

The Application of Ceramic Art in Cultural and Creative Product Design in Northern Guangdong: A Case Study of the Shixia Culture

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Abstract: In recent years, with the rapid development of the social economy, the living standard of the public has been effectively improved, as the people are no longer limited to the pursuit of material level and can be more focus on spiritual and cultural pursuit. The emergence of cultural and creative product design can effectively meet the spiritual and cultural needs of the public, the effective integration and dissemination of ceramic art, cultural and creative products, and Shixia culture. In addition to enriching and improving the content and expression of cultural and creative product design, enhancing the unique novelty of the product, it can also promote the promotion, dissemination, and development of Shixia culture to make the public deeply understand the charm of Shixia culture. In this regard, this paper takes Shixia culture as an example, firstly expounds the application principles of ceramic art in the design of cultural and creative products, and then puts forward the application path of ceramic art in the design of cultural and creative products, to provide some reference and reference for relevant researchers.

Keywords: Ceramic art; Cultural and creative product design; Shixia culture; Application

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1. Introduction

Shixia culture, a bright pearl inlaid in the late Neolithic Age in southern China, has not only left a strong mark on the picture of history with its unique charm of ceramic art and decorative style, but also become an endless source of inspiration in the field of modern cultural and creative design^[1]. In exploring the journey of integrating this ancient wisdom into modern life, designers shoulder a dual mission: to dig deep into the essence of Shixia culture, skillfully integrate the unique language of its ceramic art, and create excellent cultural and creative works that not only carry the profound historical background but also adhere to the contemporary aesthetic trend^[2]. At the same time, they need to carefully consider the practicality and user experience of the product to ensure that each work is not only a piece of art but also a small and practical

companion in life. It is not only a dialogue between tradition and modernity but also a tribute and continuation of the vitality of Shixia culture. Through such cross-border integration of design practice, people can not only make the traditional culture in the digital era, but also feel the charm and temperature that spans thousands of years in daily life, so that the ancient civilization continues to shine on the stage of modern society, so that every consumer can experience the beauty of cultural inheritance and innovation in daily use ^[3].

2. The application principle of ceramic art in cultural and creative product design

2.1. Principles of innovative design

To apply ceramic art to Shixia cultural and creative products, designers need to make innovative use of Shixia cultural elements. Creativity is the key to the design of cultural and creative products, which is directly related to whether it can seize the appeal of consumers. If Shixia cultural and creative products lack creativity, it is difficult to have a relatively strong competitiveness ^[4]. Therefore, designers should have the courage to break through the conventional design concept, closely around Shixia culture, creative and application of ceramic art, and under the premise of inheriting and carrying forward Shixia culture, use new design forms to express ceramic art, so that Shixia culture will glow with new vitality. For example, when designing the cultural and creative products of Shixia culture related to the theme of ceramics, designers can not only fully explore the patterns in ceramic art and Shixia culture patterns but also make creative application of modern technology ^[5]. Taking 3D printing as an example, through the customization of different types of cultural and creative products, the direct processing of complex components can be realized, and the problems in their shape and structure can be quickly detected. With the help of this technology, designers innovatively design the shape of ceramic cultural and creative products, flexibly apply various ceramic art elements in different regional locations, and realize the close combination of Shixia culture and modern elements ^[6].

2.2. Practical design principle

The application of ceramic art in the design of Shixia cultural and creative products should not only consider the cultural experience and aesthetic needs of consumers comprehensively, but also pay attention to the practicality of cultural and creative works, which can meet the daily use needs of consumers, especially the creative design of cultural and creative products related to ceramics ^[7]. At the same time, designers need to integrate ceramic art with Shixia culture, take practicality as the premise, and better apply it to the design of cultural and creative products. At the same time, they also need to innovate modern technology skills so that consumers can resonate at the ideological and emotional level, enhance their identification and ownership of Shixia culture, and also make the practical function of cultural and creative products more perfect ^[8]. Based on the innovative design form of ceramic art and culture, restore and retain the property and practical function of ceramic cultural and creative products, and finally present in front of consumers in a unique form, and promote the innovative inheritance and development of Shixia culture.

2.3. Cross-border integration and the principle of multiple experience

In the field of cultural and creative product design, cross-border integration has become a trend. The combination of ceramic art and Shixia culture should not be limited to a single form or field but should explore cross-border cooperation with other art forms, such as digital art, fashion design, traditional handicrafts, and so on, to create diversified cultural experiences ^[9]. For example, interactive ceramic

installation art can be designed to allow consumers to experience the historical story of Shixia culture through AR technology while visiting the exhibition or cooperate with a fashion brand to launch a limited-edition ceramic accessory series, incorporating traditional cultural elements into modern fashion trends. This cross-boundary attempt can not only enrich the expression forms of cultural and creative products but also broaden the channels of cultural transmission and attract a wider audience ^[10]. At the same time, paying attention to the principle of multiple experiences is also the key to enhancing the appeal of cultural and creative products. In the digital age, users' demand for product experience is no longer limited to vision or touch, but a comprehensive and multi-sensory immersive experience. Therefore, in the design process, every detail of user experience should be fully considered, and a variety of elements such as sound, light and shadow, touch, and even emotional resonance should be combined to create a unique interactive experience.

