

## Research on Product Design Innovation from the Perspective of Cultural and Creative Industries

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**Abstract:** Innovation is the driving force for the progress of a country and a nation. The rapid development of society benefits from people's constant exploration of new things. Culture is the crystallization of the development of human society, while cultural products are one of the concrete manifestations of this crystallization, which has rich cultural connotation and practical value. With the rapid development of modern society and the increasing demand for cultural and creative products, cultural and creative industries have also been greatly developed. Sustainable development of cultural and creative industries also puts forward the urgent need for unique creative products. The development of science and technology also provides technical guarantee for the innovation of creative product design.

### 1. Introduction

With the development of society, people are not satisfied with their own food and clothing, and their spiritual needs are very strong. When people buy commodities, they not only pay attention to their practical value, but also focus on the cultural connotation contained in the product itself and the unique expression of this connotation. The formation of cultural and creative industries requires more creative design and modern technological means to make it a reality.

### 2. Current Situation of Cultural Product Design

Cultural products refer to the traditional cultural elements, combined with regional characteristics and the designer's own design literacy, through innovative design, give different carriers a cultural appearance. In contemporary society, cultural products need designers to transform traditional cultural elements into visual symbols that conform to the aesthetics of the times through their own understanding and innovation. While guaranteeing their use value, they give them spiritual significance, and can produce certain spiritual resonance with consumers. It is a product that realizes the unity of artistry and practicality.

At present, product design in our country is very homogeneous. Especially for the same kind of products, it is difficult to innovate in design. Consumers are often at a loss and often blindly obey the guidance of advertising. Firstly, the function of cultural products is absent. For our country, cultural and creative products are still in the initial stage, the public do not understand, the concept is relatively vague, think that as long as we see with traditional ethnic patterns is cultural product design. Many designers themselves also have the problem of inadequate understanding, often duplicate complex traditional patterns, slightly increase or decrease, it is known as cultural and creative products. This approach is simple and crude, ignoring the practicability of the product, divorcing from the life of the public, and becoming a high-ranking cultural relic. This is not the goal of cultural and creative products, nor does it meet the needs of consumers, and naturally will not have good market value. Cultural and creative products must be combined with life. On the basis of good practical functions, cultural connotations should be fully displayed, consumers' aesthetic taste should be improved, and the inheritance and development of traditional culture should be realized.

Secondly, the spiritual deficiency of cultural and creative products. With the development of society, material conditions have greatly exceeded any previous era of human society. People's pursuit of material has not satisfied with the practical function of products, and turned to higher

requirements of spiritual and cultural level. The simple method of copying and pasting alone lacks the refinement of the individuality of traditional culture. One thousand people make the product lack of connotation, consumers do not understand the cultural expression in the product, the transmission of traditional culture is hindered, people's emotional appeals are not satisfied, and sales in the market are limited. It plays a negative role in the development of cultural industry.

Finally, the key of cultural and creative product design is the quality and ability of designers. China has a very rich cultural tradition, which requires designers to constantly dig and think, and absorb more nutrients. Due to the different professional competence of designers, the design levels of cultural and creative products are different at present. Designers can not grasp the psychology of consumers, and consumers' emotional appeal to the cultural traditions of products, so they can not accurately convey design ideas and culture, nor close to life, and can not satisfy consumers' emotional appeal. The product itself loses its value. Designer is the link between product design and consumers. It is very important to improve the professional quality of designers.

### **3. Creative thinking**

Creative thinking refers to the act of improving or creating new things, methods, elements, paths and environments in accordance with idealized needs or in order to meet social needs, guided by existing modes of thinking and ideas different from those of conventional or ordinary people, utilizing existing knowledge and materials, and achieving certain beneficial effects in a specific environment.

In product design and creation, creative thinking is an essential part of the design process. Designers must have a deep understanding of traditional culture, extract products from many elements, combine the value orientation of target consumers, and closely combine the recreational cultural symbols with practical products, so as to meet the dual needs of material and spiritual, and create good products that are favored by both the market and consumers. Generally speaking, we divide creative thinking into user thinking and product thinking, and rationally use design methods according to its characteristics. Cultural products are the expression of Designers' creative initiative, which is restricted by Designers' professional quality and design ability. Designers should pay attention to the training of creative thinking in peacetime.

