

Design Analysis of Folk Culture in Cultural and Creative Products

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Abstract: Folk culture,as a manifestation of folk culture,has a wide range,rich content,and reflects daily life.Among them,architectural culture,clothing design,food culture,festival customs,etc.are rich and colorful.This article analyzes the concepts of folk culture and cultural and creative products,and guides the masses to apply folk cultural and creative products to daily life by studying the innovative design and application of folk elements and cultural symbols in folk culture.By studying the innovation and inheritance of traditional craftsmanship,we aim to promote the formation of a stable cultural industry in folk culture and promote cultural confidence and identification among the masses.

Keywords: Folk culture;Cultural and creative products;Design analysis

Introduction

With the development of society,China's folk culture is becoming increasingly rich,covering the living habits,emotional expression,aesthetic design,and other contents of people from different regions and ethnic groups.Therefore,folk culture,as a form of culture and cultural resources,should be protected and inherited.Cultural and creative products,as a design product that combines culture and daily necessities,contribute to the promotion and promotion of different cultures.Applying folk culture to the design of cultural and creative products can promote the protection and inheritance of folk culture.

1. Concept analysis of folk culture and cultural and creative products

1.1 Folk Culture

Folk culture is a culture formed by long-term production and life of social groups and ethnic groups.With the continuous development of history and changes in living areas,folk culture is also constantly changing and developing,forming specific cultures of different regions and ethnic groups.

There are various types of folk culture,including material life folk culture,social life folk culture,and spiritual life folk culture,which are reflected in different regions and ethnic groups.The material life folk culture mainly includes production,transportation,clothing,food,architecture,etc;The folk culture of social life mainly includes clan,social class,life etiquette,etc;The spiritual life and folk culture mainly include festivals,folk art,folk techniques,moral ethics,religious beliefs,folk literature,and other contents.At the same time,folk culture has multiple characteristics and qualities,reflecting the distinct characteristics of ethnicity,life,culture,customs,region,and society.

1.2 Cultural and Creative Products

As one of the derivative forms of artistic works,cultural and creative products possess the aesthetic symbols,aesthetic characteristics,cultural value,and humanistic value of the original artistic works.They are the interpretation,reconstruction,and integration of the original artistic works by the designers of cultural and creative products.The designer of cultural and creative products combines the nature and function of the product with the original artwork,connecting the user of the product with the aesthetic concept of the product,and promoting the aesthetic concept of the original artwork.

There are a variety of cultural and creative products,and common books,school supplies,decorative items,daily necessities,etc.in

daily life can be integrated into cultural connotations and the aesthetic characteristics of artistic works for promotion and sales.

2. The influence of folk culture in cultural and creative products

2.1 Strengthening and Inheriting Cultural Identity

China has a vast territory,numerous ethnic groups,and rich and colorful folk culture.With the development of history,social progress,and the continuous advancement of urbanization,some folk cultures have gradually faded out of the people's vision and are on the brink of extinction;Some folk cultures still receive good protection and inheritance in local areas,but their development direction is single and cannot go further.

China actively promotes policies such as ethnic autonomous regions,autonomous counties,and intangible cultural heritage to protect and inherit folk culture and ethnic culture.However,many folk cultures are still scattered among the people and are in a situation of no one inheriting them and on the brink of extinction.

Through the application of folk culture in cultural and creative product design,specific symbols in folk culture can be promoted and promoted to local people and people in different regions.Products with distinct ethnic,regional,and contemporary characteristics can be sold throughout the country,allowing people in different regions to understand folk culture,form cultural exchanges,and promote young people's curiosity and identification with folk culture,strengthening cultural confidence,Further learning and inheritance of folk culture.

At the same time,the development of the Internet allows different countries to communicate with each other.By integrating China's cultural connotations into products,people from different countries can understand China's unique folk culture,build China's cultural brands,and enhance China's cultural soft power.

