

Analysis of the Research on the Cultural Design of the Chinese Zodiac Based on Bibliometric Analysis

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Abstract:

This paper systematically reviews and analyses the current status and development trend of research in the field of Chinese Zodiac cultural design through the bibliometric analysis method. Based on the relevant literature in the China Knowledge Network (CNKI) database, the study uses the CiteSpace bibliometric analysis tool to conduct keyword analysis, cluster analysis and institutional cooperation network analysis, and assesses the research hotspots and trends with high-frequency keywords and clustering structural quality indicators (q-value and s-value). The results of the analysis reveal that the research on Chinese Zodiac culture design has experienced three stages: slow start, rapid development and fluctuating boom in China, with the research covering traditional culture, folk art, product design, packaging design and other aspects. Since 2011, the number of related articles has increased significantly, reaching a peak in 2020. The main direction of research is reflected in the high-frequency keywords such as “Chinese zodiac”, “culture”, “folk art”, “semiotics”, “product design” and “Chinese zodiac culture”. Institutional co-operation shows a relatively decentralised character, with relatively little co-operation between universities. With the passage of time, the innovation of research direction has gradually deepened, and the trend culture and cultural inheritance have become new research hotspots. The conclusion points out that in the future, the design of zodiac culture will no longer be limited to the field of traditional visual arts, but will be extended to product design, brand marketing, digital media and other fields. Effective innovation and redesign of traditional culture will become an important research direction, and innovative and diversified design modes will receive more attention. Overall, the research on Zodiac cultural design will continue to deepen and expand, providing theoretical and practical support to enhance the attention of cultural heritage and the innovativeness of traditional cultural design.

Keywords:

Zodiac, Cultural Design, Bibliometric Analysis, Citespace, Research Status, Research Hotspots, Development Trend

1. Introduction

In modern society, cultural inheritance and innovation is particularly important, and the zodiac as one of the symbols of traditional Chinese culture, its application in the field of cultural design is not only an artistic expression, but also the dissemination of cultural values and philosophical ideas. [1] By combining traditional cultural elements with modern design concepts, Zodiac cultural design continues to expand its influence in global cultural exchange.

With the acceleration of globalisation, cultural exchanges have become more frequent, and the Chinese zodiac, as a unique cultural symbol, has been paid attention to by more and more designers and artists. [2] Through various forms of creation, such as graphic design, product design, digital media, etc., they have integrated the elements of the Chinese zodiac into daily life, making this traditional element revitalised in modern society.

In addition, the study of Chinese zodiac cultural design not only helps to promote the internationalisation of Chinese traditional culture, but also provides new perspectives and practical cases for the protection and development of global cultural diversity. Through in-depth research on the cultural design of the Chinese zodiac, the interactive relationship between culture and design can be better understood, and effective ways of cultural inheritance and innovation can be explored. [3] The purpose of this study is to explore the current research status, hotspots and future development direction of this field through the econometric analysis of the literature on the cultural design of the Chinese zodiac in the China Knowledge Network (CNKI) database. Specific analyses include the annual distribution of the number of literatures, major research institutions, core journals, key authors, research hotspots and citation networks.

2. Data Sources and Research Tools

2.1. Data sources

The data for this study came from the China Knowledge Network (CNKI) database, which is one of the most comprehensive academic resource databases in China, covering a wide range of literature resources such as journal papers, dissertations, conference papers, newspaper articles, yearbooks, and tool books. [4] In order to comprehensively understand and analyse the current state of research in the field of zodiac cultural design, the following search strategies were used in this study:

Search keywords, enter the keywords “Chinese Zodiac” and “cultural design” in the CNKI database for searching. Search scope, select all available literature types, including journal articles, dissertations and conference papers, to ensure the comprehensiveness and representativeness of the data. The time frame was set to cover all the years that the database is available in order to observe the research trends in the field. Language restriction, as this study focuses on Chinese academics’ research in the field, only Chinese literature was selected for analysis.

Through the above search strategy, several related literatures were retrieved. These literatures will be used as the basis of analysis for this study and cover various aspects of the zodiac culture design field, including, but not limited to, zodiac culture, design approach, semiotics, and product design.

