

Analysis of the Application of National Cultural Elements in the Design of Industrial Products

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Abstract: With the continuous development and progress of China's industry, it has become the only country in the world that has all the industrial categories in the United Nations Industrial Classification. China's industrial products have gradually changed from "Made in China" to "Design in China". The integration of Chinese national cultural elements into industrial product design has also become the future development trend in the field of design. This paper will analyze the application of national culture in industrial product design, and discuss how to better integrate the two with practical cases to promote the continuous development of the industry.

Keywords: National cultural elements; Industrial product design; Application

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In recent years, Chinese national cultural elements are more and more popular among foreigners, and more and more Chinese national cultural elements appear in the international vision. It is more common for models to wear clothes during fashion week, which has caused an international craze of Chinese style. The integration of national cultural elements and language with industrial product design itself is a matter worth advocating, which can not only continue The history of China in daily life, but also innovate and constantly develop it, making it full of infinite vitality.

1 The connotation of national cultural elements

The connotation of national culture can be said to vary from person to person. In the eyes of different industries, national culture has different forms of expression^[1-2]. In the eyes of designers, national cultural elements are symbols of Chinese elements, such as the bronze ware culture handed down from the Shang and Zhou dynasties, the silk culture sent to the Western regions, the world-famous culture of the Great Wall and the Imperial Palace, the festival couplets and window decorations. In addition, there are some abstract cultural forms and intangible cultural heritage, such as Yin and Yang, five elements, dragon and Phoenix xuanwu, etc. In short, Chinese national culture is different from other countries and races. It condenses the elements of Chinese national culture which can show Chinese history, national spirit and national cognition for five thousand years. It can be called national cultural elements.

2 National cultural elements and industrial product design

2.1 National cultural elements infuse soul into industrial product design

The various elements of national culture come from the accumulation and evolution of the Chinese nation in the long historical process, and are the carriers of Chinese history and Chinese spirit. Therefore, when national cultural elements and industrial product design are integrated, the spirit embodied in this culture can

exactly reflect the soul of the design work. Excellent works must contain profound cultural and spiritual connotation. The purpose of national cultural elements and industrial product design is not only to make abstract culture concrete and fresh, but also to carry forward this spiritual concept^[2].

2.2 Industrial product design bears the connotation of national culture

National cultural elements are the product of the continuous inheritance of Chinese civilization, which need to be inherited and carried forward. With the rapid development of industrialization, industrial products can not only carry the development of material civilization, but also become the unity of spiritual civilization and material civilization. Excellent industrial product design can fully display national cultural elements, undoubtedly bringing new opportunities for the dissemination and development of national culture^[3].

The traditional culture of the Chinese nation has been inherited and inherited through five thousand years of profound historical precipitation. However, in today's economic globalization, the integration of cultures around the world is also exerting a certain impact on the national culture, and the design of industrial products is constantly integrating multicultural elements. With the continuous improvement of people's national consciousness, designers also shoulder the responsibility of carrying forward and spreading national culture, and more and more designers integrate national cultural elements into industrial product design. This enables the inheritance and development of national culture and the continuous innovation and development of the design concept of industrial products.

2.3 The application of national cultural elements in industrial product design

National cultural elements have various forms in industrial product design, and their abstract forms can be presented concretely through design and other ways. Contemporary industrial product design should draw lessons from traditional national culture, integrate national cultural elements directly or indirectly, display them from the perspective of spiritual value, and continuously inherit and develop national culture^[1].

2.3.1 Direct presentation

Direct display, as the name implies, is the direct display of national cultural elements in the design of industrial products. The specific expression is to draw the specific image, form and other elements of cultural elements

through a realistic approach to comprehensively show the national cultural elements, which is the longest and one of the most widely used design methods in industrial product design^[3].

For example, the design of the torch for the 2008 Olympic Games in China. The surface design inspiration of the torch comes from "Xiangyun", a national cultural element, with the design concept of "source symbiosis, harmony and integration". "Auspicious clouds", a cultural element, has spread across a wide range in Chinese history, bearing the Chinese people's longing and yearning for a better life. The auspicious clouds design also adopts the three-dimensional relief design, conveying the idea of "heaven and earth natural, people-oriented, tolerant and open-minded". The design inspiration of the torch comes from the traditional scroll shape. As one of the four great inventions in China, paper has a profound influence on the spread of Chinese culture and even the world culture, which is a very typical Chinese element. The color design of the torch uses very striking Chinese red, supplemented by silver as the color contrast, which produces the same striking visual effect. At the same time, it also makes the whole torch elegant without losing its magnificence.

Another example is Lenovo's Xiangyun notebook, which also echoes the Olympic torch in 2008, and more importantly, pays homage to traditional culture. The appearance color of the notebook also adopts traditional Chinese red, and white auspicious clouds are painted below the red appearance of the whole body paint. These two patterns, which symbolize the impression of China, echo each other, contain very strong national cultural connotation, and express a good vision of good luck and good luck.

