

# A Brief Analysis of the Way That Folk Art is Integrated into Cultural Creation Design

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**Abstract:** *In the traditional culture handed down in Our country, folk culture is also an important part, folk art is the product of folk culture, but also the ancestors through continuous efforts and research and handed down the national treasure. Wen gen design is a design idea in the new period, and both the differences between folk art and culture and design, also has the characteristics of the mutual crisscross, in this paper, the folk art into and analyzes the significance of design, so as to take effective fusion strategy for fusion between the two, so as to enhance the connotation of modern culture and design, at the same time make folk art heritage effectively.*

**Keywords:** Folk Art; Cultural And Creative Design; Integrated Approach.

## 1. INTRODUCTION

Folk art is also a part of Traditional our country culture. In our country's cultural construction, folk art also needs to be inherited. As the country's cultural industry, with wen gen products emerging products favored by the public, if in the injected folk art in the design of elements, will be significantly increased and the design of the profound connotation, promoted the text and design a good promotion, at the same time also makes the folk art development, relevant personnel need to clear the folk art and culture and the meaning and the values of design fusion, In order to adopt practical integration measures to promote the good development of both. First, the importance of integrating folk art into cultural and creative design. Folk art belongs to the folk life as the prototype, and professional art types distinct types, but in the aspects of technology, art, folk art master also not good, after a long period of development of folk art form good response in public life, for example, as a representative of the folk art of shadow play or paper cutting, etc., It fully embodies the quality of our people's ingenuity and rich life experience. In the past time, for some reason, makes some failed to achieve a better inheritance and development of folk art, and with the rapid development of cultural industry in our country, wen gen design can be used as basic material, folk art to an extension and connotation of design, by raising the article and the design of cultural connotation, improve its economic value [1]. In addition, the folk art is part of our country's traditional culture and to elevate the cultural quality also have important role, so as the inheritance and carry forward the traditional culture, and very necessary to folk art and wen gen design integration development, it is important to note that if you only pay attention to the production of folk art, may be difficult to conform to the new period of development, It is very unfavorable to the effective inheritance of folk art; However, if cultural and creative design only focuses on introducing elements of the new era, it will lack connotation. Therefore, only by effectively integrating the two and taking folk art as an important product and design element of material cultural heritage in cultural and creative design can both achieve better development. Second, the difficulties in the integration of cultural and creative design and folk art. The development situation of cultural and creative design in our country is relatively rapid. With the continuous updating of development concepts and technological progress, many cultural and creative design methods have been produced. However, there are also some problems as follows: The innovation of cultural creation design is not enough. Influenced by some factors, which leads to the text and the design is relatively rigid, design patterns are a bit old, such as the representative works of folk art in our country - fengxiang woodcut New Year pictures, attaches great importance to by the public in the past, but producers want to maximize economic benefits, will originally is the creation of the craftsmanship into computer to replace all completed, So that the traditional arts and crafts gradually exhausted. There are many similar cases, which make folk art works lose their original "human fireworks". In addition, in the development of the past, the country has been with the aim to develop economic growth, ignores the development of cultural industry, the causes for protection and inheritance of the folk art also is affected, due to the failed to pay attention to folk art, makes a lot of precious folk art collections were lost in the outside, there are even many of the information is lost or damaged, It is difficult for contemporary cultural and creative design to learn from or integrate some folk art elements in the past, which to some extent also restricts the integration of folk art and cultural and creative design. Third, the way that folk art is integrated into cultural and creative design

The interweaving of global trade wars and global value chains is having a profound impact on the global economy and multinational enterprises. Trade war is an important manifestation of economic and trade frictions between countries, involving the imposition and countermeasures of tariffs, trade restrictions and other trade barriers. These measures not only affect the scale and pattern of international trade, but also lead to the reconstruction and adjustment of global value chain, which poses new challenges to the operation strategy and development strategy of multinational enterprises. With the advance of globalization, global value chain has become the core organization form of modern economy. Through transnational production, international division of labor and the construction of global supply chain, multinational enterprises realize efficient resource allocation and global scale economy. However, the uncertainties and risks brought about by the trade war have put these enterprises in an unprecedented challenge. In the context of the trade war, multinational enterprises need to re-examine their globalization strategies and adopt flexible and pragmatic coping strategies to maintain competitive advantages and stable development. The importance of this study is that it contributes to a deeper understanding of the mechanisms by which trade wars affect global value chains and multinational enterprises, and provides valuable lessons and implications for corporate decision makers. At the same time, the paper will provide guidance for policy makers to promote a more open, stable and harmonious international trade environment and promote sustainable prosperity of the global economy.

