

Research on Application Value of Traditional Cultural Elements in Visual Design

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Abstract

Visual design is an art form closely related to our life, such as takeaway packaging, movie posters, LOGO, corporate VIS and user interaction design, which are all closely related to us. With the integration of visual design into the new era and the continuous development of internationalism, visual design has become particularly uniform. This will lead to the gradual disappearance of traditional Chinese culture from our life and confusion in our design. Therefore, the intake of Chinese traditional cultural elements has become particularly important. This will make it highlight the characteristics of our Chinese nation, inherit the characteristics of Chinese culture, and make the traditional culture get new life in the field of visual design in the new era. This paper chooses the application of visual design in the construction of traditional culture as the research topic, and tries to explore how to use traditional elements in visual design to promote the development of traditional culture.

Keywords

Visual Design, Traditional Cultural Elements, Application.

1. THE IMPORTANCE OF DEVELOPING TRADITIONAL CULTURE

Marx said: "A certain culture is a reflection of certain social, economic and political concepts. Therefore, the economic development of a certain society plays a decisive role in its cultural development. Countries or ethnic groups in the heyday of economic development in history have often made great contributions to human culture in culture. At the same time, cultural development has a dynamic reaction to social development." Traditional culture makes us not forget our roots, let us remember the national spirit of our country. Just like General Secretary Xi Jinping emphasized "never forget the original mind, remember the mission", the spread of Chinese traditional culture will also produce a kind of "moistening and quiet" influence on the masses, so we must attach importance to the development of our traditional Chinese culture.

The application of traditional culture in visual design can make the work have certain cultural value, produce certain cultural connotation, make the public remember the Chinese traditional culture, which is conducive to inheritance and popularization. For example, the mascot design of the 2022 Beijing Winter Olympic Games takes panda image as the unique traditional image of China, which has been used for quite a long time. The image design of "Pang dun dun" is a continuation of this habit, so we can recognize it as an event held in China at a glance. Similarly, the mascot design of 2022 Beijing winter Paralympic Games, the image of "Xue Rong Rong" is a lantern, which is an art visual design using the lantern. Just like the Lantern Festival in China, also known as Lantern Festival, Li Shangyin's poem of Tang Dynasty: "in the imperial capital, moonlight is like water everywhere, lanterns are like mountains, and richly decorated carriages block the spacious avenue". These examples are more likely to attract public attention and resonance. China's traditional cultural elements are very rich, such as ink and wash, auspicious patterns, calligraphy, ancient cultural relics, cultural totems, intangible cultural heritage, paper

cutting and so on, which can stimulate designers' creative inspiration. Designers reasonably apply these traditional cultural elements to our visual design, so that our works reach an agreement on the form of expression and artistic content, forming a new visual feeling. This kind of visual feast can not only improve the aesthetic level of the public, but also continuously improve our cultural value and show our cultural charm.

2. THE VALUE OF TRADITIONAL CULTURE IN VISUAL DESIGN

The application of Chinese traditional culture in visual design can directly reflect the national culture of our country, making visual design works have a Chinese soul and achieve a cohesive force. The fusion of visual works and traditional culture can bring a vivid thinking guidance to the audience, make them feel the characteristics of Chinese culture, bring a very strong visual impact to people, and achieve an interesting effect.

2.1. Aesthetic Value

The aesthetic value of traditional culture is reflected in people's aesthetic pleasure, at the same time, it can cultivate their aesthetic ability, shape the aesthetic realm and mind, and further promote our national cultural psychology. In order to improve our aesthetics, we must first cultivate our aesthetic perception. The beauty of Chinese traditional culture has unique aesthetic feelings that cannot be replaced by other artistic forms, which are easier for us to perceive and grasp. The cultivation of aesthetics can improve and develop people's intelligence, ethics and other psychological aspects, and is more conducive to the cultivation of the whole nation's spiritual quality. Secondly, we should cultivate aesthetic creativity. [1] The purpose of traditional culture creation is to let the public realize the implication of its culture. If we graft this traditional culture into our visual design, we can create visual works with aesthetic significance. With the development of the new era, Chinese traditional culture will play an increasingly active role in visual design.

