

# Research on the Design Strategy of Jiangxi Red Cultural and Creative Products

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**Abstract:** Red cultural and creative products occupy a very important position in the cultural and creative industry. With the continuous enhancement of market competition, the status of red cultural and creative products remains high. Red culture can profoundly embody the spirit of the Red Revolution in its actual development process, and developing red cultural and creative products is to promote the spirit of the Red Revolution. In recent years, the Party and the state have continuously increased their emphasis on "red" cultural and creative products, and proposed a series of measures to promote and protect "red" cultural and creative products in the actual development process, aiming to enable the new generation of youth to experience, inherit, and promote red culture.

**Keywords:** Jiangxi; Red cultural and creative industry; Product design; Strategy research.

## 1. Introduction

With the continuous development of society, in the process of designing "red" cultural and creative products, on the one hand, we need to focus on in-depth research on the appearance of the products, and on the other hand, we also need to analyze the functions and connotations of cultural and creative products, so that we can have a clearer understanding of the feelings brought by the products. With the development of red education, red culture continues to be inherited. Red cultural and creative products bring memories to more elderly people, generate certain ideas for more young generations, inject red genes into young audiences, and endow red culture and revolution. Research on the design strategy of Jiangxi's red cultural and creative products requires comprehensive consideration of cultural inheritance, market demand, design innovation, technological integration, and other aspects.

## 2. The Application of Red Cultural Elements in Cultural and Creative Products

### 2.1. Red Tourism Souvenirs

In the actual development process, red tourism souvenirs are intended to better promote red culture, but in some tourist attractions, there is a blind pursuit of product output, neglecting the actual use of cultural and creative products, which affects the reputation of red tourism destinations.

### 2.2. Red Collectibles

In 2022, China will comprehensively overcome poverty and build a moderately prosperous society in all respects. Promoting common prosperity in rural areas after comprehensive poverty alleviation is the only way for China to become a socialist modernized strong country. Therefore, promoting common prosperity in rural areas after comprehensive poverty alleviation has become an important component of rural revitalization. Red culture tourism, as an important practical path for rural common prosperity, effectively enhances the spiritual and cultural level of the people through cultural education. However, considering the current development status of red culture tourism, a longer

development path is still needed to better achieve the development goals of rural revitalization.

## 3. Problems in the Design of Red Culture Cultural and Creative Products

### 3.1. Poor Practicality

Some red cultural and creative products are actually symbols of red culture, with high value in the development process of cultural and creative products, but for consumers, their actual use is not very significant. The product will lack a certain degree of practicality, and it is inevitable that the market will eventually eliminate it. For example, there is a glass jar called "Heaven and Earth" in the Minxi History Museum, which contains the harmonious and everlasting feelings of Minxi. The shape of the glazed jar resembles a ball, with a picture of the museum printed on the front. Although it may seem valuable, in reality, the use of transfer printing methods is more common, which damages the ecological atmosphere of the product and cannot be classified as high-end decoration. In addition, glazed jars themselves are only decorative items with no practical value, which greatly reduces consumers' purchasing enthusiasm; From this, it can be seen that the sense of form is very important in the design process of red cultural and creative products, and it is also necessary to pay attention to their practicality. Only by striking a balance between meaning and practicality can we attract consumers to rush to purchase.

### 3.2. IP Mover

Intellectual property derived cultural and creative products are one of the main types of creative products. Intellectual property is a product of the new media environment. At present, most cultural and creative product companies in China obtain the development rights of cultural and creative products by continuously purchasing well-known "intellectual property rights". These cultural and creative products have a broad consumer market and are more easily accepted by consumers. However, fundamentally speaking, such cultural and creative products cannot better highlight the creativity of design, and procurement companies need to be

restricted by copyright owners everywhere. In addition, with the repeated sales of copyright owners, the number of manufacturers of similar products increases, and the market competition pressure between enterprises increases, leading to the emergence of vicious competition.

### **3.3. The Phenomenon of Map Design is Becoming More Severe**

Our country has a long-standing traditional culture. For example, "Double Happiness at the Door" means happiness and harmony, while "Carrying Grain" represents good luck and changes in good luck. However, there is a phenomenon of abusing traditional Chinese symbols in current cultural and creative products. In order to highlight cultural characteristics, designers apply traditional symbols to cultural and creative products without planning, resulting in the duality of cultural and creative products. The reason for this situation is that designers lack professional quality. Without fully understanding the meaning of traditional symbols, if traditional symbols are reflected in cultural and creative products, it can lead to misunderstandings of Chinese traditional culture and mislead consumers of cultural and creative products.

### **3.4. There is Still Room for Development**

Its connotation has not been deeply explored. In the development of the red cultural and creative industry, there are three common misconceptions: simply using red to express the theme of red, using red stories to present the content of red, and using the appearance of red to interpret the concept of red. Failure to grasp the profound spirit and rich connotations of red culture, equating it with a single theme or specific historical event, leads to a sense of distance, unfamiliarity, and monotony between red cultural creative products and contemporary audiences.

