

# Creative Design of the Commemorative Seal on West Street of Quanzhou

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**Abstract:** The aim is to analyze and study the seal products of West Street in Quanzhou under the current tourism boom, carry out creative upgrades on them, and better build the cultural and tourism brand of Quanzhou. Methods: Through on-site investigation, literature retrieval, focus groups and other methods, the existing products and cultural development phenomena were investigated. Differentiated pattern designs were carried out to reflect the historical and cultural elements, architectural elements, customs and delicacies of Quanzhou West Street, and the forms of existing products were changed. Conclusion: Through the creative design of the seal patterns and forms, it helps the cultural and tourism development of Xijie, Quanzhou, and provides a new reference for the design of Xijie seal cultural and creative products.

**Keywords:** Quanzhou West Street, Commemorative Seal, Pattern Design, Innovation.

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## 1. Introduction

With the development of in-depth experiences in the tourism industry, an increasing number of tourists are beginning to avoid traditional tourist attractions and head for old towns and streets. As a key area for the development of Quanzhou's cultural and tourism industry, how to systematically summarize and redesign the cultural and creative products of Quanzhou West Street has become the focus of current research [1]. With the continuous development of social media in recent years, behaviors such as checking in during travels and sharing photos have become new ways of socializing for the public. More and more people have fallen in love with collecting travel commemorative stamps. Seals are a traditional art of the Chinese nation. With the development of time, seals have transformed from practicality to artistry [2]. The "stamp and check-in style of tourism" has remained popular since its "explosion" last year. With the conclusion of the college entrance examination and the high school entrance examination this year and the arrival of the summer vacation, this form of tourism has once again reached a "small peak" [3]. The combination of seals and tourist attractions can create unique regional characteristics, thereby attracting the attention of tourists. Tourist attraction commemorative MEDALS are a concrete representation of a city's history, culture, quality and spirit, allowing people to better feel the cultural essence of the city they are in during their travels [4]. The unique pleasure and sense of ceremony that seals bring to tourists is also one of the reasons why they are so popular [5]. Based on this, this study aims to systematically grasp the development of seals and the culture of West Street in Quanzhou, conduct research on tourism commemorative MEDALS, and through the innovative design of tourism commemorative MEDALS of West Street in Quanzhou, construct differentiated special cultural symbols, in order to promote and use them through West Street and enhance the tourism image of Quanzhou.

## 2. Design Principles

- (1) The pattern is rich

artistic viewing power. In the development process of embroidery, the traditional art of our country, we should also have some very characteristic narrative patterns. These patterns are through the combination of patterns, patterns and patterns are interrelated, telling a complete story, so there is obvious coherence between patterns, paving the way for the development of the whole story. When designing the Quanzhou tourism commemorative seal, it is necessary to fully understand the cultural connotation of Quanzhou West Street and reflect it in the product. Therefore, in-depth investigations should be conducted in the early stage to understand its connotation. When conducting the design, the following four design principles should be met to better enhance the product image.

When conducting creative design for Quanzhou tourism commemorative seals, the first step is to meet the principle of cultural nature. Reflecting regional culture in the product is an important link in the design of cultural and creative products, and the concentrated expression of culture by cultural and creative products is its core [6]. Interesting and culturally refined cultural and creative products often secure a place in the market, not only meeting people's needs for inheriting traditional culture but also providing new carriers for cultural development. In the West Street of Quanzhou, there are traditional architectural cultural elements, food cultural elements, etc. These material aspects can allow people to have a good understanding of the unique style and market culture of Quanzhou. Cultural elements can only reflect the value of products when they are based on them. Therefore, designers should achieve an organic combination of culture and products, and enhance the added value of products with unique cultural connotations.

Secondly, it is necessary to meet the principle of aesthetics. Cultural and creative products, due to their combination of aesthetics, practicality and cultural connotations, are highly favored by people whether as tourist souvenirs or gifts [7]. Cultural and creative products should be able to give people a sense of beauty. People are visual creatures and are attracted by beautiful things. In the design of seals, aesthetics is of Paramount importance. Beautiful seal patterns can stimulate tourists' desire to consume [8]. The first visual image it gives

people will directly determine whether consumers accept or reject it. However, the existing products have serious problems such as lacking characteristics and individuality, and lacking cultural connotations. Therefore, designers should apply modern design aesthetics to create beautiful products. But they should not blindly design products based on their own preferences. In the design process, they should not only meet consumers' demands for design aesthetics but also express the designers' grasp of design aesthetics.