## **4. The Application of Creative Thinking in Cultural Creative Products**

### **4.1. Inheritance and Innovation of Traditional Culture**

China has a long history, many nationalities, a long history of culture, extensive and profound, and rich cultural accumulation. This huge treasure house is an inexhaustible source of creativity for designers. Excellent cultural traditions should be inherited, but how to borrow traditional culture and better create cultural products is a problem that must be paid attention to in design. Design needs to create a vivid and distinct personality image with the characteristics of the times in the brand design system of cultural and creative products, in order to obtain higher attention and recognition. You can't copy a traditional pattern into a product, or make up a story or a legend that is not suitable for you. These are not cultural creations, just simple collages. Real creative design should be the integration of culture and products through design, creativity and methods, with their own stories, which can be widely recognized by consumers and win the market. Traditional culture is rich in content, but it lasts for a long time. Over time, it is not all suitable for modern aesthetics. Therefore, which needs to be inherited, which needs are innovative parts, and how to combine modern fashion are all issues that must be considered. For example, in recent years, the design of Xiao Qianlong, a representative cultural and creative product of the Palace Museum, combines the teapot and Qianlong's image organically with the traditional glaze technology and the characteristic pattern by personification, which makes it refreshing. Secondary creation of well-known products will be combined with practical products to form representative cultural and creative products. Qianlong was a well-known figure in Qing Dynasty with a high reputation. This product borrows

the well-known image of Qianlong and innovates this image. It is not only limited to the image change, but also uses the traditional art of Qing Dynasty in the pot body and bottom. There is also a set of Nanjing creative handmade soap design product "Soap Visit Nanjing", which combines traditional culture with modern soap, linking up Nanjing City. This set of products uses carving technology to depict the exquisite appearance of Nanjing on hand soap. A total of ten groups, each group of hand soap has its own story, such as "smooth sailing", "the best of both worlds" and so on. "A smooth sailing" tells the story of Zheng He's treasure ship, while "the best of both worlds" praises Tangshan Hot Spring. Designers in the traditional culture of traditional stories, combined with the traditional auspicious meaning, using soap as a carrier, telling the beautiful story of Nanjing, let people see. Considering its artistry, its practical value is also satisfied.

#### **4.2. Innovation in the Form of Cultural Creative Products**

The form of cultural products is very important. People in modern society attach great importance to the appearance of products. The traditional forms are endowed with new forms and functions through the creative dimension of designers and the combination of modern scientific and technological means, so as to achieve the effect of making the past serve the present. Deconstruction and reorganization of different items can produce a variety of elements. Thus, one or more new products with special features can be obtained. For example, the Girier more brand, which uses the deconstruction and reorganization of conceptual design of new products, gives the product a new form of expression. Its products are designed by using the ancient newspapers, magazines, secretaries and other printed materials of various countries, using different methods to make new paper appear leather material. The patterns of these years have become unique products through deconstruction, reorganization and collage to handbags and wallets.

#### **4.3. Consideration of Consumer Demand**

Any product is people-centered, and cultural and creative products are no exception. Designers understand consumer needs and use ingenious creative design to meet customer needs and better serve users. User groups are different and demand is different, but there are always relative main customers for a product, and these products will also be different. Designers should have a deep understanding of the cultural connotation, living habits and aesthetic requirements of consumers. They should base on the real needs of consumers, diverge their creative thinking of culture and design practical and beautiful products, which are the products most in line with market demand and realize their own commercial value. It is not advisable to pursue the beauty of appearance unilaterally and ignore its practical value, and vice versa. Because cultural products, compared with ordinary products, also bear the cultural heritage and innovation. Only the products that truly integrate the two will be sought after by the market. For example, Taiwan's Ayuan soap, there is no gorgeous packaging, nor dazzling new technology, lack of firm grasp of consumers, the test is respect for consumers. Consumers need healthy products. In order to ensure the purity of raw materials, Ayuan Soap specially opened up farms. In the process of product production, industrial water was eliminated to ensure the health and nature of products. Washed water will not cause any pollution to the environment, forming a good natural cycle. This shows Ayuan's respect for nature, care for society and responsibility for consumers. Ayuan used simple creativity and aesthetics to create products, always putting consumers first, and finally won the market.

