

Exploring the innovative application of traditional motifs in the design of cultural and creative products

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Abstract: Traditional patterns are an important part of Chinese culture, and it is one of the essence of Chinese traditional culture. The formation and development of traditional patterns are closely related to Chinese history, culture, folklore, religion and other aspects. Traditional patterns not only have aesthetic value, but also have cultural, historical, folklore and other values. In today's society, the innovation of traditional motifs cultural and creative products has become a form of artistic expression. By elaborating the connotation and cultural characteristics of traditional motifs, analyzing the significance of traditional motif symbols for innovative cultural and creative product design, and clarifying the principles of applying traditional motifs in cultural and creative product design, we provide reference for the innovative application of traditional motifs in cultural and creative products.

Keywords: traditional patterns; cultural and creative products; design; innovation

1. Introduction

China's traditional culture is rich and colorful, among which patterns are more unique cultural symbols. Patterns originated from the decoration, and with the advancement of Chinese history, different styles have been produced, presenting more unique contents [1,2]. China's traditional patterns have always existed in life, with diverse contents and rich contents, and their patterns not only have decorative effects, but also reflect the ideology of the public in different periods, with a strong life atmosphere and artistic characteristics [3-5]. Cultural and creative products are a kind of carrier of culture, accompanying with human activities, interpreting and understanding traditional culture, containing the value and connotation of traditional culture, and being a kind of art derivatives to meet people's pursuit in the spiritual level. Current cultural and creative products often have rich cultural connotations, reflecting to a certain extent the designer's understanding of current culture and people's aspiration for a better life. Through the combing of cultural and creative products, the design of cultural and creative products is rooted in traditional culture, from which the essence is condensed, and the secondary creation is made by integrating the thinking of current society and culture, which gives life and vitality to cultural and creative works. However, many designers have found that in the process of integrating the design of cultural and creative products with traditional patterns, the cultural elements are not properly applied, which is manifested in the over-modernization of cultural and creative products and makes them lose their proper connotation and characteristics [6,7]. For this reason, it is necessary to innovate the way of combining cultural and creative products with traditional patterns, sort out the relationship between them, facilitate better dissemination of traditional culture, show the charm of modern technology and traditional culture, and spread cultural and aesthetic values to the public.

2. The connotation and cultural characteristics of traditional patterns

Traditional cultural patterns are richer, in the long history of human inheritors culture, each nation has its own pattern characteristics. There are many kinds of patterns, but they are all records of life, the same purpose of its expression[8-11]. Traditional patterns can be divided into three categories: First, animal patterns. In the ancient times, due to the lack of scientific knowledge, the understanding of things is not deep enough, people often give animals to symbolic meaning, hoping to bring stability and harmony to life, such as the Qin and Han dynasties, such as the phoenix bird pattern. The second is the plant pattern. Most of the plant patterns come from the flowers and trees in nature, often using the peony as an expression of wealth and prosperity, and the prosperity of the country. The third is the auspicious pattern. Auspicious patterns often express people's aspiration for a better life and are used for praying for

blessings, such as Fuwen patterns. Traditional patterns are an important part of traditional Chinese culture, and they contain rich connotations and cultural characteristics. The following are some common traditional patterns and their meanings.

1) Dragon pattern: The dragon is a sacred animal in traditional Chinese culture, representing power, dignity and sanctity. The dragon pattern is usually found on royal buildings, vessels and costumes, and is one of the most representative patterns in traditional Chinese culture.

2) Phoenix pattern: Phoenix is another sacred animal in traditional Chinese culture, representing beauty, good luck and happiness. Usually found on weddings, celebrations and women's clothing, the phoenix pattern is one of the most popular patterns in traditional Chinese culture.

3) Flower and bird pattern: Flower and bird pattern is a common pattern in traditional Chinese culture, representing the beauty of nature and the power of life. They are usually found in paintings, embroideries, ceramics and other artworks, and are one of the most valuable patterns in traditional Chinese culture.

