

Research on Innovation and Inheritance of Folk Culture in Product Design

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Abstract: The development of today's society has brought many modern elements and Western concepts, which will have an impact on Chinese traditional folk culture and Chinese traditional civilization. The loss of folk culture is more serious. Through the integration and innovation of the folk culture factors of the products, the folk culture can be effectively inherited and protected. At the same time, the folk culture can be brought to the market and bring more economic and social benefits. The continuous innovation of folk culture in product design plays an important role and significance for the inheritance of folk culture. By innovating design concepts and constructing and discovering innovative ways and ideas of product design, we finally design and create Fully integrating the products of folk culture, the folk culture is more passed down in protection and innovation.

1. Introduction

Folk culture has distinct regional characteristics and is the spiritual driving force to keep China moving forward. However, due to the introduction of Western civilization and the influence of cultural pluralism, the phenomenon of folk culture has been lost, and the loss of folk culture will give The Chinese nation has caused serious losses. The development of the current cultural industry has brought great help to the economy, and it has also brought a new opportunity for the preservation and inheritance of folk culture. By adding more folk culture to product design, we need to find out the connection between folk culture and design creativity and the coexistence model. Incorporating folk culture into product design requires a unique way of thinking about folk culture when designing products, fully integrating the characteristics of culture itself with the creativity of creativity, and according to the new the environment and the background of the environment will spread and sell products with folk cultural characteristics in the channels of the cultural industry. This paper summarizes the current situation of product design, analyzes and studies the current situation of folk culture in product design, and proposes corresponding solutions and time strategies, in order to be able to inspire new ideas in product design in folk culture. Effectively and smoothly pass on folk culture.

2. The Application Trend of Chinese Folk Culture in Product Design

2.1 Traditional Craftsmanship is Performed through New Materials

In the past, the traditional form of communication was relatively simple, mainly in the way of something and copying other items. The continuous updating and progress of science and technology has enabled traditional crafts to shine on new materials. For example, the Yuyou Ji of Henan Province has added cultural symbols to its own understanding and reinterpretation, and will be in various souvenirs, furniture, etc. Such cultural symbols are attached.

2.2 Designing Products That Meet the Aesthetic Interests of Contemporary People

The product is ultimately designed to serve the consumer, so the product must be designed to be recognized by the consumer group and to obtain consumer support for these products. The design of

the product will change according to the preferences and aesthetic needs of consumers, but the designer must be able to lead the trend of social aesthetics, rather than being influenced by the current aesthetics, and to be able to build folk culture based on the aesthetics of the people. The elements are integrated to enhance the innovation of the products. For example, Hermès uses Chinese paper-cutting on the window installations, and uses the unique cultural elements of Chinese paper-cutting to cut the colored leather, fully embodying contemporary aesthetics and Chinese folk culture. Integration, ensuring that products can resonate with contemporary young people.

2.3 Cooperating with More Well-Known Brands to Expand Their Influence

An effective way to carry out the inheritance and publicity of folk culture is to cooperate with the brand. By cooperating with the folk culture and the brand, the popularity of the folk culture can be effectively expanded. For example, the Japanese cosmetics Shu Uemura has cooperated with China's Yuxiu. In the product design of Shu Uemura, it is effective to apply the characteristics and unique patterns of Shuxiu to the outer packaging of Shu Uemura's products. In addition, Yuxiu also cooperates and integrates with the tide brand, the traditional elements of the show. After reinterpretation, it will be displayed on the tide brand. The guarantee will enable more young people to understand the culture of Yanxiu, and thus will increase their sense of identity with Qiao Xiu and Chinese folk culture from the bottom of their hearts.

2.4 Improve the Added Value of Product Design

At present, the design process of products in China is carried out under the background of economic development trends, and then there are certain requirements for the standardization and laborization of product design. And with the continuous outward shift of the industry, it is necessary to reduce the production cost and the effective value of the product to enhance the added value of the product. Adding the folk culture is an effective way to effectively increase the added value of the product. And through the continuous improvement and change of product style through folk culture. For example, in Xiamen, Fujian, there is an organization that collects old objects. Its main position is the feelings of the people of Xiamen on the past. These organizations collect tiles with a certain history and use the style of tiles for daily use. The backpacks, refrigerators and pillows are all displayed to resonate with people. In addition, the typical paper-cut image can be used in people's daily use, such as quilts, notebooks, etc. These are derivatives of folk culture, which improve the practicality and appreciation, and ultimately can be effectively carried out. Promotion will enable more young people to acquire more folk culture heritage knowledge among these daily necessities.

3. Innovative Use of Folk Culture in Product Design

Although China's folk culture is complex, and each section has different folk cultural characteristics and connotations, in general, the basic elements of folk culture mainly contain two aspects, namely connotation and external form. Connotation refers to the cultural traits to be expressed in folk culture, while external form refers to the external manifestation of folk culture, such as: color, material, shape and structure, which together share folklore the unique style and connotation of culture is fully demonstrated. Based on this background, folk culture exhibits a variety of charms and characteristics, such charm and characteristics can be applied to the design of the product to achieve an unexpected effect.

