

Research on the Aesthetic Experience of Calligraphy Art and the Enhancement of Undergraduate Students' Artistic Literacy

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Abstract: Calligraphy art, as an essential component of traditional Chinese culture, serves as an effective means to enhance the artistic literacy of undergraduate students. Despite its evolution from oracle bone inscriptions to regular, cursive, and semi-cursive scripts, the artistic value and educational function of calligraphy have yet to be fully realized in modern education. This paper explores the aesthetic experience of calligraphy art and its impact on undergraduate students' artistic literacy by analyzing its historical background, core aesthetic characteristics, the aesthetic experience process, and the current status and needs of students' artistic literacy. It proposes specific application strategies for integrating calligraphy art into undergraduate art education. The research shows that calligraphy art not only enhances students' artistic perception and expressiveness but also promotes the comprehensive development of their overall literacy. Future efforts should focus on innovative teaching methods in calligraphy art education and interdisciplinary integration to further enhance educational outcomes and students' artistic literacy.

Keywords: Calligraphy art, aesthetic experience, undergraduate students, artistic literacy, educational strategies

Introduction

Calligraphy art, as a significant form of traditional Chinese culture, offers rich resources for art education due to its unique aesthetic value and historical background. Studying the aesthetic experience of calligraphy art and its role in enhancing undergraduate students' artistic literacy holds considerable theoretical and practical significance. Currently, the cultivation of artistic literacy among undergraduates faces challenges such as uneven curriculum design and insufficient artistic expression. The introduction of calligraphy art can help enrich the content of art education and improve students' overall literacy. By examining the historical development and core characteristics of calligraphy art, as well as its applications in undergraduate art education, this paper aims to reveal the impact of calligraphy art on enhancing students' artistic literacy and provide valuable insights for the future development of art education.

1. The Aesthetic Experience of Calligraphy Art

1.1 The History and Development of Calligraphy Art

1.1.1 The Origins and Evolution of Calligraphy Art

Calligraphy art, as a unique cultural expression, can be traced back to the oracle bone inscriptions and bronze inscriptions of ancient China. The earliest forms of calligraphy are evident in these early writings, reflecting initial attempts at recording and writing. With the standardization of scripts during the Qin Dynasty, calligraphy gradually evolved into an independent art form. The development of clerical script during the Han Dynasty and the maturity of regular and cursive scripts during the Wei, Jin, and Northern and Southern Dynasties marked further evolution in calligraphy art.

The evolution of calligraphy has not only been influenced by socio-political and cultural contexts but has also undergone multiple transformations from seal scripts to regular and cursive scripts. The literati calligraphy of the Song Dynasty and the distinctive styles of calligraphers in the Ming and Qing Dynasties showcase the artistic diversity of calligraphy at different historical stages. This evolution

illustrates the transition of calligraphy from practical functionality to aesthetic value, making it an essential component of traditional Chinese culture.

1.1.2 Development Stages of Calligraphy Art and Its Cultural Context

The development of calligraphy art can be divided into several important stages, each deeply influenced by its cultural background. During the Wei, Jin, and Northern and Southern Dynasties, the development of calligraphy was represented by figures such as Zhong Yao and Wang Xizhi, leading to a diversification of styles and the emergence of the initial concept of "calligrapher." The Tang Dynasty marked a peak in calligraphy, with works by calligraphers like Yan Zhenqing and Liu Gongquan reflecting a harmonious unity of structure and spirit, signifying the maturity of calligraphy art.

In the Song Dynasty, the focus shifted to the individual expression of literati, transitioning calligraphy from court art to the realm of scholars. Works by calligraphers like Su Shi and Huang Tingjian highlighted the lyrical and personalized nature of calligraphy. In the Ming and Qing Dynasties, calligraphy further diversified, resulting in numerous schools and styles, such as the Qing Dynasty's concept of "the unity of calligraphy and painting," enriching calligraphy as a cultural phenomenon.

1.2 Core Aesthetic Characteristics of Calligraphy Art

1.2.1 The Beauty of Form and Structure in Calligraphic Works

The aesthetic form of calligraphy art is manifested through its unique use of lines and writing rhythm. The structural beauty of calligraphic works encompasses not only the symmetry and balance of characters but also the variation in strokes and spatial arrangement. The handling of the starting, flowing, and ending strokes directly influences the visual beauty of the piece. This form of beauty requires the calligrapher to accurately control the use of brush and ink while paying attention to the overall layout and composition to achieve a harmonious visual effect.

