

Analysis on the Development of Cultural Products under the Background of "Internet +"

Haiyan Zhang

Art and Design Institute, Lanzhou Jiaotong University, Lanzhou, Gansu, 730000

Keywords: Internet+, Cultural Products, Development Process, Control Charts

Abstract: At present, China is in a period of rapid development. Although the development of cultural and creative industry is good, from the perspective of design, the innovation of cultural and creative products is still insufficient. People's demand for products has not only satisfied the formal beauty, but also paid more attention to spiritual, spiritual satisfaction and pleasure. Therefore, the economic market is gradually beginning to change the direction of the wind, and the user's emotional experience of the product and the design aesthetics of the product are important considerations. In the context of "Internet +", the rapid development of technology has accelerated the iterative speed of technology products, and has also promoted many new features in the design of cultural and creative products.

1. Introduction

The areas covered by Wenchuang products are actually very large, covering both physical and intangible services. This article makes a simple division of Wenchuang products according to the nature of the product: (1) Native products. Native products mainly refer to products that can be sold with a little processing of items already in nature. (2) Handmade products. As the name suggests, hand-made products are based on traditional craftsmanship and combined with modern materials technology to inject new vitality into handmade products. (3) Industrial products. Mainly using modern mass production technology to achieve repeated, batch production of a specific design of a specific product. (4) Other products. However, Wenchuang products not only include the above, but also many other cultural and creative product categories such as local and regional cultural and creative products, as well as cultural and creative products derived from some form of art.

2. "Internet +" background below the design trend of the product

The concept of "Internet +" has swept across the country quickly since it was proposed. It is like a massive Internet revolution. "Internet +" is not simply superimposing the Internet with traditional industries. Instead, it uses the modern Internet technology to make the Internet infiltrate all the functions of the traditional industry. In fact, "Internet +" is an idea, an attitude that has not appeared in the past, that is, the use of the Internet to integrate the advantages of various social resources, and apply it to people's daily lives including finance, transportation, communication, etc., thereby further The improvement of people's quality of life and the overall innovation ability of the society will eventually lead to the development of a new economic form based on the Internet. At present, China's cultural and creative industries need to apply the "Internet +" thinking and mode to create a new kind of ecology. Therefore, the design trend of Wenchuang products has begun to show the following characteristics.

We are now in a period of rapid development of science and technology. Although people cannot access the latest and most cutting-edge science and technology in their daily lives, innovative ideas and methods will continue to be extended along with the development of science and technology. If these technologies are combined with Wenchuang products, Wenchuang products will break the inherent model, let culture enter our life through technology, and let people feel more fully when using Wenchuang products. The cultural heritage and historical sedimentation. Thailand, a place that believes in Buddhism, has a total of about 35 million drivers across the country. And 76% of

these drivers will place a statue of Buddha in the cab, so that the Buddha statue can bless them out of peace and not cause any traffic accidents. However, from the analysis of factual data, Thailand is a country with frequent traffic accidents. The number of people who die from traffic accidents in the world ranks second in the world every year. The reason why the traffic accidents in Thailand are so high is that some drivers drive vehicles at high speed. In order to effectively improve the traffic accident situation in Thailand, an organization in Thailand (Health Promotion Foundation) has developed a product called a speed limit Buddha image. Within the Buddha image, a GPS is installed, through which the vehicle's current speed and road conditions can be monitored. When the driver starts speeding, the speed limit Buddha image will immediately use the pre-recorded recordings of the nine different dialect versions of the famous Thai monk Phre Payom to warn the driver to slow down. The seemingly simple device saves lives, which also stems from the local people's understanding of cultural beliefs and cultural respect.

Under the leadership of “Internet +”, especially the rapid development of high-tech, the Internet is rapidly integrating with all aspects of our daily lives, and it also provides important integration and cross-border between different fields. Guarantee. And with the development of high technology, it is more and more difficult for a single field to meet the needs of consumers and the market. At this time, different fields need to be integrated and connected in different ways to gradually meet the needs of the market. To a certain extent, cross-domain cooperation is a benign interaction under a strong model, injecting new genes into products, and thus generating new market value and influence. In the context of the era of big data, many traditional industries are facing a huge crisis. In the face of such challenges, enterprises or organizations cannot be stuck in the experience and habits of their own fields, but should find them with an open new thinking. The same interests in different fields, break the border and find a win-win situation. For example, the bamboo brand that won the 2013 Red Dot Award and the German IF Product Design Award. The brand was co-founded by Zhejiang University and Hangzhou Paradise Umbrella. The original concept was derived from a design camp held by the college and the company. The students diverged after visiting the bamboo umbrella production process. Later, the company invested in industry, university and research cooperation funds and technical support for the development of new products. Inter-disciplinary cooperation has produced a chemical role in the design ability of college teachers and students and the production and manufacturing capabilities of enterprises. Bamboo umbrellas were born. The production process of bamboo umbrellas comes from the traditional crafts of China - Xihu Silk Umbrella. This traditional umbrella craft requires more than 20 "masters" to carefully craft each umbrella. The main material used in this time, bamboo, is processed by modern technology. The material is not only anti-corrosion and moisture-proof, but also very resistant to abrasion, which makes the umbrella have a long service life, and at the same time, the traditional handicrafts satisfy both the aesthetics and the aesthetics. Better practical value. Not only that, Zhuyu Umbrella has strengthened the cultural color, and cooperated with Mr. Cai Zhizhong to launch a limited edition collection of bamboo umbrellas. This combines traditional Chinese handicrafts with traditional Chinese philosophy and modern design concepts.

