

# ***Design and Research of Project-based Teaching Serving Local Development: Construction and Inheritance of Cultural and Creative Products of "Taishan Mountain Picking Workers"***

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**Keywords:** Project-based teaching; Cultural and creative products; Historical allusions; Traditional culture

**Abstract:** The project-based teaching design serving the development of local characteristics is conducive to the teaching system and method of project-based practical teaching serving the local development in local colleges and universities. Moreover, the culture of "mountain-picking workers" in Mount Tai is an excellent historical culture with unique cultural recognition and national characteristics. In the research, based on the cultural background of Mount Tai and the courageous spirit of "mountain-picking workers", cultural and creative products are constructed and designed, and at the same time, historical culture, historical allusions and spiritual culture are inherited. Based on the metaphorical nature of relevant cultural allusions and design symbols, and based on the cultural background of Mount Tai, the cultural elements and historical allusions of "Mountain Pickers" are deeply analyzed, the design positioning and theme are defined, and the construction of cultural and creative products is realized with historical allusions as the core. In this way, the convergence point between the cultural elements of "mountain picking workers" and cultural and creative product design is clarified, the main historical allusions and characters are sorted out, and two categories of cultural and creative product design are determined. Through the exploration of historical allusions related to "Mountain Pickers", taking the basic images and legends as the starting point, and with the help of the metaphorical nature of its cultural symbols, the cultural and creative design of daily necessities and decorative articles has been realized. At the same time, China's excellent traditional culture and spirit have been effectively inherited, and the project-based teaching design and research serving local development have been realized with the integration of this project.

In recent years, design majors have developed rapidly, but the practical teaching system of design majors is still in the exploratory stage. In the exploration of this teaching reform, according to the development needs of enterprises and higher education, we strive to explore a practical teaching system suitable for related professional courses of design majors at this stage. In the exploration, according to the collection, screening and analysis of Chinese and foreign practical teaching systems, we find typical models, connect with enterprises, and verify them in the design

competition to make an objective evaluation. According to the trend of talent market demand for design majors and the regional industrial characteristics of Tai'an, Shandong Province, the core modular knowledge of characteristic majors, the unity of practical teaching theory and project-based practical teaching are constructed, so as to implement a practical teaching system combining "Industry-University-Research" in which design majors serve the development of local characteristics. The research of practical teaching system is based on serving local development, combined with local cultural characteristics, and finally a set of relatively complete project-based teaching system serving local characteristics development is formed. The culture of "mountain-picking workers" under the background of Mount Tai culture originates from the excellent and profound Chinese traditional culture and Mount Tai culture. In recent years, in the context of the rapid development of tourism economy in Mount Tai, the major national policy of comprehensively revitalizing and inheriting Chinese excellent traditional culture, and the historical mission of the Chinese nation's great rejuvenation of the Chinese dream, the mountain-picking industry in Mount Tai, which is on the verge of despair, has become a cultural symbol, giving birth to new connotations. The culture of "mountain picking workers" in Mount Tai has undergone beautiful sublimation, expansion and transcendence [2]. Rich national culture is the cultural environment on which we live, and the uniqueness of culture is also an important part of the formation of localized industrial design. The culture of "mountain picking workers" in Mount Tai is an excellent historical culture with unique cultural recognition and national characteristics [1]. China's cultural innovation products have just started, so designers need to extract cultural factors from rich national culture, reconstruct design elements, and integrate them into the appearance and function of cultural innovation products, so as to continuously promote the development of China's cultural innovation industry and finally inherit and carry forward China's traditional culture.

## 1. Excavation of cultural connotation in project-based teaching

For local colleges and universities, project-based teaching serving the development of local characteristics is the general trend, which requires us to study local traditional culture and integrate it into the design serving the development of local characteristics.

The purpose and belief of selfless dedication and determination to serve the people, the responsibility feeling of bravely picking Mount Tai and overcoming difficulties, the fine style of looking up to the top and down-to-earth, the attitude of never slackening off and indomitable struggle, and the exploration attitude of stepping out of the road and seeking up and down are the cultural connotation of "mountain picking workers" in Mount Tai [3]. Therefore, when inspected Shandong in 2018, he earnestly proposed that he should overcome difficulties with a never-slackening mental state and an indomitable attitude of struggle, bravely be a "mountain picker" of Mount Tai in the new era, inherit excellent history and culture, and strive to create a new era. A new atmosphere of the era.