The structural beauty in calligraphy is evident in the combination of strokes and character formation. Calligraphers deepen their understanding of character structure to adjust the thickness, length, and curvature of strokes, creating aesthetically valuable works. This structural beauty presents different characteristics in various scripts, such as the precision of regular script, the fluidity of semi-cursive script, and the boldness of cursive script, all reflecting the aesthetic form and structure of calligraphy art.

1.2.2 Emotional Expression and Individual Style in Calligraphy Art

Calligraphy art transcends mere writing; it embodies emotional expression and personal style. A calligrapher's emotions are conveyed to the audience through the use of brush and the variations in character forms, imbuing the works with personal emotional hues and stylistic characteristics. For instance, Wang Xizhi's "Preface to the Orchid Pavilion Gathering" not only showcases technical mastery but also reveals profound insights and emotional investment in nature and life.

The individuality in calligraphy art is reflected in the unique aesthetic views and artistic pursuits of different calligraphers. Distinct styles, such as Yan Zhenqing's strength, Ouyang Xun's rigor, and Zhang Xu's exuberance, illustrate the differences in personality and artistic philosophy. This personalized style endows calligraphy art with unique cultural value and artistic charm, making it a significant medium for individual expression and artistic innovation.

1.3 The Aesthetic Experience Process of Calligraphy Art

1.3.1 Sensory Experience in Calligraphy Appreciation

The sensory experience of appreciating calligraphy encompasses both visual and tactile sensations. When viewers engage with calligraphic works, they first perceive the beauty of character forms visually, noting the fluidity of strokes and the structure of characters. The application of strokes and variations in ink color provide visual aesthetic pleasure. The tactile experience is realized through the texture of the paper and the quality of the ink, which is particularly significant during the writing process, influencing the final outcome of the calligraphic work.^[1]

The sensory experience in calligraphy extends beyond the work itself to encompass the viewers' emotional reactions and psychological responses. Through observation, viewers can sense the emotions and artistic concepts the calligrapher invested in the creation process. This sensory engagement enhances the viewers' recognition and aesthetic enjoyment of calligraphy art.

1.3.2 Psychological Responses and Cognitive Processes in Calligraphy Appreciation

The psychological responses involved in appreciating calligraphy relate to the viewers' subjective evaluations and internal feelings towards the works. During the appreciation process, viewers analyze the shapes, strokes, and composition, leading to an overall understanding of the piece. This cognitive process relies not only on the viewers' artistic literacy and aesthetic ability but is also influenced by personal emotions and cultural backgrounds.

In the cognitive process, viewers typically engage in both emotional and rational analyses. Emotional analysis involves intuitive feelings about the calligraphic work, such as its beauty and emotional resonance; rational analysis pertains to understanding the theories and techniques of calligraphy art, such as stroke techniques and character formation. Through this dual analysis, viewers can gain a comprehensive understanding of the aesthetic value and cultural significance of calligraphy, thereby enhancing their own artistic literacy and aesthetic ability.

2. The Current Situation and Needs of Undergraduate Students' Artistic Literacy

2.1 Definition and Composition of Artistic Literacy

2.1.1 Core Dimensions of Artistic Literacy

Artistic literacy refers to the comprehensive embodiment of an individual's knowledge, skills, understanding, and aesthetic ability in the field of art. Its core dimensions include: artistic cognition, artistic expression, artistic appreciation, and artistic creation. Artistic cognition involves understanding various art forms, styles, and their historical contexts; artistic expression encompasses an individual's ability to convey emotions and thoughts through diverse artistic means; artistic appreciation refers to the ability to evaluate artworks aesthetically, including an assessment of both form and content; and artistic creation signifies the production of works that possess artistic value through creative activities.

These dimensions collectively form the overall framework of artistic literacy, covering a wide range of content from theoretical knowledge to practical skills. An undergraduate student with high artistic literacy should excel in these dimensions, demonstrating profound understanding and keen perception of art.

2.1.2 Standards and Evaluation of Undergraduate Students' Artistic Literacy

The standards for assessing undergraduate students' artistic literacy primarily include the degree of mastery of artistic knowledge, the proficiency of artistic skills, and the abilities in artistic creation and appreciation. Evaluation methods for artistic literacy typically employ a multidimensional approach, incorporating both quantitative and qualitative assessments. Quantitative evaluations measure artistic skills and knowledge through standardized tests and practical exams; qualitative evaluations assess students' artistic perception and creativity through work analysis, art criticism, and self-evaluation.

