

Research on Font Application in Cultural Creative Products

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Abstract: Socialist cultural and creative commodities, also known as cultural and creative commodities, refer to the valuable commodities formed through creative transformation with art as the main body. In the process of sustainable development in the new era, cultural and creative products have also made remarkable development, creating a deep foundation for the development of cultural and creative products in China. Cultural and creative products have achieved remarkable development in the new era, providing rich soil for the development of China's cultural and creative products market. Among them, creative writing is an important way to enhance the value of cultural and creative works. By creating words that are suitable for the overall characteristics of cultural and creative works of the Forbidden City, the artistic expression of cultural and creative works of the Forbidden City can be effectively improved. Therefore, font design is an important link in the creation process of cultural and creative products. This paper focuses on the importance of text creativity when studying cultural and creative products. Therefore, text creativity is an important link in the creative activities of cultural and creative products. By studying the importance of using words in the cultural and creative works of the Forbidden City, this paper discusses the artistic expression of word art in the cultural and creative works of the Forbidden City.

1. Introduction

The purpose of cultural and creative products is to infiltrate the culture with Chinese characteristics into the design of related products, so that the users of the products can more fully experience the humanistic information contained in the product design in the process of using the products, and further achieve the purpose of cultural transmission, exchange and sharing. In recent years, the momentum of developing cultural and creative industries in various fields in China has become stronger, which will further realize the purpose of cultural communication and exchange resource sharing. In recent years, the trend of cultural and creative products in various fields in China has been quite strong. Many creators have infiltrated their understanding of beauty into cultural production, and with the help of commercialized products and multimedia in-depth publicity, they have maximized the literary and aesthetic value of products.

2. Development Status of Cultural and Creative Products

Around the world, Chinese cultural and creative products have been popularized in western developed countries. Many artists have added their own traditional Chinese cultural elements and symbols to Chinese handicrafts, office stationery or travel souvenirs, sports tools and other products, so that the products show high artistic value and strong cultural atmosphere. During the development of China's cultural and creative industries, many designers have added their own Chinese artistic elements and symbols to traditional handicrafts, office stationery or travel souvenirs, cultural and sports tools and other products, so that their works show more aesthetic significance and more rich humanistic flavor. In the process of vigorous development of cultural and creative industries in the Forbidden City of China, the cultural and creative industry of the Forbidden City Museum, which has the most humanistic temperament, was born in the museum. Since 2016, the Forbidden City Museum has gradually subverted the traditional cultural understanding of the Chinese nation about "around", took the lead in proposing a series of cultural and creative products of the Forbidden City (see Figure 1), and achieved positive market response nationwide. Among them, the contents of the civilization building brand created by the palace museum can arouse the cultural interest of Chinese consumers, and have reached a higher level of understanding of the connotation value and humanistic value of the brand. It can be said that the cultural and creative products of the Palace Museum have been at a relatively mature stage of development, which also provides new thinking for the development and promotion of cultural and creative products in other fields in China [1].



Figure 1: Cultural and creative products of the Forbidden City

3. The Significance and Basic Principles of Paying Attention to the form Expression of Font Design in Cultural and Creative Products

3.1. The Significance of Paying Attention to the form Expression of Font Design in Cultural and Creative Products

With the development of society, modern people have more and more advanced requirements in material life, and cultural and creative products are a living reflection. Cultural and creative products carry human yearning for multiculturalism. They are create the most common and basic things in life with the help of cultural designers' aesthetics and creativity, thus enhancing the added artistic value of cultural and creative products and transforming creativity into aesthetic value [2]. In the cultural process of the Chinese nation for thousands of years, Chinese characters have always been a unique cultural mark and cultural symbol, which can enable consumers to more directly understand and identify the cultural significance of products in the process of using cultural and creative products, so that cultural and creative products can be more unique in different forms by

using different forms of character expression, thus effectively improving the artistic added value and aesthetic value of cultural and creative products [3].

