

Research on the Development Practice of Intangible Cultural Heritage Cultural Creative Products

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Fund Project: Special Research on the Development of Cultural and Creative Industries under the Vision of Folk Art in Yulin, Shaanxi Province (Project No. : 17JK0884).

Abstract: There are different cultural products in different periods, which can fully reflect the economic development, social customs and regional environmental characteristics at that time. In the new era, it is necessary to comprehensively develop cultural and creative products, integrate into intangible cultural heritage, and promote the branding, marketization, specialization and internationalization of regional cultural products, so as to effectively drive regional economic development. We should fully study the history and culture of Northern Shaanxi, excavate the design techniques, traditional crafts and some traditional cultural elements, and research and develop modern cultural and creative products.

Keywords: Intangible Cultural Heritage; Cultural and Creative Products; Development Practice

1. Introduction

Modern information technology and big data technology have changed people's lifestyle and habits to a great extent, and the public's demand for cultural and creative products also has higher expectations. These cultural and creative products are not only required to reflect the quality of made in China, but also their cultural connotation, so as to reflect the scientific design created in China. On the basis of inheriting intangible cultural heritage, it is necessary to expand the types of cultural products and realize the integration of cultural creative product design and intangible cultural heritage.

2. The concept of cultural creative products and intangible cultural heritage

2.1 Intangible cultural heritage

Intangible cultural heritage refers to all the specific arts and crafts, or some art forms, some activity places, also including some forms of performance, tools used, production processes, etc. That are recognized by individuals or organizations as having certain aspects of cultural heritage.

2.2 Cultural and creative products

There are many kinds of cultural and creative products in China, involving all aspects of social life and work. Through a specific analysis of these cultural and creative products, we can find that they have the following basic characteristics. First, these cultural products have some physical carrier with a certain cultural connotation, and usually the focus of these cultural and creative products is their cultural and creative content, more focused on the publicity of their core values. Second, cultural and creative products can generally reflect the creativity of design researchers, which is the result of continuous creation and artistic design. It can not only reflect the different spiritual connotations of our people in different periods, but also fully reflect the influence of different historical activities on people's ideological understanding. Third, these cultural and creative products can effectively meet the growing spiritual and cultural needs of the people, which are embodied in the needs of

culture, emotion, art, aesthetics and knowledge, and have very important theoretical research value and practical application value.

In the process of corresponding product design, the specific design and R&D (research and development) personnel of cultural and creative products need to reflect not only the cultural heritage, but also the intentional attribute and the cultural connotation, so as to fully show its innovative value and artistic characteristics in a vivid form. The more ingenious the design of these products, the more they can improve their market value, and effectively promote the cultural development and realize the effective publicity of intangible cultural heritage, in order to improve the public's ideas of protecting and inheriting traditional culture and deeply understanding intangible cultural heritage.

3. Specific measures for the development of intangible cultural heritage cultural and creative products

3.1 Making cultural and creative products by intangible cultural heritage technology

The Northern Shaanxi region has a long paper-cut culture, forming a unique cultural product. In the new era, we should further inherit and develop the paper cutting art, combine with the tourism development of the region, and make some hand-in-hand gifts, such as paper-cut as materials, enrich some specific cultural contents, including some calligraphy and painting, calligraphy and painting of famous artists, cultural relics, or famous sentences of the book of songs. It can also be made into some unique cultural creative decoration products, so that the paper-cut culture in Northern Shaanxi can be made into the life of modern people, which can effectively enrich the types of tourist souvenirs, enrich people's spiritual pursuit, and effectively create greater economic and social value, to combine the cultural and practical. We can also combine the paper cutting technology to enrich the packaging design style of some cultural products, and combine the regional culture, including the regional traditional literature and art, folk literature, traditional handicraft, folk custom, traditional drama, dance in Northern Shaanxi, as well as cultural content such as Northern Shaanxi and folk songs to create some unique cultural and creative products.

