

The evolution and development of traditional patterns in cultural and creative design

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Abstract: *the design and development of cultural and creative products are inseparable from innovation and the inheritance of cultural elements. Traditional patterns have rich cultural characteristics. It is of great research value for the development of cultural and creative industries and the inheritance of traditional culture to apply traditional patterns in cultural and creative design and study its evolution and development. Based on the current development of cultural and creative design, this paper analyzes the evolution history of traditional patterns from ancient times to modern times, as well as the use of traditional patterns in cultural and creative design, sums up experience from the evolution history, combines traditional patterns with modern design, and further develops traditional patterns and cultural and creative design from the aspects of color application, composition design and element series design, So that the two better integration, common progress and development.*

Keywords: *traditional pattern; Cultural and creative design; Design evolution; Design development*

1. Introduction

At this stage, cultural and creative industry as a mature emerging industry, along with people's spiritual needs, industry content is more and more perfect, the past cultural and creative copies or souvenirs have been unable to meet the current market demand, in urgent need of a new, practical cultural and creative design to meet people's demand for cultural consumption [1].

In the past, the layout of cultural and creative design is too single, many products use a single repeated pattern, lack of innovation spirit, but also lack of its own cultural characteristics. Only by combining the traditional excellent culture with modern culture, can we create a vibrant cultural and creative product [2]. In traditional culture, traditional patterns have distinctive cultural characteristics. Different ethnic groups and regions have patterns that can reflect their own characteristics, such as the blue and white lotus pattern in Jingdezhen and the auspicious animal pattern in Tibetan, which can show the local cultural characteristics through patterns [3]. Although there are some similar cultural and creative products, there are still some unscientific and unreasonable aspects in the overall development of culture [4]. Therefore, it is necessary to study the evolution of traditional patterns in cultural and creative design, so as to dig out the innovation points and promote the development of cultural and creative products.

2. The evolution of traditional patterns in cultural and creative design

The application of traditional patterns has appeared as early as in ancient times. For example, the pottery relics unearthed in the Xia Dynasty are mainly made of painted patterns and bas reliefs, with soft patterns and mysterious shapes; There is also a "Jue" standing on three feet, with the decoration of bird tail at the back, and the wine vessels and patterns are perfectly integrated. In the Shang Dynasty, patterns on cultural relics showed illusory and highly personalized characteristics, and the overall decorative style tended to be heavy and mysterious. Compared with the pattern features of Shang Dynasty, in the Western Zhou Dynasty, the pattern is more abundant and has more symbolic meaning. In the application, it is no longer a simple modeling change and rigid straight-line outline. In the application, it is more light and jumping, and the objects are more diverse. Until the Wei and Jin Dynasties, with the introduction of Buddhism, grotto art developed. In the material of patterns, there were many patterns related to Buddhism. In the modeling, they gradually developed from stable mystery to realism and exaggeration. In the overall effect, they paid more attention to the combination

of patterns and objects. While highlighting the modeling characteristics, they can better present the characteristics of patterns. In the Ming and Qing Dynasties, patterns have been applied to clothing, porcelain, bronze mirrors, murals, and become a national symbol. The use of patterns is rooted in traditional culture and expresses people's expectations for a better life in various periods. Only by combining traditional patterns with modern technology can the characteristics of traditional culture be fully reflected.

From ancient times to modern times, traditional patterns have many applications in products. Traditional craft forms include ceramic art, porcelain art, embroidery art, relief and other forms. The application of patterns is to give auspicious meaning. Traditional patterns such as lotus and blue and white flowers have been used for a long time, and the relative technology is relatively mature. In many modern products at present, similar patterns can be seen, such as cheongsam, cup bowl, hanging decoration, textile crafts and other articles, which reflect the new flavor of the times. Such creative design products not only have the traditional cultural atmosphere, but also give off aesthetic flavor.

Nowadays, the technology has already been rid of the limitations of traditional technology. The technology of printing and dyeing is pure and green, especially the digital painting paper makes the color no longer single. Diversified technology makes the pattern and the design of culture and creation more integrated, the pattern shape is clearer, and the unique aesthetic feeling is presented in the cultural and creative products.

At present, cultural and creative products mainly include two kinds, one is local art and gift, which is more common in tourist attractions, and the other is intangible products, such as time post office. Among these types, some cultural and creative products have the disadvantages of unscientific and inconvenient, which requires revolutionary design and innovative design.