#### **4.4. Interactive Experience**

Interactive experience design is also a new development trend of cultural creative product design. Use design creative thinking to enhance consumers' emotional experience and promote product interaction. Let consumers really integrate into the product, better understand the performance of the product. In the process of interaction, it invisibly strengthens the cultural attributes of products and embodies their cultural value. Consumers not only get visual impact, but also further feel their intuition and tactile sense. It is easier to arouse cultural resonance, increase emotional ties and purchase desire of consumers of skills. For example, the children's hospital CT machine, in order to let children not fear, the appearance of the CT machine is designed as a cartoon image, surrounded

by green forest patterns, but children go in, feeling that in doing a forest adventure, full of fun, while stabilizing children's mood, completed the disease test. Another example is a set of tea sets in Korea, named full and crescent, which is characterized by a gentle slope at the bottom of the ceramic. When users use tea sets to pour tea into the cup, they will produce different heights at the bottom of the cup because of the different amount of tea injected, in order to present different shapes and create the mood of full moon profit and loss. Tea culture is China's unique traditional culture. Tea and the moon are often separated. When users drink tea, they can feel the change of courtesy and imperfection. The cultural connotation behind it is also contained in it. Such a design seems simple, but it is ingenious. Designers use ingenious creative dimension to make consumers interact with products and produce a good emotional exchange.

## **5. Integration of Science, Technology and Culture in Product Creativity**

### **5.1. Development of science and technology is the guarantee and motive force of design innovation**

Since modern times, the speed of scientific and technological innovation is faster and faster, and the variety of product design is more and more, but no matter what happens.

Development and evolution, science and technology will always be the means to achieve innovative product design. Innovation and progress of science and technology will drive product design to a more fashionable, intelligent and high-end direction. Moreover, more and more members of the product design family will be motivated by scientific and technological progress, and the concept of product design will keep pace with the development of the times.

And consumers' demand preferences are updated. As we all know, innovation is an inexhaustible driving force for the development of the whole society, and technological innovation is also a driving force for product design. Specifically speaking, technological innovation not only makes the appearance of products more delicate and fashionable, but also makes product design more important.

Independent core competitiveness. On the one hand, scientific and technological innovation makes products more diverse, improves the quality of products, updates design concepts and design thinking, on the other hand, it gives endogenous development and innovation power to product design, and injects fresh blood and nutrition into product design.

### **5.2. Integration of Science, Technology and Culture in Creative Product Design**

Science and technology promote product design to upgrade and innovate constantly. Supported by science and technology, the products designed are developing in the direction of high-tech content, exquisite technology and exquisite appearance. Although the variety of products has become rich and varied by means of science and technology, the premise of product innovation is the production of product creativity. The production of product creativity comes from culture. The transfer and application of cultural elements and cultural symbols will realize the creative design of products, and then the innovation of products will be realized by means of science and technology. Cultural creativity is the consciousness of thinking, and scientific and technological innovation is the means of practice.

In order to ensure the dynamic innovation and development of product design in the future, people should integrate each other in product design. In order to further promote the integration of science, technology and culture in product design, realize the innovative and creative development of product design, and make products meet more and more diverse market and aesthetic needs. Relying on science and technology as a means to explore the use of cultural elements, technology and culture will be closely integrated into the product design process, to achieve creative design of products. In the current cultural environment where we live, there is a kind of cultural element which is very precious, even regarded as cultural treasure. This kind of cultural element is classical culture, because many countries and nationalities' classical culture is gradually lost in the process of development, while many classical cultures in our country are still inherited, and with the

development of science and technology, using the most advanced technological means, More and more classical cultures have been discovered.

## **6. Conclusion**

Cultural product design from the perspective of cultural industry builds a bridge between modern life and traditional culture, so that people in the fast-paced life can feel the connotation of culture. At present, the domestic market of cultural and creative products has just started, and there are still many areas to be improved. Serious homogenization of products, lack of regional cultural characteristics, lack of practicability, and poor product quality are all problems that need to be solved. As a designer, we should realize that literary products are not simply to collage historical stories into products, and can not change the shape and function of products at will, but to create truly meaningful and practical literary products through careful thinking, creative exploration, and appropriate methods, and to be familiar with the latest achievements of scientific and technological development, especially the emerging new materials and production processes, so as to make it possible. Combining with creative design, we design cultural and creative products which are favored by consumers. We should carefully select the traditional culture and modern culture, take the essence, remove the dross and approach the life of the masses. Use exquisite ideas and appropriate methods to tell stories of good creative products, so that more people can feel the creative products.

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