## **2. EFFECTIVE APPLICATION OF FOLK ART SYMBOLS**

Trade wars, global value chains and the strategies of multinational enterprises are important issues in the field of international economic research. Over the past few years, scholars have conducted extensive research on these topics and produced a large number of scholarly articles, reports, and case studies. For the study of trade wars, many scholars have paid attention to the trade conflicts between different countries and the evolution of trade policies. Among them, some studies focus on the impact of the trade war on the global economy, exploring the impact of the trade war on the global industrial chain, global value chain and global trade pattern. Other studies have focused on the root causes of trade wars, analyzing the political, economic, and geopolitical drivers behind trade wars. At the same time, some scholars study the impact of trade wars on specific industries or countries, and explore how trade wars change industrial competition patterns and international trade patterns. In terms of global value chains, scholars have studied the evolution of global production networks and the international division of labor. They analyzed the formation and evolution of the global value chain, and studied the status and role of each link in the global value chain. Some studies have also explored imbalances and risks in global value chains, as well as potential problems in global value chains, such as environmental pollution, labor rights and other challenges. In the study of multinational enterprises' coping strategies, scholars have devoted themselves to exploring how enterprises cope with the uncertainties and risks brought by the trade war. The strategies of supply chain diversification, regional market diversification, technological innovation and production efficiency improvement are widely concerned in the research. Some case studies also provide examples of coping practices adopted by specific companies during the trade war, demonstrating the differentiated coping strategies among different companies.

While there has been a wealth of research on trade wars, global value chains, and multinational corporate coping strategies, there are still some knowledge gaps and limitations. First, there is still some uncertainty about the mechanism of the trade war's impact on global value chains. While some research has revealed the impact of trade wars on global supply chains and transnational production, it is not yet fully understood how trade wars affect firms' global production layout and value chain organization. Secondly, the effectiveness and sustainability of multinational enterprises' coping strategies need to be further studied. In the case of ongoing trade wars, enterprises' coping strategies may need to be constantly adjusted and improved to adapt to the changing international economic and trade environment. In addition, existing studies mainly focus on the response of large multinational enterprises in the trade war, and relatively little research on small and medium-sized enterprises and enterprises in developing countries. However, these companies play an important role in the global value chain, and their response strategies are equally important for the stability and development of the global economy. To sum up, although many scholars have studied trade wars, global value chains and multinational enterprises' coping strategies, there are still some problems that need to be further explored. This paper aims to fill these research gaps and provide more comprehensive and practical guidance for the global economy and multinational enterprises.

### **2.1 There are many types of folk art**

Different cultures form different folk art in the development. Cultural factors play an important role in the development of folk art. In order to adapt to the trend of social development, different forms of cultural elements

should be applied to the creation and development of folk art to enhance the vitality of folk art. Culture and art is a form of cultural communication and an important way to reflect cultural connotation. Folk art is diverse, including paper-cutting, embroidery, cloth art, etc. Different forms of folk art symbols and expressions are different, which also contribute to different types of folk art works [2]. Therefore, it is necessary to explore folk art in depth to promote the positive integration of folk art and cultural creation and design. Secondly, it is necessary to raise cultural knowledge to a higher level, broaden design ideas and design product models, and lay a foundation for cultural art and cultural creation design and create favorable conditions. Therefore, the innovative development of culture and art needs to strengthen the study of cultural and artistic knowledge, and only after mastering and applying cultural and artistic knowledge can the ideal effect be produced.

**2.2 Integration of folk art elements and color**

In daily life, color is full of various colors. Color is an important factor to produce visual feelings, affecting people's psychological activities and the design of works. It needs to be able to stimulate people's senses, which is closely related to color. Therefore, it is necessary to control the application of color scientifically and reasonably in order to ensure the quality of works. In the development of our country traditional culture, the application of color has its own characteristics and style, such as green, gold, etc., which requires the application of many colors in cultural creative design. Such as our country ancient Kings is keen on golden, and in the modern society, some brand clothing shoes and hats also gradually introduced our country wind, will traditional culture elements in colour is applied to product design, in order to generate ideas and inspiration, through the active culture symbol and the product design, to stimulate the visual perception of people, and this is the most important way to convey information, It also reflects people's psychological state [3].

