

RESEARCH ON THE DESIGN METHOD OF CULTURAL AND CREATIVE PRODUCTS IN ZHUSHA TRADITIONAL VILLAGES BASED ON IMAGE TRANSFORMATION

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Abstract

This study takes the Zhusha traditional village in Xiushui County, Jiujiang City, Jiangxi Province to discuss the application of image transformation as an important means in the design of cultural and creative products. The main purpose of this study is to comprehensively analyze the distinct characteristics and aspects of the regional culture of Xiushui Zhusha traditional village. Then, the relevant cultural elements are identified and extracted based on these distinct features. The questionnaire survey was used to investigate the needs of tourists and villagers. This will provide a theoretical basis for the innovative design of cultural and creative products containing the unique regional cultural attributes of the Xiushui Zhusha traditional village. Moreover, the design method and the design process are summarized in this process. Expert evaluation was conducted on the cultural and creative products of Zhusha traditional village with regional cultural characteristics. Establish a promotion platform to enhance the tourism image and influence of Zhusha traditional village. Ultimately, promote local economic development and increase the income of local agricultural communities.

The research results are as follows: the cultural symbols of Zhusha traditional village have profound cultural and historical significance, are a powerful sign of community identification and inheritance; image transformation, as a general and effective design method, promotes the reinterpretation and reproduction of cultural symbols in contemporary context; design ideas and suggestions have been proposed to guide the future design of cultural creative products, emphasize the importance of protecting and promoting the cultural heritage of Zhusha traditional village, and adapt to the changing consumer preferences. This study helps to better understand the role of image transformation in the design of cultural and creative products, and to promote the preservation and revitalization of traditional village culture in the rapidly changing world.

Keywords: Image transformation, Cultural and creative products, Design methods, Traditional villages, Cultural symbols.

Introduction

Rural revitalization strategy, promote the development of rural tourism, "tourism +" new forms is a powerful means of traditional villages to realize rural revitalization, vigorously promote rural traditional culture and other industries, with the help of digital economy development cultural creative industry, innovative travel products, explore the regional culture characteristics of traditional villages, extract tangible and intangible cultural elements, and the transformation of products, the traditional village and design research provides a new idea (Zhang, 2019). Extracting cultural characteristics from ancient cultural relics to generate cultural products. After evaluating the design results, it is found that using image inspiration has more creative results



than text inspiration (Luo, 2016). According to the tourist preference survey, the most popular forms of tourism are national art and traditional culture. Designers can design tourism products according to the preferences of tourists, and use digital information technology to study the innovation of national culture intelligent tourism products design and the optimization of tourism products, so as to improve the satisfaction of tourism products (Zhou, 2022). To sum up, the research on excavating traditional village cultural elements and designing them into cultural and creative products is still in the initial stage, and there are still some gaps in the research of related design methods.

Image transformation is one of the most important research methods of cultural and creative product design. The image theory initially had an impact on the way people work, live and know. As early as in the literary field of the 20th century, scholars developed the method of image transformation, which was later gradually applied to the field of art and design. The research of cultural and creative product design focuses on exploring, extracting, interpreting and transforming traditional historical and cultural symbols. It is necessary to use the design method of image transformation as a link connecting subjective thinking and objective material, and transform traditional cultural symbols into cultural and creative products favored by the general public in a visual way. So that users can associate with the objective material and its cultural spirit and connotation, that is, the image conveyed by the product, to achieve emotional resonance.

Product image is the feeling that people perceive without form (Su, 1986), emphasizing the subjective consciousness and feelings brought by "image". "Image" promotes the design of products with "both shape and spirit". The external expression form of a product can be regarded as the "image" in the "image", while the internal meaning and function of a product belong to the category of "meaning". In the product design, "meaning" and "image" are integrated and influence each other (Feng, 2018). Cultural products have the function of transmitting culture and spirit, and contain rich cultural images. As a part of cognition, product image, on the one hand, is "giving meaning to image". Through cognitive activities, designers transform their intentions and ideas into specific product forms and symbols, and create specific product image. On the other hand, "view the image", the product image also depends on the user's personal experience and psychological structure of the product form and connotation of the understanding. Users give the product personal meaning and interpretation through their own perception, experience and cultural background. Therefore, the product image is not only the creative product of the designers, but also the subjective interpretation of the users based on their personal understanding (Xu, 2019).