3. “Internet +” background innovative approach to creating products

Compared with traditional media, new media is a kind of media form emerging under the background of new technology. It has strong characteristics of rapid communication, interaction with people, diversity and novelty, and equality of public sexual desire. For example, the product design mode of O2O, compared with the traditional product design mode, the advantages of O2O product design mode mainly include the following: (1) Data sharing. Product designers can use data mining technology and data analysis technology to collect all kinds of information they need from the Internet (for example, market analysis information and market forecast information of the product), to understand the latest trends in the current market and the products. Real needs. (2) Rapid response. Through the Internet, the design of the product can quickly feedback the product information given by the marketing, promotion and other departments, and adjust all aspects of the product (such as appearance, function, etc.) according to the dynamics of the market and the real

needs of the user. (3) Realize the precise marketing promotion of products. The O2O (Online To Offline) mode can be simply understood as the mode of completing the physical transaction through the logistics company by completing the order payment through the Internet. By introducing more traffic through the online operation platform, the manufacturers and design-related departments will be greatly improved to achieve better marketing and promotion.

Refining the inner cultural story for handmade products is an effective way to increase value. The emotional experience is a richer experience generated by the user after further contact and use with the product. It is reflected in the satisfying of the emotional needs of the person in use. In fact, the return of handmade products is a kind of resurgence after the pursuit of speed and development. Therefore, in addition to considering the story and drama of the handmade products, we also need to combine the appearance, texture and operation mode of the products to reflect the products. Emotional Factors. With the continuous advancement of technical strength, the user experience has attracted more and more attention from researchers. Because of the essence of the user experience, it contains not only the design of the product, but also the entire service chain around the product, that is, the service, operation and maintenance of the product. Therefore, we believe that user experience is a system engineering, which is related to all aspects of design. In the process of modern design, users are not simply passively accepted, but need to participate in the product design process. In addition, in addition to the preference for handmade products, people are eager to participate in the production of handmade products, releasing their own pressure, outputting their own emotions and getting self-satisfaction during this experience. Therefore, the innovative breakthrough of handmade products is to establish contact with the audience in the brand-specific story and to create emotional value.

For industrial products, the highly developed information age provides technical support for industrial development, while industrial products need to cross their own boundaries, break the invisible barriers between industries, and selectively inject new genes. Keep the product alive. It can be said that the whole world of the era of "Internet +" is a connected whole, and different brands, different fields, different groups and even different spaces can be connected. The development of the Internet has blurred many of the original clear boundaries, and it has filled the design with infinite possibilities. Traditional culture can inspire new vitality in modern society through the "Internet +" approach. Art and culture carry the human past, and technology and design connect the future of mankind. In this era of openness, designers must break through their own bottlenecks, break the limits of thinking, and use a variety of design thinking and new methods and techniques to combine the current cutting-edge technology on the basis of traditional design. It has a traditional cultural heritage and is modern.

For such cultural and creative products derived from regional culture or from some form of art, the main point of innovation breakthrough is to break through its original art form, find suitable carriers and appropriate ways to get rid of cultural and artistic products from a single viewing. The model enters our daily life through innovative design. Whether in the era of crafts or industrialization, the overall goal of human creation activities is to continuously improve the quality of people's lives and to build a second nature that is more suitable for human habitation. Although with the development of the economy, the cultural market has a very broad and good audience base, but this also makes the public demand for cultural and creative products higher and higher, the same style of cultural and creative products can no longer win the attention of the public. . Designers need to combine the practical needs of the public with the developmental features of the "Internet +" era, so that culture and art can be sublimated in the new era, so that the audience can feel its deeper meaning.

4. Conclusion

Based on the background of the rapid development of China's current economy, science and technology, etc., this paper explains the development trend and design method of Wenchuang products in China at this stage. I hope that Wenchuang products will go forward in the development of the world, let Chinese traditional culture enter our daily life through design, and flourish in the

global Internet era.

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