

Exploring the Artistic Design and Application of Cultural and Creative Products—Taking the Traditional Pattern Design of Chinese Zodiac as an Example

Jia Du

School of Environmental Arts, Shaanxi Vocational and Technical College, Xi'an, Shaanxi, China

Keywords: Cultural creative products; art design; application; zodiac; traditional pattern; cultural inheritance; innovation strategy

Abstract: This paper aims to explore the artistic design and application of cultural and creative products, and take the traditional pattern design of the Chinese zodiac as an example to analyze its value and influence in the cultural and creative industry. Through the artistic characteristics and cultural connotation of the traditional patterns of the Chinese zodiac, its profound historical background and unique aesthetic value are revealed. At the same time, combining with the concept and method of cultural and creative product design, this paper discusses how to skillfully integrate the traditional patterns of the Chinese zodiac into the modern product design to realize the inheritance and innovation of traditional culture. The paper first introduces the origin, evolution and artistic characteristics of the traditional pattern of the Chinese zodiac, and expounds its important position in the national culture. This paper analyzes the concept, principles and innovative strategies of cultural and creative product design, and provides theoretical support for the application of traditional zodiac patterns in cultural and creative products.

1. Introduction

With the increasingly frequent global cultural exchanges, cultural and creative products, as an important carrier to spread and display national culture, are receiving more and more attention and attention. As a country with a long history and splendid culture, China's traditional pattern design is unique, especially the traditional pattern of the Chinese zodiac, as an important part of national culture, has rich artistic value and profound cultural connotation.

1.1 Background and significance of the paper

In the context of globalization, cultural exchange and integration have become an irreversible trend. As an important medium to spreading and displaying national culture, cultural creative products are gradually becoming highlights in international exchanges. China, as an ancient country with a history of five thousand years of civilization, and its traditional cultural elements have unique advantages in the design of cultural and creative products^[1]. As one of the representatives of Chinese traditional culture, the unique pattern design of the Chinese zodiac not only reflects the wisdom and creativity of the Chinese nation, but also carries the profound cultural connotation and

national spirit. Therefore, it is of great theoretical significance and practical value to deeply explore the application of traditional Chinese zodiac patterns in the design of cultural and creative products.

1.2 Design status of cultural and creative products at home and abroad

At present, the cultural and creative industry shows a booming trend worldwide. Countries have taken cultural and creative industries as an important engine to promote economic development and cultural exchanges, and strengthened the investment and research and development of cultural and creative product design. In the international market, some creative products with unique cultural characteristics have attracted much attention and become an important carrier of international cultural exchanges^[2].

1.3 Application overview of traditional zodiac patterns in cultural and creative products

Traditional Chinese zodiac patterns can be applied in various fields in cultural and creative products^[3]. For example, Chinese zodiac patterns can be used in clothing design to create T-shirts, shirts or jackets with unique styles to attract the attention of young people; in household products, Chinese zodiac elements can be integrated into furniture, bedding or decorations to add the flavor of Chinese culture to the home; in the design of jewelry, necklaces, earrings or bracelets can be made so that people can carry the symbolism of the traditional Chinese zodiac with them. In addition, the Chinese zodiac pattern can also be applied to the creation of artwork, such as painting, sculpture or handicrafts, to show the unique charm of traditional culture. These specific applications can not only pass on the traditional culture, but also attract more people to pay attention to and love the traditional Chinese zodiac.

1.4 Research Purpose and main content

This paper aims to explore the application of the traditional Chinese zodiac pattern in the design of cultural and creative products, and to explore its innovative application methods in modern design through the in-depth exploration of its artistic characteristics and cultural connotation. The main contents of the research include the origin, evolution and artistic characteristics of the traditional patterns, principles and innovation strategies of cultural creative product design, and the specific application practice and case analysis of the traditional patterns in cultural creative products^[5].

2. The artistic characteristics and cultural connotation of the traditional pattern of the Chinese Zodiac

As a treasure of national culture, the traditional pattern of the Chinese zodiac has unique charm in its artistic characteristics and cultural connotation^[4]. In terms of artistic characteristics, the pattern lines of the twelve zodiac signs are smooth, full of composition, bright colors and rich in contrast, showing a strong visual impact. Each image of the Chinese zodiac is carefully designed, varied in different forms and lifelike, which not only reflects the ingenuity of the artist, but also highlights the deep understanding and love of the Chinese nation for animals^[6]. In terms of cultural connotation, the traditional pattern of the Chinese zodiac not only carries rich historical information, but also expresses people's good wishes and expectations.

