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Innovation and Challenges of Urban Creative Products in Digital Media Art - Tourist cities in China for example

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Abstract

The paper examines the impact of digital media art on urban creative products, analyzing opportunities and challenges in the digital era. It emphasizes the development of urban cultural and creative products, highlighting their significance and future growth potential. The digital media era provides unprecedented innovation opportunities, utilizing advanced tools for efficient design, production, and marketing. Trends like personalization, customization, AI, and big data offer new expressions and market prospects. Cultural products evolve in design, marketing, and sales channels due to digital media, with tools like social media and e-commerce platforms opening new promotion avenues. Case studies illustrate digital media's role in driving innovation and enhancing user experiences. The paper addresses challenges in market competition, copyright, and technological renewal, while recognizing opportunities from AI and big data. The creative industries must adapt and innovate to remain relevant. Looking ahead, urban creative products will evolve under digitalization, relying on digital means to attract consumers and enhance brand value. Cultural products, beyond economic entities, disseminate urban culture and creative spirit. In the digital era, urban creative products demonstrate potential and necessity, prompting a reevaluation of digital technology's role. Through continuous innovation, this field contributes to cultural and economic levels, impacting urban characteristics and heritage. Urban creative products play an increasingly vital role in the global cultural and creative economy.

Keywords: Digital Media Arts Urban Culture Creative Industries Innovative Technology , VR, Artificial intelligence

1. INTRODUCTION

With the advent of the digital media era, our lifestyles, cultures and creative industries have undergone unprecedented changes.The development of digital media technologies, such as the Internet, social media and mobile devices, has profoundly changed the way we access information, interact with others, create and share cultures.Under the wave of digital media art, it has also brought new opportunities and challenges to urban cultural products, making it an indispensable part of urban cultural communication and art and creative industries. In the past, urban creative products generally relied on traditional media and physical stores to promote and sell, and the rise of digital media art has changed this situation. Now, urban creative products can spread quickly around the world through online channels, and creators can build closer ties with fans to create a wider impact.This transformation not only expands the market size of urban creative products, but also provides more creative expression for creators, enriching the diversity of urban culture.

In this context, urban cultural and creative products, as an important part of the cultural and creative industries, are facing unprecedented challenges and opportunities. These products, whether they are works of

art, handicrafts, or emerging products born through digital innovation, have found new growth ground in the digital wave. Especially in the urban cultural and creative industries, digitalization not only brings unprecedented opportunities for innovation, but also raises a series of new challenges. When urban cultural products, as the crystallization of culture and creativity, are not only commodities, but also carry a rich local cultural and historical heritage, which is the embodiment of urban uniqueness and creativity. Urban cultural products not only carry the historical, cultural and artistic values of the city, but also an important part of contemporary social and economic activities. In the digital media era, these products have undergone a transition from traditional to modern, adapting and leveraging emerging technologies such as AI intelligence, augmented reality (AR) and virtual reality (VR) to increase their appeal and market competitiveness. From the use of AI intelligence for aesthetic evaluation to marketing through social media platforms, the application of digital technology is redefining the way urban creative products are produced and consumed [1].

This article will delve into urban creative products under the art of digital media and analyze them from various perspectives, including definitions, characteristics, cases, challenges and opportunities. By exploring these aspects, we can better understand the development status and trends of urban cultural and creative products in the digital media era, and their importance to urban culture and arts and creative industries. It will also explore how creators and governments can address the challenges posed by the digital media era and how to take full advantage of digital media opportunities to drive prosperity and innovation in urban creative products.

