Research on the Popular Style Design of Daily Use Ceramics in Creative Economy

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Abstract: With the diversified development of market demand, the miniaturization has become the trend of market economy development. Under the influence of the miniaturization, the demand for products is getting higher and higher, and the importance of private customization in the market has gradually replaced the large-scale production. Therefore, the creative economy has entered a period of rapid development. Ceramics as a daily contact with people's daily life products, creativity is a selling point, but it also needs to maintain the sustainable development of ceramic manufacturing enterprises motivation, this article researches the design of popular ceramics styles on the creative economy.

1. Introduction
Creative economy has stimulated the vitality of enterprises, especially for the less competitive SMEs, it is crucial. Despite their small size and poor financing capacity, as long as they are full of marketising, they can ensure that they will not be eliminated from the market competition. For medium-sized enterprises and above, creativity is still very important. Lack of innovation will not increase the market competitiveness of enterprises, which make it will was beyond by the micro-enterprises. In the creative economy, the daily ceramic manufacturing industry relies more on innovation. Only the daily-use ceramic products of novel designs and unique shapes will arouse people's desire to buy. In view of this, the daily ceramic designers must fully understand the market, know the audience's interests and hobbies, always pay attention to and master the popular style of daily ceramic market, has a unique understanding of popular elements and insights, and even have the ability to create popular elements, to ensure that daily ceramic products always walk in the forefront of the market.

2. Opportunities and Challenges Brings by Rise of Creative Economy to the Daily Ceramic Fashion Style Design Enterprises
Ceramics is China's "national essence". China's production of ceramic industry has more than a thousand years of history, but also the birth of a number of brand-type ceramics companies, such as Jiangxi Jingdezhen. When the ceramic technology generally reached a certain level of development, the technology itself has ceased to be the core competitiveness of people's daily ceramic, ceramic attention has shifted from the production technology to a creative fashion up. In the era of small and personalized audiences, those middle-sized and medium-sized ceramic enterprises take the leading position in the traditional economy to reduce costs on a large scale and price war which will not be "still in style," and their past refuglence can only become history, the development of creative design ceramic production enterprises in the ascendant, the traditional enterprises is facing a serious challenge. The needs of the audience have changed the idea of the producer, forcing producers to transition to labor-intensive to creative-intensive, which is an opportunity for the creative ceramics industry.

In the context of creative economy, ceramics industry daily shows a "reshuffle" situation, which is an opportunity but also challenges about ceramic companies. The creative economy gives SMEs more creative and market-based opportunities to compete in the marketplace by relying on unique stylistic designs to attract the attention of more consumers to remember their brands; opportunities and challenges are co-existing, though they gain the chance to compete in the market, but they must...
always maintain the innovative attitude and vitality of their design style. Once they get run out of creativity, they will suffer a serious blow.

3. Daily ceramic popular style design features

The popular style of daily-use ceramics reflects people's pursuit of fashion in an era. People's fashion view comes from all aspects of life and entertainment. It can be said that there is a space for development in terms of style and design in all aspects of life and entertainment, leaving an innovative position. It is for this reason that the design of daily-use ceramics popular style has initially formed its own characteristics under the continuous market test, specifically including the following features.

3.1 Innovative

Novel, unique, peculiar and distinctive are the keywords which often seen in the daily style of ceramics, the reason why they become the key words is that they are the core elements of popular style designs. The novelty of the product can stand out in its class, if they are mediocrity they will be dying out, so novelty is the core factor of popular style design.

3.2 Consistent with the Consumer's Aesthetic

Even designer's daily ceramic style is beautiful, beyond the reality, it still cannot be used as a bright spot of daily ceramic designs, because the daily ceramic design focus on "daily", that is to be consistent with the consumer daily needs, but also to meet the aesthetic concept of consumers. The designer's unique design perspective is beyond the reality of the approach from a short time it can't accept by consumer, so there will be no commercial value, the purpose of ceramic-style design aims at the market, not just as the display of works of art. So it is up to the consumers' aesthetics.