**2.3 Integration of folk art elements and popular styles**

In the context of rapid social and economic development, some foreign cultures have gradually influenced our country's social development as well as people's life, work and study, especially western cultures, which have exerted certain influence on our country's aesthetic art and promoted many popular styles to gradually integrate folk art elements. Therefore, it is necessary to take folk art as the basis of design, and seek a design style acceptable to the public, integrate design and promote the integration of folk art elements and popular style, so as to promote the development of folk art.

**Table 1:** Environmental regulation and green technology innovation indicator system

| Level 1 indicators          | Secondary indicators | Tertiary indicators                        |
|-----------------------------|----------------------|--|
| environmental regulation    | imperative           | Y1 Wastewater discharge                    |
|                             |                      | Y2 Exhaust emissions                       |
|                             |                      | Y3 Integrated solid waste utilization rate |
|                             |                      | Y4 Investment in wastewater treatment      |
|                             | market-oriented      | Y5 Investment in exhaust gas treatment     |
|                             |                      | Y6 Investment in solid waste management    |
| Green Technology Innovation | throw oneself into   | Y7 Number of R&D personnel                 |
|                             |                      | Y8 R&D expenditure                         |
|                             | outputs              | Y9 Number of green technology patents      |

**3. CASE ANALYSIS**

**3.1 Apple**

Strategy one: Supply chain diversification. In the face of the uncertainty of the Sino-US trade war, Apple has adopted a strategy of diversifying its supply chain. In order to reduce its dependence on the Chinese market and avoid the impact of tariffs, Apple began to shift some production from China to other Asian countries, such as Vietnam and India. Such adjustments have helped Apple reduce its reliance on Chinese manufacturing and reduce the additional costs it may incur. Strategy two: Price adjustment and product upgrade. Apple has made price adjustments during the trade war in response to possible tariff increases and currency fluctuations. At the same time, they introduced new and more competitive products to attract consumers to buy to offset the decline in

market demand. Such strategic adjustments have helped Apple maintain stable sales and market share despite the trade war. The effect: Apple has managed to reduce the impact of the trade war and maintain stable production and supply. The supply chain diversification strategy makes its production lines less susceptible to market fluctuations and trade policies in a single region. Through price adjustments and product upgrades, Apple has managed to maintain high sales, mitigating the negative impact that the trade war could have on its business.

### 3.2 Volkswagen Group

Strategy one: Regional diversification. After the outbreak of the trade war, Volkswagen Group chose to reduce the risk of trade war through regional diversification. They are shifting their market focus away from the main affected regions, such as the US and China, to other markets, such as Europe and emerging markets. This strategic adjustment has helped the Volkswagen Group reduce its dependence on markets affected by the trade war and achieve a balanced revenue in regional markets. Strategy two: Technology upgrade and electric vehicle strategy. In order to cope with the challenges of the trade war and the pressure of environmental protection, Volkswagen Group has increased its investment in the research and development of new energy vehicles. They have launched a range of electric and hybrid models to meet market demand for environmentally friendly vehicles and reduce reliance on conventional fuel vehicles. This has allowed the Volkswagen Group to maintain its innovative and competitive edge during the trade war. The effect: The Volkswagen Group has managed to mitigate the impact of the trade war on its business. Regional diversification strategies help companies diversify market risk and reduce their dependence on affected markets. The technology upgrade and the electric vehicle strategy have made the Volkswagen Group one of the leading electric vehicle manufacturers, laying a solid foundation for the future development of the company. These specific cases show the coping strategies and effects of Apple and Volkswagen Group as two well-known multinational enterprises in the world under the trade war. The success of these strategies depends on the company's global strategy, market understanding and ability to adapt. In the face of uncertainties and risks, multinational enterprises need to flexibly adjust their strategies to maintain competitive advantages and sustainable development.

## 4. RESULTS AND DISCUSSION

In order to measure the degree of coupled and coordinated development of environmental regulation and green technological innovation in China, the relevant evaluation indicators of environmental regulation and green technological innovation are brought into the formula to calculate the degree of coupling and the degree of coupled coordination of the two in China's provincial administrative units, as shown in Figure 1.