Thirdly, during the design process, the principle of sustainability should be adhered to, endowing the product with a second vitality. Sustainable design of cultural and creative products does not mean that all products use environmentally friendly materials, environmentally friendly processes, and low carbon emissions. Instead, it is about whether the product can have additional use value throughout its entire life cycle when it fails to meet the usage requirements of a certain function, thereby extending the product's service life [9]. After the end of the product life cycle, make reasonable use of it to enable it to form a virtuous cycle.

Fourth, during the design process, the principle of emotionalization should be met. "It is important for the product to have good functions; It is also important that the product is easy for people to learn to use. But more importantly, this product should be able to make people feel pleasant. The American cognitive psychologist Donald Norn proposed the concept of "emotionalization" in product design [10]. The true value of a product lies in meeting consumers'

rational needs and generating emotional resonance with them. The so-called emotional resonance generated is roughly reflected in the following aspects: the extraction of product elements, the selection of carriers, cultural stories, as well as the material texture and color matching of the product. These aspects can bring the product closer to the emotional relationship with consumers. Therefore, when designing the seal products of Quanzhou West Street, the patterns and designs should be able to make users feel emotional resonance.

### 3. Research Process

In order to better carry out the creative product design of Quanzhou West Street seals, the author adopted methods such as field research and literature retrieval, and selected the special cultural elements of Quanzhou West Street with typical representative significance as research samples. On the one hand, collect materials and obtain pictures and documents of relevant elements of West Street in Quanzhou through online materials and related literature. On the other hand, the existing seal cultural and creative products in Quanzhou West Street were summarized and collected through on-site research. After the completion of the above two aspects, focus group discussions are adopted to differentiate the design points and redesign the seal pattern, and then relevant design practices are carried out. The research flowchart is shown in Figure 1.

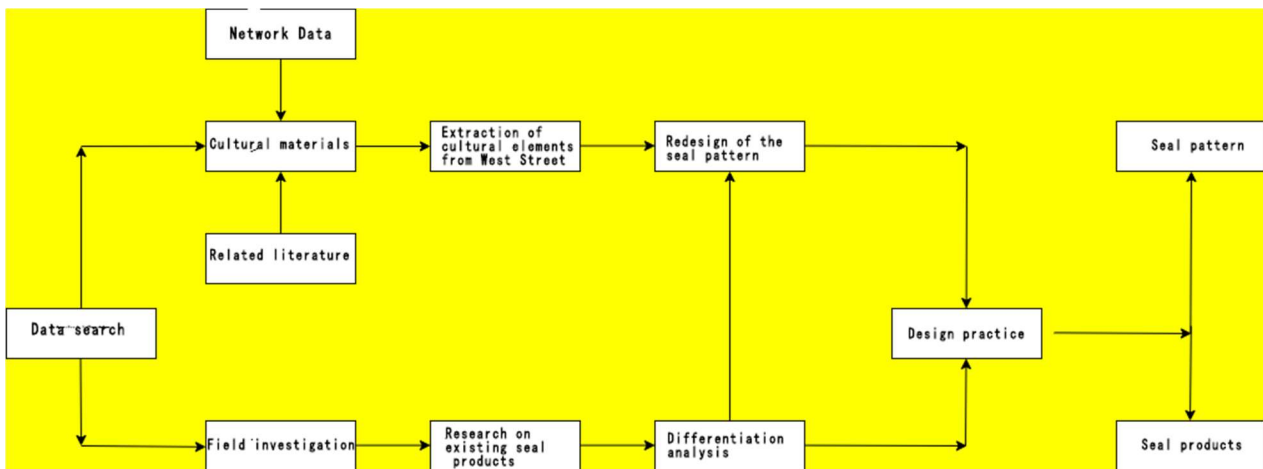


Figure 1. Research flowchart

Through the sorting and analysis of the collected special cultural elements of Quanzhou West Street, it can be known that the characteristic cultural elements of Quanzhou West Street are inseparable from Quanzhou culture, including architectural culture, food culture, opera culture, craft culture, etc. This article mainly takes the first three as the main research objects. Among them, architectural culture is a

unique flower of Quanzhou culture, and the characteristic architectural elements of ancient residences are the main manifestations of Quanzhou folk architecture. Opera culture has significant historical and cultural research value and has been passed down to this day. The special cultural elements of West Street in Quanzhou are summarized as shown in Table 1.