2.4. Principles of cultural inheritance and sustainable development

Integrating ceramic art into the design of cultural and creative products is not only a combination of aesthetics and practicality but also a kind of inheritance and development of traditional culture. As a treasure of Chinese civilization, Shixia culture, with its unique artistic style and historical value, has provided rich creative materials and sources of inspiration for ceramic art. Therefore, in the design process, the principles of cultural inheritance and sustainable development must be followed. When learning from the cultural elements of Shixia, researchers should respect its historical background and cultural connotation, re-interpret and creatively express it through modern design techniques, so that the traditional elements are presented in a novel and vivid way, which not only retains the original cultural flavor, but also gives it a sense of the time. Considering the resource consumption and environmental impact in the ceramic production process, the concept of environmental protection should be integrated into the design, and sustainable materials and processes should be adopted, such as the use of waste ceramic fragments for re-creation, to reduce resource waste, while improving the added value of products, and passing on the concept of green life ^[11]. For example, the North of Guangdong Tea Picking Opera is a national intangible cultural heritage project, designs can be tall and short step, cloud hand, touch step, fan flower, solo dance, dance to dance and other art forms, reflected in the ceramic cultural and creative works, cultural and creative products are not only commodities, but also the carrier of cultural communication. Through the application of ceramic art in cultural and creative products, the public's knowledge and understanding of Shixia culture can be deepened, the spread and popularization of culture can be promoted, and cultural self-confidence can be enhanced ^[12].

3. The application path of ceramic art in cultural and creative product design

3.1. To uphold cultural values and enhance the core values of cultural and creative products

To design Shixia cultural and creative products based on ceramic art, designers should effectively integrate modern aesthetic elements with Shixia culture, which can not only enrich the cultural connotation of cultural and creative works but also meet the aesthetic needs of contemporary consumers. For example, the designer uses the typical patterns of Shixia culture, such as squares, curves, and swirly patterns, to design a series of pottery, cultural, and creative products ^[13]. These cultural and creative products not only integrate the features of ancient Shixia culture in shape, such as geometric patterns and animal totems in Shixia culture, but also innovate in function, making them both aesthetic art and having practical value. For example, when designing

cultural and creative products of tea sets, designers can integrate totem elements of Shixia culture into the pot lid, which can not only make the cultural and creative works more cultural connotation, but also its practicality will not be interfered with. In addition, designers can also design and develop series of ceramic cultural and creative products such as pen holder and bookmark based on Xia cultural characteristics. In addition to maintaining the original characteristics and cultural heritage of Shixia culture, the integration of ceramic art can make the products more exquisite and durable and meet the needs of consumers' cultural and creative needs, to promote the inheritance of Shixia culture in a new way. It can also make more and more consumers feel the unique charm of Shixia culture. Or, as one of the typical patterns of northern Guangdong and southern Pai Yao, the horse head pattern often uses red, yellow, white, green, and other colors to appear on clothing in the form of regular two-side continuous scattered organization. Designers can apply clothing patterns to the shape of pottery and cultural products to better display national cultural characteristics. In addition, when promoting these cultural and creative products, designers can use the Internet, offline displays, and other ways so that more and more consumers know and fall in love with Shixia culture; at the same time, they can also enjoy the unique charm of Shixia culture when shopping. In this way, designers can keep the value of Shixia culture, continuously improve the market value of Shixia cultural ceramics and products, and promote the inheritance and development of Shixia culture.

3.2. To encourage cross-border cooperation and continuously enhance the value of brand IP

Cross-border cooperation should be emphasized in the design of Shixia cultural and creative products to effectively improve its brand value. For example, the designer and major fashion brands jointly launched the Shixia culture theme clothing, the ceramic pattern, color and other elements into the clothing, which not only reflects the unique charm and charm of our national culture, but also can effectively attract young consumers; In terms of tourism, the designer relies on Shixia culture and develops tourism souvenirs in combination with the characteristics of Maba People site, so that tourists can get a unique cultural experience and drive the development of local cultural tourism. In the design of the ancient village of Shitang in northern Guangdong Duihua rice wine bottle, Shuangfengzhai architectural components can be integrated into the ancient ancestral hall wall painting, ancient residential doors and windows carving, ancient building Ma Tou wall decoration, and other cultural elements. In the field of education, designers can integrate Shixia cultural elements into the ceramic pen holder so that students can feel and learn Shixia culture in the process of application, strengthen their cultural identity awareness, and strengthen the protection of Shixia culture. In addition, Shixia cultural ceramic products are also promoted through digital means, such as the development of relevant mobile phone applications, online games, and virtual reality experiences, so that the traditional culture can be presented to the public in a more vivid form. Shixia cultural cross-boundary cultural and creative product design based on ceramic art greatly improves the popularity of Shixia culture, creates new business opportunities for Shixia cultural and creative products, and also provides strong support for the continuous value-added of its brand IP. At the same time, Shixia cultural ceramic products can also be combined with a modern art exhibition. Through the form of art exhibition, Shixia culture and modern art dialogue, the public can appreciate the art while also have a deep understanding of Shixia culture^[14]. Such cross-border cooperation can not only enhance the popularity of Shixia culture but also stimulate the public's interest and curiosity in traditional culture, thus promoting the inheritance and innovation of culture. Through continuous exploration and practice, Shixia

cultural ceramics and creative products are gradually becoming a bridge connecting traditional culture and modern life, opening up a new path for the inheritance and innovation of traditional culture.