2.2. Research tools

Bibliometrics is a quantitative analysis method to explore the current status and future trends of a discipline based on the external characteristics of the literature. In this study, CiteSpace, a visualisation software, was used for bibliometric analysis. [5] CiteSpace is a Java-based literature visualisation software developed by Dr. Chaomei Chen of Drexel University, USA, which is commonly used to detect the evolutionary path and development trend of scientific literature, and to reveal the research hotspots and development frontiers. Its main functions include co-citation analysis, emergent word analysis and clustering analysis, which are often used to detect the evolution path and development trend of scientific literature. CiteSpace adopts the clustering algorithm based on set theory, which can effectively explain the research pattern and research direction of the discipline. In this study, CiteSpace is used for keyword co-occurrence analysis, keyword clustering analysis and emergent word analysis to reveal the research hotspots and development frontiers in the field of elderly service design. [6]

3. Literature Characterisation Statistics

3.1. Analysis of the volume of communications

The analysis of the number of publications is a common method in bibliometric analysis, which reflects the research activity, development trend and research hotspot of the field by counting and analysing the number of academic papers published on a specific topic or field within a certain timeframe. Changes in the number of publications can reveal the research intensity and attention of the field in different periods of time, which helps to understand the development dynamics of the research field and the future research direction. [7]

In Figure 1, on the whole, the research of Chinese zodiac cultural design in the past 20 years can be divided into three stages: slow start, rapid development, and fluctuating and flourishing. 2000-2011 is the slow start period. As can be seen from the figure, between 2011 and 2020, the number of articles related to the design of Chinese zodiac culture was low and slow growing, with the number of articles in single digits every year. This indicates that the research on Chinese Zodiac culture and design in China has paid less attention during this period, and there are fewer related researches. Between 2011 and 2020, the number of articles related to Chinese Zodiac culture and design is low and the growth is slow, due to various reasons. Firstly, the strong invasion of Western culture in the context of globalisation has caused Chinese traditional culture to be somewhat neglected, and the public's attention to traditional culture has decreased. [8] Second, the rapid development of digitalisation and informatisation has changed people's lives and aesthetics, and the market and the design field favour technology-driven and innovative designs with a strong sense of modernity rather than the use of traditional cultural elements. [9] In addition, educational and research institutions have not invested enough in the cultivation and research of traditional culture, and have failed to form sufficient academic impetus. At the same time, the market of rapid consumption mode is not conducive to the promotion of Zodiac cultural design which requires in-depth cultural accumulation and fine craftsmanship. Combining these factors, the zodiac cultural design has failed to gain sufficient attention and development in the mainstream market. [10] 2020-2024 is a fluctuating and booming period. from 2020 to 2024, the number of articles issued fluctuates a little, but the overall trend of booming development. 2020 exceeds 15 articles, and 2021 is close to 17 articles, which

indicates a further increase in research interest and investment. Despite a brief decline in the number of articles between 2021 and 2022, the number of articles shows a very high growth rate again after 2022, and is expected to reach a peak of nearly 20 articles in 2024. This trend signals a continued deepening and expansion of research on the cultural design of the Chinese zodiac in the future.



Figure 1. Number of publications on the cultural design of the Chinese zodiac from 2000 to 2024.

According to the statistics of the number of publications, the research related to cultural product design has become a hot topic, and with China's strong advocacy of the inheritance of traditional culture, the attention to this field has been on the rise year by year. In addition, cultural product design research is significantly influenced by national policies and plans, and every promulgation of relevant policies will cause corresponding fluctuations in the number of articles.

3.2. Analysis of institutional co-operation networks

Institutional Collaboration Network Analysis is a method to demonstrate the collaborative relationship between research institutions and their network structure through the analysis of literature data. It can reveal which institutions have close collaborative relationships with each other in a given research field, which institutions are the core nodes of research, and the collaborative dynamics and development trends of the entire research field. By analysing these cooperation networks, it can help researchers better understand the academic cooperation in the field, identify key research institutions and research teams, and provide decision support for further research cooperation and resource allocation. [11]

In Figure 2, it can be seen that the scholars and institutions in the study of Chinese Zodiac cultural design in China are mainly from university background. The main research institutions include South China University of Technology (9 articles), Jilin University (4 articles), Xi'an University of Engineering (4 articles), and Hunan Normal University (2 articles). In terms of institutional cooperation, although there is a small amount of cooperation between South China University of Technology and Jilin University, between Xi'an University of Engineering and Hunan Normal University, and between Guangdong Institute of Vocational Technology and Central South University for Nationalities, etc., the amount of cooperation between these universities is relatively small and the basis of cooperation is not stable. On the whole, the co-operation relationship between universities is not close, and it is mainly based on the co-operation within each university. For example, the South China University of Technology, which has a large number of articles, is dominated by cooperation among scholars within the university, and there is a general lack of communication between core institutions.

