

Research on the Development of Cultural Creative Product Design Based on Chinese Traditional Five-color View

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Abstract: Chinese traditional culture is extensive and profound, in which the five-color view, as one of the important visual cultural elements, carries rich cultural significance and aesthetic value. This paper aims to explore the application and development of the traditional Chinese five-color concept (blue, red, yellow, white and black) in the design of cultural creative products. By analyzing the historical origin and cultural connotation of five-color concept, combining modern design concept and market demand, this paper studies how to integrate traditional color concept into contemporary product design, so as to enhance the cultural value and market competitiveness of products. This paper puts forward a series of innovative design strategies, and verifies the practicability and effectiveness of these strategies through case analysis.

Keywords: Chinese traditional five-color view; Cultural and creative products; Design development; Innovation strategy; Market competitiveness

Introduction:

In the design of modern cultural creative products, the proper use of the five-color view can not only inherit and carry forward the traditional culture, but also enhance the aesthetic level and cultural depth of the product. Therefore, this study aims to explore the application path of five-color concept in the design of cultural creative products, and how to maintain and carry forward the unique Chinese cultural characteristics under the background of globalization.

1. Overview and cultural analysis of Chinese traditional five-color view

The traditional five colors of China, namely, green, yellow, red, white and black, are important philosophical categories and cultural symbols in ancient China, which contain rich cultural connotations and aesthetic ideas. In traditional Chinese culture, the five colors not only correspond to the five elements (wood, fire, earth, metal, water), but also are closely connected with heaven, earth, four seasons, five directions, five virtues, etc., forming a complete cosmology and values. Blue, representing wood, spring, east, growth; Yellow, representing earth, center, humility; Red, representing fire, summer, south, hot; White, symbolizing gold, autumn, the West, bright and clean; Black, meaning water, winter, north, hidden. The five colors are interlinked and cyclic in nature, implying the harmony and unity between all things. In addition to the intrinsic connection with natural elements, the five colors have also endowed rich philosophical connotations in traditional Chinese culture^[1]. Blue meaning magnanimity, noble; Yellow represents the right, bright; Red symbolizes authority and honor; White implies quiet, pure; Black is a metaphor for deep and steady. Therefore, the five colors are also regarded as the embodiment of value orientation and personality cultivation.

The five colors were widely used in ancient Chinese clothing, architecture, ceramics and other fields. For example, the color hierarchy of the royal dress; The palace building is mainly in red color, with green color; Blue, yellow, red and other colors are often used in porcelain painting. These colors not only reflect the aesthetic pursuit, but also contain the wisdom essence of Chinese culture.

2. The application of the five-color concept in the design of modern cultural creative products

2.1 The combination of color matching and modern aesthetics

With the change of modern aesthetic trend, the application of five-color concept in contemporary design is no longer confined to

the ancient concept, but cleverly combined with modern color theory and visual elements. Designers are good at integrating traditional five-color elements into unique color combinations to create innovative visual effects that not only meet modern aesthetic interests, but also have cultural heritage. For example, some fashion brands will use blue and white colors to create a fresh and natural feeling; High-end hotels or restaurants prefer the combination of black and gold, highlighting the low-key luxury atmosphere. These designs have cleverly absorbed the essence of the traditional five-color view, and perfectly integrated with the modern color aesthetic concept.

2.2 The application of five-color concept in brand visual image design

Brand visual image design is a very important field in contemporary design, and the five-color view is widely used in this field. On the one hand, designers will directly learn from the five color elements, will represent the brand concept of a certain hue as the main color; On the other hand, the cultural connotation of the five-color view will be metaphorized through the clever color matching. For example, some real estate companies will choose scarlet as their brand identity to convey an atmospheric and stable brand image; Some educational institutions prefer to use blue and white to create a professional, clean visual effect. For example, some fast selling brands use bright colors such as red and yellow to convey a dynamic and positive brand personality to consumers. Through the proper use of five-color elements, brand design can not only highlight a unique visual image, but also implant cultural genes, so that the brand and traditional culture have a spiritual fit, thus enhancing the brand's cultural identity and affinity.