It is found that in the design of cultural and creative products in many traditional villages, the cultural IP image design is gradually emerging. Using cultural symbols into an image, belong to the category of creative products, and it can be integrated with other types of creative products, the traditional village culture IP image into illustration design, as decorative application on creative products, it to create a series of traditional village cultural product design plays an important role. From the perspective of tourism culture, the materialization of IP image is a part of tourism products. The blind box fashion games attached to the cultural implication can produce more interaction with tourists, act as a bridge between culture and people and produce natural connections (Li, 2022).

This paper hopes that through the "intangible + tide play IP" blind box and explore design, for Zhusha traditional village with unique regional cultural attribute "Opera doll" series IP blind box design, improve from the intangible cultural resources derived from the products in terms of cultural inheritance influence phenomenon, promote Zhusha traditional village tourism image, promote the development of local economy.



Research Objectives

1. Comprehensive analysis of the distinctive characteristics and aspects of the regional culture of Xiushui Zhusha traditional village. Then, the relevant cultural elements are identified and extracted based on these distinct features.
2. Using the theoretical basis of tourism consumer groups, questionnaire survey is used to evaluate consumer needs. This will provide information for the innovative design of cultural and creative products containing the unique regional cultural attributes of Xiushui Zhusha traditional village. Furthermore, consolidate the design approach and procedural guidelines adopted in this process.
3. Conduct expert evaluation on the cultural and creative products of Zhusha traditional village with regional cultural characteristics. Establish and promote a platform to enhance the image and influence of Zhusha traditional village tourism. Ultimately, this initiative aims to promote local economic development and increase the income of local agricultural communities.

Research Methodology

This project adopts a combination of quantitative and qualitative methods.

1. Qualitative research. The research mainly focuses on field research and in-depth interviews, through literature sorting and data inquiry, and uses tools such as photography, audio recording, video recording and notes.
2. Quantitative research is mainly carried out in the form of questionnaire and product evaluation. Based on the questionnaire and guided by the purpose of this study, the research questions for tourists, villagers, tour guides and experts are constructed as follows:
 - 1) The object of the questionnaire survey is the villagers and tourists of cinnabar traditional villages. Through the questionnaire survey, people's cultural cognition, needs and preferences of cultural and creative products are analyzed. Appendix A contains 145 valid questionnaires for tourists in Zhusha village; Appendix B surveys local villagers, shopkeepers and tour guides in Zhusha village, with 33 valid questionnaires.
 - 2) Expert interviews to evaluate and measure satisfaction of cultural and creative products in Zhusha traditional village.

Research Results and Suggestions

1. Analysis of the historical and cultural symbols of Zhusha traditional villages

Through literature sorting and field research, the rural cultural symbols with local characteristics are extracted, and then classified as image symbols, identifiers and symbolic symbols. The image symbols in the village include: ancient buildings and dwellings, architectural decorative art, landscape, ancient relics, ancient celebrities and folk activities. These image symbols have objective material properties, which can be transformed from the material layer from the shape, pattern, color and material of the symbols. Identifiers are: historical evolution, rules and regulations. Symbols are: cultural concepts and philosophical thoughts.

1) Image symbol analysis of Zhusha village

① Ancient village and ancient buildings and dwellings. The village has preserved more than 20 civil structure houses from the 1950s to the 1970s, with a construction area of more than 20,000 square meters. The buildings of Zhusha village are mainly divided into public buildings and residential buildings. The public buildings include ancient opera houses, one peishi school building (which has been transformed), and the



residential buildings include foreign houses, new houses, lower houses, three halls, upper sages, and six buildings in the late Ming and early Qing dynasties.

