Research on Culture and Creative Product Design Based on Computer-Aided Innovation from One Belt One Road Perspective

Sheng Kang¹,*
¹School of Art & Design, Shaoyang University, Shaoyang, China, 422000

*Corresponding author e-mail: kangsheng0112@hnsyu.net

Abstract. "One Belt One Road" is of great significance to the global political, economic and cultural pattern, and will play a great role in promoting world peaceful development and win-win cooperation. For the region in the "Belt and Road" region, with the help of "Belt and Road" to achieve new economic and cultural development, new breakthroughs are its commitment. As an important part of the new economy in the world, Cultural and Creative Products will give play to the huge endogenous power of culture and promote social economy and civilization to advance together. This paper studies the new era computer aided Cultural and Creative Products from the reflection of traditional cultural and creative products.

Keywords: One Belt One Road, Computer Aided, Cultural and Creative Products

1. Introduction

Since the 21st century, a new round of science and technology accelerates the development and drives the scientific and technological revolution and the industrial transformation. After the "Belt and Road" initiative was put forward, the Ministry of Culture of our country proposed to construct the "Silk Road Cultural Industry Belt" in the way of "culture first ", and to unblock the economic and trade road between China and the countries along the route through cultural and creative industries. Expand cultural trade and cultural exchanges. Therefore, the development of Chinese cultural and creative industries has the color of globalization and strategic significance, and its innovation ability has become very important[1].

With the advent of the era of knowledge economy, the creative economy represented by cultural and creative industries plays an important role in the cultural industry of the Silk Road. Based on this, based on the background of the "Belt and Road" initiative and the in-depth application of computer technology in various industries, this paper discusses the development path of cultural and creative industries under computer assistance[2-3]. In order to promote the countries and cities healthy development along "One Belt One Road".
2. Development of cultural and creative product development and design

2.1. Lack of personnel specializing in product design
At present, there are few art students majoring in products in China. Many art colleges do not set up product design majors, and institutions with product majors sometimes cannot provide more professional R & D laboratories. Although the product major is gradually rising in recent years, most of the students who concentrate on the product major are still studying in school. The curriculum of the students studying in the school is relatively single, and the practical opportunities are so few that the practical experience is insufficient. At present, the designers in the product design industry belong to the transformation to do product design, although there are a lot of design experiences, but lack of professional knowledge, design strength is weak.

2.2. Lack of innovation and identity in design ideas
Many tourism product developers refuse to spend more manpower and material resources on the design of souvenirs they think do not need too much attention, most developers have a "with the current " similar" mentality, so in the design cannot help. Because it takes a certain amount of time and energy to design, it has neglected or even resisted the innovative design of the product at the psychological level.

2.3. Ignoring the law of market operation
Because consumers are not given enough attention and other reasons, design developers often ignore the link of market research, so they cannot correctly grasp the consumer psychology, but only design according to subjective consciousness. Cannot objective analysis, resulting in its narrow design ideas, design ideas backward[4]. For example, some designers only pay attention to the design itself in the design process, although the design of the product appearance, quality and cultural connotation and characteristics are very good, but in the actual production process because of the high cost can only let the results make way for funds.

2.4. The supporting design is not perfect
In product design, the design associated with the product itself is not perfect. In the process of making and selling a product, we also need to carry out some necessary related designs, such as the outsourcing design of the product, the display design, the picture book design for publicity, and the final results can make the product better displayed in front of the consumers. This involves decoration design, graphic design, environmental art design many related design directions. At present, many tourist souvenir packaging in the market lacks the coordination with the product itself, only using some simple plastic bags instead of packaging. Compared with packaging, there are few designers who can pay attention to the display design of the product. Basically, the display is only on the counter or on the shelf.

3. Full investigation and positioning of product design
Cultural and creative product is not only the cultural engine to promote the high quality development of economy, but also an effective extension of the work of "benefiting the people by culture ". While promoting the creative transformation of excellent cultural and artistic collections, it can permeate the touching, educating and transforming people's tentacles into the daily life of the masses for a long time, widely and deeply. Through the form of adaptation to contemporary culture and coordination with modern society, enrich the spiritual and cultural life of the people. In foreign countries, almost all art museums, museums, traditional cultural resources through the development of Cultural and Creative Products are quite mature, have their own art stores[5]. Derivatives have also extended to clothing, toys, home decoration, audio and video books, online games, food and beverage and other areas of people's daily life needs, has become an important pillar of museum, art gallery revenue. Therefore, each local creative product should be based on the actual acceptance of the audience and needs to do a good job of product positioning. Taking Xi'an, a famous historical and cultural city, as an example, through investigation, the price acceptance range of the cultural and creative products of Xi'an Weibo industry is
mainly divided into three levels: less than 50 yuan, 150 yuan to 300 yuan, and more than 500 yuan. The proportion of the first level is as high as 60. This requires that in the process of research and development of cultural and creative products, designers should base themselves on Xi'an, a strong cultural city, rich cultural self-confidence, profound cultural and artistic implications, in order to meet the actual needs of different audiences. Focus on the development of delicate and practical performance of cultural and creative products.