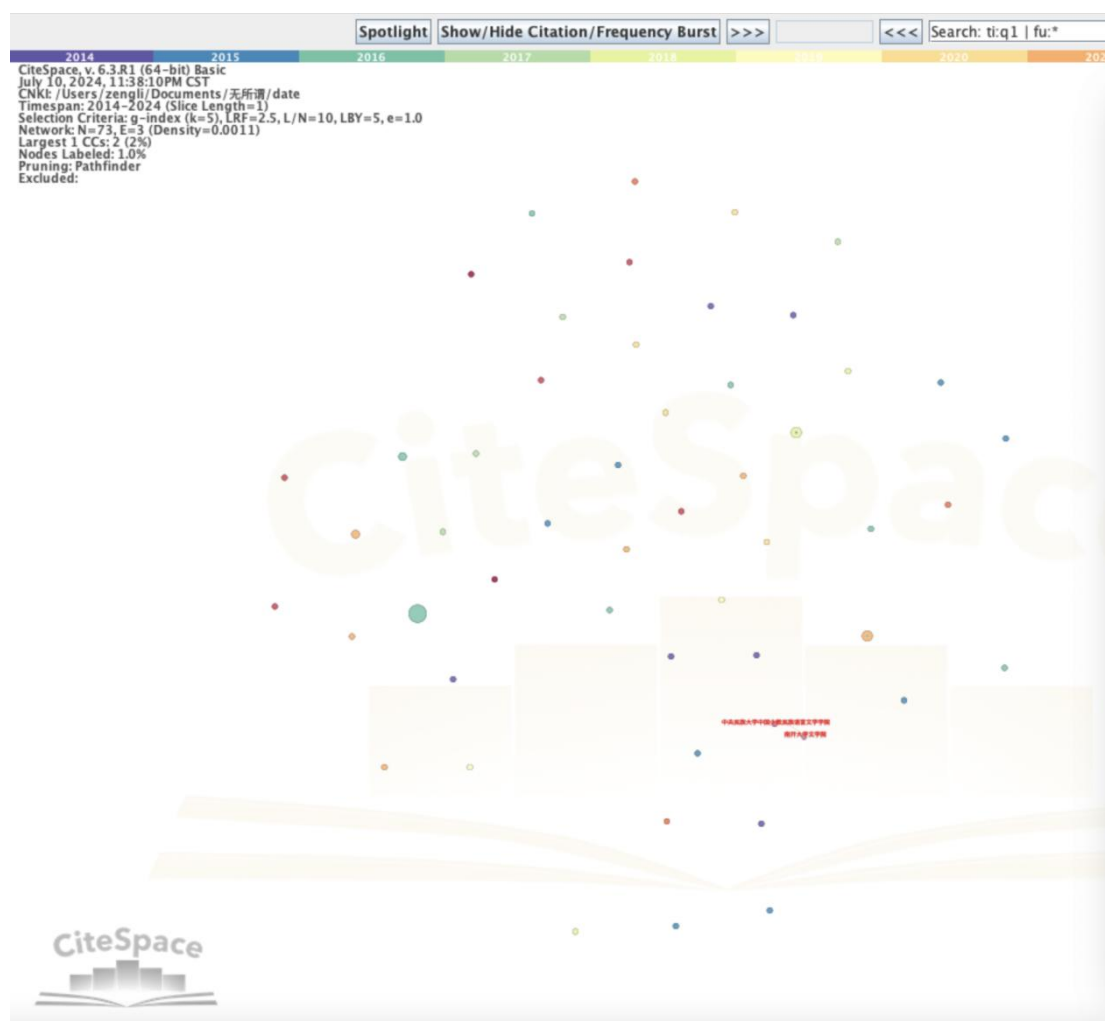


Figure 2. Analysis of institutional cooperation networks.

The institutional co-operation network of the domestic zodiac cultural design research shows a relatively decentralised character, with universities mainly conducting independent research and lacking extensive cross-institutional co-operation, which may limit the depth and breadth of the research results to a certain extent. The development of the research field of cultural product design can be further promoted by strengthening the co-operation between different universities and promoting resource sharing and research exchange.

4. Thematic Analysis

Keywords are not only a high degree of summary of the research topic of the article, but also the core entrance to understand an article or even the whole research field. The frequency, relevance and emergence of keywords can effectively reveal the research hotspots in the field and understand the overall content characteristics of the research results in the field. Specifically, the frequency of keywords can show which topics are most popular in the field; the relevance helps to understand the connections and interactions between different topics; and the emergence reveals which new research directions are emerging or receiving attention. Through the comprehensive analysis of these indicators, researchers are able to gain insight into the intrinsic connections between research contents and clarify the development of academic research. For example, high-frequency keywords usually represent the mainstream

research direction in the field, while keywords with high emergence may point to the latest research trends and hot issues. The combination of keywords with high relevance reflects the close connection between different research topics, suggesting the possible existence of cross research areas or comprehensive research directions. This information not only helps to understand the research dynamics and research priorities in the academic field, but also provides important references for researchers so that they can select and plan their future research more precisely. At the same time, analysing the evolution of keywords can also help predict the development trend of academic research, thus providing valuable intelligence support for policy makers, academic institutions, and researchers so that they can better grasp the direction of development of their disciplines and promote the progress and innovation of scientific research. [12]

