

Resear on the Design and Application of Shaanxi Double Card Set

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Abstract: Shaanxi is a city with profound historical and cultural heritage, in which there are many heritages and specialties waiting to be carried forward and inherited, which requires innovative thinking to be integrated into the products. In people's lives, card sleeves can be seen everywhere, and card sleeves are a good carrier of inheritance. This article expounds the integration of Shaanxi's dual production (heritage specialty) into the card sleeve culture, and designs the characteristic cultural and creative products that conform to the people in the new era, promotes the dynamic inheritance of the heritage and specialty products in colleges and universities, and better promotes the development of Shaanxi's heritage and specialty products.

Keywords: Heritage specialties; Card sleeve design; Cultural and creative product design

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Introduction

Shaanxi has a long history and splendid historical and cultural resources, which need to be explored and developed effectively and designed into various cultural and creative products^[1]. The card cover is very common in daily life, whether it is the enterprise employee's certificate, or the student's bus card or the identity card that everyone has in the society and so on, all need to use the card cover to protect. The double production characteristic card sets are designed with patterns on the card sets, take the card sets as an important carrier of Shaanxi heritage and specialty, promote the heritage and specialty of Shaanxi, and carry out different designs for different places in Shaanxi to meet the needs of all ages, all classes and people. Investigate and take postgraduate examination in various places in Shaanxi, collect and sort out relevant materials about local heritages and specialties in Shaanxi, and then apply them to the field of card sets in cultural and creative products. It can not only inherit the Shaanxi heritage specialty, but also add a dazzling touch in the field of card sets in cultural and creative products. This paper mainly takes Shaanxi cultural resources as the basic element to develop and design Shaanxi double production characteristic card sets.

1. The purpose of Shaanxi double production characteristic card sleeve

1.1 Inheriting Shaanxi's heritage and specialties

In this era of rapid development, it is difficult for people to calm down to taste the special product of heritage (hereinafter called double production), double production is like people's pockets "pearls", is a precious wealth of our country. Due to the rapid economic development, people run too fast, many "pearls" are scattered on the ground, then we need to scatter the "pearls" on the ground one by one to pick up. At the same time, historical experience also tells us that it is of great significance to inherit and carry forward Shaanxi double production, so it is necessary to strengthen the inheritance and development of Shaanxi double production. Through the inheritance and development of Shaanxi double production, it is not only to inherit the excellent culture of Shaanxi, but also to create an effective carrier to promote the excellent culture of Shaanxi.

1.2 Expanding new ways to carry on double production

The protection of heritage and specialty products in Shaanxi is advocated by the government and the state, and the card sets are everywhere in people's lives. The card sets are used as the carrier to promote the continuation of Shaanxi double production and expand the new path of inheritance of double production^[2]. At the same time, it can also create the card culture, so that the card culture into people's lives, the card will collide with the double production of brilliant sparks, so that the double production can realize the inheritance of "wear on the body". Effectively let the public feel the important value of the double production, let the work of inheriting the double production to everyone's side, let the public spread the double production, also reduce a lot of burden to the government.

1.3 Promote the practical ability and innovation of college students

Before designing the card sleeve pattern, college students will make investigation and investigation in various parts of Shaanxi and also browse the materials on the Internet, which greatly improves their ability of literature retrieval, information collection and analysis, as well as their practical ability^[3]. In the design of the double production card sleeve pattern, will be combined with various Shaanxi double production, not only improve the art appreciation level of college students, but also improve the innovation ability of college students.

2. Shaanxi double production characteristic card sleeve design

2.1 Preliminary design investigation

According to the survey, many card sleeves on the market do not reflect the patterns of Shaanxi Double production, so it is a new idea to design the cultural and creative products of Shaanxi Double production^[4]. On the one hand, it can realize the protection and portability of certificates, and on the other hand, it can carry forward the "double production" in Shaanxi. The specific implementation plan is to collect the double production in different regions of Shaanxi, tap the public aesthetic consciousness, and meet the comprehensive needs of consumers. Then, the representative double production in different regions of Shaanxi is designed to realize the real double production go out.

