

# Application Values and Paths of Traditional Decorative Pattern in Cultural and Creative Design

**Famao Zeng**

NingXia University, Yinchuan, China  
149319470@qq.com

**Abstract:** *The core of the development of cultural and creative industry lies in innovation on the basis of inheritance. Therefore, in the cultural and creative design, we should strengthen the inheritance and reference of traditional excellent cultural elements, especially for the innovative inheritance of traditional decorative patterns. The integration of traditional decorative patterns with cultural and creative product positioning and design concept will bring new breakthroughs in visual communication and design, which not only realizes the re-creation of art, but also realizes the promotion of traditional culture. Tanking the application of traditional decorative design in cultural and creative design as a research topic, this work clarified the connotation of traditional decorative pattern connotation and the value of its application in cultural and creative design. Based on the perspective of traditional culture inheritance, the application ideas and measures of traditional decorative patterns in cultural and creative design were discussed to bring out both traditional decorative patterns and modern cultural and creative design.*

**Keywords:** *traditional decorative pattern, cultural and creative design, application value, application path*

## 1. Introduction

As the four ancient civilizations, China has formed an extensive and profound traditional culture in the long-term development. As a component part of the culture, the traditional decorative pattern is abundant in distinctive and artistic beauty. Under the background of cultural revitalization and the promotion of traditional national culture, it is a practical necessity to apply traditional decorative patterns to cultural and creative design. With the help of new carriers to promote traditional culture, it gives products a new image connotation with the help of traditional culture. China belongs to an ancient eastern country with many ethnic groups [1]. There are many kinds of traditional decorative patterns, diverse shapes, and rich in different cultural connotations. It should be activated in cultural and creative design, and push traditional cultural elements to the world with the help of new product carriers or image packaging.

## 2. Overview of the traditional decorative patterns

China's traditional decorative patterns can well reflect the traditional culture of the Chinese nation, which is a pattern with folk style and local characteristics. As early as in the Neolithic colored pottery pattern, there are part of the geometric shapes depicted with parallelism techniques, such as turtle back lines, weaving lines, mat lines, mesh lines, parallel leaf vein lines and so on. These are patterns cleverly combined with triangles, squares, and diamonds. In the continuous development of the times, China's traditional decorative patterns are more diverse and more varied shapes, and traditional decorative patterns also have rich cultural implications. Therefore, quoting them to the cultural and creative design will virtually enhance the cultural added value of the product. With the development of China's economy, international exchanges and cooperation, Chinese traditional culture is accepted by more and more countries [2]. Traditional elements have become an important foundation in the hands of designers, who combine traditional elements with contemporary design to complete their modern transformation, because many traditional elements have broken away from their original cultural context and use scene, thus becoming a rigid culture. The process of modernizing it is the process of making him vibrant, but also the process of giving it to the use scene and cultural significance, and reintegrating it into modern life.

### **3. The value of traditional decorative patterns in cultural and creative design**

#### ***3.1. Promoting the inheritance and protection of traditional culture***

The integration of traditional decorative patterns and other elements into the cultural and creative products not only expands the aesthetic view of the young groups of consumer subjects, but also makes them understand the traditional culture most intuitively. This is conducive to the dissemination and development of traditional culture in the younger generation. Under the background of firm cultural confidence, this endeavor will enhance their sense of mission for the inheritance and development of traditional culture. In the process of the design and development of traditional element cultural and creative products represented by decorative patterns, it will also drive universities, governments and other institutions from all walks of life to focus on the excavation and protection of traditional cultural elements.

#### ***3.2. Promoting the innovation of cultural and creative product design in China***

Driven by the market economy, the needs of consumers are gradually diversified. People should not only be satisfied with their material needs, but also pay more attention to their spiritual satisfaction and identity. Contemporary cultural and creative product design is a good example of the change in consumer demand. As an emerging industry in China, the development of endless cultural and creative products is also booming, and the market competition is very fierce. Regarding how to stand out in the fierce competitive environment, innovation is the first priority. Under the guidance of today's firm cultural confidence and the principles and policies of promoting excellent traditional culture, more and more people accept national elements, and their aesthetic attitudes are gradually inclusive. The integration of traditional decorative patterns into cultural and creative products will surely promote the development of cultural and creative product design to the direction of characteristic, brand and world [3].

#### ***3.3. Stimulating young people for traditional culture***

Youth groups are the main body of the inheritance and development of traditional culture, and traditional decorative patterns can enhance the contemporary cultural and creative product design. Using the functional attributes of cultural and creative products to bring traditional culture into the daily life of young groups, it can enable young people to recognize the corresponding source of traditional culture. This can tell the "story" contained in it, and helps to present the connotation of traditional culture from visual aesthetics to the use of function, and enhance the young people's recognition of the excellent culture. At the same time, under the promotion of its cultural cognition and recognition consciousness to constantly produce and increase the strength, this power can be understood as a strong sense of belonging to the traditional culture.

