

Article

The Value of Artistic Symbols of Chinese Calligraphy Art in Packaging Design of Creative Products

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Abstract: Cultural and creative products promote social and economic development. China's traditional art culture is not only indispensable in developing its own cultural and creative products but also one of the important sources of international cultural and creative industries for its design inspiration and material generation and development. It is not only the exchange and common development of Chinese culture and the cultural fields of other countries in the world but also further promotes the response to the policy of "One Road One Road One Road" and "Building a Community with a Future for Humanity." In the field of culture and art in China, the cultural and artistic symbols of Chinese calligraphy are richly reflected in the design. The research method is mainly through a case study, visual analysis, etc., to reflect the value of cultural and artistic symbols contained in Chinese characters in packaging design. The analysis is mainly based on the current situation, problems, and innovative exploration of various elements of Chinese calligraphy and artistic symbols in the packaging of creative products. Because of the design and development of the artistic symbols of Chinese characters, the significance of the research results is not only as a unique cultural heritage of China but also expected to provide a reference for the world's cultural and artistic exchanges, innovative development, and integrated development.

Keywords: cultural and creative products; Chinese traditional culture and art; Chinese calligraphy art; Artistic symbols; packing design; Integrated development.



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1. Introduction

Packaging design promotes the innovative development of cultural and creative products (Scharpenberg et al., 2021) and is an important part of visual communication design (Minghui, 2019). Similarly, packaging design also has a new development trend under the influence of rapid economic development. As we all know, China's traditional culture and art are profound and colorful. The Chinese characters, which record the imprint of China's traditional culture, are also the core of Chinese culture. The artistic symbol element not only plays an important role in conveying information for packaging design but also has great significance in promoting the creativity of product packaging (Silva & Pålsson, 2022). The

symbolic elements of Chinese characters and calligraphic art forms are explored through case studies, visual analysis, and other research methods. This paper aims to reflect on the value of Chinese calligraphic art symbols in packaging design, analyze the current situation and problems of their art symbols in the packaging of creative products, and explore the innovative aspects of each element. The research results are not only to China's unique cultural heritage but also expected to provide a reference for world cultural and artistic exchanges, innovative development, and integrated development.

2. An Overview of Chinese Cultural and Creative Products

The design of cultural and creative products aims to transmit culture and information through creative design to generate social and economic benefits (Chunfeng, 2020). It is indispensable to today's social, economic and cultural development. It is not only a unilateral economic development but also a further promotion of the spread effect of cultural heritage and mutual development (Liu, 2022). In order to achieve this goal, countries all over the world attach great importance to the production and promotion of cultural and creative products. Generally, relevant cultural elements will be added to meet consumers' use needs and display the charm of higher national cultural characteristics (Dong & Hao, 2017). The popularity of cultural and creative products has gradually increased in recent years. The presentation forms of their products have become more diversified, such as packaging, daily necessities, and peripheral hand gifts, which are very representative, especially the packaging design of creative products.

In the era of industrialization, with the improvement and change of people's consumption level and consumption habits, high-quality cultural and creative products are not limited to consumers' single needs but more to meet their spiritual needs. Suppose people in a different place see a souvenir on the bookshelf or a product embodying the characteristic culture of their hometown. In that case, they can't help but arouse a feeling in their hearts and reach an emotional resonance through the relevant memories (Lingxuan, 2017). It is the role and significance of cultural and creative products. That is to say, the design of cultural and creative products, including its design elements, is closely linked with the connotation and meaning expected to convey. Only when the two are integrated, symbiotic, and promote each other can we create more valuable and meaningful cultural and creative products in the new era. Product packaging is the most prominent and popular among cultural and creative products.

Such as packaging bags, boxes, canvas bags, etc. This paper takes the packaging design of cultural and creative products as the main research object, mainly studies. It analyzes the current situation and problems of the packaging of cultural and creative products in China in order to analyze the value of the artistic symbols in Chinese calligraphy art in the packaging design of creative products, to open up new ideas for the design of cultural and creative products in the future, and provide a reference for the development of cultural and creative design, the cultural exchange and exchange of countries around the world, and the promotion of integrated development. After all, China's traditional cultural elements are rich enough to achieve the goal of promoting economic development with cultural heritage.