4) Cloud pattern: Cloud is a symbolic pattern in traditional Chinese culture, representing mystery, loftiness and transcendence. Cloud patterns are usually found on architecture, furniture and vessels, and are one of the most decorative patterns in traditional Chinese culture.

5) Red pattern: Red is an auspicious color in traditional Chinese culture, representing enthusiasm, joy and happiness. Red patterns are usually found in weddings, celebrations and festivals, and are one of the most joyful patterns in traditional Chinese culture.

It can be seen that traditional patterns are an important part of traditional Chinese culture, they contain rich connotations and cultural characteristics, and represent the essence and charm of traditional Chinese culture.

3. The current situation analysis of patterned creative products

As people pay more attention to traditional culture and improve their cultural confidence, the market demand for traditional patterned creative products has been increasing. Especially in the field of tourism souvenirs, gifts and home decoration, such products have been widely concerned and sought after. The focus is on: creative design diversification. The design of traditional patterned creative products is no longer limited to traditional patterns and colors, but combines modern design concepts and technical means to present diversified creativity and styles. These products not only have the characteristics of traditional culture, but also have the elements of modern fashion, more in line with the aesthetic needs of modern people. Exquisite production process: The production process of traditional patterned cultural and creative products has also been improved. Traditional hand-made methods still exist, but modern mechanized production methods are also widely used, making the products' production efficiency and quality improved. Brand building is strengthened: With the intensification of market competition, the brand building of traditional patterned cultural and creative products has become more and more important. Some famous brands have won the trust and recognition of consumers and become the market leaders through continuous innovation and improvement of product quality. In general, the market of traditional motifs and creative products is promising, but it also faces some challenges, such as how to protect traditional cultural motifs and intellectual property rights, and how to improve the quality and innovation of products. Only through continuous innovation and improvement can we be invincible in the fierce market competition.

4. The significance of traditional pattern symbols for innovative cultural and creative product design

Traditional pattern symbols are a kind of cultural heritage, and they represent the values, beliefs and history of a specific culture. In innovative cultural and creative product design, traditional motif symbols can play the following roles: First, it is to inherit cultural heritage. Traditional motif symbols are an important part of cultural heritage, and by applying them to creative product design, these symbols can be inherited and carried forward. This not only helps to protect and inherit cultural heritage, but also allows more people to understand and recognize the cultural background and historical significance of these symbols. Second, it enhances the cultural connotation of the product. Traditional pattern symbols represent the values and beliefs of a specific culture, and applying them to the design of cultural and creative products can add cultural connotation to the products, making them more culturally distinctive and charming. This not only attracts more consumers, but also allows them to better understand and

recognize the culture represented by the product. Third, to improve the artistic value of the product. Traditional pattern symbols have a unique artistic value, and applying them to the design of cultural and creative products can improve the artistic value and beauty of the products. This can not only attract more consumers, but also allow them to better appreciate and enjoy the artistic value of the product. Fourthly, it increases the differentiation competitiveness of the products. In today's fierce market competition, the differentiation competitiveness of products is very important. Traditional pattern symbols can add unique cultural characteristics and artistic value to products, thus increasing the differentiation competitiveness of products and making them more attractive and competitive. In conclusion, traditional motif symbols are important for innovative cultural and creative product design, they can inherit cultural heritage, enhance the cultural connotation of products, improve the artistic value of products and increase the differentiation competitiveness of products. Therefore, in the design of cultural and creative products, traditional motif symbols should be fully utilized to make the products more culturally distinctive and artistically valuable.

5. The application principles of traditional patterns in the design of cultural and creative products

Traditional patterns are an important part of Chinese culture, and they not only have aesthetic value, but also contain profound cultural connotations. In the design of cultural and creative products, the application of traditional motifs can increase the cultural connotation and artistic value of the products, as well as inherit and promote Chinese culture. However, the application of traditional patterns needs to follow some principles to ensure the beauty and culture of the products.

