

The Promoting Role of Art and Design in the Inheritance of Rural Culture

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Abstract: Rural culture, as the foundation of Chinese civilization, carries agricultural wisdom and local memories. It faces the dual challenges of inheritance rupture and development lag in the process of modernization. Art design, with its unique ability of symbol translation, visual reconstruction, and creative activation, is becoming an important driving force for the revitalization of rural culture. Based on this, this article systematically explores the diverse mechanisms of art design in the inheritance of rural culture. Research shows that art design has surpassed its simple beautification function, is systematically revitalizing rural cultural resources, constructing a cultural inheritance path of "seeing people, seeing things, and seeing life", and injecting sustainable endogenous power into rural revitalization.

Keywords: art and design; Rural culture; Inheritance and Development

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Introduction

The "Comprehensive Rural Revitalization Plan (2024-2027)" issued by the Central Committee of the Communist Party of China and the State Council in 2025 further emphasizes empowering rural revitalization with art, activating rural cultural resources, and reshaping rural images; The promotion of rural cultural inheritance by art and design is mainly reflected in three dimensions: cultural analysis, visual translation, and dissemination activation. Designers deeply explore the genes of rural culture through field investigations, extract representative symbols such as totems, patterns, and colors; Using professional methods such as graphic design and digital media to transform cultural elements into modern visual carriers; By leveraging the integration of online and offline communication channels, we aim to enhance the visibility and attractiveness of rural culture. This process is not only an innovative practice at the aesthetic level, but also a reconstruction and upgrading of the rural value system - while preserving the roots of local culture, it endows it with contemporary vitality.

1. The Value of Art and Design in the Inheritance of Rural Culture

1.1 Assist in rural cultural innovation and diversified development

In the context of the comprehensive promotion of the rural revitalization strategy, rural cultural revitalization is an important component, which requires a proper handling of the relationship between protection, inheritance, and innovation transformation. The two support each other, and without either party, the goal cannot be achieved. Innovation transformation can be carried out in multiple directions. In terms of environmental planning, an ecological space with unique rural charm and modern atmosphere can be established; In terms of architectural design, traditional residential buildings can be organically integrated with modern architectural concepts; In terms of product development, we can explore rural characteristic resources and establish distinctive brands; In terms of visual art design, innovative forms can be used to showcase the attractiveness of rural culture. Art and design have diverse perspectives and comprehensive processing methods, which can break the limitations of traditional thinking, re-examine and define the traditional values of rural culture, inject vitality into rural culture, give new connotations, and lay a solid cultural foundation for long-term stable development of rural areas^[1].

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1.2 Promote the organic integration of rural culture and modern concepts

Art and design is a creative form of cultural practice that has always been rooted in the soil of human culture. It has unique symbolic attributes, distinct representational characteristics, and can participate in a wide range of social interactions. These characteristics give it unparalleled advantages in the field of cultural dissemination and can play a key role in conveying cultural values, spiritual connotations, and other aspects. The inheritance of rural culture is an important social practice, and art and design can play a role in it. Designers rely on their professional competence and innovative thinking to integrate various modern concepts into rural cultural elements. Through different types of artistic creation forms, abstract modern concepts can be transformed into intuitive and vivid works of art. These works have aesthetic value and carry new ideas and concepts, and can be widely spread and promoted in rural society. After a certain period of accumulation, these works will gradually gain the attention and recognition of rural residents, awaken their love for local culture, and make them willing to accept modern concepts, injecting new vitality into the inheritance and development of rural culture.

1.3 Promote cultural consciousness and reshape rural cultural ecology

Under the dual impact of the surging tide of globalization and the accelerating process of urbanization, rural culture is facing an unprecedented crisis of dilution. A large number of cultural elements that carry nostalgic memories and preserve historical heritage are gradually disappearing. Art and design open up new space for the development of rural culture. It can excavate the unique connotations of rural culture and reconstruct characteristic cultural elements in novel and clever ways. Villagers can re-perceive the charm of rural culture and strengthen their own belonging and identification with rural culture. At the same time, the cultural consciousness and innovative consciousness of villagers will also be awakened, providing a continuous internal driving force for rural revitalization. Art and design can also integrate scattered cultural resources in rural areas, optimize the rural cultural environment, update the spiritual outlook of villagers, and help build a healthy, harmonious, and dynamic cultural ecology in rural areas^[2].