First of all, in the shape decoration, local folk culture has its own specific cultural symbols and patterns. These cultural symbols and patterns have their specific cultural connotations and aesthetic values under the historical sedimentation. In the process of actual product design, It shows a good aesthetic interest. In addition, the patterns used in clothing often have the most typical patterns and shapes in the local national culture, showing a symmetrical effect as a whole, while showing lines and simple colors. Excellent results. Thirdly, in terms of product design, the representative patterns of local folk culture will be applied to the product styling, showing the aesthetic and cultural status of the folk culture itself. If it can effectively follow these characteristics and culture the features are

transformed and applied in the product, and gradually become a product with popular aesthetic characteristics, which is characterized by individuality and fashion. In addition, it is the application of the characteristics of folk culture in product design. Folk culture can generally be revealed from the local people's living habits. The symbols extracted from it show a certain cultural connotation and practical significance. A lot of folk culture's elemental connotation qualities have a yearning for a better life. The design of the product often shows its basic cultural attributes and rich and diverse cultural connotations. Some consumers will consume because of the cultural characteristics displayed behind the products; finally, the product design is the same as the folk culture to determine their own style. The current consumption habits of consumers and the changing concept of consumption constantly divide the categories of products, and the design of products must also take into account the setting of their styles. Through the style of folk culture in different regions, the products can be The design has different influences. For example, the folk culture in some areas has different styles, such as mystery, locality and variety. These different folk cultures can have a significant impact on the design style of the products.

4. Innovation of Product Design Based on the Inheritance of Folk Culture

4.1 Preserving the Characteristics of Local Folk Culture

The different folk culture characteristics in different places are the main ways to distinguish them from other regions, and they are also a basic feature and attribute of self. For example, the black paper-cut in the southwestern village of Shaanxi; the caves in the west of Henan and the eyebrows, etc., all of which have their own characteristics in various regions. When incorporating the characteristics of folk culture into product design, it is necessary to be able to adhere to the unique characteristics of folk culture. The usual methods of adherence mainly include the following aspects: First, the folk culture of each region should be able to The basic elemental form is preserved. Folk cultures in different regions have their own unique pattern elements. There are big differences in the composition of the structure. These differences and differences make these folk cultures show considerable differences and differences. In the design process of the product, it is necessary to retain the pattern shape characteristics of such basic folk culture. Once again, the theme of the product should be the same as the cultural connotation of the folk culture. The folk culture must be composed of cultural characteristics and external forms, while the cultural characteristics are an important part of the national characteristics of the folk culture, so the product positioning is carried out. At that time, the theme of the product is determined through the connotation of folk culture, which can effectively maintain the connotation of design ideas and folk culture in a unified level. Finally, the color of the folk culture in each region is preserved. Different regions have different preferences for color, and there are also various taboos. Therefore, when designing products, they must be targeted at different folk cultures. The preference for color is used to effectively cater to folk preferences and aesthetic tastes.

4.2 Innovative Ideas on the Design and Application of Folk Culture in Products

The use of the characteristics of folk culture in products represents the integration of traditional culture with modern popular culture, which can effectively link folk culture with modern ideas. However, the folk culture itself is essentially different from the modern culture. The folk culture symbolizes the precipitation of past history, while the modern culture represents the re-creation and innovation of the present things. Therefore, the two things have requirements and demands for product design. The larger difference is that the two elements must be adjusted and innovated in the process of integration, but the problem is that the elements of cultural culture and cultural connotation cannot be effectively preserved. The innovation of folk culture in the design and application of products can be solved from many aspects: Firstly, it analyzes the characteristics of folk culture in different regions, finds its advantages, and finds elements that can be effectively integrated with product design in folk culture. In addition, the analysis of the products to be designed, the analysis of

the product design requirements, on the basis of full understanding of the product, can be organically integrated into the product design from a variety of perspectives. Finally, we must be able to fully draw on the ideas of various designs, and break the original mindset. Although this kind of thinking formula can avoid the designers to reduce mistakes in the process of design, but can not break the conventional design ideas. Therefore, the designer must be able to continuously train the design thinking effectively, in order to ensure that the relevant elements of the folk culture are applied to produce innovative ideas during product design. The integration of folk culture and product design is the collision between modern and contemporary cultural concepts and traditional cultural concepts. It is necessary to consolidate the foundation of traditional culture in product design, so as to ensure that product design has the momentum to move forward, even for folklore. Culture is difficult to maintain in the complete design of product design, but this is also a new development opportunity for product design.

4.3 Flexibility in the Design and Application of Folk Culture in Product Design

The successful application of folk culture elements in product design provides a new development idea for the inheritance and innovation of folk culture, but the product itself is designed to serve its own requirements. In the process of product design, folk culture will often be The nature and connotation of the distortions make the folk culture unable to retain its own characteristics. At present, the application of folk culture in product design is relatively shallow, most of them directly copy and copy their elements, which makes it difficult to have new ideas and innovations in product design, which ultimately leads to serious product homogeneity, so it is necessary In the flexible use of folk culture elements in product design, the main way is: first, we must refactor the folk culture elements, reinterpret the patterns and patterns in the folk culture, and transform the pattern of pattern distribution to create a public The aesthetic pattern is directly compared with the elements of folk culture, which can show the creativity of product design and the charm and connotation of folk culture. Thirdly, each kind of folk culture represents different meanings and meanings. In the process of designing folk culture, it can fully emphasize and render the meaning and meaning of folk culture.

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