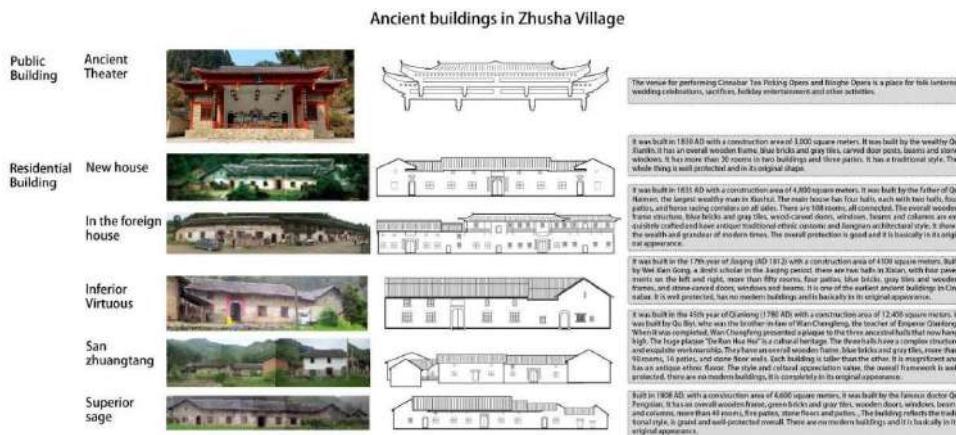


Figure 1 Ancient buildings of Zhusha village

Source: Author

② Architectural and decorative arts. The architectural decorative art of Zhusha village is mainly wood carving, stone carving and color painting, which are reflected in door holes, stone carving piers, wooden carving beams, and wall slogans. Wood carving is mainly concentrated on the doors and Windows of the house, finches and the beams inside the building, the wood carving decoration on the window is mainly in the position between the tapering board and the heart of the grid, and the decorative patterns are mainly auspicious symbols, supplemented by flower patterns. The stone carving is mainly reflected in the position of the door pillow stone, finch, panes and wall leg stone, and a few are decorated at the base of columns and beams, most of which are carved with relief and transparent carving techniques. The decoration of the main ridge of the roof adopts the geometric shape of tile accumulation, and the peak ridges and vertical ridges are decorated with ridge beasts. The color painting is mainly reflected in the wall slogans, which are mostly left over in the 1960s.



Figure 2 Architectural decoration of Zhusha village

Source: Author



③ Natural landscape, ancient relics, ancient celebrities. Built in the late Ming and early Qing dynasties, the natural landscape has 15 yew trees with a history of 20-900 years, 9 ancient camphor trees with a history of 200-300 years, 1 heather for thousands of years, 1 fragrant cypress tree with a history of more than 200 years, and 1 ancient maple tree with a history of more than 300 years. There are ancient relics, an ancient well in the 12 years of Emperor Qianlong of the Qing Dynasty, an ancient bridge in the Jiaqing period of the Qing Dynasty, 1,000 meters of stone river from 200 years ago, a stone wall in the Qing Dynasty, 1.4 kilometers of ancient stone post road, 1 ancient pagoda, 2 ancient temples, 1 Taoist temple, 3 stone niang altar, 1 oil pressing house, and 1 water wheel mortar. Old objects are reflected in a folk museum, which displays the objects used by the ancestors of the Yu family, such as living utensils, farming tools, money storage tanks, etc. They can be extracted and transformed from shapes, patterns and colors into the design of cultural and creative products of Zhusha village. Ancient celebrities include Qu Yongshou Gong, Wan Chengfeng, and Qu Haimen.