Table 1. Summary of Special Cultural Elements in West Street, Quanzhou

Cultural element	1	2	3	4	5	6
Architectural elements	Kaiyuan Temple	Mosque	Guandi Temple	Confucian Temple	Arcade	Fanzi Lou
Architectural decoration	Dripping water Beast	Relief	Swallow-tailed ridge	Saddle back	Red brick	Merlion
Elements of opera	Nanyin	String puppet	Gaojia Opera	Liyuan Opera	Siege play	Bag puppet
Dietary elements	Noodle paste	Siguo Decoction	Ginger duck	Earth Bamboo jelly	Meat zongzi	Pickled meat

art Through on-site investigation of Quanzhou West Street, the existing seal product patterns were summarized and organized as shown in Figure 2. Since the analysis only focused on the seal patterns, black and white decolorization treatment was carried out to avoid the influence of colors on the patterns. Through the discussion of the focus group composed of six postgraduate students majoring in product design from Quanzhou Normal University, it was concluded that the existing patterns of Quanzhou West Street seals are mostly flat designs, creating the pattern atmosphere through rich details. However, for the creative pattern design of Quanzhou West Street seals, a differentiated approach requires graphic simplification processing. By using modern design methods and concepts to redesign its graphics, cultural elements are simplified, abstracted and geometrically processed to form characteristic symbols. Meanwhile, through on-site research, it was found that the existing seal products have a serious problem of single shape, as shown in Figures 3 and 4. The focus group discussed and designed the shape of the seal products. In the initial discussion, the Quanzhou Bell Tower and the East and West Towers were chosen as the design elements. However, after the second discussion, it was decided to abandon the east and West Towers as the main design point and instead use the Bell tower as the carrier in the seal for related creative design.



Figure 2. Summary diagram of existing seal products



Figure 3. Seal

Figure 4. Seal

#### 4. Design Practice

As a key tourist attraction for visitors to Quanzhou, when designing the creative seals of West Street in Quanzhou, it is not only necessary to showcase its cultural heritage but also to tell its cultural stories well. In the design of the creative seals on West Street of Quanzhou, a good integration with the local culture should be achieved. Through the summary of the cultural elements of West Street in Quanzhou and the differentiated design of its seal patterns. The trend of aimless copying and following the trend has passed. People are now pursuing the visual imagery brought by products and are

willing to invest time and money in it. The design of seal patterns should make tourists not only notice the uniqueness but also feel the beauty. The innovative design of seals related to the culture of West Street in Quanzhou is carried out in two aspects: pattern innovation and form innovation.

Regarding pattern innovation, based on relevant cultural elements, line drawings were used for creation. The sketch of the pattern innovation is shown in Figure 5. As for form innovation, two designs were made: one was based on the Bell Tower on West Street in Quanzhou, and the other was based on the pagoda of Kaiyuan Temple on West Street. However, after discussion by the focus group, it was decided to use the bell tower as the basis for form innovation. The sketch effect is shown in Figure 6.