3.3. To use digital technology to design multi-dimensional ceramic cultural and creative products

Through digital technology, Shixia pottery cultural and creative product design has realized multi-dimensional innovation. First, using 3D printing technology, designers can combine traditional patterns with modern design concepts to create pottery works with a unique style. These works not only retain the traditional charm of Shixia culture but also meet the aesthetic needs of modern consumers. Secondly, through augmented reality technology, consumers can integrate virtual pottery works with the real environment through the camera of their mobile phones or tablets and experience unprecedented interactive fun. In addition, Shixia Culture has developed an online interactive platform where users can customize personalized pottery products, from selecting patterns to customizing shapes, making the whole process both convenient and fun. These digital means not only broaden the sales channels of Shixia pottery products but also greatly improve the user experience so that traditional culture can be integrated into modern life in a more user-friendly and fashionable way. In addition, in terms of the application of digital technology, the design team of Shixia Cultural ceramic cultural and creative products actively embraces new technologies, such as augmented reality and virtual reality, to provide consumers with an immersive cultural experience. For example, through AR technology, consumers can use their mobile phones or tablets to scan specific ceramic cultural and creative products, thus seeing three-dimensional animations or stories related to Shixia culture on the screen, which not only increases the interactivity of the products but also deepens consumers' understanding of Shixia culture. In addition, the application of VR technology allows users to experience a virtual visit as if they were in the site of Shixia Culture, a brand new way of experience that greatly enhances the attractiveness and educational significance of the products.

3.4. To create sustainable cultural and creative products by combining the concept of environmental protection

In Shixia Culture's creativity and design of cultural and creative products, deeply integrating the concept of environmental protection has become the essence of its future development strategy. The designers dare to explore, actively use biodegradable mud, recycled ceramic raw materials and other environmental protection materials, and strive to significantly reduce the environmental burden in the production process. With ingenuity, they have designed a series of ceramic artworks with recycling characteristics, such as a modular reconfigurable tableware series and a pen holder with multiple functions, aiming to stimulate consumers' awareness of recycling and significantly reduce resource consumption and waste. In addition, promoting the culture of "green consumption" has become another important strategy, aiming to guide consumers to choose cultural and creative goods that are both creative and meet environmental protection standards, and jointly promote the sustainable development of society. Take tea set design as an example; the selection of environmentally friendly ceramic raw materials and the product packaging eye-catching display of its environmental certification logo, to attract those environmentally conscious consumer groups ^[15]. For the horse-head-patterned ceramic cultural and creative products of Paiyao in the north and south of Guangdong, designers can use degradable ceramic materials, combined with modern environmental protection concepts, to design ceramic tea sets that both have national characteristics and conform to modern environmental protection trends. These tea sets not only

integrate the pattern of the horse head in appearance but also innovate in function, such as designing stackable tea cups, which is convenient for storage and space saving while reducing the use of ceramic products, reflecting the concern for the environment. In addition, through the promotion of the online platform, designers can convey the concept of environmentally friendly ceramic products to consumers and encourage consumers to choose these cultural and creative products that are both beautiful and environmentally friendly, thus promoting the whole society's attention and practice of environmental protection^[16]. Through these measures, Shixia culture not only shows respect for and protection of the environment but also integrates green thinking into every cultural and creative product, creating an eco-friendly cultural and creative treasure that is both beautiful and practical and contributes to the sustainable development of society.

4. Conclusion

All in all, the application of ceramic art in the design of cultural and creative products, especially the integration of Shixia culture, can not only promote the inheritance and development of Shixia culture but also stimulate design innovation and inject new vitality into the development of the modern cultural and creative industry. This requires designers to dig deep and make reasonable use of traditional cultural resources such as Shixia culture, which can provide more abundant and diversified materials for cultural and creative product design and promote the integration and development of traditional culture and modern design. In this regard, designers can enhance the core value of cultural and creative products by keeping the cultural value, encouraging cross-border cooperation to continuously enhance the value of brand IP, and using digital technology in the multi-dimensional ceramic art creation product design. Combining the concept of environmental protection and creating sustainable cultural and creative products and other strategies can organically integrate ceramic art, cultural and creative products, and Shixia culture, and effectively improve the cultural heritage and artistic appreciation of cultural and creative products.

Disclosure statement

The authors declare no conflict of interest.

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