In the design of industrial products, the appearance of Chinese elements in the form of direct presentation will give people strong visual stimuli, so the application of this way is relatively common. But in the process of application, we should also analyze the product positioning and the user's aesthetic habits in order to avoid losing the connotation of the product due to too many national cultural elements. Therefore, in the process of design, designers should conduct in-depth analysis of national cultural elements, integrate them with industrial products from different perspectives, and give users a new feeling^[4].

2.3.2 Mutual integration

Mutual integration refers to the integration design of national cultural elements with similar external forms or internal meanings, which makes the original single design rich in layers and enhances the aesthetic

feeling of design. The integration of national cultural elements in industrial product design can better show the connotation of the product and the national culture, so that the design concept of the product is highly consistent with the values of traditional culture^[5]. For example, the work “Sign on” won the German red dot design award. The product itself is the design of the portable toothpick box, which ingeniously integrates the cultural elements of the Chinese nation with it, reflecting the importance of the Chinese nation to the auspicious culture since ancient times, as well as the reflection of the spiritual activity of praying culture. The external color of toothpick box is black, which corresponds to the internal red, showing the traditional black and red collocation of China; the external shape comes from the traditional landmark of China, the temple of heaven, which lays the main tone of praying culture; the internal red hollow part, which can also be found to be the epitome of the temple of heaven, praying for the new year; the black appearance is printed with “three upper signs” In ancient China, there was a tradition of waving a sign to pray for blessings before people carried out various activities. If the sign was waved to the top, it would be auspicious. There are seven toothpicks inside, which are taken from the Chinese idiom “seven up and eight down”. It also represents people’s vision of good luck. The idea of the toothpick box seems to be simple, but in fact, it shows the blessing culture in the national culture in a more comprehensive way, makes it perfect integration, and promotes the spread of national culture.

Another example is the modern long-life lock, which embodies the design concept of mutual integration. The long life lock contains the blessing of the elders to the younger generation in the development of history, and its implication gradually contains rich auspicious implication from the concrete form. Take the design of a brand’s long life lock as an example, the integration between the elements from the chain to the lock is very clever. The appearance of the lock still follows the traditional shape, and the small seal with the character of “Auspicious” is used as the link between the main body and the chain, which perfectly reflects the meaning of good luck and good luck. The lock part USES the auspicious cloud grain as the decoration, also is to the good luck as one wishes this implied meaning clever show, makes the appearance and the implied meaning achieved the high fusion and the unification; The main part of the long-life lock is arranged and combined in the form of copper coin stacking, which embodies the moral of recruiting money and treasure, and also places great hopes on the younger generation’s “success”; there are three bells on the lower part of the

lock body, which has the meaning of long-life Exorcism in the national cultural elements. It can be seen that in the design process of the long life lock, the designer does not simply arrange and combine various national cultural elements, but organically integrates them, so as to achieve the design display of “you have me, I have you”. The design concept is a high unity of aesthetic and national culture, which can integrate the traditional national culture and product design organically. It is a design concept worthy of reference.

2.3.3 Overview by points

When the designed product does not need to show the national cultural elements in an all-round way, usually the designer can use the form of concentrated display of local parts to attract the users’ attention, and also can leave enough reverie space for the communication of product concept, so as to achieve the effect of half the effort. Similarly, in the case of using Chinese elements, it is not necessary to display them comprehensively, or it is possible to use only some typical parts to integrate them into industrial products, which can achieve unexpected effects. This form of expression can provide designers and designed products with greater play space, but also can constantly stimulate the imagination of users. This form of expression can provide designers and designed products with greater play space, but also can constantly stimulate the imagination of users. But at the same time, there are deep requirements for the designer’s design concept and understanding of national culture. China Unicom adopts the traditional red Chinese knot in the design of its logo, which is the embodiment of national culture from the small to the big and from the point to the general. In the case of not displaying the complete national cultural elements, it can also be supplemented by the user’s imagination, and it can deepen the impression of the product.

Another example is that the first poster designer in China “Yellow Sea” is the poster design drawing of the series movie “I repair cultural relics for the Forbidden City”. There are six posters in the movie, each of which contains rich elements of national culture. The series of posters are based on six national treasure level precious cultural relics, namely: “Ruyao Tianqing glaze three legged bottle with string pattern”, “bamboo crane map axis with border view”, “tin red Narcissus pattern plate”, “black silk embroidered chrysanthemum double butterfly figure bamboo handle fan”, “filigree enamel bowl with a long life” and “free Avalokitesvara”. Posters show the beauty of cultural relics from different angles, and each poster has a craftsman to repair the cultural relics in the incomplete place, which perfectly

points out the theme of the movie. It shows the national cultural elements in a small way.

3 Conclusion

In a word, nowadays more and more industrial product designs can find traces of national cultural elements. Integrating national cultural elements into industrial design and paying attention to the inheritance and innovation of national culture in industrial design is an inexhaustible driving force for the continuous development and progress of Chinese industrial design. Designers should grasp the role of national culture in promoting industrial design, understand the connotation of national culture, apply it, innovate in inheritance and develop in innovation. Designers should also take it as their duty to carry forward the traditional culture of the Chinese nation, establish products with national cultural

characteristics, and make our country win a place in the increasingly fierce market competition.

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