Design and Communication Strategies of Cultural and Creative Products in the Context of New Media

Bin Liang

Taishan University, Taian, 271000, China

Abstract: In order to improve the design and communication quality of cultural and creative products, this paper will carry out relevant research in the context of new media. The research points out the current problems in the design and communication of cultural and creative products, analyzes the help brought by the new media background to the two, and finally puts forward the design and communication strategy. Through the research, the new media background has exposed problems in the current situation of the design and communication of creative products, and the overall situation is poor. However, depending on the strategy in the paper, we can get the help of new media and comprehensively improve the quality of design and communication.

Keywords: New media background; Cultural and creative products; Design communication

1. Introduction

A product is a kind of special product, it not only has the value of the business level, also has the promotion of culture, to promote the importance of cultural heritage, so in modern countries are very concerned about the development of the industry, and the strong support, hope can through the industry operation design more and better product, and vigorously promoted. But the reality is, because the domestic and the industry has just started, so the transmission and the lack of strategy and product design combined with the background of the new media to traditional market consumer aesthetic, the influence of information browsing habits, makes wen gen products design and communication by the larger impact, the current design and communication quality and expected there is a big gap, therefore, in order to adapt to the new media environment faster, and rely on new media to help improve the quality of design and communication, it is necessary to carry out relevant research.

2. Current situation of design and communication of cultural and creative products

2.1. Design Issues

The main problems in cultural and creative product design are as follows: One is the lack of features, namely, wen gen products and ordinary products biggest difference lies in the characteristic, the former represents a kind of culture, so should have a certain cultural characteristics, while the latter does not need to pay attention to this point, but the actual view, many gen the culture characteristics of products is not significant, even negligible, exposition and the product at the design level tend to common products[1-3]. This phenomenon will lead to the weakening of the cultural communication value of cultural and creative products. On the one hand, the culture cannot be well transmitted, and on the other hand, the products themselves will encounter many difficulties in the communication. It is worth mentioning, lack of characteristics will lead to a large number of product design, the phenomenon of the homogeneity, many of the current market, the products are very similar in style, etc, this kind of phenomenon is called "homogeneous", the designers not actively to create products, to innovate, but imitate other outstanding products to carry on the design. It can be seen from here that the current situation of Chinese creative products is not only homogenous, but also has the characteristics of homogeneity in the design ideas of designers, which will blindly follow the flow, making the phenomenon of homogeneity cannot be eliminated for a long tim[4-6]e. Homogeneity will weaken and many aspects of product value, the reason is that the same wen gen products make consumers can not be quick to make a choice, when consumers are thinking, their consumption passion will continue to decline, so eventually will probably give up choice, no longer consumption, the economic value and cultural value of wen gen products, dissemination value has adverse effect; The second is too subjective, that is, wen gen product design is

the guarantee product can sell in the market, and spread through the sale of a work, so in order to do this, designers should pay attention to the objective demand of consumers in the design, combined with such requirements in terms of design, but now many of the designer does not understand the objective demand, they rely on their own subjective guesses to design, which will easily lead to a disconnect between products and consumer needs, which is not conducive to subsequent sales and communication.

2.2. Communication Problems

The main problems in cultural and creative product communication are as follows: One is the traditional communication channels, single, that is, a lot of wen gen enterprise product distribution channels is spread, and generally for offline channels, such as in the offline environment propaganda or sales in the professional market, the spread of the channel does have certain effect, but its on the transmission efficiency, transmission range, transmission efficiency is very obvious flaws, as a result, cultural and creative products can only be slowly spread in a small area, and there are many ineffective communication activities in the spread[7-8]. At the same time, most enterprises have no other communication channels except offline channels, indicating a single channel; The second is the subjective communication of information, that is, the communication of cultural and creative products includes the link of communication information design, which also has the problem of subjective design at present. The specific performance is similar to the problem of "too subjective" in the design of cultural and creative products, which is not further described here, but relevant enterprises should pay attention to it.

