

Research on the Strategy of Rural Revitalization Empowered by Art Design

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Abstract: The rural revitalization strategy is a national strategy put forward by the General Secretary in the report of the 19th National Congress of the Party, in which cultural revitalization plays an important role as an important spiritual driving force for rural revitalization. In recent years, with the deepening of the "rural revitalization" strategy and the rapid development of rural cultural tourism industry, art and design have gradually been involved in the revitalization of beautiful villages. Taking art and design strategy as the starting point, rural culture, rural skills, rural industries and rural resources have been closely combined with design to promote art and design strategy to help rural revitalization, which is also a beneficial exploration to practice the new development concept. It is of great theoretical and practical significance to provide guidance and guidance for rural revitalization empowered by art design.

Keywords: Rural Revitalization; Artistic Empowerment; Artistic Township Construction.

1. Theoretical Analysis of Rural Revitalization Empowered by Art Design Strategy

(1) Art and design connotation

In the field of philosophy, "design" is defined as a methodology, which is a creative activity of human beings to transform the original things through conception and practice in order to achieve change, enhancement, renewal and development. In the process of conception and problem solving, the beauty of the art form should be incorporated into the conception and design "; It also makes a distinction between art and design from aesthetic point of view. In terms of disciplinary system, design belongs to the category of art, and its professional fields include visual communication and environment. As an important concept, "aesthetics" runs through the whole life of human society. In the fields of design, industrial design, urban and rural planning, landscape architecture, information and digital media design, arts and crafts design, and art and technology, "aesthetic" and "practical" together constitute the two core functions of "art and design".

(2) Connotation and content of rural revitalization

In the new era, the strategic deployment of the Party Central Committee on the issues of "three rural areas" is in line with the direction and goals of China's economic and social development, thus promoting the coordinated development of rural economy, politics, culture, society, ecology and other aspects, and thus promoting the prosperity of the people and the realization of comprehensive modernization of the countryside. In this process, agricultural mechanization plays an irreplaceable and important role. In the "Opinions of the CPC Central Committee and The State Council on Implementing the Rural Revitalization Strategy", the "seven elements" of the rural revitalization strategy are put forward, including reshaping urban-rural relations and exploring a road of urban-rural integrated development; Strengthen the consolidation and improvement of the rural basic management system to open up a new path for achieving common prosperity; We will promote the supply-side

structural reform of agriculture and explore a development path oriented by high-quality agriculture. Uphold the concept of harmonious coexistence between human and nature, explore a sustainable development of rural green road; Coordinate urban and rural economic and social development, and find a road of sustainable development of urban and rural economic integration. Inheriting and developing agricultural civilization, taking the development road of rural culture prosperity; Accelerate the construction of a new socialist countryside and follow the road of simultaneous development of the "Four modernizations". Build an innovative rural governance system and open up a way to promote good governance in rural areas; It has won the battle of precision poverty alleviation and created a path of poverty alleviation with Chinese characteristics.

2. Analysis on the Main Problems and Causes of Rural Revitalization Enabled by Art Design

A number of model villages, peony villages, calligraphy villages, aesthetic villages, intangible heritage villages, tourism villages and other brand cultural villages have been empowered by a number of domestic art designs, injecting vitality into rural revitalization. In these successful cases, there are many excellent artistic designs works in China, which have played an important role in realizing the revitalization of rural culture. China's art design has played a positive role in promoting rural revitalization, but there are also major problems such as strategic focus, path and evaluation system is not perfect, top-level design is not in place, and management policies, regulations and mechanisms are lacking, which need to be solved.

Wang Shu, as the director of the Institute of Architectural Art of the China Academy of Art, has deeply criticized the phenomenon of "one thousand villages in one place", the lack of local characteristics and the low aesthetic level in rural areas. There are two reasons for this phenomenon: First, because the village itself has unique natural and cultural resources, but it fails to realize its value, blindly imitating the development plans of other villages, and even imitating the

urban planning model to build squares, rockeries and image projects, which eventually leads to the loss of its characteristic resources; Another factor is the lack of innovative thinking and foresight in the design of government planning and construction departments, resulting in some beautiful villages becoming "hollow villages" or "empty shell towns" and unable to attract investment and population inflow. Secondly, due to the lack of unique natural and cultural resources, the village's resource endowment is mediocre, lack of creative ideas, and directly copy the development mode of other villages, resulting in homogenization of style, lack of attraction and competitiveness. Therefore, the above problems must be solved from the root. At the same time, the overall strategic deployment of rural revitalization and art design and the matching of corresponding industries are insufficient, which leads to the disconnection between college art design majors and rural revitalization services. Rural construction involves many fields, and its planning and design lack of realistic feasibility; Due to the lack of talents and cultural brands, rural resources cannot be fully utilized.