2.1. Conceptualization of Chinese Calligraphy Art and Artistic Symbols

In the initial stage of Chinese characters, the rise of the art of calligraphy was created, which was first reflected in the oracle bone inscriptions. From this point on, the characters were produced. The oracle bone inscriptions and other characters are incomplete for modern people, so they are also summarized as hieroglyphs, the general name of a class of descriptive symbols (Jincheng & Chengri, 2019). In the beginning, they only showed a relatively chaotic concept. Still, after more than a thousand years of development and transformation, The culture of Chinese characters in different periods has also displayed its corresponding characteristics of the times and humanistic values, forming the exclusive calligraphy art in different historical periods (Zhenlian, 1990). From the beginning of the emergence and development of the art of calligraphy and design, the structure of the form of characters is split and reorganized. The art of calligraphy is more concentrated on the expression of the inner meaning and spirit in the design and creation, highlighting the unique way of thinking in China, and the purpose of design is strong, whether it is packaging design, graphic design, or LOGO design, which is systematic and regular. Both affect each other and develop together. It constantly enriches its cultural connotation because the art of calligraphy is also a symbolic form of the art of writing (Halimi, 2021; Wong, 2004).

2.2. Graphical Application of Chinese Calligraphy Art Symbols in Design

Chinese culture is 5000 years old. In the long history of cultural development, Chinese character culture is the most important and core existence (Yu, 2019). It carries and records the development of Chinese culture. Chinese characters are the earliest hieroglyphs, also known as the earliest "pictorial characters". Former Soviet scholar Easterlin (1987) said that primitive art is an important source of drawing and writing (Easterlin, 1987). Text is a graphical symbol element (Lijun, 2010). This point of view has proved the connection between Chinese characters as traditional artistic symbol elements and artistic creation. In Chinese character culture, calligraphy art is an artistic writing form of Chinese characters, the most representative symbolic expression, and has high philosophical and artistic value in China (Yitong, 2018).

As the most important part of Chinese traditional culture, Chinese calligraphy has also been prominently applied in design in recent years. It represents China's unique design and cultural elements and plays a memorable role in China's important cultural heritage and world cultural exchanges. For example, the series of design works of Mr. Jin Daiqiang, the master of Chinese design, many of which are based on the artistic elements of Chinese calligraphy to convey the design significance (as shown in Figure 1) and exist with calligraphic characters as graphic elements. This work is a creative design based on the design prototype of the Chinese character "Jing" (京) during the Beijing 2008 Olympic Games, combining the elements of traditional Chinese calligraphy. The graphic is one of the main visual communication media in graphic design and packaging design.

Graphics should not only reflect the overall information and specific meaning of the design object but also realize transformation and innovation on the basis of the design object to enrich the form of packaging design so that the audience or consumers can see the design purpose of the design work at a glance so that the design work can be recognized by the public, and at the same time, it should also help relevant enterprises establish a good corporate image in the society, Lay the foundation for the long-term development of enterprises (Hao et al., 2019). The design takes Chinese characters as graphics and hopes to develop innovative design by integrating traditional Chinese art and cultural elements with modern Western design ideas. Mr. Jin Daiqiang's design idea of integrated development has influenced many young designers and even the whole direction of Chinese design.

More and more designers have begun to pay more attention to constantly discovering and finding the possibility of combining Western design with traditional Chinese culture's elements. The new design integrates more and more modern packaging design, brand design, poster design, LOGO, and other designs. Among the elements of traditional Chinese culture, the most important design element is a creative design, with Chinese traditional calligraphy art as the design element.



Figure 1. Jin Daiqiang's Chinese Calligraphy elements design works

3. Materials and Methods

3.1. Embodiment of different calligraphic art symbol elements in the packaging of cultural and creative products

Since ancient times, the text has been an important medium for communication and effective transmission of information, as well as in product packaging design. It is not only the key to explaining the attributes of goods but also one of the visual symbol transmission media. It can become the transmission of symbolic graphics and express the product information and design connotation (Feng, 2020). As an artistic symbol, text can break through the restrictions of time and space on information transmission in the visual transmission of packaging design, effectively combine different information, and display the attributes of goods from different angles. Chinese characters are rich and colorful, influenced by thousands of years of history. Different fonts display different cultures. Chinese calligraphy art is a unique writing form of traditional Chinese characters. It is also a visual art developed while writing characters (Lida, 2012). The calligraphic style of Chinese calligraphy is divided into five categories - seal character, official script, regular script, running script, and cursive script, which will have different effects when presented in different packaging designs.