3. The help of the new media background to the design and communication of cultural and creative products

3.1. Rich information resource support

As a network platform, new media can dispatch all the information resources in the network environment. Many of these information resources can provide help for the design of cultural and creative products. For example, some resources can help designers get inspiration, while others can help designers understand consumer needs[9]. On this basis, if the resources provided by new media can be fully used to design cultural and creative products, the features of products can be effectively highlighted, and the products can escape from the dilemma of homogeneity and too subjective, indicating that new media can provide rich information resources to support the design of cultural and creative products and improve the design quality.

3.2. Excellent communication mechanism

Focusing on the communication of cultural and creative products, new media itself can be used as a medium to send product information to the outside, or even as an online platform to help the sales of cultural and creative products. In this process, the unique advantages of online environment of new media will be given full play, so its communication mechanism is more excellent than the previous communication mechanism of cultural and creative products. Table 1 shows the characteristics of the new media communication mechanism, and Table 2 shows the characteristics of the existing media communication mechanism. A comparison between the two can prove that the new media communication mechanism is better.

Table 1: Features of new media communication mechanism

The target	The characteristics of
New media communication mechanism	It is not limited by physical space and time, so it has a wide range and can be transmitted at any time
	Facilitate multi-party communication, in order to obtain consumer demand, objective dissemination of information design
	Detachment from physical time and space may lead consumers to distrust the dissemination of information

Table 2: Features of existing media transmission mechanisms

The target	The characteristics of
Existing media transmission mechanism	Limited by physical space and time, so the scope is narrow, unable to spread at any time
	It will hinder communication, make it difficult to capture consumer needs, and force the communication of information design subjective
	Close to physical space and time, but the information transmission is not transparent, so it may also lead to consumer distrust in the dissemination of information

In contrast, although both communication mechanisms have a common defect, that is, they may lead consumers to distrust information dissemination, compared with the other two points, the new media communication mechanism is significantly more conducive to product dissemination.

4. Cultural and creative product design and communication strategy

4.1. Design Strategy

With the help of new media, the relevant strategies of cultural and creative product design are as follows.

4.1.1. Fusion of design elements

New media provides rich resources for the design of cultural and creative products, so designers can rely on resources to develop product features. The way of development is to constantly try to integrate design elements, so as to highlight cultural features and improve design quality. There are many forms of integration of design elements[10]. This article lists two for reference: First, designers can to incorporate elements of the same type, the traditional "paper-cut" design with traditional national dress model as an example, the design of both belong to the traditional cultural elements, so the same type, but there is a big difference between forms, so the designer can be based on the traditional ethnic clothing template, will "paper-cut" design for clothing patterns to carry on the design, Figure 1 shows an example; Second, the designer can be different types of elements, in the traditional design elements with modern design elements, for example, designers can be the basis of traditional design or modern design element, and then the other elements is blended in among them, as shown in figure 2 is the traditional ancient architecture design elements with modern life products "pillow" fusion.

Figure 1: An example of the fusion of traditional type design elements

Take "window cut" pattern and sample of traditional national costume as an example

Figure 2: Cultural and creative products with traditional design elements and modern design elements

4.1.2. Optimize the design process

At present, many articles and work process of product design personnel to "adjust" design - design - design, each link has a necessity in the process, sorting is no problem, the only drawback is that there is no close to consumer demand, therefore under the new media link Suggestions to optimize the process, before the link of "design" add link "needs analysis", thus the design process becomes "demand analysis → design conception → design conception → design adjustment". In view of the new "needs analysis" link, the designer shall, in design before you rely on new media to understand the needs of the consumers, such as relying on new media, view the current consumers are interested in what kind of things, and then close to interest, adopting the tactics of "convergence" design elements to carry on the design idea, and so on, so it can improve the objectivity of the designs, make the product more close to the needs of consumers, which is conducive to the subsequent sales and dissemination. It is worth noting that although the objective design of cultural and creative products is advocated based on the current situation, it does not mean that the design should be completely divorced from the subjective. On the contrary, the subjective cognition of designers is very important and plays an indispensable role in the design. Therefore, the correct design idea should seek the balance between the objective and the subjective.