3.2. On the Basic Principles and Characteristics of Cultural Creative Design Fonts

Cultural and creative products are the products of higher requirements for survival derived from the developed economy and society and the rich material culture. The significance it carries is that because modern humans have more and more diverse needs for life products, they create simple things in daily life again by using the spiritual needs, spirituality and aesthetic values of creative people, thus increasing the cultural value of life products and transforming creativity into direct value in essence. As a unique historical symbol of the Chinese nation, Chinese characters have evolved from ancient Cangjie characters to oracle bone inscriptions, large and small characters, official script, regular script, line and grass. With the increasing development of computer technology, thousands of different text styles have been deduced through multimedia technology, and this text also shows its unique artistic value in the cultural creation and production of the Forbidden City. Thus, it can more effectively increase the artistic value of cultural and creative production in the Forbidden City [4]. Through the application of text design technology in cultural and creative products, the author can more intuitively convey the design content of cultural and creative products, make full use of the expression of various design forms and font features in cultural and creative products, and effectively enhance the internal charm of cultural and creative products. In addition, the rich and diverse text expression forms are an important source of inspiration for the design of cultural and creative products, and also an effective way to reflect the cultural accumulation and connotation value of the cultural and creative industry. By designing special text styles, it can also effectively increase the uniqueness and recognition of cultural and creative goods and enhance market competitiveness. Therefore, it is very necessary to pay attention to the link of text design in cultural and creative products [5].

4. The Relationship between the form Expression of Font Design and the Design of Cultural and Creative Products

Cultural and creative products carry a variety of cultural and artistic features. Such products mainly refer to the innovation and upgrading of existing literary resources and cultural goods through secondary creation and the accumulation of artists' talents, aesthetics, endowments and ideas. The main purpose is to increase the cultural value of their literary and artistic works. Therefore, some people think that the cultural and creative industry is in essence a product based on art. The main purpose is to improve the added value of product culture and art. Therefore, some people believe that cultural and creative products are essentially a kind of productization with creative value [6].

4.1. Pictographic Design form Expression

The formal expression of pictographic design is also the most commonly used expression in the cultural and creative design process of the Forbidden City. Using these forms can reduce the monotony of traditional character design. Usually, in the product design process, the design creativity is realized through the form of pattern design and character combination, and the rich meaning is expressed by the visualization of characters. As pictographic characters are one of the main characters in ancient China, Rich meanings can be expressed through the visualization of characters. As one of the main characters in ancient China, hieroglyphs have strong expressiveness, prominent symbol characteristics and strong expression connotation. Therefore, art designers are

more willing to use these forms to bring meaning and charm to cultural and creative products [7].

4.2. The Character Shape is Consistent with the Object Image Outline

The basic varieties of cultural and creative products should be diverse. In the design of text products, the text should be matched with the outline of the object image of the commodity, the shape of the text should be changed and set to the same text as the outline of the object image of the commodity, or the factors of others should be adjusted to match the text, the shape of the text should be changed and set to the same text as the outline of the object image of the commodity, or the factors of others should be adjusted to match the text, Make it produce reasonable character form. For example, create ideas on the background of the small sample of the flowerpot. The flowerpot is painted with lotus leaves. The designer changes the textual description into a lace shape in the creative process, and wraps it around the lotus leaf pattern on the flowerpot, so that the article outlines a sense of tranquility [8].

4.3. Some Strokes in the font are Replaced by Images

This is reflected in the fact that not all words appear in the form of words in the text use activities, but some words in the text are modified. The changed contents include strokes, radicals, radicals, and negative spaces of words. Therefore, the key point of pictographic design of strokes is to change some strokes of the original Chinese characters, express the strokes in other forms, or change the original strokes, or replace them with specific graphics or abstract shapes. Design the strokes into other shapes and change the original strokes, such as replacing them with concrete images or abstract graphics. The pictographic design of the radicals and radicals is to take the radicals or radicals of Chinese characters as the change object, and then use other graphics to change the presentation of Chinese characters, as shown in Figure 2. Cultural and creative products advocate distinct imagination, so font design can maximize the expression of multiple forms of characters in cultural and creative products. Because cultural and creative products advocate distinct imagination, font design can also maximize the expression of multiple forms of characters in cultural and creative products. For different images, the language can also be fully displayed. In the negative pictographic way, it can be divided into two aspects: exaggerated pictographs, harmonious and interesting pictographs. Exaggeration pictograph, as its name implies, is to use exaggeration to show the language in the form as much as possible, and this pictographic method is usually used in the font design of action words. Cultural and creative products with real characteristics should be various sports logo products. For example, the idea of short running logo of sports is to express the meaning of "running" with humanoid words. In addition, some verbs of running, flying and jumping can also be expressed in an exaggerated way, highlighting the characteristics of cultural and creative products [9-10].



