

Research on the Application of Chinese Traditional Carved Symbols in Cultural and Creative Product Design

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Abstract: This paper delves into the utilization of Chinese rich traditional carved symbols in the realm of Cultural and creative product design. Initially, it traces the historical journey and evolution of these symbols, highlighting their classification and distinct characteristics. This exploration reveals the profound cultural significance and the inherent advantages they offer in enhancing the aesthetic and symbolic value of cultural and creative products. The paper delves into the methodologies and strategies for effectively incorporating these traditional symbols. It outlines key application principles that serve as guidelines for designers, alongside innovative design concepts that blend tradition with modernity. Case studies are presented to illustrate the practical implementation and impact of these symbols in various product designs. The paper summarizes the key findings, emphasizing the importance of preserving and promoting Chinese cultural heritage through such design interventions. It also acknowledges the limitations of the current research and provides directions for future explorations in this fascinating field.

Keywords: Chinese traditional carved symbols; Cultural and creative product design; Cultural connotation; Application value; Application method.

1. Introduction

China, a country with a history of thousands of years of civilization, is not only a witness to the development of writing but also a carrier of cultural essence. These symbols, whether Oracle Bone Inscriptions, bronze inscriptions, seal script, or official script, all contain profound cultural background and unique artistic charm. With the increasing concern and pursuit of cultural and creative products, how to skillfully integrate these traditional symbols into modern cultural and creative design, to keep the traditional charm and conform to modern aesthetics, has become a subject worthy of in-depth study. The purpose of this paper is to explore the application of Chinese traditional carved symbols in the design of cultural and creative products, to provide new ideas and methods for modern cultural and creative design, and to promote the inheritance and innovation of traditional culture.

2. Overview of Chinese Traditional Carved Symbols

2.1. The historical evolution of Chinese traditional carved symbols

The historical evolution of Chinese traditional carved symbols, like a colorful picture scroll, shows the profound cultural heritage and unique artistic style of the Chinese nation. From Oracle Bone Inscriptions and bronze inscriptions in ancient times, to later inscriptions and seals, and then to modern seal cutting, carved symbols have always evolved and sublimated with the development of Chinese civilization [1]. The origin of early carved symbols can be traced back to the late Neolithic Age. These symbols usually appear on production tools and daily necessities such as pottery and stone tools. They may be the records and expressions of primitive human activities such as life, belief, and hunting [2]. With time, these symbols have gradually evolved from simple graphics to words with specific

meanings, and become an important tool for human communication and information transmission [3]. In the Shang and Zhou Dynasties, the first peak was ushered in the carved symbol. The appearance of Oracle Bone Inscriptions and Jinwen marks the formal formation of the Chinese writing system. These characters were engraved on tortoise shells, animal bones, and bronzes, which not only recorded the social life and sacrificial activities at that time but also showed the unique charm of early calligraphy [4]. With the development of history, the application scope and forms of carved symbols are becoming more and more extensive. The appearance of large-scale carved works such as stone inscriptions and cliff carvings has further enhanced the artistic and historical value of carved symbols. These works not only have a high level of calligraphy but also incorporate rich cultural connotations and characteristics of the times. Since modern times, seal cutting has become an important representative of Chinese traditional symbols. Seal engravers use knives instead of pens, showing exquisite skills and profound cultural accomplishment between square inches. Seal-cutting works not only have high artistic value but also become a treasure that collectors are chasing [5].

The historical evolution of Chinese traditional carved symbols is a history full of vitality and creativity. It not only witnessed the development of the Chinese nation but also left us a valuable cultural heritage. In today's era of informatization and globalization, we should cherish and inherit this unique cultural heritage, and let it glow with more brilliant brilliance under the new historical conditions [6].

2.2. THE classification and characteristics of Chinese traditional carved symbols.

China, a civilization with a history spanning thousands of years, is renowned for its rich cultural heritage. Among the various cultural treasures, traditional carved symbols occupy a unique position. These symbols, which have been passed down through generations, not only embody the wisdom and

creativity of the ancients but also serve as valuable resources for modern cultural and creative product design [7]

The classification of traditional Chinese carved symbols is diverse, encompassing several major categories such as Oracle Bone Inscriptions, bronze inscriptions, stone inscriptions, and Wen Tao. Each category has its distinct characteristics, contributing to the rich tapestry of Chinese symbolic art [8]

Oracle Bone Inscriptions, considered one of the earliest mature forms of writing in China, are primarily engraved on tortoise shells and animal bones. These inscriptions are characterized by their simplicity and richness, with strokes varying in thickness and structure. They exude a sense of vitality and primitiveness, offering a glimpse into the early stages of Chinese civilization [9].

