

The Application of Graphic Design in Cultural and Creative Products

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Abstract: Times are developing, society is progressing, and the quiet rise of cultural and creative products, which not only enriches the content of cultural industries, but also promotes the progress of regional culture. The use of graphic design to enhance the value and meaning of cultural and creative products is accepted by many designers. In the design of cultural and creative products, designers are using graphics more and more frequently to decorate cultural and creative products. Graphics have become a factor that cannot be ignored in the design of cultural and creative products, and the creativity of graphics has a direct impact on the success of the work.

Keywords: Non-heritage Culture; Graphic Design; Cultural and Creative Products; Li Fish Pattern.

1. Introduction

This thesis focuses on the graphic design and the conceptualization process of creative products, and illustrates the practical use of graphic design in the design of creative products in conjunction with the creative products of Lidefish brand, so that people can have a deeper understanding of creative product design, graphic design and cultural communication methods.

2. The Positioning of Graphic Design

The choice of graphics and the style of expression are very important in the design of creative products. First of all, the choice of graphics represents the focus and the theme of the brand's series of creative products. I used the Li fish pattern as the object of the graphic design, and the colors were chosen from the prototype of the Li pattern. The shape of the graphic is abstract, and the overall geometric simplicity is reflected. The audience of this creative product is every group of people who love food and Chinese traditional culture. The purpose is to let more people enjoy the food and learn about the culture of non-heritage, so that the design can drive the development of the brand and promote the culture of non-heritage.

3. The Source of the Idea of Cultural and Creative Products

Creative products have become an essential product for more and more brands, which provides new ideas for the promotion of brand culture and injects new power into the excellent Chinese traditional culture, opening up the diversity of design. Among many food and beverage brands, cultural and creative products are the most direct, derivative and vital combination of brand and culture. Many ways of brand promotion and embodiment are involved in the activities of cultural and creative product design. According to this social background, we apply the graphics and illustrations in the brand image to the cultural and creative products, not only to promote the brand culture of Lidefish restaurant, but also to make people more aware of the Lidefish tattoos in the non-heritage culture through the cultural and creative product design, and to promote the excellent Chinese traditional culture.

4. The Conceptual Value of Cultural and Creative Products

Cultural and creative products help brand culture and non-foreign heritage culture, and this form is having a positive impact in promoting the development of brand economy and cultural undertakings, and its effectiveness is becoming more and more significant. Cultural and creative products often have a rich cultural connotation to meet people's spiritual needs. I take the brand image of Lide Fish Shop as the background, take the VI image of the store and the Lide fish pattern as the design object, create graphic symbols, and derive a series of cultural and creative products, which is very good to give the deep cultural heritage and brand culture of this cultural and creative products, and provide consumers with colorful cultural and creative goods, so that consumers can get a sense of psychological belonging and satisfaction when using and buying. In addition, this creative product plays a role in promoting the Li fish pattern, which is a non-heritage culture, promoting and developing the non-heritage culture and excellent Chinese traditional culture, and injecting new strength through the creative product design.

5. Formal Expression of Cultural and Creative Products

I have expressed the Li fish pattern with visual symbolic effect, designed graphics and fonts for it, and derived a series of cultural and creative products. Such cultural and creative products are full of artistry, reflect the aesthetic characteristics of the audience, and have artistic value and significance. In addition, they also have the characteristics of locality. By understanding the local culture and choosing local patterns as the design object, the creative products reflect the culture of the region.

First of all, I extracted the element of Li fish pattern to design the auxiliary graphics of the brand, and then applied them to the store supplies and creative products. The canvas bag uses the fish pattern in the auxiliary graphic, which is simple and generous, reflecting both the brand LOGO and the Ri pattern; the tea cup and plate use the round fish pattern in the auxiliary graphic, echoing and integrating with the shape of the plate and the cup itself; the tissue paper uses the square

fish pattern in the auxiliary graphic, echoing with its own shape and reflecting each other; the tissue paper box also uses the brand LOGO directly, which is eye-catching. The packaging of wet tissue is a poster graphic created by combining the brand name, slogan and product name, making the items clear and reflecting the brand culture; the outer packaging of chopsticks uses the fish pattern, brand LOGO and name; the place card is a poster graphic created by the brand LP image, brand slogan and other information, with rich and clear content, allowing customers to learn more about the brand culture while waiting to taste the food; the T-shirt is a poster graphic created by the brand LP image, brand slogan and other information, allowing customers to learn more about the brand culture while waiting for the food. The T-shirt is designed with the brand IP image and the store name in English, see Figure 1.

