

# Research on Intangible Cultural Creative Products based on the Perspective of Semiotics

## -- A Case Study of Bozhou Erjian Strings

Miaomiao Cui

School of Arts, Anhui University of Finance and Economics, Bengbu, 233030, China

### Abstract

According to historical records, the rare drama of "two sandwich strings" has a history of more than 200 years. Its singing is gentle, the drag tone is pure, and the forms of the board are diverse, with more than 30 kinds of plate cavity and song cards, which is one of the local operas that the older generation of Bozhou people like to hear. With the continuous introduction of policies for the protection and support of the development of intangible cultural heritage in China, the strengthening of the awareness of protection in cultural departments in various regions, and the continuous deepening of work, the protection and development of intangible cultural heritage has become a hot spot in today's society and culture. Among them, the combination of the design and production of related cultural and creative products with the needs of public life has become the main direction of development. This paper studies the two-clamp string from the perspective of semiotics, extracts and cites its cultural symbol design cultural creative products. Using the IP effect of the two strings to explore the possibility of developing related industries, develop derivative values, and create cultural brands with local characteristics under the background of rising national tide and cultural tourism integration.

### Keywords

Semiotics; Intangible Cultural Heritage; Cultural Creativity; Two Strings.

## 1. Design Semiotics

Symbols have been around for thousands of years. With the development of the entire human history, through the application of symbols, human beings can point and express things more accurately, thereby expressing corresponding emotional connotations.

Symbols are mainly composed of two elements, form and meaning, and the interaction between the two is inseparable. The product is created by the designer, and the designer is the editor of the symbol and the transmitter of the message. The elements that people can recognize are designed to form specific things in the entire space. The information that can be conveyed through the use of different symbol combinations brings visual and spiritual impact to people.

## 2. The Artistic Features of the Two Clip Strings

Erjiaxian is a small folk opera. Its lyrics are not from the hands of literati and writers, but from the rural oral language. It has strong local characteristics and is loved by the masses. Its lyrics rhyme in the same way, with a comical rhyme at the end, and sometimes the function words of "Nah, Ya, Hi" are attached to enhance the singing and make it easier to sing.

### 3. Analysis of the Elements That Erjiaxian can be Used in the Design of Cultural and Creative Products

Dance, music, literature and drama are all reflected in Erjiaxian, which is a part of Erjiaxian. Relying on the centuries-old history of Erjiaxian, coupled with the characteristics of its costumes, it has high artistic value. These unique features are also important symbolic elements for the development of cultural and creative products. Combining Erjiaxian elements with products can not only endow the products with profound historical and cultural connotations, but also play a positive role in promoting local economic development, and more importantly, it can promote the spread of Erjiaxian around the world. In short, the design of cultural and creative products supported by the cultural connotation of Erjiaxian is of great significance in terms of economy and culture.

With the progress of society, the cultural connotation of Erjiaxian is also constantly enriched. It is not only combined with many traditional folk art forms, such as ditty, drum lyrics, flower drum, Yangko and other traditional folk art songs, but also from Luo Opera, Henan Opera and other traditional folk art songs. The art of opera absorbs nutrients, resulting in the delicate, complex and delicate traditional repertoire form and the modern opera style full of comedy.

Among the traditional Chinese musical instruments, the main accompaniment instruments of the Erjiaxian are the four-string, the falling qin and the liuqin, which are called "the three major pieces". Drums are the most important part of Wuchang music, and have the function of chief conductor. In the Erjiaxian repertoire, the facial makeup art also absorbs the characteristics of local operas such as Peking Opera and Shandong Bangzi. "and so on. Among them, the "red face" can be based on the local drama repertoire, and it is not necessary to show the face in the performance.

### 4. The Design Method of Erjiaxian Cultural Creative Products

The cultural and creative industry is an emerging industry with creativity and creativity as its core content. The development and design of cultural and creative products are an important part of the development of the cultural and creative industry.

