

# Research on the Application of Women's Book Symbols in Cultural and Creative Products Based on the Perspective of Cultural Experience



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**Abstract:** Women's calligraphy, a long-standing Chinese character variant font, has long been loved and cherished for its unique beauty and profound cultural connotations. However, how to combine this traditional culture with modern cultural and creative product design, so that it can be more widely used in modern life, becomes the issue to be explored. Through practice, retaining the original characteristics of the Women's Calligraphy symbol while giving modern design elements, a new cultural and artistic experience can be created.

**Keywords:** cultural experience; women's book symbols; cultural and creative products

## Introduction:

Cultural and creative products are a new type of product form that integrates cultural elements, artistic concepts, and innovative design to inject new vitality and market value into traditional products. Cultural and creative products not only include traditional artworks, books, music, film, and television works, but also cover daily necessities such as clothing, household items, and electronic products, attracting consumers with innovative design, rich cultural connotation, and artistry, and providing distinctive use experience. Cultural and creative products are an important part of the cultural and creative industries, helping to promote economic development, as well as passing on and promoting various cultural traditions and promoting the preservation and development of cultural pluralism. Through cultural and creative products, consumers can feel the charm of culture more directly in their lives and enjoy the pleasure brought by creativity.

## 1. Historical and Cultural Background of Women's Calligraphy Symbols

### 1.1 The Origin and Development of Women's Calligraphy

This unique form of writing with rich connotation has a long history and is deeply rooted in the local cultural soil, containing rich local cultural elements and historical imprint, and in its unique form, it has built an independent cultural symbol system, providing a way for women to express themselves and record their lives, becoming a cultural symbol that shines with unique brilliance in the long history. It has become a cultural symbol that shines with unique brilliance in its long history (Zhou, & Huang, 2022). This unique script, handed down and written by women, originated in the late Ming Dynasty, a time of social upheaval and historical change in China, while at the same time, Women's Calligraphy sprouted and grew quietly in silence. During the Qing Dynasty, the women's script entered a mature period, when it had developed a complete writing system and was able to record and transmit rich and complex information. The women's script was not only used to record daily chores but also began to be used for poems, songs and fugues, and other literary creations, showing its unique charm and wide use value. The late Qing Dynasty to the Republic of China period was the heyday of women's calligraphy, which reached its peak in form and content, and a large number of women's calligraphy works were handed down,

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demonstrating its important position in the social and cultural life of that time. However, with the popularization of Mandarin and modern Chinese characters, as well as changes in the socio-historical context, this unique cultural symbol began to gradually fade out of people's view and the transmission of women's calligraphy was gradually declining. It was not until the end of the 20th century that Women's Calligraphy was rediscovered and researched through the efforts of some scholars and cultural figures, and people began to re-examine this script and try to understand and explore the cultural value and historical significance contained in this ancient cultural symbol (Chen, 2022). The study of Women's Calligraphy has also entered a brand new stage, and people have begun to explore Women's Calligraphy from various perspectives and levels, trying to combine it with modern life and give it a new vitality in modern society.

## **1.2 Cultural Meaning and Symbolic Nature of Women's Calligraphy Symbols**

In traditional agricultural societies, men dominated public life of society, while women mainly lived in the family and intimate relationships. The creation and use of women's books provided a unique way for women to express themselves, record their lives, and understand the world. The female-dominated writing style, which provides a glimpse into women's life world and an understanding of their emotional experiences and life experiences, is not only a supplement to the traditional male-dominated historical narrative but also provides a new perspective for future generations to understand the role and status of women in the historical society. Women's writing symbols are also rich in unique elements of local culture, and the geographical environment, production methods, lifestyles, and customs of Hunan's Jiangyong region have left a unique imprint on the women's writing symbols (Yuan, 2022). These symbols express women's unique understanding and perception of nature, family, community, and local cultural elements, which make the women's calligraphy symbols a carrier of local culture and provide a unique way to study the local culture of Hunan Yongzhou. In addition, women's

calligraphy symbols also carry a kind of historical memory, from the end of the Ming Dynasty to the Republic of China, women's calligraphy has experienced the whole process of its development, which contains symbols and stories that reflect the social life in the historical changes, like a memory fragment of history, showing the life of ancient times and understanding the social changes of that era (Wang, 2022).

