

# Brand Symbol Design of Regional Cultural and Creative Products Based on User Experience

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**Abstract:** Looking at the design creativity of cultural creative products at the present stage, in the application of symbols of traditional cultural elements, more emphasis is placed on the form of “seeking common ground”, so that it can be easily understood. At present, in most urban cultural and creative parks in China, the construction effect of cultural and creative parks is almost the same, which does not form its unique characteristics and does not reflect individual differences. In order to better build the environmental attraction and characteristic advantages of the cultural and creative park and enrich the cultural interest of the environmental construction of the cultural and creative park, all kinds of symbols bearing the regional cultural connotation should play the role of cultural identification in the environmental construction of the cultural and creative park, and be ingeniously integrated into the environmental space through targeted excavation, arrangement and innovative design. Based on the perspective of user experience, this paper analyzes and studies regional cultural and creative brand products and brand symbol design of regional cultural and creative products, providing reference for enterprises to strengthen brand symbol design of regional cultural and creative products.

## 1. Introduction

With the rise of industrial transformation and upgrading and urban renewal, many cities have used idle industrial plants and traditional communities to build cultural and creative parks with cultural and creative industries as the core [1]. The transformation of social and economic structure not only promotes the innovation and development of science and technology, but also enriches people's life [2]. At present, people's demand for the quality of life is no longer limited to the material, but also the spiritual and cultural needs. The construction of urban cultural and creative park plays an important role in promoting the upgrading of industry and the innovative development of urbanization. Many designers also create an innovative atmosphere for the whole city through the design of urban cultural and creative park, which better improves the image of the city and improves people's lifestyle [3]. The characteristics of regional cultural and creative products make them different from ordinary commodities. While meeting the basic design elements of appearance, function and aesthetics, they pay more attention to the cultural core of design [4]. At present, China has gradually strengthened the development of cultural and creative industries, whose goal is to improve product quality and people's lives, and cultural and creative industries have also been widely supported in the process of development [5]. This means that people pay more and more attention to culture and spiritual enjoyment. At the same time, if we only strengthen the design from the aspect of product modeling, it can not attract people's attention.

With the development of cultural diversity, people's spiritual quality has been unprecedentedly improved, which provides a suitable soil for the development of cultural creativity, especially the brand image design of tourism products based on brand culture. Cultural and creative products on the market are complex and have their own characteristics [6]. In a broad sense, the creation related to culture and recognized by some groups can be called cultural creative products. In a narrow sense, it refers to commodities with traditional symbols [7]. Cultural and creative parks play an important role in activating the stock assets, cultivating the atmosphere of urban innovation environment, and advocating new lifestyles and social customs. They are not only an important carrier for cities to demonstrate their cultural innovation, but also become new urban tourism destinations [8].

Excellent regional cultural and creative product design achieves the dual goals of promoting product sales and improving design aesthetic taste through the pursuit of cultural and creative value. Symbol is the product of human civilization. Symbol itself has almost no special significance. It represents other things and is an important carrier of information [9]. Among the cultural and creative brands, brand symbol has become their core competitiveness. Based on the perspective of user experience, this paper analyzes and studies the regional cultural and creative brand products and the brand symbol design of regional cultural and creative products, so as to provide reference for enterprises to strengthen the brand symbol design of regional cultural and creative products.

## **2. Analysis on the Connotation and Construction of Regional Symbols**

There are many design symbols in cultural and creative products for reference. It is a new method to introduce the principles and methods of semiotics into the design of cultural and creative products. Excellent cultural and creative products can meet the use attributes of this product and consumers' demand for personalized art, and also help consumers understand traditional culture, so as to achieve the purpose of improving the quality of life of consumers. In order to design cultural and creative products, it is necessary to carry out relevant research. By mining the characteristics of local cultural symbols, we can improve the information content and cultural added value of cultural and creative products, reflecting the differences and originality of regional cultural and creative products. The cultural heritage of ethnic areas has always been a problem for people to explore. The development of cultural and creative products is conducive to promoting the regional national culture not to become the “private property” of ethnic minorities, but to activating the original closed and backward ethnic areas. Regional Symbols mainly refer to the effective integration of regional characteristics and regional culture into the landscape. Through the integration of regional characteristics, we can enhance the characteristics of landscape in different regions, highlight their differences, better enhance the connotation and cultural characteristics of landscape construction, and make it have the expression ability of regional cultural value [10]. The design orientation of regional cultural and creative products can reflect the regional attribute and different aesthetic taste. Regional culture provides important inspiration for the design conception and deep connotation construction of cultural and creative products.

