

Innovative Research on the Design and Development of Innovative Products from the Perspective of Cultural and Creative IP

Jin Xiaolei
 Shanghai Jianqiao University
 Shanghai, China
 201306, China

Abstract: Based on the current situation of the development of cultural and creative products in public libraries in China, this paper analyzes the relationship between cultural IP and cultural and creative products, puts forward the problems existing in the development of cultural and creative products in public libraries, points out the important role of cultural IP in the development of cultural and creative products in public libraries, and discusses some strategies for the development of cultural and creative products in public libraries from the perspective of cultural IP. This paper discusses the triple dimensions of red cultural symbol extraction methods from characteristic buildings, revolutionary cultural relics and revolutionary stories, focuses on cultivating high-quality red IP images, and proposes the triple path of "IP+technology", "IP+story" and "IP communication" for innovative design of red tourism cultural and creative products, so as to promote the high-quality, diversified, sustainable and healthy development of red tourism.

Keywords: Design and development; innovative products; cultural and creative IP

1. INTRODUCTION

With the advent of the Internet era, human society has entered the digital and information age. China's society has developed rapidly, accelerating the transformation and upgrading of various fields, and people pay more attention to spiritual pursuit. Under the new media environment, public libraries, as an important repository of knowledge, have complied with the development requirements of the times and made significant contributions to the protection, collation and dissemination of traditional culture. A game, a movie, a novel, a song, a tourist attraction, even a person or a phenomenon can all be called IP.

The 2018 China Culture IP Development Summit Forum was held in Beijing, at which the 2018 China Culture IP Industry Development Report was released. The report enriched the connotation of IP and redefined IP: specifically, it refers to the connection and integration between cultural products. It is a cultural symbol with high recognition, own traffic, strong liquidity penetration and long liquidity cycle. We call such a cultural symbol "cultural IP". Creative economic policies can promote the vigorous development of cultural and creative industries,

(1) Therefore, in order to ensure the steady progress of the development and design of cultural creative products, museums need to formulate more scientific, comprehensive and long-term development strategies and plans. First, relevant departments need to formulate relevant policies and plans for the commercial development of museum resources in a timely manner to provide necessary support for the development and design of cultural and creative products for museums.

(2) From the perspective of consumers, cultural IP represents a certain kind of label and cultural phenomenon, which can arouse interest, and users are willing to pursue it, which may be transformed into consumer behavior; From the perspective

of operators, cultural IP represents a certain brand and intangible assets, which can be transformed into consumer goods and realized value realization through commercial operation and industrial integration.

(3) In the red tourism industry, how to build the red tourism cultural and creative products into a high-quality IP, or even a super IP, must rely on the rich connotation and distinctive characteristics of the red cultural resources, a powerful cultural matrix, and deeply tap the cultural accumulation with the red cultural value as the core, so that it has both cultural and commercial value attributes.

What open innovation allows and takes away is shown below.

	Monopoly Rents	Ricardian Rents
Cost	<p>Allows: Rents from barriers to entry from economies of scale in such areas as operations, and from experience-curve effects in operations and knowledge management</p> <p>Takes Away: Rents from barriers to entry from scale benefits in innovation, and access to and the cost of capital</p>	<p>Allows: Rents from employee know-how in such areas as operations, from organization culture, and from the network relationships with leaders in the open-innovation community</p> <p>Takes Away: Rents from the ability to capitalize on innovation synergies from R&D spillovers and the interaction between internal and external sources of innovation</p>
Differentiation	<p>Allows: Rents from product differentiation, distribution-channel control, and customer switching costs</p> <p>Takes Away: Rents from proprietary product design</p>	<p>Allows: Rents from firm reputation, employee knowhow in such areas as operations, and organization culture</p> <p>Takes Away: Rents from employee know-how and a culture that anticipates customer needs</p>

Figure. 1 What open innovation allows and takes away

2. THE PROPOSED METHODOLOGY

2.1 Meaning of cultural and creative IP

Create red cultural IP symbols by means of artistic design such as extraction, transformation and reconstruction, and develop and design red tourism cultural and creative products that meet the high-quality spiritual needs of tourists, so that tourists can have emotional resonance and dependence with IP products, establish a sense of IP image recognition, and increase the sense of identity and existence of red cultural values. The connection between cultural IP and cultural and creative products lies in that cultural IP is the core driving force for the design and development of cultural and creative products. It contains rich cultural elements and distinctive aesthetic features, which can empower cultural and creative products:

(1) Cultural and creative products from the perspective of cultural IP are not only "objects", but also cultural expressions. The aesthetic value it contains is not only the spread of traditional Chinese philosophy, values and ways of life, but also the cultural needs, ideals and aesthetic feelings of contemporary people, so as to achieve the integration and unity of practicality and aesthetics. Cultural and creative products are the abbreviation of cultural and creative products.