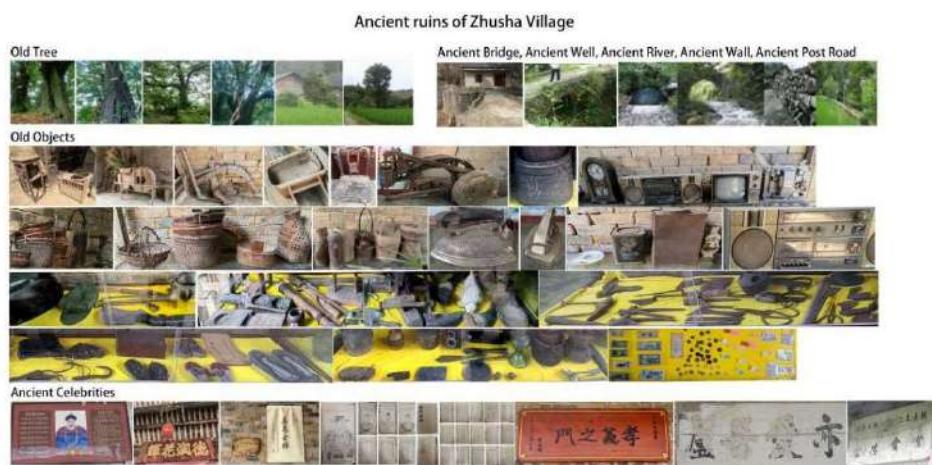


Figure 3 Ancient relics of Zhusha village

Source: Author

④ Folk activity. The folk activities of Zhusha village are unique folk customs in northwest Jiangxi, with various forms and rich contents, including beliefs and customs of Guanyin dynasty, as well as folk cultures such as tea picking opera and Ninghe opera. It is said that the 18th day of the sixth lunar month is the birthday of the Empress Guanyin, the surrounding villagers the first day bath change clothes, do not eat meat, to the Guanyin Hall incense worship, pray for peace for their family, is the main spiritual belief of the Zhusha villagers. Tea-picking opera, founded in 1833, was carried forward by Mr. Qu Haimen in 1911. Qu Qiuqin of cinnabar Village is the non-genetic inheritor of tea picking opera in Xiushui County. "Tea picking tone" is the content of folk lantern color, wedding festival, sacrifice and festival entertainment activities. Ninghe Opera, an ancient opera in Jiangxi province, is popular in Guning County (now Xiushui County). Also known as Ningzhou big class. Nuo in the Tang Dynasty, the family, and the temple, in the early Ming Dynasty, spread to the northeast of Jiangxi, formed the local opera, Ninghe Daclass. The troupe was disbanded in 1991 for policy reasons. In 2021, it was listed as the fifth batch of national intangible cultural heritage.



Figure 4 Folk custom of Zhusha village

Source: Author

2) Analysis of Zhusha village

The symbols include the history of villages and village systems and regulations. These cultural symbols are historical and social. They are formed in the historical context of village development, belong to the cultural symbols in people's subconscious, and have the characteristics of abstraction.

Historical development. In the Ming Dynasty, Qu Yongshou founded a private school and created Fengxian Academy and Peiyuan Academy; in the 50 years of Qianlong, teacher Wan Chengfeng, "Derui Huahui"; in 1913, Mr. "Qu Haimen", the pioneer of new education, founded the Peishi Primary School and nursery Hall; in 1928, supporting the second district Peiyuan Primary School, Xiushui County, presented "Jiahui Shilin"; in 1922, President Li Yuanhong gave the plaque "Gate of Xiao Yi".

Systems and regulations. As a typical representative of family settlement, the Zhusha ancient building community embodies the complete clan system and the patio style dwellings composed of family. The architectural layout is clearly corresponding to the social system, reflecting the complete settlement unit under the clan system.

3) Symbol and symbol analysis of cinnabar Village

The symbols in the Zhusha village are: cultural concepts and philosophical thoughts. Symbolic symbols are cultural symbols representing the spiritual connotation of the village, which can arouse the emotional consciousness of users in the design of cultural and creative products.

Cultural concept. In the ancient village of culture and education, Zhusha people have always advocated culture and attached great importance to education. In the Ming Dynasty, Qu Yongshou founded a private school, founded Fengxian Academy and Peiyuan Academy; in 1913, Mr. "Qu Haimen", the pioneer of new education, founded Peishi Primary School and Baby Hall to attract surrounding students and cultivate talents. Tang culture with clan characteristics, the central layout of ancient architectural community in the village is "Tang", as the unit of Chinese traditional clan society, is a major feature of Zhusha historical and cultural heritage; Zhusha village is a traditional cultural ancient village integrating border trade culture, new learning education culture and architectural culture in northwest Jiangxi in the Qing Dynasty.



Philosophic thinking. In the Qu genealogy, the ancestors had the loyal patriotism, the way of running the family, the way of harmony, the way of being an official and the ecological civilization concept of the unity of nature and man,

To build the IP image of traditional village culture aims to promote and publicize the history and culture of the village. It is necessary to have the characteristics of high recognition and high value, so as to improve users' attention to it and enhance the cultural influence of traditional villages. Through the classification and arrangement of the cultural symbols of Zhusha village, it is found that the image symbols and symbols in the village are the most distinctive, so these two types of cultural symbols are mainly integrated with the cultural IP image of Zhusha village.

2. Survey results of user demand of cultural and creative products in Zhusha traditional village

Through the survey and study of the village cultural industry, most of the consumers who received the questionnaire survey are young people and middle-aged people. The data show that the development of the cultural industry in Zhusha village needs to be conducted through cultural and creative products, online publicity, cultural activities and other channels. The Zhusha village currently existsLack of design publicity talents, publicity is insufficient, lack of characteristic cultural and creative products and other problems.

