

# Research on the Application of Mongolian Traditional Culture Elements in Cultural and Creative Design

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**Keywords:** Mongolian; Traditional culture; Cultural and creative; Design

**Abstract.** Mongolian traditional culture has a long history and a strong cultural color, and is an indispensable part of Chinese folk art. In the current society with rapid economic development, cultural industry is increasingly prosperous, and cultural and creative industry is facing new opportunities and challenges. How to integrate the characteristics of local national culture into cultural industries is an important issue faced by local economic development and cultural communication, and it is also the only way for them. This paper took the actual application and application principle of Mongolian cultural elements in the design of cultural and creative products as the theme to discuss, and put forward the development direction of cultural and creative product design, providing a reference for the combined development of Mongolian traditional culture and cultural and creative design.

## 1. Introduction

Due to its unique cultural background, regional scenery and living habits, the Inner Mongolia Autonomous Region has been developing at an unprecedented speed and has become an important support for the local economy. Injecting Mongolian cultural elements into cultural and creative design will help the design of cultural and creative products become more professional and brand-oriented. That regional characteristic culture is injected into the design of cultural and creative products can be conducive to cultural and creative products showing unique characteristics, deepen brand connotation and emotional experience, create emotional resonance between products and consumers, expand product sales, and further drive local economic development.

## 2. Application of Mongolian folk patterns in cultural and creative design

The redesign of folk patterns is a common application method of Mongolian cultural elements in cultural and creative products. The originally ecological pattern elements have great commemorative significance after thousands of years of cultural accumulation, and can effectively highlight the characteristics of Mongolian culture through the creative extraction of new design concepts. Taking the first batch of roller pens with Mongolian caps and headwear promoted by the Inner Mongolia Museum as an example, the patterns adopted are all selected from the Mongolian characteristic tribes.

## 3. Application of new materials and new techniques in Mongolian cultural and creative design

The surface texture and materials of a product can exhibit special visual effects and tactile effects, which can bring a special aesthetic experience to consumers. At present, in the market of cultural and creative product design, there is still a phenomenon of using traditional handicraft techniques to process and make cultural and creative products. It takes more time to process materials using traditional handicraft techniques and is more expensive in price. According to relevant questionnaires, more than half of the tourists gave feedback when purchasing that the products of cultural and creative design were too expensive, which will adversely affect the spread of cultural and creative products that spread national culture and seriously lead to a decline in the sales of

cultural and creative products. Therefore, when combining Mongolian traditional elements with cultural and creative product design, the method of processing cultural and creative products should be optimized. In the processing, new materials should be selected as the carriers of material, to lead the aesthetic development trend of new art in the new era. In the production of cultural and creative products, new technologies and new materials such as interactive wood, magnetic fabric and concrete furniture packaging can be combined with Mongolian culture, which can not only realize the purpose of low cost, environmental protection and easy production, but also fully reflect the characteristics of local regional culture.

#### **4. Application of modern decorative colors in Mongolian cultural and creative design**

Color is the difficulty and key point of modern decorative art. In decorative art, different colors imply different meanings, and different colors are chosen to express the designer's self-consciousness and distinct style. In the combination of Mongolian elements and modern decorative colors, it is necessary to fully grasp the characteristics of modern colors, to reflect the diversity and freehand brushwork of modern decorative colors. The Mongolians have a very thorough understanding of the use of lightness and complementary colors in design, good at combining the shapes of decorative patterns to cleverly use the brightness and contrast and blending them together. Harmonious color is the decoration technique to patch contrasts color, gradient color is the color that aligns the colors of the same system according to a certain order, which can form a sense of rhyme, rhythm and order and build a kind of harmonious, relaxed, broad atmosphere. In the design of cultural and creative products, it is necessary to understand the connotation and significance of modern decorative colors, and to select the colors consistent with the local culture to fully reflect the local culture and spiritual temperament.

#### **5. Development direction of Mongolian cultural and creative design**

##### **(1) Enhance national brand awareness**

Brand is an intangible asset and a solid foundation and inside information for product promotion, more about the spiritual, cultural and psychological aspects. It emphasizes more the reputation and responsiveness. Brand has formed its own unique brand culture in the long-term development, and uses its own culture as the carrier of communication to carry out creative communication. Brand culture is easier to arouse people's emotional resonance and can effectively improve their own competitiveness and creativity. The combined development mode of brand creation is the only way for the long-term development of cultural and creative products. As a nation on horseback, Mongolian has strong spiritual connotation and cultural connotation, as well as distinctive cultural characteristics. It should establish solid brand awareness in the future development of integration and combine the brand with its own regional culture.

##### **(2) Be user-centered, take market demand as a guide, and rely on emotional integration.**

The market-oriented design method is to design and develop cultural and creative products according to the understanding and prediction of the market, while emotional support is to inject emotional elements into cultural and creative design, aim at different age groups or consumer groups, and pay attention to the hearts of consumers, touching people with emotion. Thereinto, creative design is the key, and preliminary research is the basis. The user's needs and aesthetics determine the final display form of cultural and creative products and also determine the final market sales. When combining Mongolian traditional elements with cultural and creative product design, it need to establish a people-oriented concept, take the market as a guide, conduct appropriate market research, fully understand the market trend and customer needs, be people-oriented, be based on the brand of distinctive national culture, rely on culture to design products, and combine aesthetics with practicality.

##### **(3) Based on the background of big data to realize the promotion and innovation of cultural and creative works**

AR technology is utilized as a guide for the design of Mongolian creative works. AR technology

can show consumers more realistic local humanities through three-dimensional images, let people more sincerely understand the natural landscape and cultural conception conveyed by cultural and creative products, and make people feel the charm of local culture more truly. At the same time, AR technology can also recycle cultural and creative products, interact with consumers for a long time, enhance the knowledge of cultural and creative products, and reinforce the spread of cultural and creative products. Combining AR technology with the design and promotion of Mongolian cultural and creative works can promote the design, promotion and innovation of Mongolian cultural and creative works. In the meantime, supply chain finance is used to promote the cluster development of cultural and creative industry, give full play to the advantages of financial integration resources, promote the concentration of high-quality cultural and creative production factors, integrate relevant enterprise resources, and expand the industrial chain of Mongolian cultural and creative works, to form a large-scale industry cluster. Based on the background of big data, it is necessary to promote Mongolian cultural and creative products, collect consumer preferences, and develop personalized and distinctive cultural and creative works for consumers.

## **6. Conclusions**

In the current society with rapid economic development, cultural industry is increasingly prosperous, and cultural and creative industry is facing new opportunities and challenges. How to integrate the characteristics of local national culture into cultural industries is an important issue faced by local economic development and cultural communication, and it is also the only way for them. Colors, patterns, materials, etc. are the key directions for the combination of national culture and cultural and creative products. When applying local national culture to the cultural and creative design, it should fully recognize the problems existing in the current design, establish sound senses of resource and opportunities, view the development of the local cultural and creative design from the perspective of development, be user-centered, take market demand as a guide, rely on emotional integration, make full use of renewable and reusable resources to design souvenirs, use modern materials and design awareness, promote and innovate cultural and creative works based on background of big data, apply AR technology and supply chain finance to expand the industrial chain of Mongolian cultural and creative works, and form a large-scale industry cluster, to realize the wide spread of Mongolian culture and the innovation and development of Mongolian cultural and creative design.

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