Figure 5. Pattern Innovation Sketch

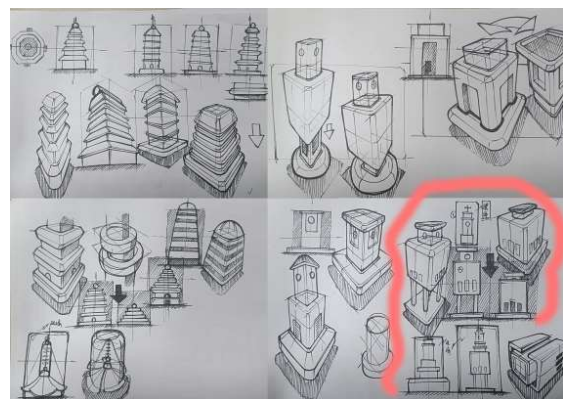


Figure 6. Sketch of Form innovation

For the pattern design of architectural elements, the main focus is on West Street and the surrounding famous scenic spots. The main design objects are Kaiyuan Temple, Bell Tower, Mosque, Confucian Temple, arcade building and Fanzi Building. Geometric shape design is adopted, and the design is simplified to highlight the architectural features. The rich details of the buildings themselves are abandoned, and the architectural image is summarized with simple forms, emphasizing the big picture and letting go of the small details. The seal pattern is displayed in a monochrome effect. The ink-splashing effect in the seal is designed to create a sense of history for the building under the minimalist graphic, allowing visitors to better associate it with the building's historical and cultural background. The pattern design is shown in Figure 7.

For the pattern design of architectural decoration culture, including swallowtail ridges and saddle backs, taking the saddle back as the main design object, the design is carried out by summarizing the shapes of the five different saddle

backs of metal, wood, water, fire and earth. Through the refinement of pattern symbols of saddle backs with different attributes, taking circles and straight lines as the basic shapes, different effects are formed through arrangement. The dots of different sizes around the seal pattern are used to create an atmosphere. The color design of this seal pattern is also in a single color. The pattern design is shown in Figure 8.

For the pattern design of food elements, the classic Quanzhou delicacies such as Mian Xian Hu, Si Guo Tang, ginger duck, Earth Bamboo shoot jelly, meat zongzi and taro cake are taken as the themes for the pattern design. Simple geometric shapes such as square, circle and triangle are used for the design. The outer circle of this seal pattern is circular, representing the bowl used for the food, which better stimulates tourists' interest in Quanzhou's food culture. By adopting an abstract modeling approach, the above-mentioned food images are generated, as shown in Figure 9.

For the pattern design of opera elements, the main focus is on Nanyin and string puppets. Nanyin is designed by extracting the shapes of its Musical Instruments, while string puppets take the puppet head as the main design point. Through the abstract extraction of the puppet head, the pattern design is carried out. The interesting puppet head shapes can arouse tourists' interest in intangible cultural heritage puppet shows. The first one on the left is the female character Zhang Guifei, the middle one is the mixed character Xiaosha Mi, and the right one is the northbound character Zhong Kui. The intangible cultural heritage puppet seal adopts a dual design of single-color and multi-color. The multi-color seal can better highlight the character personality of the puppet and make it more aesthetically appealing. The single-color seal with opera elements is shown in Figure 10, and the multi-color seal with the puppet head is shown in Figure 11.

