

Research on the Design of Cultural and Creative Products Based on Emotion

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Abstract: At present, our country attaches great importance to the development of cultural innovation products, and therefore the cultural innovation industry gets a rapid development. With the continuous improvement of people's living standards, the emotional demand for products is also increasing. Therefore, in the process of product design, it is necessary to integrate more cultural characteristics. This paper mainly combines the concept of emotional design with the concept of cultural and creative products, analyzes the design method of emotional cultural and creative products, and discusses the application of emotional concept of creative products.

Keywords: Emotional design; Cultural and creative product design; Product value

1. Overview of emotional design concept

The concept of emotional design was put forward by American psychologist Donald Norman in his book *Design Psychology 3 -- Emotional Design*, which includes three levels: instinct, behavior and reflection. The instinctive level refers to the innate law, which does not include the biological behavior of race and culture. The behavior level is designed based on human needs and gives priority to the functional attributes of products. The reflection level is related to information, culture and the meaning of the product, which can deepen people's impression of the product. At present, in product design, with the continuous improvement of people's requirements for products, the emotional attributes, spiritual attributes and cultural attributes of products are becoming more and more important in design. The material era has come to an end. At present, it feels that the era has arrived in product design. An excellent designer should not only be limited to the function and beauty of the product, but also give him emotions and feelings, so that people's pursuit of the spirit can be satisfied.

2. Overview of cultural and creative product design

2.1 Concept of cultural and creative product design

Cultural and creative product design refers to the promotion and creation of products through the skills, wisdom, talent and culture of designers, adding added value to products through modern means. Through the design of cultural and creative products, the traditional and modern can be organically combined, so that more and more people can feel the charm of traditional Chinese culture. In cultural and creative design, resource consumption can be reduced, environmental pollution is small, the market demand is large, and it has a very broad prospect.

2.2 Analysis of problems of cultural and creative products

First, the audience of cultural and creative products is relatively small, and generally the price is relatively high. With the attention of more and more people, the price of cultural and creative products is also rising. However, the function and cost of the product have not reached such a price, which makes the gap between consumers and the product and affects the penetration rate of the product. Therefore, in the process of product design, the material of the product should be used rationally, and more inexpensive cultural and creative products should be designed to meet the diversified needs of customers. Second, the product follows the trend seriously, the innovation is insufficient. In the design process of cultural and creative products, usually what kind of products sell better in the market, everyone will start to follow the fashion design of similar products, resulting in serious product homogeneity, resulting in

consumers' aesthetic fatigue of these products, no sense of freshness, causing obstacles to the inheritance and promotion of traditional culture. As designers of cultural and creative products, they should constantly try different styles, design diversified products based on the needs of the design public, and constantly improve the attributes of the products themselves, so that the penetration rate of the products can be improved. Third, cooperation is not strong. In terms of emotional and cultural integration, there is an imbalance. At present, the combination of emotional design and culture of cultural and creative products in the market is not appropriate enough to leave a deep impression on consumers. In the process of product design, only superficial emotional design is carried out. These designs stay on the surface and ignore the design of behavior level and reflection level. Some cultural and creative products only pay attention to practicability, for the cultural and aesthetic design of the product is insufficient. The design of cultural and creative products is closely related to traditional culture, and the uneven cultural and creative products in the market have a negative impact on the inheritance of traditional culture.

3. Design method of cultural and creative products based on emotion

3.1 Instinctual design method

In the process of designing cultural and creative products, designers need to be very familiar with the materials, and adopt more beautiful design methods in the actual design process, apply the characteristics of different materials, properly express the aesthetics and artistry of the works, and express the aesthetic feeling of materials, so as to achieve perfect unity in shape, color and material ^[1]. In product design, the application of materials needs to take into account the emotional experience brought by different materials. Aesthetic design is a very important aspect of cultural and creative product design. If the product lacks aesthetic feeling, consumers will not be interested in the product, and if the aesthetic design meets the needs of consumers, they can even tolerate the insufficiency of product function. In fact, many cultural and creative products ignore their functions and practicability in order to pursue beauty. Designers need to strictly control the quality of products, so as to design more beautiful and practical products.

