

A study of the Problems of Luoshan Shadow puppet Creative Product Design

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Abstract: With a long history and rich cultural connotation, Luoshan Shadow puppet has become an intangible cultural heritage of China. However, in the midst of modernisation, there are some problems with the design of Luoshan shadow creative products. In this paper, we examined an overview of research into the Luoshan shadow creative products. These products have been criticised for their lack of creativity in all design activities, which has hindered their development. In order to obtain more reliable results, we chose to conduct an extensive questionnaire survey in China. A descriptive analysis of all user data from these questionnaires was carried out. 379 participants' data showed the theme of this study; i. problems of stylistic design; ii. problems of lack of distinctiveness; and iii. problems of overpricing. These findings are beneficial to further research on the innovative design of Luoshan shadow creative products.

Keywords: Luoshan shadow puppets; Creative product design; Problems and causes.

1. Introduction

Luoshan shadow puppet is one of the art forms of traditional Chinese culture and has a history of hundreds of years. It has also modernised with the changing times and become a design material for creative products. Currently, a diversity of design trends has been observed in Luoshan shadow creative products. Some designers have combined the image of Luoshan shadow with modern elements to create some novel products, such as Luoshan shadow mobile phone cases and Luoshan shadow watches. These products not only retain a traditional cultural identity, but also have a modern and stylish touch that is popular with young people. Moreover, there are also designers who combine the image of Luoshan shadow with other cultural elements to create cross-cultural products, such as creative products that collaborate between Luoshan shadow and Japanese cartoon characters, and creative products that combine Luoshan shadow with European and American styles. Such products not only have a cross-cultural character but also appeal to a wider audience. However, many of these products, like those on sale in most other regions, are simple imitations, copies and reproductions of cultural elements, with a serious lack of cultural connotation and original design creativity. There are still various problems with the design of Luoshan shadow creative products.

Most of what is currently on the market are traditional shapes and patterns of the Luoshan shadow products, which lack novel design elements and creative incorporation. This has resulted in fewer users of Luoshan shadow creative products and has prevented them from attracting more young consumers. Also, modern consumer demand for products is increasingly focused on practicality and functionality, while most of Luoshan shadow creative products are only decorative, which has led to an insufficient competitiveness of these products in the market.

As it is a relatively new research issue, there are currently fewer in-depth studies on Luoshan shadow creative products. However, relevant studies have also outlined pathways for the

design of Luoshan shadow creative products. The literature [1] explores the development of Luoshan shadow tourism merchandise combined with modern management techniques and modern consumer psychology. It provides useful insights into how Luoshan shadow can build creative product development pathways. This view was further taken up in later literature. The literature [2] proposes a tourist souvenir related to the Luoshan shadow, which will certainly be welcomed by tourists. Meanwhile, the literature [3] suggests that designers should deconstruct and reorganise the pattern according to its original form of Luoshan shadow shape, adding the designer's unique creativity and his own design concept. Furthermore, unlike specific design methods and strategies, the paper [4] explores how to create and protect the intellectual property rights of Luoshan shadow cultural and creative brands. These studies not only introduce the cultural elements, pattern elements and colour schemes of the Luoshan shadow art, but also summarise what decorative elements are suitable for modern creative product design, and also make some research on what the use of Luoshan shadow elements and product knowledge protection is.

2. Research objectives

In this study, we aim to answer and discuss the following questions in a comprehensive manner (based on our questionnaire).

What are your views on the current state of Luoshan shadow creative products?

What are the implications of these issues for the Luoshan shadow creative design?

Based on your previous experience, what are the important factors in the design of Luoshan shadow creative products?

What suggestions, modifications and improvements do you think would be more appropriate for the design of Luoshan shadow creative products?

3. Research Methodology

This study was drawn from my practice in the Luoshan