Application of Font Graphic Design in Cultural and Creative Products

Taking the Design of *Mail China* as an Example

Ya'nan Tang
College of Art and Design
Wuhan Textile University
Wuhan, China 430073

Abstract—With the extensive exploration and understanding of people, the development of cultural and creative products has been increasingly promoted under the promotion of the new era. The development of cultural and creative products has greatly promoted the development of cultural industries, the inheritance of traditional culture, and the understanding of modern civilization. With the development of design industry, many creative designers have made great achievements, adding endless excitement to the industry. The continuous research and exploration of designers promote the continuous development of China's cultural and creative industry. As a branch of design, font design shows a variety of highly creative forms. With the re-creation of designers, it uses creative methods to design fonts graphically and combines traditional culture with modern cultural and creative industry, which not only promotes China's traditional culture, but also makes great contributions to the development of the industry. The application of font design in cultural and creative products improves the cultural connotation of products. Font design has also become an important element in the design of cultural and creative products, which can exert a huge impact on cultural and creative design and expand the new style and new ideas of such design. This paper takes the graduation project *Mail China* as an example to analyze the application of font graphic design in cultural and creative products and its impact.

Keywords—font design; cultural and creative products; application; impact

I. INTRODUCTION

As a catchphrase in the current society, especially in the design industry, cultural and creative products are becoming more and more familiar to people. With the development of the society, people begin to pay attention to enhance their self-cultivation while focusing on improving the quality of life. People begin to consume and invest in art. With the advance of economic globalization, cultural and creative industry has become an emerging industry in the new era. Cultural and creative industry is a recreation industry in the form of traditional culture or contemporary culture and the creativity of designers. Cultural and creative products are art that rely on people's wisdom and skills and re-create culture and derivatives with the help of modern scientific and technological means to enhance their added value. Through the processing and creative design of products, they become unique, and the purchase of consumers realizes the value of cultural and creative products.

II. DEVELOPMENT OF CULTURAL AND CREATIVE PRODUCTS

A. Development Prospect

In recent years, tourism cultural and creative products have gradually appeared in people's sights. As a kind of art, cultural and creative products can create considerable income. Therefore, cultural and creative industries have mushroomed and economic benefits of the industry have been rising. Cultural and creative products have great competitiveness in the market with their own artistic characteristics and cultural deposits. Therefore, people's investment in cultural and creative products will continue to grow in the future.

Cultural and creative products are not only an innovation, but also a cultural heritage and development. Cultural and creative products can improve the designer's profession ability, thereby increasing the value of such products. Jin Yuanpu, director of the Institute of Cultural and Creative Industries of Renmin University of China, mentioned that from the perspective of the development stage of the cultural industry itself, the first stage relies more on the development of local characteristic resources; the second stage is in the wave of cultural system reform, a large number of film and television, publishing enterprises with organizational system reformation stand out; the third stage is the period dominated by creative economy, which pays more attention to the integration of culture and technology and the role of creative innovation, and is the key to the upgrading of cultural industry. [1] Cultural and creative products are more about changing people's lifestyles, improving people's aesthetic value and their own quality. Today's cultural and creative industry system is not sound enough, and the development of the industry relies too much on resources. However, the development of the industry will usher in changes in the future.

B. Application of Font Graphic Design in Cultural and Creative Products

There are a variety of cultural and creative products, which are generally divided into two categories: one is cultural and creative articles for daily use, and the other is cultural and creative products with obvious regional attributes. Common categories include: tourist souvenirs, TV plays, videos, media publications, calligraphy and painting, handicraft article, and so on. Although there are many categories, the value of cultural and creative products lies in the promotion of the added value of products based on the value of the product itself through the creative design of designers. The graduation project of *Mail China* is based on the traditional culture and customs of different regions, and it designs fonts and graphics for the abbreviation of each province and city.

III. THE STATUS QUO OF FONT DESIGN

Fonts are everywhere. It can be found in signs, flyers, books, and cell phones. With the improvement of people's aesthetic ability, they pay more attention to format and fonts in design. The implication of font design and the harmony of format design have promoted the development of font design and the establishment and perfection of relevant theoretical system. In visual communication design, font design is more about using a design element to express an emotional appeal, so as to realize the development and promotion of culture. Font design has become an essential skill for designers. Design is the creative expression of content, and text is the ultimate carrier of content. [2]

With the development of science and technology, font design by virtue of various external advantages become more accurate, and people's demand for free commercial font began to grow. Some enterprises, such as brand companies, also started a trend of changing brand fonts. From the original graphic to the present font, the logo of many brands and enterprises has become more and more concise. Some even use the brand name as a logo for font design presented to the public. The appearance of software and the improvement of designers' efficiency reduce the threshold of font design.