4.1. High Frequency Keywords and Centrality Analysis

High-frequency keyword analysis is a method to reveal the theme and core content of a text by counting the words that appear most frequently in the text. Its purpose is to quickly grasp the main theme and core content of the text, identify research hotspots and development trends, and extract valuable information in large-scale texts. High-frequency keyword analysis is intuitive, efficient, and widely applicable, and is able to display the results visually in the form of word clouds, tables, etc. It can quickly process a large amount of text data, and is widely used in the fields of scientific research, market analysis, and social media monitoring. [13]

As shown in Figure (3), according to the keyword analysis graph conducted by CiteSpace, in the field of Zodiac cultural design, high-frequency keywords such as “Zodiac”, “culture”, “traditional culture”, “folk art”, “semiotics” and “product design” have important indicative roles. “Folk art”, “semiotics” and “product design” have important indicative roles. The high frequency of these keywords not only reflects the researchers’ concern for the quality improvement of cultural product design, but also reveals the main direction and focus of current research. Specifically, “Chinese Zodiac”, as the core keyword, clarifies the special group of research objects, while “cultural design” emphasises the design concept centred on cultural heritage, and seeks to improve the quality of cultural products through systematic design solutions. “Culture” is another high-frequency keyword, showing the researchers’ emphasis on the maintenance of traditional culture. Traditional cultural inheritance involves not only the mechanism of cultural inheritance, but also design innovation, cultural protection and design direction guidance, which are all important means to improve the level of cultural design. The term “traditional culture” covers a wide range of cultural contents. The keyword “folk art” emphasises the importance of folk culture in the study of Chinese zodiac cultural design. Studies have shown that innovative thinking about culture can change the status of cultural heritage in design. Therefore, how to improve the quality of cultural design products by designing an effective design support system has become an important research topic. “Semiotics” on the other hand, points out the method in cultural research and design, where researchers explore how to improve the existing cultural design product problems, and then improve the overall quality of cultural products.

Through the analysis of these high-frequency keywords, the research focus and hot issues in the field of Zodiac cultural design can be clearly seen. These keywords not only reveal the themes and directions of current research, but also provide important references for future research. Based on these high-frequency keywords, future

research can further explore how to improve the quality of cultural products in all aspects through various measures such as design innovation, cultural inheritance mechanism, enhanced social support and improved design thinking. These research results will provide valuable references for policy makers, service providers and designers, enabling them to formulate more scientific and effective strategies for the cultural design of the Chinese Zodiac, and to promote the continuous development and innovation of the field.

In Figure 3, Betweenness Centrality Analysis (BCA) is a network analysis methodology used to measure the importance of nodes in paths in a network. Specifically, betweenness centrality refers to how often a node acts as a “bridge” or “intermediary” in all shortest paths. It reflects the ability of the node to control the flow of information in the network, and the higher the value of intermediary centrality of a node, the more strategic position and importance of the node in the network. In practice, the centrality value of a node can be used as a reference, usually ranging from 0 to 1. The closer the value is to 1, the stronger the intermediary role of the node in the network. When centrality value > 0.1 , it indicates that the node's influence value in this network is important. [13]

