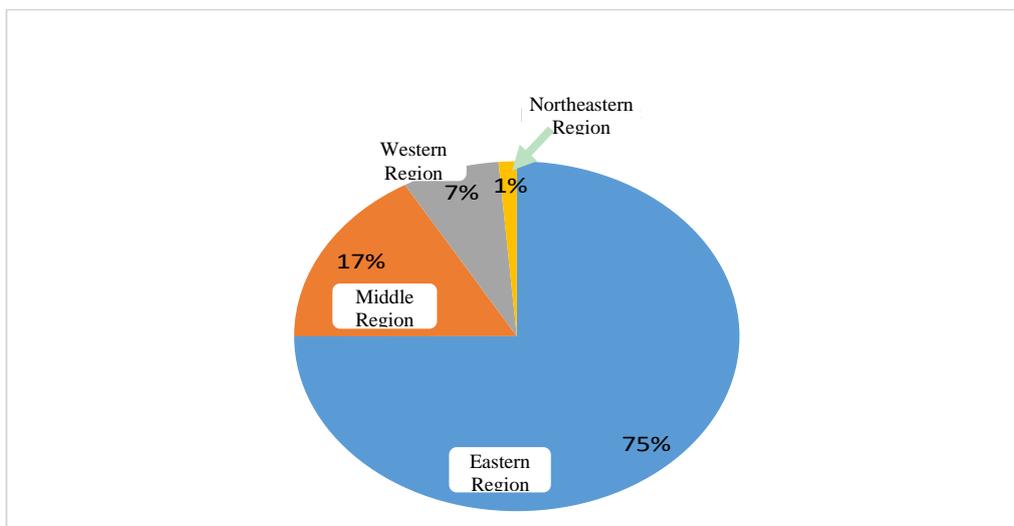


Fig. 2. Income of enterprises in various regions' culture and related industries in the first half of 2018.

III. INNOVATION RESEARCH OF JINGCHU CULTURE IN CULTURAL AND CREATIVE PRODUCTS

A. *Conception of Development of Jingchu Cultural and Creative Products*

As a very important part of Chinese traditional culture, Jingchu culture is well known at home and abroad. The cultural and creative products with the characteristics of "Jingchu culture" are loved by many people, which contain the characteristics and style of traditional folk customs of the regional culture of the land of Jingchu. Therefore it's necessary to study and develop the unique cultural and creative products in Hubei province taking the Jingchu regional culture as the starting point, and work out the products with Jingchu charm, such as tourism products, in which the historical connotation of Jingchu culture should be infused and they should be studied innovatively.

1) *The status of Jingchu cultural and creative products in China:* The 18th national congress of the communist party of China emphasizes the construction of "beautiful China". Up to now, only a few people develop and study Jingchu cultural products starting from the goal of constructing "beautiful China" and most people don't conduct systematic research, only at the conceptual level. At present, it is extremely important to develop local tourism products full of market competitiveness and meet the needs of the general public. The connotation of Jingchu culture can be deeply studied and its cultural essence should be applied to product development so that the cultural and creative products in Hubei province can step into a new stage.

2) *Development feasibility of Jingchu cultural innovation product:* In today's society, with the improvement of people's material and cultural needs, the development of regional cultural innovative products has entered a new period. The historical art in Jingchu area is full of elegance. Since ancient times, the Jingchu region has attracted numerous literati and poets with its beautiful scenery and unique cultural atmosphere. There are eight series of culture in Jingchu area: the culture of Yan Emperor Shen Nong; the culture of Chu state; the culture of Qin, Han and Three Kingdoms; the culture of Ba along the Qingjiang River; famous mountains ancient temples; the culture of Three Gorges; the culture of local areas in Wuhan; the culture of modern revolution.

Taking Hubei tourism products as an example, they have local characteristics, national characteristics,

ornamental and practical value. The developed products will bring economic benefits to local residents and promote local economic development. At the same time, it can also meet the purchase needs of tourists.

3) *Development Conception of Jingchu cultural and creative products:* The cultural and creative products can be developed taking the eight series of Jingchu culture as starting points respectively. The development of commodities with ancient styles and valuable local specialties should be given priority. And the development of products and handicrafts integrated with ancient Jingchu cultural relics should be focused on. All products should not only have a unique Jingchu flavor, but also be combined with modern art, so that the innovative tourism products can be created.

