

Research on the Creative Mode of Folk Needlework Art in Guanzhong Area under the Context of Digital Media

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Abstract: In today's increasingly advanced technology, people pay more and more attention to women's clothing, and many people focus on folk art. Needlework, a traditional folk culture, is the most charming and distinctive part of Chinese civilization. With the continuous development of science and technology, people gradually get rid of traditional concepts, begin to accept art, and turn their attention to digital media. As a new folk culture, folk needlework has been widely concerned. In this paper, the folk culture of "Guanzhong area" as the background of research and analysis, first from the regional perspective to explore the differences and interdependence between Shaanxi Guanzhong female red artists; Secondly, it points out its development status and prospect after introducing it, and puts forward corresponding suggestions to enrich the current theoretical system in related aspects of this field. Finally, how to promote the innovative development of folk art is discussed.

Keywords: Digital media; Guanzhong region; Folk needlework; Artistic innovation; Model study

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1. Introduction

With the rapid development of science and technology, digital media technology has penetrated into all walks of life and exerted a profound impact on all fields of society, and folk art is no exception. In recent years, the rapid growth of China's economy and the improvement of people's living standards have brought about the increasing spiritual needs of the people, as well as the upgrading of the public's aesthetic consciousness and value orientation. With the social progress and the improvement of economic and cultural level and other factors, the needlework art has undergone great changes. On the one hand, due to the traditional concepts, ideological constraints and regional restrictions, the local people do not have a clear understanding of the concept of "needlework"; On the other hand, it is because people have not really come into contact with the knowledge about needlework in their daily life. Guanzhong region is one of the most important and representative regions in Chinese history. In the context of digital media, this paper studies the combination mode of tradition and innovation embodied in Shaanxi Guanzhong needlework art, analyzes the existing problems, and puts forward suggestions and countermeasures, so as to further improve the theoretical level of this field and provide reference significance for the development of related art industries in China.

2. Research status of folk needlework

With the protection of intangible cultural heritage, the idea and instruction of protecting, inheriting and carrying forward the Yellow River culture, promoting the systematic protection of the Yellow River cultural heritage, and strengthening cultural self-confidence, the research on folk art, especially the folk art in the Yellow River basin, is very popular. The research on folk needlework art has gradually increased, mainly involving the following aspects:

The first is to sort out the data of a certain needlework technology in local areas and study it from different disciplines. Through the collection of folk needlework art material, the typical case analysis. The research focuses on the theoretical research of folk needlework's art form, process, content and aesthetic characteristics, but mostly focuses on the analysis of data sorting, process flow

and art form, and the research perspective is too traditional.

The second is the research on the inheritance and development of folk needlework. In view of the dilemma and protection of needlework art, this paper mainly expounds from the perspective of folklore and art, and focuses on the relationship between history, folklore and culture. With the rapid development of digital technology, researches mainly focus on database establishment, resource integration and storage, and artistic element re-creation, and lack systematic and cross-cutting research. Although folk needlework art has experienced thousands of years and has rich artistic achievements, at present, in the context of digital media technology, its development and dissemination have certain limitations. Therefore, it is necessary to take concept, thinking and technological innovation as the starting point to analyze the changes and development of folk paper-cut art in the multimedia environment and global context, and explore what means to make visual communication more effective, so as to guide producers and consumers to seek aesthetic modernity with creative thinking mode.^[1]

3. Research on the innovative mode of folk needlework art in Guanzhong area in the context of digital media

3.1 Dig deep local cultural resources to promote the spread of Guanzhong folk needlework art

In Guanzhong area, due to the influence of regional culture, folk artists are familiar with local folk customs, traditions and social environment. Therefore, in order to better promote the development of folk art, it is necessary to start from the values of women in the region, excavate regional characteristic elements, and carry out deep digging, collation, development and utilization to promote the dissemination and promotion of local needlework art. In the development of folk customs, local characteristic culture is one of the important factors. Regional characteristics determine the strong local color of needlework. In terms of inheritance, traditional customs and folk customs in local culture should be deeply explored. Therefore, Guanzhong region can make use of this advantage to dig deep into traditional customs, develop and promote female artists, so as to promote the sustainable, stable and healthy development of local economy and society. At the same time, we should fully recognize the rich and diverse resources of local folk culture and the characteristics of great potential, which have a positive effect on the spread of folk art. Through the deep digging, development and utilization of these resources, in the process of cultural innovation, Guanzhong region should make full use of the local representative and national characteristics of resources, and carry out a deep excavation of folk needlework art. For example, the Cultural Bureau of Baoji City, Shaanxi Province, has set up a special “knitting” folk performance class, allowing professionals to scrutinize and analyze the clothing characteristics of each female character, and at the same time, it can be brought into the traditional customs as a cultural symbol, so that it can produce a new image and attract more audience attention.