During the evaluation process, it is essential to consider students' creative abilities, artistic appreciation, expression techniques, and the application of art theory knowledge. The assessment of artistic literacy should not solely rely on students' practical works but also involve a thorough analysis of their artistic thinking and perceptual abilities to ensure the comprehensiveness and accuracy of the evaluation results.

2.2 Analysis of the Current Situation of Undergraduate Students' Artistic Literacy

2.2.1 Current Course Setup and Implementation

The cultivation of undergraduate students' artistic literacy primarily relies on the design and implementation of art courses. However, many higher education institutions face limitations in their art course offerings. In terms of course structure, there is often an imbalance between theoretical and practical courses, with fewer practical opportunities available; additionally, the course content tends to be overly simplistic, lacking exposure to contemporary art forms and techniques. Furthermore, the teaching methods employed in art courses may be too traditional, failing to effectively stimulate students' innovative thinking and practical skills.^[2]

In practice, many courses do not adequately integrate real-world applications, leading to a lack of effective enhancement in students' artistic literacy. For instance, some courses focus solely on the transmission of basic knowledge, neglecting the development of comprehensive abilities in artistic

creation and evaluation. This approach results in underdeveloped artistic literacy among undergraduates, rendering them unable to meet the demands for comprehensive artistic skills in modern society.

2.2.2 Actual Performance and Deficiencies in Undergraduate Artistic Literacy

Despite receiving some level of art education, undergraduate students still exhibit significant deficiencies in their artistic literacy. Many students demonstrate a lack of innovative capability in artistic creation and maintain only a superficial understanding of art forms. In terms of artistic appreciation, they often lack the depth of analysis and evaluative skills necessary to grasp the content and form of artistic works comprehensively.

Additionally, the cultivation of artistic literacy among undergraduates frequently overlooks the integration of art with other disciplines, such as the combination of art with technology and social practice. This limitation hinders a well-rounded development of students' artistic literacy, preventing them from adapting to the rapidly changing societal demands and developments within the art field.

2.3 The Role of Art Education in Enhancing Undergraduate Artistic Literacy

Art education plays a crucial role in the development of undergraduate students' artistic literacy. Effective art education can systematically provide both theoretical knowledge and practical experience, fostering comprehensive artistic cognition and unique artistic perspectives among students. By optimizing the design of art courses and innovating teaching methods, art education can not only stimulate students' artistic creativity and aesthetic abilities but also significantly enhance their overall artistic literacy.^[3]

Modern art education should not be limited to traditional art forms but should also incorporate the latest developments in contemporary art, such as digital art and interdisciplinary approaches. This integration can help students adapt to the latest advancements in the art field, nurturing their practical skills and innovative thinking in emerging art forms. Furthermore, the enhancement of art education should emphasize the cultivation of students' critical thinking and comprehensive qualities to meet higher standards of artistic literacy.

3. Application Strategies of Calligraphy Art in Enhancing Undergraduate Artistic Literacy

3.1 Implementation Path of Calligraphy Art Education

3.1.1 Design and Arrangement of Calligraphy Art Courses

Calligraphy art courses should focus on enhancing undergraduate students' artistic literacy, integrating both art theory and practical skills. Course content should encompass calligraphy theory, historical development, techniques of major scripts, and artistic creation practice. The design should progress gradually from basic to advanced levels, ensuring that students systematically master calligraphy skills and artistic connotations.

Course arrangements must balance comprehensiveness and practicality, combining classroom instruction with extracurricular practice. The initial stage should emphasize fundamental strokes and character structures to establish a solid foundation; the intermediate stage should introduce style analysis and appreciation to cultivate aesthetic ability; the advanced stage should focus on artistic creation and personal style exploration, encouraging innovative practice.

Additionally, course design should incorporate interdisciplinary approaches, linking calligraphy with cultural history and art philosophy to enhance students' comprehensive artistic literacy and cultural understanding.

3.1.2 Innovation and Practice of Calligraphy Art Teaching Methods

Innovating teaching methods is essential for improving the effectiveness of calligraphy art education. Traditional methods, which rely heavily on teacher demonstrations and student imitation, should be supplemented with interactive and participatory approaches. For example, group discussions, artwork critiques, and field visits can enhance student engagement and practical abilities.

The integration of technology is also a significant direction for teaching innovation. Utilizing digital calligraphy tools and virtual reality technologies can provide students with more intuitive and interactive learning experiences. Through these technologies, students can practice and create in virtual

environments, receiving real-time feedback and improvement suggestions, thus enhancing their learning efficiency and artistic expressiveness.^[4]

Moreover, supporting professional development for teachers through regular training and academic exchanges can help them update their teaching philosophies and master advanced techniques, thereby improving teaching quality and students' artistic literacy.