Figure 2: Pictograph design

4.4. Non Pictographic Design form Expression

The non pictographic form and means of expression are first of all the connotation and meaning of the font, which is also similar to the humorous pictographic product design. The main body expresses the deep meaning of the article by means of symbolic meaning, praying and expressing image and hope, which is also similar to the humorous pictographic product design. The main body expresses the deep meaning of the article by means of symbolic meaning, praying and expressing image and hope. This modeling method mainly emphasizes the beauty and artistry of the font [11]. But what is different from the humorous pictograph is that in the non pictographic art, there is not much text and font change, but most of them match and combine the text and images, and try to give people a harmonious aesthetic feeling in the visual effect, so that people can feel the meaning of the product psychologically. The image expression of this kind of character design is created by the Han nationality. Like the foreign character product design, it makes people realize the meaning of the product from the heart. The basic form expression of this kind of character design is created by the Han nation itself. Compared with foreign character design, the font design of Chinese characters has inherent advantages. Moreover, because Chinese character culture has a long history and profound connotation, its origin comes from ancient oriental philosophy, and interacts with the history and culture of many traditional Confucianists and Taoist civilizations in China, it has produced rich and colorful character expression methods [12].

5. Pay attention to the Visual Communication of Font Form

In cultural and creative products, the first visual experience of human beings is particularly important. Human visual information is mainly transmitted through language, images, etc. it carries a lot of product meanings, and also carries the feelings that designers want to convey to human beings through their works. The designers have conducted deep secondary processing on the products. Among them, text plays an important role in visual transmission. The designers of products expect to convey their own humanistic values through cultural and creative products. Designers must pay more attention to the strong vision expressed in the form of words, so as to clarify the main characteristics, core value needs, product positioning, etc. of cultural and creative products. At the same time, they should also comprehensively consider the main psychological characteristics of consumers of cultural and creative products, play an auxiliary role through the form of words, and give consumers of cultural and creative products a more aesthetic visual experience, so as to further improve the artistic value of cultural and creative products [13].

5.1. Cultural and Creative Products Show New Ideas and Creativity with Fonts

In the creation of cultural and creative goods, the key to the use of words is that the content should be full of creativity. Similarly, all kinds of cultural and creative goods can be expressed in words. In the design of cultural and creative products, the most important font is creative and innovative. Similarly, all kinds of cultural and creative products are also displayed by font. The image expression of literal art in cultural and creative products should reflect the meaning of artistic value and its own characteristics and style. The expression and construction of cultural and creative products should be improved with innovative and creative words to effectively distinguish them from other types of products. Due to the rapid development of modern computer technology and multimedia, it is different from other forms of electronic products. With the rapid development of modern computer technology and multimedia, more advanced methods and techniques have also been applied to the design of cultural and creative products and written products, so that the thoughts and creations of text designers can have a platform carrier for release and expression, and

the thoughts and creations of text designers can also have a platform carrier for release and expression, so that text design can be extended to other aspects. For example, Guan Yuxiao designed the "thirty six strategies" creative text, which integrates the allusions of the "thirty six strategies" in Chinese traditional culture into the design of text products, not only ensures the simplicity of the text, but also makes the application of its cultural and creative products more appealing, and can stimulate the interest and enthusiasm of product users.

