

The Application of Visual Symbols of Chinese Etiquette Culture in the Design of Cultural and Creative Products

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Abstract: For thousands of years, the excellent traditional Chinese etiquette culture has been deeply implanted into people's genes, it has a profound impact on people's daily life. Cultural and creative industry is a production field with creative design as the core, which is the combination of cultural artistic design and commodity production. This paper focuses on the application and presentation of the visual symbols of Chinese excellent etiquette culture in the design of cultural and creative products, analyzes the unique resource advantages and huge cultural value functions of Chinese excellent etiquette culture, and expounds its important design perspective and huge consumer market in the cultural and creative industries. The paper expounds the origin and connotation of Chinese etiquette culture, and analyzes the cases and current situation of etiquette products in the design of cultural and creative products, which is of great significance to the cultural, symbolic and social expression of etiquette and creative products, as well as the quality of designed products, aesthetics and cultural communication of designed products.

1. Introduction

China has always been known as a nation of ceremonies. "Rites" have no place in our life. Travel, sitting, sleeping and banquet all have its ceremony. It can be seen that the traditional Chinese etiquette culture has an extremely important position in China. It is the most popular national culture, and formed the unique flag of Chinese civilization [1]. With the continuous improvement of social level, cultural creativity and design services appear in various fields and industries, forming a multi-directional interactive integration trend. According to the official data of the National Bureau of Statistics, the proportion of the GDP of the domestic culture and related industries increased from 3.63% in 2013 to 4.48% in 2018, and the industrial added value reached as high as 4.117.1 billion yuan, with the overall steady rise. In the document "Several Opinions of The State Council on Promoting the Integrated Development of Cultural Creativity and design Services and related industries", it is pointed out that the development of new and high-end service industries such as cultural creativity and design services should be promoted. Promoting the deep integration of cultural creativity and the real economy is a major measure to cultivate new growth points of the national economy and enhance the country's cultural soft power and industrial competitiveness [2].

Etiquette creative products are an important branch of the cultural and creative industry. They take the cultural content and creative results as the core value, and take creation, creation and innovation

as the fundamental means to achieve the purpose of transferring emotions and promoting emotional communication. The visual symbol of traditional Chinese etiquette culture as the design entry point, the visual elements and symbols in etiquette culture into the form of material, the culture into commercial value. In the context of innovative design, it has practical significance to find the space for innovative design, inherit the excellent traditional Chinese culture, and carry forward the spirit of Chinese etiquette culture, which also contributes to the realization of the organic unification of cultural values and practical values, and thus improves the soft power of our cultural industry.

2. The origin and connotation of Chinese traditional etiquette culture

Social etiquette developed in primitive and slave societies. There are four widely known origins of rites. One is the birth of the gods, the other is the unity of heaven and earth, the third is the birth of the natural nature of human, and the fourth is the product of the contradiction between human and environment. Marx once said that "the essence of man is the sum of all social relations". The Confucius also used benevolence to interpret rites, taking rites as the general rule for clarifying interpersonal relations and benevolence as the psychological basis for rites[3]. With the heart of humanity, the correct and proper handling of interpersonal relations is ritual. Chinese etiquette culture can be roughly divided into etiquette formation stage, feudal etiquette stage, modern etiquette stage and contemporary etiquette stage. Life etiquette includes five sacrificial rites: crown ceremony, birth ceremony, eating etiquette, Nuo ceremony, gift etiquette and so on. The spiritual core of ritual system and etiquette behavior form two parts of "ritual". With a history of more than 3,000 years, the widely known Chinese ceremony of bowing to hands, also known as bowing to hands, is one of the most Chinese rituals. Through the distance between people to show the meaning of "respect", the distance beauty not only interprets the etiquette, but also conforms to the requirements of modern health. Therefore, it is considered to be one of the meeting etiquette that most embodies the Chinese humanistic spirit.

The etiquette after the victory of the Revolution of 1911 embodied the principle of freedom and equality in modern times. Such thoughts and aesthetic views penetrated into every level of social life, and had a huge impact on the strict feudal consciousness and hierarchical concept. The founding of New China marks that China has entered a new historical period, a new social relationship of equality between men and women, respect for the old, care for the young, exchange of courtesy, treat others with sincerity and other traditional etiquette essence has been inherited and developed [4]. For a long time, different countries and nations have formed their own unique etiquette culture and etiquette norms, and the world has also developed some recognized and accepted etiquette. The coexistence of individuality and commonness makes today's world etiquette colorful. Chinese traditional etiquette culture in history has been constantly improved, inherited and carried forward, this kind of education and moral character has been deep in people's bone marrow, into people's blood. In this paper, the Chinese traditional etiquette advocated mainly refers to the new etiquette norms which eliminate some dross that are not suitable for the needs of modern social and cultural life and retain the essence of simple, comfortable and reasonable elements.

3. The characteristics and connotation of the design of etiquette creative products

In the background of Chinese culture, people pay attention to the etiquette and custom of "reciprocity". In daily communication, gifts usually serve as a medium for establishing good social relationships and exchanging feelings [5]. Therefore, in a certain level, it can be said that the behavior of "gift" is an important way for people to establish a good relationship. The so-called "gift" should also be divided into two parts to understand the spiritual level and the material level. It can be believed that etiquette cultural creation products have the following four characteristics: namely cultural,

symbolic, emotional, social [6].

