

# **Innovation and Practice in Calligraphy and Seal Engraving Courses in Colleges and Universities from the Internet Perspective**

Xiaoqing Zhou

South China Institute of Software Engineering.GU, Guangzhou 510990, China.

**Abstract.** Calligraphy and seal engraving are the benchmark symbols of the traditional culture and art of the Chinese nation, therefore, they have special artistic values and functions. As an art elective course, Calligraphy and Seal Engraving in colleges and universities can carry the inheritance and development of traditional culture. From the viewpoint of the important significance and current situation of Calligraphy and Seal Engraving courses in colleges and universities, it is proposed in this paper that traditional education should closely keep pace with the development of the times to enhance the innovation and practice of Calligraphy and Seal Engraving course construction in colleges and universities by means of the Internet.

**Keywords:** Calligraphy and Seal Engraving, Internet, Micro-course.

## **1. Introduction**

As China's economic situation and international position increasingly improve, it is extremely urgent to promote, develop and popularize its traditional culture. Moreover, as an emerging media, the Internet has gradually entered into the lives of thousands of families. Although colleges and universities are the fields for traditional calligraphy and seal engraving education, they should also closely keep pace with the times to explore a new way of designing Calligraphy and Seal Sealing courses in colleges and universities by means of Internet.

## **2. The Important Significance of Calligraphy and Seal Engraving Courses in Colleges and Universities**

### **2.1 Humanistic Quality, Artistic Aesthetics.**

The Calligraphy and Seal Engraving course in colleges and universities is an art-based elective course integrating skill training and academic cultivation, so it has both practical and aesthetic values. This course is guided by the modern art education concept and traditional culture, and aims to popularize Chinese traditional culture. Through this course, students can systematically master the basic theories and practical operations of calligraphy and seal engraving to improve their humanistic quality, artistic aesthetics and line modeling ability.

### **2.2 Moral Sentiment and Physical and Mental Development, Moral Education and Patriotism.**

Calligraphy culture can cultivate the moral sentiments of students in colleges and universities, and promote the physical and mental development of young people. As a group, students in colleges and universities already have independent thought and personality, but they are still immature. The original intention of calligraphy education is to "Let your heart be free and easy." In the process of practicing calligraphy, students are required to have a peaceful mood and a unity of mind and body; long-term persistence and practice can promote the healthy development of moral sentiments and mind and body unity in young students. Since reform and opening up, modern people have chased after foreign cultures from the point of view of multiculturalism, especially the younger generation, who advocate Korean and Japanese culture. As students in colleges and universities are the mainstay of our young people, it is beneficial to enhance our development power by guiding young people to establish a correct outlook on life, thoughts and values. The learning and popularization of calligraphy and seal engraving can improve the soft power of the Chinese nation, and help it further rise to cultural confidence by enhancing the moral education construction and patriotism of young people.

### **3. Analysis on the Current Situation of the Calligraphy and Seal Engraving Course in Colleges and Universities within the Internet Background**

Network calligraphy communication is an important form in contemporary calligraphy education and study, creating a new communication medium and platform for the calligraphy industry. As the Internet develops, the Calligraphy and Seal Engraving course in colleges and universities within the internet background presents the following situations.

#### **3.1 The Form of Teaching Media is One-Dimensional and Tools and Resources are Scarce.**

Firstly, only some auxiliary videos have been added to the traditional teaching in the Calligraphy and Seal Engraving course in the context of the Internet, but these videos can be downloaded freely from the Internet, so the quality and content are not high-level. Secondly, books or tools are needed for looking up seal characters and translating traditional Chinese characters. Thirdly, the form of teaching media is one-dimensional and network tools and resources are scarce. Fourthly, the quality of teaching videos is mixed and the operation of traditional tools is complex.

#### **3.2 The Teaching Content and Method is One-Dimensional and the Course Offering is not Systematic.**

The traditional teaching content focuses on skills training, but the learning of calligraphy and seal engraving should be systematic. The teaching method should not consist of only pure copying, instead, students should be encouraged to properly add their own creative form into the copy on the basis of the aesthetic demand of network calligraphy and seal engraving to make their writing practices into works. The teaching method is one-dimensional and straightforward, as a result, the quantity of boring copying and writing has made non-specialty students quickly lose interest, thus, three-dimensional methods could be properly incorporated into the teaching. For example, beautiful network articles, poetry, emotions, experiences and classical music can be integrated and serve to make the writing process more aesthetic and artistic.

