

Research on Cultural Creative Product Design Based on Regional Culture

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Abstract: With the continuous development of our country's economy, the rapid rise of cultural and creative industries has made outstanding contributions to the economic growth. Although the development time of China's industry since its derivation is still short, it has achieved good results, which has also aroused the attention and concern of all sectors of society. In this regard, under the background of the new era, it is necessary to promote the design of cultural creative products, so that the public can feel the connotation and charm of culture through cultural creative products, and cultural creative products based on regional culture can not only highlight the characteristics of regional culture but also give cultural creative products a different kind of beauty. In this regard, this paper has carried out an in-depth study on the design of cultural creative products based on regional culture.

Keywords: Regional culture; Cultural and creative products; Design

Introduction:

The development of The Times has also improved the material living standards of the public, thus prompting more and more of the public to pursue more spiritual and cultural satisfaction, which also provides huge opportunities for the development of cultural and creative products. With the development of the cultural and creative industry, some problems have gradually emerged, and one of the most prominent problems is the serious homogenization of cultural and creative products. In this regard, we must pay attention to giving cultural and creative products unique connotation, and the most effective way is to design cultural and creative products based on regional culture, so that regional culture can empower cultural and creative products, so that cultural and creative products can help the inheritance of regional culture, promote regional culture while enhancing the connotation of cultural and creative products, and help the sustainable development of cultural and creative industry.

1. Basic concepts of cultural and creative products

Cultural creative products mainly include two parts, namely creative content and creative carrier. In order to better innovate and inherit culture, designers generally take relevant cultural elements as the basis in the process of designing cultural and creative products. While satisfying the audience's use needs, they also make them feel the profound charm of regional culture through innovative ways, so that they can truly fall in love with cultural and creative products.

2. The concept and characteristics of regional culture

Regional culture mainly refers to regional culture, which has spiritual and material characteristics and also displays the cultural characteristics of a specific region through humanity and natural resources ^[1]. In addition, regional culture is the cultural content accumulated after a long period of development in a certain region. To understand regional culture, it is necessary to query the corresponding background information. The characteristics of regional culture lie in universality, influence and inheritance.

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

3.1 Design principles in product design

First, landscape freehand. Our country has a long history and culture, and the regional culture pays special attention to the beauty of artistic conception. It can be said that the regional culture reflects the unique charm of our country. The position of artistic conception in aesthetic value is self-evident. Second, give meaning. The design of cultural and creative products based on regional

culture should not only pay attention to the functional and practical satisfaction, but also need to penetrate the meaning. Third, fusion conversion. When designing cultural and creative products based on regional culture, designers should extract elements that are more in line with cultural and creative products from many regional cultural elements, so as to make them more in line with public values and aesthetics.

3.2 Transformation ideas in cultural and creative product design

In the process of designing cultural and creative products, designers need to take effective ways to further transform regional cultural elements. Generally, this transformation mainly includes figurative aspects and abstract aspects. First, from the perspective of figurative transformation, China is vast and abundant, and different regions also have completely different regional cultures. In the process of designing cultural and creative products, designers can extract elements that can be used from regional culture, and show regional style more intuitively through the effective use of regional cultural elements, and at the same time realize the improvement of cultural value of cultural and creative products. For example: the auspicious cloud pattern in our culture appears very high frequency, some architectural designers and painters in the process of creation in order to express the auspicious meaning of this group will be used. Second, from the perspective of abstract transformation, traditional culture has a relatively abstract ideology, and its form of expression is People's Daily living habits and ways ^[2]. Therefore, when designing cultural and creative products, it is necessary to integrate them into the design of cultural and creative products in an abstract way, so that the creative value of cultural and creative products can be fully reflected, and the audience can have a further understanding of regional culture through cultural and creative products.

