

Design Research and Planning Practice of Non-legacy Creative Products in Liaoning Region under the Dynamic Inheritance

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Abstract. Taking the "living inheritance" of intangible cultural heritage as the research direction, this paper conducts a detailed investigation and analysis of the intangible cultural heritage in Liaoning region. First, it will sort out the performance characteristics of regional intangible cultural heritage, extract symbolic graphic symbols, and explore the path of living cultural inheritance under the background of new media era while analyzing and studying the characteristics of Liaoning culture and intangible cultural folklore. The second is to present a complete and systematic regional cultural identification system in the form of data platform construction, and improve the collection, sorting and innovative design of regional cultural symbols; The third is to focus on the living inheritance of intangible cultural heritage, design and apply cultural and creative products according to different intangible cultural heritage themes, and commit to serving local economic development and exploring the exploration road of the living inheritance of social intangible cultural heritage.

Keywords: Living Inheritance; Non-legacy Creation; Regional Culture Identification.

1. Current Research Status and Trends at Home and Abroad

Intangible cultural heritage skills have gradually returned to production practice and life experience from the past of rescue protection, digital preservation and exhibition dissemination. Intangible cultural heritage crafts have entered the daily life of the people from museums, and intangible cultural heritage resources have organically integrated into cultural life and deeply embedded in the development of cultural industry, showing the changing atmosphere of The Times and innovative vitality.

In "Research on the Trend of Non-legacy literature Creation from the Perspective of Knowledge Graph", data extraction and analysis were further conducted on CNKI (China National Knowledge Network) from 2013 to 2022, and 722 journal data were obtained by using "intangible cultural heritage" and "cultural creation" as search keywords. The time was June 24, 2022. Among them, there are 75 Chinese core journals and 25 CSSCI journals. After quantitative and visual analysis of 722 pieces of data, it can be seen that the cultural and creative trend in the field of intangible cultural heritage has started from 2013, and the number of published papers has increased from 1 to 265 annually, showing a linear upward trend. It will clearly explain the formation of the cultural and creative trend of the research in the field of intangible cultural heritage in the country and the rapid expansion of its influence, and also provide a new opportunity and development path for the contemporary construction and transformation of intangible cultural heritage. It is worth noting that the recent clustering of "precise poverty alleviation" has a short development time but very novel content, and it has become a new hot direction that deserves the most attention and research in the trend of non-legacy creation, combined with the research results and research methods of service design and experience design in the current design field.

2. Ii. Overview of the Value of Living Inheritance of Intangible Heritage

Intangible cultural heritage technology can set off a boom, that is, the achievement of non-genetic development, but also inspire us to further think: Facing the future, how to make intangible cultural heritage skills more suitable for modern environment, more organically integrated into modern life,



so that the value of intangible cultural heritage can be realized in multiple ways, the investigation and record system of intangible cultural heritage skills, the representative inheritor system and the theoretical research system are gradually improved, which provides a basis for more sound protection of inheritance ecology, and is also increasingly mature.

2.1. Theoretical Application Value

Living inheritance is the root of intangible cultural innovation and the result of cultural creation. At the same time, it reflects the process of cultural creation, reflects the expectation and content of culture, and realizes the effective protection of intangible cultural heritage. Living inheritance is also the continuation of the national spirit of non-heritage, which reflects the spirit and wisdom of the working people, and can also realize the current cultural exchange and application. In addition, from the perspective of culture itself, living inheritance is the embodiment of cultural soft power, which can not only realize the creation of economic interests, but also realize the ideological influence of the people through the spiritual connotation and cultural concepts contained in the culture itself behind the establishment of cultural industry.

2.2. Practical Application Value

Living inheritance conforms to the historical law of inheritance and development of intangible cultural heritage projects. Non-heritage creation is mainly aimed at market-oriented intangible cultural heritage projects, which have different states of existence and forms of expression in different historical periods. It is particularly prominent in the period of national cultural exchange and integration, social and historical transformation, and its development status fundamentally depends on the popular aesthetic consciousness and social market environment at that time. The commercial activities generated by intangible cultural heritage and the trade in cultural goods and services related to intangible cultural heritage can raise awareness of the importance of such heritage and bring benefits to its practitioners. These business and trade activities help drive local economic development and enhance social cohesion. The creation of non-relics echoes the development of The Times and promotes the creative transformation and innovative development of excellent traditional Chinese culture. The development of intangible cultural heritage is "the theoretical requirement and practical response of creative transformation and innovative development." At the same time, the work of non-legacy creation responds to the development trend of the era of "double creation" (mass entrepreneurship and innovation), and promotes the road of "cultural self-confidence" and "national rejuvenation" with its excellent traditional cultural connotation.

3. Research Content of Active Inheritance of Intangible Heritage

3.1. Research Objectives

Based on the reference and absorption of relevant research results at home and abroad, the general research is carried out closely around the redesign of "non-legacy creation under the inheritance of living state". The main research objectives include two aspects: First, construct a theoretical system of "non-legacy creation under living inheritance" to lay a theoretical foundation and clarify the research framework for promoting the in-depth development and standardization of regional cultural development research; Secondly, by combing, summarizing and summarizing the practice of "non-legacy creation under living inheritance", the regular and universal experience and conclusions are extracted and summarized, so as to provide useful reference and reference for promoting the development of "non-legacy creation under living inheritance".