2. The Impact of Digital Media on Urban Creative Products

In the digital media era, urban creative products are shaped by the Internet's popularity and rapid digital technology development. Digital platforms are now key for communication, work, learning, and leisure. The rise of mobile technologies and social media has transformed information access, communication, and marketing for urban cultural products. These products, reflecting local heritage, undergo significant changes in design, manufacturing, and marketing in the digital age. The diverse nature of these products, spanning art, crafts, literature, music, and more, is influenced by technological advancements like augmented reality (AR) and virtual reality (VR). The digital era introduces challenges, including competition, copyright complexities, and technological adaptability. UNESCO highlights the opportunities and challenges for inclusive cultural and creative industries in this environment. Urban cultural products, integral to digital media arts, embody city uniqueness and creativity, spanning various forms like art, crafts, literature, music, film, and more. These products serve as cultural expressions and messengers of innovation, engaging diverse audiences. Diversity is evident in creative expressions, themes, audience groups, creators' backgrounds, and the blend of tradition and modernity. Digital media enhances the creation, dissemination, and sale of urban creative products, making them global and providing new avenues for interaction. These products contribute significantly to urban economic development, tourism, and brand image. Digital media art's rise revolutionizes the creation, dissemination, and sale of urban cultural products, incorporating multimedia elements [2]. Cross-media collaborations and storytelling enhance cultural connections and emotional engagement. Multimedia fusion increases interactivity, with virtual reality (VR) and augmented reality (AR) technologies offering personalized experiences. Online platforms, social media, and e-commerce widen market scope, reduce geographical restrictions, and enable greater audience participation. The impact of digital media art on urban creative products is broad, enriching expression, expanding market reach, fostering social interaction, and increasing audience engagement. The convergence of multimedia, social communication, creative expression, and online sales empowers urban cultural and creative products on a global scale, making them integral to the cultural and creative industry.

3. Case Study

How a traditional craft-focused cultural brand in China's tourist cities can re-engage young consumers through social media platforms. It is the direction that local cultural tourism authorities have been exploring. Under the rise of the media platform, influential bloggers and inheritors of traditional crafts use TikTok and Weibo platforms to show the process of craftsmanship, share the cultural story behind it, and increase the emotional value of the product. Longquan Yin Nai in Jiangxi Province, for example, caught fire on social media in the form of narrated and narrated videos, in which creators edited viewers to learn about unknown cultural content in just a few decades. Successfully attracted the attention of young groups, sales volume has increased significantly, and brand image has been young and updated [3].

Shanghai as the most prestigious tourist city, Yuyuan Lantern Festival carries a lot of people's imagination on the Lantern Festival. In the Year of the Rabbit, Yuyuan Lanterns will be based on the traditional Chinese myth of "Shanhai Jing", which will create an oriental aesthetic wonderland full of fairy animals and exotic flowers and grasses. In addition, the application of AR/VR and other digital technologies will bring a sense of technology to this year's full-fledged lamp, but also use technology to create a dreamy mountain and sea world for Shanghai citizens. Let people immerse themselves in this way, using the power of technology to provide visitors with a unique interactive and immersive light experience(Figure. 1).

Figure 1. In the Year of the Rabbit, Yu Garden Lanterns will be modeled on the traditional Chinese myth of the Mountain and Sea Sutra

Light and electricity are designed to make cultural relics live, create immersive new experiences, and combine various digital display technologies to highlight the participation and interaction of exhibitions.

In recent years, the three-dimensional data collection of 1294 cultural relics in the Palace Museum has been completed. These high-precision three-dimensional data can not only display 720,000 square meters of three-dimensional panorama of the Forbidden City, but also combine with VR technology to develop interactive theater works, VR helmets, VR glasses projects. Not only to build digitalization, but also to build a new museum form for the future based on the concept of connecting everything on the basis of digitalization of the collection through digital planning and Internet thinking. The younger generation of consumers is now the dominant force in the marketplace, with unique values, needs and buying habits. At the same time, with more emphasis on innovation, fashion and products and services that meet the needs of today's consumers, this poses a potential threat to the competitiveness and viability of traditional scenic spots(Figure. 2).

Through historical adaptation, the operation team of Forbidden City Cultural Creation has added germination and fun elements and expressions to the traditional solemn relics and ancient people's images. Using the "young" development ideas and "broken circle" cultural creativity, the "high cold" palace became a

super-cultural IP for the people, which won the love of the young generation and made the educational function of the Palace Museum more prominent.