B. *Technical Difficulties in Jingchu Cultural Innovation Design*

There are certain technical difficulties in materializing the innovative ideas of Jingchu culture.

In the innovative design and development of tourism products, factors such as local history and culture, people's beliefs, style preferences, buying habits and formative habits should be considered. And a large number of data survey and data statistics are needed to accurately carry out the design and development of new tourism products with Jingchu characteristics. This requires statistical analysis of various factors in the region, since a wide range of realistic and characteristic data needs a long period of data collection and data analysis.

In combination with modern goods, the matching degree of packaging decoration and the matching degree of products should also be analyzed. For example, the mysterious and dignified patterns are not suitable to be combined with cultural and creative products with soft characteristics in the packaging design.

In the production of digital media souvenirs, the designers of Jingchu cultural innovation and development have also been put forward requirements in terms of the selection, extraction and combination of Jingchu culture with acoustics, voice frequency, H5 and other digital media quality. In order to obtain innovative and appropriate cultural and creative design, it is necessary not only to have a good command of media technology, but also to have a deep understanding of the excellent traditional culture of Jingchu. (See "Fig. 3")

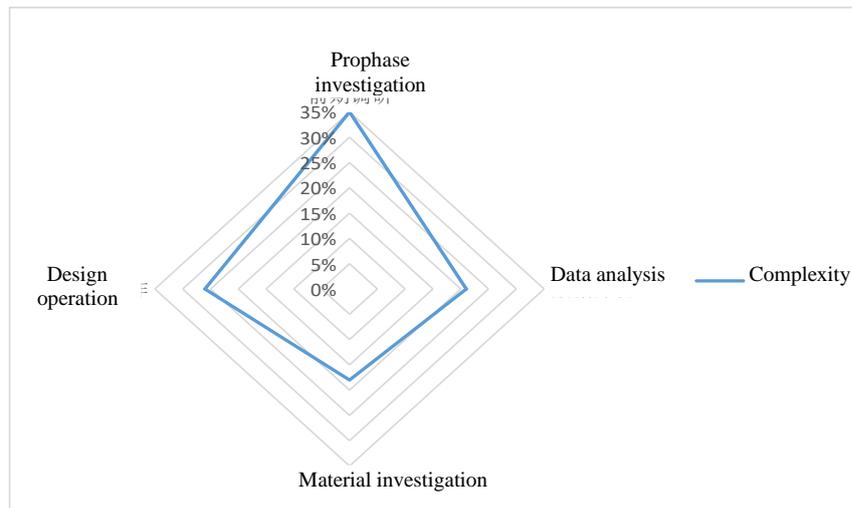


Fig. 3. Analysis of technical difficulties in Jingchu cultural innovation design.

C. *Innovating Methods for Jingchu Cultural and Creative Products*

1) *Developing special tourism products:* For example, the sunglasses, travel shoes and sun hat needed in the journey can be integrated with Jingchu pattern elements; according to the difference of tourists' purchasing ability, different prices of travel souvenirs can be developed in combination with scenic spots in Hubei province; locally grown materials can be adopted to produce arts and crafts with unique charm, which can be used for sales or exhibition to spread the Jingchu culture.

2) *Combining Jingchu culture with modern commodity packaging:* The most famous cultural relic of Chu is the bronze ware, whose shape and craft are very delicate. And there are patterns with the characteristics of the times on the vessels which can be adopted in modern packaging design. Combining the traditional picture decoration with modern civilization can endow the product with emotion and connotation and makes people resonate with it, which helps to convey the Jingchu cultural information, attract people's eyes, and increase people's purchasing will.

3) *Making cultural relics with modern techniques:* It is also feasible to inherit the utensil used in people's life in the Jingchu period. With modern materials, modern technology can be introduced, so that the products will be safe and of high quality and enable people to experience the ancient way of life.

4) *Combining Jingchu culture with modern high-end products:* With the improvement of material life, people's desire to buy gradually increased. While more and more people choose to buy luxury goods, modern high-end goods rarely integrate with traditional folk culture, leading to the situation in which demands arise with no supply of products to meet it.

