

Research on the Application of Visual Elements of Taishan Blessing Culture in the Design of Cultural and Creative Products

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Abstract: ***Objective:** To explore the application and development direction of visual elements of Mount Tai blessing culture in the design of cultural and creative products. **Methods:** From the four dimensions of the explanation of Mount Tai blessing culture, the analysis and extraction of visual elements of blessing culture, the application conception of visual elements, and the design strategy of cultural and creative products, the design principles of cultural and creative products with the characteristics of Mount Tai blessing culture are interpreted. **Conclusions:** The design of cultural and creative products with the visual elements of Mount Tai blessing culture as the design theme is conducive to promoting the cultural, innovative and unique development of Mount Tai's cultural and creative industry.*

Keywords: Taishan Blessing Culture; Visual Elements; Cultural and Creative Products.

1. INTRODUCTION

Mount Tai is the first of the Five Sacred Mountains [1]. It is a sacred place for ancient emperors to worship and pray for the gods. The blessing culture of Mount Tai occupies a lofty position in Chinese history, Chinese culture and religious beliefs, and has a far-reaching impact on promoting the development of Chinese society, enriching the connotation of national culture, and deepening traditional artistic thoughts.

2. CHARACTERISTICS OF TAISHAN BLESSING CULTURE

2.1 Taishan Fengshan is the Unique Regional Style of Taishan Blessing Culture

Taishan Fengshan Culture is the most representative cultural phenomenon in Taishan Blessing Culture. Fengshan on Mount Tai represents the supreme power and sacred status of the ancient emperors [2]. It not only strengthens and consolidates the political status of the rulers, but also strengthens people's belief in the gods of Mount Tai. For example, the Emperor of Dongyue is regarded as the god who dominates the heaven and earth; the Bixia Yuanjun of Mount Tai is said to "protect all living beings, respond to the nine states, and send children to Guanyin"; the stone talisman of Mount Tai has the power to ward off evil spirits and protect homes.

2.2 The Blessing Culture of Mount Tai is a Concentrated Embodiment of Chinese Religious Beliefs, Philosophical Thoughts and Artistic Forms

The blessing culture of Mount Tai is a model of the integration of multiple cultural elements of Taoism, Buddhism and Confucianism, and contains profound philosophical thoughts and colorful artistic forms. Taoist culture is mainly reflected in the blessing activities for peace and the ancient buildings where Taoist belief activities are held, such as the Dai Temple and the Bixia Temple. Buddhist culture is mainly reflected in the sacrificial activities of burning incense and worshipping Buddha, and the chanting of scriptures and worshipping Buddha in religious ceremonies such as "Guanyin's Birthday" and "Buddha Bathing Festival". Confucianism is mainly reflected in the worship of Confucius and other sages and the ancestor worship ceremonies on many traditional festivals. At the same time, the Taishan blessing culture emphasizes the cosmic view of "harmony between man and nature" and the value of praying for the protection of gods. Traditional arts such as Taishan stone carvings, murals, paper-cuts, and shadow puppets also contain profound cultural connotations.

3. PRELIMINARY CONCEPTION OF THE DESIGN OF CULTURAL AND CREATIVE PRODUCTS WITH THE THEME OF TAISHAN BLESSING CULTURE

3.1 Extraction of Visual Elements of Taishan Blessing Culture

Color is an important part of the core elements of visual design. Reasonable use of color has a positive role in promoting the expression of the theme, the strengthening of content, and the creation of atmosphere. For example, the grayish white color of Taishan stone implies calmness and tenacity; the red walls and green tiles of the Dai Temple imply solemnity and mystery; the red and yellow flags imply auspiciousness and prosperity; the verdant pines and cypresses of Taishan imply vitality and vigor; the gold of Taishan temples and palaces imply dignity and sacredness; the blue of blessing belts and banners imply tranquility and serenity; the off-white color of burning paper and candles for sacrifices imply purity and cleanliness. From an artistic perspective, the Taishan blessing culture mainly uses red, gold, blue, green, black and white as the main colors, and they are often used in combination. For example, red and gold are often used to decorate incense and candles for blessing, implying auspiciousness and prosperity; while black and white are often used in sacrificial activities, representing sacredness and solemnity.

