



Pisco Med Publishing

Cultural and Creative Product Design (CCPD) Based on Chinese Traditional Culture

Rong Zhang

Taishan University, Tai'an 271000, China.

Abstract: With the constant development of society in recent years, the cultural and creative industry has drawn more and more attention. In the thousands of years of development of Chinese traditional culture, there are unique aesthetic tastes and rich spiritual elements. Applying these elements in the cultural and creative product design (hereafter referred to as CCPD) can better enrich and maintain ideas and the concept of CCPD, so that these elements can be more easily accepted by the public. When designing cultural and creative products (hereafter referred to as CC products), designers will pay more attention to creativity. In order to use the content of traditional cultural elements, it is necessary to comprehensively analyze the practical and aesthetic effect of CC products, and extract the key cultural elements from traditional Chinese culture, so as to achieve the perfect integration of traditional culture with modern design, and the CC products designed are more in line with people's pursuit.

Keywords: Chinese Traditional Culture; Traditional Cultural Elements; Cultural and Creative Product Design

Introduction

Modern CCPD is an effective way and medium to use national cultural elements, and it is also an effective way to facilitate the inheritance and promotion of traditional culture. Under the influence of diversified cultural shocks, our country's CCPD has been influenced by western ideas. The design of many of our products incorporates the western cultural connotation and some western values, which shows the lack of confidence in our own culture. In order to better reflect the advantages of products made in China, improve our country's design level, and promote the development of our art industry, it is necessary to explore the charm of traditional Chinese culture and reasonably apply some traditional Chinese cultural elements in the design of CC products. So as to maintain the vitality of China's CCPD industry.

1. Correctly understand the design of cultural and creative products

Literally, CCPD is actually a kind of relatively novel design concept that combines culture and creativity. Cultural creativity is a newer cultural structure system built by taking culture as the main element, integrating different aspects of cultural content, and using advanced disciplinary knowledge and different carriers to reflect the new cultural phenomenon and state of some new things. It is also the product out of collision and integration of human knowledge, wisdom, and souls. At present, the elements and contents of CC products in the market are relatively complex, diversified, and are of great differences. Some of them are culturally related and also recognized by some groups as creations, which can be well called CC products. At the same time, they can also be considered as special products with distinctive traditional symbols.

In today's design work, forming unique creative concepts by using some elements with traditional Chinese characteristics and integrating them into the product design have been widely used. In the process of CCPD, modern high-tech technologies and different theories can be used simultaneously to further transform and upgrade the content of cultural resources, so as to create special cultural products with extremely high additional attributes. The most critical part in creative design is to be creative enough. Only by being creative can a designer create unique products, and the products can be accepted by people and regarded as new products. Nowadays, our country attaches great importance to and promotes the

industry of CC products, which facilitates the continued proliferation of various CCPD elements. However, the design effect of some products is still not very reasonable. For example, some products are only practical but lack artistry. Whereas some products are only artistic but not practical. In other words, in the process of CCPD, it is necessary to fully integrate the aesthetic effect with practical value in order to meet the needs of consumers and make them pay for the products. Meanwhile, it is conducive to create a broader prospect for the design market of CC products, so that the designed products have both commodity and artwork attributes^[1].

2. Problems reflected in the design of cultural and creative products based on the current Chinese traditional culture

2.1 There are serious problems of imitation and plagiarism

In the design of China's CC products, the application of Chinese traditional cultural elements is optional. Because the elements are very rich and diverse, the design connotation of CC products can be reflected based on the characteristics of different regions. This is also supported by the Chinese people. However, the design of CC products in our country started relatively late and developed for only a relatively short period of time. Therefore, compared with many advanced countries, the effect produced during the market development of CC products was still not very satisfactory, and still remained at the initial exploration stage. In the meantime, because we are under the influence of the current trend of economic globalization, foreign cultures have had an impact on our country's traditional culture, which resulted in the imitation and plagiarism in the design of many CC products. Furthermore, the current application of Internet technology and computer technology makes the exchange of information increasingly frequent and convenient and accelerates the update of various fashion topics at an extremely fast pace. This leads many companies to blindly pursue hot topics instead of focusing on the product itself in their design, which seriously affects the design effect of CC products^[2].