The interviewees' preference for the demand type of cultural and creative products, and the demand for souvenirs accounted for 32.41%, IP image design accounted for 21.38%, agricultural products packaging accounted for 15.17%, jewelry accounted for 13.1%, home furnishing accounted for 13.1%, illustration design accounted for 2.76%, and other 2.07%.

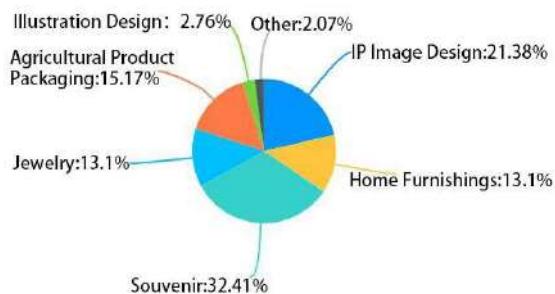


Figure 5 Tourists' preference for the demand types of cultural and creative products

Source: Investigator questionnaire data analysis form August, 2023

Be visited Tourists' preference for the demand style of cultural and creative products, like simple style for 50.34%, like nostalgic style for 13.1%, like elegant style for 12.41%, like fresh and fashionable style for 11.72%, luxury style accounted for 0.69%.

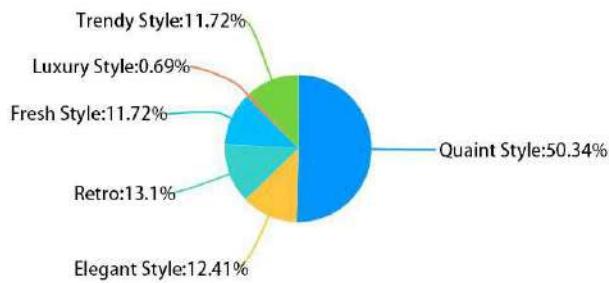


Figure 6 Tourists' demand and style preference for cultural and creative products

Source: Investigator questionnaire data analysis form August, 2023

Among the surveyed tourists, the accepted purchase price of 50-100 yuan accounted for 47.59%, the price of 101-200 yuan accounted for 13.79%, the price of 201-500 yuan accounted for 4.14%, and the price of above 501 yuan accounted for 0.69%.

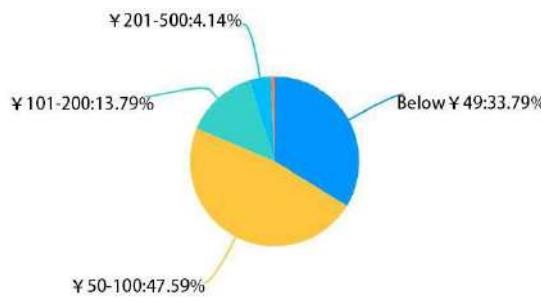


Figure 7 Tourists accept the price of cultural and creative products

Source: Investigator questionnaire data analysis form August, 2023

3. Design methods and processes of cultural and creative products based on image transformation

1) Cultural and creative product design method based on image transformation

The characteristics of cultural and creative products are summarized into three aspects: materiality, social and spiritual. Material characteristics focus on external form and indistinctiveness, social characteristics focus on people-oriented design and practicality, while spiritual characteristics emphasize cultural value and spiritual connotation.

Research on the design method of cultural and creative products based on image transformation. Semiotic meaning systems and semantic meaning systems play an important role in the design of cultural and creative products based on image transformation, involving image prototype transformation, product image expression and cultural image evaluation. These findings help us to better understand and apply product design methods based on imagery transformation.

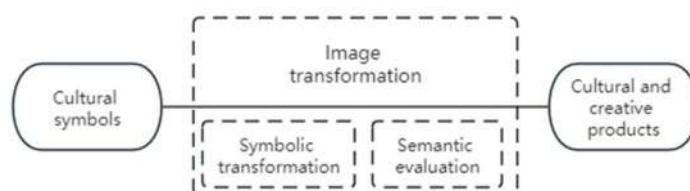


Figure 8 Design method of image transformation of cultural and creative products

Source: Author



The expression form of cultural and creative product design based on image transformation. It is the process of creating the product image through the "interpretation of meaning" and "the expression of image" of things. Specifically, "interpretation of meaning" is the interpretation of the connotation of objective things and stimulates the subjective design thinking of designers, while "expression of image" integrates the subjective design thinking into things and expresses it through the presentation of product form. The final product image needs to resonate with the user's emotion, and the process of image transformation is the process of product image formation.