2.1 The Origin and Evolution of the Twelve Chinese Zodiac

The Chinese zodiac, also known as zodiac, is 12 kinds of animals used in traditional Chinese culture, including rat, cow, tiger, rabbit, dragon, snake, horse, sheep, monkey, chicken, dog and pig. Its origin can be traced back to the ancient astronomical observation and animal worship. It is said that there was a relatively complete zodiac system as early as the pre-Qin period. As time goes by, the Chinese zodiac has gradually integrated into people's daily life and become an important part of folk culture. In the process of evolution, the image of the twelve Chinese zodiac is constantly enriched and improved^[7].

2.2 The modeling characteristics of the traditional Chinese zodiac pattern

The traditional patterns of the Chinese zodiac are distinct and unique, which not only reflects the essence of traditional Chinese art, but also shows the clever thinking of folk artists. In the shape, the traditional patterns of the Chinese zodiac pay attention to the vividness and vividness of the image, and by means of exaggeration and deformation, it shows the characteristics and expressions of the animal incisively and vividly. For example, the pattern of the rats usually shows the image of cute, sharp mouth and thin tail; the pattern of the cow emphasizes its strong body and industrious quality, and the pattern of the tiger highlights its power and look over the world. Each Chinese zodiac has its own unique modeling characteristics, which makes the traditional pattern of the Chinese zodiac have a rich sense of hierarchy and change visually.

2.3 The use of color in the traditional patterns of the Chinese zodiac

Color plays a crucial role in the traditional pattern of the Chinese zodiac. These patterns are usually used in bright, strongly contrasting colors to highlight their visual effects and symbolism. Red, yellow, blue and other colors are the main colors commonly used in the traditional patterns of the Chinese zodiac. They not only conform to the traditional aesthetic concepts of the Chinese nation, but also place people's good wishes and expectations. The use of red is especially widely, it symbolizes happiness, auspiciousness and enthusiasm, often used for the performance of good luck, longevity and health meaning. Yellow represents dignity, solemnity and holiness, and is often used in the patterns of royal or gods such as dragon and phoenix. Blue gives people a kind of calm, far-reaching feeling, often used in the expression of heaven and earth universe, myths and legends and other themes.

2.4 Cultural connotation and symbolic significance of the traditional patterns of the Chinese zodiac

The cultural connotation of the traditional zodiac patterns is rich and profound. They are not only the description and beautification of animal images, but also the concentrated embodiment of the traditional culture and values of the Chinese nation. Each zodiac sign carries a specific cultural connotation and symbolic meaning, reflecting people's deep understanding and perception of nature, society and life. For example, the rat, as the head of the Chinese zodiac, symbolizes wisdom, dexterity and agility; the ox represents diligence, tenacity and strength, and the tiger symbolizes courage, power and domineering.

3. Art design concepts and methods of cultural and creative products

The artistic design concept of cultural and creative products lies in the integration of traditional

culture and modern aesthetics. Through creative design techniques, the cultural elements are transformed into products with unique charm and market value. In the design process, we pay attention to excavating and refining the essence of traditional culture, and at the same time, combining the aesthetic needs of modern consumers to create art works with both cultural deposits and in line with the trend of modern aesthetics.

3.1 Concept and characteristics of cultural and creative product design

Cultural and creative product design is a product design method that integrates cultural elements with creative design to form a unique charm and cultural connotation. It is not only the design of material products, but also the integration and innovation of culture, art, science and technology and other aspects.

Cultural and creative product design emphasizes the inheritance and innovation of culture^[8]. It deeply excavates the essence of traditional culture and combines it with the modern design concept, which not only shows the thick sense of culture, but also gives the product new vitality. Creativity is the soul of design. Through unique creative ideas, ordinary products can be different, so as to attract the attention of consumers and meet their personalized needs. Cultural and creative product design pursues the unity of artistry and practicality.

3.2 Principles and requirements for the design of cultural and creative products

When designing cultural and creative products, we need to follow some basic principles and requirements to ensure the success and effectiveness of the design. Culture is the source of design. We need to deeply understand and respect the essence of traditional culture, integrate it into the design, so that the product has a profound cultural heritage. Creativity is the core of design, we need to break the convention, have the courage to try new design concepts and techniques, and create unique and attractive products. In addition, we also need to pay attention to the market needs and consumer preferences. Design does not exist in isolation, it must be closely linked to the market.

3.3 Process and method of cultural and creative product design

We can determine the design goals and positioning by understanding the market demand and consumer preferences. Then, cultural elements are excavated and refined to draw inspiration from traditional culture, and extract representative and unique cultural elements. Then, proceed to the creative conception and scheme design. Combined with cultural elements and market demand, creative ideas and preliminary scheme design. Then, the scheme is refined and perfected. The preliminary scheme is deepened and refined, including modeling design, color collocation, material selection, etc. We performed the sample fabrication and testing. Make samples and test, adjust and optimize according to the feedback, and finally complete the product design^[9].