2.2. Cultural Value

Any nation has a long cultural heritage, and culture can meet people's material needs. The introduction of traditional culture into visual design can not only enrich the connotation of visual design and increase the meaning of visual design, but also help to better inherit and develop Chinese traditional culture and make Chinese traditional culture go to the world. In this era in which we live, excellent traditional culture can be inherited and developed in visual design, not simply copying, but paying attention to whether traditional culture conforms to visual language in visual design. Then it is created, refined and brought into play so that the visual design works have the characteristics of an era. As a designer, there is no model or shortcut, and we need to know more about the value, essence and implication of traditional culture. So as to better reflect the traditional Chinese culture in visual design, and to enable the development and inheritance of traditional cultural values.

3. APPROACHES AND METHODS OF TRADITIONAL CULTURAL ELEMENTS IN VISUAL DESIGN

3.1. Application of Traditional Ink Elements in Visual Design

Chinese ink painting is a unique artistic form in China. Ink painting is one of the representatives of Chinese traditional culture, such as Wang Wei's ink landscape painting. In traditional Chinese painting, ink is divided into five colors: thick, light, scorched, dry and wet. It is by distinguishing the five colors that painters achieve the unique artistic conception of Chinese painting in visual effect. Ink elements have a unique artistic conception besides the aesthetic feeling brought to us by the content composition [2] in "iconology". Applying ink and

wash elements to visual design can better enhance the beauty of artistic conception of design works. For example, Jin Daiqiang's poster "Zizai" series is full of a philosophy of life-heavy ink list words. The designer arranges ink and wash elements and objects expressing the theme in the picture at the same time, giving people a vivid feeling. [3] The reasonable application of ink and wash elements to visual design, making the design work more prominent in its artistic flavor, is a kind of enhanced re-creation.

3.2. Application of Traditional Auspicious Patterns in Visual Design

Traditional auspicious patterns appeared very early in our country, which can be traced back to our Shang Dynasty. By the time of Ming and Qing Dynasties, they almost came to the point where the figure must be intentional and the meaning must be auspicious. Auspicious patterns actually express four meanings: "rich, expensive, long-lived and happy". Chinese traditional auspicious patterns are widely distributed in our country and there are many kinds. For example, plant patterns include "plum", "orchid", "bamboo" and "chrysanthemum", while animal patterns include "dragon", "phoenix", "python" and "unicorn". Through the continuation of the times and the spread of culture, it has been passed down among the people, so today auspicious patterns are still an indispensable part of our country's life. For example, the LOGO of Beijing Tongrentang, a pharmacy with a long history, has a strong flavor of traditional Chinese culture. Its logo uses the elements of Shuanglong and represents a long history of Chinese medicine culture. The dragon pattern represents the descendants of the Chinese people, and red indicates the vigorous vitality of the Chinese nation. These successful visual cases of China's time-honored brands have brought us great inspiration and provided a vivid model for the integration of our traditional auspicious patterns and visual design.

3.3. Application of Cultural Elements of Ancient Cultural Relics in Visual Design

Many ancient cultural relics in our country have exquisite shapes and designs. They are also usually regarded as the artistic source of modern design and can be integrated with new media platforms. China's traditional culture has a long history, and the ancient cultural relics handed down contain rich traditional cultural symbols. These are all excellent art treasures in our country. [4] In visual design, combining the rich traditional cultural symbols left behind by these ancient relics will be a brand-new form of artistic expression. For example, in the late Shang Dynasty, Simu Fang Ding's cultural symbols include fish pattern, Shuang Hu cannibal head pattern, gluttonous pattern, etc. These symbols can be used in visual design to create design works with unique characteristics of our country. This not only helps some ancient culture lovers to realize the charm of modern design, but also provides impetus for the development of traditional culture and enables viewers to re-recognize traditional culture.

4. SUMMARY

The Chinese traditional cultural elements are reasonably applied to visual design to enhance the creativity of visual design, increase the expression forms of visual design and enhance the implication of visual design works. These are our explorations in the field of visual design and are likely to be an improvement. As a visual designer, we should continuously collect traditional cultural elements and re-create visual works by using traditional cultural elements, so as to make visual design move towards a nationalization road.

REFERENCES

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- [2] On the one hand, the use of image structure and image style refers to the problems of art form, such as composition, etc., and at the same time, it pays more attention to the integration of subject content and form, which is the symbol of ideology, aesthetic consciousness and traditional cultural form. ([US] w.j.t. Michel: *Iconology: the meaning and interpretation of visual art* [M], translated by Chen Yongguo, Peking University Press, 2012, Chapter 4)
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