## **1.3 The Uniqueness and Value of Women's Writing**

In the thousand-year history of China, women's calligraphy is unique and thought-provoking because of its uniqueness and value. Although it occupies only a small corner of the writing system, it has gained incomparable value because of its unique origin, unique creator, unique user, and unique content and form. The existence of the female script, the only script created and used by women independently, has an irreplaceable position in the world writing system. The existence of the female script proves that women also have the ability and wisdom to think independently, express themselves independently, and record their lives independently in the long history, which undoubtedly has an important significance for understanding history and the position and role of women in history. Women's calligraphy has unique artistic characteristics. The structure of women's calligraphy script is full of softness and has a special aesthetic effect, revealing the unique delicacy and elegance of oriental women. The writing carriers of women's calligraphy are more rustic, whether they are handkerchiefs, fabrics, sticks, or pot ashes, all reflecting the wisdom and talent of the creators of women's calligraphy. At the same time, the expression of women's calligraphy is focused and rich and is a concentrated expression of women's creative spirit. The content of women's calligraphy is mostly based on women's lives, and it has an intimate and emotional quality, leaving a deep imprint between the lines, whether it is happiness, anger, sorrow, or hope. In contemporary society, the uniqueness and value of women's calligraphy have been reflected and developed in a new way. As a kind of intangible cultural heritage, women's calligraphy plays a unique role in cultural protection, inheritance, and innovation,

not only as a memory of history and a symbol of place, but also as a source of cultural innovation and an expression of the aesthetics of life, and the existence and application of women's calligraphy have enabled people to see the vitality of traditional culture and the innovative possibilities (Tang, & Li, 2022).

## **2. Theoretical framework of cultural experience**

In understanding the theoretical framework of cultural experience, it is necessary to consider culture as a whole system covering social behavior, beliefs, traditions, symbols, values, and their expressions, while experience is a process in which individuals perceive, interpret, react to and participate in it, and it should not be ignored as a process in which subjective and objective interact with each other, as well as the differences and plurality in different cultural contexts. Cultural experience is a process of deep perception and understanding, in which individuals understand and penetrate the connotation and meaning of a cultural phenomenon through direct or indirect contact and communication. Experiencers will perceive culture from multiple levels, such as music, art, cuisine, architecture, language, and other forms, as well as the values, history, and social background behind these forms. Cultural experience is also a process of participation and interaction, that is, individuals actively participate and integrate into a certain cultural environment, and through practice and communication, understand and experience the complexity and richness of culture. Interaction and participation are not limited to superficial contact but also include the identification and acceptance of culture in the mind, and even the ability to discover new cultural elements, as well as their roles and positions in the process. While being exposed to and experiencing different cultures, individuals will also compare and reflect on their own culture, looking for reasons and meanings in cultural differences, thus improving their understanding and respect for multiculturalism, and also helping to broaden their own horizons and cognitive boundaries to better understand themselves and others. Each culture has its unique emotional color and atmosphere, and in the process of experiencing it, individuals will deeply feel

the influence of such emotions, whether they are happy, sad, shocking, or affectionate, which will leave a unique imprint in their hearts and minds, and also connect these emotions with specific cultural images and memories.

## **3. Application strategies of women's book symbols in cultural creative products based on the cultural experience**

### **3.1 Inherited application**

In today's digitalization and globalization, the unique aesthetic charm and profound cultural connotation of women's calligraphy symbols can bring a new visual experience and cultural value to modern cultural and creative product design (Zheng, 2022). The soft, beautiful, and ethereal characters of the Women's Calligraphy give people a sense of both uniqueness and elegance, both in structure and in appearance features. The Women's Calligraphy characters can be used as decorative elements of cultural and creative products to enhance the artistry and personalization of the products, and at the same time make the products rich in cultural connotation. Women's calligraphy is not only a unique writing symbol system but also rich in decoration, just like an exquisite and delicate pattern cultural symbol system, the interweaving and interaction of women's calligraphy characters and decorative patterns, together shape an artistic and aesthetic visual form. Among them, the most representative element is the "octagonal flower" pattern, and there are as many as 30 kinds of octagonal flower patterns in the original women's calligraphy in women's calligraphy culture, and the "octagonal flower" pattern is like a profound artistic treasure, fully demonstrating the unique female culture and artistic value of women's calligraphy value (Li, 2022). For example, the paper cutouts of the Wuxi Women's Calligraphy Institute combine the unique visual art symbols of women's calligraphy with the traditional paper cutting art of Wuxi, skillfully expressing various patterns with profound Chinese cultural connotations, such as peony, lotus, osmanthus, pomegranate, etc., which not only have distinctive visual effects and artistic sense but also carry rich cultural symbolic meanings. Peony

