

Analysis of the Design and Development Path of the Cultural and Creative Derivatives of Marquis of Haihun Site

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Abstract: This paper firstly analyzes the culture of Marquis of Haihun site and explores the cultural and creative derivatives, followed by the value of these cultural and creative derivatives of Marquis of Haihun site and the design and development path of the cultural and creative derivatives of Marquis of Haihun site for the reference of relevant scholars.

Keywords: Marquis of Haihun site; Cultural and creative derivatives; Design and development

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1. Introduction

In today's society, it is of great value to vigorously develop cultural and creative industries. The rapid development of social economy has driven the development of cultural and creative industries. The integration of cultural and creative concepts into the construction of Marquis of Haihun site, the construction of cultural and creative derivatives, and the realization of the effective dissemination of Marquis of Haihun site, all drive the economic development of Nanchang area^[1]. At the same time, drawing on domestic and foreign experiences in the development of cultural and creative derivatives, it is of vital significance and value to develop derivatives that combine the specific characteristics of the Marquis of Haihun Kingdom^[2]. How to transform intangible culture into tangible cultural products and integrate them into people's lives in a discreet manner is an issue worth studying. The road to disseminating culture is open to all, and as a product of the perfect combination of culture and design, there is still a long way to go in the study of its evolution and the application of its laws to the practical process of design.

2. Cultural overview of Marquis of Haihun site

Today, the Marquis of Haihun site is in the stage of protection and development, with a cemetery of about 46,000 square meters and a length of about 800 meters. Jiangxi Provincial Government has built a world-class national archaeological park to achieve the purpose of integrating conservation and development. On the premise of safeguarding the authenticity and integrity of the site, cultural concepts such as the Haihun elements and Yuzhang characteristics have been proposed.

The study of Marquis of Haihun site is immeasurable in its cultural value, both from an archaeological and historical point of view. The most valuable artifacts in the tomb of Marquis of Haihun were not gold coins and coins but rather bamboo tubes. Before paper was invented in the Han Dynasty, China recorded documents using wood, bamboo, bronze, and tortoise shell as carriers for writing. More than 5,000 bamboo

tubes and wooden documents have been unearthed from the tomb of Marquis of Haihun, which became an important discovery in the history of documentary archaeology in China. The Han Dynasty was a prosperous stage in the development of our culture, but there are relatively few documents recorded in history, and people remain ignorant about the rank, funeral culture, and funeral system of the Han Dynasty lords. The excavation of the tomb of Marquis of Haihun was enough to fill such historical gaps, allowing us to visualize the living scenes of the Han Dynasty lords and bringing out the living face of Han Dynasty history^[3].

The owner of the tomb, Liu He, is a historical figure of great research value. He rose from being the King of Changyi to the emperor, but eventually was deposed off his position as an emperor. Liu He became depressed until the day he passed away; his life was embodied in a series of drama. Liu He was the son of Emperor Wu of the Han Dynasty, Liu Che. Although Liu Che was not the founding emperor, he initiated many fine customs in the Han Dynasty and contributed to the development of spiritual civilization in the Han Dynasty. Unlike his father, Liu He grew up in an unrestrained environment, and his uninhibited nature made it difficult for him to endure the shackles of etiquette and rules, thus growing as a person with unrestrained character. Soon after Liu He ascended to the throne, Huo Guang decided that he was not a puppet emperor who could be controlled, so he joined hands with his supporting ministers to plan Liu He's dethronement. In the Day of Kuiyi, Emperor Liu He was dethroned on the 27th day of his reign, making him known as the "Dethroned Emperor of Han." He was the shortest-serving emperor in the history of the Western Han Dynasty. In the third year of Yuankang, Emperor Xuan of Han made Liu He the Marquis of Haihun. In April, Liu He went to Haishu County, Yuzhang County (now Xinjian District, Nanchang City, Jiangxi Province) to assume his reign. In the third year of Shenjue, Liu He died^[4].

3. Overview of cultural and creative derivatives

Cultural and creative derivatives belong to the category of cultural and creative products, which may present valuable information related to culture. Cultural and creative derivatives form specific cultural products after being designed and produced. Unlike ordinary cultural products, the unique identity of cultural and creative derivatives lies in the fact that they contain the connotation, concept, and innovative value of a certain culture. The application value of cultural and creative derivatives is extremely rich, with vast knowledge and added value. Cultural and creative derivatives are transforming culture into products, injecting the connotation of culture, design concept, and characteristics of products into cultural and creative derivatives, as well as analyzing and exploring the unique cultural nature^[5]. Cultural and creative derivatives have strong application value, vast knowledge, and high added value.

