The Development Way of Folk Arts and Crafts in Weifang, Shandong in the Era of Big Data

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Abstract. Weifang is a famous handicraft city in history. It not only has profound cultural deposits, but also has unique regional characteristics, and its folk arts and crafts symbols are diversified. Weifang is the largest kite, woodcut New Year picture origin and distribution center in the history of our country. With the economic development of Weifang, Shandong province, folk arts and crafts have also received more attention. Especially driven by big data, folk arts and crafts are facing both opportunities and challenges. The integration of new media and information technology with folk arts and crafts symbols will bring new thinking and new opportunities to the development of folk arts and crafts symbols in Weifang, Shandong.

Keywords: Weifang, Shandong, Folk Arts and Crafts Symbols, Development Way

Introduction
The traditional arts and crafts symbols are formed by the accumulation of national individuality and customs for a long time. They not only represent the essence of regional culture, reflect the cultural spirit and aesthetic values of local people, but also reflect the local folk customs. The arts and crafts of Weifang in Shandong have obvious nationality and regionality. As a carrier of regional material culture, they are part of China's traditional culture and arts and crafts. With the advent of the era of big data, the development of regional material culture can be promoted by means of digitization and informatization, which is conducive to the inheritance of folk arts and crafts symbols and further promotes the integration of traditional handicraft industry, thus boosting the healthy development of regional economy[1].

1. The Characteristics of the Folk Arts and Crafts Resources and Art Symbols in Weifang
Shandong Weifang is a famous handicraft city in the history of China. In the mid-Qing Dynasty, Weifang was reputed as "South Suzhou, North Weixian". It not only has profound cultural deposits, but also has unique regional characteristics, and its folk arts and crafts symbols are diversified. The region is one of the largest kite, woodcut New Year pictures in the history of our country of origin and distribution, also has rich resources of folk art, craft art symbol resource is rich and colorful, lifelike nuclear carving art, thin as cicada nearbu silk, elegant noble redwood silver inlaid, exquisite unique
density paper-cutting, clay tigers, gray pictures, each has its unique artistic features and aesthetic characteristics.

1.1. First of All, the Folk Arts and Crafts in Weifang Have Obvious Regional and Folk Characteristics Folk arts and crafts symbols are the crystallization of people's simple wisdom and are closely connected with folk culture [2]. Folk arts and crafts symbols represent the rich national cultural awareness, and with the development of folk activities. Weifang region has its own context, which is not only an important symbol to distinguish each other, but also the common spiritual root and soul of people living here. Weifang is the birthplace of the world kite, Weifang city, also known as Weidu, Kite capital, kite making has a long history, superb technology. Weifang kite is the traditional handicraft treasure of Weifang city, Shandong province, which is associated with the special folk traditional festival culture and custom.

1.2. Secondly, Weifang Folk Arts and Crafts Set Practical Value and Aesthetic Value in One Through the theme, shape, color to express artistic characteristics. It is from life, reflect life, with a strong folk color. Bearing the weight of the arts and crafts of folk arts and crafts symbol pay attention to the use value and aesthetic value unifies, such as children's clothing in the weifang folk art and toys, shoes, tiger-head shoes, embroidered cape, mud tiger (called tiger), and so on, both to look beautifully, have a certain aesthetic temperament and interest, and practical function.

1.3. Again, Weifang Folk Arts and Crafts Have the Characteristics of Primary and Local Coexistence Folk arts and crafts are mostly finished by local residents. Although they have no concept of scientific modeling for creation, they have unique visual imagination and thinking ability [3]. They can well apply folk art symbols into the process of art production, making the art more vivid and concentrating on the expression of local people's folk customs, folk customs and local flavor.

1.4. Finally, It Makes Full Use of the Beauty of Nature and Make the Best Use of Everything Most of the production materials of folk arts and crafts come from cloth, soil, shells and so on in life, and their love for life and good national feelings are expressed incisively and vividly through these arts and crafts symbols, so as to truly make the most of everything.

Above, Weifang folk arts and crafts have a unique artistic appeal. It marks the artistic and material creation level of the local people, and also fully reflects the people's emotion, ideal and aesthetic taste, with distinctive local color and national characteristics.

