

Research on the Design and Development Mode of Creative Products of Gansu Characteristic Element Culture Based on Regional Cultural Characteristics

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Abstract: the Culture of a City is the Most Important Part That Embodies the Connotation of the City and is the Soul of the City. More and More People Choose to Travel, and They Usually Buy Some Cultural and Creative Products with Local Characteristics. Culture is the Symbol of a Region, and the Distinctive Characteristic Culture of a City is the Foundation of the City's Tourism Development. Gansu is a Famous Tourist City, and the Design of Local Tourism Cultural and Creative Products is the Most Direct Way to Fully Express Tourism Brands. Regional Cultural Design is to Absorb Local, Ethnic and Folk Styles and Various Cultural Traces Left over from the History of the Region in the Design. from the Perspective of Regional Culture, This Paper Extracts the Connotation and Characteristics of Gansu's Regional Culture, Discusses the Importance of Developing Cultural and Creative Products, and Sums Up the Development and Design Mode of Gansu's Cultural and Creative Products by Excavating the Cultural Features and Characteristic Elements Contained in the Regional Culture.

1. Introduction

With the Development of Urbanization, People's Demand for Products Extends Outward and They Begin to Have Higher Requirements. More and More People Choose to Travel, and They Usually Buy Some Cultural and Creative Products with Local Characteristics [1]. However, Most People Will Find That the Products Are Seriously Homogeneous, the Product Hierarchy is Single, the Quality is Not High and Lack of Innovation, and They Have Lost Their Own Cultural Concepts [2]. Regional Cultural Design is to Absorb Local, Ethnic and Folk Styles and Various Cultural Traces Left over from the History of the Region in the Design. with the Establishment of a National Central City in 2018, the Development of Characteristic Tourism is Even More Promising. with the Increasing Number of Tourists, People Will Naturally Want to Buy Tourist Cultural Souvenirs, Leaving Cultural Memories of the City [3]. Products Not Only Need to Have Basic Use Functions, But Also Need to Provide Higher-Level Aesthetic Functions and Service Functions for Human Beings, Reflecting the Value of Regional Culture [4]. Developing Cultural and Creative Products with Regional Cultural Characteristics, Endowing Them with New Cultural Vitality through Product Design, and Constructing an Innovative Product with Cultural Significance, Not Only Conforms to People's Aesthetic Concepts, But Also Makes Cultural and Creative Products More Connotative [5].

Gansu is One of the Birthplaces of Chinese Civilization, the Cradle of Chinese Myths and Fables, the Hometown of Fuxi Nuwa, the Human Ancestor of the Chinese Nation, the Birthplace of Emperor Yan, the Hometown of the Western Queen Mother, the Birthplace of Zhou and Qin Ancestors, and the Residence of Ancient Peoples Such as Rong, Di, Qiang, Hun, Tufan [6]. Cultural and Creative Products Are the Combination of Culture and Creativity. They Are Products with Physical Forms Derived from Cultural Symbols, Which to a Large Extent Reflect the Image of the Expressed Culture [7]. Many Cultural and Creative Products with Regional Features and Cultural Elements Also Bear the Role of Spreading and Exporting Local Culture to a Large Extent. the Combination of Regional Culture and Cultural and Creative Product Design Can Not Only Enhance the Highlights of the Design and Make the Design More Unique, But Also Expand the Influence of

Regional Culture and Promote the Inheritance and Continuation of Regional Culture [8]. How to Carry Forward Excellent Cultural Heritage, Absorb Gansu Characteristic Elements and Essence, and Organically Integrate Chinese Traditional Cultural Connotation into the Design Concept of Modern Cultural and Creative Products, So That Cultural and Creative Products Have Strong National Cultural Characteristics and Modern Styles, is a Topic of Common Concern to Art Designers [9]. from the Perspective of Regional Culture, This Paper Extracts the Connotation and Characteristics of Gansu's Regional Culture, Discusses the Importance of Developing Cultural and Creative Products, and Summarizes the Development and Design Mode of Gansu's Cultural and Creative Products by Digging Up the Cultural Features and Aesthetic Values Contained in the Regional Culture.

