

Research on the Design of Cultural and Creative Products in Li Qingzhao Memorial Hall

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Abstract: Cultural and creative products are product designs based on cultural communication. In the final analysis, it is information dissemination based on product design of cultural symbols. The research on the design of cultural and creative products in Li Qingzhao Memorial Hall aims to promote the unique cultural ideology of Li Qingzhao through modern design methods to promote the status of Li Qingzhao and his poetry culture in people's minds, and to make this well-known historical figure a representative of Jinan. The design of cultural and creative products lies in the deep excavation of traditional historical culture and art form, and the exploration of suitable carriers for integration and innovation, ultimately meeting the needs of modern people's life and aesthetic needs.

1. Introduction

Ancient poetry is a treasure in Chinese culture, a witness to the history of Chinese civilization. Furthermore, poetry and culture is also an important part of historical and cultural heritage. In recent years, the central government has paid more and more attention to the development of traditional culture, and the local government also pays more and more attention to the construction of the brand image of urban culture.

Li Qingzhao, a native of Jinan, Shandong Province. She is an outstanding female poet in the Song Dynasty, and a representative of the slogan. Furthermore, she has a prominent position in the history of the development of the word, and is the greatest female literati in the history of Chinese literature.

In Jinan, Li Qingzhao Memorial Museum has two places: one is the Jinan City center in the Yuquan Park next to the Li Qingzhao Memorial Hall, covers an area of more than 4,000 square meters, from the picture, text, portrait, books, paintings and other different levels to show the great achievements and rich life of its owner; Another is in her hometown of Jinan City Zhangqiu District, Mingshui Hundred Spring, named Qingzhao Garden, which covers an area of 18,000 square meters, it contains a wealth of information and the latest academic research results on Li Qingzhao.

Culture is the soul and root of the city, and culture is the soft power of urban development. The degree of urban culture construction represents the core value of a city. The city is the carrier of culture, and culture is the business card of the city. The celebrity culture is not only the city's business cards and labels, but also the development of the entire city.

2. The Significance of Research

Historic and cultural celebrities, as an important resource for tourism development in all parts of China, play an active role in today's tourism industry. Accelerating the development of local tourism plays an immeasurable role in promoting the construction of urban spiritual civilization. However, in the process of transforming historical and cultural celebrity tourism resources into tourism products, there is a lack of characteristics and innovative paths, and it does not give full play to its due value.

Cultural creative products are product design based on cultural communication, ultimately speaking, cultural symbols rely on product design information dissemination. At present, Jinan's tourism products sales mainly rely on the local geography products, tourism products sales present

characteristic of repetition and multi-copy specialty, rather than culture cultivation. Tourism products dominated with the single and aging type of product, and manifested with the lack of deep excavation of specific historical and cultural resources, as well as absent with the modern innovation and function, lack of the historical context of the region, combined with the lower collection memorial value, resulting in the low-buy intention for tourist, as well as in the formation of attractive strength of local cultural communication.

3. The Research Content

The content of this paper mainly studies the design and ideas of cultural and creative products in Li Qingzhao Memorial Hall from the meaning of cultural and creative products combined with Li Qingzhao's life and achievements. The purpose is to publicize Li Qingzhao's unique cultural ideology by means of modern design, to improve the status of Li Qingzhao and his poetry culture in people's hearts, and to make this well-known historical figure a spokesman for Jinan.

First of all, we should understand the meaning of cultural and creative products. What exactly is cultural and creative products? Liu Zhaoqing thinks in *Types of Cultural Creative Products* that "Cultural creativity is a cultural phenomenon in which culture is the element, integrating multiculturalism, collating relevant disciplines, and using different carriers to build re-creation and innovation; the so-called cultural creative products are their creativity.

The so-called cultural and creative products are product design whose creativity comes from culture, mainly through the cultural factors contained in cultural artifacts themselves, to be analyzed and transformed into cultural phenomena. Cultural and creative products can drive the development of cultural and creative industries, which in turn will drive the development of the industrial chain and economy, and at the same time drive the development of tourism.

The second is to understand the life and achievements of Li Qingzhao, to understand the "Shuyu Ci" and "Jin Shi Lu", to understand the story and artistic conception in his poetry. Li Qingzhao was well educated at an early age. His father, Li Gefei, was a famous scholar at that time. He was sentenced to prison by the official to the Ministry of Foreign Affairs and the Jingdong Road. At the age of 18, he married Zhao Mingcheng, the son of Zhao Tingzhi, the son of the cadre, and his husband and wife were like-minded. They liked to collect the stone tablets, search together for appreciation, appreciation research, and handed down the "Jin Shi Lu". Li Qingzhao is a scholar of versatility, poetry, vocabulary and literary genius. He has the highest achievement in words, the name of the lyrics is "Shuyu Ci", and he has written "Theory of Words".

