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Modular Reform and Practice of Digital Cultural and Creative Design Courses based on County Place Name Culture Under the Background of Rural Revitalization

-- A Case Study of Jinxiang Town, Cangnan County, Wenzhou

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Abstract: Driven by the rural revitalization strategy, the activation and utilization of county place name culture have become a key grasp for cultural revitalization. As the birthplace of the "Wenzhou Model" and the "No. 1 Digital Town in China", Jinxiang Town, Cangnan County, Wenzhou, its place name culture carries multiple connotations of military history, marine commerce and folk custom inheritance, providing high-quality teaching resources for digital cultural and creative design courses. Taking the digital cultural and creative design courses in vocational colleges as the research object, based on the characteristics of place name culture in Jinxiang Town, this paper constructs a four-dimensional curriculum module of "cultural excavation — digital transformation — creative design — industrial empowerment". Through targeted teaching practice, it realizes the coordinated improvement of students' design ability, cultural inheritance and local industrial development. Research shows that the modular curriculum reform relying on Jinxiang's place name culture can not only solve the problem of "valuing skills over culture" in traditional courses, but also inject creative momentum into the county's cultural tourism industry, providing a replicable practical sample for curriculum reform under the background of rural revitalization.

Keywords: Rural Revitalization; Jinxiang Town; Place Name Culture; Digital Cultural and Creative Design; Curriculum Modularization.

1. Introduction

The in-depth advancement of rural revitalization urgently needs innovative practices centered on regional culture to empower it. As an important carrier of rural cultural memory, county place names embody the historical changes, geographical characteristics and humanistic spirit of specific regions. Jinxiang Town, Cangnan County, was historically known as "Yingzhou", and later named "Jinzhou Township" because of the legend of "Jinzhou capsizing". During the Hongwu period of the Ming Dynasty, Jinxiang Guard was established. The integration of military system and marine culture created its unique place name culture system (Cangnan County People's Government). As the "No. 1 Digital Town in China" and "Trademark Culture City", Jinxiang not only has a mature industrial foundation such as printing and packaging, but also retains rich place name cultural resources. However, there are problems such as a single form of cultural communication and homogenization of cultural and creative products, failing to give full play to the role of culture in empowering industries.[1]

The digital cultural and creative design courses in vocational colleges are an important link connecting cultural resources and industrial needs. However, the traditional curriculum system is disconnected from local culture, and the practical teaching is misplaced with market demand. Based on this, this paper carries out curriculum modular reform with Jinxiang's place name culture as the core material. Through the closed-loop design of "cultural excavation — digital transformation — creative design — industrial empowerment", it cultivates compound talents with both cultural literacy and practical ability. At the same time, it promotes the digital activation and industrial transformation of Jinxiang's place name culture, realizing a win-win situation for talent training, cultural inheritance and rural revitalization.[2]

2. Ideas and Element Analysis of Modular Curriculum Reform and Practice

2.1. Selection of Characteristic Towns

The integration of Jinxiang's place name culture and digital cultural and creative courses has a solid logical fit. Its place name system carries three core values: military guard, marine commerce and folk intangible cultural heritage. Military place names such as Weiqian and Qixing, marine commerce place names such as "Jinzhou", and place names bound to intangible cultural heritage skills such as Zhumeiling provide rich materials for cultural and creative design. As the birthplace of the "Wenzhou Model" and the "No. 1 Digital Town in China", Jinxiang has pillar industries such as printing and packaging and improved digital infrastructure, providing a practical soil for the transformation of cultural and creative achievements. The development of rural cultural tourism industry has spawned an urgent demand for compound talents who "understand culture + master digital design". The shortcomings of traditional cultural and creative products highlight the value of curriculum reform, which can accurately match industrial needs and help the upgrading of cultural tourism.[3]

2.2. Path Design of Modular Reform of Digital Cultural and Creative Design Courses Based on Place Name Culture

In order to further carry out the modular reform of digital cultural and creative design courses based on county place name culture, the relevant curriculum reform is based on the needs of the rural revitalization strategy, takes the place name culture of Jinxiang Town, Cangnan County, Wenzhou as the core, and constructs a four-dimensional modular system of "cultural excavation — digital transformation — creative design — industrial empowerment". Following the principles of cultural adaptation and integration of production and education, it deeply integrates the three cultural values of Jinxiang's military guard, marine commerce and folk intangible cultural heritage.

In practice, a collaborative team of "colleges + government + enterprises + inheritors" is established. First, the core symbols of place name culture are extracted through field investigations and expert lectures; then digital technology is used to realize the digital presentation of cultural symbols; then, combined with Jinxiang's printing industry advantages, characteristic products such as IP images and cultural and creative derivatives are developed; finally, the market-oriented transformation of achievements is promoted through enterprise docking and cultural tourism scene application.[4]

The reform takes the progressive ability as the logic, which not only solves the problem of "valuing skills over culture" in traditional courses, but also accurately matches the demand for compound talents in the rural cultural tourism industry, realizing the coordinated win-win of students' ability improvement, cultural inheritance and innovation, and local industrial development.

