
Research and Application of Jilin ice and Snow Characteristic Tourism Creative Product Design

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Abstract

Cultural and creative products of ice and snow tourism give full play to their material and cultural functions and functions in ice and snow tourism, improve the characteristics and quality of their products, and reflect the unique humanistic spirit and artistic connotation of ice and snow tourism. This paper analyzes the status quo of ice and snow characteristic tourism cultural creative products, explores some problems in the development process of ice and snow characteristic tourism cultural and creative products, sorts out and summarizes the design principles, and carries out application case design, in order to promote the development of ice and snow characteristic tourism and the standard of tourism quality.

Keywords: *Ice and snow characteristic tourism, cultural and creative products, creative design*

Introduction

The design and research of cultural creative products with ice and snow tourism is a hot topic at present. And a perfect ice and snow industry system has long been formed in Europe, America or Japan and other major countries with snow and snow tourism resources. And the development of ice and snow characteristic tourism although from the ice and snow resources rich northeast China to the great river north and south, but on the whole, snow and ice tourism industry and European and American countries have a certain gap, in the market development, industrialization system and cultural creative product design research and development of high speed, low level of development. The Jilin region in ice and snow characteristic tourism research and cultural creative products brand construction reflects the integration is weak, cultural creative product branding and design form is more traditional, how to put the Jilin regional ice and snow characteristic tourism culture brand cultural creative product innovation design, improve the creative mode, fusion mode, chain mode, cluster mode of ice and snow characteristic tourism resources value, drive Jilin regional ice and snow industry, tourism, folk customs and the development of cultural industry, has certain practical significance.

1 Analysis of the status quo of ice and snow characteristic tourism, cultural and creative products

The rich ice and snow tourism resources determine that the cultural and creative products of tourism with ice and snow characteristics can continuously spread and promote the snow and ice culture, make the cultural and creative products stimulate the new vitality of the ice and snow culture, and at the same time transform the characteristic cultural resources into economic resources, providing new value for the ice and snow culture. The design and development of ice and snow characteristic cultural creative tourism products integrates many fields, such as nationality, history, art, industry, and economy, as well as animation design, software development, advertising and other professional categories. No matter from which aspect, the design and development of snow and ice characteristic tourism cultural creative products at the present stage are affecting people's spiritual consciousness, and bringing a profound impact on the social development. In recent years, the ice and snow culture and cultural and creative industry in Jilin has shown a growth trend, but there are also many problems:

1.1 The design level of snow and ice characteristic tourism cultural and creative products is low, and the regional characteristics are not prominent

Jilin regional ice and snow characteristic tourism wen gen products, in Changchun moon international ski resort, Changchun ice festival, world sculpture park, Jilin rime ice festival individual scenic spots, most of the ice and snow characteristic tourist attractions did not get products deep regional characteristic elements, is still in the shallow level, low level of design research and development, features, cultural connotation is not outstanding, the lack of creativity. Most ice and snow characteristic tourism cultural and creative products tend to be similar, and repeated construction and blind imitation are more common.

1.2 Ice and snow characteristic tourism cultural and creative products are not accurate positioning and lack of market competitiveness.

At the present stage, the characteristics of the ice and snow tourism industry in Jilin region have just begun to take shape, and the positioning of some ice and snow cultural and creative products is not accurate. According to data, although many areas of Jilin have developed ice and snow characteristic tourism, the characteristics of ice and snow cultural and creative products are not prominent. The research and development enterprises of cultural and creative products with ice and snow tourism characteristics can not make appropriate product development plans according to their own ability level, accurately shape their own product image, and lack of market competitiveness.

1.3 Snow and snow characteristic tourism cultural and creative products have a single form, and the promotion mode is old

Although there are differences in ice and snow resources, history, culture and folk characteristics in Jilin region, the differences are not particularly complete and absolute, which is also the main reason for the single form of ice and snow cultural and creative products in major ski resorts and ice and snow tourist attractions in Jilin region. Jilin's ice and snow tourism industry development project has always been at the sightseeing level of natural ice and snow landscape. For example, the development of ice and snow cultural and creative products is small. Meanwhile, the promotion strategy of ice and snow tourism products in Jilin is outdated, with insufficient publicity and lack of innovation.

1.4 Ice and snow characteristic tourism cultural and creative products lack the overall strategy, and the regional development is not balanced.

Jilin regional ice and snow tourism market lacks effective guidance and overall planning from the government. Most enterprises are still in the "small workshop" type management mode, in the process of development there is a blind expansion, which leads to a large number of human, financial and material waste phenomenon, resulting in uneven quality of ice and snow characteristic tourism cultural and creative products, market disorder, there is the phenomenon of unbalanced regional development [1].

