

Research on the Integration of Intangible Cultural Heritage Elements and Cultural and Creative Product Design

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Abstract: In recent years, China's cultural and creative industry has achieved rapid development. Integrating intangible cultural heritage elements into the design and development of cultural and creative products can not only effectively enhance the aesthetic and cultural value of cultural and creative products, but also promote the dissemination of China's intangible cultural heritage culture, let more people understand intangible cultural heritage culture, and enhance national confidence. To integrate intangible cultural heritage elements into the design and development of cultural and creative products, it is necessary to deeply analyze the connection between them. Cultural and creative products, as a combination of traditional cultural connotations and modern artistic aesthetic values, must follow certain principles in development and design, find more ways to realize cultural and aesthetic values, and play an important role in spreading traditional culture, improving national cultural soft power, and other aspects. Based on the research on intangible cultural heritage and cultural and creative product design, this paper explores the practical significance of applying intangible cultural heritage elements to the design and development of cultural and creative products. Based on the current problems in the design and development of cultural and creative products in China, it explores the practical path of integrating intangible cultural heritage elements into the design of cultural and creative products in the new era, aiming to enrich the market of cultural and creative products in China and promote the value connotation of intangible cultural heritage in China.

Keywords: Intangible Cultural Heritage; Cultural and Creative Products; Integration Path

1. Introduction

Intangible cultural heritage has distinct historical, ethnic, cultural, and artistic characteristics, and is an important component of traditional Chinese art and culture. Since China proposed the strategy of building a country with a strong socialist culture, the design and development of cultural and creative products have gradually demonstrated their important value and charm in driving economic growth and promoting the dissemination of traditional culture. Intangible cultural heritage is a precious spiritual wealth of the Chinese nation, as well as an important spiritual source for enriching people's cultural and entertainment life and enhancing national cultural confidence. The inheritance and development of intangible cultural heritage and the cultural and creative industry are mutually reinforcing. The innovative development of intangible cultural heritage cannot be separated from the design and packaging of cultural creativity, and intangible cultural heritage provides important inspiration and materials for the design and development of cultural and creative products. In the new era, in order to highlight the timeliness and cultural significance of the design and development of cultural and creative products, it is necessary to deeply analyze the spiritual connotation of China's intangible cultural heritage culture, and combine it with the actual needs of the current consumer market to carry out innovative design. With the help of intangible cultural heritage culture, the further development of the cultural and creative market can be promoted, and the regeneration and innovation of China's intangible cultural heritage culture can be promoted.

2. Analysis of the Relationship between Intangible Cultural Heritage and Cultural and Creative Product Design

Since China proposed to promote traditional culture and promote the construction of socialist cultural undertakings, Intangible cultural heritage shines with unique radiance. As a

cultural industry, the essence of cultural and creative product design is to combine the spiritual connotations of traditional culture with the material and spiritual needs of people in the new era, endowing cultural and creative products with multiple values. While intangible cultural heritage, as an important component of traditional Chinese culture and art, can effectively achieve the symbiotic development of them through the integration of cultural and creative product design.

2.1. Intangible Cultural Heritage Can Enrich the Content and Form of Cultural and Creative Product Design

Intangible cultural heritage belongs to the living cultural heritage, which cannot be separated from the summary and innovation of life patterns by the laboring people in their rich social practice. It is a people-oriented cultural experience and spirit. The main characteristics of intangible cultural heritage are dynamism and immaterialization, which are closely related to people's actual lives. In the inheritance and development of intangible cultural heritage in China, different regions and ethnic groups have unique cultural histories, distinct ethnic characteristics, diverse forms, and rich spiritual and cultural connotations. [1] The national and regional characteristics determine the uniqueness of intangible cultural heritage in traditional Chinese culture, which means that the audience is small and the popularity is not high. The design practice of cultural products needs to be based on cultural connotations. By utilizing intangible cultural heritage, it can provide rich sources of inspiration for the design of cultural and creative products, enabling them to explore a large amount of cultural and creative materials, and combine them with market product demands. It can broaden the content and form of upgrading cultural and creative products, enrich their aesthetic and historical cultural values, and enhance the added value and influence of cultural and creative products. The design of cultural and creative products is essentially an innovative expression of traditional Chinese culture. Combining intangible cultural heritage with the design of cultural and creative products can effectively achieve innovative transformation of intangible cultural heritage, expand its audience, increase its popularity and influence, and is of great significance for

promoting intangible cultural heritage and promoting its inheritance and innovation.

