

Research on Application of Traditional Elements in Cultural Creative Product Design Based on Allusion Culture

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Abstract: The market for cultural and creative products has been greatly developed in recent years. All kinds of cultural and creative products have diversified styles of expression. Chinese traditional culture has a long history. In the design and application of traditional elements, it has rich and diverse artistic forms and contents, and has extremely national characteristics and temperament. Rich cultural heritage has brought opportunities for the development of China's cultural products. Creative product design using traditional culture can realize product innovation. The combination of traditional elements and cultural creative product design can not only enhance the design highlights, make the design more unique, but also expand the influence of allusion culture. From the perspective of allusion culture, this paper explores the cultural characteristics and aesthetic value of allusion culture, extracts the cultural connotation and characteristics of Chinese Allusion culture, discusses the importance of developing cultural and creative products, and summarizes the application methods of traditional elements in the design of cultural and creative products.

1. Introduction

With the global economic integration and the great development of knowledge economy, international trade competition is gradually changing from pure technology and price competition to soft power competition such as society and culture. Chinese traditional culture has a long history. In the design and application of traditional elements, it has rich and diverse artistic forms and contents, and has extremely national characteristics and temperament [1]. Modern cultural and creative product design refers to the relevant design of cultural and creative products. Cultural and creative product design can create new cultural content by organically integrating these cultures on the basis of absorbing and learning from various cultures. Rich cultural heritage has brought opportunities for the development of cultural products in our country. Creative product design using traditional culture can realize product innovation [3]. The design and application of Chinese traditional elements have a long history and brilliant achievements. Both in form and in content, they present a variety of artistic styles with distinctive Chinese characteristics and national temperament [4]. Chinese traditional cultural elements have been cleverly integrated in many product designs, and are favored by the design community and consumers. Therefore, the application of traditional elements in cultural and creative products is logical and significant, which has made due contributions to the inheritance and development of traditional culture in China.

Chinese traditional culture should be applied to product design skillfully and reasonably, and become the topic of the business and design circles. The combination of traditional elements and cultural creative product design can not only enhance the design highlights and make the design more unique, but also expand the influence of allusion culture and promote the inheritance and continuation of allusion culture [5]. Cultural and creative products are the combination of culture and creativity. They are products with physical form derived from cultural symbols, which to a large extent reflect the image of the culture expressed [6]. Many cultural and creative products with regional features and cultural elements, to a large extent, also play a role in the dissemination and output of local culture [7]. How to carry forward the excellent cultural heritage, organically integrate the traditional Chinese cultural connotation into the design concept of modern cultural and creative

products, and make the cultural and creative products have strong national cultural characteristics and modern style, is a common concern of art and design workers [8]. From the perspective of allusion culture, this paper explores the cultural characteristics and aesthetic value of allusion culture, extracts the cultural connotation and characteristics of Chinese Allusion culture, discusses the importance of developing cultural and creative products, and summarizes the application methods of traditional elements in the design of cultural and creative products.

2. Related Concepts of Cultural Creative Products and Chinese Traditional Elements

Each country has its own unique history and culture. Cultural and creative products with national characteristics can promote the development of innovative industries and enhance market competitiveness. Compared with other single-function products, cultural and creative products are more prominent in value, mainly because of their richer cultural connotation. The modeling concept of Chinese traditional elements has its own unique way of observation and thinking, which is a modeling system completely different from the west. With the beginning of the industrial revolution, people's way of life has gradually changed, from the original handicraft to the industrial mass production, which has led to the traditional handicraft and our life gradually away. Cultural and creative products belong to spiritual products, and their cultural connotation determines their value, while the birth of most cultural and creative products will be based on a certain carrier [9]. Good vision can be transformed into good products, and typical symbols bring typical recognition. The current cultural and creative product design is too formal, and the content is not rich enough. Designers only pay attention to cultural heritage when they complete the design. They do not highlight the product's functions. Many excellent ideas are copied, and the legitimate rights and interests of designers are not protected.

From the perspective of design methods, the modular design method is used for overall planning of the manufacturing process of cultural and creative products. This is a method to improve the design work efficiency by using a program framework.

The development of cultural industry clusters is the result of the joint action of environmental factors, demand conditions, production factors and supporting industries. The construction of industrial parks and high-tech zones not only increases the output per unit area, but also promotes the harmonious development of ethnic minority areas. Figure 1 shows the development model of urban agglomeration.