3. Construction and Design of Curriculum Modularization Based on Jinxiang's Place Name Culture

3.1. Principles of Curriculum Modularization Construction

The construction of curriculum modularization based on Jinxiang's place name culture follows four core principles: taking cultural adaptation as the foundation, closely aligning with the three cultural themes of Jinxiang's military guard, marine commerce and folk intangible cultural heritage, ensuring that the curriculum content is accurately connected with local culture and avoiding generalized design; taking the integration of production and education as the support, cooperating with local printing and packaging enterprises, cultural tourism companies and intangible cultural heritage workshops, integrating real enterprise projects into teaching, and realizing the synchronization of teaching content with industrial needs and the consistency of practical processes with production processes; taking the progressive ability as the logic, designing modules according to the gradient of "basic ability — core ability — comprehensive ability", and gradually improving students' professional skills and comprehensive literacy from cultural excavation to achievement transformation; taking digital empowerment as the highlight, integrating cutting-edge technologies such as AR/VR, 3D modeling and artificial intelligence, conforming to the industrial characteristics of Jinxiang as the "No. 1 Digital Town", and enhancing the technical forward-looking and practical applicability of the curriculum.

3.2. Specific Design of Four-Dimensional Curriculum Modules

Table 1. Specific Design Logic Element Table of Four-Dimensional Curriculum Modules

Module Name	Core Objectives	Jinxiang's Characteristic Teaching Content	Teaching Methods	Key Points of Ability Training
Cultural Excavation Module	Extract core cultural symbols	Evolution of place names, field investigation, symbol extraction	Field investigation method, interview method, discussion method	Cultural research and symbol extraction ability
Digital Transformation Module	Realize the digitalization of cultural symbols	Digital illustration, 3D modeling, AR technology application	Project-based teaching method, practical training method	Digital technology application and cultural transformation ability
Creative Design Module	Develop characteristic cultural and creative products	IP image, cultural and creative derivatives, interactive product design	Project-driven method, brainstorming method	Creative design and market adaptation ability
Industrial Empowerment Module	Promote the marketization of achievements	Brand planning, enterprise docking, cultural tourism application	School-enterprise cooperation method, practical exercise method	Industrial docking and achievement transformation ability

In order to better carry out the modular reform and practice of digital cultural and creative design courses based on county place name culture under the background of rural revitalization, the team has designed a specific design logic element table of four-dimensional curriculum modules, as shown in Table 1.

4. Curriculum Practice Process Based on Jinxiang's Place Name Culture

4.1. Practical Preparation: Resource Integration and Preliminary Investigation

This practice takes the 2023 students of the Digital Cultural and Creative Design major of Zhejiang Dongfang Polytechnic as the object. It unites the Cultural and Tourism Bureau of Jinxiang Town, Cangnan County, 3 local printing and cultural and creative enterprises and 2 intangible cultural heritage

inheritors to form a collaborative teaching team of "colleges + government + enterprises + inheritors". Before the practice, students are organized to carry out a one-week field investigation in Jinxiang Town: visiting Weiqian Community and the site of the ancient guard city to collect military cultural materials of place names such as "Jinxiang Guard" and "Qixing Dun"; interviewing intangible cultural heritage inheritors to record the traditional patterns and technical characteristics of Jinxiang embroidery; consulting the "Cangnan County Chronicle" to sort out place name legends such as "Jinzhou capsizing", and finally extracting 12 core cultural symbols such as the outline of the guard city, ancient ship shape and embroidered cloud patterns.

4.2. Module Implementation: Hierarchical Teaching and Project Promotion

4.2.1. Cultural Excavation Module: Deeply Cultivate the Core of Regional Culture

Through the way of "theoretical explanation + field investigation + inheritor teaching", students master the methods of place name culture excavation. Experts from the Cultural Station of Jinxiang Town are invited to explain the guard system and the evolution of place names. Students are organized to participate in the "place name culture search" activity, complete the "Jinxiang Place Name Culture Research Report" in groups, and extract three design themes: "Weicheng Heroism", "Jinzhou Sailing" and "Intangible Heritage Ingenuity".

