

Research on the Application of Brand Design in Museum Cultural Products

-- Taking the "Dawu County Revolutionary Museum" Cultural and Creative Design as an Example

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Abstract. In the 21st century, thanks to the selfless dedication of our forefathers, the life of the contemporary Chinese people has already achieved a prosperous country, a strong people, and a beautiful scene of prosperity in all aspects. In the contemporary prosperous environment, the material level to be satisfied, and then the pursuit of their own cultural accumulation, spiritual level of the sublimation. Among them with the red culture, red tourism with the combination of red, and IP into public view in our revolutionary red revolutionary spirit in our country in learning process, contemporary people have not only in retrospect, more is increasingly pay attention to learning and thinking, is how to put the red culture more specific, how to make the life and the culture of phase. Under the impetus of this development trend, Dawu county, which is located in the western end of the dabie mountain and has a history of glorious revolution, is also vigorously developing red cultural and creative products. Based on the old revolutionary base areas of Dawu important red culture on behalf of the revolutionary museum of Dawu county, Hubei province as study object and the status quo of the development of Dawu red text and design as the background, in this process, based on the local actual survey data, think about how to design, how to develop can also reflect the cultural characteristics and spirit of the red and the products. It strives to change the current situation that cultural and creative products in museums are single and homogenized after the integration of cultural and creative products and multiple elements.

Keywords: Red Tourism; Brand Design; Museum Culture.

1. Introduction

The color of culture is the embodiment of abstract things. Red is the color of heroes in the eyes of the people, and can represent a national color of China in the international community, which is inseparable from the revolutionary forefathers with enthusiasm blood throughout the territory to protect the motherland, with anger to build a wall to protect our country, with revolutionary enthusiasm to show the mind of the country.

Dawu County, an old red revolutionary area, has a strong historical background. It is located in the northeast of Hubei Province, at the border of Hubei and Henan provinces. No matter in the long history of Chinese civilization, or in the modern revolutionary war period, the unique geographical position made the local armed struggles occurred many times, and its unique local folk customs also made the local revolutionary ancestors, is the core of the Hubei-Hen-Anhui revolutionary base area.

Unique cultural and creative products, combined with the birth of red culture red tourism cultural and creative product IP is very popular at present. Cultural and creative products make the red cultural spirit to extend, the red cultural spirit makes the cultural and creative products have a deeper meaning, and the perfect fit between them. Red tourism cultural and creative products have become a good way of communication, and at the same time, the economic transformation policy is consistent. In the red tourism of Dawu County, the product design is too simple, and it cannot efficiently present the red culture to be expressed. The problem is obvious. The lack of digging depth causes the design process to fail to integrate more cultural connotations. Therefore, in the design process of red tourism cultural and creative products, it will be necessary to continue to dig deep into the connotation of red culture,

implement more details, change the plight of red tourism cultural and creative, and strive to better promote red tourism with red tourism cultural and creative.

2. Museum Cultural Brand

2.1. Brand Design Analysis of Museum

2.1.1. The Status Quo of Museum Brand Design

In contemporary times, the imagination of brand design is very huge. Therefore, we should make full use of brand design to maximize the operation and cultural promotion of the museum. Grasp the publicity power of brand design from a variety of angles. Instead of often not noticing its importance. We should break through the current status quo of the museum, first from the brand design to develop the museum ip culture to the maximum limit.

2.1.2. The Significance of Museum Brand Design

Based on museum culture, combined with life and design techniques, it is of great value to develop designed products. Based on culture and culture brings it infinite possibilities, economically, it is like a new undeveloped huge gold mine, with huge wealth value. In terms of culture and art, abstract culture is physically displayed to better spread the essence of culture to people in a way that integrates into life. In terms of urban development, a city museum gathers the history of the city, displays the local regional culture, and reflects the spiritual culture of the people. The cultural and creative products designed and developed by the museum, which brings together the spiritual culture of the whole city, have become the core of urban rejuvenation.

