

# Daily ceramic design based on the concept of cultural creation

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**ABSTRACT.** *Since ancient times, China has been famous in the world for ceramics. As a ceramics producing country, daily-use ceramics occupy an important part of ceramics export domestic sales. Based on the concept of cultural creation, this paper explores how to realize the design innovation of daily-use ceramics, and proposes to realize the comprehensive innovation of daily-use ceramic design in the three aspects of product function, feminization and creativity and material materials, and give the products of daily-use ceramics in the new era. New vitality.*

**Keywords:** *cultural and creative concept; daily-use ceramics; design*

Cultural and creative products are products that are designed and developed based on culture and based on a large scale. Daily-use ceramics are industrial products that are practical in people's daily life, using ceramic raw materials, using modern production techniques<sup>[1]</sup>, and mass production. It is an imported product imported from China after the Western Industrial Revolution. It is a functional design-oriented design activity based on industrial production standards. It is different from ceramic art to emphasize individuality and express self-awareness. Main creative work. So how to realize the creative design of daily-use ceramics will be the starting point of this research.

## **1. Basic design principles for daily-use ceramic molding:**

### ***1.1 Functionality first***

But as an industrial designer, it must be clear that even if the function of the

product has become more and more perfect, it must not destroy the functional perfection in order to pursue the popular form<sup>[2]</sup>.

### ***1.2 simple structure***

Since ancient times, ceramic vessels have not been independent, but have been closely related to people's lives and existed for people's use and convenience. At the beginning of the twentieth century, the continuous development of industrial technology, in order to meet the needs of industrialized production, all the cumbersome and pretentious design is contrary to the principles of modern product design.

### ***1.3 Economic principles***

For example, the principle of material extraction on raw materials is adopted to reduce the cost of raw materials; it is convenient to produce in the shape structure, preferably based on standard parts, saving labor, saving kiln, reducing implementation difficulty and reducing costs; In transportation, the province's packaging space is conducive to safe transportation.

### ***1.4 Modern people's daily life appliances***

With the development of modern information technology, we are changing our way of life. Personalization is the characteristics of the information age. Today's consumers are pursuing aesthetic personalization and personal emotional experience<sup>[3]</sup>. This requires that modern ceramic wares be designed to maintain a distinct personality, not to copy other people's works, and each series must have a unified style.

## **2, product features as a creative soul**

Products are designed for the different needs of people's lives. The designer's job is to create a more reasonable way of living for human beings. Ceramic utensils are a necessity in people's lives. How to make it more comfortable and convenient to

use is the research topic of today's ceramic designers. We must use the process materials and process technology according to the needs of the functional function of ceramic utensils, and exert the characteristics of the process technology, and give the form of beauty according to the law of creating body and beauty. The functional utility determines the basic shape and structure of the ceramic shape, and the process technology and form aesthetics should be dealt with under the premise of achieving good functions. Function is the soul of creativity. A good work is composed of functional utility, process technology and form beauty. Functional utility plays a major role. The non-functional daily-use ceramic products are beautiful and will not be favored. It is considered to be something that has no use value<sup>[4]</sup>.

The capacity of a creative ceramic pot must be based on six people drinking tea or coffee. Multi-purpose tea and coffee set capacity is about 1000ml, and six cups are available for six people, one-sixth of the pot capacity is about 166ml, and one is equipped with a milk tank, because some people drink black tea or coffee. Also like to put milk or put sugar, the capacity of the milk tank is 14 / 250ml of the pot, the capacity of the sugar tank is 1 or 333ml of the pot, and also need to be equipped with six dishes, the size depends on the size of the cup . The above capacity determines the appearance of the body. If the pot body has a strong sense of stability, a low pot is used. Because the low pot is safe and stable on the table, its use environment is set as a household appliance, and the decoration is based on different ethnic groups. , country, and education level are designed differently.

The function determines the structure of the product, and the function of the pot needs to store water, pour water and lift. Due to the requirements of this function, in the creative body, the beam and the handle, the spout, and the lid of the pot are set. The size and width of the structure should be analyzed and measured according to the human machine. It is determined based on the physiological requirements of normal adult hands. Or the width and length of the handle, the determined size is in line with the use of the human hand to achieve convenient, labor-saving and comfortable use.