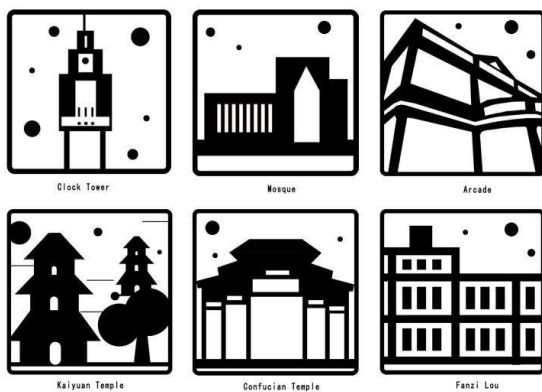


Figure 7. Architectural element pattern design

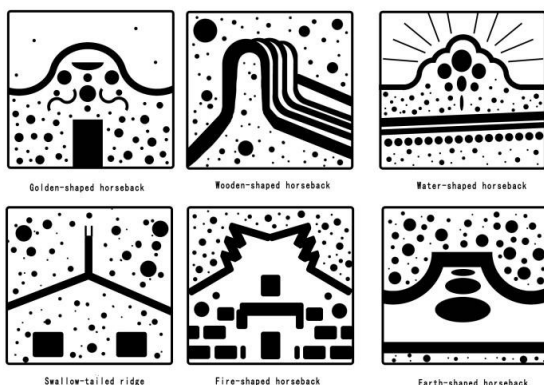


Figure 8. Architectural decorative element pattern design

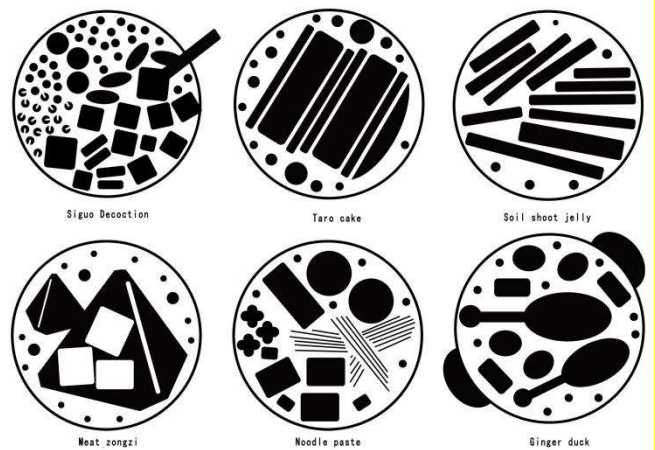


Figure 9. Design of dietary element patterns

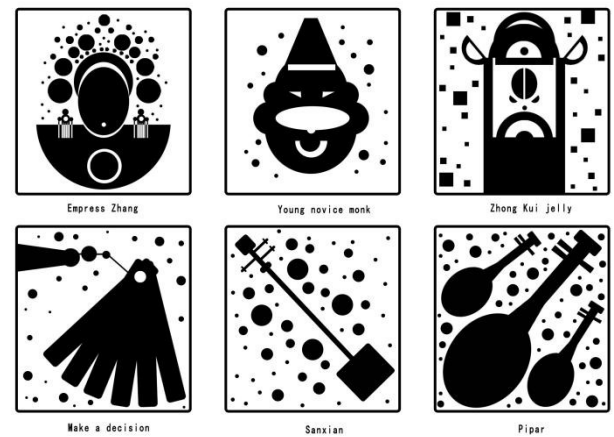


Figure 10. Pattern design of opera elements



Figure 11. Design of the puppet head color-matching seal

For the innovative design of the seal form, taking the Bell Tower on West Street as the inspiration, the creative appearance design can better enhance the experience of tourists on West Street. Compared with similar products, it will have more unique experience advantages and be more likely to attract consumers, allowing tourists to experience Quanzhou culture imperceptibly. The product color mainly adopts the white of the bell tower itself. It will not have a stimulating impact on consumers, making them pay more attention to the seal pattern itself. It adopts a pressing design. When a seal is needed, just press it down with your hand. It is made of silicone material, which will reduce the impact on the user's hand during use. The main body of the seal is made of plastic, and the outer shell of the seal is made of transparent frosted material to create a hazy feeling. The outer shell is designed to prevent damage to the seal. This product, with the addition of small parts, can form a concrete clock tower ornament for reuse, achieving sustainable development of the product. The damaged areas also add a sense of history to the

seal. Each one is unique. The effect drawing of the seal is shown in Figure 12, and the effect drawing of the seal ornament is shown in Figure 13.



**Figure 12.** Seal effect drawing



**Figure 13.** Effect drawing of the seal ornament

## 5. Conclusion

By delving deeply into the cultural elements of Quanzhou West Street, taking culture as the foundation and seals as the medium, and through the creative design of Quanzhou West Street seals, the culture and cultural and creative product design can be effectively integrated to enhance the product experience. This will play a promoting role in Quanzhou's culture, enable the products to better serve tourists, and create a unique tourism business card for Quanzhou. Although this article has achieved certain results in promoting the creative seal products of Quanzhou West Street, it is not enough to rely solely on this product for the promotion of Quanzhou West Street. There is still room for improvement. However, the current research still has certain limitations. The existing seal

pattern designs only selected six elements each from different cultural elements for a total of 24 seal pattern designs, and among the 24, only 3 puppet heads were designed with color matching. Therefore, there are certain limitations. If the designers are not restricted by time when designing in the later stage, they can better design multiple patterns. To form a good brand effect and there are more differentiated pattern design methods, it is hoped that subsequent designers can continue to explore other factors and conduct more in-depth research.

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