### **3.5. Lack of Unique Creativity and Serious Homogenization Issues**

In the questionnaire survey, many tourists reported that red cultural and creative products generally have problems with themes, types, materials, and other aspects. Unclear characteristics and lack of creativity. Overall, the development of red cultural and creative products is still in the stage of development and transformation.

## **4. Summary of Design Strategies for Red Cultural and Creative Products in Jiangxi Province**

### **4.1. Deeply Explore the Connotation of Red Culture**

Historical resource compilation: Jiangxi, as one of the important birthplaces of the Chinese revolution, has rich red historical resources, such as Jinggangshan and the August 1st Uprising Memorial Hall. These resources are the inspiration for the design of red cultural and creative products.

Cultural connotation excavation: Through in-depth research on the red history of Jiangxi, representative red cultural elements such as revolutionary stories, historical figures, and red slogans are extracted and integrated into the design of cultural and creative products. In the context of the integration of culture and tourism development, we must adhere to a holistic consciousness and actively make overall

plans for red tourism. On the one hand, it can rely on red tourism resources to investigate and collect industrial development models in poverty-stricken areas, thereby establishing new growth points for the red tourism economy. On the other hand, in the process of developing red tourism, it is necessary to firmly integrate development strategies and promote the comprehensive integration of red tourism with other tourism industries, such as combining red tourism with rural tourism, depicting red cultural heritage for rural tourism, and ultimately enhancing the attractiveness and influence of red tourism.

### **4.2. Emphasize the Innovation and Practicality of Design**

Creative divergence: Using brainstorming, associative thinking and other methods to break traditional design patterns and create novel and unique red cultural and creative products. Highlight the characteristics and make the creative works of red culture look good. Deeply explore the connotation of red culture, highlight the "red capital characteristics" and "Soviet area characteristics". Showcase fashion and make red cultural and creative "fun". A series of red cultural creative activities, such as "Red Travel Notes" red cartoons, "Ruirui, Jinjin" WeChat expression packs, and "Drawing Soviet Union" cartoons, were launched by using WeChat, Weibo, Tiktok, Youku and other platforms. By integrating red learning activities and leveraging the advantages of red resources, we have developed red experience courses such as "Revisiting the Long March Road", "Cultivating New People with Red Culture", and "Eternal Youth for the Party". Let students wear Red Army uniforms and marching equipment, revisit historical scenes such as the Battle of Dabai and the Long March, promote "Command", expand games, forge souls with iron discipline, strengthen the Red Army, bid farewell to the masses, go through hardships, gather victories, practice and experience revolutionary traditions such as firm beliefs and hard work.

Practical Design: Design cultural and creative products that combine the connotations of red culture with practical convenience, taking into account the needs of modern life. Cultural and creative products not only need to pursue aesthetic style, but also cannot lose the value of the product itself. If it is a red cultural and creative product used for art and decoration, it needs to pay more attention to its functional use in the actual development process. Only in this way can consumers have the willingness to choose cultural and creative products, and the sales of products will correspondingly increase.

### **4.3. Strengthen Brand Building and Market Promotion**

Brand building: Emphasize the branding of red cultural and creative products, and enhance their brand awareness and reputation through packaging design, advertising, and other means.

Multi channel marketing: Utilize various online and offline channels for marketing and promotion, such as e-commerce platforms, social media, red tourism attractions, etc., to expand the market coverage of products.

### **4.4. Technological Empowerment and Cultural Integration**

Application of Digital Technology: Utilizing digital technologies such as AR and VR to enhance the interactivity

and experience of red cultural and creative products, allowing tourists to gain a deeper understanding of red culture through observation and experience. Keeping up with the pace of the times, organizing large-scale festivals and irregular live sales activities to connect cultural and creative production with public demand. Six cultural and creative product experience stores have been opened in red scenic spots such as Ruijin Tourist Distribution Center, Yeping, Hongjing, and Memorial Park. Tourists can discover red cultural and creative products in various scenic spots. Cross border cooperation: Collaborate with fashion, technology, education and other fields to develop more creative and marketable red cultural and creative products.

#### **4.5. Increase Creative Work to Attract Young People**

Young people occupy a very important position in the cultural and creative market, and they are more likely to choose to purchase creative products. Young people will pursue fashion and trends in their actual life process, and pursue the uniqueness of more products. Therefore, in the actual design of red cultural and creative products, on the one hand, it is necessary to increase the beauty of the product itself, and more importantly, it is necessary to attach great importance to the structural form and visual effect of the product. In the actual creation process, repeated deliberation and careful research are needed to find a balance between "down-to-earth" and "fashionable".