3.2. Research Content

Deep learning of intangible cultural heritage in Liaoning region, systematic research and analysis of the continuation and development of regional intangible cultural heritage combined with cultural and

creative design, continue the dissemination of intangible cultural heritage in a new way of living inheritance and enhance social influence.

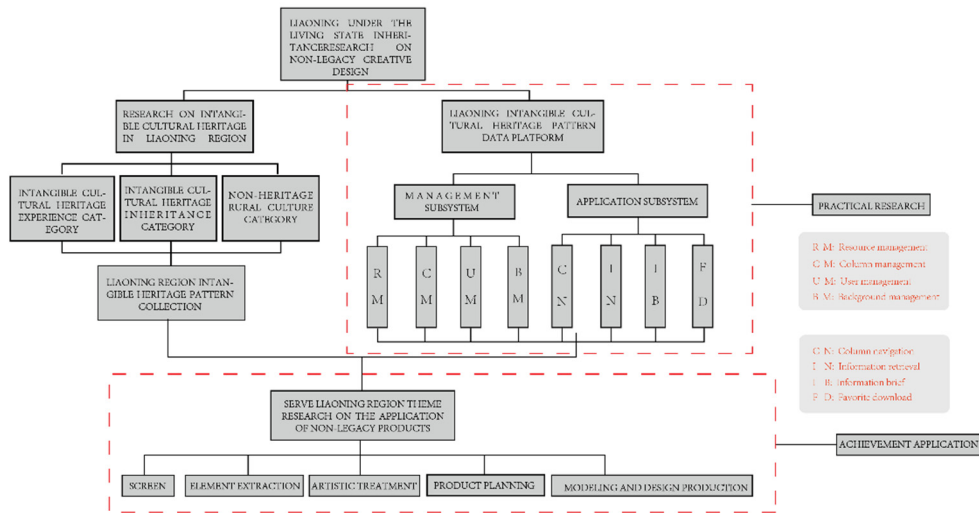


Fig 1. Researchframework

4. Fourth, The Dilemma and Implementation Plan of the Research and Development of Non-Legacy Creative Products

4.1. Non-Legacy Creative Product Development Dilemma

Research and development difficulties of non-legacy products At present, some regions do not pay enough attention to intangible cultural heritage, most of the intangible cultural heritage products lack systematic development, intellectual property protection awareness is weak, insufficient, homogenized handicrafts in the market rough workmanship, lack of practicality, cultural characteristics are not obvious. There is no standard in terms of the price of the product, the price can be expensive or cheap. In China, the offline communication mode of non-heritage products is still mainly FMCG products, and the offline communication mode of intangible cultural heritage is integrated into digital media technology, which makes the communication scope wider and the communication way interesting, but the experience is slightly poor and the connotation is not profound. How to break through the status quo is the focus of research and development of non-legacy creative products under the future living inheritance.

4.2. Difficulties in the Design of Non-Legacy Products

Non-heritage products are mainly based on the cultural connotation as the marketing point, the market positioning is relatively narrow, usually handicrafts, with regional unique intangible cultural elements, but the regional products with a large span are highly familiar, and the production method is mostly mass production by processing workshops. The product has no connotation, is not oriented to the needs of the public, and is derailed from the market environment and consumers.

4.3. Non-legacy Products Research and Development Implementation Plan Basic Idea

With the "living inheritance" of intangible cultural heritage as the research direction, this topic conducts detailed research and analysis of intangible cultural heritage in Liaoning. First, it combs the performance characteristics of regional intangible cultural heritage, extracts symbolic graphic symbols, and explores the path of living cultural inheritance in the new media era while analyzing and studying the performance of Liaoning cultural and intangible cultural folklore characteristics.

Specific research method

Inductive analysis method: After obtaining the information of intangible cultural heritage in Liaoning through literature analysis, the obtained data are sorted and classified, so as to ensure the overall structure of the subject is standardized and reasonable, the research depth and breadth is more scientific and reasonable, and the process materials are sorted out, the project foundation is laid, the project report is formed, and the project paper is written.

Practical investigation method: Conduct field research in the gathering places of intangible cultural heritage in Liaoning, summarize and sort out intangible cultural materials through field research, find out the non-inherited problems and identify the research objects through field investigation of intangible cultural heritage.

Questionnaire survey method: Through the questionnaire survey of non-genetic people, people living in local intangible cultural heritage areas, and local intangible cultural heritage product sellers, we can understand the emphasis of intangible cultural heritage culture and dissemination.

Interview method: Conduct interviews with non-genetic people to understand the development status of intangible cultural heritage, and analyze the problems that should be paid attention to and the restrictions imposed in living inheritance.

Action research method: Through practical measures to collect, compile, sort out and redesign, summarize and sort out the symbolic patterns with the characteristics of local intangible cultural heritage, present them through the form of data platform, and carry out reasonable cultural and creative design based on the theme content to promote the dissemination of intangible cultural heritage and serve local economic development.