2. Analysis of the Current Situation of Art Design Empowering the Inheritance of Rural Culture

2.1 Shortage of talent and insufficient professional competence

The development level of rural economy is relatively lagging behind, and employment opportunities are limited, which cannot match the pursuit of young people's career development and quality of life. Many young people with professional knowledge and potential in art and design leave their hometowns to enter urban development in order to find broader development space and obtain more employment options. As a result, there is a large loss of rural art and design talents. At the same time, art and design are highly dependent on practice, and creators need to participate in a large number of practical projects to accumulate experience and improve their own abilities in practical operations. The rural economic foundation is weak, the market vitality is insufficient, the number of art and design projects is small, most projects are small in scale, the completion quality is not high, creators cannot participate in large-scale high-quality projects, cannot access cutting-edge design concepts and advanced technological means, the speed of professional literacy improvement slows down, and cannot output high-quality and creative art and design solutions to support rural cultural inheritance. The role of art and design in rural cultural inheritance is severely limited^[3].

2.2 The participation and sense of identity of villagers need to be improved

On the one hand, most villagers lack understanding of the deep significance of integrating rural culture with art and design. They are not aware that art and design can inject new vitality into rural culture, nor are they clear about the value of related projects for the long-term development of rural areas. Some villagers are bound by traditional concepts and believe that art and design belong exclusively to the city and are not closely related to rural life. They hold a wait-and-see attitude towards cultural heritage projects and even have resistance; On the other hand, even if

some villagers have the willingness to participate, they are often unable to take action due to their own limitations. Art and design require practitioners to master certain professional qualities and skills, including painting, handicrafts, spatial planning, etc. Villagers generally lack relevant training, and often do not know how to start when exposed to projects. The transmission of project information is not smooth, and the types of participation channels are single. Under the joint action of multiple issues, the difficulty of villagers' participation continues to worsen. Art and design cannot truly integrate into the lives of villagers in the process of landing in rural areas, nor can it form a development atmosphere of universal participation, co construction and sharing.

2.3 Difficulties in market-oriented integration of excellent traditional cultural products in rural areas

From the perspective of production mode, analyzing the current situation of rural development, the rural area has vast spatial space, various resources are widely distributed and scattered, making it difficult to integrate and utilize them centrally. Handicrafts often live in different villages, with scattered living locations and a lack of close cooperation and regular communication between each other, which makes it difficult to form a large-scale and standardized production state, resulting in limited product output and uneven quality. At the level of market promotion, the problem cannot be ignored either. Relevant departments and industry practitioners have not paid enough attention to the promotion and brand building of excellent traditional cultural products in rural areas, nor have they recognized the role of these efforts in enhancing product added value and strengthening market competitiveness. The entire industry lacks scientific and reasonable forward-looking development arrangements, and product positioning, target customers, marketing paths, and other content have not been clearly sorted and arranged, making it difficult for these high-quality products that carry the essence of rural culture to gain advantages in current market competition and complete smooth market-oriented docking^[4].

3.The Implementation Path of Art Design Promoting the Inheritance and Development of Rural Culture

3.1 Strengthen multi-party collaboration and cooperation

Collaborative cultivation between schools and enterprises can promote the inheritance and development of rural culture, which is currently a feasible implementation path that can help protect traditional culture and promote industrial innovation simultaneously. In terms of curriculum design, a modular content framework of "theory+practice+innovation" has been established. In the cultural cognition module, university scholars rely on their academic accumulation to analyze the historical origins of rural culture, sort out its spiritual connotations, and dismantle its unique values. Rural cultural inheritors will also participate in classroom teaching, relying on their own experiences and vivid examples to convey the original rural cultural content to students, and jointly consolidate students' cognitive foundation of rural culture. In the skill training module, the teaching scene is moved to a rural workshop, where students are guided by inheritors and participate in traditional skill production by themselves. After multiple practice sessions to polish their practical skills, they can obtain corresponding skill certification after completing the corresponding tasks. The innovative design module introduces real enterprise projects, mobilizes students' participation motivation based on actual needs, guides students to combine their own knowledge with rural cultural elements to complete design creation, promotes the integration of rural culture into industrial innovation, and presents a new development outlook.

