Research on the design of digital cultural and creative products with regional characteristics under the rural revitalization policy: taking Lizhu Town of Shaoxing as an example

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Abstract: *With the continuous improvement of rural revitalization policies and the continuous development of new media, digital cultural and creative products have become a good way to promote rural development. Most of the design products of digital cultural creation are based on the local characteristic culture and local unique characteristics, combined with the current popular design aesthetic, processing and reasonable integration through science and technology, and finally form a regional cultural expression mode with regional characteristics. Through the combination of digital cultural and creative products and rural revitalization products, the unique cultural characteristics of the region are highlighted through the cultural innovation design, so as to achieve the purpose of rural revitalization.*

Keywords: Rural revitalization, digital creative products, cultural innovation

1. Introduction

With the continuous refinement of China's rural revitalization policies and the ongoing development of new media, digital cultural and creative products have emerged as effective means to drive rural development. These products, rooted in local cultural characteristics and unique attributes, are combined with current design aesthetics and processed through technological integration. This ultimately yields regional cultural expressions imbued with distinct local flavors. By merging digital cultural and creative products with rural revitalization efforts, the unique cultural characteristics of regions are highlighted through cultural innovation design, thereby achieving the objectives of rural revitalization. This study takes Lizhu Town in Shaoxing, China, as a case study to explore the application of digital cultural and creative product design under the rural revitalization policy. Firstly, the background and objectives of rural revitalization policies are introduced, emphasizing the importance of digital cultural and creative products in promoting rural economic development and preserving traditional culture. Secondly, the application of digital cultural and creative products in Lizhu Town is elaborated, particularly focusing on their utilization in the orchid industry. Finally, the purpose and significance of this research, as well as its contribution to rural revitalization, are summarized. Through this research, we aim to provide new insights and methods for rural revitalization. By leveraging the design and promotion of digital cultural and creative products, we seek to achieve sustainable rural economic development and foster the inheritance and innovation of rural culture.

2. Research Background

2.1 Continuous Improvement of Rural Policies

Over time, the policies for rural revitalization have been continuously refined and improved. The rural revitalization strategy adheres to the priority development of agriculture and rural areas. The goal is to establish and perfect the integration of urban and rural development systems and policy frameworks, and accelerate the modernization of agriculture and rural areas, in accordance with the comprehensive requirements of prosperous industry, livable ecology, civilized rural culture, effective governance, and affluent life. According to the 25th executive meeting of Shaoxing Municipal Government titled "Research on High-Level Promotion of Comprehensive Rural Revitalization", the meeting heard a report on the drafting situation of the "Main Tasks and Key Work Checklist for

High-Level Promotion of Comprehensive Rural Revitalization in Shaoxing City in 2023". It is reported that our city will thoroughly implement the spirit of the central and provincial committee's first document, adhere to the priority development of agriculture and rural areas, focusing on ensuring food security and the supply of important agricultural products, vigorously developing efficient ecological agriculture, constructing livable and business-friendly rural areas throughout the region, continuously promoting the common prosperity of farmers and rural areas, deepening rural reforms, accelerating the integration of urban and rural development within the county, and strictly implementing the responsibilities of rural revitalization. The city will coordinate the implementation of 24 work projects and 95 tasks in the checklist, advance the high-level revitalization of rural industries, talent, culture, ecology, and organization, and strive to create a new situation in Shaoxing's agricultural and rural work in the new era. The meeting pointed out that comprehensively advancing key tasks of rural revitalization is of significant importance for building a modern agricultural powerhouse, accelerating the modernization of agriculture and rural areas, and ensuring the common prosperity of farmers and rural areas.[1]

2.2 Rapid Development of Digital Cultural and Creative Products

Digital cultural and creative products represent the convergence of digital technology and the cultural and creative industries, embodying a novel form of expression in the creative industry. The integration of digital technology with cultural and creative products elevates the development of the cultural and creative industries to a new level.

As time progresses, the continual advancement of science and technology leads to the frequent updating of technological products. Meanwhile, "cultural and creative" refers to industries primarily driven by culture, supplemented by innovation and creativity. These industries are centered around cultural innovation, utilizing locally distinctive design and media as conduits, evolving into emerging cultural industries with a focus on industrialized operations. In the future, digital cultural and creative products are increasingly becoming a mainstream method for cultural promotion. The design philosophy of "Culture + Design" facilitates the inheritance of traditional culture and aligns with the objectives of the technological era under new media.[2]

2.3 "Home of Flowers and Trees" - Lizhu Town

Lizhu Town, located in the western part of Shaoxing, leverages "three thousand mu" (about 200 hectares) to boost the orchid industry. The "Thousand Mu Flower Market" aims to create a comprehensive flower market integrating display, sales, tourism, leisure, and cultural experiences. It currently encompasses a 254-mu (about 17 hectares) seedling market with nearly 70 merchants, achieving an annual sales volume exceeding 20 million yuan. The "Thousand Mu Flower Fields" cover 630 mu (about 42 hectares) of various flowers. The "Thousand Mu Flower Garden" is dedicated to developing a high-end orchid cultivation base while also innovating elite orchid varieties, promoting Shaoxing's orchid culture and the collection of orchids.