2.3 Cultural inheritance and innovation of five-color elements in creative products

In addition to visual image design, the five-color concept is more widely used in the design of various physical cultural creative products. Designers integrate five-color elements into product modeling, decorative patterns, packaging and other links, so that the five-color elements rich in Oriental culture radiate a new era of vitality. For example, some creative household items will use five-color glaze decoration points, which will perfectly present the Oriental charm of ceramic art; Some digital products will also reflect the five-color elements in the shape or pattern, so that scientific and technological products and Chinese culture complement each other^[2]. In addition, in the fields of crafts, souvenirs, etc., there are countless excellent works inspired by the five-color concept. These designs not only inherit and carry forward the excellent traditional Chinese culture, but also infuse the five-color elements with new cultural connotation and aesthetic value through the clever integration with modern design concepts, becoming a powerful footnote for the continuation and development of Chinese culture in modern society.

2.4 Use the five-color concept to enhance the market recognition and cultural value of products

Using the five-color concept to enhance the market recognition and cultural value of products is the goal pursued by many enterprises and designers. The five-color concept contains rich cultural connotations, and properly integrating its elements can not only highlight the unique charm of the product, but also give the product cultural connotation and enhance the sense of identity and affinity of consumers. Visual effect is an important aspect of five-color view. Through clever color matching, the product can show a distinctive visual impact, so that consumers can identify the brand's products at a glance. For example, some high-end cosmetics will use bright red as the main color, giving the product a noble and elegant temperament; Some children's products prefer bright yellow or green, giving off a lively and lovely image. In addition to visual charm, the five-color view can also inject rich cultural connotations into the product. Each color has its special symbolic significance in traditional Chinese culture. Through the rational use of these cultural elements, the product not only shows the unique charm of Eastern culture, but also enables consumers to feel the influence of culture in the process of use, so as to cultivate a sense of identity and belonging to the brand.

Designers' innovative use of the five-color concept is also injecting new vitality into traditional culture. They cleverly combined the essence of Chinese culture with the modern aesthetic concept, giving the five-color view a new artistic interpretation, making it glow with the charm of the new era. This innovation not only enriches the cultural connotation of the five-color concept, but also brings unique cultural charm and market competitiveness to many products. The proper use of five-color concept for product design can effectively enhance the uniqueness, cultural connotation and market recognition of products, and become an important weapon to stand out in similar products. At the same time, the innovative application of the five-color view will also write a new moving chapter for the excellent traditional Chinese culture.

3. The challenges faced and the future development trend forecast

Although the inheritance and innovation of five-color concept in modern cultural creative product design has made many achievements, it still faces some challenges and problems to be solved. How to preserve the true cultural connotation of five-color elements, and at the same time give it a new era connotation and aesthetic value, is a topic that designers need to explore and practice constantly. Simply piling up or imitating the five-color elements without innovation is not feasible. It is necessary to inject new design concepts and aesthetic concepts on the basis of adhering to the cultural authenticity, so that the five-color elements can show their

eternal charm ^[3]. How to let more ordinary consumers understand and accept the cultural connotation contained in the five-color concept is also a problem that needs to be solved. After all, the charm and value of cultural elements can only be fully realized if they are widely recognized and accepted. Therefore, enterprises and designers should pay attention to the role of publicity and education, so that more people can understand the cultural connotation of the five-color elements, so as to cultivate the love and recognition of related products.

In the face of the great trend of globalization, how to let the five-color view and other Chinese cultural traditions organically integrate into the flood of world culture is also a topic worthy of attention. People with insight should take the initiative to integrate into the world's multi-cultural landscape, and in the process of exchange and learning from other cultures, show the essence of the five-color view to the world, and promote mutual appreciation and understanding of different civilizations.

Although there are still many challenges to be overcome in the inheritance and innovation of the five-color concept in the design of modern cultural creative products, its infinite vitality and value potential will continue to inspire designers and creative desires. It is believed that in the near future, the traditional five-color view of China will further glow with dazzling light, complement various cultures in the world, and contribute a more colorful artistic landscape to human civilization.

Conclusion:

Through the study of the traditional Chinese five-color concept and its application in the design of cultural and creative products, we can see that the five-color concept not only provides designers with a rich source of inspiration, but also gives products a unique cultural attribute. With the deepening of global cultural exchanges, integrating the five-color concept into product design helps to enhance the international influence of Chinese culture. The future design development should pay attention to the combination of five-color concept and modern aesthetic, and constantly innovate in order to adapt to the increasingly diversified market demand, and promote the spread and sharing of traditional Chinese culture in the global scope.

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