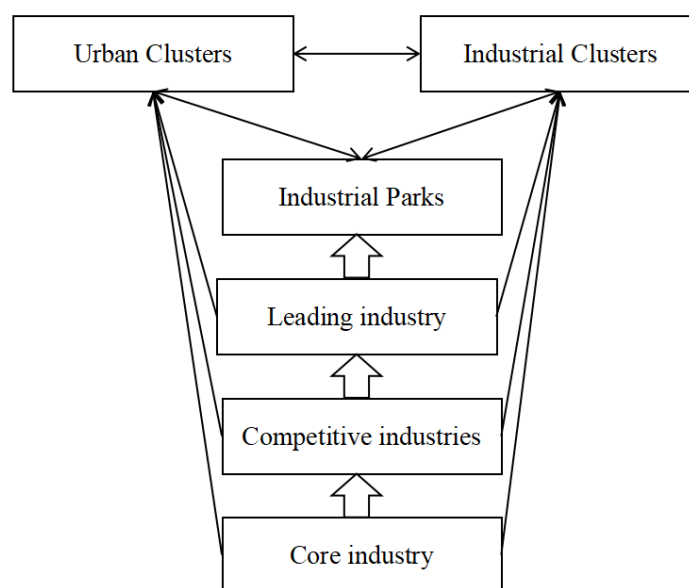


Figure 1 Urban agglomeration development model

When adding the cultural elements of allusions to the design of cultural creative products, the products can be given corresponding meanings according to the needs of product functions. Cultural

and creative product design must have eye-catching external appearance in order to attract consumers' attention and bring beauty enjoyment. For most products, the design concept is based on popular needs, so the aesthetics embodied by the products are not the subjective aesthetics of the designer himself, but the universal aesthetics [10]. When using visual elements with unique regional characteristics, the core is the display of allusion culture. All cultural creative product designs must position their own cultural tastes and unearth their deep cultural connotations and backgrounds [11]. Each element of Chinese Allusion culture has its own unique significance. From the regional clothing, architectural style, utensils and other aspects, we can directly find out the elements used. By using these elements, cultural creative products can more directly convey the national style and enhance the cultural value of products. The creation of cultural and creative products attaches great importance to the inheritance of excellent traditional culture and the original design of works. Therefore, we should be good at using folk culture, pay attention to product positioning, and consider the internal relationship between people's living habits and product functions.

3. Application of Traditional Elements in Design of Cultural and Creative Products

3.1 Realize the Innovation of Product Design

Although cultural and creative products are the combination of culture and creativity, culture is still in the core position. Only when cultural creative products are designed in place, can they embody the traditional culture with creativity and Chinese characteristics, which can be used for reference by modern people. Designers need to constantly strengthen their own cultural connotation, in-depth excavation and understanding of the culture based on the region, and then through different design techniques, to express these cultural information in the products, through the interpretation of cultural cognition to enhance the connotation of cultural creative products. With the development of cultural industry, it has gradually become a new driving force for China's economic development. The prosperity and development of cultural industry not only promotes the rapid transformation of China's economic development mode, but also further optimizes China's industrial structure while meeting people's growing cultural needs. Allusion culture mostly has a long historical and cultural background, and the application of regional elements is often inseparable from cultural experience [12]. When designing creative cultural products, the method of implanting symbolic elements is fast, intuitive and effective, but it is not the only method. After all, elements and products change. When we integrate traditional cultural elements into the design of cultural and creative products, we can give products more cultural meaning and connotation according to different use functions or use scenes of the products themselves.

3.2 Simplify Presentation

Cultural and creative products need to follow the basic aesthetic principles in design, pay attention to novelty and conciseness, and do not need too much decoration to highlight aesthetic feeling. In the process of excavating the original culture, one cannot deviate from the cultural background or ignore the regional characteristics of culture. Cultural creative products take culture as the foundation and creativity as the rule, which brings together designers' professional knowledge of design and their understanding and understanding of culture [13]. The ideology of traditional culture is abstract, and its content consists of values and national spirit. Such traditional culture can be reflected through people's behavior and lifestyle. Different kinds and categories of cultural and creative products form a unified visual image through unified symbol elements, unified styles or unified carriers, which are interrelated and independent of each other [14]. When using traditional elements, it is necessary to innovate on the basis of inheritance, retain its important cultural attributes and classic artistic images, and combine modern expression techniques and innovative thinking to carry out scientific and reasonable integration and extension. When designing cultural and creative products, designers will add the information they want to convey to the product, so that users can understand the information the designer wants to convey through the product [15]. Each region has its own unique traditional culture, so designers should fully explore and understand the culture of

this region, discover its uniqueness through continuous observation of this region, and look for new directions that can be broken through.

4. Summary

With the rapid development of China's economy and culture, it has become an important strategic issue in the development of Chinese culture to focus on Chinese allusions and cultural elements and enhance the competitiveness of innovative design of Chinese traditional tourism culture and creative product brands. Excellent cultural and creative products are not only a commodity, but also a kind of feeling, so that people can know the tradition of this region as soon as they see this design. The greatest significance of designing cultural and creative products lies in allowing excellent traditional cultural connotation to be incorporated into cultural and creative products used in daily life, so that each user can interpret the connotation of Chinese traditional culture in a more relaxed and interesting way when using the products. When we apply traditional Chinese elements in the design of cultural and creative products, we should not only pursue artistic beauty in terms of external modeling, but also reflect the spiritual connotation through the design of cultural and creative products. Traditional cultural elements still have great value today. The design of contemporary cultural creative products can make both sides get better development by drawing lessons from traditional culture. Therefore, the combination of cultural creative product design and traditional elements is imperative, and the road still needs us to explore. Cultural creative product design deeply imprints traditional culture in the product, improves the connotation value of the product, and realizes the inheritance and development of culture.

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