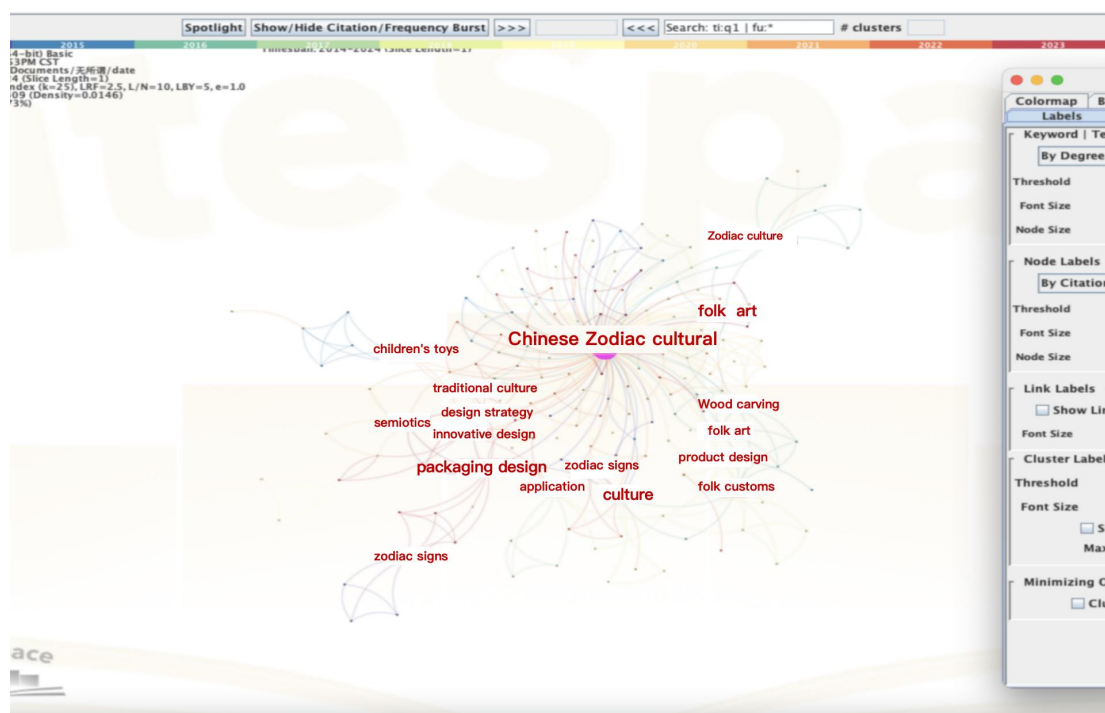


Figure 3. A co-occurrence map of twelve zodiac culture design keywords.

In Figure 4, in general, the high-frequency keywords of domestic research on product design for the elderly include: zodiac, culture, traditional culture, folk art, semiotics, product design, zodiac culture, cultural connotation, packaging design, folklore, innovative design, ceramics, application, folk toys and so on. According to the chart, there is a significant correlation between the frequency of keywords and centrality. Generally speaking, high frequency keywords usually have higher centrality as well, which indicates that these keywords play an important role in the study. By analysing the data in the chart and excluding keywords such as “Chinese Zodiac”, “product design” and “culture” which do not have clear research content, some keywords in the field of Chinese Zodiac cultural product design in China can be

identified. The hot keywords in the field of Chinese Zodiac cultural product design can be identified by analysing the chart data.

Visible	Count	Cent...	Year	Keywords
☒	66	0.99	2014	Chinese Zodiac cultural
☒	8	0.07	2014	culture
☒	6	0.00	2019	traditional culture
☒	5	0.02	2016	folk arts and crafts
☒	4	0.01	2020	semiology
☒	4	0.04	2015	Product Design
☒	4	0.07	2016	Zodiac culture
☒	4	0.02	2016	Cultural connotation
☒	4	0.10	2014	Package Design
☒	4	0.03	2016	folk custom
☒	4	0.05	2019	innovative design
☒	3	0.02	2021	ceramics
☒	3	0.05	2017	application
☒	3	0.01	2020	Folk toys
☒	3	0.02	2016	wood carving
☒	3	0.00	2021	Illustration Design
☒	3	0.00	2016	folk art
☒	3	0.02	2019	Development of

Figure 4. Zodiac culture design intermediary centrality ≥ 0.1 .

Zodiac cultural design is an art that combines tradition and innovation, which not only requires designers to retain the essence of traditional Chinese culture in their works, but also needs to introduce modern design elements and innovative thinking to enhance market appeal. Each zodiac sign has a unique symbolic meaning and rich cultural background. Expressing these qualities through symbolic means in design can significantly enhance the cultural value and recognition of the work. In addition, the diversity of the Chinese zodiac provides designers with a broad creative space, and the different forms and characteristics of each animal are a source of inspiration for design. Incorporating the storytelling of the Chinese zodiac into the design can make the work more vivid and interesting, and enhance its storytelling and cultural dissemination. At the same time, artistry and applicability are also indispensable elements in the cultural design of the Chinese zodiac, and designers need to create designs that are both beautiful and suitable for practical application through superior artistic attainments and aesthetic techniques, so that these designs can really take root and reach the hearts of the people. [14]

4.2. Keyword clustering analysis

Keyword clustering analysis helps to find out the distribution of related research, the smaller the cluster number, the larger the size of the literature research under the cluster and the higher the research heat. A keyword clustering map is generated on the basis of the keyword co-occurrence network above. In this map, two key metrics need to be paid special attention to: q-value and s-value. q-value and s-value are the criteria used to assess the quality of the clustering structure. Firstly, when the q-value is greater than 0.3, it means that the clustering structure is significant. This means that the clusters in the figure are well differentiated and can clearly separate different categories of data points. The q-value in this figure is 0.8107, which is much higher than the threshold of 0.3. This indicates that the clustering structure in this figure is very significant, which means that the categories in the data are very well differentiated and the clustering is significant.

