

Analysis on the Application Method of Weifang Traditional Kite Schema in Cultural Creative Products

Li Qiudao

Kyiv National University of Technologies and Design, Kyiv, Ukraine
Qilu University of Technology, Jinan, China
276166018@qq.com

Abstract: *The traditional kite in Weifang is an excellent cultural accumulation in the long history of China, which emphasizes inheritance and innovation. This paper analyzes the application of Weifang kite traditional schema in cultural and creative products from the aspects of cultural connotation, pattern. This paper proposes that Weifang kite's traditional schema be better reflected in cultural and creative products by keeping pace with The Times, taking into account the national tide, and combining functionality and aesthetics in design thinking. Additionally, it provides reference for the application of Weifang traditional kite schema in cultural innovation works, as well as the design rules of such products that must be followed.*

Keywords: *schema of Weifang traditional kite, cultural and creative products, cultural components, and method exploration*

The analysis of the application methods of Weifang traditional kite schema in cultural creative products can provide methods and approaches for the extraction and application of schema elements of intangible cultural heritage, and provide certain reference for its application in cultural creative products. In order to foster the creativity of folk art communication channels, we must take advantage of and pass on the remarkable culture of intangible cultural heritage in today's society, and convert these cultural benefits into development benefits. The design industry's social responsibility and mission are mirrored in this.

1. Reflect the thought and method of cultural elements

All countries and nations in the world have their own traditional culture. In the complicated culture, it is particularly important to accurately display the cultural elements of Weifang Kite schema to the audience. The cultural elements of Weifang's traditional kite schema are the connotations of seeking good fortune, longevity and happiness displayed through its kite pattern and skeleton modeling. The way to embody the cultural elements of Weifang's traditional kite schema in its cultural and creative works is to follow the characteristics of the schema elements for design conception.

The orientation of cultural characteristics is generated from the long-term life style and folk customs of people in a place. It is a unique culture formed under the joint action of human activities and natural environment. It has a long history and strong local characteristics. It can integrate history and modern civilization together to reflect the local human and natural characteristics. It is usually associated with a specific carrier and represents the thoughts and cultural concepts of local people.

The interpretation of cultural elements is based on the design method of Weifang traditional kite schema analysis. Based on the abstract and concrete forms of the schema culture, employing the design approach, the cultural components of the creative works are crafted and utilized. The cultural features are refined, the forms of expression are explored, and the cultural requirements of modern individuals are taken into account. By uniting the cultural elements with the cultural and creative works, one can deduce the cultural components of Weifang Kite in these works. Once we have grasped the requirements of the spectators and the cultural traits of Weifang kites, we can precisely activate the importance.

This work uses the kite element for cultural interpretation, and the work is named "Weiqing" (Figure1). This work is a cross-border label of diversified emotions and a cultural innovation work

under the background of globalization. The concept is inspired by traditional Chinese kite graphic elements, and incorporates popular emoticons around the world. The Confucian seven emotions, or happiness, anger, worry, thinking, fear, shock and sadness are all shown in modern fashion. "Weiqing" not only contains traditional culture, but also expresses human emotions. It is unique in expression culture. It carries a strong personality in the cultural collision brought by globalization. At the same time, it also makes people reflect on the relationship between individuality and globalization.



Figure 1: "Weiqing" (photo credit: Baidu website picture)

2. Integration of modern concepts of composition and reorganization of the color palette in pattern design

The process of applying Weifang's traditional kite patterns to cultural and creative works is the process of combining its kite schema with modern concepts. This process is not a simple translation of Weifang traditional kite pattern to the works, but based on the traditional pattern of Weifang kite. Drawing from the current application cases of cultural and creative products, summarize the composition form in cultural and creative works, and realize the goal of unifying traditional cultural elements with modern ideas. Weifang kites' designs are crafted from the viewpoint of sketching pictures, with a harmonious formal loveliness; however, they must comply with the needs of kite soaring, thus imposing certain restrictions. The application of Weifang kite's pattern to cultural matters is remarkable.

The specific innovative pattern composition methods of Weifang traditional kite pattern in cultural and creative product design are as follows:

2.1. Variation of patterns

The so-called variation of the pattern usually refers to the changes of some elements in the regular and orderly graphic, so that the overall graphic produces a certain pattern change or sequence arrangement change, giving the graphic a certain contrast difference effect, so as to attract the public's attention. Pattern variation applied to the redesign of the traditional kite pattern, is to retain the main characteristics of the pattern and the traditional cultural connotation on the basis of the aesthetic concept of modern design to the shape and form structure of the graphic to change, refine and summarize the shape, kite modeling pattern in a new pattern form to present.