Graphics are known as the most direct and effective visual transmission method in graphic design because of their vivid, intuitive and clear visual characteristics and their ability to convey emotions. Based on the unearthed cultural relics and historical documents, the graphic elements related to the Taishan blessing culture mainly include natural landscapes, cultural landscapes, animal and plant graphics, human images, cultural symbols, etc. Such as the natural texture and natural form of Taishan stone; the images of Taishan animals and plants, such as the pictures of hundreds of beasts; the shapes and various decorative patterns of Taishan ancient buildings; the texts of Taishan scriptures, stone carvings and stone tablets; the images of Taishan gods; the relevant graphics of Taishan stone talismans; the shapes and accessories of sacrificial incense burners and various props; the texture and decoration of Taishan sacrificial costumes; sacrificial dances and corresponding accessories; amulets; Taishan paintings, etc. These graphic elements are elegant and exquisite, with profound meanings. They are not only representatives of Mount Tai's cultural relics, folk customs and totem culture, but also indispensable design materials in the design of modern cultural and creative products. Through the rational use of their abstraction, generalization and integration, they can not only enhance the aesthetic value of cultural and creative products, but also enhance the unique Mount Tai charm of cultural and creative products.

3.2 Analysis of the Audience Structure of Mount Tai's Blessing Culture and Creative Products

First, from the cultural level, the core audience of Mount Tai's blessing culture and creative products has a strong interest in Mount Tai culture. This group of people is not restricted by age and social class. They include researchers who have in-depth research on Chinese traditional culture, enthusiasts who have a strong interest in Chinese history, and ordinary people who seek spiritual sustenance in order to pray for happiness and well-being. This group of people has deep feelings for Mount Tai's blessing culture and is an important audience group for Mount Tai's blessing culture and creative products.

Secondly, from the perspective of tourism, Mount Tai is the first of the Five Sacred Mountains and a tourist destination. Mount Tai culture is a typical representative and an important part of Chinese traditional culture, attracting tourists from different countries, genders and races to visit and play. This group of people has a strong curiosity about the scenery and culture of Mount Tai, and is the main audience group of the cultural and creative products of Mount Tai blessing culture.

Thirdly, from the analysis of the consumer market, the audience of the cultural and creative products of Mount Tai blessing culture can be divided into several groups according to age, and these groups have different demands on the price, function and other aspects of cultural and creative products. For example, young people with fashion freedom ignore the price factor, pay attention to the external form of cultural and creative products, and are attracted to cultural and creative products with modern consciousness, rich innovative elements and leading fashion trends; middle-aged people with rich life experience pay more attention to the practical value and spiritual satisfaction of cultural and creative products within the scope of economic permission; the elderly who have experienced years of precipitation have a special liking for classic cultural and creative products with traditional characteristics. In short, the design of cultural and creative products should be planned and conceived in a targeted

manner according to the different characteristics of the audience.

4. DESIGN STRATEGY OF CULTURAL AND CREATIVE PRODUCTS WITH THE THEME OF MOUNT TAI BLESSING CULTURE

4.1 Theme Conception of Cultural and Creative Products

First, the unique landscape of Mount Tai is used as the design theme of cultural and creative products. There are three creative ideas: the first is to use the majestic peaks, peculiar landforms and scenic spots of Mount Tai as the main content of cultural and creative product design, such as the sunrise on Mount Tai and the sea of clouds on Mount Tai; the second is to use the places of Mount Tai's blessing culture - temples and palaces as the core design elements of cultural and creative products, such as the Dai Temple, the Red Gate Palace, and the Jade Emperor Peak, etc., and design multiple sets of envelopes, postcards, and hand-made gifts, etc., focusing on the landmark characteristics of Mount Tai's blessing culture and the solemnity of the connotation of Mount Tai's blessing culture; the third is to use the natural scenery of Mount Tai with distinct four seasons as design materials, such as peach blossoms in spring, colorful streams in summer, red leaves in autumn, and proud pines in winter. This part of the content can be artistically conceived in the form of traditional Chinese paintings, illustrations or decorative paintings, and the characteristics of the artistic style itself can be used to show the beautiful scenery of Mount Tai.