3.2. Calligraphy art symbols ("Zhuan") in packaging design

Calligraphy ("Zhuan") is the closest to "pictographic" in traditional Chinese calligraphy art and the most primitive form of Chinese calligraphy since the oracle bone inscription. As shown in (Figure 2), the main elements of the design are the evolution and design based on the seal script, which preserves the cultural connotation and historical sense while making it more standardized and in line with modern aesthetic and application scenarios. In the packaging design, the calligraphy art element is used as the design application, which will further activate the design and continuously output the Chinese cultural heritage in visual art.



Figure 2. "Zhuan" calligraphy art symbols in packaging design

3.3. Calligraphy Art (Kaiti) in Packaging Design

The calligraphy ("Kaiti") art is mining the artistic symbols contained in it to carry out a creative design. It shows a sense of simplicity and strong charm of traditional Chinese culture in the product packaging, Making consumers feel the cultural connotation (Figure 3 shows the award-winning work in the 2022 Platinum Creative Design Competition. A modern calligraphic font in "Kaiti" calligraphy, which uses the Xingkai style handwriting of Mr. Li Hai, a handwriting master in Foshan, Guangdong, China, as a reference for the structure of the potential, and uses the one move of Foshan Yongchun to embody the visual design of one stroke and one painting. Combining martial arts and calligraphy, modern design methods, and new technological means, the lost Wulin will be recreated in the digital era Climate. It is applied to product packaging to highlight the feeling of combining modern and ancient simplicity.



Figure 3. Calligraphy art symbol elements (Kaiti) in packaging design (2022 platinum creative design works)

3.4. Artistic Calligraphy Symbols (Lishu) in Packaging Design

On the basis of design research of traditional calligraphy font as an art symbol, we extract the calligraphy conventional calligraphy style art and carry out creative design research. (As shown in Figure 4), an underwear brand in China is mainly based on "Lishu" calligraphy, which changes the font shape and continues the traditional aesthetic significance of China. Its extension design is based on the modern sense of line and stripe—a better extension in packaging design. The design symbol element - "Lishu" calligraphy, whose traditional style is based on the further evolution and change of "Kaiti" calligraphy, is thicker than "Kaiti" calligraphy. Therefore, when redesigning, it is often combined with the characteristics of its traditional calligraphy, regardless of the features of its strokes or its internal meaning, so as to carry out design innovation, and then combined with the brand concept, which is common in creative cultural products, The extension design is displayed in the form of different symbolic elements in the brand packaging design, and the brand packaging conveys the design meaning.



Figure 4. Calligraphy artistic symbols (Lishu) Chinese youth underwear brand design

3.5. Cursive Calligraphy and "Xing" Calligraphy Artistic Symbols in Packaging Design

Cursive script and "Xing" calligraphy can reflect different styles with a strong personal artistic sense. The art of "Xing" calligraphy is a style that starts from the designer's feelings and experiences more personal feelings. Its calligraphy style is more-free and random. Carry out creative design while experiencing traditional art forms. The art of "Xing" calligraphy is also the closest to the modern writing style. Therefore, when it is used as a design element symbol in the application and design, the viewer can usually feel a strong Chinese ancient style. But combining this element with the modern brand, packaging, or graphic elements

will also feel the spark of combining different styles of modern and traditional art (Figure 5). It is the favorite milk tea brand of the young generation, "Cha Yan Yue Se" in China. The brand reflects different tastes and brand characteristics through different packaging styles, traditional calligraphy art elements, and different illustration forms.



Figure 5. Calligraphy artistic symbols (Xing) - Creative packaging design

Cursive calligraphy is one of the most-sexy writing forms in traditional calligraphy art, and it is also one of the calligraphy forms most easily integrated with design. As shown in Figure 6, the design is in handwriting and painting, derived from ancient Chinese characters' creativity, and integrates relevant or meaningful elements into Chinese characters. The main vision of the gift box adopts the artistic form of calligraphy and painting and creates a new spring atmosphere through the power of Chinese characters and pictures. The designer embedded the tiger, the landmark of Hubei, the element of easy material, and the element of middle-aged goods in the gift box in the three Chinese characters of "easy material," which is the character, the painting, and the traditional Chinese art.