5) *Developing souvenirs of digital media:* In order to let more people have a deep understanding of Jingchu culture, documentary can be used to spread the story of Jingchu. The production of a series of Jingchu story audio and video products album allows people who love Jingchu culture to collect products, so that people can have resonance with the traditional story of Jingchu. At the same time the immersive experience of the scene can enrich people's spiritual world, emotional world and cultural world.

D. *Application of Jingchu Innovative Cultural and Creative Products in the Industry*

1) *Commercial marketing:* Under the idea of developing special tourism products, the creative ideas should be realized. In the early stage, cultural and creative products with Jingchu pattern elements of limited number can be positioned as appendages of large or higher value products so that they will be inter-connected. The purpose is to enhance the influence of cultural and creative products and expand the spread of cultural and creative products. After the influence range reaches a certain degree, the marketing means of positioning them as appendages should be turned into the means of pre-sale and replacement to achieve the value transformation of the conceptions.

2) *Packaging composition:* The innovative packaging design integrated with the bronze cultural pattern in Jingchu area can be developed along with the hand-made packaging of cultural relics collection and museums. For example, "qiequ grain", "chuilin grain", "wa grain" and "chonghuan grain" etc., can be used as design elements on packaging edge; the C type copper tripod (no. 102) of the Tomb of Marquis Yi of Zeng has flat PanChi grain on the lid, whose smooth and changeable pattern can be used for packaging goods or light and light artworks embossing women's soft beauty after artistic processing.

3) *Technological innovation*: Inspirations can be got from traditional utensils in the Jingchu region and new modern materials can be used in derivative work. The upgrading of Jingchu cultural and creative products can be carried out by means of 3D printing, sugarman processing and clay image fabrication. On the one hand, it can inject fresh vitality into the existing science and technology and handicraft culture; on the other hand, it can innovate the expression form of cultural and creative products to make them not fall into the stereotypes.

4) *Food processing*: For example, the Sanxingdui Museum sells cookies and chocolates shaped like bronze masks which sell over a dozen times more expensive than cookies with normal shapes. When cultural and creative products are added with "service", and the act of eating cookies becomes a cultural aftertaste behavior, not only consumption can be improved to increase the added value of

products, but cultural and creative products can also be developed from new directions.

5) *Combination with H5 technology*: Before the opening of museum exhibition, art gallery, art hall exhibition and other cultural practices or activities, it is necessary to publicize them, so that electronic cultural and creative products can grow and develop under such opportunities. Through the currently hot H5 means, the creative resources of Jingchu culture, history, legends, folk songs and other information can be integrated; and the latest means can be used to spread the rich cultural connotation, temperament of Jingchu culture, get rid of the old and bring forth the new. This can not only promote the development of H5 technology, but also preserve the digital cultural and creative products without loss. Compared with the physical cultural and creative products, such products are more special and long-lasting. (See "Fig. 4")



Fig. 4. H5 innovative design of cultural relics in the museum collection.

IV. VALUE EMBODIMENT OF JINGCHU CULTURAL AND CREATIVE PRODUCTS

A. Interdisciplinary Research Achievement Transformation

Cultural and creative industry is developed and spread under the background of global economy and consumer society, advocating creativity and individual innovation ability, and emphasizing emerging ideas, trends of thought and economic practices supported and promoted by culture. It is an industry that relies on the wisdom, ability and imagination of designers, inherits and innovates cultural resources relying on high technology, produces products with high added value through the application and design of intellectual property, and has employment potential and creates wealth. At present, cultural industry has gradually become an important way to prosper Chinese traditional culture and meet people's growing spiritual and cultural needs under the influence of market economy. Therefore the multi-dimensional comprehensive transformation and

upgrading of cultural and creative industries from form to the type of business, from function to brand, from aggregation to divergence, from industrial policy to environmental construction etc. has been carried out, so as to improve the structure of cultural and creative industries, actively foster and encourage the healthy development of more emerging forms of business. Thus a situation of innovative, open and integrated development of cultural and creative industries can be created. (See "Fig. 5") With the rapid development of Internet technology and economy, the relationship between the market and consumers has undergone earth-shaking changes. Cultural and creative industry shows the rising trend of continuous integration and development of culture, science and technology, industrial structure and urban economy. New forms of industry and new channels of communication keep emerging. Cultural and creative industrialization and integrated development of industrial and cultural innovation have gradually become an effective way to transform and improve China's traditional cultural undertakings and industries.

