

# Research on the Application Research of Cultural and Creative Design in Rural Revitalization

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**Abstract:** The rural revitalization strategy is an important direction of rural development in the new era, and the combination of cultural and creative industry and rural construction provides a new path for the development of rural economy and culture. With the continuous strengthening of China's comprehensive national strength and the improvement of material living conditions, people's demand for culture is increasingly strong. This paper takes the design of cultural and creative products as the starting point, and discusses its practical value and application mode in rural revitalization. Through the analysis of rural cultural resources mining, and product development, brand image building and industrial integration, put forward the design can assign strategy and methods of rural development, for the rural cultural revitalization and rural and product development provide sustainable innovation driving force, build up the virtuous cycle of cultural inheritance and economic income mechanism, to implement the cultural industry can assign rural revitalization strategy has important reference value.

**Keywords:** Cultural and Creative Design; Rural Revitalization; Cultural Inheritance; Sustainable Development

## 1. The Correlation between Rural Revitalization Background and Cultural and Creative Design

### 1.1 Connotation and Objectives of the Rural Revitalization Strategy

Rural revitalization is an important measure to realize the goal of agricultural and rural modernization [1], and also an important measure to solve the problems of "agriculture, rural areas and farmers" and realize the all-round construction of comprehensive

modernization [2].

The key to realizing rural revitalization is the coordinated development of rural economy, culture, ecology and society. To stimulate the rural endogenous power, protect the traditional cultural heritage, promote industrial upgrading, promote the growth of farmers' income for the purpose.

### 1.2 Definition and Function of Cultural and Creative Design

Cultural and creative design is to integrate cultural factors into the creative design and give it special cultural and aesthetic significance. While maintaining its original connotation, it can also inject new vitality into it, and plays a role in cultural transmission and inheritance.

Through the design to convey the cultural value of the local [3], to enhance the cultural identity and pride of the local citizens. Cultural and creative design should not only pay attention to aesthetics, but also pay attention to practicality, which can improve people's living standard and aesthetic ability.

### 1.3 Coupling Relationship between Cultural and Creative Design and Rural Revitalization

Cultural and creative design can transform rural cultural resources into economic value, enhance the market competitiveness of rural products through the innovation of design, and promote the protection and living inheritance of traditional culture. The coupling relationship between cultural and creative design and rural revitalization is reflected in a two-way enabling mechanism between traditional resources and modern economy with cultural creativity as the link. Under the framework of the rural revitalization strategy, the cultural and creative design systematically decodes the rural cultural genes, transforming the regional material remains, intangible

cultural heritage skills, ecological landscape and other resources into what can be perceived, disseminated and consumable as cultural capital.

Cultural creativity drives industrial upgrading to increase economic income, and economic benefits feed back cultural heritage protection and ecological environment governance, thus forming a closed-loop system of sustainable development. At present, with the flow of urban and rural elements, and design is becoming a new media of urban and rural cultural dialogue, both attract urban creative talents to participate in rural construction, and through the electric business platform, brigade experience channels to promote rural culture "go out", finally in the urban and rural integration development pattern of rural culture value multidimensional reconstruction and comprehensive revitalization. The combination of the two can realize a virtuous cycle of "culture enabling industry and industry feeding culture". The two complement each other and jointly promote the all-round revitalization of rural economy, culture, ecology and society.

## **2. Excavation and Transformation of Rural Cultural Resources**

### **2.1 Classification and Characteristics of Rural Cultural Resources**

Rural cultural resources can be divided into two categories: material and cultural resources and intangible cultural resources. Most of the material and cultural resources that we can directly appreciate, such as natural landscape, historical buildings, traditional villages, agricultural heritage, etc., which have intuitive and spatial characteristics, such as terraces, ancient dwellings, water conservancy projects, etc., are not only the embodiment of the unique features of the countryside, but also an important support for local tourism development. Intangible cultural resources cover folk activities, traditional skills, festival ceremonies, oral literature, etc., with the characteristics of vitality and inheritance, such as paper cutting, embroidery, local opera, folk stories, etc., reflecting the local historical memory and cultural heritage. Integrating regional cultural elements into the design of cultural and creative products can not only improve the cultural value of cultural and

creative products, but also improve the market competitiveness of enterprises [4].

The characteristics of rural cultural resources are mainly reflected in the following aspects: first, the geographical environment and historical background form unique regional characteristics; second, various resources, involving farming, folk customs, religion and literature; third, ecological value, many cultural heritage and natural landscape interdependent, highlighting the philosophy of human coordination; fourth, the vulnerable characteristics, the modernization process of some cultural assets on the verge of extinction, need to be rescued and continued.

### **2.2 The transformation Path of Cultural Creative Design to cultural Resources**

#### **2.2.1 Symbol extraction**

Symbol extraction is one of the most important ways to transform cultural and creative design into cultural resources. In cultural and creative design, the key to excavate cultural resources lies in element refining. Designers need to deeply analyze the local local cultural characteristics, and extract the typical visual elements from the traditional patterns, folklore and custom signs.