At the same time, a flexible and efficient dynamic iteration mechanism should be established, which adjusts according to the dynamic changes in market demand, timely adds corresponding courses, ensures that the direction of education always meets market demand, and achieves direct connection between talent cultivation and the market. In the practical teaching process, the innovative implementation of the "dual mentor system" in the village can be carried out. On the one hand, traditional skill inheritors can be invited to settle in the campus. Inheritors rely on their own skill foundation and practical experience to control the standardized process of traditional skills, so that ancient skills can be preserved in their original form during the inheritance process, obtain continuity space, and be further

developed. On the other hand, by introducing enterprise designers, designers bring modern design thinking, bring cutting-edge concepts into teaching, achieve the integration of traditional and modern content, and improve students' comprehensive design abilities. The project-based practice will be carried out in stages according to the plan. In the short term, students will be arranged to go to rural areas to collect information, draw a complete cultural symbol map, sort out the core of rural culture, and focus on developing cultural and creative products during the semester learning stage. The selected excellent results will be stored in the product library. During the graduation stage of students, select high-quality projects to complete incubation and build a support platform for students to enter the workplace.

3.2 Deepen the integration of cutting-edge technology and design

In the current global trend of digitalization, the inheritance of rural culture is facing unprecedented innovation bottlenecks. Traditional rural culture has a profound cultural heritage, a single form of dissemination, and insufficient supply of experience scenes, which cannot match the diverse needs of modern people, especially young people, for cultural experience. It requires the integration of cutting-edge technology and design thinking to overcome current development difficulties. Digital media technology has opened up a new path for the inheritance of rural culture. With the help of virtual reality technology and augmented reality technology, the establishment of rural metaverse scenes can be achieved, and traditional culture can break through the limitations of time and space and be preserved and inherited. People wearing VR devices can directly enter the restored rural reality, as if they are in a real rural living environment. They can also interact with virtual characters, deeply understand the stories behind the countryside that few people know, and perceive the unique attraction of rural culture. This immersive experience is incomparable to traditional display methods.

Augmented reality technology can establish a more convenient and rich cultural exploration path for tourists. Tourists can take out their phones, scan the display boards of intangible cultural heritage projects in the village, and the dynamic demonstration of intangible cultural heritage skills can appear directly on the screen, clearly presenting the exquisite details of traditional skills. Corresponding textual introductions and historical background information are also displayed synchronously, allowing tourists to fully and deeply understand the connotation of intangible cultural heritage. In addition, the participation of 3D printing technology in the development of rural cultural products can change the original development logic. For some traditional handicrafts, 3D printing relies on its own high-precision properties to complete replication work, and can also support mass production. The replication process can fully preserve the artistic style and unique characteristics of traditional handicrafts, adapt to the needs of different groups in the market for rural cultural products, help expand the scale of rural cultural industries, and make rural culture shine with new vitality and vigor in the new era.

3.2 Resource integration expands communication channels

At present, the coverage of digital technology continues to expand, and rural culture communication needs to adapt to the development direction of the times. On the one hand, by using different paths to expand their own influence, play the role of social media platforms such as WeChat, Weibo, Tiktok, and plan to release cultural content that meets the needs of the audience. The creators go to the countryside, use fresh images with plain words, record the complete production process of rural intangible heritage skills, and show the traditional craftsmen's adherence to the quality of the process; Record the celebration activities of traditional festivals, and sort out the cultural connotations and group emotions carried within the activities. These distinctive content styles can attract users' attention, arouse their willingness to actively follow and share, form a word-of-mouth communication cycle, and regularly launch topic discussions and online interactions to stimulate user participation and enthusiasm, maintain user attention, and expand the reach of rural culture. On the other hand, the irreplaceable value of traditional media cannot be ignored. Rural cultural dissemination can try to connect with traditional media and establish long-term stable cooperation with television stations, radio stations, newspapers and magazines. Relying on the public trust and coverage accumulated by traditional media, we aim to expand the display space for rural cultural brands and

distinctive content, increase brand awareness and public recognition, and create a deep impression for more audiences in the process of exposure to rural culture.

In addition, offline brand promotion activities can be held in conjunction with the rich cultural festivals, folk activities, and other resources in rural areas. For example, during the Rural Harvest Festival, a grand event can be organized, integrating traditional folk performances, specialty agricultural product exhibitions, rural cultural experiences, etc., to attract residents and tourists from surrounding cities to participate, allowing them to personally experience the unique charm of rural culture, deepen their understanding and recognition of rural cultural brands in immersive experiences, and promote the wider and deeper dissemination of rural culture in real-life scenarios.

4.Conclusion

In summary, this article elaborates on the driving role of art and design in the inheritance of rural culture, analyzing from three levels: cultural translation mechanism, industrial transformation path, and social participation mode. Combined with typical domestic practice cases, it explores the internal logic and sustainable path of art empowering rural cultural revitalization, in order to provide theoretical reference and practical inspiration for the implementation of rural revitalization strategies.

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