

摘要

题目：中国元宵节文创产品的设计研究

作者姓名：张霞

学位：美术硕士

专业：艺术与设计

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导师：

主导师： Dr.Kasira Phiwongkun

副导师： Assoc.Prof.Huang Huiling

本论文的研究目的是分析中国元宵节历史特征、文化民俗特征、信仰特征，考察消费者对中国元宵节文化特征的了解情况及消费者对中国元宵节文创产品的购买需求，设计中国元宵节文创产品的图案及图案在文创产品设计的应用，以及评估消费者对中国元宵节文创产品设计图的满意度。本文以不同职业、不同收入的 50 名消费者作为研究对象，研究方法包括文献分析法和问卷调查法，研究工具为 2 个问卷调查，分别是消费者对中国元宵节文化特征的了解情况及消费者对中国元宵节文创产品的购买需求问卷调查和消费者对中国元宵节文创产品设计效果图满意度的问卷调查，最后为了评估数据，采取量表平均值(\bar{x})、量表标准差(S.D.)进行数据分析，研究结果如下：

通过分析中国元宵节历史特征发现消费者对元宵节起源于“汉武帝祀太一神”的说法最有影响力，对元宵节的形成也起到了很大的推动作用；元宵节文化民俗特征主要有“灯”文化、“食”

文化、“民俗活动”文化三种；中国元宵节的信仰表现为人们对美好未来的向往和追求。

通过考察消费者对元宵节文化特征的了解情况，大部分消费者对元宵节文化特征非常了解；通过消费者对元宵节文创产品的购买需求问卷调查，发现消费者对灯笼、丝巾、手提袋、食品包装、杯子这五种元宵节文创产品最受欢迎。

通过设计中国元宵节文创产品的图案及图案在文创产品设计的应用，发现中国元宵节可挖掘的传统元素有很多，独具特色的元宵节文创产品，可以更好地传承和推广元宵节传统文化，并推动文创产业的发展。

通过评估消费者对元宵节文创产品设计效果图的满意度，数据显示大部分消费者对“中国元宵节文创产品设计图”感到满意（ $\bar{x}=4.72$ ， $S.D.=0.601$ ）。

关键词：中国元宵节，文创产品，图案设计

Abstract

Title: The Design of Creative Cultural Products for the Chinese Lantern Festival

Author: Miss Zhang Xia

Degree: Master of Fine Arts

Major Field: Art and Design

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Advisors

Assoc.Prof.Huang Huiling

Assoc.Prof.Tian Shangfei

Major-Advisors

Co-Advisors

The purposes of this paper are to analyze the historical, cultural, and folk characteristics and belief characteristics of the Chinese Lantern Festival, to investigate consumers' understanding of the cultural characteristics of the Chinese Lantern Festival and consumers' purchase demand for Chinese Lantern Festival and creative cultural products, to design the patterns of Chinese Lantern Festival creative cultural products and their application in the design of creative cultural products, and to evaluate consumers' satisfaction with the design of creative cultural products in Chinese Lantern Festival.

In this study, 50 consumers with different occupations and incomes were taken as the research objects. The research methods included a literature analysis method, a questionnaire survey method, and the research tools were two questionnaire surveys, namely the questionnaire survey on consumers' understanding of the cultural characteristics of China's Lantern Festival and consumers' purchase demand for China's Lantern Festival creative cultural products, and the questionnaire survey on consumers' satisfaction with the design of China's Lantern Festival creative cultural products. Finally, the mean (\bar{x}) and standard deviation (S.D.) were used for statistical data analysis, and the results were as follows:

By analyzing the historical characteristics of the Chinese Lantern Festival, it is found that consumers have the most influence on the claim that the Lantern Festival originated from "Emperor Wu of the Han Dynasty worships the Taiyi God", which also played a great role in promoting the formation of the Lantern Festival. There are three

main cultural and folk characteristics of the Lantern Festival: "lamp", "food" and "folk activities". The belief in the Chinese Lantern Festival is expressed in people's yearning and pursuit of a better future.

By examining consumers' understanding of the cultural characteristics of the Lantern Festival in China, most consumers have a very good understanding of the cultural characteristics of the Lantern Festival. Through the questionnaire survey on consumers' purchase demand for creative cultural products of the Chinese Lantern Festival, it appears that consumers are interested in five creative cultural products of the Lantern Festival consists of lanterns, silk scarves, handbags, food packaging, and cups.

Through the design of the patterns of the Chinese Lantern Festival cultural and creative products and the application of patterns in the design of creative cultural products, it is found that many traditional elements can be excavated during the Chinese Lantern Festival, and the unique creative cultural products of the Lantern Festival can better inherit and promote the traditional culture of the Lantern Festival and promote the local culture by the development of the cultural and creative industry.

From evaluating consumers' satisfaction with the design of Chinese Lantern Festival creative cultural products, the data shows that most consumers are satisfied with the Chinese Lantern Festival creative cultural product design, ($\bar{x} = 4.72$, S.D. = 0.601).

Keywords: Chinese Lantern Festival, creative cultural products, Pattern design