3.2 Integration of Calligraphy Art and Undergraduate Artistic Literacy

3.2.1 Enhancement of Artistic Perception and Expressiveness through Calligraphy Art

Studying calligraphy art significantly enhances undergraduates' artistic perception and expressiveness. Through analyzing and copying calligraphy works, students can deeply understand the aesthetic characteristics and expressive techniques of art forms, thereby enhancing their perception of other artistic disciplines. Training in aspects such as strokes, structure, and layout helps students develop a more sensitive artistic perception in visual arts and spatial design.

In terms of artistic expressiveness, practicing calligraphy aids in improving students' creative abilities and artistic expression techniques. Calligraphy creation requires not only refined skills but also emotional investment and individual expression from the artist. This training enables students to better convey personal emotions and artistic ideas in other artistic creations, enhancing their overall artistic expressiveness.

3.2.2 The Role of Calligraphy Art in Cultivating Comprehensive Literacy

Calligraphy art plays a vital role in cultivating undergraduates' comprehensive literacy. Firstly, learning calligraphy promotes the enhancement of students' cultural literacy. As an art form, calligraphy carries rich cultural and historical connotations. Through studying calligraphy, students gain a deeper understanding of traditional Chinese culture, enhancing their cultural identity and confidence.^[5]

Secondly, practicing calligraphy helps cultivate students' meticulous observation skills and concentration. During the creation process, students must focus on every stroke, and this training in concentration positively influences their academic research and other practical activities. Furthermore, the processes of creation and appreciation in calligraphy also foster students' aesthetic ability and innovative thinking, promoting the development of their overall qualities.

3.3 Evaluation and Feedback Mechanism for Calligraphy Art Education

3.3.1 Standards and Methods for Evaluating Educational Effectiveness

The evaluation of the effectiveness of calligraphy art education should encompass multiple standards and methods. First, the assessment should include students' technical proficiency, artistic understanding, creative ability, and aesthetic performance. Technical proficiency can be evaluated through detailed analysis of calligraphy works and writing skills tests; artistic understanding can be measured by the extent of mastery over calligraphy theory and historical context; creative ability should assess the innovation and individuality demonstrated during the creative process; and aesthetic performance involves a comprehensive evaluation of the aesthetic value and artistic style of the works.

Moreover, evaluation methods should be diversified, combining both quantitative and qualitative assessments. Quantitative evaluations can be conducted using specific scoring criteria and indicators, such as the normativity of strokes and the rationality of character structures; qualitative assessments can involve expert reviews and peer evaluations for in-depth analysis and feedback on students' artistic creations. This comprehensive evaluation approach can effectively reflect students' artistic literacy levels and developmental needs.

3.3.2 Establishment and Optimization of the Feedback Mechanism

An effective feedback mechanism is essential for enhancing the quality of calligraphy art education. First, a regular feedback mechanism should be established, allowing students to receive timely evaluations and suggestions regarding their calligraphy creations. Teachers should provide specific improvement suggestions and encouraging feedback through classroom discussions, assignment corrections, and individual guidance to help students continuously improve their artistic skills and creative levels.

Secondly, optimizing the feedback mechanism requires establishing diversified feedback channels.

In addition to traditional face-to-face feedback, digital tools and platforms should be fully utilized for online assessments and interactive communication. Creating interaction platforms between students and teachers, as well as among students themselves, can enhance the immediacy and effectiveness of feedback.^[6]

Furthermore, the optimization of the feedback mechanism should focus on the relevance and constructiveness of the feedback content. Feedback should specifically address the actual issues students encounter in their calligraphy creations and provide practical improvement suggestions. By implementing this optimized feedback mechanism, students' artistic literacy and the quality of calligraphy education can be effectively enhanced.

Conclusion

This study explores the aesthetic experience of calligraphy art and its role in enhancing undergraduate artistic literacy, confirming the unique value and function of calligraphy art in art education. Calligraphy not only enhances students' artistic perception and expressiveness but also promotes their cultural literacy, meticulous observation skills, and concentration. However, the application of calligraphy art in current art education still faces challenges in curriculum design, teaching methods, and resource allocation. In the future, educators should focus on innovating calligraphy teaching methods, such as incorporating modern technology and interdisciplinary approaches, to further improve educational outcomes. Additionally, exploring the integration of calligraphy art with other art forms will help cultivate students' comprehensive artistic literacy, better adapting them to the ever-evolving landscape of the art field.

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