5.1 The selection and combination of traditional patterns

In the design of cultural and creative products, the selection of traditional patterns needs to consider the type and positioning of the product. Different types of products need to choose different traditional patterns to achieve the best aesthetic effect. For example, for household products, patterns with auspicious meanings can be chosen, such as dragon and phoenix, lotus flower, peony, etc. For clothing design, patterns with a sense of fluidity and movement can be chosen, such as cloud pattern, water wave pattern, fish scale pattern, etc. In addition, it is also necessary to consider the positioning of the product to ensure that the traditional pattern is in line with the style of the product.

In the design of cultural and creative products, the combination of traditional patterns needs to pay attention to the coordination and unity between patterns. Different patterns need to have certain connections and echoes to achieve an overall beautiful effect. For example, you can choose similar patterns to combine, or choose patterns with opposite characteristics to match, in order to achieve visual balance and harmony.

5.2 The color of traditional patterns

The color of traditional patterns is also an important factor to be considered in the design of cultural and creative products. Different colors can convey different emotions and meanings, so you need to choose the right color according to the positioning of the product and the characteristics of the pattern. For example, for patterns with auspicious meaning, you can choose red, gold and other colors with festive meaning; for patterns with a sense of fluidity and movement, you can choose blue, green and other colors with a sense of freshness.

5.3 Innovation and protection of traditional patterns

In the design of cultural and creative products, the application of traditional patterns needs to focus on innovation. Traditional patterns can be innovated by changing the color, shape and size to achieve better aesthetic effects and cultural connotations. For example, traditional patterns can be simplified or deformed to meet modern aesthetic needs and product design requirements. In the design of cultural and creative products, the application of traditional patterns needs to focus on protection. Traditional patterns are an important part of Chinese culture and need to be protected and inherited. Therefore, when using traditional patterns, it is necessary to comply with relevant laws and regulations, respect traditional culture, and not to infringe on the copyright and intellectual property rights of traditional patterns.

In conclusion, the application of traditional patterns in the design of cultural and creative products needs to follow some principles to ensure the beauty and culture of the products. Choosing appropriate

patterns, reasonable combination, appropriate color matching, innovative design ideas and the principle of preserving traditional culture can make traditional patterns play a better role in the design of cultural and creative products and inherit and promote Chinese culture.

6. Innovative application of traditional patterns in cultural and creative products

Cultural and creative products take culture as the root and products as the carrier to produce physical form products. The innovative design of cultural and creative products needs to integrate traditional culture with modern technology, highlight the cultural connotation, and enhance the practicality and cultural communication performance of cultural and creative products with the help of modern technology. In the 21st century, people have put forward higher requirements for spiritual civilization, which requires creative designers to keep pace with the times and create more creative products with unique cultural connotation to meet the current needs. Overall, the innovative application of traditional patterns in cultural and creative products requires innovative ideas and methods.

6.1 It is reasonable to extract traditional patterns and integrate modern elements

Traditional patterns can display rich cultural connotation, and to a certain extent inherit the outer formal beauty and inner cultural attributes. In different historical periods, influenced by regional culture, traditional patterns will have different forms of expression, promoting people's awareness of traditional culture. Traditional patterns have obvious characteristics, for example, Miao patterns mainly have geometric, abstract, composite and random forms, etc. Modern creative design can draw on such elements, integrate traditional pattern symbols with modern elements, create new visual effects, and create a sense of intermingling of modern and traditional. Combine traditional patterns with modern patterns and colors to create products with a sense of fashion. For example, combining traditional patterns of flowers and birds with modern geometric shapes to create new pattern symbols.