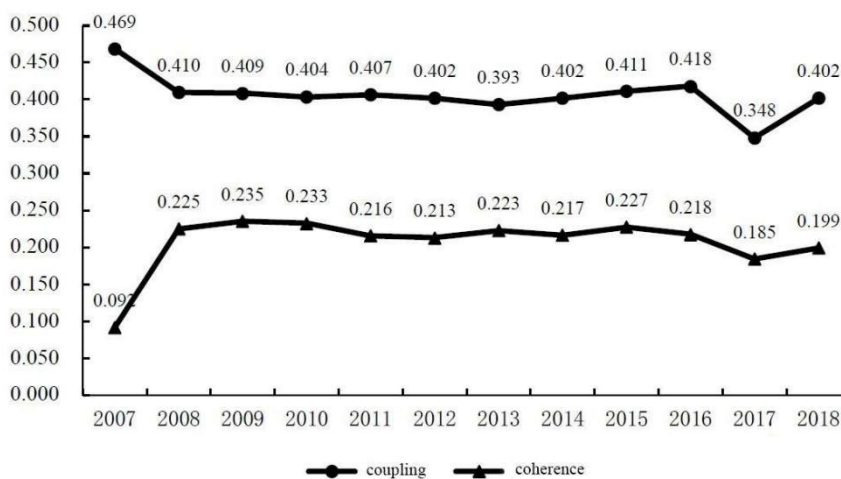


Figure 1: Trends in the degree of coupling and coupling coordination of provincial administrative units

### 4.1 Research Results

Through the research on the relationship between trade war and global value chain and the coping strategies of multinational enterprises, we draw the following conclusions: Influencing factors: The influencing factors of trade war on global value chains mainly include trade policy changes, supply chain dependence, economic environment uncertainty and political risks. These factors interact during the trade war, which brings no small challenge to

multinational enterprises. Multinational enterprises have adopted various strategies to cope with the trade war, including supply chain diversification, regional diversification and technological innovation upgrading. These strategies help companies reduce trade war risks, maintain a competitive edge, and grow steadily in an unstable international trade environment.

#### 4.2 Discussion

In the process of analyzing the research results, we found some important discussion points: Global value chain adjustment: The trade war has had an impact on global value chains, making some traditional global value chain links affected. Multinational companies are gradually adapting their global production networks to the new trading environment through supply chain diversification and regional diversification strategies. The importance of technological innovation: Technological innovation and upgrading are important means for multinational enterprises to cope with the challenges of trade wars. Companies that invest in areas such as digital transformation, energy saving and environmental technologies, and electric vehicles are more likely to maintain a competitive edge in the face of a trade war. Influence of policy environment: The response strategies of multinational enterprises are influenced by the local policy environment and government support. Some countries may introduce policies to support innovation and technological upgrading, and encourage enterprises to diversify their regional layout, thus helping enterprises better cope with the impact of the trade war.

#### 4.3 Limitations

In this study, we conduct a comprehensive analysis of trade wars, global value chains, and multinational enterprise response strategies. However, there are some limitations to be pointed out: Data limitations: The limitations of data collection may affect the in-depth understanding of the enterprise response strategy. Some businesses may be secretive about their strategies or may adjust their strategies due to changes in the market that are not reflected in our study. Timeliness: Trade wars and global value chains are complex topics, and new factors may emerge over time to impact the findings. The data and conclusions of this study are based on current knowledge, and the situation may be different in the future.