Many design symbols can be used as references in the design of cultural and creative products. Erjiaxian has profound cultural and artistic connotations. In order to show it in the design of its cultural and creative products, it is necessary to extract abstract forms, colors, graphics and other symbols from Erjiaxian's works, and then combine them with the products to create a unique Unique cultural and creative products.

#### 4.1. Modeling Pattern Extraction

There are many typical stages and characters in Erxian, such as Wang Meirong in the Ming Dynasty Prime Minister's Mansion in "Standing on the Flower Wall". Because his parents disliked poverty and loved wealth, he appointed Zhang Kuan as his son-in-law. Yang Yuchun, therefore, Wang Meimei's heart is full of bitterness and resentment towards her father. Her maid gave her advice and secretly led the young lady to Huaqiang to meet with Yang Yuchun. The two exchanged gifts with each other and made a private life. The whole play praised Wang Meirong and Yang Yuchun's unswerving love, and even praised Chunxiang's sensitivity and justice in fighting wits and courage with Wang Hong, Zhang Kuan and others as the perfect lover. Extract the morphological characteristics of these classic characters, including character makeup, costume decoration, color characteristics, performance programs, and pay attention to combining the character characteristics and status of the characters in the plot. The visual elements are refined through modern design techniques to highlight the personalities of the characters. When designing small-scale character doll products, it is necessary to simplify and

refine the visual elements of combing. For example, simplifying complex patterns can convey the meaning of clothing patterns. When designing some specific characters, exaggerated and deformed methods can be adopted, the characters of characters can be strengthened, parts of the characters can be enlarged or reduced, and ideas can be appropriately chosen, so as to design products with individuality but not incompatible and recognizable.

Erjiaxian culture is rich in graphic elements, such as costume decorations, actors' accessories and other visual elements can be extracted through deconstruction and reorganization, breaking the original arrangement of graphics, decomposed into basic graphic units, and then arranged through design techniques. At the same time, it flexibly combines modern graphic design principles such as simplification, complexity, and repetition to evolve and innovate new graphics, and apply graphics with the characteristics of the times and the cultural semantics of Huangmei Opera to different product carriers.

Taking product design as an example, figurative symbols can be extracted from the classic characters in opera repertoire and applied to the product abstractly, such as cartoon dolls, which can exaggerate emotions such as joy, anger, sadness and music into the doll design. You can also directly apply symbols such as shapes or patterns of items in classic tracks to products. In addition, the abstract symbol elements in Erjiaxian can also be combined with daily necessities, and the cultural connotation contained in Erjiaxian can be integrated into people's daily life. In today's Internet-prosperous society, emoticons are an indispensable means of communication. Cultural and creative products can also design some emoticons with the style of Erjiaxian opera, or mobile themes, desktop games, etc. .

Taking visual communication as an example, through the combination of Erjiaxian and packaging design, Liang Shanbo and Zhu Yingtai in "Eighteen Miles of Farewell" in Erjiaxian, Jiang Shiquan in "An An Sending Rice", and "Lv Mengzheng" in Characters such as Lu Mengzheng in Catch the Fast, Chinese Yingying in Little Guxian, and Zhang Chunlan in Wang Dingbao Borrowing Dangdang have become the main materials for a series of packaging, and can also be used on the cover packaging of tea, fans, and books.

Taking environmental design as an example, it is necessary to consider creating a brand of cultural and creative products with excellent cultural connotations of Erjiaxian to form a brand effect. Through the cultural connotation of Erjiaxian, it is also possible to create some characteristic interior soft decorations, paving patterns, display pieces and even public spaces. Through these specific measures, the cultural connotation of Erjiaxian can be embodied, which is closely related to people's daily life. Thereby effectively promoting the inheritance of local excellent culture.

In addition, in the history of my country's film and television development, opera elements have an important position in film and television works, and have always been fertile ground for film and television creation. Today, a large number of film and television works absorb opera elements. Therefore, you can try to apply Erjiaxian elements to film and television works, which is also a way to convey culture.