There are many categories of gifts, including gifts for children, gifts for the elderly, gifts for lovers, gifts for teachers, etc. Nin Jiom logo named "filial piety map", describes the brand founder serving the sick mother moving scene, "Nin Jiom" the name is also from this story of filial piety mother. "Nin Jiom" brand through the filial love culture, so that medicine has become a good gift to maintain the family, enjoy excellent reputation all over the world. China has customized some special gifts: porcelain auspicious bottles, which are the only designated gifts for leaders of countries at the Boao Forum for Asia in 2003. The gift shape borrowed ancient cloth coins, on the round apartment day, below the apartment, a symbol of heaven and earth. According to the material classification: crystal gifts, jade gifts, craft gifts and so on. During the APEC Summit in 2014, we presented the "flowery" handbag made of royal silk as a state gift to the wives of heads of state and it was warmly welcomed and loved. In recent years, the research and development of more than 10,000 kinds of cultural and creative products of the Forbidden City has increased the industrial income of over one billion yuan for the Forbidden City, but also helped the development and inheritance of traditional Chinese culture.

As a kind of visual art, illustration is widely used in the design of cultural and creative products because of its rich content and form and abundant information expressed. For cultural and creative products, the amount of information they can convey is relatively small, which is easy to cause misunderstanding among consumers, and the introduction of illustration effectively avoids this problem. In practice, the realization of cultural background extraction can achieve the effect of reflecting the image and characteristics of cultural and creative products, and better convey the design and production concept of cultural and creative products.

For example, the Dunhuang Museum has launched a series of custom skateboards, which use illustrations of "flying sky" shapes. These illustrations are derived from the contents of Dunhuang murals, realizing the organic integration of classical art and modern avant-garde extreme sports, and guiding more young people to understand traditional culture and art.

We can see from the cultural and creative etiquette products in the market, good cultural and creative. The measurement criteria of a product is no longer limited to the sense of experience and interaction brought by the product itself, among which the level of cultural added value becomes the core factor [7]. The design of ceremonial cultural and creative products must contain symbolic connotations and profound emotional connotations, and show the social role of design as a spiritual culture, so that its characteristics and connotations can play a unique value.

4. Reflections on the design of cultural and creative products for ceremonial culture

(1) Always focus on the carrying of IP cultural values. From its inception to its development, traditional Chinese ritual culture has created many unique symbols that can be traced back to their roots. The inherited forms, decorative structures or material processes of traditional cultural symbols all contain some kind of national spirit, cultural messages of ritual culture and design ideas. As the product is endowed with cultural value, people are infected by the cultural heritage of the product while feeling the product itself, which is the first element of cultural and creative product design. In the visual presentation of traditional etiquette culture, the core spirit and concept of good etiquette culture is the starting point, and the unique resource advantages and value functions of traditional Chinese etiquette culture are deeply explored, which can better guide consumers to explore the more in-depth etiquette culture meaning behind the form from the surface to the inside, thus enhancing cultural confidence and cultural identity.

(2) Accurate communication of visual symbolic elements of Chinese etiquette culture. Etiquette products should convey to users the visual symbolic elements of Chinese etiquette culture embedded in the products, so that the etiquette products and consumers can have emotional resonance through

etiquette characters, etiquette stories and cultural spirit. The design should focus on exploring the cultural connotation and expanding the symbolic function of etiquette culture, which is often said to move people with emotion and attack the heart first.

(3) Integrate modern technology. Through modern technology means to continuously help the development and presentation of etiquette cultural and creative products. Combining modern craftsmanship and augmented reality technology in modern technology, traditional culture is presented with a contemporary visual language. At the same time, the design of ritual and cultural products should not only meet the aesthetic needs of visual presentation, but also focus on the functional integration of the products.

(4) Integrate resources and face the world. With quality cultural and creative products, connecting multiple actors to promote the cultural industry to "go global" is the key to enhancing the global cultural dissemination of China's story. In the era of new media, many industries have caught the "fast train" of the Internet, and the "Internet+" mode of industrial development has become the trend of the times[8].

(5) In the new media era, many industries have taken the "fast train" of the Internet, and the "Internet+" mode of industrial development has become the trend of the times [8]. New media marketing methods are also key to the development of the ceremonial cultural and creative industries. We should establish a close link between the product and society, and thus help to realise the influence of China's etiquette and cultural products as a global brand.

5. Conclusion

Chinese excellent etiquette culture has had a profound impact on Chinese history and Chinese civilization. To think and apply the inheritance and innovative application of traditional etiquette culture in the context of today's cultural and creative industries is not only an urgent need to carry forward outstanding traditional culture, cultivate socialist core values and enhance cultural self-trust, but also a perspective to realize the dual construction of material and spiritual civilization in the etiquette and creative industries. To promote the creative transformation and innovative development of traditional culture. Inheriting and spreading the spiritual concept and excellent essence of traditional etiquette culture can promote the brand of cultural and creative products and the innovation and quality of etiquette culture products. Therefore, in this sense, the harmony and beauty of people's life quality also lies in this.

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