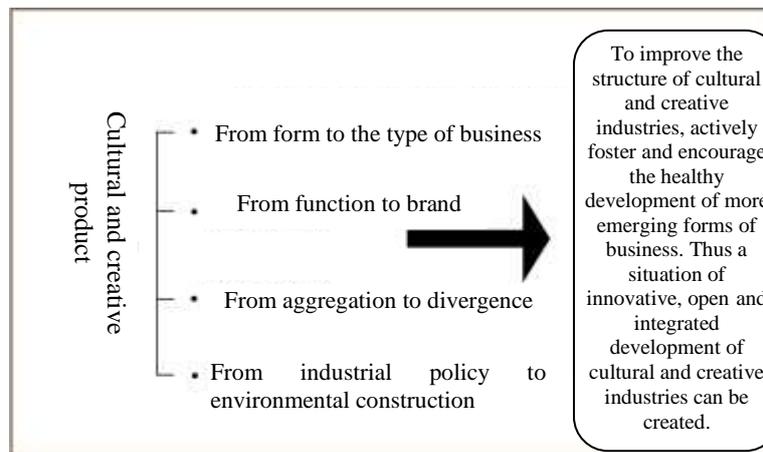


Fig. 5. Interdisciplinary research results transformation.

B. Driving Force to the Rapid Development of Related Industries

Cultural and creative industry is a highly correlated industry, and its development can effectively promote the synchronous development of other related industries. Firstly, cultural and creative industry can stimulate the development of relevant departments of material production. Secondly, cultural and creative products can increase the role of the development of other related industries. Characterized by high knowledge, strong integration and high added value, cultural creativity industry is the engine industry that promotes the innovation of industrial structure and effectively promotes the transformation of China's economic development mode. In the process of the dual transformation of Chinese industry and city, which is driven by innovation, it's necessary to study the various "crossing-the-boundary, interconnected, infiltrated and integrated" fields formed by cultural and creative industry and related industries. In the field of integration of culture, innovation and industry, it is necessary to stimulate the power of industrial transformation and industrial upgrading in two dimensions of horizontal service and vertical expansion, so as to promote China's

transformation from a big manufacturing country to a big creative country. In the field of integration of culture, innovation and tourism, cultural creativity should be used to drive the development of tourism resources, passenger flow, surrounding industries, festivals and holidays and derivative products, etc., and cultural creativity should be used to enhance the value-added rate and attraction of tourism projects and products, so as to create a big tourism country driven by cultural creativity. In the field of integration of culture, innovation and architectural design and urban planning, cultural creativity should be used to enhance residential comfort, embody the development concept of people-oriented, green environmental protection, safe and simple, inheritance and innovation, and further improve the cultural cultivation and modern design level of urban and rural planning, garden design, architectural design and decorative design. In the field of integration of culture, innovation and agriculture, it is necessary to combine the staged development needs of Chinese rural areas, improve the creative design technology of agricultural and rural design and development, and build a leisure agricultural park integrating farming experience, pastoral appreciation and education display. (See "Fig. 6")

Agriculture	To combine the staged development needs of Chinese rural areas, improve the creative design technology of agricultural and rural design and development
Urban planning	To cultural creativity should be used to enhance residential comfort, embody the development concept of people-oriented, green environmental protection, safe and simple, inheritance and innovation
Tourism	To drive the development of tourism resources, passenger flow, surrounding industries, festivals and holidays and derivative products
Industry	To stimulate the power of industrial transformation and industrial upgrading in two dimensions of horizontal service and vertical expansion

Fig. 6. Driving the rapid development of related industries.