Mountain picker of Mount Tai is an ancient and long-lasting industry promoted by the unique mountainous landform and unique Zen sacrifice culture of Mount Tai in Dongyue. Mount Tai mountain pickers have existed for a long time in Chinese history. When ancient emperors closed the Zen, the sacrificial items were carried up the mountain by manpower. These people are the most primitive prototype of Mount Tai mountain pickers [5]. Since the Song Dynasty, the emperor has opened up the folk sacrifice to Mount Tai. With the prosperity of the belief in Mount Tai, the work of picking mountains in Mount Tai became a specialized profession in the Song Dynasty [4]. The historical process of the evolution of the form of mountain pickers in Mount Tai: scattered mountain pickers (from pre-Qin to Tang Dynasty)-professional mountain pickers (Song Dynasty)-mountain pickers' organizations (Ming and Qing Dynasties), while there are more mountain pickers' groups in

modern times, which have attracted higher attention from the society. According to Wang Xijue of the Ming Dynasty's "Zhuli Monument of Bixia Palace in Dongyue": "The stone of Zhuodayu is considered to be of quality. It is three feet high, four feet wide, and one foot thick. It is strange... It is wrapped under the mountain S by a chariot. With huge ropes, wings made of big wood, hundreds of people pull it, ants walk up, more than fifty plates, pass through the big and small heavenly gates, dozens of steps a day, and read the moon three times before reaching the front of the palace. It's hard! [7]Relatively speaking, in ancient Chinese society, the mountain pickers in Mount Tai mainly existed as a living style, and there may be similar value orientations and leading consciousnesses within their groups, such as "hard work", "hard work" and "coordinated goals", so as to better carry out, coordinate and complete tasks. The formation of the culture and spirit of Mount Tai is inevitable. It is rooted in the nourishment of Mount Tai culture accumulated for thousands of years, and externalization in the new era has become the value orientation shared by the whole nation [6].

The culture of "mountain picking workers" in Mount Tai is a precious spiritual culture in China. In the process of product design, it is also the inheritance of China's excellent history and culture to make full use of its excellent history and culture, endow unique connotations with cultural product creativity and design cultural and creative products with Chinese characteristics.

## **2. Construction of project-based teaching and realization of product design**

Project-based teaching plays a key role in cultivating students' innovative ability, and it is highly practical. Adopting project-based teaching and introducing actual projects (or simulated projects) into the classroom can solve the corresponding relationship between market demand and talent training, promote employment rate, and cultivate talents with practical ability for local economic development. Therefore, the construction of project in teaching is particularly important.

### **2.1 Theme analysis of cultural allusions of "mountain picking workers"**

The first step of project-based teaching of cultural and creative products is to collect and analyze relevant cultural allusions. China's strong support for cultural and creative products industry has shown signs of vigorous development, which has also improved the product quality of localized design, constantly stimulated consumers' demand for cultural and creative products, and then prompted designers to think deeply about cultural and creative products and how to interpret cultural connotation through design creativity. Direct extraction of patterns or elements is more inclined to superficial aesthetic communication, but it can't convey its internal meaning, and it can't achieve the purpose of deep traditional cultural inheritance. In the design methods of cultural and creative products, cultural narrative expression based on allusions is more suitable for cultural and creative product design, and its cultural stories and cultural connotations can be conveyed to consumers in a narrative way, so as to realize the inheritance of history and culture more systematically and scientifically.

### **2.2 Analysis of the Elements of the Cultural Allusion of "Mountain Picking Workers"**

The second step of project-based teaching of cultural and creative products is to analyze the typical elements of cultural allusions. At the end of the 20th century, narrative developed from the literary field to the design industry. Cultural narration, that is, the narration of historical and cultural allusions through the design of product appearance, in the design industry, refers to the expression of design works that not only meet the basic functions, but also emphasize their connotation [1]. The expression of cultural connotation needs to dig deep into the narrative elements with cultural characteristics, so as to reconstruct the characteristic cultural elements in the design, so that

consumers can guide consumers to establish cultural perception space in the experience through cultural elements and historical allusions, thus subtly understanding the historical traditional culture [8].