### **3. Feminization as a creative trend of literature**

#### ***3.1 Market purchasing power***

After investigation, it is proved that in purchasing the purchasing power of daily-use porcelain, female purchasing power accounts for 55%; male purchasing power accounts for 30%; children's purchasing power accounts for 15%, and sometimes women do not buy goods to go to the mall to see. Some women say that going to the mall can cultivate the sentiment, and at the same time, they can understand the market trends and trends<sup>[5]</sup>. It can be seen that whether the daily-use porcelain products can be accepted in the market depends largely on whether women's consumer psychology can be grasped. Therefore, the focus on feminization is the trend of daily-use ceramics development.

### ***3.2 Female Consumer Psychology***

Women tend to pay attention to the use of functions and also pay attention to the aesthetic function of the products. In many families, people use tea sets and coffee sets as tools for daily use, and use them as furnishings to appreciate them. Therefore, this paper believes that high-grade bone china can be used. The elegant style of transparent, gentle and soft material beauty and underglaze color impresses women's consumption psychology. On the basis of the function of modeling, how to make the body feel beautiful and adopt harmonious beauty creation. Form. Because harmonious beauty can bring order, organization and stability to people, harmony is to seek unity in change.

The three-dimensional structure is formed by the most concise geometry, and other local structural changes obey the large linear motion, which makes the shape produce a harmonious beauty. Balance is used at the junction of the spout and the girders, and is treated by an equal amount of inequality. Because the beauty of balance can make the shape feel stable. Balance can bring people psychological pleasure, fit the psychological characteristics of people, make the style rich and interesting, rich and changeable, and strive to achieve soft and medium-sized treatment in online processing. Through the combination of different materials, such as the combination of bone china and metal materials, the product has a contrasting style of materials, which gives consumers a novel feeling, which leads to the consumer's purchase behavior. In addition to this, it is necessary to make full use of the production technology conditions of the factory to improve the quality and regularity of the products. It is the development trend of ceramic design to creative

according to women's consumption psychology and hobbies<sup>[5]</sup>.

### ***3.3 Gifts and creative design***

The purchasing power of gift porcelain is mostly female, the gift porcelain is for consumers to use, and the second is to give gifts to relatives and friends. The purchasing power of the market is also very large. For example, the psychological characteristics of wedding supplies require newness, beauty, and auspiciousness, and the pursuit of symbolic feelings. This can be creative according to the customs and customs of various nationalities. For example, the daily-use porcelain utensils designed for domestic wedding gifts are to be creative with the characteristics of Chinese wedding customs, a kind of strong-looking shape and glazed surface, and the model is to symbolize the auspicious objects with Chinese symbols as far as possible while satisfying the function. ABSTRACT deformation gives a symbol of auspicious meaning. In the atmosphere of the wedding can give people a joy and joy. Different decorative methods are used for different people, and it is also an important part in ceramic creativity. The accurate positioning of gift porcelain is very developed.

## **4, creative combination of material processing materials process**

As the core of new products, creativity needs to be in line with the times to reflect the fashion of the times. As a way to guide the mainstream values and aesthetic judgments of the society, fashion has a full sense of the times and can, to a large extent, truly express the understanding of the times in which people live. Through the pre-market research stage of daily-use ceramic design, starting from creative conception, sample production, finished product production, advertising, and marketing, we should pay attention to fashion factors in any aspect. More attention is paid to contemporary young people's demand for daily-use ceramics, such as ease of use and fun, so that in the post-market marketing process, they can constantly try to cooperate with other emerging industries, such as designing popular anime peripheral products. Cooperating with famous contemporary painters to design daily-use ceramics with strong artistic charm, or the theme of major events.

## Conclusion

One of the characteristics of post-modernity is the integration of economy and culture. Cultural creativity enables the economy to face the influence of consumers at the level of consciousness to guide economic consumption. Therefore, this is also the guiding concept of daily-use ceramics creation, and it is promoted by the power of cultural creativity. China's daily-use ceramic design renewed new vitality.

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