5.2. Display the Cultural Significance and Value of Cultural and Creative Products with Font Design

Because cultural and creative products have rich humanistic elements and literary temperament, they contain high humanistic value, and have certain social and economic significance and practicality. However, it is worth noting that cultural and creative products are different from the commodities that people can generally contact in their daily life. Cultural and creative products emphasize their humanistic meaning and the humanistic messages they convey to people, so that consumers can inadvertently feel the interest of commodities and the appeal of literature. Rich and diverse text design can greatly enhance the innovation, artistry and value of cultural and creative product design. The rich and diversified design of characters can express new ideas and new horizons of cultural creation. It can not only display the broad and profound meaning of Chinese characters incisively and vividly, but also have important significance for the transmission of artistic creativity in the design of cultural and creative products. It not only expresses the profound connotation of the Chinese characters incisively and vividly, but also has far-reaching significance for the expression of artistic creativity of cultural and creative products. For example, the ancient style fan made of cultural and creative products produced by the National Palace Museum adopts the words approved by Emperor Yongzheng. The words introduced on the back of the fan mainly come from the words read by Yongzheng memorials, which makes the fan making more interesting and enables tourists to enjoy high aesthetics and Humanities [14].

6. Take the Cultural Creation of the Forbidden City as an Example

6.1 Font Color

The design of cultural and creative works of the Palace Museum mainly comes from the Palace Museum. The font colors of the cultural and creative works of the Palace Museum are generally gold and bright red, but there are also a small number of yellow, gray and green. However, the color selection and coloring mainly follow the principle of "red walls and green (yellow) tiles" in the Forbidden City.

6.2 Aesthetic Style

The cultural and creative products of the Forbidden City are full of Oriental art style and integrate many traditional Chinese meanings. The spiritual meaning of cultural and creative works to the audience is the virtue and value with universal social significance. Font design not only absorbs Chinese traditional culture, but also has the style of modern design. Therefore, it has distinct oriental charm and modern aesthetic characteristics.

6.3 Integration with the Forbidden City

The main symbol of cultural and creative products of the Forbidden City is the change of the

Chinese character "Palace". The word "Gong" has a white gray background and red ochre. The design font replaces the radical "Yi" of Chinese characters with a plane outline, including the rest of the strokes, because the large proportion also attracts our attention. The whole "Gong" shape uses the central axisymmetric structure of the balance method, giving a formal and rigorous impression. The whole looks square and elegant. The red ochre character is designed to replace the radical "Yi" of Chinese characters with a graphic outline, including other strokes, because it accounts for a large proportion and attracts people's attention most. The whole "Gong" character adopts the axisymmetric design of the balance method, which gives people a formal and serious impression and looks square and decent. These product designs based on Oriental aesthetic standards have improved the aesthetic technical level of cultural and creative products, as shown in Figure 3.

6.4 Cultural and Creative Products

There are many types of cultural and creative products developed by the Forbidden City Museum, including silk series, porcelain series, ceramic series, bronze series, wood carving series, calligraphy and painting series, etc. The products also include the "palace Doll" series of animation brands based on Chinese historical stories, such as "little emperor" and "little gege"; It also includes popular daily necessities with elements of the Palace Museum, including the Dragon Boat Festival sachet with characteristics of the Palace Museum, the Spring Festival bonus type, Shangfang sword pen, golden list Title pen, etc. Traditional culture is not only the source of literature and art, but also the source of literature and art. Most of these cultural and creative products have practical value and artistry.



Figure 3: Cultural and creative font design of the Forbidden City

7. Conclusions

To sum up, the use of rich and diverse font design can effectively improve the artistry, design and value of cultural and creative product design. The form creativity in cultural and creative products is mainly manifested in the novel design perspective and innovative thinking mode. The adoption of diversified character design can trigger the expression of new meaning of characters, which has a significant positive significance in enhancing the expression of freshness and artistic design sense of cultural and creative products. Therefore, the form expression of character design is an important link in the innovation of cultural and creative products. We should pay attention to the research and application of the form expression of character design, so as to promote the further development of

the cultural and creative industry.

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