

Urban Cultural and Creative Product Development Based on Semiotics Theory

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Abstract: Cultural and creative products, as the carrier of cultural resources, collide with traditional culture in the development of The Times. The symbols of cultural and creative products include cultural symbols and design symbols, which play a great role in promoting the cultural image of a city. People can feel the regional characteristics and cultural connotation from the symbolic metaphor of cultural and creative products. This paper discusses the design methods and innovation paths of cultural and creative products based on semiotics theory, so as to solve the limitations of urban cultural and creative products development and provide corresponding development ideas.

Keywords: Cultural and Creative Industry Semiotics City

1. Introduction

Symbols are used to express meaning. For humans, the search for meaning is the most basic activity, and as soon as there is no need to pursue meaning, human consciousness ceases. Therefore, the expression and interpretation through symbols has become a basic feature of human existence, and the perception that is thought to carry meaning by the recipient is the symbol. Semiotics is the science of meaning, because any meaning must be expressed in signs. At present, the development of urban tourism lacks substantial cultural carriers, and the link between the public and urban culture is weak. The cultural and creative products of "content +" are used to endue cultural value to the products, so that the urban culture can come alive and enter the public vision.

2. Symbolic meaning of cultural and creative products

As one of the forms of non-verbal expression, cultural and creative products bring practical cultural significance to the public. Cultural and creative products play a historical role imperceptibly, and the cultural communication brought by the symbols of cultural and creative products. Derivative literary creation based on the exploration of the "materialization" of culture, which is abstractly interpreted and expressed based on the cultural symbols of the past. The symbolic consumption of cultural and creative products leads the material consumption and is an important manifestation of the tertiary industry. The birth of cultural and creative products also reflects the public's attitude towards art, from the initial presentation of murals, to the modeling requirements for daily utensils, and even the design and application of cultural and creative products today.

The cultural connotation of contemporary cultural and creative products is embodied in the selection of materials, shapes and colors of products. The texture and quality of different materials; The visual Angle and imagination of different kinds of products; The temperature and psychological effects of different colors of products, the sense of hierarchy brought by diversified products, and the sense of cultural identity of The Times. For Chinese people, cultural products are also one of the media of cultural communication to the outside world. The innovative products attract the consumption of international friends. The symbolic meaning created by literary works will arouse the curiosity of international friends, and then explore the cultural connotation represented by the symbols, so as to promote the cultural exchange and cultural perception among international friends.

After thousands of years of development, the cultural symbols of cities have established a huge

cultural system, and the cultural enablement brought by cultural creation is worthy of attention. At present, the phenomenon of cultural and creative creation in the market is serious, and the marketing mode is relatively old, which easily makes the expression of cultural and creative become rigid. As a kind of urban cultural symbol, urban literary creation deserves further exploration and promotion of its cultural theme. Derivatives of cultural and creative products provide the public with more than formal products. At the same time, purchasing cultural and creative products provides access to knowledge, experience and communication under cultural symbols, and also satisfies their spiritual needs. Make use of urban cultural creation and urban culture to generate connections.

3. ProductsBrand design concept of urban cultural and creative products

3.1. Design based on regional culture

In the market for the vast majority of IP wen gen contains specific material carrier of culture, has been in the birthplace of the local use of forming of tourism resources for marketing, as a representative of scenic spots, scenic area has a huge traffic, scenic area with specific material carrier, such as product portion of scenic spot of photographic images or design decorative pattern, the final design through social activities to spread to the public. In addition, there are also regional culture based on element extraction of regional characteristics, color collocation and modeling dissimilation design and communication. Local images have summarized the cultural characteristics and aesthetic orientation of the current era. Compared with the image expression of the latter, the former is more attractive and innovative expression is carried out by using the psychological feelings and modeling tension brought by colors. For example, the Palace Museum's cultural creation of everything winning meaning series greeting cards, this series of greeting cards combined with the Palace Museum's traditional auspicious pattern design from hand-painted online and offline sales, the designer based on the pattern of the Palace Museum to be refined, coupled with artistic expression, to form a unique visual symbol. The embodiment of the regional culture as the carrier of specific restrictions are relatively single, the design of market sales also mostly comes in as the leading Angle of building, scenery, large quantities of building, scenery photography or illustration was used in the product of mass of wen gen products also just stay on the surface of the decoration, more difficult to resonate, consumer culture Poor ability to guide research.

