发言稿

各位评委老师下午好。我的的论文题目是基于层次分析法的兴城古城文创产品设计研究。

Good afternoon, Mr. and Mrs. The title of my paper is Research on Cultural and Creative Product Design of Xingcheng Ancient City Based on Hierarchical Analysis Method.

这是我的课题课题来源。

This is the source of my project .

我将从以下四个方面来介绍论文的结构。分别是，论文的目的、方法、结果和结论。

I will present the structure of the paper in the following four areas. They are, the purpose of the paper , the methodology, the results and the conclusion.

第一部分是论文的目的。

The first part is the purpose of the paper.

辽宁省是长城资源大省，从战国到明代均在我省境内修筑过长城。研究选取现存的唯一一座方形卫城——兴城古城为研究对象。

Liaoning Province is a large province in terms of Great Wall resources, and the Great Wall has been built in the province from the Warring States period to the Ming Dynasty. The study selects Xingcheng Ancient City, the only existing square acropolis, as the research object.

其次，兴城古城位于辽西走廊，是辽东地区通往中原的交通要道。公元1428年建立。是明长城防御体系其中的重要一环。名称为宁远卫城。

Secondly, the ancient city of Xingcheng was located in the western corridor of Liaosi, which was a major transportation route from the Liaodong region to the Central Plains. It was established in 1428 AD. It was an important part of the Ming Great Wall defense system. The name is Ningyuanwei City.

下面是我去到兴城古城的进行拍摄的一些图片。可以看出古城建筑的保护得当，但是缺少现代化的文创产品。

Here are some pictures I took when I went to Xingcheng Ancient City. You can see that the ancient city buildings are well preserved, but there is a lack of modern cultural and creative products.

本文的目的就是寻找客观的兴城古城文创产品的设计方法，探讨满足用户偏好的兴城古城的文创产品。并深化兴城古城文化记忆，起到宣传中华优秀传统文化的目的。

The purpose of this paper is to find an objective design method for the cultural and creative products. And deepen the cultural memory of Xingcheng Ancient City, which serves the purpose of publicizing the excellent traditional Chinese culture.

第二部分是本篇论文的方法。

The second part is the methodology of this paper

本文主要运用的是层次分析法。该方法是对决策者对复杂系统的决策思维过程进行建模和量化的过程。

The main method used in this paper is hierarchical analysis.The method is a process of modeling and quantifying the decision-making thought process of a decision maker on a complex system.

具体步骤是将兴城古城的设计要素划分为三个因素，分别是文化因素、建筑因素和功能因素，运用层次分析法构建决策模型计算出用户对这些要素的偏好从而确定设计目标。

The method is to divide the design elements of Xingcheng Ancient City into three factors, namely, cultural factors, architectural factors and functional factors, and use the hierarchical analysis method to construct a decision model to calculate the user's preference for these elements so as to determine the design objectives.

构建评价体系。根据兴城古城文创产品的层次结构，将兴城古城文创产品的关键要素划分为以下评价指标。如图所示。

Building an evaluation system. According to the hierarchical structure of Xingcheng Ancient City's cultural and creative products, the key elements of Xingcheng Ancient City's cultural and creative products are divided into the following evaluation indicators. As shown in the figure.

针对兴城古城文创产品面对的人群进行问卷调研，以便更好的将需求结合到设计中。邀请 15 名对兴城古城感兴趣的学生、10 名兴城古城的游客和当地人、5 名兴城古城研究专家，共 30 人对不同的信息短语进行打分。

A questionnaire survey was conducted for the people facing the cultural and creative products of Xingcheng Ancient City, in order to better integrate the needs into the design. Fifteen students interested in Xingcheng Ancient City, and 10 tourists and locals of Xingcheng Ancient City, totaling 30 people, were invited to score the different information phrases.

根据消费者调研结果运用层次分析法的运算得出如下指标权重.

According to the results of the consumer research using the hierarchical analysis method of operation to obtain the following indicator weights.

第三部分是论文的结果。

The third part is the result of paper.

根据层次分析法计算结果可以得出，在准则层中建筑因素因子最为重要，功能因素因子其次，史料因素因子位列第三。从因素层的综合权重值来看，影响设计最为重要的因素是标志建筑，权重占五成以上。

The architectural factor factor was the most important in the guideline layer, followed by the functional factor, and the historical factor came in third. From the comprehensive weight value of the factor layer, the most important factor affecting the design is the sign building, with a weight of more than fifty percent.

第四部分为文章的结论。根据层次分析法得出的兴城古城设计要素评价结果，选择了排名第一的标志性建筑作为设计主体。此外，得分相对较高的军事防御体系也加入到设计中。文创产品的设计拟围绕上述内容展开。

The fourth part is the conclusion of the article. Based on the evaluation results of the design elements of Xingcheng Ancient City derived from the hierarchical analysis method, the first-ranked landmark building was selected as the main design body.

如图所示是对兴城古城建筑的插画处理。在此基础上进行在设计并运用到文创产品当中。

As shown in the figure is the illustration treatment of the architecture of Xingcheng ancient city. Based on this, the in design was carried out and utilized in the cultural and creative products.

关于要开发的产品，在对设计元素进行初步研究的同时还进行了访谈，访谈对象希望能有与老城区销售的产品相结合的产品。

Regarding the products to be developed, preliminary research on the design elements was conducted along with interviews, and the interviewees wanted to have products that were integrated with the products sold in the old city.

再选取的三座最能代表古城的建筑符号做成奖牌和冰箱贴，以此组成文化产品。

The three selected architectural symbols that best represent the old city are then made into medals and refrigerator stickers, thus forming a cultural product.

通过兴城古城设计要素，得出了符合用户需求的兴城古城文创产品，起到宣传兴城古城文化的目的，也为长城文创产品的设计研究进行了一定的探索。

Through the design elements of Xingcheng Ancient City, the Xingcheng Ancient City cultural and creative products that meet the needs of users are derived, which serve the purpose of publicizing the culture of Xingcheng Ancient City.

以上就是我会汇报的全部内容，感谢各位评审聆听。

That's all I'll report, and I thank you for listening to the review.