

# Research on the value extraction of elements of traditional culture in cultural creativity

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## Abstract

In recent years, with the continuous expansion of the scale of cultural and creative industries, cultural and creative design is also developing. In the process of continuous development of cultural and creative design, Chinese traditional culture has begun to be continuously integrated, making the design present a unique artistic style and rich cultural connotation. This paper expounds the value of the application of traditional Chinese culture in cultural and creative design, analyzes the key points of the application of traditional Chinese culture in cultural and creative design, and puts forward the application strategy of traditional Chinese culture in cultural and creative design.

## Keywords

Cultural creativity; traditional Chinese culture; Value embodiment.

## 1. Introduction

With the continuous development of cultural and creative design, more and more attention has been paid to the design work that focuses on cultural connotation and heritage [1-2], and more and more design works have begun to combine with traditional Chinese culture, enriching their own cultural heritage [3]. Nowadays, in the market of cultural and creative products, there are many types of products designed using traditional Chinese culture.

## 2. Traditional cultural and creative products and development status

### (1) Overview of traditional cultural and creative products

Under the integration of cultural industry, traditional cultural and creative products rely on the integration of people's creative design to historical and traditional cultural sources, and can achieve the purpose of profit and cultural inheritance with the help of effective design and development. Specifically, by showing culture in a creative form, it can tell traditional cultural stories with products as a carrier, which can effectively arouse consumers' sense of identity and belonging. Therefore, with the help of the integration of traditional culture and creativity, it can not only realize the inheritance of traditional culture, but also move people's hearts, and provide new research ideas for the development of traditional cultural and creative products.

With the rise of global cultural and creative products, they have gradually become an important driving force for human development, and the extension and development of traditional cultural and creative products in modern society have a positive impact on the inheritance of traditional culture. Compared with other countries, although China's cultural and creative industries started late, the country attaches great importance to the development of traditional cultural industries, setting off an upsurge in the creation of traditional cultural and creative products, so that a large number of cultural and creative products begin to bloom, so that cultural and creative products from the initial traditionalization, symbolization began to move forward, and more attention is paid to the creativity of products and the experience of the audience.

### (2) The development status of traditional cultural and creative products

In recent years, although the development of cultural and creative products has been constantly innovating and has also received certain social repercussions, at this stage, China is still in the exploration period of the development of cultural and creative products, especially in the design of traditional cultural and creative products, there are many problems, such as low development quality and lack of design sense; Lack of practicality; lack of aesthetics in design, etc. The main manifestations are as follows:

First, the homogenization of traditional cultural and creative products is more serious. For example, traditional tourist souvenirs such as bookmarks, canvas bags, and pillows are the same, which makes it difficult to highlight the characteristics of culture and attract the interest of tourists, resulting in the restriction of the development of cultural and creative products.

Second, the degree of cultural excavation and dissemination is insufficient. The integration of most cultural and creative products is more formal, no connotation, very shallow, usually cultural and creative products are the reproduction of images and symbols, which cannot arouse consumers' sense of identity with culture.

Third, there is a lack of professional R&D team. At present, except for a few professional R&D teams such as the Forbidden City in Beijing, Dunhuang and Tencent, which have relatively complete R&D processes, most of them lack professional teams and have not formed a large-scale influence in the market.

Fourth, the theoretical system is insufficient. The research on traditional cultural and creative products has only begun to increase gradually since 2015, and there has been a lack of research before, so the relevant theories are also lagging behind. Driven by the existing market, the research of cultural and creative products needs to be constantly innovated in order to better promote the development of traditional cultural and creative products.

### **3. The relationship between traditional Chinese culture and cultural and creative product design**

The innovative development of traditional culture can promote the further improvement of the country's soft power and contribute to the sustainable development of the country. The design of cultural and creative products has certain innovative requirements, which is very consistent with the development of the times. However, it should be noted that the design of cultural and creative products should have high artistic characteristics, so as to meet the aesthetic needs of users, and the integration of traditional cultural elements into the design of cultural and creative products can not only be closely linked with actual life, but also use new media to achieve the promotion of traditional cultural connotation, create high-quality cultural and creative products, and achieve a win-win situation. With the continuous improvement of China's economic level, people's quality of life has also improved, and people have begun to pursue spiritual pleasure, so when designing cultural and creative products, we should focus on the presentation of product use value and aesthetic value, and use the cultural taste of creative products to create higher economic benefits, realize the inheritance of traditional culture, and provide a new carrier for the innovation and development of China's excellent traditional culture. From the perspective of culture, cultural and creative design can be used as the core driving force to promote the development of traditional culture, and traditional culture is the main driving force of cultural and creative design, and the relationship between the two is mutually influencing and promoting. Through the integration of traditional Chinese culture, cultural and creative design products can be made closer to people's daily life, and the feelings of family and country contained in the products can be used to gain more people's love, further increase the sales volume of enterprises, and gain people's recognition of the value of cultural and creative products [4-6].