Cultural allusion elements are classified according to the design characteristics of cultural and creative products. Cultural allusion elements related to the spirit of "mountain picking workers" include characteristic cultural elements and cultural intention elements. Characteristic cultural elements refer to characteristic historical and cultural events and images, and cultural intention elements are the connotations conveyed by historical allusions [9]. Among the narrative elements of Mount Tai's mountain-picking culture, the most important one is the image of the mountain-picking worker: his skin is dark all over his body, he wears a thin clothes in winter, and his arms are exposed in summer, which leaves a deep feeling on people [11]. The equipment of Taishan mountain pickers to pick goods is very simple. There are two hemp ropes on a pole. When it comes to picking goods, they tie them with the ropes to prepare, and then use the pole on their shoulders to pick up the goods and go up the mountain very attentively [10]. In the reportage "The Backbone of Walking-Chronicle of Mountain Pickers in Mount Tai" written by Xu Jinkang, there is such a description of the image of mountain pickers: "Shouldering heavy burdens, sweating on their faces, steady steps, firm goals, step by step, step by step, never discouraged, never slacking off, and going through all hardships to reach the top of the Jade Emperor." [12]

The image of mountain-picking worker is one of the most important images in cultural narrative elements. The culture of mountain-picking worker in Mount Tai is rooted in the thick soil and giant river of Mount Tai culture and Chinese traditional culture. Therefore, the extraction of cultural elements requires in-depth excavation and development of the characteristic history and culture of mountain-picking worker. According to the cultural background of Mount Tai and the historical and cultural allusions related to "mountain picking workers", this paper screens and clusters evaluation [13], extracts the image connotation of the allusions, analyzes the metaphor and cultural influence of the allusions, and extracts the main characteristic cultural elements [14], such as the image of "mountain picking workers", the legend of "Yang Erlang carrying the mountain to catch the sun", the sealing of Zen in Mount Tai, the market in the sky, eighteen pans, welcoming pine, five mountains, sunrise in Mount Tai, etc. The main characteristic cultural allusions are shown in Table 1. Moreover, the characteristic cultural elements are further condensed, and the cultural image elements, that is, the sequence of ideology, are extracted according to the three sequences of cultural symbols [15].

Table 1: Elements of cultural allusions of "mountain pickers"

<b>Cultural Allusion Elements of "Mountain Picker"</b>		
1	Characteristic cultural elements	The image of "mountain pick worker", the legend of "Yang Erlang dans the mountain to catch up with the sun", the emperor's meditation, "the street market in the sky", eighteen plates, welcoming pine, five mountains alone, Mount Tai sunrise, Mount Tai stone dare, one pole and two hemp ropes, steps, Mount Tai, Mount Tai sacrifice, 13 emperors, "climbing Mount Tai to make the world small", Mount Tai religion, Dongyue Emperor, Bixia Yuanjun, Mount Tai Moyu, "Mount Tai Red" safety belt, cliff stone carvings, Mount Tai inscription, Mount Tai daughter tea, Dai Temple
2	Elements of cultural image	"Responsibility", bravely shouldering heavy responsibilities, hard work, hard work, coordinated goals, dedication, cultural symbols, historical picture scroll, the first of the five mountains, "small mountains at a glance", stable as Mount Tai, as heavy as Mount Tai, antique, beautiful scenery, majestic, Proud, political culture, "harmony between man and nature"

### 2.3 Theme analysis based on allusions

The third step of project-based teaching of cultural and creative products is to conduct in-depth analysis of typical themes based on allusions. Relying on the cultural background and folk culture of Mount Tai, after extensive investigation and analysis, as well as in-depth excavation of the cultural narrative elements of "mountain pickers", many allusions that are in line with the design of cultural and creative products have been obtained, including historical allusions, literary allusions, idiom allusions, etc. The allusions contain rich historical culture and folk culture, and have certain stories and connotations, which can reflect the ideological sequence of positive energy and strong traditional culture, and can be effectively integrated into cultural and creative products. Enhance the design sense of cultural and creative products, reflect the localization characteristics of tourism commodities, and inherit China's excellent history and culture [17].