2.2 Economic Value Enhancement and Industrial Development

Integrating folk culture into the design of cultural and creative products can endow folk culture with new forms of expression and creative methods.Through the promotion of cultural and creative products,the commercial value of folk culture can be strengthened,providing economic foundation and material support for the protection and development of folk culture,and strengthening the promotion of folk culture,promoting the continuous development of local cultural industries and the economy.

At the same time,as an emerging commercial industry,the cultural and creative industry has attracted the attention of consumers and the country.Therefore,in the design and production process of cultural and creative products,it is not only necessary to pay attention to the design quality of the products,but also to the quality of their use.Furthermore,to ensure that cultural and creative products have practical value and the cultural value of folk culture,through the combination of both parties,we can strengthen the market competitiveness of folk cultural and creative products,promote the healthy development of the cultural and creative industry,and promote the good protection and inheritance of traditional folk cultural skills.

3. The specific application of folk culture in the design of cultural and creative products

3.1 Application of Folk Elements

3.1.1 Design of Traditional Symbols,Patterns,and Utensils

In different folk cultures,having different cultural symbols and patterns is a symbol of different folk cultures and widely used in traditional artifacts.However,with the development of the times,many artifacts are no longer used,leading to the gradual loss of traditional symbols and patterns.

Firstly,in the design of folk cultural creative products,designers can study and analyze traditional symbols and patterns,exploring the meanings and connotations of different symbols and patterns.Designers should conduct on-site research in the areas where folk culture is located,extract significant cultural features from local architectural styles,clothing characteristics,relevant historical materials and artifacts from local archives and museums,and consult local folk culture experts to explore the meanings of different symbols and patterns in local folk culture,and understand the significant features in art design in local folk culture.

Secondly,in the design of folk cultural creative products,designers can study and interpret the appearance and use of some traditional local artifacts,compare them with the appearance and use of modern artifacts,and explore the form of cultural creative products that combine traditional culture and modern technology.Designers should fully refer to local characteristic industries,deconstruct and design the appearance and materials of artifacts,and incorporate the beautiful meanings and emotions of traditional symbols and elements into the design of modern artifacts'appearance patterns.At the same time,designers should use modern,rich and safe materials such as metals,resins,ceramics,textiles,plastics,etc.to reproduce the symbolic symbols in traditional folk culture,ensure the practicality of the product through continuous experimentation,and strengthen the cultural connotation and functionality of cultural products.

3.1.2 Traditional Stories and Legends Utilization

In different regions of folk culture, there are different religious beliefs and stories of historical celebrities. These legends and stories have also become an important component of folk culture, which can be promoted and promoted through cultural creative products.

Firstly, in the design of creative products for folk culture, designers can understand and explore traditional stories and legends in folk culture. Designers should learn about local legends from local folk culture experts and some local elderly people. At the same time, designers should refer to historical materials in local archives to gain a certain understanding of past celebrities and traditional stories, and then determine the types and styles of products based on the overall style and characteristics of the story.

Secondly, in the design of folk cultural creative products, designers can redesign traditional stories and characters, while retaining character characteristics and combining them with modern elements to develop cultural and creative products such as postcards, comics, and picture books. Designers should clarify the cultural value attributes of the products, reflect China's traditional clothing culture in the design of characters, and collaborate with different professionals, produce local legends and stories into unique cultural brands and IPs, forming a brand effect.

For example, well-known traditional mythological figures such as Sun Wukong and Nezha in China have been produced into different film and television works, forming cultural brands and logos. Consistent with the styling in literary and film works.

Conclusion:

In summary, the application of folk culture in the design of cultural and creative products can not only strengthen the characteristics of cultural and creative products, promote their national and cultural identity, enhance their cultural value, but also promote traditional folk culture, showcase China's rich cultural heritage, strengthen the public's understanding and identification of culture, and promote cultural confidence. Therefore, it is necessary to excavate and develop elements of folk culture, integrate different product designs, strengthen the combination of folk culture and cultural industries, and promote folk culture, develop folk culture, and promote the inheritance and development of folk culture.

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