Bronze inscriptions, commonly found on bronze vessels and other artifacts, are noted for their smooth lines and regular glyphs. These inscriptions often convey a sense of solemnity and mystery, reflecting the religious and ritual significance of bronzes in ancient Chinese society [10].

Stone inscriptions, typically engraved on stone tablets or stelae, are characterized by their strong strokes, stable structure, and sense of permanence. These inscriptions often record important historical events or commemorate significant figures, serving as a testament to the cultural and historical values of ancient China.

Wen Tao, commonly seen on the surface of pottery, features concise and smooth lines. These symbols exude an ancient and elegant aesthetic feeling, reflecting the refined taste and artistic sensibilities of ancient Chinese potters [11]

Beyond their artistic beauty, these traditional carved symbols are also significant for their cultural connotation. They are not just mere representations but are imbued with deeper meanings and symbolism. They often reflect ancient people's ideas, aesthetic tastes, religious beliefs, and social values, providing insights into the cultural and historical backgrounds of ancient China.

In the realm of cultural and creative product design, the utilization of these traditional symbols can greatly enhance the cultural connotation and artistic value of products. By incorporating these symbols into modern designs, designers can create works that resonate with people's sense of identity and belonging to traditional culture. This not only promotes the innovation and development of cultural and creative product design but also contributes to the preservation and transmission of China's rich cultural heritage.

In conclusion, the study of the classification and characteristics of traditional Chinese carved symbols is crucial for understanding the depth and breadth of Chinese culture. It provides insights into the wisdom and creativity of the ancients and offers valuable resources for modern designers seeking to create culturally significant and aesthetically pleasing works.

3. The Application Value of Chinese Traditional Carved Symbols in The Design of Cultural and Creative Products.

3.1. The cultural connotation and design value of Chinese traditional carved symbols.

China, a land rich in history and tradition, is home to numerous cultural symbols that have been passed down

through the ages. Among these, the traditional carved symbols occupy a special place. These symbols, often found etched into pottery, jade, and ancient Oracle bones, are not just mere representations; they are a testament to the wisdom and creativity of our ancestors.

The cultural significance of these carved symbols is immense. They serve as a window into the lives, beliefs, and aspirations of ancient Chinese civilizations. Far from being mere graphic representations, these symbols were a means of communication, a way to record history, and a bridge between the material and the spiritual world. They often incorporated elements of mythology, legends, religious beliefs, and a reverence for nature, thus becoming a multifaceted expression of the cultural identity of the time.

These symbols are not static; they evolved, reflecting the changing social, political, and religious landscapes. As such, they provide us with a unique perspective on the development of Chinese society and culture. By studying these symbols, we gain insights into the values, aesthetics, and philosophical outlook of ancient Chinese societies.

The design value of these traditional carved symbols is equally significant. In an age where cultural and creative products are highly prized, these symbols offer a rich source of inspiration. Their simplicity, abstractness, and artistic charm lend them a unique aesthetic value that is both timeless and universally appealing.

Incorporating these symbols into modern designs is not just about aesthetic enhancement; it is also about cultural authenticity and storytelling. By skillfully blending traditional elements with modern design sensibilities, designers can create products that are both visually arresting and culturally significant. Such designs not only resonate with a wider audience but also contribute to the preservation and promotion of traditional Chinese culture. For example, to thoroughly implement the spirit of the 19th CPC National Congress, carry forward and inherit the excellent traditional Chinese culture, and build a strong socialist country with Chinese characteristics in the new era, we should fully explore and utilize the cultural resources of Shenyang's old words, as shown in Figure 1.

In conclusion, the cultural connotation and design value of traditional Chinese carved symbols are profound and far-reaching. They are not just historical artifacts; they are living, breathing embodiments of Chinese culture and heritage. By embracing and celebrating these symbols, we not only honor our ancestors but also ensure that their wisdom and creativity continue to inspire and enrich our lives today and in the future.



Figure 1. Cultural creation of Shenyang Palace Museum Cultural and Creative Product Design Competition

3.2. Advantages of Chinese traditional carved symbols in the design of cultural and creative products

The application advantage of Chinese traditional carved

symbols in the design of cultural and creative products lies in its profound cultural heritage and unique artistic charm. These carved symbols often bear thousands of years of historical memory and are an important part of Chinese culture. They are not only simple figures or words but also symbols of culture and spirit. Integrating these symbols into the design of Cultural and creative products can endow products with deeper cultural connotations and unique artistic styles. In the design of cultural and creative products, the use of Chinese traditional symbols can highlight the national characteristics and cultural heritage of the products. These symbols often have high recognition and identifiability, which can quickly trigger cultural resonance and emotional identification of consumers. This sense of cultural identity can not only enhance the market competitiveness of products but also deepen consumers' memory and goodwill towards products. In addition, the diversity and flexibility of Chinese traditional carved symbols also provide a broad innovation space for Cultural and creative product design. These symbols can be skillfully combined and deformed according to different design requirements to create original design works. This innovative application can not only enrich the design form of cultural and creative products but also promote the modern transformation and innovative development of traditional culture.