2.2 Cultural and Creative Products Contain Diverse Intangible Cultural Connotations

There are many forms of design for cultural and creative products, such as physical products and virtual digital products. They can also utilize the spiritual content of intangible cultural heritage for practical activities, and creatively showcase intangible cultural heritage through images, videos, music, and other forms. The intangible cultural heritage culture in China has various artistic forms. In the integration and innovation with cultural and creative products, its own cultural value connotation has been innovatively transformed. It not only effectively enriches the formal characteristics of cultural and creative product design and development, but also fully demonstrates the value and charm of intangible cultural heritage culture, achieving mutual promotion and integrated development between intangible cultural heritage culture and the cultural and creative industry. Taking intangible cultural heritage as an element can enable the development and design of cultural and creative products to contain multiple value connotations. For example, incorporating intangible cultural heritage features such as embroidery, shadow puppetry, and brocade into the design of cultural and creative products can effectively express the people's yearning for a better life, showcasing the unique charm of traditional Chinese art and culture, handcrafting, and other aspects, achieving the "reviving expression" of traditional Chinese culture. By designing cultural and creative commemorative products, the effective integration of product form and intangible cultural heritage connotation can be achieved, fully demonstrating the artistic and practical value of intangible cultural heritage. [2]

3. The Significance of Applying Intangible Cultural Heritage Elements to the Design of Cultural and Creative Products

The integration of intangible cultural heritage elements into the design of cultural and creative products has multiple values and meanings.

3.1. To Enrich the Types and Content of Cultural and Creative Product Design

From the perspective of the market development of China's cultural and creative industry, the current design of cultural and creative products

in China generally suffers from a lack of product types, single forms, and cultural connotations. On the one hand, the cultural and creative market, as one of the rapidly developing industries in recent years, has the advantages of low investment costs and high return value. More and more people are actively participating in the cultural and creative industry, resulting in a uneven situation of good and bad cultural and creative products; Cultural and creative products with a single form and a lack of cultural and spiritual connotations have brought people a certain degree of aesthetic fatigue, leading to a significant reduction in the vitality of cultural and creative products. Chinese traditional culture and art are vast and profound; in the design and development of cultural and creative products, it is necessary to effectively combine traditional cultural and artistic elements in order to expand the market. Blindly following the trend in design has led to the overexploitation of some traditional cultures, resulting in cultural and creative products losing their uniqueness and artistry, as well as market demand. Integrating intangible cultural heritage elements into the design of cultural and creative products condenses and enhances China's intangible cultural heritage culture. Finding appropriate entry points in the design of cultural and creative products not only brings rich inspiration to the designers of cultural and creative products, but also endows them with unique charm, quickly attracting consumers' attention with their novelty and uniqueness, and achieving the innovative dissemination of intangible cultural heritage.

3.2. To Change the Visual Angle and Explore the Regeneration and Application of Culture

The fundamental reason why cultural and creative products have a wide consumer market is that they meet the current needs of people in terms of material and spiritual consumption. Since China proposed the "building a country with a strong socialist culture" strategy, China's cultural industry has achieved rapid development. The dissemination and development of traditional Chinese culture and art are no longer limited to the domestic market, but gradually moving towards the international market. Integrating intangible cultural heritage elements with the design of cultural and creative products can provide designers with more innovative perspectives, enabling them to achieve innovative dissemination of culture and

art while deeply grasping China's intangible cultural heritage culture. [3] Essentially, cultural and creative products are carriers of traditional Chinese culture in the new era, effectively combining the historical and cultural aspects of traditional Chinese culture and art with the needs of the new era's development. Intangible cultural heritage, as an important component of traditional Chinese culture, has demonstrated its charm and value in various occasions. The development and design of cultural and creative products should not only aim at the current market consumer demand, but also primarily aim to showcase the art and culture of the minority in traditional Chinese culture in a more diversified form in front of the public, truly realizing the "All flowers bloom together" and "All schools of thoughts contend for attention" of traditional Chinese art and culture.

