

Some thoughts on the influence of regional culture on modern cultural creative and design education

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Abstract: The level of development and civilization of a region is marked by its degree of cultural development, but with the development of science and economy, regional cultural elements continue to drain. With the vigorous development of cultural and creative industries, cultural and creative products have attracted more and more attention. Chinese folk traditional culture has many cultural forms, rich resources, and distinctive regional characteristics. From form to content, from two-dimensional to three-dimensional and even multi-dimensional, it shows the personality and aesthetics of Chinese regional culture. Analyze, summarize and condense each unique regional cultural element, so that it can be transformed into an element that can coexist with cultural and creative products. In this way, we can realize the integration of tradition and modernity, culture and design, endow products with more forms and updated cultural vitality, promote the upgrading and innovation of cultural and creative products, comprehensively promote Chinese culture, let the world know China, and let China go to the world.

1. Introduction

With the development of social economy, cultural and creative industries are rising rapidly around the world and across the country [1]. More and more people realize that the prosperity and development of cultural and creative industries are crucial to the transformation and upgrading of a city's industrial structure, as well as the attraction and agglomeration of high-end talents, Enhance the comprehensive competitiveness of the city It has a positive role in promoting [2]. On the vast land of our country, after years of precipitation, many cultural types have been formed, which together constitute the unique cultural complex of our country [3]. The perspective of globalization provides more possibilities for changes in different fields [4]. With the common progress of spirit and material, culture and science and technology, the multiple symbiosis and mutual collision of different cultures have promoted the development of society and the times to a certain extent. Although a large number of regional cultural brands have emerged in China, most of them are superficial and lack in-depth research on local culture [5]. Naturally, there is no strong representation and competitiveness, and the corresponding cultural products that can be developed have no foundation. Local culture mining is the primary task to improve the level of regional competition, so the demonstration of regional personality needs to be based on the correct understanding and accurate positioning of the region and local resources [6]. In order to effectively improve the regional price, we need to reasonably shape the brand of cultural and creative products under the role of permeability, diversity, marketability and other characteristics [7].

2. Concept and characteristics of regional culture

Regional culture refers to the regional culture with spiritual and material characteristics. It is the development form and social lifestyle of a region in different periods, as well as the unique material and cultural heritage [8]. "Harmony but difference" is a true generalization of the cultural characteristics of the Chinese land. Regional culture is the basis and window for the development of regional economy. At the same time, it is also the soul of regional development and expansion. It is an important embodiment of urban soft power [9]. It not only provides spiritual strength for regional economic development, but also produces greater benefits in the process of combining with

economy. From the characteristics of regional culture, it mainly includes the following aspects: first, regional culture has certain historical characteristics, because regional culture is not produced overnight, but gradually accumulated after a long historical development and precipitation [10]. Secondly, compared with other cultural types, regional culture has strong uniqueness in aesthetic signs, and the regional culture of different regions is also very different; Third, regional culture has strong characteristics of life, because regional culture is gradually accumulated in the process of people's life, so it is not far from people's life, comes from life, and deeply affects people's life. At present, regional culture is an important part of promoting regional economic and social development, which can drive the development of local economy and is irreplaceable. Therefore, rich regional culture has become an essential factor in the development of regional economy.

3. Application of regional cultural elements in the design of cultural and creative products

Li Keran believes that "artistic conception is the soul of art, which gathers the essence of objective things, and then through the artistic processing of human thoughts and feelings, it reaches the artistic realm of expressing emotions by scenery and blending feelings. Therefore, when designing, we should deconstruct the elements of regional characteristics, and extract, transform, sublimate and abstract the most prominent design" exciting point "in regional characteristics, so as to convey the regional charm in form. Then, good design must express its connotation with the help of certain products, and good connotation must also contain certain emotions. Emotional design enables users to resonate and Reflection, guided by consumer needs, tells stories through design, so that it not only has practical functions, but also contains rich cultural connotation. Finally, in the process of breaking up, integrating and reshaping the regional culture, integrate the regional elements, redesign to form regional characteristics and shape the regional brand image. On this basis, brand serialization is an effective strategy to further enhance the recognition of regional culture. In the design process, the same element can be used in different design forms, and the same shape can also be used for stylized design. It can even be extended to the relationship between people and design, expand the scope of design, and form a series of products. For the design of cultural and creative products, first of all, culture is the basis and soul of cultural and creative design; Secondly, the products of design will eventually go to the market, and only when the products have use value can they be recognized by consumers. At the same time, on the premise of meeting its basic functions, cultural and creative design should also have the continuous value of attracting consumers. Artistry plays an important role in attracting consumers' attention and prompting consumers to have an impulse to buy.