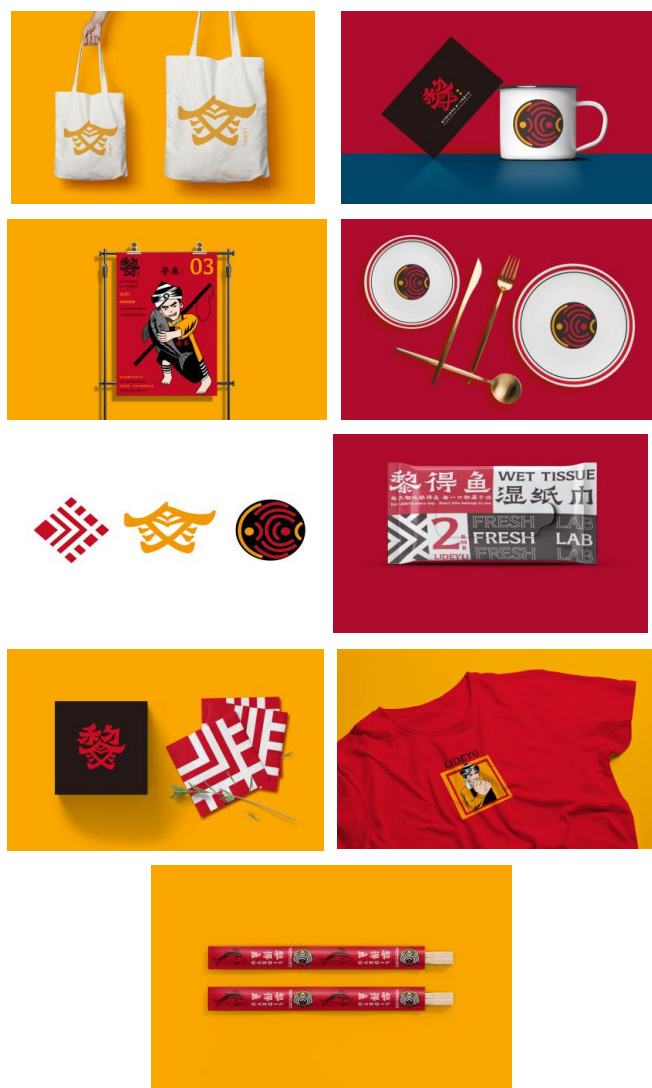


Figure 1. The use of Li fish pattern in cultural creation

6. Promotion Ideas of Cultural and Creative Products

There has been a problem in the process of promoting creative works, how consumers can obtain and successfully accept the creative products disseminated in the market. We need to have a correct promotion concept, not only to create products that can effectively reflect the value and importance, but also to win people's favor and reflect the culture of the brand, so that the products have direct economic benefits and

cultural communication benefits.

At present, the development of new products in the product development market often takes the form of technical or physical innovation. The outstanding feature of cultural and creative products is the principle of people-oriented creativity. Unlike most products in the market, cultural and creative products will make deep understanding and innovation according to consumers' material needs as well as psychological needs. Through the use of visual symbolic language, users' experience is enhanced. In addition, in the design process of creative products, according to the development team's in-depth exploration of the brand culture, the cultural characteristics and customs are integrated into the creative products. This creative approach is in line with the psychological needs of people in today's society, so that the creative products resonate with consumers and sprout an infectious force to attract consumers' desire to buy. It not only expresses the collective expectation of life, answers the individual's doubts about society, but also meets the local requirements for cultural, economic and social development.

7. Future Trends

With the continuous development of the industry, the former types of cultural and creative products have taken on a new color, with a diversity of forms compared to the previous ones, with obvious regional and national characteristics. In order for a brand of cultural and creative products to gain a huge market and be accepted by the audience, it is necessary to establish and enrich its cultural connotation and meet people's spiritual needs. The current market of cultural and creative products has many shortcomings that need to be improved, such as insufficient cultural and creative product development and uncreative graphic design. These shortcomings can be dealt with in two aspects: on the one hand, we should explore more outstanding designers to make the product forms diversified and continuously enrich the cultural connotation of cultural and creative products; on the other hand, we should improve the industrial chain and focus on the promotion and operation of products.

A brand of creative products in the brand culture, but also to reflect its special features. The special feature of the brand is the use of the Li fish pattern design, which not only reflects the source of the brand, the brand culture, but also reflects the culture with a more creative design in the graphics, promoting the excellent Chinese traditional culture and non-foreign heritage culture. Not only in the catering industry to reflect its special features, but also in the cultural industry to make a certain contribution.

8. Concluding Remarks

We live in an age of graphics. Graphics are widely used in all aspects of society. Graphic design and creative product design cannot be separated from each other, and they complement each other. Different types of creative products have their own backgrounds and meanings. In the current era, consumers' material needs are gradually being satisfied, but their psychological needs are not yet fully satisfied. As a designer, we need to consciously give the rich cultural heritage to the creative products, and constantly keep up with the times and make the products more vital. In the brand design of Lidefish, the way of using cultural and creative products to help promote the brand gives a distinctive theme

and profound connotation to the cultural and creative products, and also gives a more novel way to promote the combination of non-traditional culture and brand culture. The practical use of graphic design in the design of cultural and creative products well reflects the new visual sense and meaning of modern graphic design.

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