

Innovation and Integration of Folk Art Elements in The Design of Cultural and Creative Products

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Abstract: The culture contained in cultural and creative products is the main intention of consumers to consume. Folk art can be used as an entry point to research and develop cultural and creative products with strong regional characteristics to attract more consumers. Cultural and creative products that draw on Chinese artistic elements are a stepping stone to the world, showing Chinese culture and establishing a nation. Confidence at its best.

Keywords: Folk art, Cultural and creative products, Product design, Cultural heritage.

1. Introduction

Under the social background that my country vigorously advocates national self-confidence and cultural self-confidence, the intangible cultural heritage - folk art has received more and more attention, and with the support of the state, cultural and creative products are becoming more and more popular. Most of the cultural and creative products are made from local materials, using traditional techniques, or adding cultural elements to make products, so that the products have local characteristics, and can also meet modern aesthetic and design needs. Cultural and creative products should focus not only on cultural creativity, but also on products. Therefore, cultural and creative products focus on the integration of artistry and practicality. It is already the development trend of cultural and creative products to transform folk art into cultural and creative products by means of conversion and integration. In order to realize the sustainable development of cultural and creative products, it is necessary to combine modern daily life scenes, give full play to imagination to design and produce, make cultural and creative products meet the aesthetics of modern people, win more consumers of cultural and creative products, and promote cultural and creative products. product development.

2. The Connotation and Characteristics of Cultural and Creative Products

Cultural and creative products are items with rich national characteristics and artistic flavor, which reflect the content of traditional culture and have certain economic value. Moreover, my country has a long history and rich cultural heritage, and cultural and creative products are constantly emerging and derived. It is not difficult to analyze the cultural and creative products of each period from the designer's point of view, and it is not difficult to see that the cultural and creative products show a very rich and colorful artistic and cultural style in both form and content, and also have a very distinctive traditional cultural atmosphere. Cultural and creative products are cultural and creative products, which are produced along with people's life and labor. The designers of cultural and creative products have extremely high life wisdom. By interpreting their own skills and cultural accumulation, they can further Design creative products.

Today, with the rapid development of society and economy, the demand for spiritual culture has gradually been paid attention to. People have a strong interest in traditional Chinese art and culture, especially folk art. The elements of folk art are integrated into contemporary products, so that people can use the products in the future. In the process, in addition to enjoying the spiritual satisfaction, I also felt a strong cultural atmosphere. In addition, cultural and creative products can also complete the inheritance and promotion of folk art and culture, and play a multi-pronged role.

3. The Relationship Between Folk Art Elements and Cultural and Creative Design

Modern product design theory is an adaptive theory under modern social changes. Because products are mass-produced on assembly lines, they are more industrialized and mechanized. Although these products can meet people's needs in daily life, people still obsessed with handicrafts. At present, my country's social rhythm has become faster and faster, and the rapid development of society has met people's diverse material needs, but people are empty in the spiritual and cultural level, and people gradually put their emotions in folk art [1]. For example, traditional folk art forms such as window grilles, New Year pictures and paper-cutting are all metaphorical expressions in which people pin their emotions on art elements such as graphics, patterns, colors, etc. Among them, paper-cutting is relatively common in daily life. For example, When getting married, big happy characters will be pasted on the windows. During the Spring Festival, people will use red paper-cuts to set off the festive atmosphere of the New Year. In addition, there is a paper-cut with gods, beasts, auspicious characters, and metaphorical objects as the main objects. Most of these paper-cuts are based on some legends. Therefore, this paper-cut folk art is still one of the traditional arts loved by modern people, and makes It has developed into a cultural and creative design with modern artistic expressions and patterns, so many modern Chinese cultural and creative designs are based on traditional folk art elements.

4. Cultural and Creative Product Design with Folk Art Elements as The Carrier

4.1. The Trend Towards Simplicity, Simplicity and Clarity

Under the background of continuous advancement of science and technology and faster and faster social rhythm, modern product design is developing in a more and more concise direction. This is very different from my country's traditional agricultural society. In the era of information explosion, people receive and process dazzling and complicated information every day. These short-term pieces of information are fast and nutritious. In this case, in order to achieve their own display effect, cultural and creative products need to simplify the design of cultural and creative products, simplify, extract and summarize the most important and attractive parts, and then fully convey them to consumers. In this way, it can attract the attention of consumers in time and stimulate their desire to buy. In addition, the folk art cultural and creative products themselves must be able to attract consumers, so that the cultural and creative products themselves also have meaning in dissemination, so that consumers can be attracted by the artistic and cultural connotations, and feel the spiritual connotation of Chinese culture through cultural and creative products. When designing, the designer needs to pay attention to the color, graphics and cultural connotation of the product, and needs to use various methods to achieve the effect of expressing the product's folk art features intuitively and concisely. Aesthetic needs, make products both beautiful and practical, and combine innovation with inheritance, so as to maximize the value of cultural and creative products [2].