2.2. The deconstruction and recombination of patterns

Maintaining the recognition of the original pattern, the elements of the pattern are extracted and divided, or segmented and recombined to create a pattern effect distinct from the original. The traditional elements are enriched by this pattern creation method, which weakens the shape and structure of the original pattern, yet segmentates, extends and transforms its basic elements, thus enhancing its modern expression. Grant the tra.

2.3. Geometrization of patterns

Geometric figures are employed to exaggerate, omit, or generalize the external features of the original figure, and then to represent the remaining contour. Contrary to the usual crude, straightforward

style of expression, a more straightforward image brings a novel visual sensation to the viewer through the utilization of highly generalized geometric figures. Graphics of a highly generalized nature not only heightens the appreciation of design, but also provides people with a wide range of imaginative possibilities.

Attention should be paid to the alteration of the utilization environment when Weifang Kite is utilized in cultural and imaginative creations. The original pattern should be blended with cultural and creative works to create an inventive composition, which should be founded on the source pattern of inspiration. Uncover the cultural traits of the original pattern, and utilize the amalgamation of related patterns to perpetuate its cultural qualities in the cultural environment.

Weifang kite pattern, as the expression of its cultural element characteristics, can let the audience directly receive cultural elements. As an important part of Weifang kite pattern, color needs to be transformed when the pattern is applied to cultural and creative works. The colors of Weifang kites are influenced by the traditional Yangjiabu New Year pictures. Based on red, yellow and blue, the colors are applied in large chunks, bright and skilful, and show the rich national color style. Dazzling colors can convey the simple cultural characteristics of Weifang kites, but new color matching is needed in the application of cultural and creative works, which not only has the characteristics of bright colors and strong contrast of Weifang kites, but also conforms to modern aesthetics and is fashionable.

Traditional Weifang kites often use high purity colors in color, bright colors and strong decoration. In order to better fit the modern design, cannot blindly direct use, we should adjust and reconstruct the color, into the modern aesthetic concept. In the specific design, we should readjust and combine the original color of the kite pattern selected according to the design requirements, which can reduce the purity or brightness of the color; Can also be adjusted in the color area, reasonable allocation of the main color and auxiliary color area, forming a new sense of color order. Give the traditional color modern design form of expression, also does not lose the traditional flavor of the original color.

In the use of color in cultural and creative works, large color blocks and strong contrast design techniques will also be used to enhance the visual impact. The combination of purple and blue shows strong folk characteristics in Weifang Kites. Redesigning the proportion, combination, and expression form of different colors in the works is essential to transforming them into cultural and creative works that are in line with the current aesthetic. The design of cultural and creative kite figurine products (Figure 2) employs the colors of purple, blue, and green. Through the difference in the area and shape of different color blocks, the formal aesthetic feeling of rhythm and rhythm is created.



Figure 2: Kite doll cultural creation product design (photo credit: Leng Zenglong. (2016). *Research on the diversified application of Weifang Kite Art in modern art design [D]*. Shanxi Normal University.)

3. Methods of modeling the frame structure

According to the above analysis, the application method of Weifang traditional kite schema in cultural and creative products is mainly studied through the four aspects of kite cultural connotation, pattern, color and modeling. A concise discourse on the practical utilization of customary cultural components in the formation of cultural and imaginative product modeling is presented here. A concise examination of the principal approaches to utilizing customary cultural components in the formation of cultural and imaginative products modeling design is presented.

3.1. The grafting method

Grafting, a process of incorporating traditional cultural elements into cultural and creative products, can be observed in the existing market offerings. The three most frequently employed techniques for the modelling of cultural and creative products are grafting and other methods. Designers can graft traditional cultural elements that do not have any connection with the product itself onto specific products through this method, so that consumers have a fresh and refreshing feeling.

3.2. Reshaping method

Modern people's aesthetic needs drive the remolding method, which involves the innovation and reshaping of classic images and shapes, as well as intangible cultural heritage such as mythological tales and historical references. By utilizing traditional cultural components, the representation of cultural products is more in line with the aesthetic preferences of today's people, while simultaneously transforming them. The original cultural impression's correlation to the corresponding relationship.