3. Research Significance

3.1 Utilizing Digital Cultural and Creative Products to Promote Rural Economic Development

The primary objective of this study is to leverage the revenue from cultural and creative products to boost local economic development, as well as to preserve and disseminate the traditional culture and cultural connotations of Lizhu Town. The focus is on assisting Lizhu Town in finding its appropriate positioning and areas for revitalization. This involves designing innovative cultural products, leveraging internet resources to actively respond to rural revitalization policies, studying the physical appearance of the cultural and creative products, and deepening their cultural significance.[3]

3.2 Advancing Research, Dissemination, and Transformation of the Region's Agricultural Product Culture, Realizing Cultural Leadership

For Lizhu Town, under the rural revitalization policy and rapid technological development, there is a dual benefit. Firstly, it enhances the town's visibility in the public eye, gaining higher exposure and understanding within the overall framework of rural revitalization policies. Secondly, it increases the overall income of the rural area, improving the living standards of farmers and providing a counterforce

to the rural revitalization policy. Most importantly, it promotes the development of the rural economy.

3.3 Establishing a Rural Brand, Promoting the Development of the Rural Agricultural Product Cultural Industry

With the continuous advancement of technology and increasing societal demands on products, including an elevated public aesthetic, traditional agricultural products no longer satisfy the growing demand for product connotation. Compared to digital cultural and creative products of relics or architecture, rural cultural and creative products often lack depth in spiritual connotation and appear straightforward and somewhat superficial. This scenario necessitates the intervention of cultural innovation technology. It presents an excellent opportunity to redesign and reshape products in terms of their appearance, cultural connotation, and spiritual domain. This process facilitates a broader understanding among consumers about the design philosophy, cultural significance, and design background of the products. Consequently, it expands the reach of the rural digital cultural and creative product brand and attracts public attention.[4]

4. Current Development Status at Home and Abroad

4.1 Domestic Development Status

4.1.1 Current Status of Product Innovation

Agricultural products, originating from rural areas, often face the issue of singularity. A primary concern in the development of the rural cultural and creative industry is how to combine the intrinsic and commercial values of agricultural products. To strengthen and expand the cultural and creative industry, a significant emphasis must be placed on product innovation. Taking local specialty agricultural products as an example, the design of cultural and creative products should integrate local cultural and historical elements. Most importantly, the design should encompass elements that blend contemporary societal trends with historical culture. The scarcity of digital cultural and creative products in rural areas is not due to a lack of agricultural products, but rather a lack of innovation in these products. Factors such as traditional thinking patterns, a lack of innovative thinking, and a shortage of innovative talents have led to a lack of product innovation. Additionally, some digital cultural and creative products blindly follow popular market trends without aligning with their own characteristics, essentially denying their cultural identity. A development strategy that does not consider actual circumstances lacks soul.[5]

4.1.2 Current Status of Digital Cultural and Creative Product Dissemination

Currently, the approach to transforming the characteristics of agricultural products into digital cultural and creative products is rather simplistic, with insufficient cultural extraction from the agricultural products. The development of cultural and creative products, along with digital creative research and development, often overlooks the support of modern aesthetic features, lacking spiritual communication, which hinders the construction of a satisfactory shopping experience. Digital cultural and creative products, as a medium for promoting agricultural products in the information age, should be developed with modern design thinking to create digital products that offer a pleasurable experience.

Targeting the purchasing behavior and psychological needs of the audience, the pricing and functionality of digital cultural and creative products should be segmented. This segmentation allows for the perfect integration of product graphics, text, functionality with regional characteristics, cultural aspects of agricultural products, and humanistic spirit.

4.2 International Research Status

4.2.1 Policy Support for Digital Cultural and Creative Product Design Abroad

Many countries have provided substantial legal support for the development of the digital cultural and creative industry. For instance, the British government introduced the "Digital Economy Strategy (2015-2018)" in early 2015. In March 2017, the UK's Department for Digital, Culture, Media and Sport released the "Digital Strategy" and was officially renamed to reflect the UK government's great expectations and determination for the digital revolution. In June 2022, in response to the impact of the pandemic, the same department issued the latest version of the "UK Digital Strategy," which identified "Creativity and Intellectual Property (IP)" as one of the six key areas, emphasizing the importance of

the deep integration of digital technology and creative content.