4. Research Path and Results

The research idea of this paper is how to better integrate the cultural and creative products of Li Qingzhao Memorial Hall into the life of contemporary people through modern design methods, and better promote the city brand culture.

Cultural and creative products are generally divided into "integrated" cultural and creative products and "IP-derived" cultural and creative products.

"Integrated" cultural and creative products refer to a certain kind of cultural creation content and its corresponding product carrier and combination method, which are combined with specific relationships. The content of cultural and creative products can not exist independently after the product carrier of this relationship. Cultural and creative products are product designs that carry culture. Simply put, cultural information is presented on the product in some way. We must first proceed from the design of "Shuyu Ci" and "Jin Shi Lu", which represent their achievements. This requires us to understand the history of Chinese bookbinding and the historical evolution of Chinese book forms. We should design from the book of oracle bones in series with ropes to the book of stone scriptures, from the earliest form of books in our country to the longest-used form of books in our history, from the form of books with excessive axial pages to the form of books with Sanskrit jacket, warp folding, cyclone and dragon scales, to the form of books with butterflies, backpacks, thread packs, and then to the form of modern books, to hardcover, three-dimensional book and

concept book. Starting from the traditional book form, we can understand the concept of the beauty of book design, re-recognize and re-interpret the original form of “Shuyu Ci” and “Jin Shi Lu” to seek another form of expressing the content of book; from material to technology to seek new book design language, conceptually innovate and explore the book's communication form, and strive to be a book that transmits information, or as a work of art, or to give other functions. For example, "Shuyu Ci" can be transformed into a pocket book according to the Vatican clip or the disguise, which is convenient for reading and giving the book form fun; "Jin Shi Lu" can be designed according to the form of dragon scales. The exhibition is like a Chinese painting or a calligraphy work. It can also be designed as a copybook for practicing calligraphy.

In addition, we need to seek the elements of design from the artistic conception of Li Qingzhao's poems. Cultural and creative products are product design in the face of cultural narrative. It applies the cultural theme, content, history and other information in the form of stories to the three aspects of product form, function and emotion. We can use the form of pottery art to learn from the modern and classical *Woman Flower* series of Shanghai University of Engineering and Technology, Ms. Wang xiaojuan, and carry out innovative design on the character image and historical scene according to the artistic conception in poetry. Like Li Qingzhao's "Spot Lips", according to the scenes in the poems, we can design a series of characters such as swing, walk with shame, look back and sniff the green plum. Like "Willow Eyes, Plum Cheeks... Night appendix is still cut lantern flower lane", it can be designed into a look and image of a woman's nightingale with a light-browed eyebrow, which is both collectible and can be used as a modern home decoration. This requires us to have an understanding of the cultural background of the Song Dynasty, including poetry painting, costume aesthetics and scholar-official culture, and to display information such as symbols, colors, artistic features and cultural connotations in these cultures in a visual way. Based on the design concept, it has the specific aesthetic taste and spiritual pursuit of modern people. Cultural and creative products introduce spiritual connotation and cultural characteristics into the design, break through the simple reproduction of the cultural surface, inspire people to discover the cultural genes behind the products, pursue the emotional factors in product design, guide people to discover and explore stories, and finally achieve the cognitive culture.

The "IP-derived" cultural and creative products are based on the creation content of "cultural and creative IP" and are applied to the existing product carriers on the market. The surface is combined in the original form by engraving, printing and having special process effect, and the application mode does not change the original specific structure of product carriers. Like Li Qingzhao's famous poem "Spring is known in the snow, plum is dotted with ornament greasy.", "But don't you know, O don't you know. The red should languish and the green must grow." "When the wine is in the evening, there is a subtle fragrance" can be fully used in modern printing technology and special paper materials, designed as bookmarks and mobile phone sets, or carved on some bamboo and wood products.

Cultural and creative products should be based on regional culture, because regional culture is the spirit and soul of a region. Like Li Qingzhao's words, "the faint spring light cold food days... Jiang Mei has passed Liu Shengmian", "Late in the evening, returning to the boat, into the depths of lotus flowers", "The wind on the lake is so vast that autumn is already dusk and there is little red fragrance. The scenery of water and mountains and people's relatives are inexhaustible and infinitely good." It is completely a portrayal of the city of Jinan. For example, design a set of postcards with the title of "Jinan Impression in Li Qingzhao's Words". Cultural and creative products should also be integrated from product design, packaging design, visual communication, etc., so that the visual image of tourism culture and creative products can be branded, which is more conducive to the sales and promotion of products.

5. Conclusion

The creative product design culture lies in the deep excavation of traditional historical culture and artistic forms, and the exploration of suitable carriers for integration and innovation, ultimately meeting the needs of modern people's life and aesthetic needs. Cultural and creative products can

not only achieve people's cognition and dissemination of urban brand culture, but also drive the development of cultural and creative industries, which in turn will drive the development of industrial chain and economy, and at the same time drive the development of urban tourism.

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