Through the thinking divergence and closure of the cultural allusion elements of "mountain-picking worker", several key allusions and their connotations are selected, and five cultural creative themes are preliminarily determined by fuzzy evaluation method: first, the image of mountain-picking worker who embodies the spirit of responsibility; Second, the legend of "Yang Erlang picking the mountain" who bravely shoulders heavy burdens; Third, the scene "the market in the sky" that can reflect the dedication spirit of the mountain pickers; Fourthly, the magnificent historical picture scroll "Emperor Seals Zen"; Fifth, the steep eighteen sets that can best reflect the spirit of hard work, as shown in Figure 1.

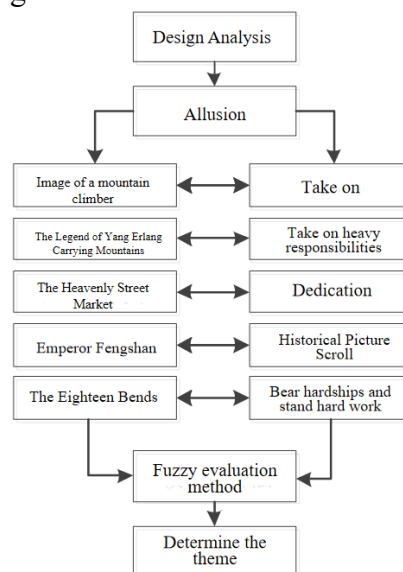


Figure 1: Thematic analysis

### 2.4 Metaphorical nature of cultural allusions

The fourth step of project-based teaching of cultural and creative products is to analyze the metaphor of cultural allusions and find a deeper meaning. In a specific cultural environment, the basic concept of cultural allusion and deep cultural metaphor are an expression that can only be understood but not expressed, with national character and rich cultural connotation [16] [18], and are the result of people's interaction in the cognitive process. At the same time, cultural and creative products with story metaphor can also bring a beautiful experience to consumers. In the design of cultural and creative products based on cultural allusions, the time, place, people, events and other information in the allusions are understood and refined, and cultural and creative products are

developed according to the metaphorical characteristics in the allusions, so that tourism commodities not only have basic functions [19], but also have certain metaphorical allusions, which virtually makes consumers know about relevant historical and cultural allusions and accept their cultural connotations.

Based on the cultural background of Mount Tai, the spirit of "mountain picking workers" has a long cultural history and related allusions. It is applied to the design of cultural creative products, and the metaphorical characteristics are used to integrate cultural allusions into modern cultural products, so as to realize the value and educational function of historical allusions in modern design.

### **3. Cultural and creative product design based on the culture of "picking mountain workers"**

The culture of "mountain-picking workers" is the crystallization of material, spirit and thought with Mount Tai as the carrier, the essence of history and culture, and has far-reaching influence. The development of cultural and creative products based on the culture of "mountain-picking workers" not only highlights the functionality and aesthetics of products, but also inherits the connotation of "mountain-picking workers" culture in Mount Tai, and greatly increases the culture and added value of tourism commodities in Mount Tai.

#### **3.1 Elements of cultural allusions**

In project-based teaching, students will continue to be guided through screening and cluster analysis. The main cultural allusions mainly include the image of the mountain-picking worker, the legend of Yang Erlang's mountain-picking, the market in the sky, the emperor's sealing of Zen, and the eighteen plates. These cultural elements are the essence of Mount Tai's "mountain-picking worker" culture, which can well reflect the spirit of mountain-picking workers' responsibility, courage, dedication and hard work. At the same time, this allusion is also a historical picture scroll [20]. Analyzing these rich historical cultures and representative events with their connotations, selecting cultural allusions by optimizing, appropriately selecting historical allusions that meet the basic functional requirements of cultural and creative products, and clarifying the theme of cultural and creative design are more conducive to the development of cultural and creative products and the inheritance of history and culture, and creating classics.

#### **3.2 Metaphor of cultural allusions**

"Mountain picker" is an image and allusion that many people are familiar with, which is the basic extension meaning of cultural symbols. By combining basic cultural symbols with related allusions for creative expression, its connotation can be conveyed, and a higher level, that is, ideology can be conveyed. These are the three sequences of cultural symbols, as shown in Figure 2. At the same time, it also embodies the metaphorical nature of cultural allusions, so as to realize cultural and creative design and inherit history and culture imperceptibly [21].