3.3 Timely Update Design Concept, Keeping Up with Fashion Trend

Daily ceramic style designs is a prerequisite, this premise is always around the trend of the times, from the fashion design concept, like the fish left the lake, lost the meaning of existence. To grasp the fashion trend of the premise is to update the design concept, as far as possible to let the idea in front of the trend of the market, but cannot walk behind it.

4. Embodiment of Popular Ceramics Design in Creative Economy

4.1 Slow Trend Style

In a busy environment, people are more eager to get a physical and mental relaxation, looking forward to a slow pace, in order to release the tension. One of the important manifestations of the daily ceramic popular style design is the fixed classical elements and natural elements together. So that the daily ceramic users will feel quiet and comfortable, brought the complete relaxation by the exclusive enjoyment environment. Slow trend styles to design style embodied in the tea cups and incense which traces back traditional culture.

4.2 Fast Trend Style

Fast trend style is opposite to the slow trend, it is pursuing a change in the design concept, the effect of its features focused on the "fast". If the slow trend style is a kind of pressure release that relies on the psychological needs of consumers, to perceive the life, then the fast trend style is designed by designers according to market trends, daring to innovate, with timely innovation to influence consumer interest and promote consumption which is initiated the idea of "love new hate the old", then quickly occupied the market.

4.3 Cross-border Style

In the context of a creative economy, the boundaries between industries are becoming more ambiguous. Crossings of different industries create imperceptible innovations that bring unique
design concepts. In the design of ceramics for daily use, many designers are not "subjects from the ceramics industry" in the ceramics industry but come from other industries such as fashion design, architectural design and cartoon design. From their professional perspective, it will be easy to form an innovative concept.

5. Strategy of Daily Ceramic Popular Style Design under Creative Economy

5.1 Focus on Industry Trends, Master Information Skills of Collection

Popular style designs focused on the "popularity", and if the "popularity" styled is subject to change at any time, daily ceramic style designers want to keep up with the "fashion" and grasp the "fashion" lifeline, we must always pay attention to the dynamics of the industry, master the skills of collecting information, always walk in the "popular" front. In addition to focusing on industry dynamics, you can learn about other popular elements and look for opportunities for links. When collecting information, we can make full use of the network and social platforms to mine a large amount of information contents and use them in a selective and selective manner.

5.2 Build Brand Theme, Build A Series of Products Around the Theme

If the long-term ceramic designers stay in different styles of popular design, it will increase the cost of design, increase the cycle of product updates, the impact of the design. In this regard, we can properly adjust the design strategy, build the brand theme, build a series of products of the theme, in order to reduce design costs, improve the influence of the theme brand, and create a wide range of products. For example, in the design style of ceramic tea set, you can set the themes of blue and white porcelain and the theme of mountain water flow, and then develop a series of branch products around these two advocating slow-paced design styles. Through the promotion of branch products, they form a completed theme element to construct brand theme, a brand designs culture.

5.3 Integration of National Character and Personality

Ceramics itself has a thousand years of history, so "CHINA" pronunciation also contains the meaning of ceramics, we can see in ceramics represent China in English. There is no doubt that integrate the national element characteristics into the ceramic will increase its cultural connotation, to adapt to the creative economy under the background of market demand. Ethnic elements represent the national characteristics, consumers generally have a profound feeling of national culture, which is the theme of daily ceramic design. It also should be the focus on attention and the value of design which should be mined.

Individuality tends to be less popular than common nationality elements that tend to cause commonality. However, the lack of popularity does not mean that there is no market, but the market is further subdivided into smaller niche markets, and the difficulty of designing daily-use ceramic styles will be reduced, because as long as you grasp the interest characteristics of a small number of people, you can do ceramic-style designs, in order to design suitable products for their use.

6 Conclusion

Under the background of creative economy, a broader platform for daily ceramic style designs has been set up, and innovation has become the core driving force for competition within the platform. Therefore, the designers of daily-use ceramic style should build an innovation consciousness. Under the premise of understanding the market, the design in line with market demand for innovative products, thereby enriching the market for the diversification of daily-use ceramics makes new contributions to China's ceramic-style design industry.

References