2 Jilin regional ice and snow characteristic tourism cultural creative product design principle

By exploring the current situation of Jilin regional snow and ice characteristic tourism cultural creative products, analyzing the problems existing in the development process of Jilin regional ice and ice characteristic tourism cultural creative products, the design principles of Jilin regional snow and ice characteristic tourism cultural creative products should be summarized:

2.1 Regional principle

Jilin regional culture refers to the sum of comprehensive factors such as ideology, behavioral characteristics and psychological identity expressed in Jilin region, and also includes a series of cultural elements such as language, clothing and diet created in Jilin region. Regional nature is also one of the key factors for the success of the design and development of snow and ice characteristic tourism cultural creative products. Designers with creative development of regional culture and art value characteristics of derivatives, the regional cultural elements of identity into the ice and snow products, consumers in considering whether to buy ice and snow and product decision-making process, will consider its regional, functional, ornamental, brand characteristics, these characteristics can directly affect the ice and snow and product subsidiary value space, internalized become ice and snow and products. A good ice and snow cultural and creative product can often attract consumers at the first glance and let consumers feel the cultural connotation behind the products, and the products are rich and different. Therefore, it is necessary to enhance the value of ice and snow cultural and creative products, go beyond the "value of general goods" and upgrade to "the value of cultural products".

2.2 Creative principles

Throughout the progress of cultural and creative products, its essence is a process of continuous innovation and development. Creative design is in Jilin regional existing development mode of ice and snow tourism industry, using the unique regional characteristics and cultural elements, based on to meet the needs of consumers and social and economic development level, in a specific ice and snow characteristic tourism environment, with innovative thinking, update the cultural connotation and emerging design technology, the Jilin regional ice and snow characteristic tourism products and innovation has a new development concept of products, elements, methods and path, etc. The creativity of ice and snow cultural and creative products to express is not the product itself, but the cultural and creative industry represented by ice and snow cultural and creative products to create more valuable products in the ice and snow characteristic tourism, and then add creative products with regional, national and cultural connotations. Creative development is urgently changing the demand of the current situation of cultural and creative products of snow and ice characteristic tourism in Jilin region. The national characteristic culture of Jilin region needs to be inherited, and more importantly, it needs to use creative product design to meet the spiritual needs of consumers with the vast number of consumers.

2.3 Practical principle

As a commodity, ice and snow cultural and creative products are purchased by consumers out of their spiritual needs and their functional aspects. Jilin regional snow and ice characteristic tourism cultural and creative products should have the experience accumulated by using the snow and ice characteristic tourism resources in the long-term snow and ice environment, with the Jilin regional ethnic cultural characteristics and the principle of product practicality, and are cultural and creative products different from general products. The practicability of ice and snow characteristic tourism cultural and creative products is the basic principle of the design of Jilin regional ice and snow characteristic tourism cultural and creative products, and also the basis of ice and snow cultural and creative products design. A cultural and creative product with ice and snow characteristics with both ornamental value and practicality can express the material and spiritual needs of consumers for the product itself. Therefore, it is very important that the ice and snow characteristic tourism cultural and creative products in Jilin region have practical principles. Both ice and snow and the performance of the product itself function, structure technology, and ornamental, portability, environmental protection and comfort of psychological practicability, or the art of ice and snow products, etc., are Jilin regional ice and snow tourism, and the embodiment of practical products, is also ice and snow and product design need to follow and consider the important design principles.

2.4 Brand principle

Create a unique Jilin regional ice and snow characteristic tourism cultural creative product brand. Jilin regional existing brand management, such as "rime" "winter catch", "Changchun,", "Peking University pot" skiing "changbai mountain skiing", etc., more pay attention to ice and snow sports, ice and snow landscape, ice and snow experience characteristics of emerging ice and snow tourism product development, build the world influence of ice and snow sports tourism brand, thus enhance the competitiveness of Jilin regional ice and snow sports tourism [2]. The ice and snow tourism with the characteristics of ethnic minorities in Jilin region is publicized and promoted, integrating the folk life of ethnic minorities with the ice and snow characteristic tourism projects, and forming a unique brand of ice and snow characteristic tourism in Jilin region. Make use of the "Internet +" online and offline promotion mode to build this advantage in the development of the ice and snow tourism industry in Jilin region and drive the development of the industry.

2.5 Principles of design aesthetics

Ice and snow tourism products of design aesthetics principle can include three meaning: three elements for product design aesthetics, namely modelling, color, material has aesthetic characteristics, conform to the design aesthetics of ice and snow tourism and products its added value is greater than the general products, good image can improve consumer purchase desire. Modelling aesthetics refers to the need for the common aesthetic of the public and the individual beauty of the product. Second, the functional beauty, ice and snow tourism cultural and creative products should have practical value, that is, high cost performance. Product function and quality and to meet user needs, is the basis of cultural and creative product design.

Although the audience of ice and snow tourism cultural and creative products is not the first factor, the practicality of the products can improve the competitiveness of the product market. Therefore, the design of cultural and creative products of ice and snow tourism in Jilin region should meet two requirements, and design ice and snow tourism products that meet both modeling design and use functions. Third, the emotional design of cultural and creative products, the American psychologist Donald Norn put forward "the role of products and emotional resonance. Build a bridge between the audience and products, between the regional culture and products, and make the warm ice and snow tourism cultural and creative product design [3].