### **4. Innovation and Practice in Calligraphy and Seal Engraving Courses in Colleges and Universities from the Internet Perspective**

I have been engaged in the teaching of Calligraphy and Seal Engraving courses in colleges and universities for many years, and my school is an IT-oriented software college. I combine the traditional culture with the Internet on the basis of the actual situation, and propose a new direction for the reform of Calligraphy and Seal Engraving courses from my teaching practice.

#### **4.1 Innovation and Practice of Teaching Mode**

The teaching innovation mode of this course consists of "Teacher Leading," "Student Experiencing," "Online and Offline," and "Interactive Feedback." In order to reform the theoretical knowledge, teaching objectives, methods/strategies, assessment/feedback, etc. involved in the teaching mode, it is necessary to make full use of the interactive function between students and teachers, which will then improve the teaching quality of the course. The following three aspects could be executed in the specific practice process from the Internet perspective: theoretical knowledge (copying and creation), teaching objectives (skills, aesthetics, mental and physical efforts), methods and strategies (Internet media, method/form).

##### **4.1.1 Theoretical Knowledge (Copying and Creation)**

The overall design of the course content shall be focused on. The whole course is divided into two parts: calligraphy and seal engraving (copying and creation). The content design of the course is divided into stages/steps and comprehensive creation to ensure that the cycle is gradual and orderly. In addition to skills training, the aesthetic form of social network could be added into the course content in the practice of creating the works, so that the students perform their writing practice each time in the form of works, thus the visual presentation of course knowledge has a sense of ritual.

#### **4.1.2 Teaching Objectives (Skills, Aesthetics, Mental and Physical Efforts)**

In addition to the skills training, the teaching objectives of Calligraphy and Seal Engraving courses in colleges and universities pay more attention to improving aesthetic ability, especially in improving the aesthetic consciousness of traditional calligraphy works. Ancient calligraphy is an inheritance of the elite, so the general public will suffer intellectual limitations due to their lack of understanding thereof. However, the continuous enhancement of national power and the slogan of cultural self-confidence have promoted and popularized calligraphy. The teaching objectives of this course not only focus on skills training of calligraphy and seal engraving, but also on improving the students' appreciation ability by means of excellent works of famous network artists, enabling students to learn writing and appreciation at the same time. The most important objectives for students are: to have a spiritual communication with the ancients through the beauty of calligraphy; to adjust their minds through the wisdom of the ancients; to understand themselves and find balance between ideals and reality; and to improve their perception of the world and achieve a better self.

#### **4.1.3 Methods and Strategies (Internet Media, Three-Dimensional Method/Form)**

Internet media: Traditional teaching should closely keep pace with the times, so the Internet media could be used in the classroom teaching practice, for example, the calligraphy professional learning platform (Mochi app), which can provide a large number of learning videos for the continuous learning of teachers and students. Search tool apps (Buyan Calligraphy, Calligraphy Dictionary, etc.), as well as the search for different copybooks and the conversion of seal characters and traditional Chinese characters could not only improve classroom efficiency but also save time and reduce learning costs. The mobile WeChat platform could be used to establish an interactive WeChat learning group class, where the teachers can comment online on students' homework and answer their questions in a timely manner. The teacher could also present students' excellent works and learning experiences and issue teaching resources and materials on this platform. As a result, the teachers could actively interact with students online and offline to improve students' learning efficiency and enthusiasm.

The teaching method/form is three-dimensional (time dimension and creative dimension). Time dimension (before, during and after the class): before class, the teachers integrate beautiful network articles, calligraphy learning experiences, poetry and calligraphy theory, etc. into the courseware and share them with the students to let them feel the sense of ritual before class and prepare for the class. During class, the teachers play classical light music. Accompanied by the light music, the students will perform and experience perfect behavior in the art during the writing practice, so that the writing is aesthetic and artistic. After class, the writing practice is rendered in the form of works, and the teacher presents and comments on them in the WeChat group class, allowing students to feel and deepen their connection between the virtual and the real and from the physical to the spiritual.