2. The Dilemma Faced By the Development of the Symbol Form of the Folk Arts and Crafts in Weifang, Shandong With the continuous impact of the market economy, the inheritance and protection of weifang traditional arts and crafts in all levels of government and social awareness of the concern and support is working together to move forward, looking for a breakthrough. Nevertheless, the folk arts and crafts in Weifang still face many problems that need to be solved urgently.

2.1. The Integration of Digitalization is not Deep Enough Shandong Weifang folk arts and crafts symbol integrates the national characteristics and wisdom of the local people, which is a good inheritance of traditional culture. However, with the development of information and data, traditional arts and crafts have been unable to meet people's pursuit of "fast culture"[4]. Nowadays, with the advent of big data era, digitalization has been extended to all walks of life. A large number of folk arts and crafts symbols in Weifang, Shandong province are still developing in a conventional way and lack of integration of digitalization, which leads to their lack of innovation ability and seriously affects the inheritance and development of folk arts and crafts symbols.
2.2. Arts and Crafts Symbols Lack Innovation Consciousness
With the rapid development of economy, western fast food culture has also infiltrated into People's Daily concepts. Although traditional arts and crafts works are loved by many collectors for their unique cultural value, most of them reflect the aesthetic tendency of people in the past and contain the flavor of classical culture. The practicality and aesthetics of modern folk arts and crafts are also gradually changing. Folk arts and crafts blindly imitate the ancient and lack of innovation naturally leads to the fact that folk arts and crafts cannot enter people's modern fashion life.

2.3. Folk Arts and Crafts Talents Lack of Strength
First of all, as the production of folk art crafts needs to spend a lot of time to complete, the production process may be relatively boring, and many young people lack patience and perseverance.
Secondly, the production of folk arts and crafts in Weifang, Shandong province is all hand-made and cannot be produced in large quantities, thus unable to meet the needs of the public. This leads to the meagre economic benefits created and thus unable to attract more talents to inherit the folk arts and crafts.
Thirdly, due to the long cycle of creation, production and circulation of folk arts and crafts, it is unable to adapt to the mode of rapid circulation under the commodity economy, leading to the depression of the arts and crafts industry and the gradual loss of a large number of senior research-oriented talents of arts and crafts symbols.

3. Specific Strategies for the Symbol Form Development of Weifang Folk Arts and Crafts in Shandong Province in the Era of Big Data

3.1. Make Use of the Advantages of Big Data to Establish Dynamic and Static Data Database
The arrival of the era of big data has brought both opportunities and challenges to the development of folk arts and crafts symbol forms. It is necessary to make full use of the advantages of big data to promote the development and innovation of folk arts and crafts symbols in Weifang, Shandong. In order to better inherit and develop the folk arts and crafts symbols in Weifang, Shandong province, it is necessary to establish dynamic and static databases to integrate the important arts and crafts symbols information resources, so as to facilitate people to find resources through the database and obtain new inspiration for design and reprocessing.

As the materials of folk arts and crafts are easy to be lost or damaged, and the spread of folk arts and crafts symbols is also restricted by regions. On the one hand, the regional folk arts and crafts database is established, and the resource classification and coding of folk arts and crafts symbols in Weifang District, Shandong province is put into the database by taking advantage of big data. On the other hand, the production methods of folk craft products are preserved through digital photography and THREE-DIMENSIONAL scanning. Shandong weifang area of arts and crafts database according to the style, is an important symbol of data type, different categories such as storage process, the establishment of the dynamic and static database could break the regional limits and reach the purpose of rapid spread, it will be the traditional arts and crafts culture resources use big data into the digital cultural products, better retain the whole information of the symbol of folk arts and crafts, arts and crafts industry for shandong weifang areas to provide the information basis.

Promoted and completed by the Government of Hanting District of Weifang city, the project of "Database of Chinese Wood-block New Year Paintings" includes more than 20 major producing areas of Chinese wood-block New Year paintings, and about 15,000 works of Chinese wood-block New Year paintings, covering themes such as Shenzao King, Sacred immortal Buddha, beauty and children, opera stories, folk life, landscape flowers and birds, paper horses and sundry goods, etc. The New Year pictures in this database are mainly high-resolution pictures, which break through the limitations of paper books and general electronic books and fully show the details of New Year pictures. At the same time, the functions provided by the database, such as place of origin and category column, item retrieval, picture comparison, view similar pictures, paid download, etc., can meet the diversified
needs of experts, scholars and related enthusiasts. The database of Chinese Wood-block New Year pictures provides a reference for the sorting and classification of diversified folk arts and crafts big data in Weifang.