With the development and prosperity of socialist economy with Chinese characteristics and the increasing improvement of people's living standards, people's needs are no longer just basic material needs, but people-oriented spiritual and emotional needs, which makes consumers pay more attention to product experience. The development of cultural and creative industries has a great role in promoting the cultural heritage in ethnic areas, and also provides a new channel for the original natural development path. The “material products” in ethnic areas are no longer isolated and exist for serving small groups, but are displayed in the form of industrialization and commercialization. Designers extract the design concept, design originality and design spirit of regional cultural and creative products through this practical requirement, and then transform them into design elements. According to the brand image design orientation of regional cultural and creative products, designers apply them to specific design practices such as brand image design, packaging design, display and display design. When establishing cultural and creative brand symbols, we need to think from the perspective of consumers, rely on products, actively build brand awareness, enhance their association, and focus on cultivating consumers' loyalty. In the process of constructing regional symbols, the construction of symbolization is mainly the construction of the objective environment. Through the integration of some characteristic elements in the architectural landscape or space landscape, tourists can immediately associate with the cultural characteristics of the region when they see these landscapes, which is also an important goal and direction of constructing regional symbols.

## **3. Research on the Innovative Application Strategy of Regional Symbols in the Environment of Urban Cultural and Creative Park**

In the field of tourism consumption, it is necessary to establish a good brand image for mature tourism products, which is an effective way for the brand of this product to establish its own characteristics and form its position advantage in the hearts of consumers. Modern design methods can be effectively combined with regional symbols. By integrating modern design methods into regional traditional buildings, patterns and materials, regional symbols and elements can be integrated into the design effect, and at the same time, the performance effect can be better improved. Cultural creative product design is a design guided by a series of innovative design concepts, such as thinking innovation, cultural creativity and product renewal. Regional cultural creative product design emphasizes the innovation of culture and art, and integrates creativity, innovative design and innovative culture into the context of product design. The performance of brand culture in visual image will directly reflect consumers' recognition and resonance in brand spirit, and form strong brand loyalty from lasting trust [11]. When building a cultural and creative brand, we can make full use of the personalized features such as product color and characteristics to build a brand and enhance the role of association. A good brand can establish a long-term trust relationship with consumers, and consumers will rely on the products of this brand, thus expanding the brand influence range. From the definition of cultural creative products, it can be concluded that the cultural principle is the fundamental principle of its design. Cultural and creative products are products that originate from cultural themes and have market value through creative transformation. Cultural principle is of great significance to the design of regional cultural creative products, and the cultural symbol elements with different forms contained in regional culture can become the basis and creative point of creative design implementation.

The process of product design is complicated, and the product designer presents the product to the user through different symbol codes. The arrangement and combination of symbols with different styles, colors and materials can produce different visual effects, thus conveying the designer's different ideas and ideas. The practical principles of design is an essential guiding principle of design. When consumers buy cultural and creative products, one of the main issues to consider is its practical value. Therefore, the practical function of design is particularly important, and it is necessary to meet the needs of consumers from multiple angles. It is of great significance to attach importance to the cultural concept in brand image. The influence of brand image design depends on the cultural connotation of the brand, such as constantly excavating the regional cultural characteristics of the brand, creating a moving brand story, and gradually forming cultural accumulation in the operation of the brand and its products [12]. The visual aesthetic level of regional cultural and creative product brand attracts consumers' attention, promotes consumers' buying behavior, and fully embodies the dual attributes of modern design art and aesthetics. Visual cultural creative product design represents the local regional humanistic characteristics. By promoting emotional design elements in regional cultural and creative products, we can fully realize the important function of “making people with culture and making people with emotion”. To a certain extent, the symbols of traditional cultural elements are accessories of cultural and creative products. When designers apply traditional elements to cultural and creative products, they should not only convey the information and moral of elements, but also use this “metaphor and symbol” artistic technique to strengthen the connection between products and objects.

#### **4. Conclusions**

In this innovative era, integrating traditional regional cultural symbols into urban cultural and creative parks can not only improve the expression effect of cultural and creative parks, but also highlight and distinguish the similar cultural and creative parks. With the rapid development of market competition means, consumers' aesthetic cognition of design is constantly improving at this stage, and the meticulous consumption emotion indicates that the brand image and visual design of modern regional cultural creative products must keep up with the needs of the development of the times. The expressive characteristics of cultural creativity are a good reference and creative source for enriching tourism product design, and they interact with each other. Driven by creative industries with obvious cultural genes, cultural and creative products and tourism products share a

common development height and intersect with each other. Their common combination is clearly expressed through the cross-border relationship between industries and the injection of user experience function. When designers apply traditional elements to cultural and creative products, they should not only convey the information and moral of elements, but also use this “metaphor and symbol” artistic technique to strengthen the connection between products and objects. With the development of society, contemporary design pays more attention to the demand of humanization. Using semiotics theory to design cultural and creative products can endow the products with emotional experience combining traditional culture with modern aesthetics. Modernizing traditional cultural symbols can provide new design thinking and enlightenment for the design of cultural and creative products.

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