

## Research on Cultural and Creative Product Design under the Background of Chinese Traditional Culture Communication

Yu An

Xiamen University Tan Kah Kee College, Zhangzhou, Fujian, 363105, China

**Keywords:** Wenchuang product design; Cultural and creative products; traditional culture

**Abstract:** With the development of economic globalization, countries are more and more closely connected, interrelated and influence each other, which promotes the mutual blending and infiltration of ideas and cultures. Chinese culture formed in the historical process has been passed down from generation to generation. Reasonable protection and promotion of traditional culture is of great significance. The reconstruction of contemporary life requires the addition of specific carriers closely related to traditional culture in contemporary life, and the development of cultural and creative products systems with diverse forms, distinctive features, creativity and strong competitiveness. The profound cultural heritage has created a good opportunity for the development of Chinese cultural creative products. Using Chinese traditional cultural elements to carry out the design of cultural and creative products can realize the innovative development. Innovative research of cultural and creative products meets the needs of industrial development and market competition, and is also an inevitable choice to keep pace with social development. In his paper, common traditional elements and existing problems in the design of cultural and creative products are analyzed, and the innovative design and application strategy of traditional elements in cultural and creative products is deeply discussed.

### 1. Introduction

The Chinese nation has a long history. Chinese traditional culture is extensive, profound and unique. After thousands of years of baptism, it has gradually formed a diversified and integrated traditional culture system, which is still vigorous today. Chinese traditional culture strongly reflects the spirit of the Chinese nation, promotes the development of contemporary culture, and influences every aspect of people's life nowadays. Inheriting traditional Chinese culture is conducive to strengthening national cohesion and cultural soft power. Through the research and development of specific traditional culture, cultural and creative products are presented in the design of form, color and material, so that they have novel visual effects and strong cultural characteristics. cultural and creative product design carries the characteristics of multiculturalism, which is the materialized expression of human knowledge, wisdom, modern aesthetics and multiculturalism in a specific industry. Applying traditional culture elements to the design of cultural and creative products can not only promote the development of cultural and creative product design industry, but also enrich the cultural connotation of cultural and creative products and enhance the design innovation. With rapid development of the society, cultural and creative products design industry has developed more and more mature [1]. Rich cultural and creative products have greatly promoted the inheritance of traditional culture, and many cultural elements contained in cultural and creative products have achieved the purpose of cultural popularization and dissemination [2]. As a typical representative of Chinese traditional culture, it is extremely important to apply Chinese traditional elements to cultural and creative products, both to promote the innovative development of Chinese traditional culture and to improve the cultural connotation. With thousands of years' long history, Chinese traditional culture has created a good opportunity for the development of Chinese cultural and creative products. Using Chinese traditional cultural elements to design cultural and creative products can realize the innovative development of products [3]. To integrate traditional culture into cultural and creative products, it is necessary to develop cultural and creative products with cultural consciousness and national spirit with modelling beauty, so as to better enter the world market.

Under the background of economic globalization, the world's economic ties are getting closer and closer. Different ideas and cultures collide, and cultural exchange has become an international hot topic [4]. Traditional cultural elements are an important part of Chinese culture. The combination of traditional culture and cultural and creative product design can influence and promote each other. It can not only widely promote traditional culture, but also enhance the cultural value connotation. Nowadays, the development of traditional culture and cultural and creative products is facing unprecedented challenges and opportunities. Nowadays, the cultural and creative product design industry is developing rapidly. Applying Chinese traditional elements to the cultural and creative product design can create a development direction for the product design industry [5]. Rich traditional culture provides a foundation for China's cultural industry, and China should make good use of traditional culture to develop cultural industry and promote innovation of cultural industry [6]. The combination of cultural and creative product design and traditional cultural elements is a perfect combination of modern aesthetics, modern art design and traditional culture. Exploring common traditional elements can provide direction for the design of cultural and creative products, accelerate the quality of cultural product design, and solve the problems existing in the design of cultural and creative products at present.