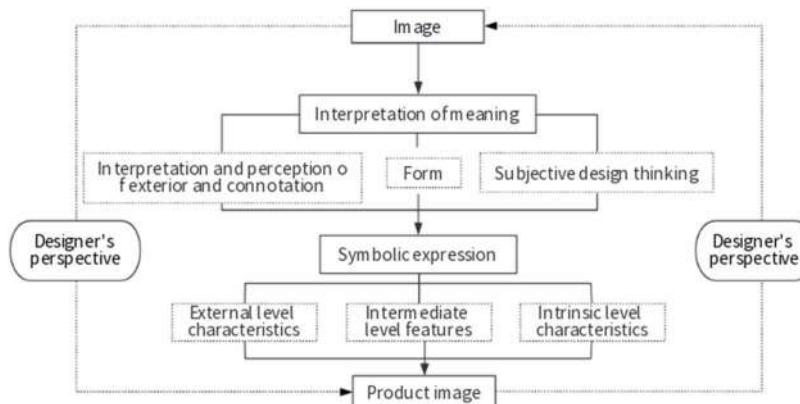


Figure 9 Image transformation of cultural and creative product design expression form

Source: Author

2) Cultural and creative product design process based on image transformation

① Interpretation of meaning- the image prototype transformation of cultural symbols.

Through the investigation of Zhusha traditional village, first of the cultural factors in the village image symbols, symbols and symbol division, and then analyze the cultural symbols, then the symbol of different attributes of extraction and transformation, finally to extract and transformation of cultural symbols, lay a foundation for the design practice.

② Expression of elephant-establish cultural IP image.

First, extract and transform cultural symbols to construct cultural IP, establish the content and characteristics of cultural IP; then select the appropriate cultural IP carrier media for transformation, and then the carrier media of cultural IP are classified into five types: publishing, animation, games, music and digital communication. Cultural IP should be placed on the carrier media, to reflect the value. Finally, according to the research content of the project, the cartoon image of digital communication is selected as the carrier media of cultural IP, aiming to design a traditional village cultural IP card image, so as to provide important value for the publicity of the village and the development of cultural industry.

③ Develop the derivative cultural and creative products of the cultural IP image.

The entity derivative creative products and digital derivative creative products are functional, such as stationery, clothing, jewelry, daily necessities, decorations, such products have a wider audience; digital derivative creative products mainly include APP design, web design, virtual interaction design, etc. In the network era of developed information, digital derivative creative products can improve the transmission speed of cultural IP image and attract more users' attention.

④ Publicity and utilization of cultural IP image.

Reasonable publicity of cultural IP image, can enhance its popularity. Culture IP image and the village shops, teahouses and other public places, or set up experience shop, theme exhibition form of cultural



promotion activities, provide display platform for cultural IP image, it can attract tourists, inspire tourists to buy, tourists will also for cultural IP image photos, use of social network to spread cultural IP image. Therefore, cultural IP image not only has the role of publicity, but also can drive the development of traditional village cultural industry.

⑤ Experts to evaluate and improve the IP image of traditional village culture.

In order to maintain the cultural IP image and consolidate various services, the researchers solicited the evaluation of experts in this field, and modified and improved it according to the evaluation opinions.

4. Image transformation of the cultural symbols of Zhusha traditional village

1) Cultural IP image construction of Zhusha village

The extracted and transformed cultural symbols are constructed as the cultural IP image of Zhusha village. Combined with the symbol characteristics and village characteristics, the cultural IP image is named "Opera doll", whose function is "original commercial IP of Zhusha village", with the main purpose of promoting the village culture and promoting the development of the cultural industry.