#### **4.6. Classify Products to Meet Different Consumer Groups**

Designing red cultural and creative products for the elderly consumer group requires research on their thinking and concepts, incorporating more red emotions. The product style can mainly be in the form of CDs, books, etc; When facing a young consumer group, it is important to use vivid and lively color tones in design; When facing children, comics and animations are the main forms, and cultural and creative products need to showcase the actual historical background. Different product requirements need to be designed for different groups of people. Developing the red tourism industry requires prioritizing social benefits. Compared with other forms of tourism, red tourism has certain political and ideological attributes, which are conducive to expanding the scope of patriotism and revolutionary spirit propaganda, promoting the formation of tourists' sense of social responsibility and patriotic emotions. In addition, in the process of actively developing red tourism, it is more necessary to carry out various red culture education and development activities, and link red tourism with educational functions. It can not only transform red education into an educational classroom for ideal characters and beliefs, but also help more young people and students to come into contact with and understand red history by opening up various red revolution symbols. Enhance national confidence.

#### **4.7. Case Analysis and Reference**

Under the conditions of cultural and tourism integration, it is necessary to establish a red tourism education and training base to explore the path of red cultural tourism in Jiangxi. The specific construction points are as follows: firstly, actively utilize the local red tourism and cultural resources of "beautiful mountains and rivers, red history", export tourism talents from surrounding universities, combine with local

cultural talents, stabilize tourism and cultural talents, establish a patriotic on-site teaching base with rich content and complete functions, and promote the construction of the local red research and training industry chain in Jiangxi. The second is to make overall planning based on the strength of universities and the talent advantages of research institutes, in order to supply and supplement red tourism talents for the tourism industry, including cultural institution talents and cultural industry planning talents. For example, Jiangxi has many revolutionary sites, including Jinggangshan (cradle of revolution), Ruijin (cradle of the republic), and the cradle of the Nanchang People's Army.

Nanchang August 1st Uprising Memorial Hall: The museum has launched cultural and creative products such as "High spirited Night Light" and "Warrior Doll Series", which combine red culture with creative design and are deeply loved by tourists.

Ruijin Red Culture Creative Industry: Ruijin City revitalizes and inherits red culture by developing and launching daily necessities such as Red Army powder, Red Well Spring, Red Army shoes, as well as popular collectibles such as red stamps and red porcelain.

### **4.8. Exploration of Visual Image Design**

#### **4.8.1. Humanization of Image Visual Design**

Visual symbols are the genuine expression of creative object design concepts and possess core value. With the rapid development of the Internet, the 5G era has arrived. The new generation of young people are already very familiar with machine communication. Although it looks rich, it is actually very cold. In their actual development process, they hope to receive warmth and communicate more emotions through warm visual images. Therefore, brand visual image design can focus on the development of this aspect and add humanistic concepts in the actual design process, adding warmth to the design. Good cultural and creative products need to consider the emotional needs of users, design a true cultural and creative image, touch people's hearts from different visual elements, and make them feel warm.

#### **4.8.2. Establishing emotional connections with users**

Visual image design is a highly regarded form of expression, which involves a series of processes that combine real-life and visual elements to convey culture, emotions, design concepts, and design psychology to users. Visual image design can evoke people's emotions. With the continuous development of the economy, users' demands have also increased to a certain extent, and their requirements for products are gradually increasing. They demand products that are not limited to functionality, but also have emotional and visual experiences. Brand visual image design establishes an emotional connection between the brand and users, showcasing personalized needs from multiple dimensions such as psychology and physiology. Therefore, it can be seen how important it is for cultural and creative products to establish an emotional connection with users.

### **4.9. Specific Design Strategies**

Combining traditional elements with modern design: Extracting traditional elements from Jiangxi's red culture, such as revolutionary symbols and historical patterns, and reinterpreting them through modern design techniques to create cultural and creative products with a sense of the times and fashion.

Personalized customization service: providing

personalized customization services, tailoring red cultural and creative products according to consumers' needs and preferences, enhancing the personalization and uniqueness of the products.

Emotional resonance and storytelling: By imbuing products with vivid and interesting red stories, the emotional resonance and infectiousness of the products are increased, allowing consumers to feel the charm and power of red culture during the purchase and use process.

## 5. Conclusion

In summary, the design strategy of Jiangxi's red cultural and creative products needs to deeply explore the connotation of red culture, pay attention to the innovation and practicality of design, strengthen brand building and market promotion, empower technology and integrate culture, draw on successful cases and specific design strategies, and promote the innovative development of red cultural and creative products. Recently, at the Republic Cradle Scenic Area in Ruijin, Jiangxi, I saw many tourists queuing up in front of vending machines to buy their favorite red cultural and creative products. A popular red cultural and creative product must be creative, able to "tell" a red story, "confide" a red memory, "tell" a red plot, and "spread" a red spirit to you! Taking away a red cultural and creative product is to bring back the memories and spirit of red!

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