6.2 Create new product forms and enrich the cultural connotation

On the basis of the traditional pattern symbols, highlight their cultural connotations, express the essence and characteristics of traditional culture through design techniques, and create a rich cultural atmosphere. For example, the traditional dragon and phoenix pattern symbols are simplified to highlight their auspicious and lucky meanings. The design of traditional patterned cultural and creative products can be various, such as pattern design, color design and shape design. The choice of design can be made according to different product needs and pattern characteristics. For example, for pattern design, the classic patterns in traditional patterns can be chosen, and innovative designs can also be made to enhance the uniqueness and beauty of the products; for color design, the classic colors in traditional patterns can be chosen, and innovative designs can also be made to enhance the fashion and beauty of the products. Traditional patterns can be given a new product form to create innovative cultural and creative products. For example, traditional motifs can be applied to new materials and new processes to create products with novel forms. Based on the traditional pattern symbols, introduce new expression techniques, such as three-dimensional carving, ink painting, etc., to create different artistic effects and contexts. For example, the traditional landscape pattern symbols are expressed in ink painting to create a unique mood and atmosphere.

6.3 The introduction of new technical means, material and process innovation

Traditional patterns can be created by introducing new technical means to create cultural and creative products with novel effects. For example, traditional patterns are applied to new technologies such as digital design and 3D printing to create products with a three-dimensional and dynamic effect. The materials of traditional patterned cultural and creative products can be various, such as paper, fabric, ceramics, glass, metal, etc. The choice of materials can be based on different product needs and pattern characteristics. For example, for paper products, high-quality handmade paper or special paper materials can be chosen to enhance the texture and beauty of the products; for ceramic products, high-temperature fired ceramic materials can be chosen to enhance the durability and beauty of the products. The process of traditional patterned creative products can be various, such as embroidery, weaving, carving, printing, etc. The choice of process can be made according to different product needs and pattern characteristics. For example, for embroidery products, high quality embroidery threads and needles can be chosen to enhance the delicacy and beauty of the products; for carving products, high quality carving knives and

materials can be chosen to enhance the 3D and beauty of the products. Based on the traditional pattern symbols, new materials are used for innovative applications to create a different visual effect and hand feeling experience. For example, traditional embroidery patterns are applied to different materials, such as leather and silk, to create a different texture and feel.

6.4 Functional innovation

The functions of the cultural and creative products based on traditional patterns can be various, such as decoration, gift, collection, etc. The choice of function can be made according to different product needs and pattern characteristics. First, costume creative products. Apparel cultural and creative products are designed and made based on traditional patterns, including clothes, shoes, bags and so on. These products not only have beautiful appearance, but also have practical functions. For example, some pattern-designed shoes use comfortable materials and ergonomic design, making them more comfortable to wear; some pattern-designed bags use multi-level design to meet different storage needs. The second is the home category of creative products. Home furnishing products are designed and made based on traditional patterns, including furniture, tableware, decorative items, etc. These products not only have a beautiful appearance, but also can be used as a home furnishing product. These products not only have a beautiful appearance, but also have a practical function. For example, some pattern-designed furniture uses environmentally friendly materials and ergonomic design, making it safer and more comfortable to use; some pattern-designed tableware uses high-quality materials and exquisite craftsmanship, making dining more delicious and healthy. Third, cultural gifts are creative products. Cultural gifts are designed and produced based on traditional patterns, including books, stationery and souvenirs. These products not only have a beautiful appearance, but also have a rich cultural connotation.

Through the innovative use of the above aspects, traditional pattern symbols can be given new vitality in the design of creative products, creating a unique mood and atmosphere, allowing people to better feel and experience the charm of traditional culture. In conclusion, the innovation of traditional motifs is a form of artistic expression, which not only can inherit and promote Chinese traditional culture, but also can meet people's pursuit of beauty and cognition of culture. In the future development, the innovation of traditional patterned creative products will become more and more diversified and diverse, bringing more beautiful experiences and cultural values to people.

7. Conclusion

Traditional patterns are an important part of Chinese culture and have rich historical and cultural connotations. In the innovative application of today's cultural and creative products, traditional patterns are widely used and have become an important part of the cultural and creative industry. The innovative application of traditional patterns in cultural and creative products is one of the important directions for the development of cultural and creative industries. Through innovative ideas such as integrating modern elements, creating new product forms and introducing new technical means, cultural and creative products with modernity, innovation and cultural connotation can be created to promote the development of cultural and creative industries.

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