Table1 Cultural IP image construction of Zhusha village

Interpretation of meaning			Image expression	
Symbolic prototype	Symbolic interpretation	Transformed way	Image adjective	Symbol transformation
		Material layer transformation	Simple. nostalgic	
		Material layer transformation	Simple. nostalgic	
		Social layer transformation	Simple nostalgic	
		Material layer transformation	Simple. nostalgic	



		Material layer transformation	Simple. nostalgic	
		Material layer transformation	Simple. nostalgic	
		Material layer transformation	Simple. fashionable	
		Social layer transformation	Simple, fashionable	

Source: Author

2) IP image design of "Zhusha village Opera doll"

The overall shape and detail pattern of "Opera doll" are closely connected with the cultural symbols of Zhusha village, so that people can experience the characteristics of the village. The color are colored and matched according to the old costume colors of the national intangible cultural heritage Ninghe Opera. "Opera doll" IP image hand-painted final draft. The Adobe Illustrator software was used to draw the cultural IP image and make the final draft. Combined with the color of the ancient costumes and user preferences, the color of the opera doll was determined and displayed in the final drawing.



Figure 10 The IP image of "Opera doll" is hand-painted

Source: Author

3D modeling of "opera doll". Use CINEMA4D software to conduct standardized digital modeling and rendering to create three-dimensional images of the front, side and back of "opera doll".



Figure 11 The 3 D model of "Opera doll"

Source: Author

Discussions

1. The ale for choosing traditional Zhusha village and designing cultural and creative products

In this study, the initial purpose was to understand the motivation of choosing Zhusha traditional village as the design focus of cultural creative products. The results show that the rich cultural heritage and historical significance of Zhusha traditional village promote this choice. These villages are a valuable treasure trove of cultural symbols and traditions, with great potential for creative reinterpretation and contemporary expression. Mr. Feng Jicai pointed out that traditional villages are the largest cultural heritage of the Chinese nation. Traditional villages not only have rich historical and cultural value, scientific research and artistic aesthetic value, but more importantly, the spiritual value they contain and carry. Every village containing traditional culture is a living fossil, reflecting a cultural essence and spatial memory of harmonious coexistence between man and nature (Feng, 2013). The desire to protect and promote these cultural elements while meeting changing consumer preferences and tourism needs is a compelling case for our study.

2. Analysis of regional culture of Xiushui Zhusha traditional village

The research team made a comprehensive analysis of the regional culture of the Zhusha traditional village, and had unique insights on the distinctive characteristics and types of its cultural elements. Each cultural symbol contributes to the unique identity of the village. By extracting and classifying these cultural elements, we lay the foundation for the subsequent design stages, ensuring that the final cultural and creative products can truly reflect the essence of the regional culture of the village. The results of this study are consistent with the views of scholar Chen Jun (2019). Just like the "One Village, One Product" movement in Japan, it advocates the traditional villages to explore, give play to and flexibly use local potential resources and capabilities, so as to build a free brand with regional characteristics and enhance their influence.

3. Innovative design of cultural and creative products with regional cultural characteristics

Through rigorous questionnaire surveys and expert consultations, we take the needs of tourists and villagers as the theoretical basis. These knowledge will help us innovate and design cultural and creative products that integrate the regional cultural characteristics of Xiushui Zhusha traditional village. The final product not only meets the preferences of consumers, but also pays tribute to the rich cultural heritage of the region. Our research has also produced a complete set of design methods and procedures, which can serve as valuable resources for future cultural product design. The results of this study are consistent with the viewpoint of scholar Zhao Jianghong (2012). Using the design method of image transformation, "meaning" refers to interpreting the connotation of cultural symbols, thereby stimulating the subjective and creative thinking of designers. "Xiang" refers to the integration of subjective consciousness, the transformation and innovation of



cultural symbols, and ultimately the formation of specific product forms and shapes. Construct cultural IP by extracting and transforming cultural symbols, establish the content and characteristics of cultural IP, and then select suitable cultural IP carrier media for transformation, reflecting value. Finally, based on the research content of the project, digital communication cartoon images were selected as the carrier media for cultural IP. A traditional village cultural IP cartoon image was designed, and derivative cultural and creative products of cultural IP images were developed according to user needs, such as souvenirs and specialty packaging.