Font has become an indispensable information communication carrier in people's life. Man created writing to solve the difficulty of communicating with each other. After words become the carrier of knowledge, people can be familiar with advanced production technology without trying, and they can be informed of the vastness of the world without experiencing. [3] In the future, font design will be more widely promoted. With the popularization of font design, the skills and relevant theoretical knowledge mastered by current designers will continue to advance and develop.

A. Design Method for Graphical Creative Font

1) Image substitution: In the graphic design of fonts, image substitution method is to integrate words into other words and graphics and replace the original strokes, so it

looks vivid and exaggeration. As shown in "Fig. 1", image substitution can more easily reflect the meaning of the font itself.

Fig. 1. Wa Da.

2) Pictographic design: Pictographic design method is common in graphic font design. As shown in "Fig. 2", pictographic design is to abstract the concrete things so that the concrete things retain their basic shape, which is easy to identify. The combination of its basic meaning and form can make the meaning of the font clear and vivid.

Fig. 2. Beijing.

3) Meaning-denotation design: As shown in "Fig. 3", the way to combine image and meaning is to make abstract words concrete, which is to combine abstract words with concrete graphics, so that people can quickly grasp the information and meanings that graphics express, and can leave deep impression. The most important aspect of meaning-denotation design is to find the characteristic attributes and relevance between the two, so that the audience can easily understand the meaning they want to express.

Fig. 3. Double "Xi".

B. Application of Graphic Font Design in Cultural and Creative Industry

1) Graphic font design expands the style of cultural and creative products: Cultural and creative products belong to the re-creation of culture and art. All cultural and creative products bear different cultural and artistic characteristics. With the help of advanced science and technology, designers carry out creative design for things in the existing world by virtue of personal wisdom, talent, aesthetic ability and understanding of traditional culture and modern civilization. Font design itself can reflect a certain culture and characteristics. In addition to the characteristics of cultural and creative products, designers use modern scientific and technological design tools to combine font and cultural and creative products. The resulting products can not only reflect their own value, but also expand the style of products with graphic font design. The tools and software used in font graphic design have created favorable conditions for enhancing the value of cultural and creative products.

Its influence is as follows. The graphic design of font fully shows the diverse style and characteristics of cultural and creative products, which can help consumers to directly see the value of cultural and creative products and directly affect consumers' purchase desire. The richness of font graphic design makes the style of cultural and creative products rich and diverse. Cultural and creative products themselves have artistic characteristics. The application of graphic font design in cultural and creative products not only fully reflects the richness and diversity of font design, but also the artistic quality of cultural and creative products. Graphic font design provides a variety of choices for the style of cultural and creative products.

2) Graphic font design highlights the traditional cultural connotation of cultural and creative products: Cultural connotation refers to the thoughts, ideas, behaviors, customs and habits formed by a group in a certain period of time, as well as the inner and outer spiritual embodiment of certain behaviors and things formed by it. It also includes art and design works. Font design, as a form of artistic expression, is widely used in contemporary life. Beautiful text design can make people remember, and then convey information and improve visual aesthetic. [4] Traditional culture is the precipitation of history and the solid foundation for the development of contemporary civilization. Font graphic design is based on the characteristics of traditional culture, combining traditional culture and font graphic design, improving people's aesthetic understanding of traditional culture and highlighting the style of art works.

At present, the design of cultural and creative product focuses on the innovation and inheritance of traditional culture. The design of modern cultural and creative products with traditional culture as inspiration conforms to the aesthetic of the times and modern life needs. In addition, modern cultural and creative products are full of the charm and uniqueness of traditional culture, through which people can understand the history. Modern cultural and creative products can reflect the customs and traditional culture of a region or a nation, and its characteristics are derived from traditional Chinese culture and attributed to traditional culture. Cultural and creative products can reflect the development process and characteristics of traditional culture. The graphic design of fonts has greatly enhanced the cultural connotation of cultural and creative products to a certain extent. Modern cultural and creative products are works of art with humanism, cultural inheritance, leading development and being closely related to people's life. Take *Mail China* as an example, people can not only collect, but also learn the essence of history, inherit traditional culture, so as to highlight the connotation of traditional culture.

IV. THE DESIGN PRACTICE OF *MAIL CHINA* CULTURAL AND CREATIVE PRODUCTS

A. The Design Ideas of Mail China

In the history, stamps are used as postage vouchers for postal mails, representing not only vouchers, but also the historical culture, science and technology, local customs and natural features of a country or region. The collection value of stamps continues to rise. By collecting stamps, people edify their sentiments and broaden their minds. However, with the development of society and the continuous advancement of modern communication technology, stamps have gradually disappeared in people's sights. Therefore, at the early stage of my graduation design, the author always considered from the perspective of inheritance and development of traditional culture. The purpose is not only to remind people of the forgotten history and culture, but more importantly to present the excellent traditional Chinese culture to everyone in an artistic way. Stamps represent the transmission of information between cities, and the author thought of using the abbreviation of 34 provinces and cities in China as the main body of the stamp.