(2) Cultural and creative products are designers who interpret certain cultural connotation and draw material and spiritual cultural elements from them, combined with the characteristics of the times A series of "cultural derivatives" designed by external factors such as social aesthetics. Tourism cultural and creative products are cultural and creative products in the tourism field.

(3) It refers to creative products with added value created by designers through the development and utilization of intellectual property rights through the exploration of resources and connotation of tourist destinations. Like derivatives in other fields, tourism cultural and creative products also include various handicrafts, office appliances, daily necessities, decorations, souvenirs, etc.

2.2 The University Students' Career Education

Museums need to pay enough attention to the development and design of cultural and creative products and include them in the museum management system. At the same time, they can also establish a set of perfect assessment mechanisms for the development and design of cultural and creative products, so as to maximize the enthusiasm and enthusiasm of staff. In addition, relevant government departments also need to constantly improve relevant laws and regulations, so as to provide a good atmosphere and environment for the development and design of cultural and creative products.

As a special commodity, red tourism cultural and creative products flow into the market. The most important and significant feature of red tourism cultural and creative products is their use value. If they are separated from this essential attribute, they will lose their existing value and significance. Libraries, museums and other cultural units actively respond to the call of national policies, tap their own advantages and distinctive resources, increase the design and development of cultural and creative products, and revitalize traditional libraries. With their high aesthetic value of beauty, they have become tourist attractions that domestic and foreign tourists yearn for.

The reason why tourism cultural innovation can be different from other cultural innovation lies in the correlation between its cultural connotation and territorial characteristics.

If Lushan Cultural Creativity wants to form its uniqueness, it must excavate its own uniqueness and apply it to cultural and creative products. The uniqueness of Mount Lushan's natural landscape lies in the numerous strange mountains and rocks, overlapping mountains and competing peaks. Many museums are short of talents, which seriously restricts the development and design of cultural and creative products,

3. CONCLUSION

With the continuous development of social economy, human society has entered the era of digital and cultural consumption. As a treasure house of document information resources, public libraries have important social and practical significance in strengthening the design and development of cultural and creative products. From the perspective of cultural IP, thus forming emotional resonance and cultural identity, making red tourism cultural and creative products an effective carrier and publicity channel for patriotism education in the new era, and promoting the high-quality, diversified, sustainable and healthy development of red tourism.

4. REFERENCES

- [1] Ji Shuanglong, Ma Jiawei Research on innovative ideas of library cultural and creative product development [J] Library, 2018 (11): 8
- [2] Ji Yibo "Research on the innovative ideas of Nanjing Yunjin Cultural Innovation from the perspective of" Internet plus "" [J] Art Grand View, 2020 (11): 2
- [3] Zhang Ruijue Research on innovative ideas of development and design of red cultural and creative products [J] two thousand and twenty
- [4] Zhao Lu On the innovative thinking of the development and design of cultural and creative products of museums in the new era [J] Popular Literature and Art: Academic Edition, 2018 (19): 1
- [5] Zhao Kang Research on innovative ideas of library cultural and creative product development [J] two thousand and twenty
- [6] Cheng Rongjie, Gao Zhiyong Research on Modern Cultural and Creative Product Design in the Context of Handmade Creation [J] Pictorial: Late Edition, 2020, 41 (24): 269-273
- [7] Wang Feng, Su Yuxin Based on the design, development and research of cultural and creative products in Huai'an section of the Grand Canal [J] Tomorrow Fashion, 2019
- [8] Yuan Lu Innovative development and design of auspicious elements of Qianyang fabric embroidery from the perspective of cultural creativity [D] Xi'an University of Engineering, 2019
- [9] Wang Shuang Research on the innovation of cultural and creative products of the Yellow River under the influence of emotional design [J] two thousand and twenty
- [10] Zhao Danlin, Zhang Hua Research on cultural and creative products under the situation of supply side reform [J] Design, 2018 (3): 2

- [11] Shouhai, Xu Zhaomin and Zhao Xiyong Research on wetland tourism planning control indicator system from the perspective of "anti-planning" [J] China Agricultural Resources and Zoning, 2018, 39 (11): 224-229
- [12] Zhang Peng, Wang Yong Research on the development of fashion, culture, tourism, cultural and creative products from the perspective of IP [J] Western Leather, 2022, 44 (18): 3
- [13] Ye Huiji, Xuan Xiaolan, Zhou Yuwei, et al Cultural and creative product design and research based on urban characteristic IP -- Take Nankong Grandpa as an example [J] Industrial Innovation Research, 2021 (14): 3
- [14] Ma Xiaoqiang, Zhou Chen Research on innovative design of cultural and creative products of red tourism from the perspective of cultural IP [J] Journal of Jinan Vocational College, 2022 (3): 4