4. Principles for Integrating Intangible Cultural Heritage Elements with Cultural and Creative Product Design Practice

To integrate intangible cultural heritage elements into the design and development of cultural and creative products, it is necessary to adhere to certain development and design principles, in order to effectively achieve the innovative application of intangible cultural heritage elements in the design of cultural and creative products.

4.1. To Adhere to Cultural Principles

When designing non-heritage cultural and creative products, designers must adhere to cultural principles. The most important aspect of the development and design of cultural and creative products is to achieve the unity of their practical value, aesthetic value, and cultural value. Different intangible cultural heritage cultures have different cultural and spiritual connotations. Therefore, in the design and development of intangible cultural heritage, designers must have a deep understanding of the spiritual connotation, development history, and value expression of intangible cultural heritage, extract the most representative elements of intangible cultural heritage from it, and carry out design innovation to inherit intangible cultural heritage. On the one hand, when designing non-heritage cultural and creative products, it is necessary to consider whether the integration of intangible cultural heritage elements into the

design of cultural and creative products can be accepted by consumers, and whether it can effectively conform to the mainstream values of the current public, in order to effectively enhance the market competitiveness of non heritage cultural and creative products. On the other hand, integrating intangible cultural heritage elements into the design of cultural and creative products is not simply a combination of intangible cultural heritage elements with physical products, but rather a way to innovate the form and characteristics of product development based on the spiritual connotation of intangible cultural heritage, so that more consumers can understand the unique charm of intangible cultural heritage. [4]

4.2. To Adhere to the Principle of Practicality

The main purpose of cultural and creative product design and development is to meet the material and spiritual cultural needs of consumers. The primary purpose of designers applying intangible cultural heritage elements to product development and design is to meet the functional needs of consumers for cultural and creative products. The design and development of cultural and creative products are aimed at the general public, rather than a specific group. When consumers purchase cultural and creative products, the most important thing is to consider the actual function of the product, in addition to recognizing the appearance and color of the product. The actual functions generally include the inherent use value of products such as water cups, keychains and bookmarks, as well as the aesthetic value of illustrations and decorations, the edible value of popsicles, ice cream, and cultural value of books, etc. When designers apply intangible cultural heritage to the design of cultural and creative products, they should start from the actual value of the product itself, enhance the compatibility between cultural and creative product design and people's actual life, and achieve the widespread application and dissemination of intangible cultural heritage culture in people's daily lives.

4.3. Principle of Innovation

The application of intangible cultural heritage elements in the design of cultural and creative products must adhere to the principle of innovation. In the face of a cultural and creative product development market with uneven quality and single form, if developers want their

design works to "break through the barriers" in the cultural and creative market, they must maintain the unique artistic value of product design and enhance consumers' cultural consumption experience. Based on the actual situation, consumers' demand for cultural and creative products is also constantly changing, with the acceleration of social development. But in essence, only by ensuring the unique artistic value of cultural and creative products themselves can we always maintain core competitiveness in the constantly changing market. The application of intangible cultural heritage elements in the design of cultural and creative products requires effective integration with intangible cultural heritage elements in terms of product form, appearance, color matching, or product value, rather than simple superposition. Only in this way can we effectively enhance the inheritance effect of intangible cultural heritage and promote the prosperity of China's cultural and creative market. [5]