3.2 Design method of behavior

In the design process of cultural and creative products, on the basis of aesthetics, we should ensure that the products have basic functions. Considering the practicability of the product, in order to better meet the needs of industrial production and life, the design method of functionalism and pragmatism is produced. Specifically, it is reflected in the design of tools, such as mobile phones for remote communication and cars for walking. In addition to some purely aesthetic arts and crafts, most of the products have practical functions, which are the basic attributes of cultural and creative products. In the actual design process, designers need to combine the functional attributes of products and consider how to better use them, so as to ensure the greater capability of cultural and creative products.

3.3 Reflective design method

The design process of cultural and creative products cannot be separated from the combination with culture, so as to meet the spiritual and cultural needs of consumers and make the products resonate with consumers, which is also a very important method in the design process of cultural and creative products ^[2]. Through the cultural connotation of the product, we can communicate with the audience. In the design process, we can continuously explore the cultural connotation, tell the cultural story, and show some key points, stories and fun of the product. Combined with the importance of culture, the story sequence is arranged reasonably, so that important cultural features can be placed in the prominent position of the title, and readers can be led from the most distinctive culture to the secondary culture gradually in the process of reading the copy.

4. Application analysis of cultural and creative products based on the concept of emotional design

4.1 Cultural and creative products need to meet people's material and psychological needs

Human needs can be divided into five levels: physiological needs, safety needs, love and belonging needs, respect needs and self-actualization needs, which fully explains that after low-level needs are satisfied, people will move forward to higher level needs. In the process of the development of The Times, cultural and creative products should keep up with the pace of The Times in the design process and constantly meet people's spiritual needs. The designed works should not only be functional and beautiful, but also meet people's needs for a higher level. Therefore, cultural connotations should be continuously integrated into the design of cultural and creative products. Through emotional design methods, various needs of people should be integrated into the works. Besides meeting the functional needs, psychological needs of consumers should also be met, and cultural classics should be inherited, so that these

cultural symbols and novel designs can resonate with consumers.

4.2 Understand different consumer groups and design targeted products

Consumers in different regions, different age groups and different cultural levels have different demands for works. Therefore, in the process of designing cultural and creative works, designers need to understand diverse groups and their consumption patterns, habits and preferences, so that they can design different products for different consumer groups in the process of designing cultural and creative products. In this way, the consumer group of cultural and creative products can be expanded and the publicity and promotion of culture can be constantly strengthened [3]. For example, for children and the elderly, different functions and different appearances are required in the design process. Children's favorite products should be more interesting in the design process, while the elderly's favorite products should take practicality and convenience into account in the design process, so as to better meet the needs of different groups of people for the work, so that cultural and creative products can play their due role in cultural inheritance.

4.3 Meet the development of The Times and strengthen the cooperation of different disciplines

With the continuous development of social economy and the continuous progress of science and technology, new materials and techniques also have a great impact on the design of cultural and creative products, which requires designers to pay attention to. For example, the emergence of celluloid and plastic had a great impact on the subsequent design of products and environmental protection. Due to the increasing environmental problems, many alternatives to plastics have emerged. At present, with the rapid development of science and technology, the design of products should be closely combined with science and technology, and designers should also strengthen the cooperation with researchers, so as to design more beautiful, practical, cultural and creative products with more rich cultural connotation. In the process of design, suggestions from different industries and different groups should be actively adopted to strengthen cooperation and exchanges and give full play to their respective advantages, so as to create more excellent products and win the recognition of consumers, which also plays a positive role in cultural inheritance.

Concluding remarks :

In short, the application of emotional design in cultural and creative products requires designers to make clear the connection between emotional design and cultural and creative design in the process of product design. In product design, it is not only necessary to meet the requirements of practicality and aesthetics, but also to meet the spiritual needs of consumers. At present, Chinese cultural innovation product design is still in the initial stage, and the development space of the future industry is very large. Designers should strengthen the study of traditional culture in the process of product design, and tell cultural stories through diversified forms, so that the products can be close to people's lives, arouse the resonance of consumers, and promote the sustainable development of Chinese cultural innovation industry.

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