3. Artistic Design Empowers the Principle of Rural Revitalization

(1) Integrity principle

In order to realize rural revitalization, we must take the whole as a starting point, fully consider the development of rural tourism and rural environment planning, avoid being penny wise and losing big, and let art be integrated into the system of rural construction.

(2) Regionalism principle

In order to realize rural revitalization, we need to deeply dig into the local spiritual culture and integrate it into the accumulation of original materials under the premise of respecting the local human and natural environment, so as to inject more energy into the art. [1] Under the current social background, the inheritance and development of traditional villages, as the carrier of China's farming civilization, have been seriously affected, and how to integrate folk art into modern rural construction has become an important issue to be solved. Only by integrating the local cultural elements into the artistic creation, can we create a rural style with local characteristics and stand out in the competition with other villages.

(3) Principle of public participation

The construction of rural beauty needs the active participation of villagers, not just the creation of artists. The wisdom and ability of farmers is one of the basic guarantees for the realization of the construction of beautiful countryside, and also the key to the success or failure of the construction of beautiful countryside. Mr. Fei Xiaotong affirmed the creativity of farmers in his research, pointing out that the success of rural construction is inseparable from the creativity of farmers themselves, as well as their ability to participate, think and act together. [1] Therefore, designers should work with villagers to design products suitable for the characteristics of their own villages to meet their pursuit of quality of life and yearning for a better life. In order to better meet the living habits, needs and ideas of local residents, designers need to actively communicate and exchange with villagers.

(4) Pluralism principle

In the multiple forms of rural revitalization, the empowerment of art is not limited to simple artistic creation

such as graffiti and photography, but can organically combine it with the rural cultural tourism industry, so as to improve the rural landscape environment and the packaging of agricultural products, optimize the external image of the countryside, and strengthen the construction of rural local cultural atmosphere.

4. Practice Path of Rural Revitalization Construction with Art Empowerment

(1) The success of rural revitalization cannot be separated from top-level design and artistic empowerment, which is a powerful driving force

The 19th National Congress of the Communist Party of China made an important strategic decision aimed at promoting rural revitalization, which covers five aspects: rural industry revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization. Among them, taking rural revitalization as the core task, promoting the priority development of agriculture and rural areas has become the fundamental requirement of implementing the rural revitalization strategy in China, and the ultimate realization of this strategic goal needs to be completed through a series of specific measures. The essence of rural revitalization lies in the organic integration of rural economy, culture, humanities, environment and other factors in the process of modern urban and rural integration and common prosperity with the efficiency of rural governance, so as to achieve comprehensive improvement. Art education, as a comprehensive quality education focusing on cultivating people, has its unique advantages. On the road of rural revitalization, art colleges play an important role, providing great value guidance and spiritual motivation support for the realization of the five goals of industrial prosperity, ecological livable, rural culture civilization, effective management, and prosperous life, and also showing broad prospects and remarkable achievements in the implementation of the rural revitalization road map and the realization of the rural revitalization task book.

The foundation of rural revitalization lies in industrial revitalization, and to achieve this goal, we must take culture and art as the guidance, promote the transformation and upgrading of traditional agriculture, actively develop rural tourism economy, enhance the added value of rural industries, and realize the comprehensive upgrade of cultural tourism, which is the only way to rural revitalization. Scientific and technological innovation is the basis for rural revitalization, and it is necessary to promote the extensive application of new technologies and technologies in rural areas by strengthening technological innovation and institutional reform. The key to rural revitalization lies in the revitalization of talents, and art colleges can provide more talents with art, management and industry literacy for rural areas, so as to provide intellectual support and talent guarantee for rural revitalization. To realize rural rejuvenation, we must dig deeply into the development characteristics and laws of rural cultural construction, and adopt diversified service methods, such as "menu" and "order", to provide more and higher quality public cultural products for rural areas, so as to enrich the spiritual and cultural life of the people and achieve the goal of cultural revitalization. Promoting the construction of rural culture and organization, ecological revitalization has an important role in promoting. Art plays an irreplaceable role in rural revitalization, with unique and important values and

functions. The charm of art is not only to beautify the surrounding environment, but also to evoke the vitality of the "hollowed out" village, restore the connection between the local and the villagers, seek the balance between traditional civilization and modern lifestyle, and present the beauty of nature, humanity and custom. Artistic village revival is one of the important means to implement the strategy of rural revitalization. It has the functions of improving farmers' aesthetic ability, cultivating new professional farmers and improving the quality of rural residents. In stimulating the inner power of farmers to achieve common prosperity, guiding the spiritual direction of rural revitalization, and strengthening the construction of modern rural social governance system, the great appeal, centripetal force and cohesion of artistic thinking and politics are indispensable, because they can ensure the vitality and harmony of rural society.