The s-value is used to measure the reasonableness and persuasiveness of the clustering. When the s-value is greater than 0.50, the clustering is reasonable; when the s-value is greater than 0.70, the clustering is efficient and very persuasive.

Specifically, the s-value in this figure is 0.9652, a value that far exceeds the 0.70 criterion for efficiency and persuasiveness. In other words, the clustering in the figure is not only reasonable, but also extremely efficient and persuasive in data classification and interpretation. By analysing the q-value and s-value, it can be concluded that the clustering structure in this figure is not only significant, but also meets a very high standard in terms of reasonableness and persuasiveness. This indicates that the methodology and results used in performing the keyword clustering analysis are reliable and highly explanatory. [15]

Figure 5 shows the results of keyword clustering analysis using the search results of “Chinese Zodiac” and “traditional culture” on CNKI. The image is generated by CiteSpace tool, which shows the clustering of keywords for several topics, each cluster is represented by different colours, and the cluster number and related keywords are marked. The following is a summary of the clustered content: Chinese Zodiac (red): keywords include human-animal combination, illustration design, oracle bones, harmonious design, and adaptive use, which mainly discusses content related to the cultural design of the Chinese Zodiac and traditional culture. Folklore (yellow): keywords include folk art, product design, cultural connotation, dragon culture, focusing on the application of cultural totems in folklore. Culture (green): keywords include application, phases of the genus, and the culture of the Central Plains, discussing the content of the cultural heritage of the ancient Chinese zodiac. Zodiac culture (green): keywords include horse culture, Ohio pig, image, difference, focusing on the construction and improvement of the individual image system of the twelve Chinese zodiac signs. Packaging Design (blue-green): keywords include innovative design, Chinese Zodiac, cultural and creative products, discussing the technical application of innovative design and cultural heritage. Children’s toys (blue): keywords include cultural heritage, folk characteristics, folk, traditional modelling, and study the combination of cultural design and the Chinese zodiac. Cultural figures (purple): keywords include instructional design, psychology, discussing design cultivation on instructional heritage.

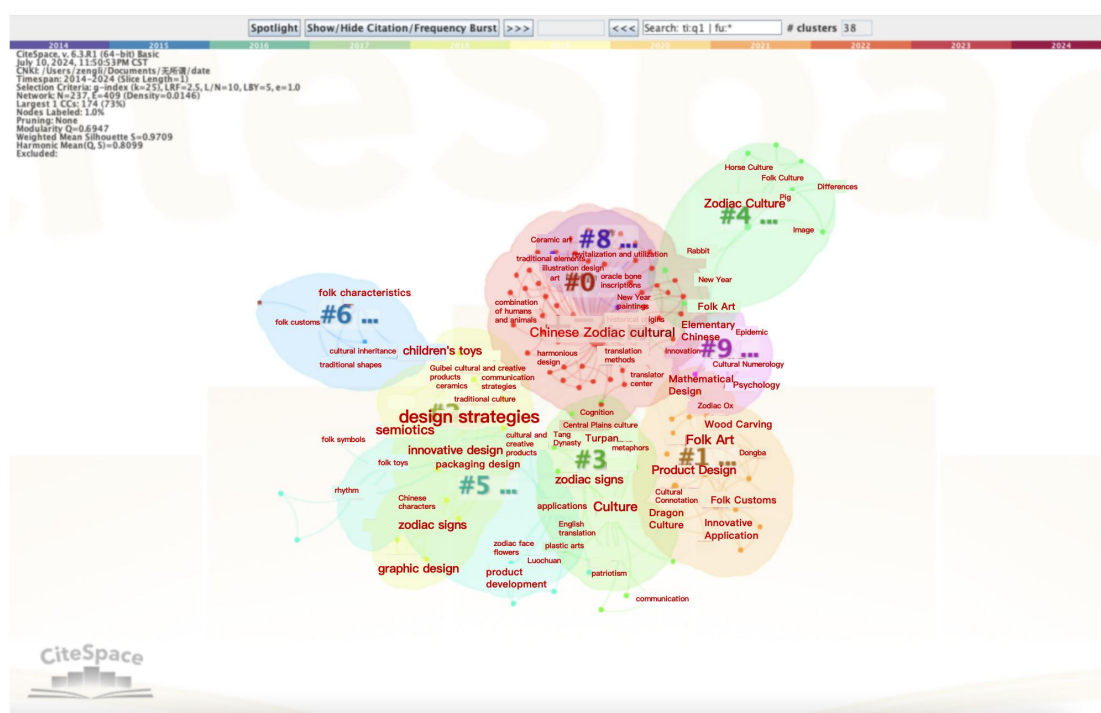


Figure 5. Cluster Graph of Keywords in the Design and Research of the Twelve Zodiac Cultures.