4.2. Find New Aesthetic Designs to Incorporate

The development trend of modern industry is refinement, and people are paying more and more attention to details in their daily life, requiring products to be more refined and delicate in workmanship. Due to the improvement of people's quality of life, people's criteria for judging whether a product is obsolete has also changed. It used to be that people discarded an item because it lost its use value, but now the reason for discarding items is that the appearance of the item itself is no longer Trendy, product use value is gradually tilted towards aesthetic value. A survey and analysis found that there are certain laws in the changes of contemporary public aesthetics, and the public's aesthetics must be continuously improved with the development of economy and culture. There are many types of Chinese folk art and each has its own characteristics. Therefore, designers should fully understand folk art, and then analyze and sort these characteristics in the design of cultural and creative products. Remove, integrate and innovate excellent traditional Chinese culture and folk art elements, and design cultural and creative products with new era aesthetics and creativity. To promote Chinese folk art and inherit the role of excellent culture.

The cultural and creative product design of the Forbidden City is a very successful case. There are hundreds of cultural and creative products designed with the theme of the Forbidden City, and the sales of physical stores are also very considerable. It has exceeded 1 billion yuan. It can be seen from the case that the cultural and creative products with the theme of the Forbidden City can have such a good response,

mainly because the designer has continuously researched the Forbidden City, extracted the aesthetic content of the Forbidden City, and then repeated and carefully selected the classical Temperament and products are fully integrated to design beautiful and practical modern cultural and creative products. The success of the cultural and creative products of the Forbidden City has also brought new ideas for inheritance to many cultural inheritors, which has further promoted the development of the cultural and creative industry. Drawing on the successful innovation experience of the cultural and creative products of the Forbidden City, Dunhuang cultural and creative products have gradually emerged. Local cultural promotion has also begun to learn from and use the new publicity method of cultural and creative product design.

4.3. Innovation of Folk Art Elements

When designing cultural and creative products combining traditional folk art elements, we must not create without clues and bottom lines. We should take the needs of contemporary humanistic spirit as the starting point to conduct in-depth analysis and discussion of folk art, in order to let more young people understand. Chinese traditional folk art.

The design performance of folk art elements needs to capture the curiosity of young people, and integrate the graphic elements of the mainstream market with traditional elements. Folk paper-cut art is a form of cultural expression that traditional people love to see. Cultural and creative products of folk paper-cutting art are now following the footsteps of society and have begun to reappear in the public eye in the form of animation or toy design. Paper-cuts can be cut into shapes that children and contemporary young people love, not only for folk paper-cuts New vitality has come, and at the same time, the younger generation has fully understood the art of paper-cutting. Cultural and creative designers have begun to add modern popular mythical beasts, Dunhuang Feitian, Hanfu culture, Chinese culture, poetry, ancient architecture and other elements to the artistic expression of paper-cutting by using modern graphic expression techniques. The products have unique expressiveness and are exquisite and beautiful. The embroidered handmade fans, fabric sachets, embroidered decorative paintings, etc. currently on the market are all best-selling products. When innovating and developing folk fabric embroidery cultural and creative products, you can make innovative attempts on the material elements of embroidery, pay attention to in-depth research on the stitches and patterns of traditional embroidery, and try to pass the cultural and creative products as much as possible. The design preserves traditional handicraft art.

5. Design and Practice of Folk Art Cultural and Creative Products

5.1. The Design Concept of Cultural and Creative Products Based on The Elements of Folk Art

Traditional enterprises in my country are basically facing or have been transformed and upgraded, which has also set off an upsurge in the development of cultural and creative products in the society. Categorizing cultural and creative products can be divided into perceptual products. Consumers and products resonate with each other, and then complete the purchase behavior. The greatest significance of the emergence of cultural and creative products is to allow excellent

traditional culture to be reflected in the products, and then also to be reflected in people's daily life, so that users can use the cultural and creative products through relaxed and interesting. In this way, consumers can also understand my country's traditional culture in their daily life [3].