3.4 Innovative strategy of cultural and creative product design

Through the cooperation and communication with experts in other fields, we introduce new ways of thinking and design concepts, and inject new vitality into the design. Focus on social hot spots and trends. Keep up with the pace of The Times, pay attention to social hot spots and trends, timely adjust the direction and content of the design, so that the products have more sense of The Times and market competitiveness. In addition, it is also very important to cultivate designers' innovative awareness and ability. By providing training and practical opportunities, designers' creativity and imagination will push them to explore new design areas and possibilities. At the same time, we also

need to pay attention to the transformation and promotion of design results. Turn the design results of excellent cultural and creative products into actual products, and promote and sell them through various channels to maximize the design value.

4. Application and practice of traditional Chinese zodiac patterns in the design of cultural and creative products

As a cultural treasure of the Chinese nation, traditional Chinese zodiac patterns have rich artistic connotation and cultural accumulation. In cultural and creative product design, these patterns not only provide a rich source of inspiration for designers, but also give the products unique cultural connotation and aesthetic value. The following practice will draw on the inspiration of the traditional Chinese zodiac pattern designed by the social fire horse spoon face painting, as well as the cultural creative design and application of the pattern^[10].

4.1 Design blueprint and investigation

Through the preliminary analysis, the background investigation of the elements such as Shaanxi Baoji social fire culture, twelve zodiac faces, twelve zodiac bronze statues, acidic color tone, and so on, combined with the conceptual expression of the twelve zodiac traditional patterns derived. As show in Figure 1. The traditional pattern can have certain resonance with the people who are influenced by the millennial generation, trendy culture and fashion culture; combined with the craze of cultural and creative products blooming and linkage, it can publicize the traditional culture of social fire in Baoji, Shaanxi Province, China. At present, the design element is decorative and practical, and also has a certain commercial value. Therefore, it is very promising to use Shaanxi Baoji social fire culture as a promotion to design products for the needs of Chinese niche culture.



Figure 1 Facial makeup

China's modern horse spoon face painting culture originated in Fengxiang County, Baoji, Shaanxi Province, Fengxiang social fire horse spoon face painting is the most famous, Fengxiang social fire horse spoon face painting is known as one of China's oldest art of face painting, originating from the ancient exorcism dance ritual activities painted or worn masks in the "false face" "Tu face "The development of derivatives. Horse spoon was originally used to feed the folk horse scooping and loading grain tools also known as water scoop, Shaanxi local dialect. As shown in Figure 2.



Figure 2 Face painting

12 animal head bronze statue appearance is very special. Zodiac bronze statue of the body for the stone dressed in robes, the head for the realistic style modeling casting fine, the animal head on the folds and fluff and other details, are clear and realistic. Casting the animal head of the material selected for the Qing court at the time of the refined red copper, the appearance of the deep color, within the light, after a hundred years and not rust, is a masterpiece. Zodiac bronze statue designers take into account the Chinese folk culture, the seat of the zodiac to replace the Western fountain design commonly used in human sculpture. As shown in Figure 3.



Figure 3 12 animal head bronze statue

Acid design originated from the Western "acid" culture of the 1990s, such as acid house music, techno-electronic dance music, psychedelic rock, etc. As show in Figure 4, which brought people a sense of disorientation and psychedelia. The use of color in acid design can be described as very bold and imaginative. Most of these styles are composed of bright, highly saturated gradient colors, neon colors, and dungarees. The millennial fashion trend is in tune with the acidic color palette that is currently in vogue.



Figure 4 "Acid" culture

The process of audience analysis is as follows:

1) The Chinese Zodiac is one of the important traditional Chinese cultures, and the side audience group favors all ages of the Chinese people group.

2) The design project is created based on the Shaanxi Baoji social fire zodiac face painting and the bronze statue of the twelve Chinese zodiacs, and the audience group more or less understands the social fire culture and is interested in the hometown culture of the people.

3) The acidic tones and millennial fashion trends are expressed for those who have been influenced by millennial culture, or those who resonate with saturated colors, as shown in Figure 5.



Figure 5 Millennial fashion

4.2 Design Ideas and Patterns Show

Figure 6 shows the evolution of the dragon, monkey and dog to the generated product. We take elements from traditional artifacts and design them into beautiful patterns that are ultimately applied to modern designs.



Figure 6 Evolution of the dragon, monkey and dog to the generated product.