4.3. Analysis of trends in time evolution

Keyword timeline mapping is a visualisation tool to show the evolution of research hotspots in a specific field over time. It extracts high-frequency keywords by analysing a large amount of literature and generates maps based on the frequency and intensity of citations of these keywords in different time periods, presenting the dynamic changes in the research field in a visual way. The horizontal axis indicates the time, which is arranged sequentially from left to right, covering the starting and ending years of the research analyses. The timeline in the figure above runs from 2000 to 2024. Each keyword is represented by one or more nodes on the timeline. The size of the node usually indicates the research intensity or citation frequency of the keyword; the larger the node, the more research fervour the keyword had in that time period. [7]

In Figure 6, for the elderly, as a core research theme, the “Chinese Zodiac” node is the largest, showing the highest level of research interest across the timeline. The twelve Chinese zodiac signs represent the ancient Chinese calendar system, and each zodiac sign carries specific cultural symbols and historical stories, which is an important part of Chinese culture.

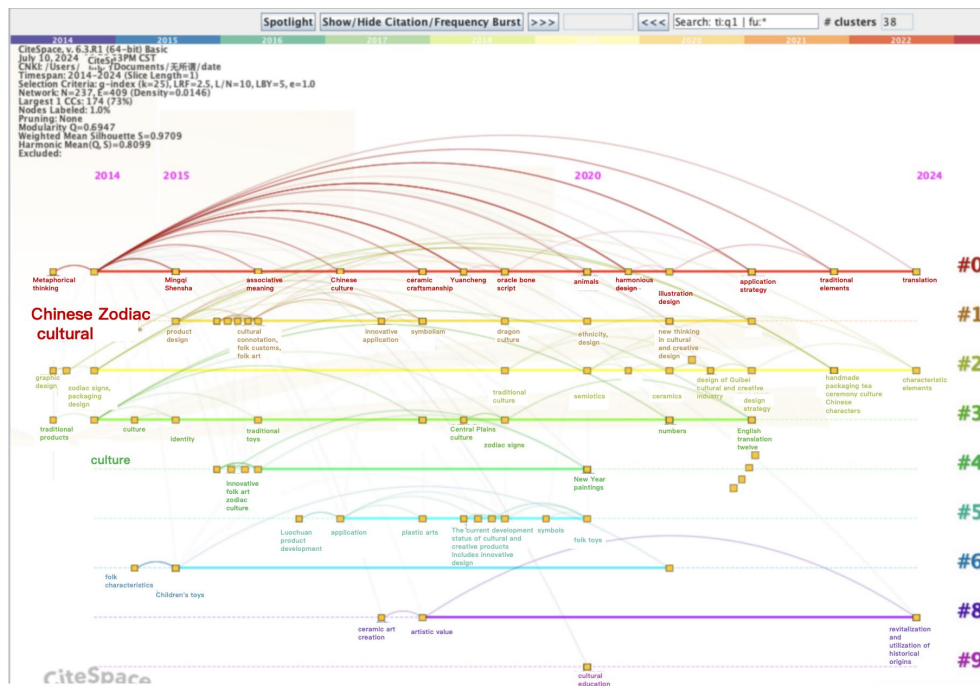


Figure 6. Twelve Zodiac Culture Design Keywords Timeline Map.

A wide range of topics are covered, including the culture, background, and design of the twelve Chinese zodiac signs. #1 Product design, which has been gradually developing since 2000, has gained wide attention especially in recent years. Product design focuses on the combination of functionality and aesthetics, and realises the satisfaction of user needs and market trends through innovation and technology. #2 Packaging Design, a theme that has continued to receive attention throughout the timeline, focuses on the study of traditional culture and semiotics from the perspective of packaging design. Packaging design not only protects the product, but also visually conveys brand information and attracts consumers, making it a key part of product marketing. #3 Culture, research on how to establish and improve the cultural heritage system to provide efficient services for heritage design. Culture is the sum of a

society's way of life, values, traditions and beliefs, which is embodied through language, art, rituals and other forms. #4 Zodiac culture, which has developed rapidly in popularity in recent years, combines with scientific and technological means to provide clearer knowledge of the Chinese zodiac. Zodiac culture refers to a series of cultural expressions and beliefs centred on the twelve signs of the Chinese zodiac, which reflect people's understanding of time, the universe and human nature. #5 Application, application refers to the process of implementing knowledge, technology or ideas in real life, emphasising the translation of theory into practice. #6 Artistic value, Artistic value usually refers to the aesthetic importance and impact of a work that stimulates an emotional response in the viewer and provokes deeper reflection.