3 Jilin regional ice and snow characteristic tourism cultural creative products application scheme

Development and design of Jilin regional ice and snow tourism in the process of products, follow the Jilin regional ice characteristic tourism culture under the premise of product design principle, design elements and marketing are very important factors, grasp the Jilin regional characteristics, Jilin regional culture connotation at the same time, with the ice and snow tourism market demand as the direction. The following is the design scheme of this paper: "Visual image design of ice and snow culture creative products".

3.1 Logo design

The logo is the symbol of the brand, is the concentrated expression of the spirit, is the core of the logo identification system, the incorrect use of the logo will make the public to brand logo confusion, thus cut or damage the brand image, so the logo production specification is very important when the electronic file output becomes impossible this figure strictly mark the specifications and proportion relations should strictly abide by the provisions of the drawing method, according to the specific usage using square drawing tough can draw the correct logo pattern.

The design process of the logo follows the principle of region, which is the focus in the design of cultural and creative products. The main image of the brand is the regional characteristic animal of Jilin —— Siberian tiger, highlighting the regional characteristics of the products. The idea of the logo comes from this, from the tiger head as the prototype to its cartoon and anthropomorphic creation, with its simple exaggerated and deformed modeling techniques, bright colors, give the human morphological characteristics, make its image more lively. The color is blue, yellow and red. Under the theme of snow and ice sports, the blue color is laid and yellow. The reason is not only the color of the tiger, but also symbolizes hope and joy. Red represents enthusiasm and activity, making the overall brand style young and active, more affinity.



萌虎下山
A CUTE TIGER GO DOWN HILL

Elemental symbol extraction

Logo

3.2 Auxiliary graphics and standard word design

The auxiliary graphics originate from the word "Wang" on the logo, and systematically combine it with the brand color in different shades to produce sequential rhythm, increase rhythm, strengthen the visual impact and beauty, thus produce visual induction effect and intimacy, and enhance the aesthetic taste. Standard word design, the standard word of the logo is one of the important expression elements of the corporate image, it is strictly prohibited to use other fonts instead. In order to ensure the unity of the shape structure of the logo and the full name of Chinese, the position relationship and the shape proportion of Chinese fonts are clearly standardized. It aims to reflect the enterprise personality temperament and cultural connotation, to create a personality brand. The whole standard character is wide and flat, balanced and symmetrical, and the overall uniform effect. The shape is square, but at the turning point, the structure is full, which makes people feel gentle, and is closer to the scene picture, and has a unique artistic effect.



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Auxiliary graphical design The Chinese and English standard word horizontal specification

3.3 Image design

Name: Meng Hu. A cute tiger from Changbai Mountain is created by the tiger head as the prototype to be cartoonish and anthropomorphic. With its simple exaggerated and deformed modeling techniques and bright colors, it gives the person morphological characteristics, making its image more lively. The dress is long sleeves in winter, the pattern on the dress is Changchun city flower, with regional characteristics, the scarf is red, the left side of the scarf is Changbai Mountain mountains, the right side of the pattern is the water of Jilin, meaning Jilin good mountains and good water, auspicious meaning. Cartoon IP makes the overall brand style young and active, more affinity, to create the brand visual image of "cute tiger down the mountain".



Meng Hu image design

Dynamic image design

Image expression design

4 Product application design



Postcard design



The bottle opener design

Socks design

Charging cable and lanyard design



acrylic Keychain design

Tape design

Hoodie and short sleeve design



Eye mask design

Luggage design

Rubik's Cube design

The visual image design of the "cute Mountain" ice and snow culture creative product has carried out diversified creativity. On the basis of the regional ethnic culture of Jilin, the creative design of the cultural connotation, color application, material selection and technology of the product. Follow the principle of practicability, understand the current consumers and product market demand for ice and snow products, mining the connotation of regional national culture, looking for ice and snow characteristic tourism overlap, through the "Siberian tiger" of Jilin regional national culture characteristics of traditional elements, pattern elements, language elements and artistic elements of creative design, and Jilin regional ice and snow tourism ice and snow sports or leisure activities, the combination of the new era of consumer aesthetic demand of ice and snow products.

5 Conclusion

The application and exploration of Jilin regional characteristic elements in the design of ice and snow culture creative products is not only a potential, but also an advantage [4]. Simple copy and paste can no longer meet the development of modern snow and ice characteristic tourism products, and the need for the sustainable and healthy development of Jilin regional snow and ice characteristic tourism cultural and creative products, it is necessary to inherit the regional national characteristic culture of Jilin. In order to inherit the regional ethnic cultural elements in the design of ice and snow cultural and creative products, we should not only emphasize the inheritance of Jilin regional ethnic culture, but also highlight the creative design of ice and snow cultural and creative products, so as to inject new vitality and multiple values of ice and snow cultural and creative products into Jilin regional ethnic culture.

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