2. The Application of Regional Cultural Elements in the Design of Cultural and Creative Products

2.1 Reconstructing the Modeling of Regional Cultural Elements

In Our Memory, Traditional Handicrafts Such as Porcelain, Clay and Gold Colored Lacquer, and Gold and Silver Colored Embroidery Have Carried Cultural Genes from the Beginning of Their Appearance. with the Development of China from Time to Time, They Not Only Embellish and Enrich the Lives of the Ancestors, But Also Pass Down the Traditional Culture Genes from Generation to Generation. 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 Leads to the Traditional Handicraft and Our Life Are Also Gradually Drifting Away [10]. the Modeling Concept of Gansu's Characteristic Elements Has Its Own Unique Way of Observation and Thinking, Which is a Modeling System Completely Different from the West. Good Vision Can Be Transformed into Good Products, and Typical Symbols Bring Typical Identification. the Cultural Characteristic Elements Are Reasonably Implanted into Relevant Products to Effectively Decorate and Beautify the Products [11]. the Development Trend of History Cannot Be Stopped, But the Disappearing Cultural Genes Make Us Begin to Reflect on Whether Rich Traditional Cultural Factors Should Be Incorporated into Today's Life. Gansu's Characteristic Element Colors Have Strong, Rich, Sincere and Sincere Characteristics. Red, Yellow, Gold and Other Warm Colors Are Most Commonly Used in Works. Designers Need to Continuously Strengthen Their Own Cultural Connotation, Deeply Dig and Understand the Culture Based on the Region, and Then Express These Cultural Information in Products through Different Design Methods. through the Interpretation of Cultural Cognition, the Connotation of Cultural and Creative Products Can Be Improved.

2.2 Show the Connotation of Regional Culture

Artifacts can reflect ideas, principles and culture. For example, bronze decorations, shapes and inscriptions can reflect the culture of the pre-Qin period. Although designers are to highlight the characteristics and traditions of our regional culture, there are still some designers who did not dig deeply into the connotation of regional culture in the design process, but only used some regional cultural symbols, cultural totems, etc. When regional cultural elements are added to the design of cultural and creative products, the corresponding moral can be given to the products according to the needs of product functions. When visual elements with unique regional characteristics are used, the core is the display of regional culture. All cultural and creative product designs must position their own cultural taste and discover their profound cultural connotation and details. When we integrate traditional regional culture into the design of cultural and creative products, we can give products more cultural meanings and connotations according to different use functions or use scenes of the products themselves. In the process of excavating the original culture, we cannot deviate from the cultural background or ignore the regional characteristics of culture. Each element of China's regional culture has its own unique meaning, which can be directly found from the regional costumes, architectural styles and implements. By using these elements, cultural and

creative products can more directly convey the national style and enhance the cultural value of the products.

3. Design and Development Mode of Cultural Creative Products

Although cultural and creative products are products combining culture and creativity, culture is still at the core. Cultural and creative products are first and foremost a product and also an entity expression form of culture. Only when the cultural and creative products are designed properly can they embody the traditional culture with creativity and Chinese characteristics and be used for reference by modern people. Most regional cultures have a long historical and cultural background, and the application of regional elements often cannot be separated from cultural experience. 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 [12]. Cultural creative products take culture as the foundation and creativity as the law. They bring together designers' professional knowledge of design and understanding of culture. 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 habits and lifestyles [13]. Classic regional elements are the concentrated embodiment and best interpretation of their regional characteristics. They are accumulated and preserved through the influence of long-term history, geography, customs and social changes. They have rich cultural connotation and implication. When we use classical regional cultural elements, we need to innovate on the basis of inheritance, keep its important cultural attributes and classical artistic image, and combine modern expression methods and innovative thinking to carry out scientific and reasonable integration and extension.

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. The development of industrial 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.