#### **4.2. Interpretation of Artistic Conception**

Cultural and creative products are generally used to express some specific meanings. When carrying out cultural and creative work, the blessings of auspiciousness, happiness, and beautiful longing contained in Erjiaxian can be integrated into product design, so that people can appreciate or choose cultural and creative products. The product will experience a positive mood. In addition to the above-mentioned material level, cultural content is also transmitted at the spiritual level.

### 4.3. Color Extraction

By capturing the color characteristics of traditional Chinese drama patterns, utensils, pictures and other artistic works, and studying the color matching, the presentation method is translated into innovative products with cultural and artistic connotations. Extract the emotional color from the repertoire story, decode, transform, and integrate it into the creative design. Erjiaxian's costume-related color elements have high color saturation and lightness, and tend to be bright and bright. When designing Erjiaxian cultural creative products, designers also need to combine the current popular color trends. For example, the Chinese-style color scheme in the costume drama scenes such as the popular film and television dramas "Qing Ping Le" and "Grand Song Palace Ci" adopts low-saturation color matching, and the overall tone is soft and elegant. Erjiaxian cultural creative design color matching, on the basis of retaining the color of the relevant elements of Erjiaxian, adjust the grayscale, change the color saturation, and learn from the trend of color matching, so that the color does not lose the cultural characteristics of Huangmei Opera and is more in line with modern people aesthetic.

## 5. Summarize

With the continuous introduction of policies to protect and support the development of intangible cultural heritage in China, the protection awareness and work of cultural departments in various regions have been continuously strengthened, and the protection and development of intangible cultural heritage has become a cultural hotspot in my country today. Among them, the design and production of related cultural and creative products combined with people's daily needs has become the main direction of the development of inheriting intangible cultural heritage. From the perspective of cultural semiotics, this paper conducts in-depth research on the traditional cultural creativity of Erjiaxian, extracts and cites its concept of cultural symbols to carry out innovative product design of traditional culture. The design and implementation of the intangible cultural heritage industry is one of the important ways to protect and inherit the intangible cultural heritage. It can not only improve the cultural added value of products, but also improve people's understanding of the excellent traditional culture of the Chinese nation. The cultural and creative products with Bozhou Erjiaxian as the carrier should make the combination of their characteristic cultural connotation and products a reality, and continue the cultural connotation of traditional opera on the basis of emphasizing product art.

## References

- [1] Cui Chenchen, Li Nan: The application of intangible cultural heritage Yi embroidery in the design of cultural and creative products [J]. popular literature, 2019, 10: 96-97.
- [2] Zhang Rui, Fan Mingshan: Cultural and Creative Product Development Based on Intangible Cultural Heritage-Taking the Design of Derivatives from the Legend of Wang Zhaojun as an Example [J]. Art Education Research, 2017, 10: 44-46.
- [3] Dai Jingjing: Research and development and engineering practice of cultural and creative products of Peking Opera [D]. Beijing industry university, 2014.
- [4] Hou Mingming: Design and Innovation of Dissertation Creation Products [J]. Packaging engineering, 2020, 41(12).
- [5] Wang Xianchang, Leung Kit Man, Peng Yali: Research on the design of cultural and creative products based on traditional Chinese architectural elements--Taking the stained window as an example [J]. design, 2020, 33(13): 23-25.
- [6] Zhang Guofen: The application and research of abstract form art in interior decoration design [J]. Building materials and decoration, 2018(7): 107.
- [7] Wang Kunqian: Product Symbol Semantics [M]. Hunan University Press, 2017: 82.

- [8] Liao Zhiwei: On the Application of Design Semiotics in Product Design [J]. Modern Marketing (Management Edition),2020(2):82.
- [9] Wang Yaming,Wu Ping: Design of Bamboo Weaving Craft Cultural and Creative Products from the Perspective of Cultural Inheritance [J]. Packaging engineering,2020,41(20):24-29.
- [10]Gong Lu: Design principles and key points of intangible cultural heritage products [J]. Culture Industry.2020 (21):35-36.
- [11]Xu Xiaofeng: Research on cultural sustainable product design method from the perspective of semiotics.decorate.2013 .11 .