4. Creative product design needs to consider creativity and marketing
According to consulting statistics, The Imperial Palace's cultural and creative product sales increased from 600 million yuan in 2013 to nearly 1 billion yuan in 2016. And in 2017, The Imperial Palace cultural and creative line income of nearly 100 million yuan, Online shop income of nearly 50 million yuan. In addition, The Imperial Palace also has other departments contributing to cultural and creative product revenue, The Imperial Palace all cultural and creative products total annual income of 1.5 billion yuan. The Imperial Palace's creative marketing, Combined with new media, Combining WeChat, Weibo, public numbers with e-commerce, The Imperial Palace has flagship stores on Tmall and JingDong. In order to better expand the sales of goods, The Imperial Palace links social media to ecommerce platforms, Reduce the complexity of The Imperial Palace shopping. With museums, galleries, Brand marketing with cultural and creative products, Spread Chinese excellent traditional culture with the help of cultural and creative products and derivatives. The success of computer-aided cultural and creative products is another key to The Imperial Palace's ability to live. Ali, Tencent, Baidu and other Internet giants actively entered the field of Weibo [6-7]. It is out of the industry development trend of good. "The computer-aided approach combines more scenes with the historical and cultural context of museums, Enrich the content of digital life. For cultural and creative, is also a powerful drainage measure. At the same time, it can bring users a more vivid and colorful experience.

5. Strategies for computer-aided design of "One Belt One Road" cultural and creative Products

5.1. Combination of native elements and practical products
The creative industry has risen rapidly in the world, and the tide of creative culture has impacted many design fields. When all kinds of industries are looking for opportunities in innovation, the tourism souvenir design industry also needs to constantly update the design concept. Launch new products. Innovation is the soul of design. The use of computer aided product innovation can not only speed up the innovation speed of cultural and creative products, but also speed up the iteration of cultural and creative product innovation, bring multiple experiences and multi-angle stimulation to the consumers of cultural and creative products, and train long-term customers. The best design method in the innovative design of cultural and creative products is to "let creativity add value ": according to people's living needs, the design elements are extracted from local materials, which can be combined with some practical products and present a new form. This approach doesn't look special, but when you combine local elements-text, styling, patterns, etc. into a carrier and then present, you get some unexpected results. Figure 1 is a computer-aided product consideration chart.
5.2. Cultural promotion of cultural and creative products
Tourism is an important channel for cultural exchange and exchange of "One Belt One Road". Taking tourism cultural creation products as an example, tourism souvenirs account for a large proportion in the development of tourism and affect the level of economic development in tourist areas. Tourism souvenirs have important value in economy, politics and culture. Design and culture interact and restrict each other. In today's society, all kinds of trendy cultures are full of people's lives, people often ignore the cultural heritage left by history, and the core of cultural and creative ideas is to carry extensive and profound culture through modern material means. At the same time, it promotes the value of product design and forms a cultural sustainable development model.

5.3. Join internationalized emotional interaction design
Culture and creative product is a sentimental product, which represents the consumer's feelings for the whole or part of "Belt and Road" and conveys the local culture to people. From a deeper level, this is the emotional communication between things and people, this emotional communication function often exceeds its use function, in a sense, culture and creative product is an emotional carrier. Culture and creative products should not make people confused, angry, and depressed, they should make people full of good memories. Emotion is a driving force to optimize its design. With emotional communication, interactive design can be realized.

5.4. Create brand series
One of the problems in domestic culture and creative products is the lack of brand products, but there are a few successful cases. Under the background of "One Belt One Road", there will be a large-scale world event, which will also be supported by countries and enterprises, and will be able to design and develop serialized souvenirs. However, the regional cultural creation products in serialization of the situation are rare. Make full use of computer software technology and information technology to increase the design and publicity of culture and creative products, brand added value is the dream of all entrepreneurs, the same texture of products will have different prices, expensive, this is the added value. It is difficult for designers to design and shape the same product and achieve the effect of age and age. If a product cannot take into account different people at the same time, serialized design can solve this kind of problem. Table 1 is the survey data of intangible assets of some enterprises in Belt and Road economic belt.

Table 1. One Belt One Road "economic belt culture and creative industry intangible assets."
6. Conclusion

The "One Belt One Road" initiative has brought unprecedented opportunities for the development of cultural and creative industries, and the rapid development of cultural and creative industries driven by knowledge innovation can also play a positive role in the development of countries and cities along the "Belt and Road ". The "One Belt One Road" initiative needs to integrate cultural and creative industries into the construction of countries and cities along the route. At the same time, with the vigorous development of computer technology in the world and the universal use of computer-aided technology, it will give play to the role of the three main bodies of government, enterprises and public artists, attract creative industry creative workers along the route, form regional clusters of cultural and creative industries, and build urban culture, Shape the city brand, thus promoting the common development of our country and related neighboring countries.

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