Secondly, the blessing culture of Mount Tai is used as the design theme of cultural and creative products. There are four creative ideas: the first is to extract visual elements from the Taishan blessing ceremony and blessing props, such as Kongming lanterns, incense, candles, candlesticks, etc., and apply the unique shapes and decorations of these items to the design of cultural and creative products as visual elements, creating cultural and creative products such as blessing sachets, bookmarks or blessing candlesticks. The second is to extract symbols and patterns with auspicious meanings from the blessing culture, such as auspicious words such as blessing, longevity, and wealth on blessing props; auspicious patterns of animals and plants in clothing and paintings; and elegant poems in sculptures and stone carvings. Such content is used as the creative theme, and the design forms are rich and diverse. Whether it is using graphics alone for theme conception or combining graphics with text as a background, a variety of cultural and creative products related to auspicious patterns and texts can be designed, such as stationery products, accessories products or clothing products. The third is to extract usable visual elements from historical legends and myths as design materials for cultural and creative products. For example, the legend of Taishan Stone Guardian exorcising evil spirits can be used as the creative theme, and the painting content related to the story can be created. After artistic processing, it can be applied to cultural and creative products such as stone carvings, ornaments, and accessories to give full play to the magical power and beautiful meaning of Taishan Stone Guardian protecting the home. The fourth is to use the profound religious heritage of Taishan blessing culture, take the religious culture and religious rituals of Taishan blessing culture as the creative theme, and conceive and design a series of cultural and creative products. For example, using the image of Taishan gods as a design element, you can create cultural and creative products such as Taishan gods IP image, ornaments, and murals. These products can not only show the solemn and sacred temperament of Taishan gods, but also meet people's spiritual sustenance of praying for peace.

4.2 Picture Conception of Cultural and Creative Products

4.2.1 Color design

The use of comfortable and harmonious colors in the design of cultural and creative products can not only enhance the visual beauty of the product, but also effectively spread the cultural theme.

First of all, the color should reflect the uniqueness of Taishan blessing culture. The color selection of blessing culture and creative products should be consistent with the theme content of blessing culture, ensure the harmony between the color and the theme atmosphere of cultural products, and avoid the use of abrupt and inappropriate colors. For example, for paintings and sculptures with the theme of ancient emperors, it is more appropriate to use yellow and gold to highlight the majesty and dignity of the royal family.

Secondly, colors should meet the emotional needs of consumers. The color selection of cultural and creative products should be consistent with the product positioning, and the emotional attributes of colors should be used to create the emotional atmosphere of the products. At the same time, choose appropriate color combinations for different target audiences, such as young people who are fonder of fashionable and lively colors.

Thirdly, colors should reflect visual balance and coordination, emphasizing the stable and solemn visual beauty of colors in products and pursuing the vibrant and dynamic visual effects of colors. Therefore, similar colors, adjacent colors, contrasting colors and harmonized colors can be appropriately used according to actual conditions to create the atmosphere required by the picture. For example, the grayish white color of Taishan stone can be used for various stone crafts and decorations, or the background color design of unique decorative paintings or paper and cloth cultural and creative products to highlight its noble and elegant temperament.

4.2.2 Graphic Design

First, graphics should reflect cultural heritage. We should deeply explore the visual elements of Mount Tai blessing culture, and use decomposition, integration and innovation to apply mythological stories, auspicious patterns, calligraphy and seal carving to the graphic design of cultural and creative products. For example, we can combine auspicious patterns such as dragons and phoenixes, Ruyi, and unicorns with the culture of Mount Tai blessing, design a variety of silk scarf products, and convey the wishes of longevity and health.

Secondly, graphics should reflect cultural innovation and expression. In the design process of cultural and creative products, we should actively adopt design techniques such as exaggeration, deformation, and abstraction, and make innovative combinations and designs of isomorphic and heterogeneous traditional graphics to create graphic elements with the flavor of the times and novel and unique. For example, we can extract and design graphic elements such as painted, tiled, and brackets in Mount Tai buildings into decorative patterns and apply them to clothing, accessories, and ornaments, so that the ancient culture can be revitalized in modern products.

Thirdly, the graphics should have a high degree of recognition and unique personality, and be consistent with the shape and function of cultural and creative products. For example, the shape of Taishan Shi Gan Dang is applied to cultural and creative products such as ornaments and paperweights, reflecting the function of Shi Gan Dang culture in exorcising evil spirits and praying for blessings; the simple style of Taishan paper-cutting is used to show the artistic charm of Nantianmen, and it is applied to cultural and creative products such as stationery and badges to enhance the fashion sense and cultural atmosphere of the products.

