

Based on the Design of Regional Cultural Symbols under the Rural Revitalization Policy

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Abstract: The study of design translation of regional cultural symbols based on rural revitalization policy aims to explore how regional cultural symbols can be effectively translated and applied to rural revitalization practice through design means. The study analyzes and excavates local cultural resources and uses modern design concepts and technologies to transform traditional cultural symbols into design works with contemporary value and significance. In this way, it not only enhances rural cultural confidence and promotes cultural inheritance and innovation but also enhances the development of rural tourism and cultural industries, ultimately achieving sustainable revitalization and economic growth in the countryside. China has rich resources of "local specialties," which have cultural and historical value and great market potential. In the background of rural revitalization strategy, this paper analyzes the design ideas of Malu grapes, a local specialty of Shanghai, and explores how to design cultural and creative products combining unique regional culture and local specialties. Tapping and developing these local specialties can effectively promote regional economic development and rural industrial revitalization. Through the creative design around the local specialties, it increases the added value of the products, inherits and carries forward the local culture, creates brand influence, enhances product recognition, strengthens the competitiveness of the products, enriches the consumption experience, and promotes the image and quality of the local specialties.

Keywords: Regional Culture; Rural Revitalization; Cultural and Creative Design; Shanghai Local Specialties.

1. Research Background and Significance

1.1. Policy Background

In recent years, the Chinese Government has attached great importance to implementing the rural revitalization strategy. The Opinions of the Central Committee of the Communist Party of China and the State Council on the Implementation of the Rural Revitalization Strategy clearly state that it is necessary to push forward the modernization of agriculture and rural areas in an all-round manner and to promote economic prosperity, ecological livability, civilization, effective governance and a prosperous life in rural areas. The Rural Revitalization Strategy aims to solve the "three rural issues" and emphasizes the importance of cultural inheritance and innovation. The policy requires localities to actively explore and promote rural culture, protect and pass on excellent traditional culture, promote the deep integration of culture with tourism and industry, and contribute to the sustainable development of the rural economy. In this context, how to translate regional cultural symbols into modern design elements has become an important issue in rural revitalization.

1.2. Industry Background

With the promotion of rural revitalization strategy, cultural tourism and characteristic industries in villages worldwide have been developed rapidly[1]. The design industry plays a key role in this process, enhancing villages' brand image and cultural value through visual communication design and promoting the industrialization of cultural resources. Traditional regional cultural symbols, such as traditional handicrafts, architectural styles, and non-heritage activities, have gradually become the source of creative inspiration for designers. Many successful application cases of integrating regional cultural symbols into design innovation have

emerged in the industry, providing a new path for the inheritance and innovation of traditional culture. Therefore, this paper hopes to use this background to further empower the development of design-driven rural revitalization.

1.3. Study Significance

This study is dedicated to promoting rural revitalization and facilitating the formation and improvement of the local industrial chain through the design and promotion of cultural and creative products of Malu grapes, which, as a local specialty of Shanghai, have strong local characteristics and cultural background. Through the design of cultural and creative products, the planting history of Malu grapes, local traditions, and other elements can be integrated into the products, helping to inherit and promote the local regional culture. At the same time, the design of cultural and creative products can meet the market demand for personalized and culturally rich products and enhance the brand value and market competitiveness of Malu grapes. Through innovative design, it can open up new sales channels, expand the market coverage of the products, increase the added value and economic benefits of the products, and ultimately realize the double development of economy and culture.

2. Definition and Interpretation of Relevant Concepts

2.1. Rural Revitalization

A rural revitalization strategy was proposed by Comrade Xi Jinping on October 18, 2017, in the report of the 19th Party Congress. The strategy mainly focuses on solving the "three rural issues" as the top priority of the work of the whole party and implementing the rural revitalization strategy. Under the guidance of the rural revitalization policy, cultural and creative products with regional characteristics should emphasize the deep local characteristics and combine cultural

symbols, modern rural cultural industries, and cultural and creative product design to highlight their unique regional charm. This can be done by extracting figurative and abstract cultural symbols and applying them to the design process of cultural creative products. These products are not just mere commodities, but through the combination of deep processing with local culture and rural tourism, the organic integration of regional culture and creative products is promoted, forming a complete cultural industry chain of rural characteristics.

2.2. Regional Cultural Symbols

In his pattern language theory, Christopher Alexander suggests that design can solve common problems by recognizing and applying Patterns. Each pattern solves a specific design problem and is closely related to culture and place. Regional cultural symbols embody design solutions in a particular cultural context. Therefore, in the context of the current general lack of cultural connotation in cultural and creative design, it is crucial to enhance the cultural value of cultural and creative products, and it is necessary to deeply excavate and organize the connotation of regional cultural symbols. The deeper connotation of regional cultural symbols is an important bridge connecting cultural and creative products with consumers and a key factor in ensuring that the cultural and creative products effectively inherit the regional culture. In this study, the author pays special attention to how to organically integrate the connotations of regional cultural symbols, find the best way to integrate traditional culture and innovation and reflect the core meaning of cultural and creative products by highlighting the cultural connotations. Utilizing the clever combination of the way of using the product and the way of spreading the regional culture, it evokes people's memory and interest in the regional culture. It strives to establish the imprint of regional culture in consumers' hearts, and by stimulating deep emotional resonance, it naturally integrates regional culture into consumers' daily lives, realizes cultural inheritance, and establishes emotional ties with consumers.

2.3. Analysis of the Necessity of Developing Regional Culture under the Background of Rural Revitalization

In his classic book *Design for the Real World*, Victor Papanek suggested that design should serve the sustainable development of society and the environment, not just the pursuit of commercial interests and aesthetic values. He emphasized the social and ecological responsibility of design. Within this framework, the development of design translation of regional cultural symbols can be seen as a responsibility to society and culture. Protecting these symbols through design translation ensures cultural continuity and inheritance, can meet the needs of rural society, and is in line with the social responsibility of design. At the same time, designing with local materials, traditional crafts, and symbolic elements can help promote ecologically sustainable development.