3.2. Design on the basis of spiritual culture

The folk customs produced by a series of activities in the life and production of the public are the representatives of spiritual culture. Spiritual culture is based on ideology generated by material activities with practical carriers. Different provinces and even the local have their own unique cultural forms, and contains the special cultural symbols, and these are after a long time of precipitation, its enduring transmission to the public for the affirmation and support of culture, convey the public's values, ethics, behavior, etc. Spiritual culture, as the internal driving force of material culture, should be one of the most important forms of cultural creation. Cultural and creative products designed on the basis of spiritual culture are mostly summarized through technical techniques and linguistic symbols of intangible cultural heritage.

The broad range of intangible culture, folk art, as a kind of transmission technique is a powerful symbol meaning, the article and the design technique of expression in the preparation, pottery making, tie-dye and other folk art show, the government and local authorities also culture communication through art gimmick, in attracting a certain flow, the public also not limited to builders spirit's obvious performance, More will be to explore the different levels of cultural points that these craftsmen adhere to. Each big town tourist attractions there are usually show the corresponding skill and product selling, yunnan tie-dye, as an important part of intangible culture, in the design has its unique artistic charm and cultural value, such as living in yunnan art institute set up space, 7 colour in yunnan province is located in the southern bank of dianchi lake, the ancient city of yunnan colorful yunnan life hall on the second floor, Since April 2019, Colorful Yunnan · Haowu has launched the first series of "Yunnan Pop". Through presenting the art form of pop and collage that is inclusive of diverse cultures, PVC handbags, silk scarves, handbooks, mugs and other cultural and creative products have received a good response. This art space maximizes its cultural value through tie-dye techniques. A place similar to an art exhibition hall, the space is expressed through different cultural and creative products brought about by the same techniques, so that visitors can feel the cultural connotation from the design art. These technique heritage has a history of several generations of craftsmen, feeling, in addition to wen gen

product transfer, these design is also a kind of humanistic concern, in the era of mechanization, the voice of the people did not forget the history, reflects the hone and today's way of thinking about the past, under different time and different space under the material carrier of cultural exchange.

As the clear direction of language symbols, the major cultural and creative brands are also good at making use of the text arrangement and font design to create cultural and creative derivatives. The power of words is amazing. The tension of the culture and the result of historical shaping can be felt in the form of words. For example, the bookmark series of Emperor Yongzheng's imperial approval created by the Palace Museum uses the materials of Emperor Yongzheng's imperial approval notes. Emperor Yongzheng is one of the representatives of the emperors who made painless efforts and worked hard for the people in history. The Palace Museum Cultural Creation designed the bookmark according to the materials approved by Emperor Yongzheng. This creation product not only has the function of reading progress of bookmark, but also involves the corresponding ruler for buyers to use, plus the artistic beautification of classical elements. Besides making the product have its own use function, it also conveys the cultural spirit of diligence. The perception directly conveyed by words and the interaction of public reading are deepening the connection and communication between each other.