Time evolution, from 2000 to the present, the focus of research has been gradually expanded from the basic popularisation of the knowledge of the Chinese zodiac to the application of specific zodiac designs. Early research mostly focuses on the basic needs such as perfecting in the popular favourite zodiac design, while in recent years more attention has been paid to the combination of culture and innovation, such as the zodiac design under cultural innovation. Research hotspots, cultural heritage and cultural innovation is a continuing popular research field, showing a long-term concern for the physicalisation of the Chinese zodiac design.

5. Conclusions

Based on the econometric analysis of the literature on service design for the elderly in the China Knowledge Network (CNKI) database, this paper provides an in-depth discussion of the current research status, hotspots and future development directions in this field. From the results of the study, the research on the cultural design of the Chinese zodiac has gone through three main stages in China: slow start, rapid development and fluctuating boom. The research content is wide-ranging, involving traditional culture, folk art, product design, packaging design, etc. After 2011, the number of publications increased significantly, reaching a peak in 2020. High-frequency keywords such as “zodiac”, “culture”, “folk art”, “semiotics”, “product design” and “Chinese zodiac culture” reflect the main direction of research. Institutional co-operation is relatively decentralised, with less co-operation between universities. The innovation of research direction is gradually deepening, and the trend culture and cultural inheritance have become new research hotspots. In the future, the design of zodiac culture is not only limited to the traditional visual art field, but also extended to product design, brand marketing, digital media and other fields. Effective innovation and redesign of traditional culture will become an important research direction. Innovative and diversified design modes will also receive more attention. Overall, the research on Zodiac cultural design will continue to deepen and expand, providing theoretical and practical support for enhancing the attention to cultural heritage and innovative traditional cultural design.

As an important part of Chinese traditional culture, the research and application of Chinese zodiac cultural design has gradually received attention from the design and academic circles at home and abroad in recent years. With the deep development of globalisation and the enhancement of cultural soft power, Zodiac cultural design is not only a need for cultural heritage, but also an important bridge for cultural innovation and international exchange. From the perspective of research trends, the study of Zodiac cultural design is gradually expanding from single visual art research to interdisciplinary comprehensive research. This includes in-depth discussions in anthropology, sociology, psychology and marketing. Designers and researchers have

begun to pay attention to the application value and social impact of Chinese zodiac culture in modern society, exploring how to reinterpret traditional symbols through modern design techniques to make them more in line with the aesthetic and cultural needs of modern consumers.

The elements of the Chinese zodiac are widely used in the fields of product design and packaging design. In terms of product design, designers endeavour to combine the elements of the Chinese zodiac with modern design concepts to create products with both traditional cultural characteristics and modern functionality. For example, in the areas of home design, fashionable clothing and digital products, the elements of the Chinese zodiac are cleverly incorporated to satisfy consumers' dual pursuit of culture and art. In packaging design, the visual symbols of Chinese zodiac culture are used to enhance the market recognition and cultural added value of products, especially in festival marketing and cultural tourism products. On the cultural level, the research and application of zodiac culture design has promoted global understanding and appreciation of Chinese culture. Through international exhibitions, cultural exchange activities and other platforms, Chinese zodiac cultural design works not only display the unique charm of Chinese culture, but also promote intercultural dialogue and integration. Such cross-cultural exchanges have made Chinese Zodiac cultural design not only limited to the Chinese market, but also to the world, becoming the focus of attention of global consumers and cultural enthusiasts.

Looking ahead, the development of zodiac cultural design will focus more on innovation and internationalisation. On the one hand, designers will continue to explore the combination of traditional cultural elements with modern technology and new materials, such as through augmented reality (AR), virtual reality (VR) technology and other forms of new media, to inject new vitality into traditional culture. On the other hand, with the in-depth implementation of the strategy of Chinese culture going out, the Zodiac cultural design will play a more important role in the international market, not only as a cultural display, but also as a platform for cultural exchange and business cooperation.

As a design language with deep Chinese characteristics, Zodiac cultural design has a promising future. Through continuous research and practice, this traditional cultural element will continue to shine in the field of global culture, art and design in a more modern and internationalised form.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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