Figure 6. Cursive calligraphy art symbols of Packaging design

The above design practices are based on different traditional calligraphy characters to redesign art symbol elements. Different traditional calligraphy art symbol elements will display different design styles, different design languages in packaging design, and different brand stories (Yingshuang, 2020). From different design cases, we can find that the design of simple calligraphy art symbol elements is thin, and we can feel different Chinese styles. However, suppose we want to let Chinese design and culture go out and "talk" with the world's design trends and styles. In that case, we must keep pace with the times and integrate with the current design and fashion trends to achieve the goal of preserving the traditional Chinese style of design, inheriting and carrying forward China's cultural heritage, and making China's design continue to innovate and progress (Guikun, 2017). Make the brands belonging to China continue to enrich, expand and refine the innovation and development of Chinese cultural and creative brands. But in this process, developing brand packaging design, LOGO, poster design, and other design forms that convey product stories with visual symbol elements is crucial.

3.6. Integration of Chinese Calligraphy Art Symbols and Other Text Symbols in Packaging Design

Other text symbols, such as English letters, can fully reflect the sense of generation (Figure 7). Different font symbols will bring different feelings to people. In packaging design, different characteristics and connotations of goods can be displayed, and the unique style of the overall packaging can be reflected. Therefore, when using the visual element of text to convey the visual language, designers should also deeply understand the product's attributes and display the product name, ingredients, efficacy, and other information. In the design, more attention should be paid to the selection and decoration of the font, the position and size relationship of the information text should be coordinated, and the position of the commodity name text in the whole composition should be paid attention to express clearly (Lu, 2018). Chinese characters are extensive and profound. Many characters have multiple meanings. There are multiple choices for the creative generation of design, and the connotation is extremely rich. Therefore, applying text symbols to the packaging of creative products will break traditional design's deadlock and give the packaging design a new direction of thinking.



Figure 7. English Font Symbol Element Packaging Design

The combination of Chinese and English will present different design styles, which is the integration of an innovative form of art and cultural symbols and the innovation of design development direction. Presenting a simple artistic symbol, such as only traditional Chinese character symbols or English symbols, may reflect a relatively thin and single overall sense. For future design, the character symbol is one of the important design trends, especially in packaging design. It is more inclined to combine Chinese and English. Different aesthetic feelings and different elements can collide with different sparks. It will clarify the text symbolization and promote cultural exchange, mutual learning, and common development. (As shown in Figure 8), the integrated style of design is presented. The overall design is soft and flexible, and the design sense is more visual than a single element.



Figure 8. Chinese and English font symbol element fusion packaging design

4. Discussion

As a symbol of culture, characters are not only the symbol of culture (Shavkatovna & Istamovna, 2020). It is also the transmission of the product's symbolic meaning and symbolic connotation. Therefore, the Eastern and Western cultures want to communicate and develop in an integrated way. In packaging design, developing cultural and creative products is particularly important. In designing cultural and creative products in the future, we should pay more attention to combining Chinese and Western design culture and elements. It not only promotes cultural exchange and integration. Promote economic development. It is also possible to open up a new design era with the integrated development of symbol and pattern elements.

Currently, China's visual communication design, such as brand design, packaging design, and other design elements, uses the pattern and color of traditional cultural symbols for reference and further creative design. Traditional cultural symbols represent the spiritual state and connotation of a country or region and a nation. Compared with the surface patterns and colors, designers should explore the deep connotation, such as the highest quality and deepest traditional culture, which is bound to be dominated by traditional calligraphic art symbols. Traditional cultural symbols represent people's aesthetic concepts and spiritual sustenance. Integrating them into the design can greatly enhance the audience's visual experience and produce resonance in the heart (Yakun, 2017).

5. Conclusions

As one of the important carriers of visual symbols, packaging design carries the important communication mission of cultural and creative products and the creative exploration of Chinese culture and traditional elements in the design. It is also indispensable for the design and culture of the world. In response to the world's cultural trends today, all countries' cultures are constantly communicating, blending, learning, and developing from each other. As a major exporter of world culture, China's traditional character symbol elements are also important design elements and the basis for the innovative development of cultural heritage. Therefore, in China's culture and design, the Chinese character symbol - calligraphy art symbol element- is very important for developing creative product packaging. It is also an important breakthrough for continuously exploring Chinese traditional design elements and Chinese culture and design in the future. It is worthy of deep thinking and research to provide a basis for developing the world community of shared destiny and cultural community.

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