3.2 Integrating intangible cultural heritage graphics into cultural and creative products

In the process of cultural and creative product design, we can combine some graphic elements of intangible cultural heritage culture. These elements should be integrated into the image design of products, so as to make the designed products not only have the artistic flavor of the times, but also have the cultural heritage of traditional culture. In Northern Shaanxi culture, the patterns of seven hand-held dolls have the symbolic meaning of driving away disasters and evil spirits. This can be used as a prototype to design some cultural and creative products, including some fashionable mobile phone cases, cultural and creative cloth bags, and cultural and creative products based on Chinese traditional culture, making some ashtrays, or pen holders, etc. For example, dogs and deer symbolize auspiciousness in the culture of Northern Shaanxi, among which dogs symbolize loyalty and have some cultural characteristics and character of loyalty and honesty. Dog has another meaning in Northern Shaanxi culture, that is, it can predict good or bad luck. When a dog barks at different times, it has different meanings. Sometimes it represents the arrival of the God of wealth, a bright future, restlessness, or the coming of relatives. It has very different cultural characteristics. There are also some traditional cultures that think that dogs have the function of eliminating evil and disasters, and can protect their owners. This can integrate these graphic elements into the product design process, and create a variety of cultural and creative products.

3.3 Cultural creation of intangible cultural heritage

To carry out the design and innovation of cultural and creative products, we also need to actively learn from the local professional technology to carry out appropriate industrial development and expansion. For example, we can learn from Yangzhou people's production technology of sugar man, and combine these technologies to design local cultural and creative products, so as to further expand the ideas of cultural and creative product design, constantly develop more innovative products in line with regional cultural development, and launch a series of cultural and creative product experience packages. In this experience bag, you can find some wooden

sticks, some sugar, and some specific tools for making sugar man. After purchasing this experience package, consumers can experience the technology of making these products in person. On the basis of continuously strengthening product innovation and improving consumers' sense of experience, consumers can promote the publicity of intangible cultural heritage and expand its influence. Combined with the change of social environment, we should constantly innovate the production process and product production process, enhance the sense of experience of consumers, and enable them to immerse themselves in the production process of intangible cultural heritage products, so as to further understand the intangible cultural heritage culture, use it as the media to achieve a wider range of social publicity, and fundamentally achieve the good effect of intangible cultural heritage publicity. It can enhance public awareness of intangible cultural heritage, so that the whole society can form a cultural atmosphere of inheriting and promote intangible cultural heritage.

3.4 Using derivative products to grasp the trend of social consumption

The design of intangible cultural products with multi-step methods should be studied so as to integrate the image pattern and process flow of intangible cultural heritage into the process of specific cultural and creative product design, including the carrier of living goods, and integrating these cultural connotations into the items such as mark cup, umbrella, handbag and T-shirt, to provide consumers with diversified choice of cultural and creative products. We should integrate the cultural innovation products of intangible cultural heritage into the consumption market, and make it further expand to form a complete production chain of procedural, systematic and industrialized. It can drive the sustainable development of value chain and industrial chain through production chain, effectively spread the traditional non-material culture of China and promote the sustainable development of China's national economy, in order to effectively expand employment, improve people's livelihood and upgrade consumption.

In view of the fact that most people in our country cannot create good economic benefits in intangible cultural heritage projects and product design, we should make an in-depth analysis and realize that under this background, carrying forward and inheriting intangible cultural heritage culture is in a more dangerous situation. Effective protection in the era requires that relevant cultural departments take active measures to strengthen support and publicity for related industries, including through the official account of WeChat, the various live platforms, and publicizing through public occasions such as libraries and exhibitions, etc. It can enhance the public's sense of identity towards creative cultural products, and arouse the national pride of the masses, so as to actively and consciously undertake the historical mission and responsibility of inheriting and promoting China's excellent intangible cultural heritage.

4. Conclusion

Cultural and creative products fully combine the modern cutting-edge design concept and traditional intangible cultural heritage culture, realize the modern innovative development of traditional culture, and have unique economic value, cultural value and social value. In order to keep pace with the times, we should constantly update the design concept of cultural and creative products, enhance its influence, and promote its industrialization development, so as to polish the cultural card of Northern Shaanxi, promote the development of regional economy, which is conducive to the inheritance and development of intangible cultural heritage.

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