#### **3.3 Project-based teaching construction of cultural and creative products and product continuity design**

In the early stage of project-based teaching, the summary of cultural connotation has good guiding significance for design, which is very conducive to the construction of cultural and creative products.



### 3.3.1 Construction of project-based teaching of cultural and creative products

The construction of project-based teaching is conducive to ending the chaotic situation of "disorder and body-free" in design practice teaching as soon as possible, and has certain reference and guiding value for summarizing relevant practice teaching systems and experiences for project-centered practice teaching system. In the project-based teaching of cultural and creative products, regarding the design research, we should first define the target group of products, deeply understand the needs and psychological characteristics of users, apply different design methods and put forward different design strategies according to the needs of different groups, so as to effectively construct cultural and creative products and realize the continuation of history and culture. According to the analysis of the cultural elements of "mountain-picking workers", starting from the typical image of "mountain-picking workers" with dark skin and bare arms, its visual effects are mainly divided into visual images of mountain-picking workers, folklore, impression of Mount Tai and national culture, so that typical stories and related graphics, patterns, colors and textures can be extracted and applied to the appearance design of cultural and creative products. As a result, several general types are locked: ornaments, living, office and jewelry. The design concept is shown in Figure 3.

Further analyze and close the above four types of products positioned in the design concept [22], look for products that are more in line with the spirit of "mountain picking workers", consider the functionality and practicality of products, as well as the transmission of related traditional culture, daily necessities and trinkets are products often used by consumers and the demand of the public, and are mainly summarized into two types: household goods and decorative goods. The main products of household products include pen holders, bookends, bookmarks, fans, hourglasses, tea sets, table lamps, chandeliers, night lights, etc. The main products of decorative products include earrings, rings, necklaces, ornaments, pendants, etc. The product types are rich and cover a wide range, which can attract more consumers of different ages, especially in the tourist attraction of Mount Tai. Cultural and creative products with local cultural characteristics [23] are also necessities of life, and they are the types of tourism commodities urgently needed in scenic spots. The main design types are shown in Figure 4.

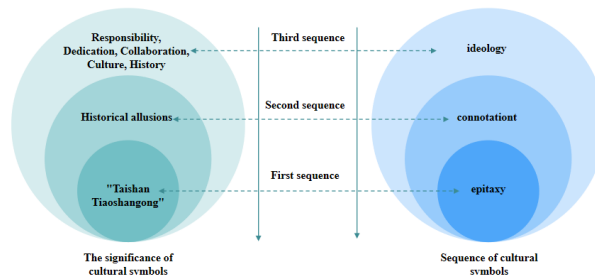


Figure 2: Three sequences of cultural symbols

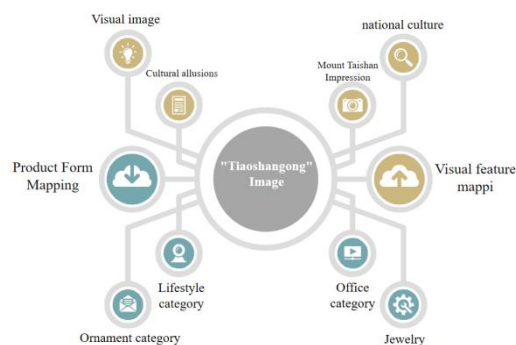


Figure 3: Design Concept

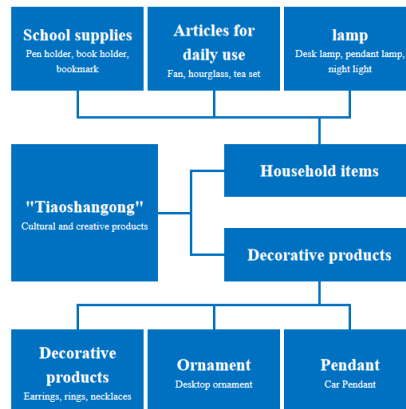


Figure 4: Design Types

#### (1) Cultural and creative design of household goods

After a long period of research and exploration by students, many excellent design works have stood out in the computer-aided design stage of the project, among which there are many typical works in the cultural design of household goods, such as the cultural and creative design based on "Yang Erlang".