(2) Endow rural culture with art

1. Strengthen the linkage mechanism to create a lasting driving force for rural revitalization. Uphold a global mindset and establish a trans-regional long-term coordination mechanism. It is necessary to strengthen communication, coordination and cooperation among regions and form joint efforts to promote common prosperity among regions. We will actively respond to the call of the state and local governments and strengthen cooperation among different regions. The establishment of long-term partnerships, covering personnel training, cultural industry and cultural tourism integration development planning, beautiful rural construction, art professional guidance and consumer assistance and other fields, in order to promote the prosperity of local economy and culture, promote rural revitalization.

2. Open up channels and create a "window" for local cultural tourism promotion. By combining the resource characteristics and development reality of the support area, the use of artistic creation practice activities, take a variety of measures to strengthen new media publicity, and constantly improve the visibility and reputation of local cultural tourism. First, we will carry out themed publicity day activities. Actively promote local tourism activities with the theme of "three colors" by providing matching support in the agricultural products exhibition area and broadcasting cultural tourism videos.

3. Build a brand image and set up a cultural "art troupe" to the countryside. Culture going to the countryside can not only meet the needs of farmers' spiritual and cultural life, but also change customs and customs, carry forward the righteous spirit, and transmit the truth, the good and the beautiful. To carry out cultural activities in rural areas, we must adhere to the people-centered development thought and the policy of "agriculture, rural areas and farmers", and respect the majority of farmers' principal position and pioneering spirit. In order to meet the requirements of The Times, culture should pay attention to stimulating the masses' internal power to get rich together, so as to promote the all-round development of society. The artistic performance praises the outstanding achievements of poverty alleviation and plays the main theme of rural revitalization in the new era. When carrying out cultural activities in rural areas, we must adhere to the people-centered approach, respect rural traditional culture and development needs, and allow rural residents to share the dividends of reform and development. At the same time, in order to stimulate the vitality of local culture, we need to combine the idea of culture going to the countryside with

the actual situation of the local.

4. Building a beautiful countryside "Workshop". In order to implement the spirit of the 19th CPC National Congress and promote the construction of ecological civilization, we need to create a beautiful rural environment. Under the current situation, how to build "beautiful countryside" into a new countryside and realize the overall development of urban and rural areas? In order to create a beautiful countryside, we must pay attention to planning, especially to create a unique rural "art wall", so that it becomes a beautiful landscape of the local. At the same time, attention should be paid to the improvement of rural environment and the transformation of farmers' lifestyle to enhance the overall image and cultural taste of villages. In the process of building a beautiful countryside, we need to mobilize the enthusiasm of subjects at all levels, transform "want me to be" into "I want to be", and jointly set up a model of beautiful countryside.

5. Conclusion

Driven by the rural revitalization strategy, the rural economy is booming and people's living standards are constantly improving, which further stimulates people's pursuit of culture and art. Rural revitalization is inseparable from the boosting role of cultural and creative industries. The value of art design is not only to inject vitality into the rural revitalization construction, but also to protect and promote the local culture of the countryside, so as to achieve the beauty and prosperity of the countryside. Starting from the current situation of rural areas in China, this paper analyzes the relationship between rural revitalization construction and art design and the mechanism of mutual promotion between them, and puts forward corresponding suggestions to promote the effective development of art design under the background of rural revitalization. Rural development in the new era plays an important pillar role in the future development of the country, and it is also a crucial part of the realization of the "two centenary goals" in the process of socialist modernization with Chinese characteristics. So, in this context, how should we carry out this project? How to ensure that this work is successfully completed? How to integrate traditional culture and modern elements into the rural revitalization strategy? How to create a charming village full of unique charm? To have a good planning layout and industrial support, I believe that the construction of a beautiful village must be guided by the scientific concept of development. Design is an integral part; Innovation is our indispensable element; It's all about features, highlights and selling points. Creativity is an essential element; Art design is closely related to rural revitalization and is one of the effective ways to promote the construction of new socialist countryside and realize rural modernization. Technology is essential; The existence of the application is indispensable; Service is our indispensable support; Technology is our indispensable support. In the construction of rural revitalization, art plays an indispensable role. It can not only sculpt the image of rural culture and enhance its influence, but also leave an indelible impression on people through the use of symbols. In order to inject the power of art design into rural construction, we need to dig deeply into rural local culture, create rural core competitiveness, and perfectly integrate it into rural life, industry and environment to meet the current rural status and development needs.

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