4.2. Communication Strategy

In terms of the communication of cultural and creative products, it is suggested that cultural and creative enterprises set up new media platforms to disseminate the information of cultural and creative products in the network environment, or carry out sales business activities. In this way, at least in addition to offline communication channels, enterprises can get a new online communication channel. The establishment of online communication channels can give full play to the advantages of the new media communication mechanism, and promote the cultural and creative product information association products themselves to achieve large-scale dissemination in a short period of time. It is important to note that the enterprises in the product information should also be positive analysis in the design of consumer demand, and find a subjective and objective balance, and then to design information, this is very important, such as the use of new media comment function to understand consumer demand, assuming that most consumers to "anime" very interested in, In terms of communication information design, it is necessary to highlight the "animation" style, and both pictures and words can be close to this aspect. Only in this way can consumers pay more attention to the communication information, and are willing to understand the products behind the information, so as to improve the communication effect.

5. Conclusion

To sum up, cultural and creative products are a kind of special products, which have both commercial and cultural attributes. Therefore, such cultural and creative products should be vigorously promoted in China, which can play an important role in promoting the economy and spreading traditional culture. In order to give full play to the role of cultural and creative products, people should keep up with the pace of The Times, make active use of new media for the design and communication of cultural and creative products, and start to change the current situation and improve the quality of design and communication of cultural and creative products.

Acknowledgement

References

[1] Markus H R. Gender Inequality and Well-Being:Concepts and Their Measures Are Cultural Products—A Reflection on Li et al.(2021): [J]. Psychological Science,2021,32(6):952-954.
[2] Yao X Q. Research on Emotional Design of Creative Cultural Products from the Perspective of Behavioral-Layer Creativity [C]//7th International Conference on Humanities and Social Science Research(ICHSSR 2021).2021.
[3] Strelbitskaya O V, Komlatsky G V, Tserenov I V et al. Apicultural products,environmentally friendly due to organic extra nutrition [J]. IOP Conference Series:Earth and Environmental Science, 2022, 981(2):022108(4pp).

[4] Su Y, Luh-Dingbang, Wu-Chihua. Discussion on Innovative Design of Cultural Tourism Products from the Perspective of Service System——Targeting Suzhou Gardens [C]//ICEEG 2020:2020 The 4th International Conference on E-commerce, E-Business and E-Government. 2020.

[5] Wang R. Research on the Communication Mechanism of Online Rumors Under the Empowerment of New Media Technology-Take the"Nabobess Having an Affair With Courier"Rumor Incident as an Example [J]. Psychology Research,2022,12(4):10.

[6] Hu J, Meng L, Zhang B. Research on the Role of Reader Behavior Development in Reading Promotion Promoted by New Media Communication [J]. Journal of Physics:Conference Series, 2019, 1237(4):042016(6pp).

[7] Yong S. Training Paths of Journalism Professionals of Characteristics of News Communication in the New Media Era [C]//2019.

[8] Liu Y, Lou L, Cao B. The Dissemination of Zhejiang Red Culture from the Perspective of New Media [J]. Open Access Library Journal,2022,9(5):9.

[9] Kurniawan V, Wicaksana A, Hartono D et al. Virtual Platform for Architecture Exploration of Serial Communication in MPSoC Devices [C]//2019 5th International Conference on New Media Studies(CONMEDIA).2019.

[10] Lata K, Sigh N. SOCIAL CAPITALIZATION OF THE USERS OF FACEBOOK [J].International Journal of Communication and Media Studies,2019,9(2):11-26.