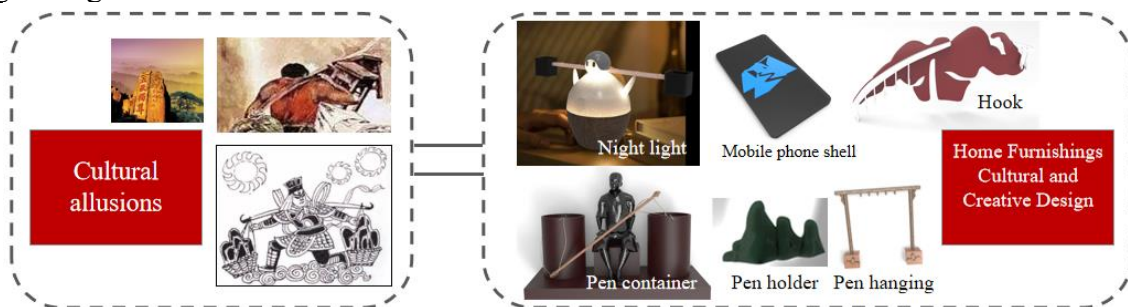


Figure 5: Cultural and Creative Design of Daily Necessities (Student Works)

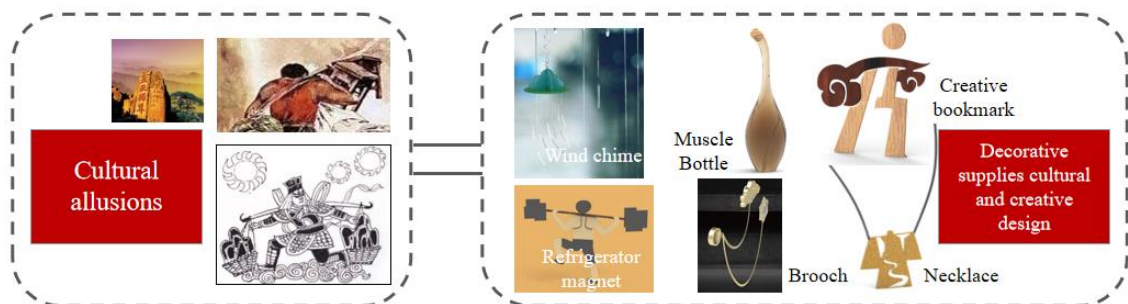


Figure 6: Decorative Supplies Cultural and Creative Design (Student Works)

"Yang Erlang carries the mountain to catch the sun" was recorded in the Song Dynasty as disturbing the mountain and taking advantage of the sun, also known as carrying the mountain to catch the sun or carrying the mountain to catch the sun. Because the hero of this myth is Erlang God, it is referred to as Erlang Danshan for short. Carrying the mountain to catch the sun is a folk myth and legend with wide spread and influence in China. It is a myth and legend that explains the origin and origin of the sun, moon, mountains, rivers and plants. The legend of carrying the mountain to catch the sun has a key plot, which is mainly to use mountains to suppress the excess hot sun one by one so that it can't come back. This is Erlang Shen's successful method. The mountain is used to press the sun, and the mountain used to press the sun is carried by Erlang Shen



with a pole. The folk legend of carrying the mountain to catch the sun is widely spread in China, and many provinces and cities have similar fairy tales. Moreover, in the legend, Erlang Shen changed the topography and landform of the place where he passed because of carrying the mountain, forming mountains, hills, rivers or hot springs, and even various rare geological landscapes [24].

"Yang Erlang carries the mountain to catch the sun" is a folk legend about the mountain picking worker, which gives a certain mythical color and sense of historical mission. The main carrier of mountain-picking culture is the group of mountain-picking workers. Mount Tai culture is an important part of Chinese culture, which has a strong incentive effect on building a modern and powerful country.

In the cultural and creative design of household goods, the image of the mountain picking worker and the cultural allusions of Yang Erlang's mountain picking are condensed, and the characteristic character form of the mountain picking worker with "dark skin and light back" is extracted, which is applied to the design of household goods such as pen holders, fans and desk lamps, which realizes the use function of products and can effectively spread the spiritual culture of the "mountain picking worker", as shown in Figure 5. For example, the cultural and creative design of the night light, a necessary daily necessities for modern families, is based on the character image of the mountain picking worker, and it is designed and expressed in a simplified, exaggerated and lovely way. Its simple, humorous and lovely morphological features fully meet the functional needs and aesthetic characteristics of modern consumers, and better realize the effective integration of the spirit of the mountain picking worker and household goods.