### 5. PROSPECTS AND SUGGESTIONS FOR FUTURE DEVELOPMENT

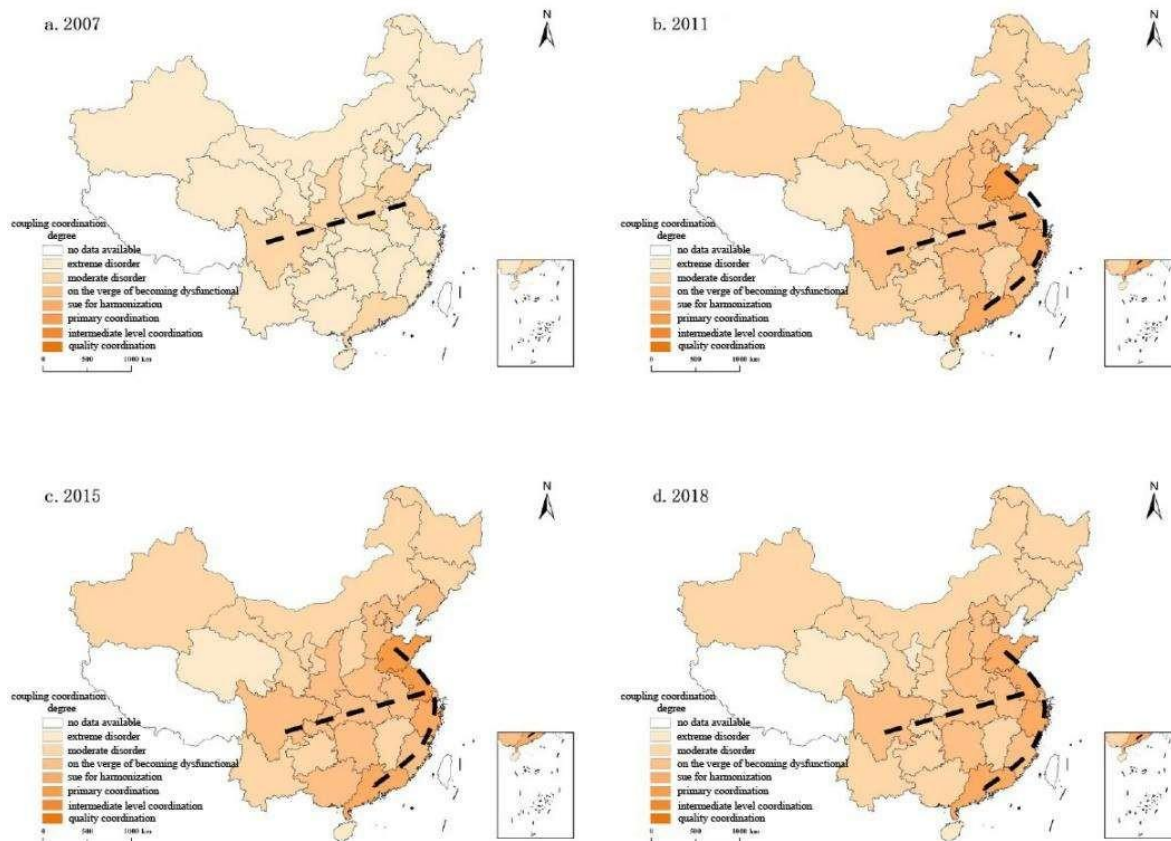
From the figure, it can be initially seen that the level of coupling between China's environmental regulation and green technological innovation level shows an overall decreasing trend in the study period, changing from 0.340 to 0.500 in 2007 to 0 to 0.499 in 2018, with the extreme difference gradually decreasing. China's environmental regulation and green technology innovation level coupling and coordination degree level showed a rising trend, from 0.065 to 0.122 in 2007 to 0.087 to 0.376 in 2018, the extreme difference gradually increased, the coupling and coordination degree varies greatly, from extreme dysfunction to barely coordinated are distributed.

The four time sections of 2007, 2011, 2015 and 2018 were selected respectively, and the sample data of the coupling coordination degree were imported into ArcGIS software, and the visualization maps of the coupling coordination degree of the four time sections were drawn respectively (see Figure 2), and the coupling coordination degree of the level of environmental regulation and green technological innovation under the provincial administrative unit showed a certain spatial evolution trend. Specifically, the main features are as follows:

Looking at the degree of coupling coordination by province, it shows a trend of first increasing and then decreasing during the study period. The development trend specific to each province is mainly divided into the following four: the first is a straight-line increase, mainly including Hebei and Jiangxi, which increased from 0.068 and 0.075 in 2007 to 0.231 and 0.192 in 2018, respectively, and the degree of coupling coordination between environmental regulation and green technological innovation was raised from extremely dysfunctional to on the verge of dysfunctionality and moderately dysfunctional, which indicates that these two provinces exploring the ecological civilization development path can organically combine environmental protection and technological innovation development. The second type is that the coupling coordination trend is first increasing and then decreasing. 23 provinces in China have a coupling coordination trend that is first increasing and then decreasing, but the overall coupling coordination level is increasing. Among them, the coupling coordination between environmental regulation and green technology innovation in Zhejiang has increased to the greatest extent, from the extremely dysfunctional level to the barely coordinated level; the provinces of Tianjin, Shandong, Hubei, Hunan, Jiangsu and Guangdong have increased from the extremely dysfunctional level in 2007 to the near dysfunctional level in 2018.



The third is the "rising-falling-rising" trend, e.g., the level of coupling coordination in Shanxi increased from the extremely dysfunctional level in 2007 to the near-dysfunctional level, and then increased to the near-dysfunctional level in 2018 after decreasing to the moderately dysfunctional level in 2015; the fourth is the "falling-rising-falling" trend, Ningxia coupling degree of coordination level from 2007 extreme dysfunction rose to the level of moderate dysfunction in 2015, in 2018 fell extreme dysfunction level. Overall, the level of coupling coordination between the two provincial administrative units is on an upward trend, developing from extreme dysfunction in 2007 to near-dysfunction level in 2018, indicating that there is some effect of actively exploring sustainable development methods in each province.