Creation dimension (emotion, competition): In the teaching process, the teachers could make use of the advantages of the animation specialty to inspire students' thoughts and emotions. They could also play network poetry, calligraphy, Chinese ink painting and other animation videos to enlighten students' creative inspiration. As a result, the students will have more of an emotional immersion during creating a works. The teachers could integrate a calligraphy competition into the teaching method. According to competition information from the college calligraphy association and network calligraphy and painting, the teachers can insert competition resources into the teaching practice and guide students to participate in calligraphy creation competition, which can maintain the innovative concept that calligraphy learning should closely keep pace with the development of network times.

The Calligraphy and Seal Engraving course in colleges and universities is teacher-oriented, so teachers should mobilize the students' senses and emotions by means of theoretical knowledge and means/forms to let students experience the beautiful artistic concepts of calligraphy. In addition, teachers should perform online and offline communication and interaction with students by virtue of the Internet platform to innovate and reform the course in a timely and effective manner, so that the effect and quality of teaching can be firmly ensured.

## **4.2 Construction and Practice of Course Network Resources**

The Calligraphy and Seal Engraving course has been continuously developed in our school for six years, and it has gotten good results and a good reputation from the viewpoint of students' course selection and network assessment. We sum up the teaching experience to find that the most important element lies in the construction of network resources, where the recording and sharing of the micro-course has popularized the learning of calligraphy among students and teachers. The use of network calligraphy operation tools is convenient and efficient and the network promotion resources allow the course to be shared with society. As the public benefits from it, the traditional culture has been effectively popularized and promoted.

### **4.2.1 Recording of Micro-Course Video**

The college video equipment and teacher teams are used to recording, integrating and optimizing the network video courses, which include two parts: calligraphy and seal engraving. The detailed decomposition steps for the theoretical operation of each course are recorded, which is not only a good complement to theoretical teaching, but also plays a good guiding role in the practical operation for students.

### **4.2.2 Construction of Network Teaching Tools**

Calligraphy professional software is organized and collected as an auxiliary tool for teaching. For example, the Buyan Calligraphy app (copybook look-up), the Calligraphy Dictionary (font conversion), Yinzong (seal collection and seal character conversion), Saidajia (calligraphy creation), Mochi, the NetEase open course (video course), etc. could be reserved as network teaching auxiliary tools to improve the efficiency and quality of course teaching.

### **4.2.3 Construction of Network Promotion Resources**

The official website of this course is constructed. The website resources are regularly maintained and updated, and this course is systematically introduced and various shared resources are provided on the website to popularize and promote it among teachers, students and the general public. The official WeChat account of the course is established. Mobile WeChat is used to regularly issue the resources and information about the course to attract the attention from teachers and students or other people. WeChat\Weibo\Toutiao and other apps are used to publicize and promote the information and resources of the course. In this way, students, teachers and the general public who love calligraphy can learn independently with these resources.

## **4.3 Innovation and Practice of Course Extension and Expansion**

### **4.3.1 Calligraphy Practical Training and Competition**

Information about network calligraphy competition is inserted into the teaching practice, especially in response to the propaganda ideas of the Communist Party of China, the government and enterprises, and the course learning is raised to the ideological and moral construction and patriotic education level. Teachers guide students to participate in the network calligraphy creation competition so as to keep calligraphy learning in close pace with the development of the times.

### **4.3.2 Construction of the Social Practice Base**

Traditional culture and obligatory supporting education are combined to establish a network of public interest organizations - the supporting art education team - which will help, tutor and popularize calligraphy and seal engraving teaching among primary and secondary schools and the grassroots, or by means of network micro-course videos and offline forms.

### **4.3.3 Community Promotion and Popularization Among the Public**

Calligraphy culture and community/sub-district activities are combined to provide free learning and training for left-behind children in the community or help in free calligraphy learning for the elderly in the community by means of course network resources. During traditional Chinese festivals, Spring Festival couplets are written and then sent to people in the community to promote and

popularize calligraphy, which can improve the humanities quality of the public from the love of traditional culture to patriotic feelings.

## **5. Conclusion**

The traditional teaching situation of Calligraphy and Seal Engraving in colleges and universities must be changed, and it is necessary to explore the new direction of the Calligraphy and Seal Engraving course from the Internet perspective and then put it into practice. The starting point is the innovation and practice of the teaching mode, course network resources, course extension and expansion, and the Internet platform to pass on the traditional culture of the Chinese nation to young students in colleges and universities as well as the general public, which will guide them to establish a correct outlook on life, correct values and thoughts, and improve the ideological, moral and patriotic feelings of young people.

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