

On the Cultural Creation Design Method from the Perspective of Helan Mountain Rock Painting Culture Communication

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Abstract: The rock paintings of Helan Mountain have a history of nearly ten thousand years. They are rich in content and vivid in shape. They have very important cultural value. It is of positive significance for the dissemination of Helan Mountain rock painting culture to pay attention to the design of creative products and explore its design methods.

Keywords: Helan Mountain Rock Painting; Rock Painting Culture; Cultural Communication; Cultural Creative Design

1. Introduction

At the end of the 20th century, the influence of creative industry on the national economy began to be paid attention by all countries. Therefore, driven by the creative industry, the research, and design practice of cultural creative design in various countries are also increasing year by year. Cultural creative product design mainly refers to the creative product design centering on a certain culture. Its products often carry a certain culture with rich connotation. Cultural creative products spread the specific cultural content in circulation, and at the same time bring economic benefits to the culture owner (region or organization or person). Therefore, it is of great significance to use cultural and creative product design to spread the rock painting culture of Helan Mountain in Yinchuan, China. How to design the cultural creative products of Helan Mountain rock painting culture is also worth the designers to think deeply.

2. Helan Mountain rock Painting culture

Rock Art is generally called "rock art" by scholars. Rock paintings are the products of carving related objects on rocks when ancient people recorded events and held important ceremonies. Helan Mountain is located about 50 kilometers from the outskirts of Yinchuan city in Ningxia, China. It is about 250 kilometers from north to south, and it is the boundary mountain between Ningxia and Inner Mongolia.^[1]

There are many rock paintings on Helan Mountain. There are more than 30 mountain passes where rock paintings are found, many of which are concentrated. There are about 6,000 rock paintings on the rock mass within 6 square kilometers of Helan Mouth in Helan Mountain alone, which is a state-level cultural relic protection unit. As early as the late Paleolithic age, the geographical environment of Helan Mountain region is unique. The Water of the Yellow River nurtures life here, making vegetation here exuberant and animal resources rich. Therefore, this place was suitable for animal husbandry. The nomads who lived in the area began to chisel images and symbols into the rock. They left the records of rock paintings of human existence, such as grazing, dancing, sacrifice, war and coitus, to express the worship of nature, god, reproduction and totem of ancient ancestors. These rock paintings are a nomadic epic. The time of rock carving in Helan Mountain has spanned nearly 10,000 years. It gradually decreased in the Western Xia Period.

There are animal images, plant images, people images, life images, human faces, symbols and words in the rock paintings of Helan Mountain. From astronomy to geography, from natural objects to human daily life, it contains many images. Helan Mountain rock paintings play an important role in the world rock paintings. The UNESCO International Rock Painting Committee held only two annual meetings in Asia in 1991 and 2000, both held in Yinchuan.^[2]

3. Significance of cultural creative products for the cultural dissemination of Helan Mountain rock painting

Helan Mountain rock painting is a masterpiece of ancient human art and technology. It is a valuable resource to study the consciousness, totem belief and daily living regional culture of the ancestors before writing came into being. It is also a valuable resource for studying local history. The significance of spreading the rock painting culture of Helan Mountain through cultural creative products can be explained from the following two points.

3.1 Cultural value

With the help of cultural creative products, rock painting art can walk in front of the public. Rock painting cultural creation products help people understanding and like rock painting culture. Therefore, it is beneficial to enhance people's cultural confidence. Rock painting itself is a kind of human culture and art. In order to spread rock painting culture, cultural creative product design is an innovative culture combining ancient culture and modern art. It combines innovative culture while inheriting ancient culture, thus realizing the proliferation of culture. Cultural creative design combines the rock paintings of Helan Mountain in different periods with the local modern geographical environment and cultural architecture in one or the same series of cultural creative products, forming the integration of culture. Good cultural creative products may even become handicrafts or collections, which are passed down. This contributes to the accumulation of culture. Cultural creative products spread the rock painting culture of Helan Mountain in circulation, naturally enhancing the popularity of the rock painting of Helan Mountain. Therefore, it attracts more lovers, scholars and artists to study and discuss the rock painting culture of Helan Mountain and form cultural exchanges.