4. Products Cultural and creative innovation path of urban cultural and creative products

4.1. Red cultural and creative development

Red culture, like the spark that starts a prairie fire, spreads all over China. Red culture is represented by the red revolutionary spirit and strong patriotic feelings, can according to the city's red region and the corresponding cultural creation spirit, as a strong cultural carrier, clever design dominate, unfortunately the current red wen gen while get the strong support of the government and the country, but the article creates the overall utilization rate is not high, The innovation is weak, too, and the public has a hard time resonating with it. Wen gen market audience are mostly for young consumer groups, between 20-45, the design should give priority to with lively melody of pure and fresh, increase and the attraction of the young people, according to some red story illustrations, ease the public reading literature brings the drab feeling, but in the illustration of performance forms should also pay attention to the innovation, Avoid decorative patterns that only stay on the surface. Use graphic language to tell a good story about red and publicize the spirit of red. Red cultural creation can also be sold in local museums. The development of red cultural creation can spread the revolutionary spirit, cultivate the patriotic spirit invisibly, and create new vitality for the expression of red culture with art.

4.2. Multi-scenic spot linkage cooperation

The cultural products sold in traditional scenic spots are not only of low quality, but also often lose their viability without local tourism. In addition to local cultural and creative features, scenic spots should be based on urban cultural and creative brand marketing, and use the core IP within each scenic spot to generate new linkage. The opening of the scenic spot not only hopes that tourists can appreciate the distinctive regional characteristics, but also hopes to convey the humanistic quality and cultural connotation of the place. If it is only limited to the local niche IP, it is difficult for tourists to empathize with it, and it is difficult for the scenic spot to have the value reflected by the fleeting tour. The use of niche IP convergence in various regions between cities to strengthen the interaction between cities and rural areas, and the lateral drainage, not only has a stimulus to the development of tourism, but also the integration of urban culture propaganda. It can increase the sense of belonging and identity of urban residents to urban culture. The scenic spot has a huge customer flow, and the brand sales to improve the city brand awareness. While promoting the growth of scenic area flow, it also creates the city image to a certain extent. Further research on the two characteristics of openness and pluralism will create more images with rich cultural connotations and make them popular products among the masses. In order to enrich the image of the city, make it more perfect, comprehensive. Give new power to urban development.

4.3. Multi-platform KOL cooperation

There are KOLs in all walks of life: KOL slant life industry, such as games, beauty makeup, parenting, and so on the many followers and easily accepted by the masses of industry KOL can also be classified into the category of web celebrity, cultural creativity in the present can no longer be confined to the traditional offline sales, should use the Internet platform for publicity and marketing, the "take"

the hottest also can yet be regarded as a kind of good marketing way, Than simply looking for web celebrity with a large flow rate, as the city and the product, you can try again in weibo, WeChat, platforms such as the little red book, to try looking for KOL conform to the concept of urban culture, create products, and to achieve cooperation, with the help of the KOL influence of each platform, help to realize the promotion and sales, ensure the quality of article creates the propaganda.

4.4. Experiential consumption

The experience of consumers in the process of cultural consumption should be fully considered in the production of cultural and creative products. For different type of scenic spot design experience, let the consumer is not just "buy" a product, but after the experience a relatively personalized, is a unique cultural works, even in the consumer experience at the same time improve the recognition and understanding of the culture, make consumers in the cultural identity of urban culture identity, For example, visitors are invited to participate in the experience class of illustration form or the experience of local craftsmanship, so that they can express their cultural feelings for the local city with their works, interact with the city's cultural and creative products, and increase the experience sense of tourists. For those innovative works, they can be processed and beautified by professional cultural and creative teams, and can also be transformed into new urban cultural and creative products, so that the experience is also endowed with the value of practice, and the intimacy between tourists and the city culture can be enhanced.

5. Conclusions

Under the background of each city includes history, science, art, philosophy and so on a series of cultural value, the present article and the degree of innovation is not enough, wen gen though as an emerging industry, so it is difficult to conduct a measure, and the educational, narrative, systemic cultural connotation to be exploited, the rapid development of the era of form is also different, In the process of development, the media related to cultural symbols should be selectively selected, so that cultural and creative enterprises do not only stay in the simple online or offline sales, but also keep up with the pace of The Times, inject urban cultural emotion, participate in the interaction and communication between regions, and pursue the unlimited promotion ability of the city's culture.

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