4.4. Principle of Moderate Development

Essentially, intangible cultural heritage belongs to a type of traditional Chinese culture and must follow the principle of moderate development, otherwise it will cause waste in the development of intangible cultural heritage in China. When integrating intangible cultural heritage into the design and development of cultural and creative products, designers should understand the specific situation of the current market and respect market demand. Intangible cultural heritage belongs to non renewable cultural resources, and there are various forms of transforming cultural resources into cultural and creative products; Developers should ensure that the development of cultural resources conforms to the concepts and pursuits of "sustainable development" and "scientific development concept", and reasonably balances social and economic benefits. Intangible cultural heritage resources have certain particularities; The application of intangible cultural heritage culture in the design of cultural and creative products must effectively meet the needs of social benefits. The design form and content of cultural and creative products should be positive and upward, which can bring spiritual enlightenment or ideological awareness enhancement to consumers. If one sidedly pursues economic benefits while neglecting the fundamental

purpose of intangible cultural heritage culture and cultural and creative product design and development, it will lead to a trend of low-level and vulgarization in China's cultural and creative product market, affecting the dissemination of intangible cultural heritage culture.

5. The Integration Path of Intangible Cultural Heritage Elements and Cultural and Creative Product Design

When integrating intangible cultural heritage elements into cultural and creative product design, practical innovation can be carried out from several aspects such as product form, color matching, functional value, and value connotation.

5.1. Product Form

When applying intangible cultural heritage elements to the design of cultural and creative products, the first thing to pay attention to is the form of the product, because the form of the product can bring people the most intuitive

feeling. To deeply explore the cultural connotations of intangible cultural heritage, it is necessary to explore and innovate new ideas for integrating intangible cultural heritage elements into the practice of cultural and creative products. The forms of intangible cultural heritage in China are rich, including drama, acrobatics, handicrafts, folk art, and so on. When innovating its design, designers should not only be limited to applying intangible cultural heritage elements to simple daily necessities, but also explore new development opportunities based on the characteristics and forms of intangible cultural heritage elements. For example, as one of China's "national treasures", drama has distinct artistic characteristics. The innovative integration of headgear materials from Beijing opera with Chinese frog techniques is not only an important symbol of traditional art and culture, but also a new manifestation in modern history. The Chinese frog with Beijing Opera elements as the theme on clothing can play a finishing touch. (As Figure 1)



Figure 1 Cultural and Creative Art Works -- The Chinese Frog Brooch as "National Legacy"

In addition to drama element, atmosphere lamp and illustrations inspired by Chinese Paper Cuttings art, and accessories and pendants inspired by the 12 zodiacal animals have been widely praised in China's non heritage cultural and creative market, playing an important role in inheriting and carrying forward China's intangible cultural heritage.(As Figure 2)Essentially, the design of cultural and creative products is generally used for industrial design, endowing products with unique charm in appearance and packaging through unique cultural and artistic forms. When applying

intangible cultural heritage to the design of physical products, it is necessary to combine the characteristics and aesthetics of the product itself, effectively integrate with intangible cultural elements, and achieve the symbiotic development of them. In addition to the design of physical products, intangible cultural elements can also be applied to the design of virtual products. For example, the image of New Year paintings dolls inspired by China's intangible cultural heritage -- New Year painting have received unanimous praise, effectively showcasing the artistic connotation of China's

intangible cultural heritage. Therefore, when designing non heritage cultural and creative products, one should not be limited to the form of physical products, but should give the rein to the imagination and creativity, actively integrate

intangible cultural elements into people's life scenes, enhance the cultural connotation of products, and promote the diversified development of intangible cultural heritage. [6]



Figure 2 Cultural and Creative Design Products - Paper Cuttings of Atmosphere Lamp