3.3 Application methods in cultural and creative product design

First, splicing. As the name implies, the conformity of a product is directly placed on another object to express the logical relationship of the product. Under normal circumstances, the materials of traditional colors and the patterns of traditional colors can be spliced into cultural and creative products as symbols to promote the connotation of cultural and creative products. Second, concreteness. It is mainly to apply a certain language in cultural and creative products by analogy and homophony. Third, grafting. This way mainly combines things and behaviors that do not have any connection with each other in a certain way. In the process of designing cultural and creative products, designers will integrate their own emotions and the information to be conveyed to the audience, and pass the information connotation to users through cultural and creative products, so as to realize the "communication" between products and people. This way can not only fully demonstrate the functionality and basic attributes of cultural and creative products, but also facilitate the enhancement of product connotation.

4. Design mode of cultural and creative products based on regional culture

4.1 Implementation of "conveying spirit" and "expressing meaning"

From this aspect, it is mainly the use of tangible products to achieve the accurate expression of intangible regional cultural connotations. The cultural verve of regional culture can be expressed through cultural and creative products to help the audience understand the regional culture through the products, so as to be more able to arouse the audience's inner resonance. In the process of designing cultural and creative products, designers can make full use of many factors of regional culture in order to achieve an accurate grasp of the emotional tone of the product. However, in the process of design, designers should pay attention to the cultural and creative products to let the audience understand the connotation of regional culture. Designers should make clear the existence value of regional culture, and then make use of specific symbols to present them on cultural and creative products, and show regional culture through this form. Therefore, in the process of designing cultural and creative products based on regional culture, the most critical point is to firmly grasp its core value. Only in this way can regional culture better combine with cultural and creative products with visual beauty, and truly achieve "expressive" and "expressive" ^[3].

4.2 Semantic transformation of cultural elements

From this aspect, it is mainly that designers should grasp the method of modeling and pay attention to the expression of "shape" and "meaning". To put it simply, designers should pay attention to the scientific collocation of color materials in the process of using regional cultural elements to design cultural and creative products, so as to promote the aesthetic feeling. When dealing with the form and meaning of the elements, it is necessary to follow the nature of regional culture and fully demonstrate its characteristics. Only in this way can the cultural and creative products designed be more real and vivid. In addition, we should take an abstract way to express the connotation of regional cultural and creative products, in addition to paying attention to logic, but also pay attention to the meaning of cultural and creative products to accurately convey. From the perspective of modeling methods, in the design, we should pay

attention to the use of symbols to convey the connotation of regional culture, and adopt effective ways to transform regional culture to better integrate cultural and creative products, so that the connection between the two is closer.

4.3 Application of narrative design method

First, designers should first pay enough attention to this design method. Cultural and creative products have always paid great attention to user experience, so in the process of designing cultural and creative products based on regional culture, stories should be introduced, and users' inner resonance should be awakened through stories. Since the most distinctive feature of regional cultural elements is visualization, designers can intuitively display regional culture for users, and combine spiritual and material attributes through narrative design methods. In the process of using cultural and creative products, users can not only understand their core values, but also understand the emotional connotation to be conveyed, and enhance the appeal of cultural and creative products. Second, the application of narrative design method requires the construction of corresponding situations. Such as people, environment and objects, wherein the user is "people", the social and regional environment is "environment", and the cultural and creative products are "objects". The perfect combination of the three is realized through the construction of the situation^[4]. Third, designers need to correctly select the narrative context to build the corresponding model, that is, the stories woven in the process of designing cultural and creative products based on regional culture should be accepted and recognized by the market and users, and only in this way can the designed cultural and creative products win the favor of the audience with their unique charm, profound connotation and emotion. Only through cultural and creative products can they understand different regional cultures, feel the charm of regional culture, and carry out the inheritance and development of regional culture.

Concluding remarks:

Regional culture is one of the key components of traditional national culture, and its value in cultural inheritance is self-evident. With the development of The Times, the cultural and creative industry has also developed synchronously. For designers, they should shoulder the responsibility of inheriting and carrying forward regional culture and integrate regional cultural elements into their designs. While "adding color" to cultural and creative products, it also helps the sustainable development of regional culture.

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