## **2. Concept of traditional culture**

Chinese traditional cultural elements have specific symbolic meanings and represent a traditional spirit. Traditional cultural elements have various components, which benefit from Chinese culture with a long history. Chinese traditional elements have been interrupted in some short historical stages, and have changed in different degrees in different historical periods, but they have not been interrupted and have not changed much in general. Traditional culture is the overall expression of national characteristics, spiritual outlook and ideology formed in the historical development of China, and it is a record of related phenomena in people's lives. China has a long history and rich traditional culture. The excellent traditional culture in different periods recorded the style of the times at that time, which has important research value. Nowadays, the tradition mentioned by people refers to the thought, morality, art, style, etc. formed by the ups and downs of a country and a nation through a long history. As a concept of time, tradition is constantly moving, not static. Traditional cultural elements can be divided into the following aspects according to their content. 1. Auspicious pattern elements. Traditional Chinese patterns emphasize that the picture must be intentional and the meaning must be auspicious, that is, animals and plants, figures and geometric patterns with auspicious connotations. 2. Customs and cultural traditions, including people's living habits, cultural characteristics, folk customs and festivals formed for a long time, with obvious regional cultural characteristics. 3. Historical places of interest, clothing, living utensils, etc., with research and ornamental value. 4. Humanistic and artistic elements, such as calligraphy and painting works, literary works, arts and crafts works, music and other intangible cultural heritage, with great social value. Chinese traditional culture embodies the precious ideological essence of ancestors, which play an important role in Chinese history. At the same time, traditional culture also represents profound national identity and national confidence. The formation and development of Chinese traditional culture has gone through a long process. Chinese traditional culture should be understood with dialectical attitude. Under the premise of following the development direction, it is the glorious mission to inherit and carry forward the excellent parts of traditional culture.

## **3. Significance of applying traditional cultural elements in cultural and creative products**

### **3.1. Spreading excellent traditional culture**

It is our responsibility and obligation to inherit and carry forward the Chinese traditional culture. Cultural and creative products are the concentrated embodiment and sublimation of culture. Excellent cultural and creative products should be innovative and inheritable at the same time, meet the aesthetic demands of the public, and embody the characteristics that art is higher than life and

integrated into life. Nowadays, some cultural and creative products on the market show the problem of homogenization, and some cultural and creative products simply copy ancient works, lacking the actual spiritual core. Nowadays, with the rapid development of cultural and creative design industry, traditional elements can be embedded in product design, and traditional culture can be disseminated to audiences in a unique way. Integrating traditional cultural elements into the design of modern emerging cultural and creative products is not a copy of traditional elements, but a redesign based on current cultural context.

### **3.2. Enhancing the cultural connotation of creative products**

Cultural and creative products should take the promotion of Chinese excellent traditional culture as their own responsibility. The product itself is the carrier of a specific culture, which can fully integrate culture, creativity and products. Users will experience a subtle sense of cultural identity when using the product. Cultural and creative product design takes Chinese traditional culture as the carrier, organically combines Chinese traditional elements with creative thinking, modern skill innovation and integrated design based on its connotation and characteristics. In this way, the shape, pattern and color of cultural and creative products fully meet the aesthetic taste and spiritual needs of the public. The practicability, artistry and culture of cultural and creative products are highly unified. Traditional culture is close to us and closely related to our life. The world political and economic environment is changing at an accelerating pace, but the essence of traditional culture has not changed. It should be combined with new art forms to create a unique Chinese culture.

## **4. Application of Chinese traditional cultural elements in cultural and creative industries**

### **4.1. Innovation based on traditional cultural elements**

Cultural and creative industries should not only fully reflect cultural elements, but also should innovate continuously, so as to match consumers' demands in both material and spiritual aspects. High-quality cultural and creative products meet the needs of cultural experience in the era of mass tourism. At present, the development of cultural and creative products in China is still in the preliminary stage, and there is still great room for improvement in the breadth and depth of cultural and creative products. In recent cultural exchanges, traditional cultural resources are easily lost. Therefore, in the development of Chinese cultural industry, we should not only learn from other countries' experiences, but also pay attention to the protection of local cultural resources, and gradually accelerate the development of Chinese cultural industry to keep up with the trend of the times. Some argue that traditional cultural elements are outdated. In fact, traditional culture has profound historical and humanistic connotations, which can be redesigned to improve people's acceptance and make it continue to radiate charm in contemporary times [9]. In order to develop the cultural industry, the innovation of cultural products must be valued. Only by continuous innovation can the cultural industry be full of vitality, and innovation is the source of development. Therefore, we should pay attention to cultural innovation while inheriting culture. With the continuous development of cultural and creative industries, people meet their material needs, and, they have new requirements on the spiritual level. Traditional culture is getting more and more attention from consumers. Designers can bring forth new ideas and turn cultural derivatives into consumer goods. Tradition and innovation are not contradictory. Injecting traditional elements into cultural and creative products is an important artistic innovation.

### **4.2. Rational application of traditional cultural elements**

In the process of Chinese cultural industry, we can learn from the development experience of western cultural industry, but this does not mean to imitate or even copy. Cultural and creative product design consists of creativity, product and culture. Designers should be committed to integrating of traditional culture into cultural and creative products, selecting excellent traditional cultural content and combining excellent creative ideas with product carriers. 1. In terms of design, the Chinese traditional graphic pattern has a long history and a variety of forms, such as pure and