3.2. Digital Intelligent Manufacturing, Creating the Brand Image of Weifang Arts and Crafts in Shandong

The design of folk arts and crafts symbols in Weifang, Shandong province should make full use of modern information technology: 3D printing, digital design, 3D scanning and other technical means, so as to keep pace with The Times and establish a good brand image. The elements of arts and crafts symbols in Weifang, Shandong are integrated into the arts and crafts design. Through the perfect combination of different designs full of cultural atmosphere and manual skills, the charm of folk arts and crafts is highlighted and the brand image of Weifang arts and crafts is created.

For example, the silver-inlaid technology in Weifang, Shandong takes mahogany, natural lacquer and gold and silver silk as raw materials, coupled with the traditional Mosaic techniques, to form a variety of utensil shapes. The silver-inlaid utensils and ornaments in Weifang are made by carving, inlaid, painting and other technological means. The inlaid patterns are based on traditional mythological figures, flowers, birds and animals. It presents the artistic style of ancient and elegant shape, profound color and lustre. Existing screen, bookcase, the four treasures of the study, walking stick and other products, 1000 diversiform design and color. At present, the design style of these products is still more traditional, and the production process still needs to develop towards high-quality goods and high-end crafts. Shandong Weifang can take the silver-embedded technology as one of the folk art brands, and make full use of computer technology to carry out 3D virtual design of the silver-embedded carving pattern and pattern, which is combined with fashion to carry out modern re-design. The design is easy to operate, efficient and intuitive [9]. In addition, the port of "Silver inlaid Technology Inheritor" is opened on the big data platform to introduce in detail the production process and artistic characteristics of silver inlaid technology, so as to make full use of the advantages of informatization and dataization in brand publicity and promote the sustainable development of folk arts and crafts industry in Weifang, Shandong.

3.3. Create a Digital Promotion Platform to Promote the Integration of Arts and Crafts Symbols into Modern Life in Weifang, Shandong

If the arts and crafts symbols of Weifang in Shandong want to develop well and integrate into the life of modern people, they need to change the previous state of being "deeply unknown in the girlfriends". With the advent of information and data era, it is an inevitable trend to build a digital promotion platform.

First of all, to the people familiar with the social software as the carrier, to establish the shandong weifang folk arts and crafts symbol WeChat public, not to the user are pushed, arts and crafts of weifang ku Gwen district silver inlaid in shandong weifang folk arts and crafts such as information, and in life, literature and art and trend related content, prompted the folk arts and crafts to get more people to fully understand and agree that the shandong weifang art symbols into modern people's life.

Secondly, a website of folk arts and crafts symbols in Weifang, Shandong was established to introduce and promote the forms and techniques of folk arts and crafts such as New Year paintings, kites, nuclear carvings, silver inlays and clay sculptures. Meanwhile, a digital museum of intangible cultural Heritage was set up to promote the inheritance and development of folk arts and crafts symbols in Weifang, Shandong.

3.4. Cultivate Arts and Crafts Talents with the Advantage of the Internet Platform in Fact, Shandong Weifang's Traditional Folk Artists are Numerous, Numerous Arts and Crafts Masters

However, the inheritance of folk art in Weifang of Shandong province is mostly carried on by family or by teachers, and the scope of inheritance is relatively small. Talents are the key to the inheritance and development of arts and crafts symbols in Weifang, Shandong province. In view of the loss of folk
arts and crafts talents and the shortage of senior research talents, we should make full use of the advantages of the Internet. In view of the irregular learning time and place of folk craftsmen, micro-classes or online classes sharing videos can be used to promote arts and crafts talents to achieve self-improvement. Only by cultivating innovative talents can the folk arts and crafts symbols in Weifang, Shandong province be inherited and developed well.

As an important part of traditional culture, folk arts and crafts bear the essence of national spiritual culture. With the advent of the era of big data, having data will occupy an absolute advantage \[10\]. Folk arts and crafts symbols should make full use of the advantages of big data, and promote the inheritance and development of folk arts and crafts symbols in Weifang, Shandong province through the establishment of information database and brand innovation of folk arts and crafts.

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