### **4. Application paths of traditional decorative pattern in cultural and creative design**

#### ***4.1. Determining the topic selection of cultural and creative works***

In the traditional decorative pattern, it is necessary to choose the style needed for cultural and creative products according to its connotation. If we want to create folk culture content, we should choose paper-cut patterns or embroidery patterns of content. If we want to create products with regional characteristics, we need to screen the patterns rich in ethnic minority characteristics. Only in this way can we design our favorite cultural and creative works. Taking the Kaifeng Qingming Shanghe Garden as an example, we can extract some materials from the cultural and creative products in Henan region to produce more products. In addition, the lively street markets and all kinds of peddling products are also very good cultural and creative content, such as some ceramics, dishes and chopsticks, handicrafts and some local cakes in Kaifeng, which can be regarded as more outstanding cultural and creative products [4].

#### ***4.2. Developing the innovation of traditional patterns***

The generation and application of traditional decorative patterns will produce different styles due to the different historical background, national culture, religious beliefs and customs, which not only brings rich artistic imagination to modern people, but also brings impetus to the development of today's cultural and creative design. Through innovation, the key to the advanced cultural and creative design is to perfectly combine the traditional decorative patterns and the needs of modern cultural and creative

products. The innovation of the design requires that the form of traditional decorative patterns is not a simple and rough copy and paste, nor can they be casually taken out of context. Instead, we should use modern design concepts and ideas to further improve them after fully understanding the connotation of the traditional patterns, which can not only reflect the traditional national charm before, but also show something in innovation.

#### ***4.3. Combining Chinese culture with Western culture***

In order to better inherit and carry forward the traditional Chinese decorative patterns, we also need to develop the combination of Chinese and Western elements. In the design of some products, it can be modified somewhat, especially in the production process. For example, in the design of gold, the traditional gold design is limited by certain processing technology, and many traditional patterns are difficult to present in the design of gold. However, in the design of traditional decorative patterns, some western design concepts can be integrated. In the actual production and processing process, these traditional decorative patterns can be better reflected in the design of gold. Through the further processing and design of gold, on the basis of integrating the traditional pattern, it not only promotes the sales volume of gold, but also brings the traditional pattern into people's vision to a certain extent. Thus, it will set off a traditional culture upsurge and realize the innovation and development of the traditional pattern.

### **5. Application cases of traditional decorative pattern in cultural and creative design**

#### ***5.1. Application of paper-cut patterns in cultural and creative design***

In the design practice process of paper-cut art and cultural and creative products, combining traditional decoration and cultural and creative design products is actually the collision between art and design. Taking the excavation and utilization of paper-cut decorative patterns in Beilun area as an example, it pays more attention to the performance of character scenes outside of the characteristics of traditional paper-cutting [5]. However, most paper-cut composition is very complex, and in the process of cultural and creative design, some small decoration can be simplified, increasing recognition and shape interest. On the basis of sustaining its own cultural characteristics, the traditional decorative art of paper-cut is more in line with the aesthetic appreciation of the modern public. After the new decorative pattern is formed, the umbrella can be used in clothing and other cultural and creative products to make the paper-cut intangible with life.

#### ***5.2. Application of decorative patterns in cosmetic packaging***

The reason why Huaxi Zi and the Palace Museum lipstick lie much in the product packaging design. The integration of traditional decorative patterns and modern packaging design highlights the special charm of cultural and creative design. In addition, there are Renaissance lipstick and so on, modern beauty production through the traditional decoration and traditional culture for new packaging brand design. In the process of design, it not only highlights the traditional, but also loses the fashionable design, and thus the retro high-end atmosphere of cultural and creative products have attracted many people to buy. A domestic cultural and creative program, "On the New Palace Museum", has also achieved the cultural creation of the Palace Museum. The designers have designed many excellent works according to their observations and materials. One of the beauty makeup products designed according to the carving art pattern attract people's attention, and the basic color of the product is a dignified in green. When designing the water cream, the transparent bottle body is used, and the traditional carving pattern is designed at the bottle cap. Although it is skin care products, the use of the traditional carving pattern makes it more like a work of art that can be collected. Another example is the green pattern case that we are familiar with. It has been inherited in the hundreds of years of development. Because of its own blue and white pattern, the color of quietly elegant and fresh elements was used in various fields of artistic design. Many designers also use the implication of blue and white patterns and the graceful temperament to perfectly integrate modern ornaments with it to form excellent cultural and creative products.

### **6. Conclusions**

As a component part of the traditional culture, the traditional decorative pattern has the typical oriental cultural characteristics. The ingenious penetration in the modern cultural and creative design provides inspiration for the innovative design and achieves the synergistic effects. With the rise of China-

fashion and national style, the excavation and reuse of traditional cultural elements have attracted much attention, and introduced into the cultural and creative design. With the cultural innovation, it is beneficial to the publicity of traditional culture, and makes the product design, packaging design refreshing and distinctive. In the cultural and creative design, designers should consciously increase their thinking on the use of traditional cultural elements.

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