Therefore, from the design perspective, developing regional culture is particularly important. Integrating regional culture into visual communication design can protect and pass on excellent cultural heritage, stimulate the vitality of design innovation, and promote ecologically sustainable development. Design is indispensable in rural revitalization as an important bridge connecting tradition and modernity, culture and economy.

3. Design Case Analysis -- Shanghai Malu Grape Cultural and Creative Design and Development Research

3.1. Design and Positioning

In the early stage of the design, the design of S. Based on the questionnaire, they also know the local products of Shanghai, the quality and packaging, so they see the thumbnail on the online shopping platform, which reflects the whole spirit of the aesthetic subject of choice and evaluation. Although the aesthetic sense has dual emotions (like or dislike), designing an exaggerated and symbolic painting form is necessary to attract users from the visual aesthetic. In China, illustration is a typical example of the cultural innovation that combines traditional and Western cultures. It was spread from Shanghai to the whole country, reflecting the grassroots and civic nature of Shanghai culture [2]

3.2. Design Background

As a local specialty of Shanghai, Malu grapes have a rich historical accumulation of regional cultural elements and important cultural value and economic significance. Malu grape cultivation has a long history, dating back to the Ming and Qing dynasties. Its traditional planting and production techniques are passed down from generation to generation, forming a unique farming culture and skill inheritance system. This profound historical accumulation has endowed Malu grapes with unique cultural value and has become an important part of the local rural life and economic activities.

At present, Shanghai's agricultural GDP accounts for the lowest proportion in the country, with only 10.357 billion yuan. Shanghai's agricultural GDP accounts for less than 3% of the city's GDP, the lowest proportion in China. The aging of the packaging brand of Malu grape leads to the serious loss of young consumer groups. The main reasons are the high appearance similarity, low brand recognition, few single structure patterns, too bright colors, and lack of cultural atmosphere[3]. In the research group led by Lu Jianfei, president of the Shanghai Branch of China Cross-Cultural Communication Society and professor at Shanghai Normal University, a questionnaire survey was conducted in three groups, including local people, people from other provinces and cities, and foreigners, as to make a quantitative and qualitative analysis of the current situation of cross-cultural communication ability in Shanghai. Nearly 1,000 respondents were mainly young and middle-aged people[4]. It is found that the reason for liking Shanghai is not mentioned in the "nickname," so it can be seen that young people do not pay great attention to Malu grapes.

3.3. Design Strategy

3.3.1. Representation and Interpretation of Cultural Symbols

Through the understanding that the Malu grape is a local specialty of Shanghai, Shanghai architecture is a unique ancient architectural style of Shanghai, among which the most typical significance is the Shikumen architecture [5]. Shanghai cheongsam is a unique dress style in Shanghai. It combines the architectural style of Shanghai Shikumen and the cute cartoon characters in Shanghai cheongsam, which reflects the "soil" of Shanghai's local specialty, which is beautiful and can meet people's nostalgia complex. The merger of Shanghai World Financial Center, Jinmao Tower,

and Shanghai Tower is called the Shanghai three-piece set. The Shanghai three-piece set not only represents Shanghai's height but also shows Shanghai's prosperity and charm [6]. They are the landmark buildings of Shanghai, and they have become one of the landmark landscapes of Shanghai with their magnificent attitude. They are combined with the cultural and creative patterns of Shanghai's local specialties, reflecting the "new" of Shanghai's local specialties.

3.3.2. A New Paradigm of Traditional and Modern Design

Traditional culture is the spiritual foundation of a society and an important part of its cultural identity. Traditional design focuses on the inheritance and protection of cultural heritage, emphasizing the historical precipitation and the continuation of cultural symbols. However, under the background of the rapid development of modern society, traditional culture needs to keep pace with The Times, combined with modern aesthetics and technology, and create a new design paradigm that has both the cultural foundation and meets the needs of modern times. It also helps the audience understand and experience the combination of

Shanghai's history and modernity. The combination of the Shanghai three-piece set and the unique ancient architectural style also helps consumers to further understand and experience the combination of Shanghai's historical and modern history. In the Malu grape design project, the author combines the traditional visual image with contemporary products and collides traditional elements and modern aesthetics from several perspectives, such as color integration, graphic innovation, and cultural communication.

3.3.3. Break the Boundary between Innovation and Functionality

According to three kinds of horse lu grape: giant peak rose and drunk, from the color of three grapes, purple, red, green, three series of illustrations for simple with text meaning wen gen products, on the choice of products, with the acrylic brand, meet the consumers to buy when gen products for commemorative purpose, but also make a series of exhibits to meet consumer collection of hobby, beautiful patterns and young fashion wen gen item can also attract young consumers.

3.4. Design Rendering Diagram Display



Fig 1. Shanghai Malu grape cultural and creative product design effect drawing is attached



Fig 2. Shanghai Malu grape creative illustration design effect drawing

4. Epilogue

By deeply discussing the design and translation of regional cultural symbols in the background of rural revitalization policy, this study reveals the innovative application path of traditional culture in modern design. Through a systematic method, combining local cultural elements with modern design concepts, creating design works with local characteristics and contemporary aesthetics, providing new ideas and strategies for rural revitalization. Research shows that the effective translation of cultural symbols can promote

the inheritance and development of rural culture and inject new vitality into the rural economy. In the future, we hope that more designers and scholars can invest in this field, jointly promote the revival and innovative development of rural culture, and contribute wisdom and strength to the sustainable development of rural areas.

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