Research on Cultural and Creative Design Industry under the Background of Computer Internet

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Abstract. The cultural and creative design industry needs the development and support of internet technology. The problems and deficiencies in the development of the current cultural and creative design industry lead to the economic development and healthy operation of the industry. It is urgent to carry out further reform based on the computer internet. Based on this, this paper first analyses the current development situation of cultural and creative design industry, then studies the promotion of internal integration and upgrading of cultural and creative industry under the context of computer internet, and finally gives the development strategy of cultural and creative industry under the context of computer internet.

Keywords: Cultural and Creative Design, Computer Internet, Industry

1. Introduction
With the continuous iteration and development of the computer internet, it not only brings great convenience to the development of cultural and creative design industry, but also brings new opportunities for its development ¹. In recent years, the emergence of a large number of cultural & creative design enterprises is the product of the development and support of Internet technology, and many enterprises related to the cultural & creative design industry as shown in Figure 1 are born. However, there are still some problems and deficiencies in the development of the current cultural & creative design industry, which limits the economic development and healthy operation of the industry. It is urgent to carry out further reform based on the computer internet.

Figure 1. Industries related to the cultural & creative design industry
Driven by the computer Internet, innovation ability, as the core element of the development of cultural & creative design industry, can be fully released and played, thus significantly drives the positive interaction and iterative development of the entire industrial chain [2]. In addition, through the promotion of derivatives of the industry, further realize the value-added of the whole industry chain. It can be seen that the development of cultural & creative design industry not only helps to drive industrial innovation, but also reflects cultural confidence and connotation. Therefore, it is of great practical value to study the new cultural & creative design mode based on computer Internet for promoting the healthy development of the whole industry.

2. Current Development Status of Cultural & creative Design Industry

2.1. Lack of initiative in developing cultural creative design industry
As one of the most important industries, cultural & creative industries have been supported by policies and resources. However, the current development of the industry has not reached the expectations, and there are still many problems. The first specific performance is that the initiative and enthusiasm of some places to develop cultural & creative design industry is still insufficient, which leads to the local unique cultural resources advantages cannot be fully displayed and displayed. At the same time, due to the lack of initiative and enthusiasm, the situation of economic transformation and economic benefit development of cultural industry is not good. Therefore, in order to develop the cultural creative design industry and create characteristic business cards, it is necessary to fully take the initiative to develop the creative points of cultural design products.

2.2. High cost of cultural & creative design industry
At present, the cost input of cultural & creative industries is still on the high side. From the cultural cost input to the corresponding product output, higher continuous input is in need, which is not conducive to the healthy and sustainable development of the industry [3]. In addition, even if the output of projects and products, its promotion and sales still need high continuous investment, which is not conducive to the development of cultural & creative industries. In addition, with the popularity of the Internet, higher requirements are put forward for the updating speed and quality of cultural & creative industry products, which brings great challenges to its cost control.

2.3. Homogenization problems in cultural & creative design industry
At present, there are serious homogenization problems in the development of cultural & creative industries, resulting in the products and projects launched cannot arouse the interest of consumers and Experiencers, or the sense of experience is poor. This requires that cultural & creative design must be based on the cultural element to play a unique role, create a unique brand and image, and become an important experience window. In addition, as another core element of cultural & creative industries, creativity does lead to the fact that the current cultural & creative design industry only stays at the level of imitation and replication, lacking its own connotation and creative core. It can be seen that the lack of the two core elements leads to a serious homogenization problem in the current cultural & creative design industry, and it is urgent to find a new development path to promote the development of the industry with creativity and culture.

3. Promoting the integration and upgrading of cultural & creative industries under the context of computer internet
There are great differences among different disciplines in cultural & creative design industry, but these differences and boundaries are gradually blurred under the condition of computer internet. And these disciplines gradually cross and penetrate, making the cultural & creative design industry urgent need to establish an information exchange platform, and based on big data mining customer and market demand, so as to improve product creativity, at the same time, make the product designed to meet the market demand [4]. Secondly, computer big data analysis can further reduce the risk of cultural &
creative design, and promote the continuous innovation and upgrading of creative design. In addition, based on the analysis of customer groups in several aspects as shown in Figure 2 below, it can accurately capture the demand, put it into the market accurately, shorten the product development cycle, and promote the continuous upgrading of the quota of creative design products.

![Figure 2. Customer group information analysis](image)

Computer internet makes the integration of cultural & creative design industry and other disciplines more and more mature, and brings new opportunities for the development of cultural & creative design industry, and makes the industry obtain differentiated development. For example, leading traditional industries to the direction of interactive innovation has catalyzed the innovation and integrated development of these industries, enabling them to find service gaps, obtain new fields and new markets, let consumers enjoy high-quality services and low prices, and make cultural & creative design related industries widely promoted through the internet.

In addition, through the computer internet can further promote the relationship between designers and consumers in the creative design industry more harmonious, let the creative design into the lives of more customers, consumers can choose their own preferred design scheme according to their own needs [5]. And can make the cultural & creative design industry, businesses more accurately grasp the needs of consumers, design to meet the personalized needs of customers’ excellent design. And can help designers design process more efficient, and make consumers buy their favorite products.

4. Strategies for the development of cultural & creative industries under the context of computer internet

Under the context of computer Internet, the development of cultural & creative industries needs the support of various information resources, including transaction, logistics and personnel activities, so as to realize the new development space of cultural entrepreneurship industry. In addition, it is necessary to use the integration force to create a suitable business space for local cultural & creative industries. In general, the development strategy of computer culture industry is shown in Table 1.

| Strategies                  | Objectives                                           |
|-----------------------------|------------------------------------------------------|
| Network platform            | Direct understanding of the market and demand         |
| Database                    | Grasp information timely in the process of cultural product creation and production |
| Information processing software | Speed up information processing                        |
| Integrating resources       | Establishing the development platform of cultural & creative industrialization |

In addition, it is necessary to train compound talents for enterprises to adapt to the development of design industrialization, constantly improve the policy service system of design industrialization, create new mechanism of cultural & creative design industry platform, new forms of cultural & creative design industry, and launch more detailed supporting policies for cultural & creative design industry under the context of internet [6]. Through the Internet platform to accelerate the integration of high-quality creative industries, integrate and develop the cultural industry, build a platform for the integration of digital media and industry, develop the practical resource library for the integration of industry and education, realize the integration of cultural & creative industries and realize the
complementary advantages. Finally, it is necessary to accurately and carefully expand the internet recommendation, bring users a better consumption experience, and promote the cultural & creative design industry to develop more rapidly and healthily.

5. Conclusion
In summary, driven by the computer internet, innovation ability as the core element of the development of cultural & creative design industry can be fully released and played, thus significantly driving the positive interaction and iterative development of the entire industrial chain, and realizing the value-added of the cultural & creative design industry chain. Facing the current situation and problems of cultural & creative design industry, we should create a new mechanism of cultural & creative design industry platform based on the computer Internet, build a platform of digital media and industry integration, realize the integration of cultural & creative industries, realize complementary advantages, and promote the healthy development of cultural & creative design industry.

Acknowledgments
1. Research project of Hainan Free Trade Zone: Research on building traditional art and culture communication platform of Hainan free trade zone (No.: 19ZMQG13)
2. Research project of school level teaching reform: Research on the construction of cultural and creative design curriculum based on Regional Culture (No.: hdjy1922)

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