plain geometric patterns of primitive society, slave society ferocious solemn animal patterns, feudal society and luxuriant plant pattern, which not only embodies the Chinese nation in different periods of life styles, but also shows the change aesthetic temperament and interest of people in various periods. The application of traditional graphic culture in cultural products can achieve the purpose of expressing the theme and meaning of the times of different products according to the diversity of their usage. 2. In terms of product modeling, designers should summarize and refine the elements representing traditional culture. In the process of product design, designers should draw lessons from the modeling of traditional utensils to adapt them to the practical life of modern society, and use traditional craft decoration and modern design concepts to create unique cultural and creative product modeling. 3. In the aspect of product color, Chinese ancestors came to the idea that red, blue, yellow, white and black were the five basic colors of the universe in the process of observing the changes of natural scenery such as sunrise and sunset and the change of seasons, namely the "Five Color View" color theory, followed by the formation of a unique color recognition system under the influence of traditional culture. Contemporary cultural and creative designers need to focus on the implication and application of traditional colors, flexibly apply them from the perspective of modern aesthetics, combine tradition with fashion, and create an appropriate color language for the attributes of cultural and creative products. 4. In terms of art carriers, there are many elements in traditional Chinese culture that can be used as carriers of art design, such as calligraphy and painting, which have a very high artistic level. Chinese characters are very distinctive, showing the wisdom of the Chinese people both in the type structure and in the form of content. Designers of modern cultural and creative products can combine various Chinese character patterns to design, which on the one hand can inherit and carry forward the traditional culture, on the other hand can show the charm of artistic aesthetics in the products and enhance the cultural connotation of the products. Chinese ink painting is a unique form of artistic expression in China. Using Chinese ink painting as an artistic carrier and integrating color elements such as white paper, soft water and black pen can show unique traditional Chinese culture for cultural and creative products. The integration of traditional cultural elements not only makes cultural and creative products have innovation based on traditional painting art, but also promotes the development and inheritance of traditional art.

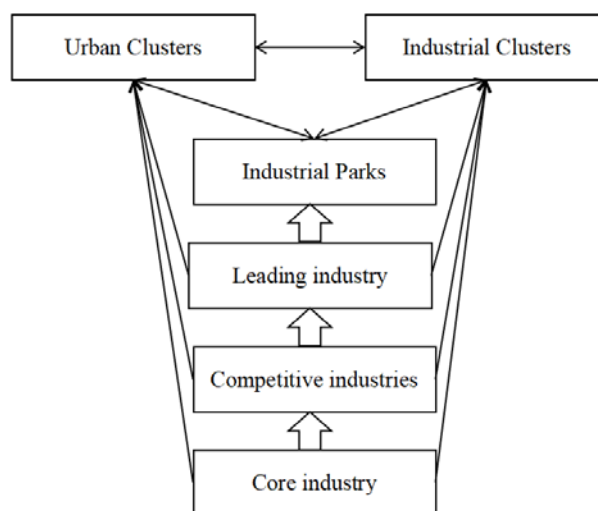


Figure 1 Development model of urban agglomeration from the perspective of cultural industry

After the traditional cultural elements enter people's daily life, they will have a subtle impact on people's culture. The popularity of products will also contribute to the future development, cultural elements of innovation and flexible use, greatly enhance the consumer's buying desire. The modern creative products of Chinese traditional culture elements in the design of the activity application not only help to develop the Chinese cultural industry, make the cultural products have more national characteristics, but also help to display the traditional Chinese culture on the world stage and bring it into a new stage of development. The design of creative products can be combined with these

techniques, especially the creation of scenic areas series of products. [10].

## 5. Conclusions

With the development and progress, a unique cultural tradition and national spirit have been formed. The cultural products left behind are national treasures and a symbol of China's excellent traditional culture. Chinese traditional elements are an important carrier of thousands of years of history and culture of the Chinese nation, with very valuable cultural value, and are indispensable for the survival and development of modern cultural and creative product design. The long history provides lots of reference materials for the design of cultural products nowadays. Designers can integrate traditional Chinese cultural elements into cultural and creative products, and show the historical stories, cultural characteristics and humanistic emotions contained in the products to the public, so as to design cultural and creative products with connotation and traditional characteristics. The cultural and creative products designed in this way will have more artistic beauty and cultural value, which is not only the continuation of national aesthetic appreciation, but also the innovative development of traditional Chinese culture. Exploring Chinese traditional elements is an important way to develop modern cultural and creative product design. Designers should be aware of the existing problems in the design of cultural and creative products, innovate the design methods of cultural and creative products, explore more new traditional cultural forms, make cultural and creative products have more audiences, and gradually become the representative products.

As general secretary Xi pointed out: "Culture is the soul of a nation." Without cultural self-confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation. "Cultural self-confidence is a belief that we should not only believe it, but also maintain its progressiveness and cohesion, and immune from the noise and turbulence of various thoughts. With the development of creative products at home and abroad, our country is paying more attention to the development and commercial benefits of creative products. The innovation of creative products can enhance the cultural identity and self-confidence, and help to establish the national cultural self-confidence.

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