By refining geometric figures and animal and plant patterns in traditional handicrafts such as embroidery, paper cutting and architectural decoration, they are integrated into modern visual design to form unique patterns, logos or decorative elements. These cultural symbols not only inherit the core values of local art, but also innovate and deduce with the help of modern design concepts, so as to better meet the current aesthetic trend.

The extraction of traditional symbols is not only a systematic combing of cultural heritage, but also realizes the innovative transformation of its visual aesthetics, giving cultural and creative products with unique cultural imprint.

#### **2.2.2 Narrative reconstruction**

Narrative reconstruction is the core methodology for cultural creative design to activate rural cultural resources. Its essence lies in the contemporary translation of cultural memory through cross-media narrative strategies. Based on field investigation, the designer systematically sorted out narrative motifs such as rural oral history, local Chronicles and folk symbols, and reconstructed the cultural expression system by

means of symbol translation, scene creation and interactive design.

For example, the inheritors of Fengxiang Clay Sculpture in Shaanxi province cooperated with new designers to deconstruct and reorganize the myth narratives of "Zhong Kui catches ghosts" and "Kirin son" in traditional New Year pictures, and develop a series of "clay blind boxes", which combines the core of myth and modern aesthetics. The product builds the story universe through the character card, scanning the code to unlock the AR animation plot, transforming the folklore into interactive digital narrative; at the same time, launch a dynamic picture book, which reproduces the farming life scene with the 24 solar terms as the context. This three-dimensional narrative not only strengthens the emotional resonance of cultural communication, but also extends the theme home stay experience, cultural and creative market and other derivative formats through "story consumption", forming a closed loop of "cultural decoding-creative coding-industrial value-added".

#### 2.2.3 Functional innovation

The core of cultural and creative design lies in promoting the transformation of cultural resources through functional innovation. Although the unique traditional crafts and folk utensils in the countryside have unique practical value, they may be increasingly marginal because they cannot meet the modern needs. Through functional innovation, designers combine traditional handicrafts with modern lifestyle and endow them with new practical value.

For example, bamboo weaving makers in Dongyang, Zhejiang province cooperated with designers to transform the traditional bamboo steamer into a modular tea ceremony appliance. By optimizing the structural design, the steamer can be disassembled into three sets of tea mat, tea leakage and tea support. The bamboo strip woven pattern integrates modern geometric aesthetics, and embedded high temperature resistant silicone ring to improve the sealing. The new products not only retain 24 handmade weaving techniques, but also meet the space demand of urban tea art. The unit price is increased by 8 times, driving the annual output value of the workshop to exceed 3 million yuan, and attracting more than 30 young people to return home to inherit the skills. Functional innovation not only

continues the rural cultural resources, but also opens up a new market space for them, and promotes the sustainable development of the rural economy.

### 3. Practice Mode of Cultural and Creative Design in Rural Revitalization

#### 3.1 Product Design: from Local Specialty to Cultural IP

The core of cultural and creative product design lies in innovation. As a designer, he can use visual communication means and translate it into a simple and visual symbol, so that the audience can quickly form cognition and then have a deep impression [5].

Traditional rural local specialties, such as agricultural products, handicrafts, etc., are often limited to regional sales, lack of brand influence and cultural added value. Through cultural and creative design, these local specialties can be transformed from a single functional product into cultural IP with cultural connotation and brand value, and create new products with both practicality and cultural charm.

#### 3.2 Space Design: the Reconstruction of Rural Public Space

The reconstruction of rural public space is an important way to activate the rural cultural ecology and community vitality. Traditional Spaces, such as ancestral halls, discussion squares, ancient stage and open-air markets, are not only material carriers for villagers' sacrifice and social festivals, but also the concrete existence of collective memory and cultural identity. In the face of some lag, the designer realizes space regeneration through the strategy of "in-situ renewal": retain the architectural texture of ancestral temple beams and columns and rammed earth walls, implant the digital exhibition system to build "rural memory hall"; transform the abandoned grain field into detachable stage and ecological rest composite space, which can meet the daily meeting and hold cultural and creative market; the traditional market is upgraded to "smart market" through modular device design, and divide the intangible cultural heritage performance area, agricultural and creative retail area and interactive experience area.

For example, "Wenli Songyang Three Temple Cultural Exchange Center" in Songyang,

Zhejiang province, transformed the dilapidated City God Temple and Confucian Temple community into a cultural complex connecting historical and modern culture, and reproduced the grand scenery of temple fairs through light and shadow devices, and embedded new business forms such as coffee book bar and folk art workshop. This spatial reconstruction not only continues the spirit of the place, but also stimulates the efficiency of space use through functional superposition, promotes the multi-dimensional symbiosis of intergenerational communication, cultural inheritance and tourism economy, and forms a virtuous cycle mechanism of "spatial production- -cultural communication- -community governance".