Exhibitions and education are the core business of museums, as well as important windows for displaying cultural relics and explaining cultural connotations to the public. When the museum stands at the mouth of the "cultural fever", it should seize the development opportunities in time, cultivate the basic business, and carry out various work steadily. In addition to traditional exhibitions, the Palace Museum actively cooperated with the media platform, "Culture + Variety" program launched with young expression to guide modern cultural consumption and modern lifestyle. With the superposition of multiple factors, the museum was able to continue to explode the temperature of a city not because of the weather, but because of the enthusiasm of the local people [4].

Figure 2. Walking Palace

Figure 3. Harbin AR/VR Urban Creative Products

The year 2023 is low because a short video of Harbin, a winter tourist city, has successfully caught fire all over the world. At the same time, it brings about how the urban cultural and creative industries can use digital means to meet the needs of consumers for personalized and customized products. While the world of ice and snow exploded, the city's cultural products are changing rapidly under the digital media art surrounding the city. Harbin Creative Design Center introduces the creation of a series of "Rite by the Beach" accompaniment gifts, series of ice and snow activities, ice and snow festival will also carry out a series of activities. Ice and snow creativity is everywhere in Heilongjiang Oriental University School of Art and Design instructors are painting on ice with special techniques to print beautiful ice prints. At the same time, Harbin Ice & Snow World Ice & Snow Food Hall's flagship store is full of refrigerator stickers, key chains, postcards, custom hats, custom water cups, crystal lights, dolls and other cultural products(Figure. 3).

These literary and creative products have both traditional folkloric characteristics and incorporated modern aesthetic concepts. Creative products such as refrigerator stickers and key chains are also combined with digital media art methods such as advanced AI technology (AR+VR), which have both ornamental value and practical value and are loved by tourists [5, 6] . Many tourists choose carefully and give cultural products

as a companion gift to relatives and friends. The explosive sales of cultural innovation products are highly recognized by the majority of tourists for the development of cultural innovation in Harbin Ice and Snow World. The idea of Harbin Ice and Snow World developing cultural products is to fully integrate Harbin ice and snow culture and Northeast folk culture characteristics, so that tourists can take Northeast folk culture and ice and snow culture home.

4. PAPER Challenges and Opportunities

1. challenge

With the popularity of digital media, the urban cultural products market has become more and more competitive, and the influx of individual cultural brands and products into the market has increased the competitive pressure. Creators need to face competitors from all over the world, competing for a limited audience and market share. This competitive marketplace makes it necessary for creators to continually improve their creativity and marketing strategies to stand out. In the digital environment, intellectual property protection becomes an important issue. Creators of urban creative products often face piracy, infringement and unauthorized copying. Appropriate IP protection mechanisms are critical to encouraging creators to innovate, but implementation is often challenging .Copyright protection for creative products has become more complex and difficult. Therefore, copyright awareness and intellectual property protection should be strengthened, legal awareness should be strengthened, and digital tools should be used to monitor and protect intellectual property rights. The market for urban creative products is likely to be saturated, especially in certain hot areas. This leads to limited market share and creators may struggle to find their place. In addition, market saturation can also lead to price competition, reducing the value of the product. Reinforce brand features to focus on unique designs and high-quality manufacturing while leveraging data analytics to better understand market needs and consumer behavior. Keeping technology up-to-date and adapting to rapidly changing digital trends is a challenge, and changing technologies require brands to continuously learn and adapt to new tools and platforms. In the age of digital media, audiences are faced with a wealth of information from a variety of sources. Urban creative products need to stand out in this information overload environment and attract the attention of the audience. This requires careful marketing and brand building to ensure that products are not buried in the ocean of information. Quality control of urban cultural products is an important challenge. In the age of digital media, anyone can publish their own creations, but the quality and content vary enormously. Audiences need to be able to identify high-quality urban creative products and trust their quality. Creators need to ensure that their work has a high level of creativity and production quality.