**Figure 2:** Coordination degree of coupling between environmental regulation and green technology innovation in provincial administrative units

### 5.1 Enhancing Digital Transformation

As the global economy continues to evolve and technology continues to evolve, digital transformation will be key for multinational enterprises to cope with trade wars and changes in global value chains. Enterprises should further strengthen the application of digital technologies, promote the application of cutting-edge technologies such as the Internet of Things, big data analysis, and artificial intelligence in production and supply chain management, improve production efficiency, reduce costs, and achieve more intelligent supply chain management.

### 5.2 Promoting Environmental Protection and Sustainable Development

In the context of the trade war and global value chain restructuring, enterprises should pay more attention to environmental protection and sustainable development. By adopting more environmentally friendly production processes, promoting green supply chain management and developing environmentally friendly products, companies can not only cope with the pressure of environmental regulations, but also enhance their corporate image and market competitiveness. The measurement of green technological innovation level varies depending on the research object, and R&D investment per unit of energy consumption, investment in scientific research, the number of scientific and technological activity personnel, and the number of green patent applications of listed companies are all commonly used indicators to measure the level of regional green technological innovation.

### 5.3 Expanding into Emerging Markets

With the impact of the trade war, some emerging markets may become future growth opportunities. Companies should pay close attention to the economic dynamics and market demand of emerging markets and actively expand these markets to reduce their dependence on affected markets and diversify their business. For measuring the intensity of environmental regulation, this paper selects industrial wastewater emissions, sulfur dioxide emissions from industrial waste gas, and the comprehensive utilization rate of solid waste for provincial administrative units to measure the command-and-control type of environmental regulation, and uses the amount of investment in pollution control of industrial waste gas, wastewater, and solid waste to measure the market-type environmental regulation.

### 5.4 Strengthening International Cooperation and Alliances

In the face of global trade uncertainties and political risks, enterprises can jointly address challenges by strengthening international cooperation and alliances. The establishment of partnership with other enterprises or organizations can realize resource sharing, market expansion and risk sharing, and enhance the anti-risk ability of enterprises. The degree of coupling, as a measure of the coupling phenomenon, can reflect the degree to which the elements within a subsystem interact with each other. The higher the degree of coupling between subsystems, the more there is a mutual push effect in the process of traveling, and slowly more orderly development. If the coupling condition between subsystems is poor, the subsystems restrain each other and the total system forms a negative development.

### 5.5 Keep an Eye on Policy Changes

Trade policies can be changing globally, and companies should pay close attention to the dynamics of national policies, especially those closely related to their business. Timely adjustment of corporate strategies to adapt to policy changes can help enterprises better cope with market fluctuations and risks. In order to synchronously reflect the level of coupled coordination of environmental regulation and green technology innovation system, this paper combines the coordination degree model to construct the coupled coordination degree model on the calculation results of the coupling degree model

### 5.6 Continuous Innovation

Innovation is the key for multinational enterprises to maintain competitive advantage. Companies should continue to invest in research and development, and constantly introduce new products and services to meet market demand and maintain a leading position in the global value chain.

### 5.7 Flexibility

Finally, enterprises should maintain the ability to adapt flexibly. Trade wars and changes in global value chains may bring unexpected challenges and opportunities, and enterprises need to be able to adjust their strategies and business layout in a timely manner to adapt to the rapidly changing international economic and trade environment. In summary, the future direction and recommendations cover digital transformation, environmental protection and sustainable development, expansion into emerging markets, international cooperation and alliances, attention to policy change, continuous innovation and flexibility. These recommendations will help multinational companies maintain a competitive edge and achieve sustainable development amid the evolution of global value chains and uncertainties brought about by trade wars.

## 6. CONCLUSION

To sum up, there is a close relationship between folk art and cultural and creative design, and designers have their own unique ideas. Based on the characteristics of folk art, they combine the aesthetics of the public to promote the integration between folk art and cultural and creative design. So, need to folk art into a design, on this basis to take effective ways to improve the fusion of each other, including the effective application of folk art symbol, folk art elements and color fusion, folk art elements and popular style, thus promote text created by into folk art development, to enhance wen gen product artistic quality and substantial create favorable conditions.

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