After the background research of the project and the planning of design ideas to design the new

twelve Chinese zodiac head image pattern, and then derived from a series of cultural and creative products such as cigarette boxes, silk scarves, stamps, postcards and other cultural and creative products, As shown in Figure 7.



Figure 7(a): Postcards



Figure 7(b): Silk



Figure 7(c): Cigarette packet

5. The value and significance of traditional Chinese zodiac patterns in the design of cultural and creative products

As the cultural symbol of the Chinese nation, the traditional pattern of the Chinese zodiac contains rich historical deposits and national spirit. In the design of cultural and creative products, the use of Chinese zodiac patterns not only highlights the charm of art, but also highlights the connotation of culture, which has far-reaching significance for inheriting traditional culture, promoting the development of cultural industry and enhancing national confidence and sense of identity.

From the perspective of artistic value, the application of the traditional zodiac pattern in the design of cultural and creative products has realized the perfect combination of inheritance and innovation^[11]. After thousands of years of precipitation and inheritance, these patterns have become the artistic treasure of the Chinese nation. Through clever conception and exquisite craft, the designer integrates these patterns into the modern design, so that the works not only retain the charm of the traditional pattern, but also reflects the fashion sense of the modern design. This combination of inheritance and innovation not only enriches the artistic expression forms of cultural and creative products, but also promotes the inheritance and development of traditional art in the modern society. Cultural value is the aspect that the traditional pattern of the Chinese zodiac cannot be ignored in the design of cultural and creative products. As the cultural symbols of the Chinese nation, these patterns carry rich historical information and national spirit.

6. Conclusion

The application of Chinese zodiac traditional patterns in the design of cultural and creative products has a high value and significance. From an artistic point of view, these patterns not only enrich the design elements, but also realize the perfect integration of tradition and modernity, injecting new vitality into the modern design. From the cultural point of view, the application of the traditional zodiac pattern is the inheritance and promotion of national culture, which helps to enhance the international influence of national culture. At the same time, these patterns also bring a unique cultural connotation and aesthetic value to the cultural and creative products, and enhance the market competitiveness of the products. In addition, the economic value and the social value also cannot be ignored. The application of traditional patterns of the Chinese zodiac has promoted the development of cultural industry and brought considerable economic benefits to related industries. At the same time, through the use in daily life, these patterns enhance people's sense of identity and self-confidence in the national culture, which is of great significance to the construction of a harmonious society. The application of traditional Chinese zodiac patterns in the design of cultural and creative products has profound significance and broad prospects. We should continue to explore its value and potential, and promote the sustainable development of cultural and creative industries and the inheritance and innovation of national culture.

References

- [1] Meng X, Li H. *Intelligent Design and Application of Traditional Cultural and Creative Products Based on Digital Art Elements*[J]. *Applied Mathematics and Nonlinear Sciences*, 2024,9(1)
- [2] Zheng D. *The Embodiment of Digital Art Elements in Traditional Cultural and Creative Product Designs*[J]. *Applied Mathematics and Nonlinear Sciences*, 2024,9(1)
- [3] Cai Xiaoling, Liu Chang. *Research on the design of Hubei ceramic culture creative products based on CiteSpace* [J]. *Industrial Design*, 2023, (12): 131-135.
- [4] Lin Juan, Xu Tao, Li Min. *Research on the development of Chongqing Tourism Culture Creative Products based on Chinese traditional wine culture* [J]. *Chinese Wine*, 2023, (12): 72-73.

- [5] Lin Xiangyun. *Cultural and creative product design from the perspective of design aesthetics* [J]. *Toy World*, 2023, (06): 119-121.
- [6] Xiaoju G .*Exploring the innovative application of traditional motifs in the design of cultural and creative products*[J].*Frontiers in Art Research*, 2023,5(5):
- [7] Shang Wei. [J]. *Cultural Industry*, 2022, (33): 106-108.
- [8] Zhou Mingyong, Fu Yanan. *Research on the design of twelve zodiac cultural creative products—Take the zodiac ox as an example* [J]. *Industrial Design*, 2022, (08): 62-64.
- [9] Sun Tiantian. *Design and planning of Cultural and creative products in Guzhen, Zhejiang Province* [D]. *Huzhou Normal University*, 2022. DOI:10.27946/d.cnki.ghzsf.2022.000066.
- [10] Lin L. *On The Design of Cultural and Creative Products from the Perspective of Art Design Psychology* [J].*Psychiatria Danubina*, 2022, 34(S1):184-185.
- [11] Miao Ya. *Research on Xixia Chinese Zodiac Culture and Innovation* [D]. *Ningxia University*, 2021.