2. opportunity

Digital media art brings global market opportunities for urban creative products. Creators can quickly spread their work across the globe, attracting audiences and consumers from around the world. This provides great market potential and internationalization opportunities for urban creative products. Consumer demand for cultural products is increasingly diversified and individualized, which provides a broad market space for the cultural industry. Changes in consumer behavior and market demand brought about by digitalization have opened up new market opportunities for creative products. Innovative technologies in the digital media era, such as AR/VR, artificial intelligence, and big data analytics, provide new creative spaces and marketing avenues for creative products. Using AR/VR to create immersive experiences, optimize user experience and product design through artificial intelligence, and accurately target markets and consumers using big data analytics. Actively explore and experiment with the application of these new technologies in creative products. Social media and online social platforms provide opportunities for urban creative products to interact with audiences. Creators can build their own fan communities, share the creative process with fans, listen to their feedback, and build closer ties. This interaction helps to improve the quality of the product and build a loyal fan base.Develop customized products tailored to the interests and needs of specific groups, such as fashion creative products for young people or souvenirs that incorporate local cultural characteristics. Utilize market

research and data analysis to adapt product strategies to market changes in a timely manner.

The age of digital media gives creators greater creative freedom. They are no longer constrained by traditional media and production costs, and can express their ideas and opinions more freely. This creative freedom inspires more innovation and uniqueness. Urban creative products have potential social impact. They can convey the culture, history and values of the city, and stimulate social attention and discussion of urban issues. Urban cultural products can be an important representative of urban image and contribute to the social development and publicity of cities. The growing social focus on sustainability and corporate social responsibility provides an advantage for creative brands committed to sustainable practices. The corresponding national policy environmental awareness promotion requires cultural products to consider sustainability in design and production. Adopt environmentally friendly materials and sustainable production methods, participate in social welfare activities, and enhance brand image and emotional connection of consumers. Therefore, the development of green urban cultural products. In short, the digital media era has brought unprecedented opportunities for urban creative products, but it has also been accompanied by a series of challenges. Creators need constant innovation and improvement to cope with competition and market changes. At the same time, the government and society can also take measures to support the development of urban cultural and creative products and promote the prosperity of cultural and creative industries. Urban cultural products under digital media art will continue to play an important role in urban culture, shaping the image of the city, inheriting the spirit of the city, and contributing to the development of the city.

5. Conclusions

After examining the profound impact of digital media art on urban creative products, some key conclusions can be drawn. The purpose of this paper is to explore the opportunities and challenges faced by urban creative products in the digital wave, and to predict and analyze future trends. Through in-depth discussion of the development of urban cultural and creative products in the era of digital media, reveal the importance of this field and the potential for future development. First, the introduction recognizes that the digital media era has brought unprecedented innovation opportunities to urban creative products. By leveraging advanced digital tools and platforms, creative products are able to achieve greater innovation and efficiency in design, production and marketing. Trends in personalization and customization, as well as the application of emerging technologies such as AI and big data, provide new expressions and market opportunities for creative products. As an important carrier of cultural and economic intersection, the value of cultural products far exceeds its material form. Under the influence of digital media, we have seen significant changes in urban creative products in terms of design innovation, marketing methods and sales channels. The application of digital tools, social media marketing strategies and the rise of e-commerce platforms have opened up new possibilities for the promotion and sale of creative products. Through a series of case studies, we demonstrate how digital media can actually influence the innovation and success of creative products. These cases demonstrate that whether using social media to promote traditional processes or developing new products in combination with AR technology, digital media is key to driving innovation and enhancing the user experience. However, challenges and opportunities coexist. This paper analyzes the intensification of market competition, copyright issues, challenges of technological renewal, and opportunities brought about by new technologies such as AI and the application of big data. These challenges and opportunities require constant adaptation and innovation in the creative industries to remain dynamic and relevant. Looking ahead, it is foreseeable that urban creative products will continue to evolve and evolve under the impetus of digitalization. As technology advances and market demands change, the creative industries will increasingly rely on digital means to attract consumers, expand markets and enhance brand value. In this process, cultural products are not only the products of economic activities, they are also the disseminators of urban culture and creative spirit. In the era of digital media, urban creative products not only demonstrate their enormous potential and necessity, but also prompt

us to rethink how we use digital technology to innovate, market, and protect these unique cultural assets. Through continuous innovation and adaptation, this field will undoubtedly continue to play its important role at the cultural and economic level, while contributing to urban characteristics and cultural heritage. Urban creative products will undoubtedly play an increasingly important role in the global cultural and creative economy.

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