2.2 Medium-term pattern design

At the beginning of the design, the idea has been drawn on the paper, so as to carry out the digital media design in the middle stage (using equipment: Gaoman 1060pro and driver, using software: computer PS)

Through the investigation of various places in Shaanxi and the reference of data, the characteristics of double production in each area of Shaanxi have a certain understanding. For example, the Qinqiang facial mask in Guanzhong of Shaanxi Province, the green mountains and clear water in southern Shaanxi Province, the waist drum in Ansai of northern Shaanxi Province, the Big Wild Goose Pagoda in Xi 'an, the First Emperor of Qin in Xianyang, the chestnuts and walnuts in Shangluo, the Xianhao, rattan weaving and tangerine in Hanzhong, and the big red dates in Yulin, etc., These heritages and specialties are abstracted and artistic, and presented on the card sleeve. Adding double production elements into products is not a new thing. What is important is how to better integrate these double production elements into each other and on the basis of personalization, and then conform to the public aesthetic, which also has a certain guiding effect on the inheritance of double production.

2.3 Late market strategy

Through the research on the market of cultural and creative products, we can find that, first, Shaanxi people respect Shuangjiang very much, so excellent cultural and creative products can gain people's favor; Second, there are few excellent cultural and creative products on the market, so there are broad paths for excellent cultural and creative products. Third, cultural and creative products, as the name implies, "Wen" should have enough background story to be mined, and "Chuang" should be new and creative.

2.3.1 Cater to consumer aesthetics

With the rapid development of China. Chinese people's aesthetic concept is also constantly changing. Therefore, the aesthetics of consumers in the new era are constantly changing, and consumers are the core of brand marketing^[5]. Excellent cultural and creative products need to have three characteristics, none of which is indispensable: aesthetic appreciation, function and connotation. Only do personalized and novel ornament, not ability; What is truly brilliant is the integration of the past and the present into everyday life. Can make use of this characteristic, vigorously develop and promote double production characteristic card sleeve, so as to let the public feel the charm of Shaanxi double production.

2.3.2 With government support

The development of cultural innovation industry requires a large number of technological innovation and marketing innovation. The ability of technological innovation requires the government to strengthen the macro-management of cultural innovation industry, and the promotion of technological innovation requires the government's strong support^[6]. At present, the way of protecting heritage and specialty in Shaanxi Province is that the government is the main one and the people are the auxiliary one. Meanwhile, the

government also advocates the people to protect the double production independently. Good cultural and creative products will also be supported by the government. When the double-production feature card sets circulate on the market, they will also be favored by the public, which also realizes the complementarity between the government and the public.

2.3.3 Use the Internet to promote

Now the society has entered the Internet era, we should make full use of the Internet to promote the double-production characteristic card sets. From the establishment of “positioning (purpose, goal, competition, contact), association (star, current affairs, positive and negative emotions, foresight, hot spots), analysis (disclosure, suspense, funny, friendly people, adaptation), communication (creative, guidance, improvement, media, cooperation, leader), participation (interaction, creation, promotion, spread), transformation (visibility, reputation, page views, forwarding volume, price Value, terminal, fans, assessment) “Internet marketing model, Create accounts in Douyin, Kuaishou, XiaoHongshu, etc., and elaborate videos to tell the story behind each double birth, so that the public can deeply understand the significance of the existence of double birth. Accordingly, the link of the corresponding product will also be hung below the video, so that each double production can realize the inheritance of “carrying on the body”.

We should vigorously publicize, promote and develop Shaanxi heritage specialties. In this case, the style design of cultural and creative products plays an important role in enriching the way of spreading double production. In the design of patterns, we should take the artistic level as the premise, constantly revise, constantly analyze and constantly add Shaanxi Double Production, to lay a cornerstone for the cultural and creative industry. The most important thing is that the realization of economic benefits of cultural and creative products is not the most fundamental goal. Our goal is to realize economic benefits of cultural and creative products under the premise of inheriting and promoting Shaanxi double production, and to combine the two. Ensure Shaanxi double production and cultural and creative industries parallel.

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