3.1. The value of integrating regional culture into the design of cultural and creative products

Regional culture is gradually condensed in the long development process of a region. The differences of regional culture in different regions are manifested in all aspects, such as different regions are different in architectural style, specialties, clothing characteristics and customs. These are the specific manifestations of different regional cultures in different regions. The value of integrating regional culture into the design of cultural and creative products is embodied in the following aspects. First, cognitive value. Different regions have their own unique regional culture. Regional culture can be said to be a symbolic symbol of the region. Some typical regional cultures have been well known by the public. With the strengthening of this cognition, it plays a constructive role in understanding Chinese culture. Second, emotional value. Regional culture is gradually accumulated through a long process of development. People have special feelings for regional culture. Integrating the elements of regional culture into the design of cultural and creative products will also give cultural and creative products this emotional value. Whether it is to let consumers place their emotions or help consumers convey their emotions, it has high value. This emotional value plays a great role in improving the confidence of local culture. At the same time, it can also stimulate the development of local economy. Third, aesthetic value. Integrating regional cultural elements into the design of cultural and creative products can, on the one hand, endow cultural and creative products with artistic beauty in appearance, on the other hand, improve the internal beauty

of cultural and creative products, so as to bring consumers a better aesthetic experience. While enriching the connotation of world aesthetics, we should expand the connotation of regional culture.

3.2. Innovative design strategy of cultural and creative products based on Regional Culture

In the traditional cultural and creative product design, especially the cultural and creative product design based on regional culture, it is more inclined to design products with memorial significance, such as memorial pendants, handicrafts and so on. Strengthening the design of life oriented cultural and creative products has become the main direction of development in the field of cultural and creative products. First, Designers of cultural and creative products should pay attention to the in-depth excavation of the lifestyle of residents in the regional culture. Combined with people's living needs at the present stage, they should extract living materials that people can accept and understand easily from the regional culture, and integrate them into the design of cultural and creative products, so that people can feel the lifestyle and living conditions of local people through living cultural and creative products, which can not only meet people's living needs, Emotional and cultural exchanges can also be carried out through cultural and creative products. Secondly, only through the development of branding can businesses lay a foundation in the field of design and lay the foundation for future development. Cultural and creative brand design based on regional culture also has great advantages in brand building, because regional culture itself has strong uniqueness. Among many cultural elements of regional culture, although they are different, they also have a certain relevance. Cultural and creative product designers can shape brands by deeply understanding and analyzing regional culture, combining the characteristics of products and taking advantage of regional advantages. Finally, the design of cultural and creative products is mainly to meet the needs of consumers. However, in the design of cultural and creative products at this stage, many design methods are too abstract. In addition, some regional cultural elements are not understood by all people, which makes it more difficult for consumers to understand the connotation of cultural and creative product design.

4. Dissemination of cultural and creative products and regional culture

Communication is human nature and one of the basic activities of human social survival. Famous scholar Marshall McLuhan proposed that communication is in the first place in human cultural structure and human intelligence. The research content of cultural creative products includes cultural content and product production factors, among which, culture. The production, consumption and development of commodities as well as the brand, marketing and circulation of commodities are all inseparable from communication. We can learn from the above that regional culture is a cultural phenomenon produced by the local development history for many years. If you want to have a comprehensive understanding of local regional culture, you should first consult its historical background and regional culture. But in today's fast-food era, most people don't have enough time to understand the local regional culture. Without enough understanding, they can't attract enough traffic for the local area and drive the local economic development. At this time, network communication, video publicity, cultural and creative products, poster publicity and other methods are the ways to spread local culture.