4.2.2 Comprehensive Cultural and Creative Industry Chain Abroad with a Diversity of Digital Cultural and Creative Products

The cultural and creative product industry abroad has developed to a significant scale and maturity. In foreign cities and galleries, we can observe various types of cultural and creative products, including derivatives of artistic works. These products offer a wide range of choices, are finely crafted, and pay special attention to the cultural and contextual connection with the current city or artwork.

For example, South Korea has created a series of popular digital cultural and creative products. Walking through the streets and alleys of South Korea, visiting cultural and creative collection stores, designer shops, and specialty stores for related products has become a part of the daily life of Koreans, indicating the high integration of the cultural and creative industry into their daily lives. The vigorous development of the digital cultural and creative industry in South Korea also presents distinctive characteristics. The industry is rapidly advancing, and South Korea has launched a variety of urban digital cultural and creative products, initiating the Hallyu Plus wave. Many Korean designers and artists promote their digital cultural and creative products both online and offline through social media, in diverse forms, showcasing individuality and promoting the diversification of popular culture. By combining experience with products to disseminate Korean culture, they provide a deeply impactful experience.

5. Digital Cultural and Creative Product Design

5.1 Collection and Integration of Information on Agricultural Products from Lizhu Town to Determine the Types of Digital Cultural and Creative Products

Initially, information about local specialty agricultural products in Lizhu Town is gathered through visits and inquiries with local residents. This includes understanding the current state of agricultural product cultivation and whether there are any stagnation issues. Local village committees and officials are also consulted to acquire insights into the current sales status of these products. Furthermore, farmers who cultivate these products are asked about the conditions required for growing these crops (such as hydrology, climate, temperature, humidity, and cultivation methods). This is to comprehend the unique characteristics of the agricultural products, enabling a more intuitive reflection of these features in subsequent cultural and creative design. A comprehensive understanding allows digital cultural and creative products to directly showcase their distinctive traits, enhancing the understanding of these products.

Regarding digital cultural and creative products, the first objective is to attract attention. Items with a sense of design often capture people's attention the most. Therefore, the designed cultural and creative products need to cater to the public's aesthetics. In this ever-changing era, all things evolve over time, necessitating the need to keep pace with contemporary trends. Secondly, the production must integrate the unique features of the agricultural products, thereby achieving promotion and increasing consumer purchasing power. Thirdly, the products should be imbued with individual beauty. It is often said that people "pay for design". By combining digital cultural and creative products with the unique features of the agricultural products and creating products with individuality, the aim is to make these products more appealing and promote the agricultural products effectively.

A thorough study has been conducted on the orchid varieties in Lizhu Town. Based on categorization, varieties such as 'Dongfanghong He', 'Huanqiuheding', and others have been selected as elemental sources for design. Various elements are integrated to design a series of cultural and creative products.

5.2 Design of related cultural and creative products

First, we understand the market demand and consumer psychology. Through market research, we can collect all kinds of data and information, including the target audience, competitors, and so on. Secondly, cultural selection and analysis: choose characteristic and representative cultures from many cultures as the starting point of design., Dig out the design inspiration and thought expression from the depth of culture and history. We used DT (Design Thinking) to brainstorm and refine the orchid design elements with extension and bidirectional nutrition, and integrated them into the design. Form the preliminary plan and sketch, and elaborate the original intention and vision of the designer, show the design ideas, and present the design prototype in the form of the sketch. We flattened it according to the

unique characteristics of the orchids in the village, and finally designed the inherent color and characteristics of the orchids. Finally, the design of a more characteristic rural digital cultural and creative products.

According to some digital cultural and creative products related to the characteristic design of orchids in Lizhu Town, Shaoxing, we designed the related packaging design of the flat orchids as shown in Figure 1
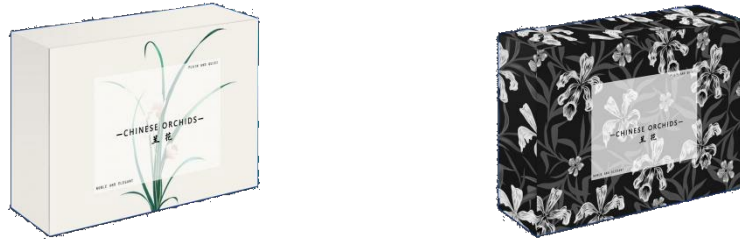

Figure 1. Orchid packaging design

By summarizing some characteristics of orchids and integrating their characteristics into the IP image, we use the IP images of two men and women generated by the most popular artificial intelligence technology, and plan to spread them on the Internet as shown in the figure 2.

Figure 2. IP design

6. Conclusions

Our project is committed to combining digital text and products with emotion and warmth in the poor areas of Shaoxing Nagisa town. We aim to fuse the unique product characteristics and product culture, utilizing stories and emotions to impress and warm consumers. By employing a simple tonality, we strive to create core competitiveness and promote the digital cultural attributes of products in Shaoxing town. Our ultimate goal is to contribute to the development of a vibrant new rural community.

Acknowledgements

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