4.2.3 Typography design

The harmonious and expressive picture layout in the design of cultural and creative products is conducive to enhancing the storytelling and emotional expression of the picture.

First, the theme should be highlighted. Always ensure that the core elements such as scenic spot features and cultural symbols are reflected in the layout.

Secondly, the layout should be reasonable. It is necessary to consider the balance and contrast between the various visual elements of graphics, colors, and texts related to the blessing theme, and the visual level of each element in the entire picture. Through the conception and arrangement of the size, distance, light and dark, and sparseness of different visual elements, a cultural and creative product with overall harmony and strong visual effects is created.

4.3 Diversified Demands for Cultural and Creative Products with Taishan Blessing Culture as the Theme

4.3.1 Practical Demand

As we all know, the practical value of cultural and creative products is to meet the actual needs of users as the primary goal. The design of cultural and creative products with Taishan Blessing Culture should take the user experience as the center throughout the conception and design process of cultural and creative products, always pay attention to the user's use needs, usage habits and psychological expectations of cultural and creative products, and at the same time pay attention to the style design, style orientation and detail processing of cultural and creative products to improve the user's satisfaction in the process of using cultural and creative products. For example, the image of Taishan Stone Guardian is used in the theme pattern design of clothing, household goods or cultural and creative products to meet the diversified practical needs of consumers. These lightweight and portable cultural and creative products are more likely to arouse tourists' desire to buy during sightseeing trips.

4.3.2 Diversified Demands

In the design process, scientific design concepts, advanced technical means and safe production materials are used to enhance the diversity of cultural and creative products. According to the different themes of Taishan blessing culture, we can design the forms of cultural and creative products in series or in a diversified way. In the design process, the same design material can be applied to both clothing and household items, and cultural and creative products. Through the selection and production of a variety of materials, styles, and specifications, we can meet the needs of consumers for cultural and creative products of different prices, tastes, and uses. For example, cultural and creative products with interactivity and immersion are easier to integrate into consumers' lives and realize the use value of cultural and creative products.

4.3.3 Innovative Demand

The design of cultural and creative products of Taishan blessing culture should focus on the timely integration of traditional cultural elements and modern design language [3]. It should emphasize the importance of cultural and creative products to the inheritance of traditional culture, and the modern sense of cultural and creative products leading fashion trends and cutting-edge technology. Modern sense is not only reflected in the use of modern design language and popular expression techniques, but also in close contact with modern life and values. For example, the visual elements of the selected Taishan blessing culture can be further decomposed and integrated, and the more representative and essential visual elements in graphics, text and color can be extracted for reconstruction and design. The visual elements can be reorganized and arranged by using the performance techniques of personification, exaggeration and displacement. The new visual language can be made more concise and refined, and more in line with the aesthetics and needs of modern people by combining modern production technology and process materials. The continuity, transformation and expansion of Taishan blessing culture in the process of modern design can be realized, and the influence of Taishan characteristic culture and Tai'an folk customs in society can be continuously expanded, so as to make preliminary preparations for the long-term and repeated cultural communication and market promotion of cultural and creative products.

4.3.4 Cultural Demand

The design of cultural and creative products with Taishan blessing culture as the theme should focus on the inheritance and development of Taishan blessing culture from multiple levels and angles. During the design process, the essence of the visual elements of Mount Tai blessing culture is always combined with modern design, and different cultural implications are given to creative products according to their actual functions and usage scenarios. While enhancing the appreciation value, commemorative value and practical value of cultural and creative products, it also expands tourists' comprehensive understanding of Mount Tai blessing culture and realizes the cultural inheritance, cultural transmission and image display functions of cultural and creative products as the image spokesperson of Tai'an.

5. CONCLUSION

Tai'an's cultural tourism industry has entered a period of vigorous development. The design of cultural and creative products with the theme of Mount Tai blessing culture must adapt to the development needs of the times. On the basis of maintaining the unique regional customs of Mount Tai blessing culture, it breaks through the current creative bottleneck of Tai'an tourism cultural and creative product design from several aspects such as element extraction, style orientation, style design, and detail processing, and improves the cultural, innovative, unique and applicable nature of cultural and creative products. This will have a positive effect on the dissemination of Mount Tai culture, the development of Tai'an's regional characteristics, the protection of Mount Tai's cultural heritage and the development of Tai'an's regional economy.

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