The font design of the stamps mainly involves the landmark buildings and customs of each city. Folk custom is the total of fashion, etiquette and habits that have been formed in society for a long time. [5] The landmark buildings are mainly buildings with long history or high-tech building constructed in contemporary times in various cities. This graduation design aims to inherit and develop Chinese traditional culture through the design of cultural and creative products themed with stamps.

B. Pictographic Design of Fonts in Mail China

1) Replacing the radicals of the font with something similar in outline: There are many ways to design fonts. Taking the graduation design *Mail China* as an example. When designing fonts, the author selects the landmark buildings in specific areas and designs the shape of the landmark buildings creatively so as to form radical similar to the font. As shown in "Fig. 4", the abbreviation of Shanghai is "沪". The landmark buildings of Shanghai include The Oriental Pearl Tower and Shanghai Oriental sports center. The landmark river is the Huangpu River. The

author creatively designed the Oriental Pearl Tower to make it the left radical of "沪", combined the landmark river Huangpu River with the Shanghai Oriental sports center, and transformed it into the right radical of "沪".

Fig. 4. "沪", the abbreviation of Shanghai.

2) Replacing the radicals of the font with graphics: Graph is the symbol that can express meaning and specific emotion most directly. It is also widely used in font design. In this mode, font is not the only content. It may delete a part of the font and replace it with a specific figure, which can also express the meaning. Most of these fonts are replaced by graphics that have the same meaning. The biggest selling point of cultural and creative products is the designer's imagination and creativity, therefore, consumers will be attracted only when designers try their best to present various font forms in font design. As shown in "Fig. 5", in the design of *Mail China*, "港", the abbreviation of Hong Kong, is to replace the part of the font with a specific figure, so as to achieve the purpose of expressing the original meaning without changing the literal meaning.
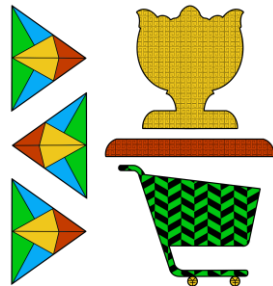
Fig. 5. "港", the abbreviation of Hong Kong.

C. Non-pictographic Design of Fonts in Mail China

1) Extracting material cultural elements to replace the radicals of font: Tangible and intangible cultural heritage have received more and more attention and protection, and gradually become a symbol of traditional culture of a country or a region. The design of replacing fonts with traditional cultural elements fully embodies the characteristics of regional culture. Tangible and intangible culture have gradually become the source and stronghold of inspiration for contemporary designers. Fonts created with tangible and intangible culture as elements can fully reflect the implied meaning of fonts and local cultural characteristics, as shown in "Fig. 6", with "豫", the

abbreviation of Henan Province as an example. Oracle was first discovered in Yin ruins of Anyang, Henan, and the Dragon Culture was also originally originated in Henan, therefore, the shape of the dragon is distorted to make it similar to "予" in the left, while the shape of elephant is deformed, and the characters are filled with oracle inscriptions to replace "象" on the right.

Fig. 6. "豫", the abbreviation of Henan.

2) Using folk custom elements to replace the radicals of the font: Customs are diverse, and the customs of different places vary from place to place. The diversity of folk customs has a certain impact on font design. The diversity of folk customs and customs can bring more features to font design, make font design appear diversified, and make the meaning of font more clear. As shown in "Fig. 7", taking "陕", the abbreviation of Shaanxi Province in *Mail China* as an example. As the most famous local folk dance in Shaanxi, drum dance is a major feature of this region. In the design of "陕", the original radical of the font was replaced by element of drum dance.
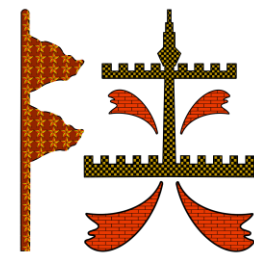
Fig. 7. "陕", the abbreviation of Shaanxi.

V. CONCLUSION

In conclusion, it can be clearly understood that font design has various forms and its application in cultural and creative products is also diversified. The diversity of font design forms in the design of cultural and creative products has a profound impact on their artistic quality and value. It is also known that the design of modern cultural and creative products needs continuous innovation and expansion of new ideas. The rich diversity of font design also improves the diversity of cultural and creative products to a certain extent. Cultural and creative products contain local customs and regional culture. In the future design, designers should also pay high attention to graphic design of fonts, which is not only an inheritance of traditional culture, but also a huge push for the development of cultural and creative design.

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