3.3. Method of variation

Compared with the grafting and reshaping methods, variation method is more innovative. It only takes some highly recognizable elements of historical relics as the retained parts, and integrates new elements on the basis of the original cultural relics works, so as to change the inherent shape of the original objects and give historical relics new image features, making traditional culture more acceptable to the public.

It is of utmost importance to incorporate traditional schema components into the modeling of cultural and creative products, due to the emergence of these industries. At present, the long-term advancement of cultural and creative industries and traditional culture can be effectively advanced through such initiatives. Grafting, remodeling, and mutation are the primary techniques for utilizing customary cultural components in the formation of cultural and imaginative products. The adaptation scenes of these techniques, though disparate, have a common effect, imparting a cultural ambience and worth to cultural and imaginative products. The future will be illuminated by the brilliance of more traditional cultural elements in cultural and creative products, due to their remarkable artistic qualities and practicality. To foster the collective growth of traditional culture and creative and cultural industries.

Weifang's customary kite pattern should be employed in cultural and imaginative items, conforming to The Times' trend, and mirroring the design style of Guocao that has been established in recent times. Gaze upon Guocao to stir the reawakening awareness of classic kite designs in the formation of cultural and imaginative items, and concurrently contemplate the amalgamation of aesthetic and practical.

The visual style of cultural and creative products is the most intuitive reflection of understanding the product, so the design and development of cultural and creative products should be fully combined with the popular Guochao design style, so as to first impress consumers from the visual style of cultural and creative products [1]. Cultural and creative products are supported by traditional cultural elements and transformed in the form of Guocao style design, showing the new visual culture of traditional Chinese elements, allowing consumers to review the artistic charm of traditional culture, and appreciate the new era value of traditional culture, gradually bringing traditional culture into the life of young people in the new era with a new design form, and winning the emotional recognition of consumers.

At present, the cultural and creative products of Weifang Kite are single in function and lack of aesthetic feeling, which is not attractive to consumers. In the design of cultural and creative products, the consumer psychology and demand of consumers should be fully considered. In the past, the vast majority of people only pay attention to the practical function and quality of products when they buy products. With the economic development of The Times, people's aesthetic level and aesthetic needs have been greatly improved compared with the past. At present, when people buy products, they will not only pay attention to the quality and function of the product, but also consider the aesthetic of the product itself in various aspects, and finally choose the product that meets their needs [2]. Aesthetics plays an important role in the design of cultural and creative products, especially the design of cultural and creative products. It is necessary to develop and design the cultural connotation, cultural symbols and cultural characteristics contained in Weifang Kites while taking into account aesthetic performance, so as to finally integrate various cultural deposits and present rich product forms to meet the use needs

and aesthetic needs of the public [3]. A valuable product must have the form of beauty, that is, the sense of beauty, so as to directly arouse people's pleasure psychology through visual observation, arouse consumers' interest, which will be converted into the purchase motivation, and finally reflect the value of the product itself [4]. Of course, in the design of products, we also need to take into account the acceptable aesthetic level of the public. How to make the product function, practicality and design aesthetic exist at the same time, and let the public accept it is the fundamental design. If the design work is above the acceptable aesthetic, the product will lose its meaning.

Attention to the amalgamation of aesthetic and functional design thinking, both of which are indispensable and of utmost importance, is particularly essential when considering cultural and creative products. Functionality is also of great significance. The practical function and cultural connotation of cultural and creative products must be taken into account to draw in consumers, whether in daily life, education, or entertainment. The longing to purchase, in order to advance.

4. Conclusions

An examination of the utilization of Weifang traditional kite schema in cultural and creative products has uncovered the technique for transforming it into modern life products. Integrating Weifang traditional kite schema into modern art design is more effectively possible. The Times' current style must be augmented with the advancement of people's lives, transforming the application so that it can be more securely passed on and preserved. Like Weifang Kite, many intangible cultural heritages are exquisite and beautiful folk arts. They need to be put to good use so that more people can understand their value and beauty.

References

- [1] Huang Hui. *Research on Cultural and Creative Product Design Based on Emotional Design [D]*. Lanzhou University of Technology, 2018.
- [2] Du Juan. *Research on the Application of Design Psychology in Product Design [J]*. *Industrial Design*, 2020(03):65-66.
- [3] Yang Weilu. *Application Research on Cultural and Creative Product Design of China "Wuqiao Acrobatic Museum" [D]*. Beijing Institute of Printing, 2019. (in Chinese)
- [4] Li Yanqin. *Museum Marketing from the perspective of Game Theory [D]*. Henan University, 2015.