## 4. The key points of the application of traditional Chinese culture in cultural and creative design

The application of traditional Chinese culture in cultural and creative design is of great value. In the actual process of cultural and creative design, it is necessary to grasp the key points and fully and deeply apply traditional Chinese culture. Generally speaking, there are three key points of cultural and creative design: one is cultural content, the second is innovative creativity, and the third is reasonable design. Only by fully grasping these three key points can we better apply traditional Chinese culture in cultural and creative design and promote the development of cultural and creative design.

### 4.1. Reasonable design

The process of applying traditional Chinese culture in cultural and creative design is the process of expressing traditional cultural content in the form of cultural and creative design. In the actual cultural and creative design, it is necessary to consider the shape, color, material and expression at the same time, and fully understand the psychology of consumers, so that the design can integrate a variety of elements, present the content of traditional Chinese culture, and make the product have higher artistic value and rich cultural connotation. First of all, in the design process, designers need to consider how to correspond to the connotation of cultural and creative design with the connotation of traditional Chinese culture, and design cultural and creative products that not only have the connotation of traditional Chinese culture, but also conform to the public's aesthetics. At the same time, when designing colors and patterns, it is also necessary to consider the rationality of the design to ensure that it is integrated with the design content. Secondly, in the actual process of cultural and creative design, it is very important to innovate and display the content of traditional Chinese culture. Cultural and creative design should not only retain the original expression of traditional culture, but also combine the elements of the new era to carry out new expressions, so that consumers can fully feel the connotation of traditional culture. In this process, the designer's professional ability and understanding of traditional culture are crucial. Only by truly understanding the relevant content of Chinese traditional culture can designers ensure that various design elements are well integrated, so that cultural and creative design has a certain sense of beauty and value.

### 4.2. Innovation and creativity

The effective presentation of traditional Chinese culture in an innovative way is the key to the application of traditional Chinese culture in cultural and creative design. In the actual process of cultural and creative design, designers need to consider the coordination of innovation and design at the same time, and ensure that the connotation of traditional culture can be effectively displayed in an innovative way. In most cases, innovation in cultural and creative design can neither conform to conventions nor deviate from the theme of cultural expression. In the process of applying traditional Chinese culture, designers should fully understand the requirements of cultural and creative design, excavate traditional Chinese culture, master the expression and content of traditional Chinese culture, and coordinate it with cultural and creative design, so as to realize the full integration of traditional Chinese culture and cultural creative design, and effectively express the connotation of traditional Chinese culture. At the same time, only by effectively innovating the content of traditional Chinese culture can cultural and creative design have more diverse forms and be more fully developed.

### 4.3. Cultural content

Cultural and creative design work has always been centered on culture. In order to enrich the connotation of cultural and creative design and improve the communication ability of cultural and creative design, it is necessary to explore the cultural content contained in cultural and

creative design. In the process of applying traditional Chinese culture, cultural and creative design should be based on the content of traditional Chinese culture and show its connotation in an innovative form. Showing the abstract cultural connotation in a concrete way is a very important part of cultural creative design. In order to show the connotation of traditional Chinese culture, designers need to understand the content of traditional Chinese culture, so as to come up with better ideas and promote the sustainable development of cultural and creative design. "Culture" is the key to the integration of cultural and creative design with traditional Chinese culture. Only by attaching importance to "culture" and taking it as the starting point and reference point can we better carry out the work of cultural and creative design, make cultural and creative design more integral, and distinguish it from other types of creative design.

## **5. Application strategies of traditional Chinese culture in cultural and creative design**

With the continuous enrichment of cultural and creative products, cultural and creative design is also constantly developing. The application of traditional Chinese culture has become the mainstream of current cultural and creative design, and such cultural and creative products are loved by more and more consumers. However, in order to make Chinese traditional culture be scientifically applied and give full play to its value, scientific methods should be adopted to promote the effective development of cultural and creative design.