C. The Embodiment of Strengthening Cultural Soft Power

As the important carrier for the prosperity and development of socialist culture with Chinese characteristics under the condition of market economy, the cultural and creative industry is an important way to meet the diverse, multi-faceted and multi-level spiritual and cultural needs of the people. It is also an important starting point to promote the adjustment of China's industrial structure and the transformation of economic development mode, and it has become one of the core components to embody and strengthen China's cultural soft power. By developing the cultural and creative industry, China's rich, excellent and unique cultural resources can be tapped into and a large number of cultural and creative products and services are created to enhance the value of the cultural and creative industry, strengthen the competitiveness of China's cultural trade, increase the output of commercial trade of cultural and creative goods and services, add a lot of cultural added value to the manufacturing and service industries, enhance the competitiveness of other industries, and thus strengthen China's cultural soft power. (See "Fig. 7")

Culture is the blood of the whole nation and the precious wealth accumulated by a nation in adapting to and transforming the environment. Since the 17th national congress of the communist party of China mentioned the development strategy of "improving the country's cultural soft power", China's cultural soft power has been significantly enhanced, and the development of cultural industry has become a pillar of the national economy. In the face of the new situation, new development and new requirements, the 18th national congress of the communist party of China has clearly put forward the new development requirements of "developing a new type of cultural industry and improving the scale, intensification and specialization of the cultural industry". At the same time, the central government and governments at all levels have successively launched a series of policies and plans to promote the development of the cultural industry. They are preparing suitable conditions for the development of the cultural industry in terms of the improvement and optimization of the market economic environment and the adjustment and integration of cultural resources.

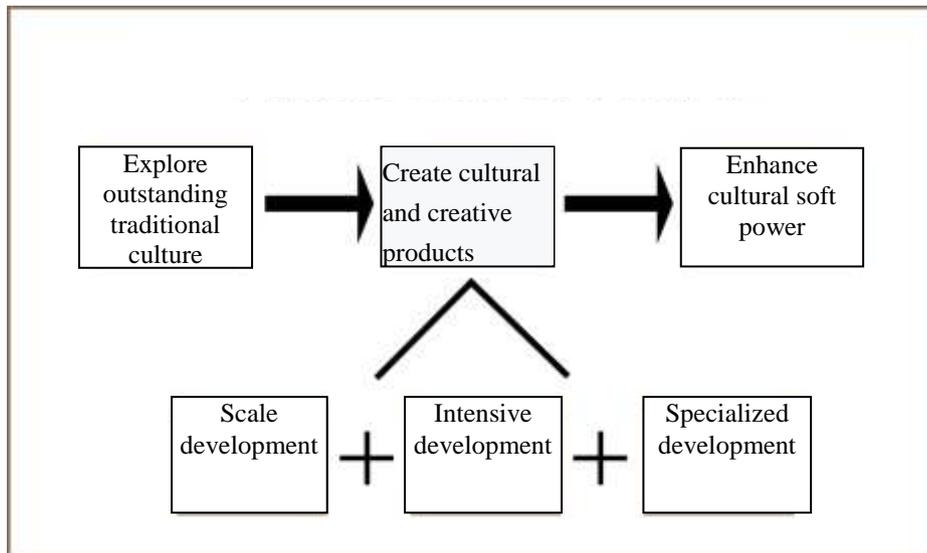


Fig. 7. Shows the embodiment of strengthening cultural soft power.

V. CONCLUSION

The development and innovation of Jingchu cultural and creative products should not only meet the ornamental, functional, cultural and extensive needs, but also meet the spiritual needs of consumers for cultural identity. Moreover, it should fully excavates the elements that can refine the connotation of Jingchu culture, and carries out the creative design and production planning of cultural and creative products in a personalized, systematic and scientific way. At the same time, it is necessary to understand the consumer psychology, investigate the market demand, and effectively promote cultural and creative products with the advancing design concept and marketing means, so as to improve the social reputation of Jingchu culture. On the other hand, in today's technology boom, it is important for designers of Jingchu cultural and creative products to enrich their knowledge of history and culture. However, in the era of rapid development of new cultural and creative products, cultural and creative products are not only limited to the conventional design of bookmarks, tapes, key chains, fans and cloth bags, but also need to focus on the development of modern science and technology, and keep pace with the times to design diversified cultural and creative products full of vitality. Importance should be attached to the conception and creation of digital cultural and creative products, and designers should take it as their duty to explore broader development space and its richer value connotation.

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