The ideology of traditional culture is abstract, and its content is composed of values and national spirit. Cultural and creative products can transform the Abstract traditional cultural ideology into specific objects, and involve cultural and creative products in place, which can reflect the traditional culture with creativity and Chinese characteristics, which can be used for reference by modern people for worldwide dissemination. As an important part of Chinese colorful culture, regional culture has a very important impact on the supplementary development of Chinese culture and the regional cultural transmission and economic development. Creative design based on regional culture is not only the need for the rich development of the creative industry itself, but also an important means to enhance the transmission of regional culture and enhance regional economic competitiveness. Culture needs the help of communication to realize its value and expand its content to a certain extent. Communication itself is also a special form of culture. Only by

combining the two, can culture become meaningful content and communication become a beneficial carrier rich in cultural content. With the rise of cultural waves across the country, building cultural confidence and cultural innovation promotes the rise of cultural creative design. Introducing regional culture into the design of cultural and creative products and providing them with more diverse and substantial content can not only enhance the dissemination of regional culture, thus promoting the development of regional economy in a certain sense, but also expand the content and form of Chinese culture. Let people know more about Chinese culture. Cultural creative products are cultural products that can produce certain economic value on the basis of culture, through the integration of creative ideas and the transformation of innovative forms.

The exhibition form of products can make both material entities and spiritual creative concepts exist in the form of some ideology. In the process of cultural communication, the demand for innovative form design under the new era conditions makes communicators dig deep into culture through various forms, so that the content of communication is no longer limited to the extraction of instrumental elements, but should pay more attention to experience, interaction and emotional factors, through different forms of cultural creative products (tangible or ideological), combined with the characteristics of the times and technical means, According to the market demand and consumer psychology, carry out directional design. In the digital background, integrate the market feedback of cultural and creative products through big data, and connect the two sides in the process of cultural communication, so as to achieve the effective communication of culture. Analyze the design elements of regional cultural resources and cultural creative products from the new perspective of communication, and analyze and study the communication elements and modes of cultural and creative products.

Finally, build the design model and method of creative products based on regional culture with the advantage of interdisciplinary integration, in order to provide designers with innovative design ideas and research perspectives, and make the current design of cultural and creative products get rid of the stereotype of homogeneity, symbolization, blindness and so on. Provide design support for regional cultural and creative products. Then on this basis, we will improve the quality of cultural and creative products, and strive to make cultural and creative products jump out of the problems of poor quality, out of demand, uniformity and so on existing in the cultural market at the stage of emergence, so as to improve the economic value of products. Finally, it actively responds to the national strategic decision to strengthen the creation and production of cultural products, and hopes that based on the methods and strategies studied in this paper, it will serve the design practice and design production based on specific regional cultural resources, the design and development of cultural creative products, and the inheritance and dissemination of regional culture.

5. Conclusion

In the vast land of China, the regional culture of different regions has its unique characteristics. Regional traditional culture has its own characteristics and advantages. Only by deeply mining the resources and connotation of regional culture can the developed cultural and creative products be accepted by the public. Due to the progress of the times and social changes, some regional cultures have been lost in the deep memory of people. In recent years, the state has begun to focus on the protection of cultural resources and promote the development of regional culture led by regional economic, social and cultural development. Through the research on the current form of regional cultural communication and the current situation of cultural and creative product design, this paper not only plays a certain theoretical foundation support for the design of regional cultural communication, but also provides a reference for the cultural and creative design of subsequent regional culture, carries out cultural and creative design in combination with the background of the times, enriches the innovative forms of cultural and creative design, and plays a strong role in the communication of regional culture at the same time. It has become an inevitable development trend to integrate and refine regional cultural resources, explore them in combination with the requirements of the times and development trends, and create local cultural and creative product brands with the cultural characteristics of different regions. At the same time, it is also an important

prerequisite for the development of cultural products. In the design process of regional cultural and creative products, designers should not blindly use regional cultural elements, let alone copy and copy them. They should analyze, summarize and refine the regional cultural elements, and convert them into design elements, which can be effectively combined with the products involved. Only in this way can cultural and creative products be endowed with new vitality and be based on the market with strong cultural strength and go to the world.

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