

Application Research of Traditional Chinese Motifs in Cultural and Creative Products

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Abstract

As the treasures of Chinese history and culture, Traditional Chinese motifs have attracted extensive attention around the world. Over thousands of years of development, these time-honoured traditional motifs have been used in many areas of modern design, especially in Cultural and Creative product designs. These products are endowed with rich connotations and cultural features by designers and inherit Chinese traditional culture in their own unique way. Based on this, this paper focuses on the overview of traditional Chinese motifs, artistic characteristics and the significance of integration of traditional motifs with Cultural and Creative products, and explores the application of Traditional Chinese motifs in Cultural and Creative products.

Keywords

Traditional Chinese Motifs, Cultural and Creative Products, Traditional Culture, Cultural Connotation, Artistic Characteristics

1. Introduction

China is an ancient civilisation with a long history, and the traditional culture accumulated over the years has become one of the oldest and most complex cultures in the world (Wu, 2015). Cultural and Creative industry is closely related to traditional culture and is an important direction for the development of soft power of Chinese culture. Since China's State Council issued the Opinions on Promoting the Integration and Development of Cultural Creativity and Design Services with Related Industries in 2014, it has provided unprecedented opportunities for the development of Cultural and Creative industry. At the same time, in the design of Cultural and Creative products, the design industry has been concerned by important issues on how to excavate, collate and refine the tradi-