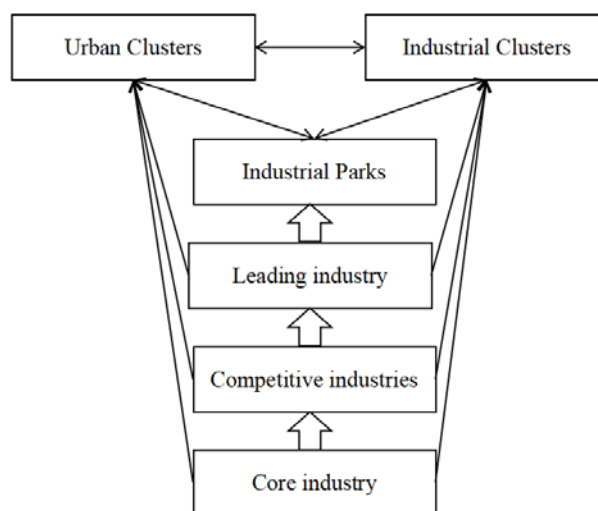


Fig.1 Urban Agglomeration Development Model

When the extracted information deviates too much from the customer's original intention and exceeds the customer's bearing area, customer satisfaction will drop rapidly. When summarizing the customer's needs, the quality loss of demand information must be reduced, and the relationship is shown in Figure 2.

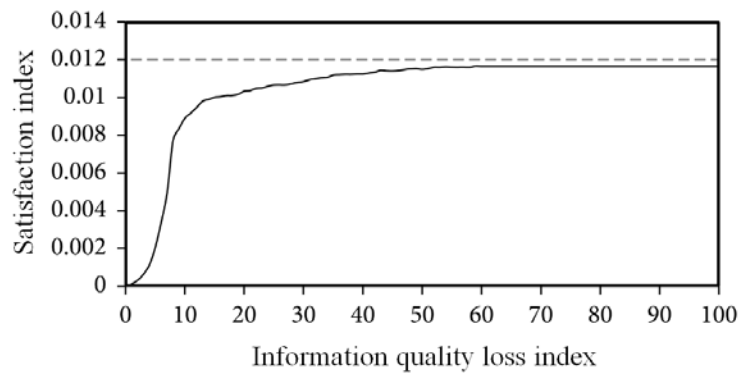


Fig.2 Quality of Demand Information Loss and Customer Satisfaction

Cultural and creative products of different types and categories form a unified visual image through unified symbol elements, unified styles or unified carriers, which are interrelated and independent of each other. The difference between cultural and creative product design and other product design lies in the difference in the design process, that is, cultural and creative products often need to consider the integration of culture and design when designing, and need to be designed from the perspective of culture. Each region has its own unique traditional culture, so designers should fully explore and understand the culture of this region, discover its unique features through continuous observation of this region and find new directions to break through. When designing cultural and creative products, designers will add the information they want to convey to the products so that users can understand the information they want to convey through the products. In design, modeling can be shared, that is, a series of products sharing the same modeling but with different functions are designed and developed. These elements of the product are the media for people to communicate with the product. It can not only show its material properties, basic functions and source background, but also convey the connotation and aesthetic feeling of the product. It is no longer a good route to make products from the perspective of function, because good products will always be replaced by better products, and only emotion will be remembered and even preserved for a lifetime.

4. Conclusion

Regional culture is an important part of national traditional culture and has important cultural heritage value. However, due to the progress of the times and social changes, some regional cultures have been lost in people's memory. For art and design majors, it is not enough to introduce various and colorful Gansu characteristic elements into the design of cultural and creative products, simply introduce and explain the origin, development and evolution of Gansu characteristic elements, and appreciate the works of characteristic elements. For designers, inheriting regional culture is not only a responsibility but also an obligation. An excellent design should be endowed with cultural connotation besides good functions. It is a commodity, but also a kind of feelings, so that people can know the characteristics of this region as soon as they see this design. With the rapid development of Gansu's economy and culture, how to take Gansu's regional cultural elements as the center to enhance the innovative design competitiveness of Gansu's characteristic tourism cultural creative product brands has become an important strategic issue facing Gansu's cultural development. The design of cultural and creative products is not only the design of a commodity, but also the spokesman of the whole regional style and culture. Therefore, the combination of design and regional culture is imperative, and the road still needs our continuous exploration.

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