5.2. Color Matching

The design of cultural and creative products itself has certain artistic and aesthetic value. Therefore, in the actual design of cultural and creative products, color matching is also an important element that directly displays intangible cultural heritage culture. Based on a reasonable grasp of the color range, cultural and creative products can provide consumers with the most intuitive artistic experience, fully showcasing the connotation and advantages of intangible cultural heritage. Therefore, when designing cultural and creative products, color matching is also an important factor that designers should consider. In addition to paying attention to the artistic and ornamental nature of color matching, it is also important to pay attention to restoring the natural colors of intangible cultural heritage itself, and blind design should not be carried out due to market demand. The color matching of cultural and creative product design should be natural and harmonious, reflecting the temperament and charm of China's Eastern powers. In summary, when integrating intangible cultural heritage into product design, attention should be paid to the color selection and brightness matching of the product itself, endowing different products with unique artistry. Through diversified integration

and innovation, the artistic and ornamental design of intangible cultural and creative products should be enhanced, and the innovative dissemination of intangible cultural heritage should be promoted.

5.3. Product Functions

The most important aspect of the development and design of cultural and creative products is their practical functions. Product designers should consider the functional value of cultural and creative products to meet the practical needs of consumers. On the one hand, when applying intangible cultural heritage to product design, the value transformation of ornamental and practical products can be achieved by starting from common items in daily life. Combining intangible cultural heritage with practical products for daily life not only has certain artistic characteristics, but also can be applied in multiple life scenarios, greatly increasing people's chances of purchasing. Designers can effectively utilize various elements of intangible cultural heritage to decorate and embellish practical products when creating. By utilizing cultural and creative products, the liveliness and practicality of intangible cultural heritage can be enhanced, and the audience range of intangible cultural heritage can be expanded. It plays an important role in driving economic growth and

creating a social atmosphere. In recent years, various regions have actively explored their own intangible cultural heritage, innovatively outputting their unique regional cultures through the production of tourism commemorative products, effectively stimulating the market vitality of intangible cultural creations, and the

trend of "national culture" has continued for a time. When analyzing the structure of intangible cultural heritage, designers need to attach great importance to the most fundamental practical features of cultural and creative products, so that intangible cultural heritage can be subtly integrated into public life.



Figure 3 Cultural and Creative Design Products -- Wood Engraving Picture Door God

5.4. Value Connotation

The intangible cultural heritage of our country is vast, profound, and rich and colorful, with various graphics, elements, and content showcasing its unique value charm. Compared to ordinary practical products, the biggest advantage of cultural and creative products lies in their rich artistic value connotation, which can trigger consumers' spiritual resonance with unique spiritual and cultural elements, which is also the value of cultural and creative product design and development. Therefore, when integrating intangible cultural heritage into the design of cultural and creative products, designers need to deeply grasp the artistic value connotation of intangible cultural heritage, integrate it into the design of cultural and creative products in innovative forms, achieve the dissemination and inheritance of intangible cultural heritage, and let more people understand the connotation of intangible cultural heritage. Taking the Wood Engraving Picture as an example, in the work *Door God*, the image

design of cartoon characters is more in line with the artistic aesthetics of contemporary young people, and the changes in the image of the door God represent the spiritual and cultural pursuits of people in different periods of our country. Its image has undergone multiple changes in the historical development process of our country. However, on the eve of the Spring Festival, every household will stick the door God on both sides of the door, praying for peace and prosperity in the coming year. The value connotation of cultural and creative products is its own essence. (As Figure 3) The inheritance of intangible cultural heritage and the prosperity of cultural and creative markets must achieve the innovative integration of them, and maximize the spread of intangible cultural heritage while ensuring the social benefits of cultural and creative products. Intangible cultural heritage itself has certain unique advantages, and each symbol and cultural element has profound connotations and value. When developing and designing cultural and creative products, designers should highlight the design focus of

intangible cultural heritage products, creatively express the value of intangible cultural heritage, and highlight the artistic characteristics of traditional Chinese culture.

Acknowledgement

This work was supported by Key Project of Jilin Province's Education and Science "13th Five-Year Plan" for 2020, Research on Talent Training Approaches for the Integration of Traditional Culture into Art and Design Majors in Applied Undergraduate Universities (ZD20049).

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