4. Promotion and expert review of cultural and creative products

Change the previous publicity mode and establish a multimedia publicity platform. Facing the era of deep integration and development of media, information communication has gradually transformed from the traditional plane information communication to consumer-centered multimedia communication. Through the investigation and study of the village cultural industry, the data show that Zhusha village is present Lack of design publicity talent, insufficient publicity, lack of characteristic cultural and creative products and other problems, and the respondents think The development of the cultural industry in Zhusha village needs cultural and creative products, network publicity, cultural activities, etc. The main ways for tourists to understand the cultural publicity of traditional villages come from Tik Tok for 66.21%, websites for 65.52%, public accounts for 59.31%, books and newspapers for 40%, APP for 31.03%, billboards for 29.66%. Therefore, the research team decided that the No Using digital media to do cinnabar village website, in order to improve the transmission speed of cultural IP image, establish a multimedia publicity platform.

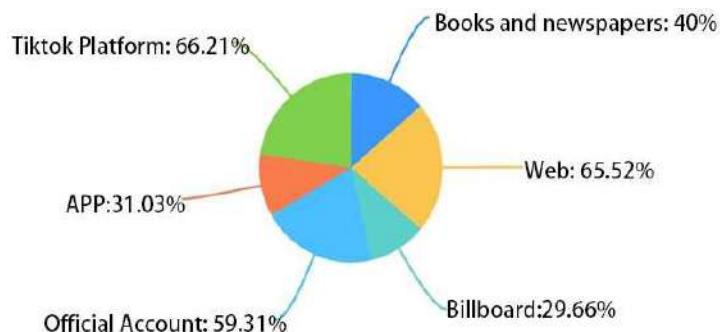


Figure 12 The main ways for tourists to understand the cultural promotion of Zhusha Village

Source: Investigator questionnaire data analysis form August 2023

Through IP image blind box design, respondents hope Zhusha village and product sales channels, Zhusha traditional village scenic area accounted for 42.07%, the local characteristic store accounted for 24.14%, online mall accounted for 17.93%, tourist souvenir shop accounted for 15.86%, in order to attach importance to the "Opera doll" IP blind box and the relationship between the user experience, the team choose IP image culture and Zhusha village shops, teahouse and other public places, set up experience store offline sales, combined with the website online sales platform. The platform is expected to enhance the tourism image and influence of traditional cinnabar villages, so as to contribute to the local economic development and increase the economic income of local farmers.



Figure 13 Respondents hope to see sales channels for cultural and creative products in Zhusha village

Source: Investigator questionnaire data analysis form August 2023

The investigators sought assessment and approval from experts in the field. Their evaluation affirmed the product's adherence to the regional cultural characteristics of traditional Zhusha traditional village, and affirmed the cultural significance of the product. Based on 3 experts' semantic evaluation of cultural and creative products in Zhusha village.

Table 2 List of the three experts and professors

Unit	Art College of Jiujiang College		
Name / title	President Zhang Ganlin	Chenhui Wu associate professor	Zhang Xincheng, associate professor

Source: Author

Product Pre-test predictive assessment results were used for research and product development. The results found that the design of cultural and creative products in Zhusha village basically met the needs of users, and the meaning was conveyed more accurately.

Table 3 Predictive assessment criteria for product Pre-test

No.	Question of the interview	The most dissatisfied	Low satisfaction	More satisfied	To feel quite pleased	The most satisfied
1	I think the regional cultural elements of traditional villages are well reflected in the cultural and creative products					
2	I think the types of cultural and creative products in traditional villages are very good					✓
3	I think the style of traditional village cultural and creative products is very good					✓



4	I think the branding of traditional village cultural and creative products is very good					✓
5	I think the innovation of cultural and creative products in traditional villages is very good				✓	
6	I think the cultural nature of the cultural and creative products in traditional villages is very good					✓
7	I think the publicity and promotion of traditional village cultural and creative products are very good				✓	

Source: Author

Conclusions

The importance of protecting the regional cultural heritage of Zhusha village and the innovative design of cultural and creative products are studied. Through careful analysis of Zhusha traditional village unique cultural symbols, combined with the effective design method of image transformation, on the basis of the questionnaire study summarizes the user of the traditional village and product preferences, design a cultural IP image and derivative products, and obtain the recognition of experts, finally the cultural IP image incubation process and based on the transformation of image and product design process, for the Zhusha village and product design provides an important theoretical basis and practical basis. Our research contributes to the branding, innovation, cultural and commercial development of cultural and creative products in traditional villages, not only promoting the development potential of tourism, but also stimulating the economic growth of the region, emphasizing the symbiotic relationship between culture, creativity and local development.

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