In the design of cultural and creative products with folk art elements as the carrier, the design concept of the product is the most important. The most important thing for cultural and creative products with folk art elements as the carrier is to highlight the characteristics of folk art elements when designing products. Based on this content, designers must be targeted when choosing a carrier. The characteristics of various aspects of research and analysis, and then fully excavate the cultural connotation of folk art elements, and then integrate the analyzed cultural connotation into cultural and creative products, enhance the cultural connotation of cultural and creative products, and endow cultural and creative products with cultural value [4]. Designers should also ensure the practicability and rationality of the product when designing the product, so that people can give full play to the use function of the product after purchasing the cultural and creative product, and also think of its cultural value when using the cultural and creative product.

5.2. Conversion and Fusion of Folk Art Elements in Cultural and Creative Products

When designing cultural and creative products, the key is to find the cultural basis. Only after finding the cultural basis can the product be further designed and a good cultural and creative product can be produced [5]. In addition to the classic culture as a basis for cultural and creative products, traditional folk culture can also be used as an entry point, and folk art is an important part of folk culture, and folk art also belongs to a unique folk culture. Traditional folk art cannot fully meet the aesthetic needs of contemporary consumers. At this time, designers of cultural and creative products need to transform the elements of folk art, and then design cultural and creative products with folk flavor and practicality. The key to the transformation of folk art is to put the folk art into a new environment and use it. In the new environment, the folk art must be transformed to adapt to the new environment. The usage habits and usage environment of contemporary people are different from those of tradition, so contemporary cultural and creative products naturally have the characteristics of popularization. Therefore, after analysis, we can know that by transforming and integrating the elements of folk art, we can design cultural and creative products that contemporary people are accustomed to using, and meet the needs of contemporary people, so that cultural and creative products can have sales [6]. For example, the once very popular traditional element - folk paper-cut cultural and creative products, has no use value in today's daily life, but traditional paper-cut has unique modeling characteristics, which can bring visual impact to people, so , innovative pattern paper-cut has become more and more common in people's daily life. Designers can use innovative patterns as a source of inspiration for their designs, integrate them into other areas of people's lives, and transfer these paper-cuts from windows and doors to everywhere they can be seen, such as illustrations, packaging, posters, mobile phone cases, web pages, etc. , to design cultural and creative products with folk art characteristics [7].

6. The Significance of Designing Folk Cultural and Creative Products

For some designers who love folk culture, the folk culture and traditional culture they know can be used as inspiration for the design of cultural and creative products, and the products designed by these designers can also make more people know about our country. Excellent traditional culture can also cultivate more cultural inheritors [8]. From ancient times to the present, people's daily life needs to be designed, and the development of science and technology is accelerating now, so that the current products are all manufactured on the assembly line, with a strong industrial nature, losing the cumbersome craftsmanship and losing the "Humanity", and cultural elements in cultural and creative products can make up for this problem well. Cultural and creative products can meet people's spiritual needs through every little thing and every small object in daily life, and inherit the back of the object. Cultural and creative products have both new aesthetic value and rich cultural flavor [9]. my country's traditional culture is extensive and profound, which is an inexhaustible source of design for designers of cultural and creative products, as well as a valuable asset for cultural and creative product design. In the process of cultural and creative product design, designers should not only use various methods to transmit traditional culture, but also combine modern technology and use modern materials, so as to design beautiful cultural and creative products [10]. The significance of designing cultural and creative products is that consumers can learn about my country's excellent culture in a more interesting way through the products, and at the same time, cultural and creative products can also convey a positive attitude towards life, thereby establishing national pride and self-confidence.

7. Conclusion

In our traditional culture, folk art is in the first place. my country has a long history and culture of 5,000 years. It is a country with a sense of history and a unique and rich national culture. Folk art is the representative of traditional culture with national flavor and locality. Some classic elements are extracted from folk art and then applied to cultural and creative products, which not only improves the cultural connotation of products, but also promotes Chinese traditional culture to people. In the context of national rejuvenation, folk art and cultural and creative products have achieved the effect of "1+1>2", and the use of folk art elements has become an indispensable and important part of the current Chinese cultural and creative product design.

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