Under the trend of diversified culture, creativity and personalization have gained widespread attention. As a result, cultural and creative industries are born in this environment. Different countries have different cultural characteristics, and even the cultural characteristics of different regions within a country vary. It is necessary to analyze the value connotation of cultural and creative derivatives according to the unique cultural and social value. One of the major elements of cultural and creative derivatives is economy. Cultural and creative derivatives are ultimately intended to enter the market and be sold as commodities. Hence, one of the important values of creative derivatives lies in its economic value. A key factor in determining whether a creative derivative has economic value is whether it is marketed and welcomed by the public.

There are various types of cultural derivatives, all of which have their own unique advantages in terms of design, production, and sales. The characteristics of cultural derivatives in different regions also vary. Cultural and creative derivatives can be divided into the following categories: (1) content-based cultural creative derivatives, including movies, television series, animation, and others; such cultural derivatives have deep connotations and are loved by the general public; (2) creative class of cultural and creative

derivatives, which focuses on creative design, combining culture and innovation; they include traditional toys, cultural shirts, rechargeable batteries, and other daily necessities; by using these derivatives, the public would be able to get a good user experience and recognize the cultural and creative value contained in the products; (3) cultural and creative derivatives of extensible category, which includes exhibitions, cultural activities, *etc.*; cultural and creative derivative designers usually consider the spiritual and cultural needs contained in such products first rather than meeting the use needs of the public; such derivatives mainly provide cultural promotion services to the general public, and their functions and roles are fully utilized to expand the scope, which also brings richer spiritual enjoyment to the general public [6].

4. Value and development of cultural and creative derivatives of Marquis of Haihun site

The first is the value of cultural relics dissemination. The vast majority of the cultural and creative derivatives of Marquis of Haihun site are from the cultural relics excavated from the site. These cultural relics are the source of inspiration for cultural and creative derivative designers. In addition to satisfying certain functional values, highlighting the cultural connotations in the relics are also of prime importance when designing cultural and creative products. The majority of historical relics are kept in museums, and the public needs to visit them if they want to learn about such history and culture. If the public does not have opportunities to visit due to time constraints, it will be difficult for the public to gain insights into such history and culture. The cultural creation derivatives of the site hold an important duty of cultural inheritance and transmission. Visitors can experience the cultural attributes of cultural relics during their visits to the museum and purchase certain cultural and creative derivative to further delve into the value and charm of culture from another perspective. The dissemination and transmission of cultural heritage is dependent not only on the display of cultural relics, but also on the design, production, and sales of cultural and creative derivatives, which complement each other. Hence, cultural derivatives have a significant functional value from the perspective of cultural inheritance.

The second is brand communication value. Brand culture communication value refers to the value of according more culture to a brand, establishing a brand, and generating the promotion effect of the brand. If an enterprise's brand is trusted by consumers, the enterprise may consider expanding the scope of its market and effectively implement brand strategy [7]. Brand culture is a display of people's good values and national spirit, which brings together the cultural connotation of the times and advocates the formation of healthy and upward values. For the development and design of cultural and creative derivatives of Marquis of Haihun site, it is not only necessary to strengthen the brand power through brand culture, but also make full use of the brand to promote the sales of these cultural and creative derivatives and boost the social function of the site.

The third is the value of tourism growth. With societal development and progress, the tourism industry, as a tertiary industry in China, has an influence on the development of regional economy. At this stage, many people are willing to devote their time and energy to tourism activities. Moreover, they are curious about the historical development of traditional culture. At present, Nanchang area lacks cultural resources of great weight and educational value, so constructing cultural derivatives of Marquis of Haihun site will inevitably bring great commercial value to tourism growth in Nanchang area. The management of the process from open protection to tourism should be strengthened in order to promote the sustainable development of the tourism business. Many constructions of the cultural site of Marquis of Haihun belong to the category of cultural and creative derivatives. The construction of the virtual experience hall of the Marquis of Haihun site is an outreach type of cultural and creative derivative, creating a new experience for the public [8].

5. Design and development path for cultural and creative derivatives at the heritage site of Marquis of Haihun

The planning and design of cultural and creative derivatives at the heritage site of Marquis of Haihun can be explored from multiple angles, including visual images, music videos, live performances, animation games, food, and other aspects. Cultural and creative derivatives can be designed with the unique value of Marquis of Haihun. In addition, the official can make use of new media to communicate during the publicity and promotion period by creating a WeChat public account and an official micro broadcast so as to narrow the gap with the young generation. Furthermore, current and exciting hot topics can also be brought up, so as to achieve an ideal communication effect. On the other hand, middle-aged and older people tend to obtain information from newspapers, television, and radio. Hence, traditional paper media can be used in the cultural creation of Marquis of Haihun to promote the visibility of the product, thus serving the purpose of promoting the cultural and creative derivatives at the heritage site of Marquis of Haihun.