3. The development of traditional patterns in cultural and creative design

In the design of culture and creation, the traditional pattern and the modern design trend are integrated, and the popular color is the main part, which leads consumers to purchase the cultural and creative products with traditional patterns. In the design, the traditional pattern of color design is applied to modern cultural design, and the products with unique taste are designed.

In the design composition mode, the traditional pattern composition mode is taken as the research goal, and a variety of composition methods, such as linear symmetry and whole layout, are used to integrate multiple composition methods in the design of culture and creation. It is important to note that the whole pattern picture or the construction drawing surface shall not be used, and all the pattern elements to be used shall be re combined to design a new composition form, Form visual expression. By using laser carving, baking flower, digital printing and other technologies in modern technology, the traditional pattern related models, such as the stereoscopic model of ruibeast, can be created. The materials can be selected plastic, silica gel or metal according to the needs.

In order to further strengthen the development of traditional patterns in the design of cultural creation, starting from the aspect of serialization of cultural and creative design, on the basis of design standardization, deriving higher-level design forms, divergent design of a standardized product, and adopting efficient methods to design new cultural and creative products with both innovation and traditional pattern characteristics. The design of series products is based on the market and the needs of consumers. For example, all kinds of cultural and creative products derived from the palace museum culture are based on the Qing palace culture. The typical pattern elements are the color drawing patterns of the palace museum building. The design of this type is added to the relevant backpacks, accessories, mobile phone accessories and other products, forming cultural and creative products with the cultural characteristics of the Palace Museum.

In addition, in the design of series products, the uniform speed with distinctive characteristics is extracted from traditional patterns, and the visual elements of unified culture are taken as innovation points. Design cultural and creative products, such as blue and white, there are many patterns of blue and white lotus patterns. Different styles have different meanings, and blue and white elements are the key elements of serial design of cultural and creative products, Through the improvement and innovation of elements form or design technology, a variety of cultural and creative products with different characteristics can be derived. It can also add functionalization to it, give people different feelings from function, and achieve the purpose of serial design of cultural and creative products.

Traditional patterns have been inherited from ancient times to now, bearing rich emotions, which

can also be applied to the design of culture and creation. From the theoretical perspective, emotional design includes physiological and psychological resonance. Emotional design in cultural and creative products is more realized through interaction with people, which is the experience of human to products. After purchasing products, consumers are the new start of products. In emotional design, traditional patterns are used as design elements to design cultural and creative products. Religious factors are considered first. Some traditional patterns have distinct religious characteristics. In design, they should fully understand the cultural ideas behind the traditional patterns and pay attention to the taboos when using the patterns. For example, in Tibetan related patterns, all the cultural and creative products related to Buddhism appear in the image of the worshiper. Most of the products are close to the heart, and cannot be used as the lower body products such as foot chain and belt. People in Tibetan areas think it is a blasphemy to the gods.

From the perspective of the development of cultural and creative products, many cultural and creative products lack the excavation of the essence of traditional patterns. For its development, cultural and creative design is a new direction worth exploring and developing. Only with cultural and creative products as the carrier, traditional patterns are applied to the design of cultural creation, and carried on the cultural and creative products, and transformed into the combination of tradition and development, Explore new product innovation forms and promote the continuation of both sides in the new development mode.

4. Conclusion

Many traditional patterns are world intangible cultural heritage, worthy of inheritance and development, many patterns contain rich cultural characteristics gene. Cultural and creative design is an important embodiment of cultural soft power, and the innovation of cultural and creative products is the key to enhance cultural soft power. From the perspective of evolution and development, this paper studies the application of traditional patterns in cultural and creative design, considers from multiple perspectives, innovates the cultural and creative design mode, takes into account the market demand, and gives full play to the advantages of traditional patterns, so that the traditional pattern culture can be reflected in cultural and creative products, and the intangible cultural heritage can be better inherited. However, how to accurately grasp the problem of cultural tradition, rather than the misuse of traditional patterns in cultural and creative products, is a very important problem. For this kind of problem, we need to confirm the designer's design starting point, and take a good starting point as the key to design, so that the traditional patterns can be better displayed on the product and presented in front of users, Further research and analysis are needed.

References

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