The application advantages of Chinese traditional carved symbols in the design of cultural and creative products lie in its profound cultural heritage, unique artistic charm, prominent national characteristics, and rich innovation space. These advantages can not only enhance the cultural connotation and market competitiveness of cultural and creative products but also promote the inheritance and development of traditional culture.

4. The Application Methods and Strategies of Chinese Traditional Carved Symbols in The Design of Cultural and Creative Products.

4.1. Application principles and ideas

When discussing the application methods and strategies of Chinese traditional carved symbols in the design of cultural and creative products, the application principles and ideas are particularly important. These principles and ideas are not only the guidelines for designers' creation but also the key to ensuring the harmonious coexistence of traditional cultural elements and modern design concepts. In application principle, designers need to follow the core concept of "respecting tradition and innovating expression". Respecting tradition means deeply studying and understanding the connotation and form of traditional carved symbols in the design process, and maintaining its original cultural characteristics. The innovative expression means that based on respecting tradition, using modern design techniques and creativity, the traditional carved symbols are skillfully integrated into modern cultural and creative products to realize the organic combination of tradition and modernity. In terms of application ideas, designers can start from the following aspects: first, dig deep into the artistic value and cultural connotation of traditional carved symbols and extract representative elements and symbols; second, transform these elements and symbols into the modern design language, so that they not only meet the modern aesthetic needs but also

maintain the charm of traditional culture; Third, in the design of Cultural and creative products, according to the characteristics and usage scenarios of the products, the transformed carved symbols are properly used to create a design style with cultural characteristics; Fourth, pay attention to user experience, ensure that the design is not only beautiful in appearance but also practical in function so that users can feel the charm of traditional culture in the process of using products. By following these principles and ideas, designers can effectively apply Chinese traditional carved symbols in the design of cultural and creative products, create excellent works with both traditional charm and modernity, and promote the inheritance and development of traditional culture in modern design.

4.2. Design Practice and Case Analysis

In the practice of integrating Chinese traditional carved symbols with the design of cultural and creative products, designers need to skillfully use various design strategies to make these ancient symbols glow with new vitality in modern product design. In the design practice, designers should first deeply study the cultural connotation and artistic characteristics of traditional carved symbols, and understand the symbolic significance and historical context behind them. Then, through creative transformation, these symbols are transformed into visual elements that meet modern aesthetic and practical needs. In this process, designers need to maintain respect for traditional symbols but also pay attention to innovation and differentiation, and avoid simple copying and pasting. Case analysis is an important means to verify the effectiveness of a design strategy. Taking a Cultural and creative product with Chinese traditional symbols as an example, the designer skillfully interprets a symbol in Oracle Bone Inscriptions in the design and applies it to the appearance or decoration of the product. This product is not only practical, but also bears profound cultural connotation, and becomes a bridge connecting tradition and modernity, East and West. Through market feedback and user evaluation, we can see the success of this design strategy, which not only attracts the attention of domestic consumers but also wins the recognition of the international market.

People's pursuit of aesthetics is not limited to the function of the product, when no major functional breakthrough, the choice of products is more and more personalized, diversified, and multidimensional, regional product styles gradually fusion, but time changes and fast pace of product iteration, people are more and more pay attention to the pursuit of culture, especially the Chinese traditional culture, traditional technology and processing technique, combined with the application of new technology, can reflect the characteristics of Chinese traditional elements under the new era. Figure 2.



Figure 2. Carved symbols with bamboo tubes

The application methods and strategies of Chinese

traditional carved symbols in the design of cultural and creative products require designers to have profound cultural literacy and innovative ability. Through in-depth research and creative transformation, traditional symbols can glow with new vitality in modern product design and bring unique aesthetic experiences and cultural identity to consumers.

5. Summary

This paper focuses on the "Study on the Application of Chinese Traditional Carved Symbols in the Design of Cultural and Creative Products". Firstly, this paper summarizes the historical evolution and classification characteristics of Chinese traditional carved symbols and reveals its profound cultural connotation and design value. Subsequently, the article deeply analyzes the application advantages of Chinese traditional carved symbols in the design of cultural and creative products and discusses how to combine traditional elements with modern design to innovate and produce cultural and creative products with Chinese characteristics. Through specific design practice and case analysis, the article also shows the application methods and strategies of Chinese traditional carved symbols in the design of cultural and creative products. This paper summarizes the research results, points out the shortcomings of the research, and looks forward to the future research direction. The purpose of this paper is to promote the innovative application of Chinese traditional carved symbols in the design of modern cultural and creative products and to contribute to the inheritance and promotion of Chinese excellent traditional culture.

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