2.2 The traditional cultural elements used are too monotonous

More than 5000 years of Chinese civilization is a perfect cradle for the generation and change of knowledge and thinking and has nurtured many high-quality cultures and ideas. Hence, nowadays, these traditional cultures can become important reference materials and available resources in the design of CC products. During designing, it is necessary to constantly explore the available elements in traditional culture and seek inspiration, so as to finally present a unique, complete as well as excellent cultural and creative work. However, currently, when applying the elements of traditional Chinese culture in the CCPD, it is found that many designers are relatively limited, monotonous and rigid in their thinking, and their understanding of traditional Chinese cultural elements is relatively superficial. Sometimes, they even repeatedly apply the same traditional cultural elements. As a result, the cultural and creative works they designed are too monotonous and cannot reflect the specific characteristics of different ethnic groups. Even when they use multi-ethnic elements, it may still give people an impression of complexity and chaos, which in turn can limit the development of our cultural and creative industries^[3].

3. Design ideas of cultural and creative products based on Chinese traditional culture

3.1 Draw inspirations from life

When designing cultural and creative products, designers need to be able to closely connect product design with their daily life, so that their inspiration and life can be combined in the design process. In order to explore the available ideas and methods through the specific understanding of social life, designers need to fully comprehend and have a deep understanding

of Chinese traditional culture and are able to constantly recall their own life experiences and feelings in their specific design and creation. By integrating traditional cultural content with one's own life, the designed works could be more in line with the ideological concept of consumers and satisfy their demands. When seeking inspiration for the design from life, designers need to pay attention to the perfect penetration and integration of their emotions, so that the designed cultural and creative products have richer values and in-depth connotations. Meanwhile, it will make the final designed products more meaningful and livelier, which is significant for the sustainable development of the cultural and creative industries [4].

3.2 Incorporating the intentions of traditional culture

In today's CCPD, when using traditional cultural elements, we should try to avoid homogenization and prevent the plagiarism of certain traditional cultures. When carrying out the CCPD, we should pay attention to the actual needs of the current market for the products, as well as different views and opinions on product design, so that the application and penetration of traditional cultural elements can be more effective. In this regard, designers need to be able to dig deeper into the meanings and intentions in traditional culture to upgrade and improve the design level of CC products. Eventually, the design works will be more creative and can also convey a rich and strong cultural spirit as well as an ideological value, so that it can have a positive impact on the public and promotes social progress [5].

3.3 Reasonable use of traditional Chinese cultural elements

In the process of designing CC products, traditional Chinese cultural elements should be integrated into the design works in a reasonable manner instead of copying them blindly. We should embody the advantages and discard the shortcomings of traditional cultural elements. Only by perfectly combining modern cultural elements with that of traditional ones can the important position of traditional culture in modern society be more smoothly displayed. And the effect of cultural innovation will be more ideal. For example, the use of traditional embroidery in the design of cultural and creative clothing products can help to enhance the cultural value of the artwork. However, it should be noted that if the traditional embroidery is directly used to make cultural and creative clothing, it can be a waste of energy. In addition, the designs of the clothing may not fully meet the aesthetic standards of modern people, thus causing a certain conflict with modern culture. Only by moderately incorporating embroidery in the cultural and creative clothing and by making embroidery a kind of embellishment to the clothing can the overall design work be more matched with the ideas of modern people. As a result, the final created works will attract more attention [6].

Conclusion

To sum up, to apply traditional Chinese culture in the design of CC products, designers need to have a deep understanding of the connotations of traditional culture, integrate design elements and make innovations for the products in a reasonable manner. So as to ultimately facilitate the improvement of the design quality of CC products.

References

- [1] He, S., Luo, Z.Y., Ren, X.Y., Research on cultural and creative product design based on Jinling culture [J]. Drama Home, 2019, 28: 222+224.
- [2] Li, J., Design practice of cultural and creative products based on Spring Festival culture [J]. Packaging Engineering, 2021, 4202: 252-257.
- [3] Zhang, Z.Y., Sun, Y.Y., Zhu, Y., Research on cultural transfer model in cultural and creative product design [J]. Packaging Engineering, 2018, 3908: 95-99.
- [4] Yan, L., Huang, X.Y., An analysis of the evaluation principles of cultural and creative product design based on the connotation of traditional culture [J]. popular literature and art, 2018, 13: 70-71.
- [5] Liu, Y., The exploration of traditional cultural elements in the teaching of cultural and creative product design [J]. Think Tank Times, 2019, 52: 206-207.
- [6] Liu X., Research on the design and development mode of Zhangzhou ceramic cultural and creative products under the background of “the Belt and Road Initiative” [J]. Packaging Engineering, 2020, 4120: 234-239.