3.2 Innovation of needlework art language and paper-cutting art in Guanzhong area

The origin of the word “needlework” is a generalization and summary of the female culture, and its source can be traced back to the appearance of the word “needlework”. In ancient China, due to the low status of women, they can only engage in some relatively simple, repetitive and boring labor. And needlework refers to women engaged in embroidery, weaving, sewing and other work in production and life, so “needlework” refers to women in the family engaged in embroidery, sewing and other manual labor reflected in the unique artistic language of women. With the development of society, all parts of our country are also increasing the importance of needlework culture, folk paper-cut art is also an important content of our traditional culture.^[2]

Innovation is also essential in the teaching of paper-cut art. The development of paper cutting art requires not only traditional experience, but also innovative thinking. New technical means, such as 3D printing technology, can be used to combine traditional paper-cutting art with modern science and technology to make paper-cutting art more vivid and interesting. In addition, we can also use modern music, multimedia and other means to enrich the teaching content and form of paper cutting art, and better learn and master the art of paper cutting.

3.3 The use of color in art design by digital media

With the continuous improvement of people’s material living standards and the growing demand for spiritual civilization, the requirements for regional folklore, clothing and other aspects are more diversified, so digital media technology can be used to carry out auxiliary design research. In art design, the use of color is a very important link, it can not only bring visual and tactile intuitive feelings to the work, but also bring psychological suggestions to the user. In Guanzhong area, digital media technology can be used to publish the information of folk needlework art on social networking websites through network platforms, and video websites can be made with the help of professional software to show the movement process of women wearing red clothes in live broadcasts, and record it, and combine different colors together to make it an impressive design language with certain ornamental

features. Folk artists usually apply colors to festive activities, such as: traditional female clothing with red, yellow, black and other colors to decorate, the performance of the red in many places, foil the overall effect of clothes, etc., all reflect the unique and colorful folk needlework art. [3]

3.4 Protect, inherit and carry forward the culture of the Yellow River, promote the protection of cultural heritage, and strengthen cultural self-confidence

Folk needlework art is an important part of Chinese civilization. It not only has the value of cultural inheritance, but also is an indispensable part of traditional Chinese folklore. While inheriting and carrying forward the Yellow River culture, folk artists and social organizations should also undertake the responsibility of protection and development, and develop and utilize cultural resources. The development of new products to drive economic benefits, through the folk customs, clothing and other aspects of innovative design, the traditional art and modern fashion elements combined to meet the public aesthetic needs and market demand. Strengthen the study of folk customs and customs and lifestyle, and promote the popularization and spread to the society, so as to improve the interest of the people, so that people can form a healthy and upward cultural mentality in the subtle. The following points should be paid attention to in the protection of needlework art: First, it is necessary to strengthen publicity, education and guide people to establish a correct concept; Second, strengthen the development of social conduct; The third is to pay attention to the protection and promotion of Yellow River culture; Fourth, from the economic point of view, the folk needlework as the national intangible cultural heritage to carry forward, and put this on the important agenda, from the ideological to improve the enthusiasm of the public participation as the goal of awareness.

Conclusion

To sum up, with the development of Internet technology, digital media has become an indispensable part of People's Daily life, and female folk art, as one of the important parts of traditional culture, has also begun to attract attention. It is necessary to combine theory and practice, explore the digital innovation mode of Guanzhong folk needlework art, and promote the interactive process of folk needlework art form and popular development. In the context of globalization of visual culture development, we should dig deep local cultural resources, promote the spread of Guanzhong folk needlework art, display Shaanxi folk culture, and empower rural revitalization. Typical cases are used for specific analysis to better apply the theory of new media art to the creation of needlework, providing fresh materials and beneficial attempts for the theoretical research of new media art.

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