#### (2) Cultural and creative design of decorative supplies

Regarding the cultural and biographical design of decorative articles, the students also presented many typical works, such as product design based on the figures of mountain pickers and the cultural elements of Mount Tai.

Students also make use of cultural allusions and the surrounding culture of Mount Tai, and use regional characteristic materials, ornamentations and traditional skills to give cultural concepts and the spirit of mountain pickers to the design of decorative articles. For example, today's researchers explore the visualization model of typical cultural relics products. By visualizing consumers' aesthetic consciousness, they use cluster analysis, comparative analysis and optimization methods to extract the key factors of decorative articles, construct the analysis model of product design by using commonness, and visualize the three-dimensional design elements, graphical text products, visualization of cultural characteristics and metaphorical vocabulary. In the design research of "Mountain Picking" cultural and creative products, consumer experience and demand are mapped by features, elements are visually extracted, and relevant basic visual elements such as texture, shape and color are obtained and reconstructed in cultural and creative products [25].

According to the needs and characteristics of decorative articles design, cultural allusions are extracted and condensed. The main design elements are the figures (outline, muscles) of the mountain pickers and the cultural elements of Mount Tai (Mount Tai, auspicious clouds and eighteen plates), which are extracted, abstracted, simplified and reconstructed, and the design elements are reconstructed and redesigned according to the needs of decorative articles such as home furnishings, pendants and jewelry, so that the decorative products have a deeper symbolic meaning, and it is also the dissemination and inheritance of the spirit of the mountain pickers and Mount Tai culture, as shown in Figure 6.

### 3.3.2 Continuity design

In project-based teaching, the continuity of culture is also a key part to be considered. According to the extraction and reconstruction of traditional cultural elements, it can be seen from Figure 7

that twelve metaphorical words that express their connotations are selected from related cultural allusions, and clustered according to the constructed similarity matrix diagram. The words that can better reflect ideological meaning mainly include culture, metaphor, harmony, locality and inheritance. Cultural allusions are grafted into product design, these words are conveyed through product appearance, traditional culture is metaphorically endowed with products, and cultural and spiritual continuation is realized through various products.

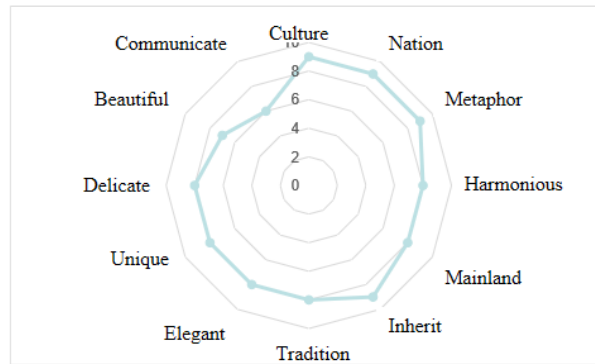


Figure 7: Communication of metaphorical vocabulary

#### 4. Summary

Originating from the excellent and profound Chinese traditional culture and the spirit of "picking mountain workers" in Mount Tai culture, it has unique cultural recognition. It extracts its cultural factors, reconstructs cultural elements and integrates them into cultural and creative products, so as to continuously promote the development of China's cultural innovation industry. China is a country with a vast territory and a long history, and it has rich spiritual culture that we need to inherit. In product design, through the excavation of history and culture, we can find common ground with cultural and creative products, and integrate cultural allusions into product design to provide more specific guidance for product design. At the same time, by using the metaphorical nature of the third sequence of cultural allusions, this cultural feature can be transmitted to more people more intuitively, so that the spiritual culture in history can be continued and carried forward in product design.

In recent years' teaching, the method and reform direction of project-based teaching have been gradually explored, and two projects have been introduced into the classroom respectively. In the exploration again and again, certain achievements have been made. In the classroom, 16 hours of teaching have been carried out around the introduced projects, and students have been organized to conduct research, analysis, design and display in the classroom, which has improved students' enthusiasm and learning quality.

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