symbolizes wealth and glory, lotus symbolizes clean and elegant, osmanthus symbolizes academic success, and pomegranate symbolizes many children and many blessings. What's more interesting is that these patterns have been cleverly combined into a series of harmonic meanings, such as "rich peony", "a year of prosperity", "a succession of children", "a melon and a gourd", and "a long life", "melon and gourd", "dragon and phoenix", "unicorn sends son" and other auspicious words, which are creative and fill the whole design with a pleasant and festive atmosphere, adding to its cultural value and The design is full of pleasant and festive atmosphere, and adds to its cultural value and artistic charm. Of course, the application of women's calligraphy symbols to modern cultural and creative product design is not only a material copy and formal imitation of women's calligraphy but also the understanding and inheritance of the spiritual core of women's calligraphy (Yu, & Lu, 2022). The birth and development of the Women's Calligraphy script reflect the wisdom, talent, and independent spirit of women, and this spirit has far-reaching implications for modern product design, which should focus on the humanistic value and social responsibility of products while pursuing formal beauty and technological innovation so that product design can truly become a bridge for communication and dialogue between people and nature, people and society, and people and themselves.

### 3.2 Abstraction and Simplification

A clear trend can be seen in the current consumer environment, that is, modern consumers are increasingly inclined to choose products that are simple but not simple. This is not only a visual aesthetic change, but also a reflection of consumers' pursuit of quality of life and spiritual connotation, which brings new inspiration to the design of cultural and creative products (Zhang, & Yan, 2022), and we can try to create a design concept that meets modern aesthetics by "taking the gods and not sticking to the shapes". In this regard, the design concept of "taking the spirit, not the form" can be tried to create cultural and creative products in line with modern aesthetics. In this regard, "taking the spirit" means to deeply understand and capture the inner spirit of culture, art,

or history, and fully explore its profound cultural heritage and artistic connotation; "not confined to the form" means to dare to break the rules, not limited to traditional forms and rules, and focus on innovation and experimentation. The "unconventional" means to break the rules, not limited to traditional forms and rules, and focus on innovation and experimentation. For example, in the design, the details that are too complicated and cumbersome are omitted, and the main characteristics and spiritual flavor of the object are extracted and expressed. Although this approach may make the work differ from the original appearance in form, it can highlight its inner charm and beauty, and make people feel the rich and deep artistic flavor in a simple and clear expression.

To integrate the symbols of Women's Calligraphy with modern creative product design, it is necessary to understand the artistic characteristics of the symbols of Women's Calligraphy. Formally, the Women's Calligraphy consists of four strokes: dot, vertical, oblique, and arc, and the shape of the characters are mainly dry, long, and oblique, with a low left and high right, just like a beautiful woman, with a beautiful and peculiar form (Zhang, & Yan, 2022). Its unique writing structure and form give people a feeling of beauty, slenderness, and elegance, and both the strokes and the shape of the characters are full of dynamic art. The curving and delicate strokes and graceful lines of the female script give people a visual enjoyment of the gracefulness and roundness as if a slender woman dancing in the wind, twisting her graceful body and exuding a charming temperament. In particular, characters such as "boat", "bamboo" and "high" show the softness and elegance of female calligraphy with their unique lines and forms. Moreover, the rhythm of female calligraphy is strong, and each word has rhyme and each sentence is like a song. For example, the character "Bamboo" has a strong sense of rhythm and gives a rich visual impact, and each stroke contains the wisdom and emotion of the creator, showing the talent and wisdom of ancient women. Therefore, the character "水" is integrated into the design of modern cultural and creative products as the core innovative element. The character "水" has a strong sense of dynamics, and by

abstracting and simplifying its design, the lines are more modern and artistic, preserving the characteristics and recognition of female calligraphy. This special character is applied to a delicate metal pendant, making a perfect combination of traditional female calligraphy art and modern jewelry design to create a unique product. The classic gold and silver colors are used to represent luxury and prestige, and also to complement the dynamic nature of the character "水", making the overall visual effect of the pendant even more outstanding. On the surface of the pendant, the character "水" is carefully engraved with smooth lines, as natural as water flowing, as if telling the story of its origin. In addition, the design of the pendant also incorporates modern and simple elements, which can be easily matched in daily life, but also on special occasions to highlight the personality of the creative products designed to highlight the unique style of each person, but also hope that through this way to let more people understand and love the long-standing culture of women's books.

### Conclusion

The attempt to combine the art of Women's Calligraphy with modern design elements shows that traditional culture is not a dusty history, but can be integrated into modern life in a new way. Through the refinement, simplification, and innovative application of Women's Calligraphy fonts, we can bring consumers a unique experience of cultural and creative products, and also provide new possibilities for the inheritance and development of Women's Calligraphy art. We expect to further deepen our understanding and exploration of the integration of traditional culture and modern cultural and creative product design in our future design practice, and bring people a richer and deeper cultural experience.

### Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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