### **5.1. Strengthen the application of traditional colors**

In traditional Chinese culture, color is often closely related to cultural expression, and different colors can convey different meanings. The application of traditional colors in cultural and creative design can enhance the connection between cultural and creative design and traditional culture. Color design is very common in cultural and creative design, but it is not easy to do a good job in color design, not only need to coordinate the color with the relevant graphics to fully show the beauty of the traditional color, but also need to have certain requirements for the texture of the design material, so that the material, graphics and color cooperate with each other, so that the color becomes a key component of the design information expression. First of all, when applying traditional colors, the effectiveness of color application should be ensured. Designers need to think about how to effectively express colors, ensure the coordination between colors, and organically combine colors with other traditional cultural elements to ensure the scientific application of colors. For example, when designing a Taiji diagram, you can focus on using black and white to form the main body of the figure to improve the recognition of the figure and make it consistent with the message conveyed by the relevant traditional Chinese culture. Secondly, when applying traditional colors, the connection between traditional colors and traditional culture and consumer psychology should be clearly defined. For example, red can represent festivity and joy, and cyan can easily be associated with porcelain, etc. In the process of cultural and creative design, we should make full use of the traditional cultural information conveyed by the traditional color itself to enhance the integrity of the design. In the market, cultural and creative products that apply traditional color design can bring consumers a unique viewing experience. At the same time, it can improve consumers' awareness of traditional Chinese culture to a certain extent and better display the connotation of traditional culture.

### **5.2. Strengthen the application of traditional art forms**

In the course of its long-term development, traditional Chinese culture has formed many traditional art forms, such as calligraphy, painting, architecture, opera, etc. These traditional art forms contain the spiritual connotation of traditional Chinese culture. In cultural and creative design, the full combination of various art forms can inject aesthetic value and artistic heritage

into the design, better show the connotation of traditional culture, and promote the application and development of traditional culture. First of all, in the application process of art form, it is necessary not only to fully express the beauty and value of the art form itself, but also to emphasize the connotation of traditional culture expressed with the help of art form. For example, in cultural and creative design, the two art forms of calligraphy and painting are combined, and the ink style is fully used to design, showing the deep meaning of calligraphy and painting, and enhancing the artistic value of design. Such a design can fully reflect the spirit of traditional culture and enhance the practical value of traditional cultural applications. Secondly, in the process of applying art forms, in order to strengthen the application effect of art forms, it is necessary to fully display the content of the artwork. For example, if the opera "A Dream in the Garden" is used as the basis for cultural and creative design, the integrity of the story must be ensured to fully demonstrate the charm and artistic value of the opera. In the actual process of cultural and creative design, it is necessary to deeply explore the application value of art forms, so as to effectively show the spirit and connotation of traditional Chinese culture and attract more consumers' attention.

### **5.3. Strengthen the application of traditional cultural elements**

In order to fully reflect the connotation of traditional Chinese culture, designers should effectively explore and apply traditional cultural elements in cultural and creative design. Strengthening the application of traditional cultural elements can make cultural and creative design closer to traditional Chinese culture, improve the recognition of cultural and creative design, and let more consumers understand the connotation of cultural and creative products. However, when applying traditional cultural elements, it is also necessary to avoid confusion in the application of elements, so as not to make the design unreasonable, thus affecting the design effect. First of all, attention should be paid to the performance of relevant elements to ensure that the core and essence of traditional culture are accurately presented. For example, traditional cultural elements such as auspicious clouds and koi fish can be used to express festivity, harmony, and other meanings. Therefore, these elements can be integrated in the relevant cultural and creative design. Only by correctly understanding the spirit conveyed by traditional cultural elements can we effectively reflect the connotation of traditional Chinese culture and realize the deep integration of cultural creative design and traditional culture. Secondly, in the application of traditional cultural elements, it is necessary to pay attention to the application form of the elements to ensure the practical application effect of traditional cultural elements and fully reflect the connotation of traditional culture. In the process of applying traditional cultural elements, the application form should be made clearer and clearer, and the conflict between the elements should be avoided, which will cause unreasonable design and affect the actual effect of cultural and creative design. At the same time, in the process of using traditional Chinese cultural elements for connotation expression, designers should also take into account the beauty of the design to ensure that the integrity and aesthetic value of the design are guaranteed.

## **6. Conclusion**

The effective application of traditional Chinese culture in cultural and creative design can not only promote the development and improvement of design, open up a new creative design path for designers, but also promote traditional Chinese culture and give full play to the value of traditional culture. In the actual process of cultural and creative design, designers must master scientific design methods to ensure the scientific and rational design, so as to promote the development of cultural and creative design.

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