2.2. The Inevitability of Museum Cultural Brand Design

2.2.1. The Rise of New Museum Ip

What we know about ip is intellectual property. Nowadays, each museum has its own ip culture, which also reflects the different personalities of different ip cultures. Therefore, museum ip has received more and more attention. Coupled with the rapid communication power of the network, ip culture has had no small impact and is loved by consumers in the market. The diversification of the market also brings pressure to the museum economy, so under the current new museum market, museum branding, the emerging museum IP, has been the trend of The Times.

2.2.2. The Needs of the Masses for Aesthetic Changes

The rapid development of digital communication has opened up the aesthetics of the masses, and the masses are no longer only receiving visual gifts, but have their own aesthetics and ideas. For example, the cultural and creative products of the Palace Museum, where ip culture is now popular on the Internet, have been warmly sought after by the masses, and the improvement of the masses' aesthetic appreciation has also promoted the development of museum brand design on the other hand. Therefore, for the development of cultural and creative design, the exploration of culture is by no means a table, but the extract after the integration of many aspects, we need to give each product its unique beauty, because the culture it wants to express is unique, we need to give each product a soul, and the idea it transmits is great.

3. Design Elements of Cultural and Creative Products of Dawu County Revolutionary Museum

3.1. Cultural Element

Cultural and creative products should be aesthetically in line with market aesthetics, and the cultural content also needs to be able to resonate with consumers. In the face of the profound cultural relics in the collection, simple cultural relics and cultural symbols can not express the concept and value of

museum culture. The cultural connotation of the cultural relics in the collection is deeply excavated, and products closer to consumers are designed. Through emotional resonance, emotional interaction is formed with consumers, so as to arouse high-level emotional thinking of consumers by feeding back the spiritual culture of consumers. Only in this way can the cultural spirit carried on the product be maximized to spread, prompting consumers to produce deep emotional memory.

3.2. Formal Element

In the brand design of Dawu County Revolutionary Museum, cultural creation design is integrated into cultural ip, so as to further promote it, so that the masses can easily understand and integrate cultural and creative products into life.

In today's society, the main level of consumption is constantly changing. Different genders, different ages, consumption concepts are very different from before, the current consumer class is universal, there are a large number of consumers in different age groups, which means that a good product needs to deeply investigate the understanding of red cultural and creative products at different stages of purchasing power, and design a hardcover product to capture consumer psychology in form and connotation.

3.3. Emotional Element

Emotional elements are an important part of cultural and creative products. Emotion endows products with soul. Consumers touch emotional resonance through products. Nostalgic design is a product focusing on the senior age group. For the senior age group, the calendar has a different special meaning. Different from the mobile phone calendar of the younger generation, the physical calendar brings different emotional touch to their feelings. Render a red spiritual culture in the hearts of consumers.

4. Design Principles of Cultural and Creative Products of Dawu County Revolutionary Museum

4.1. Brand Identity Principle

Vision plays an important role when people receive information from the outside world. So in brand design, identification is extremely important. In brand design, identification can also affect the consumer's desire to buy. A multi-dimensional display of cultural and creative products, the experience brought to the consumer group is also completely different. The jigsaw puzzle in the cultural and creative products of Dawu County Revolutionary Museum brings a different experience to the consumers from a three-dimensional perspective and a two-dimensional product. You can not only appreciate it visually, but also interact with it, piece together the familiar culture, and understand the red culture in the interaction.

4.2. Serialization Principle

Take the Palace Museum as an example, its cultural and creative products are displayed in series. For example, life series, literature series, clothing series, beauty series and so on. Dawu County Revolutionary Museum also made entertainment series, home series, bag series and so on. It not only reflects the current pop culture, but also reflects the red culture on the other hand.

5. Conclusion

Red culture and innovation drive the economy. To achieve this goal, the innovation of combining products with life is very important. While promoting red spiritual culture, economic benefits are generated. In the process of continuous development, this innovative model is formed into a system, thus forming red cultural branding, promoting urban development with the brand and bringing social and political benefits. With the theme of life combined with different iconic scenes of red tourism

places, solemn and sacred martyr monuments, museums containing various collections, combined with daily necessities, bring red culture into life, transmit the red spirit in life, and also assign value to cultural and creative products through the red spirit to achieve economic benefits.

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