### **3.3 Experience Design: An Immersive Scene with Cultural and Tourism Integration**

The immersive scene of cultural and tourism integration is an innovation engine to realize the activation of cultural resources and the upgrading of tourism industry in rural revitalization. By integrating the unique natural ecology, historical memory and folk culture of the countryside, and using digital technology, scene narrative and interactive design, a multi-dimensional experience space is constructed.

For example, restore the historical scene of ancient villages to create a "space-time corridor"; design agricultural culture experience workshop with the context of solar terms, allow visitors to participate in farming activities like sowing and harvesting, turn the traditional festivals into thematic immersive theater, and enhance cultural perception through role-playing and task unlocking. Such design not only strengthens the cultural identity of tourists through the "five-sense linkage", but also extends the consumption chain and drives the derivative industries such as home stay, catering and hand-made experience. At the same time, the immersive scene forms the "web celebrity effect" through social media communication, attracting young consumer groups and makers to enter, promoting the rural transformation from "landscape consumption" to "cultural empathy", and finally realizing the coordinated development of cultural value transformation, industrial quality and efficiency improvement and the remodeling of community vitality. The

immersive scene design not only enhances the sense of participation and interaction of tourists, but also deepens their understanding and identification of rural culture.

## **4. Challenges and Countermeasures of Cultural and Creative Design in Enabling Rural Revitalization**

### **4.1 Existing Problems**

Rural revitalization is to accelerate the pace of rural development and make it match the development of the new era [6], but there are many challenges in the process of cultural and creative design enabling rural revitalization. First of all, the development of cultural resources is homogenized and lacks of regional characteristics. When developing cultural resources, many villages blindly imitate successful cases, which makes the rural areas less attractive and makes it difficult to form differentiated competitive advantages. Secondly, the shortage of design talents and the participation of villagers, which leads to the disconnection between design and actual demand, and it is difficult to achieve sustainable development. Finally, the industrial chain is not perfect, the market docking is difficult, resulting in difficult products to a broader market, economic benefits are limited.

### **4.2 Development Strategy**

Based on the characteristic resources of traditional villages, it is particularly necessary to create a batch of landmark, leading and key cultural tourism products, combine the cultural positioning and resource advantages of traditional villages, and innovate the supply of characteristic cultural tourism products of villages [7].

In order to effectively promote cultural and creative design to empower rural revitalization, it is necessary to develop systematic development strategies. The government should play a guiding role, introduce supporting policies and provide financial guarantee; enterprises are responsible for market connection and resource integration; villagers, as carriers and beneficiaries of cultural resources, should actively participate; and designers should provide professional creative support. Through multi-party coordination, joint forces are formed to ensure the sustainability and effectiveness of cultural

and creative design projects. By integrating the cultural resources in the region, to build a public brand with regional characteristics.

## **5. Future Outlook**

### **5.1 From "Blood Transfusion" to "Hematopoietic": the Construction of Rural Independent Innovation System**

The key to rural revitalization lies in the transformation from external "blood transfusion" to internal "hematopoietic", that is, the construction of rural independent innovation system. Through the establishment of rural cultural and creative cooperatives, design workstations and other platforms, local resources are integrated to stimulate endogenous impetus. At the same time, combined with the modern business model, to create an integrated chain of "design + production + sales", to promote the sustainable development of rural cultural and creative industries. In addition, through policy support and market guidance, rural independent brands will be cultivated, and the added value of products will be enhanced, so that rural areas will shift from relying on external support to self-drive, and finally realize the dual revitalization of economy and culture. More fully display and convey the intrinsic value of rural culture, so as to attract tourists and promote the development of rural tourism, and then accelerate the realization of the goal of rural revitalization [8].

### **5.2 Rural Culture Output from the Perspective of Globalization**

In the context of globalization, the export of rural culture has become an important way to enhance China's soft power. The principle of sustainability should be taken as the basic principle [9], and scientific and reasonable planning objectives and development strategies should be formulated. With the help of cross-border e-commerce, international exhibitions, digital media and other channels, the unique cultural resources of Chinese rural areas to the world. Combined with the international market demand, innovative design language, so that the rural culture not only retains the local characteristics, but also conforms to the global aesthetic. Through cultural export, it can not only enhance the international influence of China's rural culture, but also open up a new

growth point for the rural economy, and achieve a win-win situation between culture and economy. At the same time, we should find the shortcomings of rural cultural and creative products, redesign cultural and creative products with industrial value, and recreate the added value of cultural and creative products [10].

## **6. Conclusion**

As an important driving force of rural revitalization, cultural and creative design has played an irreplaceable role in excavating rural cultural resources, promoting the upgrading of rural industries, and enhancing rural attractiveness. Through symbol extraction, narrative reconstruction, functional innovation and other design paths, rural culture can be activated and transformed into products and services with market competitiveness. At the same time, cultural and creative design enables rural revitalization to also face challenges such as homogenization of cultural resources development, shortage of design talents, and imperfect industrial chain. However, these problems can be effectively solved through top-level design, talent training, technology integration and brand building strategies. In the future, rural revitalization will shift from "blood transfusion" mode to "hematopoietic" mode to build rural independent innovation system and promote sustainable development.

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