5.1. Visual identity

The concept of visual identity is applied in all areas of the market, and all industrial derivatives are required to have a unique visual identity. Visual image is a refinement to achieve the overall goal of enhancing the image of the product and a systematic image design with product design as the core. Taking the product as a carrier, the design must be able to objectively and accurately convey the spirit and concept of the product in terms of its cultural connotation, form, color, as well as the logo, graphics, and text attached to the product. The designer creates a series of designs; forms development and research concepts; uses processing techniques, production equipment, packaging, display, and marketing methods; carries out product promotion and advertising strategies for the cultural and creative products of Marquis of Haihun site to form a unified sensory image. The visual image of Marquis of Haihun site is crucial as it influences the design orientation of the entire derivative product ^[9].

In the design process, designers can tap into the visual elements embedded in the heritage site. For example, the design of an animation character can be based on Liu He. Liu He's life has had its ups and downs and is highly topical as the tomb owner and the Marquis of Haihun. Designing him as an animation character will help promote the heritage site and its cultural and creative derivatives.

5.2. Music video

As an art that truly reflects the emotional life of the human society, music can bring about an ennobling effect and help people enjoy music aurally. Excellent music can enhance one's aesthetic ability and purify one's heart. The chimes, stone-chimes, string and wind instruments, reed pipes, and nearly two hundred wooden figurines of music excavated from the tomb of Marquis of Haihun have provided new supporting evidence for music research. Therefore, the music derivatives from Marquis of Haihun site can begin from the Han Dynasty ritual and music system by incorporating chimes as well as string and wind instruments into the orchestration ^[10]. In today's society, the younger generation prefers music that is easily understood, whereas middle-aged and elderly people prefer traditional Chinese music. Therefore, when arranging scores, one can combine pop music and traditional music, while integrating the musical characteristics of Han culture. Jiangxi singers can also be invited to sing songs accompanied by traditional Han instruments in Nanchang dialect. In addition, the cooperation with cultural and creative products for promotion and publicity is also believed to be beneficial in achieving a good dissemination effect.

The image category is similar to the music category. It also plays an excellent role in heritage promotion. With the deepening of cultural exchanges between China and foreign countries, there are more diverse ways to communicate cultural and creative products to the people under the video category. Film and television production teams should consider producing a series of film and television works or documentaries based

on the historical theme of Han culture around a certain element or topic concerning the Marquis of Haihun.

5.3. Live performance

The live performance category is mainly based on the culture and folk customs of Nanchang area, which integrates the commercial value of deductive art. It is also a derivative product of China's tourism industry. The most representative live performances now are "Dunhuang," "Jinggang Mountain," and "See Pingyao Again." The Marquis of Haihun site is developing toward cultural tourism, containing numerous cultural messages from the Han Dynasty.

The live performances at the Marquis of Haihun site should also include actual historical events, especially concerning Liu He's tumultuous life story. The Marquis of Haihun heritage park shall be used for field performances along with the corresponding stage scene and lighting equipment, and the performers shall keep an appropriate distance from the audience during the performances.

5.4. Animation games

When it comes to cultural and creative derivatives, people tend to associate them with physical products. It is unlikely that they would think of games, which are virtual in nature. However, games do serve as an integral part of cultural and creative products. In our country, there are various types of culture-related games, which are rich in cultural elements. There are many games that are based on the spirit of culture in the real world on the market. Although games are often despised as they are thought to be addictive, causing young people to squander time in school, appropriate games reflect healthy values and carry the value of cultural transmission. The cultural advantages of Marquis of Haihun are used to design game products with Han culture elements as the theme, integrating obscure history and culture into easy games, which allow even young children to experience and gain an understanding of the historical development of Marquis of Haihun through the game. Appropriate games not only energize the brain but also allow the players to learn about traditional culture.

5.5. Food and beverage

Food and beverage products are considered hot products in recent years. The eating habits and dietary characteristics of different historical and cultural backgrounds vary. In the design and development of food and beverage products derived from the Marquis of Haihun site, designers should include the dietary characteristics of Han culture and develop corresponding design plans with the dietary characteristics acceptable to modern people. For example, the distilled wine of Western Han Dynasty was served in containers such as bronze francium, and the brewing process and containers are displayed in the museum, which fully reflect the characteristics of Han Dynasty's wine culture. Combined with the characteristics of the wine culture and wine brands in Nanchang, one of which is Nanchang beer, and the other is Site wine, the wine culture of Han Dynasty can be shared with the world, and Nanchang's wine brand can be promoted as well ^[11].

6. Conclusion

In conclusion, studying the cultural and creative derivatives of Marquis of Haihun tomb helps to inject more historical and cultural connotations into them, enhances their spiritual value, and meets the personalized needs of consumers at different levels. The design and development of Marquis of Haihun's cultural and creative derivatives drive the development of Nanchang's cultural and creative industry, which not only improves the visibility of the site of Marquise of Haihun, but also enables the world to intuitively experience and recognize the profoundness of Han culture. In this way, China's profound history and culture can be popularized and inherited. I firmly believe that in the near future, "Marquis of Haihun" would become a

beautiful business placing for Jiangxi.

Disclosure statement

The authors declare no conflict of interest.

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