3.2 The economic value

Sales of cultural creative products bring local direct economic benefits, but indirect benefits are also very large and important. That is, cultural creative products are often presented by buyers to their relatives and friends, who are attracted by the rock painting culture of Helan Mountain carried by cultural creative products, and then take action to visit the rock painting in Helan Mountain, which indirectly increases the local economic income. Therefore, whether directly or indirectly, the cultural creative industry of Helan Mountain rock painting will promote the development of local cultural tourism and drive the growth of the local economy.

4. The method of cultural creation design of Helan Mountain rock painting

There is no invariable pattern in the expression methods of cultural creative design. The innovation of Helan Mountain rock painting cultural creative product design can be realized through integration and penetration, refining and generalization, decorative deformation, reconstruction and deduction.

4.1 Integration and mastery

With the return of national emotion and the enhancement of cultural confidence, the public is more and more fond of modern art products with traditional cultural characteristics. After strict textual research and in-depth understanding of Helan Mountain rock paintings, designers absorb the artistic nourishment of shape or line carving. Then, from the perspective of consumers, they use the expression of modern design art language to transform the ancient rock painting culture into innovative products. In this way, the ancient rock painting culture and art can be completely reformed without losing the characteristics of the ancient rock painting art, to achieve the integration of traditional and modern. In addition, rock painting design in different periods and places in the same product is the integration and connection of rock painting art across time and space, which will certainly be conducive to the innovation of rock painting cultural creation product design content.

4.2 Refine

Abstract generalization is the use of subtraction to remove the cumbersome parts of things, simplify and highly summarize the most typical characteristics of the part, and then use a suitable artistic style to show the visual image. Since the rock painting of Helan Mountain covers a wide range of cultural contents, it is necessary to select the most representative images to refine and summarize the visual images in the cultural creative design. It is impossible to cover all the original carving patterns of rock paintings in the design content. In particular, the mottled images of rock paintings under the wind and sun for thousands of years should be summarized in art, which should be concise and refined to highlight the characteristics of the image of rock paintings. According to the actual situation, when consumers stay at the point of sale of cultural creative products for a short time, the overly complex design cannot attract their attention, and the rock painting culture in the products cannot interest them.

4.3 Decorate the deformation

At present, the cultural creative design with a strong sense of modernity, no matter three-dimensional modeling or design illustrations on products, tends to be decorative or two-dimensional style. Based on respecting the original realistic image features of rock paintings, decorative deformation is an artistic technique of change and modification by using the abstract artistic expression of point, line and plane, or the graphical expression of geometry, or the symbolic simplified expression of objects. The rock painting cultural creative design products after decorative deformation have the original realistic modeling characteristics of rock painting. But it is different from the full face of realistic rock painting. It is the designer's new idea and visual expression in outline expression, color expression and composition. Many exquisite cultural creation designs are often not simple image distortion. They are decorated with other elements after their transformation. These elements may be symbols or other graphs and texts in a secondary position to enhance the formal aesthetic feeling and visual tension of cultural creative products.

4.4 Refactoring

The reconstructed cultural creation design method is a design method that breaks up and cuts the original structure, form and elements of rock paintings, and then re-constructs, combines, multiplies and superposes according to the new design ideas. The reconstructed cultural creation design pays attention to the artfulness of the reconstructed picture or product structure, the richness of the visual content, and even the profound cultural connotation.

4.5 Deductive

The design of cultural creative products cannot be simply textured. Designers should be good at interpreting the cultural connotation of rock paintings by "telling stories" with pictures and texts. Under the interest or suspense of story clues, consumers can participate in the communication with the rock painting culture of cultural creative products, so that consumers can have a sympathetic response. Clever use of rock painting elements to deduce narrative picture content or serialized product design will not only increase consumers' emotion for products, but also enhance the appeal of rock painting culture in the process of spreading rock painting culture.

5. Conclusion

The development of Helan Mountain rock painting cultural creative products has only been paid attention to in recent years. There are only a few people involved in the design and a few product types, most of which belong to handicrafts and daily necessities. There is still a long way to go in the innovation of cultural creative product types and design forms. Using cultural creative products to spread Helan Mountain rock painting culture can not only inherit the traditional culture and art, but also innovate and proliferate the culture and art of the new era. It is hoped that more and more people will participate in the dissemination of Helan Mountain rock painting culture and the design of cultural creative products.

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