1. The progress of the design plan is shown as follows:

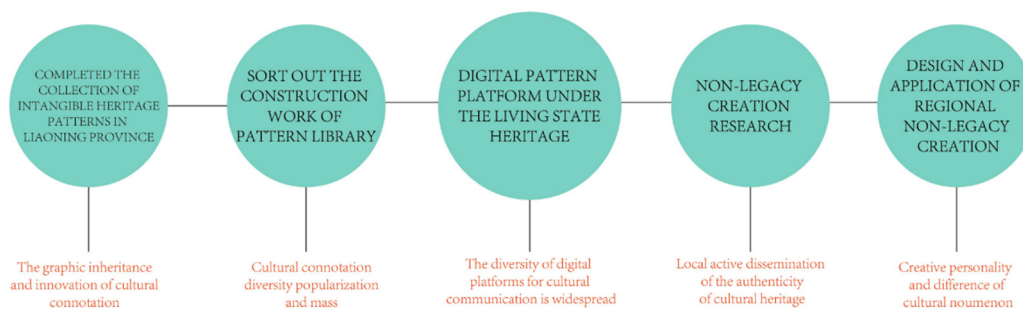


Fig 2. The progress of the design plan

2. Basis of preliminary research

In line with The Times, reshape the face of intangible cultural heritage. Inheriting intangible cultural heritage projects has been polished for years, and many techniques have become outdated and old-fashioned. Craftsmen can't keep pace with The Times when they put a lot of time and energy into making traditional products. Application-oriented colleges and universities have the advantages of teachers and practical training. From the perspective of the research team, the faculty talents of colleges and universities are many academic experts and scholars in industry management, with international vision, advanced design concepts and rich practical experience. For the current economic market, the cooperation between teachers and inheritors can be more targeted and targeted.

Introducing intangible cultural heritage projects into applied universities can maximize the influence of intangible cultural heritage and promote intangible cultural heritage. It is far from enough for intangible cultural heritage projects to rely on the power of inheritors and governments. Applied universities should establish intangible cultural heritage master studios and practice platforms to train non-genetic inheritors. The establishment of intangible cultural heritage master studios and practice platforms can be more targeted and professional in inheriting and innovating intangible cultural heritage projects. By training teachers and absorbing students, we can develop

talents for non-genetic inheritance and gather reserve forces. At the same time, we can also absorb other resources from the government and society and share the achievements of intangible cultural heritage innovation and practice.

Applied universities reduce the design cost of non-genetic inheritors and enhance the competitiveness of intangible heritage. In the past, the cultural quality of non-genetic inheritors was not high, and they lacked high artistic appreciation and innovation ability, which limited the improvement and development of intangible cultural heritage projects. The teachers and students of application-oriented colleges and universities have to carry out a lot of homework exercises every year. In the past, the subjects lacked virtual topics connected with the market, there were no customers and consumers, and students did not know how to position the market. The homework was easy to be done out of the market and not grounded, and the finished products lacked market testing links, which could not withstand scrutiny and was not highly applied. Application-oriented universities can selectively introduce intangible cultural heritage projects, invite and employ non-genetic inheritors to participate in homework topics, and truly inherit while learning through the joint cooperation between teachers, students and inheritors, so as to make contributions to the promotion of intangible cultural heritage and make efforts to innovate intangible cultural heritage.

3. Fifth, pay attention to the value orientation, excavate and promote the rich emotional connotation of intangible cultural heritage

In the past, when we know the object, we often want to take a calm and objective attitude as far as possible, thinking that only by excluding personal feelings, can we understand the object objectively and accurately. For example, when we talk about the protection of intangible cultural heritage in the past, we usually refer to the protection of technology. For example, how to cook, how to embroider, how to weave cloth, we pay special attention to some very specific practical activities. However, this alone is not enough, we should pay special attention to the value contained in the intangible cultural heritage, and pay attention to the relationship, attitude and emotion contained in it. Intangible cultural heritage is an important factor to strengthen the relationship between people and promote the exchange and understanding between people. Today, when we regard these forms of cultural expression as our heritage, as the cultural wealth left to us by our ancestors, we will put our emotions, our value judgments, into the object, with this emotion, with this value judgment, to understand this object, to protect and inherit this object. Intangible cultural heritage not only has skills, wisdom and functions, but also contains very strong emotional connotation and value judgment of inheritors and audiences. Hand-woven embroidery products, with embroider Niang hand warm, hand, with embroider Niang's affection, it is unique, and woven products are completely different, we accept the emotion is also different; Mom's hand-knitted sweater and store-bought sweater, wearing on the body feels completely different.

The dissemination of intangible cultural heritage is also particularly important, and its main task is to convey and promote the basic knowledge of intangible cultural heritage to the broad audience, mobilize the strength of the masses, improve the enthusiasm for protection, and promote the inheritance and revitalization of intangible cultural heritage. The contemporary value of intangible cultural heritage is to awaken our sense of history, enhance our sense of happiness, cultivate and enhance our sense of national identity and the confidence and pride of building a community of human destiny.

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