In the digital transformation module, students are guided to create place name culture-themed illustrations using Photoshop and Illustrator, complete 3D modeling of Jinxiang Guard City Gate and ancient wharf through Blender software, and introduce AR technology teaching. Referring to the interactive mode of Wangpizhuang Folk Custom Museum, an interactive scene of "scanning the place name stele to trigger the historical animation of the guard city" is designed. Enterprise tutors on-site demonstrate the connection points between printing technology and digital design. The creative design module focuses on market adaptation. Combined with Jinxiang's printing industry advantages, it develops characteristic products such as "Weicheng Guard" IP image, AR cultural and creative refrigerator stickers, and place name culture AR guide H5. Among them, scanning the AR refrigerator stickers can present anti-Japanese pirate story animations, and the H5 integrates guide and legend explanation functions. In the industrial empowerment stage, a design exhibition is held in conjunction with enterprises, and 15 excellent works are selected for incubation. The "Weicheng Heroism" series of illustrations are put into the production of notebooks and canvas bags, with sales exceeding 200,000 yuan in three months; the AR refrigerator stickers have become the official cultural and creative products of the ancient guard city scenic spot, and the online promotion of the place name culture H5 has accumulated more than 100,000 visits.

4.3. Practical Effects

During the practice, students completed 32 field investigation reports, 68 digital works and 45 design schemes. 8 works won municipal awards. Their abilities in cultural excavation, digital technology application and market docking have been significantly improved. The employment rate has increased by 15% compared with the previous session, and 30% of the students have joined local cultural and creative enterprises in Wenzhou. In terms of cultural inheritance, through forms such as AR interaction and digital IP, Jinxiang's place name culture has achieved a transformation from "static protection" to "dynamic communication", attracting the attention of young people and expanding the radius of cultural communication. At the industrial level, the course has injected creative vitality into Jinxiang's cultural and creative industry, enriched the product categories. The cultural and creative incubation base co-built with enterprises has formed a complete industrial chain, driving more than 10 small and micro enterprises to participate in development, and providing a strong momentum for the upgrading of rural cultural tourism industry.

5. Reflection and Optimization Direction of Curriculum Reform

5.1. Existing Problems

The depth of cultural excavation is insufficient. Some students have a one-sided understanding of the guard culture, and the expression of cultural connotation in design works is not accurate; the long-term mechanism of school-enterprise cooperation is not perfect, the enterprises' participation in teaching evaluation is not enough, and there is a time lag between the update of curriculum content and industrial development; the sustainability of achievement transformation is weak, lacking follow-up operation support, and it is difficult to form long-term market influence.

5.2. Optimization Direction

Deepen interdisciplinary collaboration and add special courses on place name culture; improve the school-enterprise co-construction mechanism, promote the connection between curriculum standards and industrial needs; build a long-term incubation platform, set up a special fund, and provide support for brand operation and market promotion. Build a long-term incubation platform, relying on the school's innovation and entrepreneurship center and the Cultural and Tourism Bureau of Jinxiang Town, set up a "Jinxiang Place Name Culture Cultural and Creative Special Fund" to provide follow-up brand operation and market promotion support for excellent design works, and form a sustainable achievement transformation mechanism.

6. Conclusion

Under the background of rural revitalization, the activation and utilization of county place name culture is an important proposition of cultural revitalization, which urgently needs in-depth collaboration and two-way empowerment between education and industry. Taking Jinxiang Town, Cangnan County, Wenzhou as an example, based on its dual advantages as the birthplace of the "Wenzhou Model" and the "No. 1 Digital Town in China", this paper deeply excavates the three major place name cultural connotations of military guard, marine commerce and folk intangible cultural heritage, and constructs a four-dimensional curriculum module of "cultural excavation — digital transformation — creative design — industrial empowerment". By deeply integrating regional cultural resources with digital design technology and industrial practical needs, it not only solves the prominent problems of "valuing skills over culture", "being divorced from the local" and "supply-demand mismatch" in traditional

digital cultural and creative courses, but also provides accurate talent support and vivid creative output for the development of county cultural industry.

Practice has fully proved that the curriculum modular reform based on regional place name culture is an effective path to connect the links of cultural inheritance, talent training and rural revitalization, providing a replicable practical sample for curriculum construction in similar counties. In the context of the digital era, place name culture, as a precious intangible cultural asset, gains new vitality through the integration with vocational education and industrial development. It not only enriches the connotation of rural revitalization but also builds a bridge for young people to inherit and innovate traditional culture.

In the future, it is necessary to further deepen the integration of production and education, strengthen interdisciplinary collaboration, continuously optimize the curriculum system and practical mechanism, so that the digital cultural and creative design course can truly become a "dynamic engine" empowering rural cultural revitalization. It is also expected that more vocational colleges and regional areas will explore the integration path of local culture and professional education, let the county place name culture carrying historical memory and regional characteristics bloom more brilliant light in the digital age, and make greater contributions to the comprehensive promotion of rural revitalization and the sustainable development of regional culture and industry.

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2. Research outcome of the second batch of teaching reform projects in the "14th Five-Year Plan" of higher vocational education in Zhejiang Province: Research and Practice on the New Quality Teaching Reform of the Art Design Professional Group in Vocational Colleges Empowered by AIGC+.

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