

An Analysis of the Innovative Performance of Traditional Patterns in Modern Design

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Abstract: In the five thousand years of historical origin, many patterns have been born in the excellent civilization of the Chinese nation, which are closely related to the daily life of the people and production activities. Through the evolution of the patterns, we can trace back to the historical development process of the society. These traditional patterns are the epitome and symbol of the traditional national culture. In modern society, the inheritance and development of traditional culture is one of the important ways to realize the inheritance and development of national culture and national spirit. Therefore, in the field of modern design, it is of great significance to carry out the inheritance and innovation development of traditional patterns. Starting from the inheritance channel of traditional pattern in modern design, this paper explores the innovative ways of traditional pattern in modern design in order to achieve a win-win situation between traditional culture and modern design.

Keywords: Traditional Patterns; Modern Design; Innovative Performance

In the era of global cultural integration and development, Chinese modern design should be able to achieve innovation and development in order to avoid falling into the shackles of western design ideas to our designers, and help the construction of social spiritual civilization in our country through the unique design ideas and design brands with Chinese characteristics. Therefore, only when designers focus on the traditional Chinese culture with a long history and integrate the elements with rich national spirit and cultural aesthetic background into the concept and works of modern design, can they inject new vitality into the development of modern design field in China and make it gradually strong, even occupy an important position in the global design culture. In the process of reviewing our traditional culture, we can find that China has rich traditional patterns, how to let the traditional patterns in the modern design of modern, national, historical light has become an important subject of designers.

1. Overview of traditional patterns

Patterns originated in ancient times, can be said to be the earliest form of human language communication, in the primitive society, by carving a variety of different pattern lines to record real life. In the process, patterns are abstract lines that are closely related to nature. To the feudal society period, the development of human civilization is to give the pattern more expressive power. For example, by abstracting or directly generalizing some natural scenes, the pattern can have some civilized properties.

In general, Chinese traditional patterns have rich characteristics and meanings. Through the initial statistics and induction of rich patterns, the traditional patterns can be divided into the following characteristics: First, the traditional pattern has direct generality, the pattern is mainly from daily life, so in the traditional pattern there is a class of imitation processing for natural scenes and so on. Such as, the pattern of auspicious clouds. This kind of pattern has the simplicity, can express the concrete object directly. Second, traditional patterns are symbolic. Although most traditional patterns are derived from daily life, with the emergence of social class, patterns are also used to express the sense of class, so give traditional patterns some symbolic role. For example, the use of

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doi: 10.18686/ahe.v4i5.2255

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various birds, birds and animals patterns to express the official class of people. Using the pattern of Ruyi and other items to express peace, peace and other blessings, traditional patterns with symbolic meaning will often be exaggerated, deformation and other methods, so as to achieve the cultural role of the pattern.

2. Application value of traditional patterns in modern design

2.1 Application of traditional patterns in modern design

The national spirit and national culture contained in the traditional pattern are not independent and systematic, but an important part of the traditional excellent cultural system of our country. In the development of modern cultural construction, the traditional pattern is applied to the field of modern design in the conscious and unconscious. For example, some typical common traditional patterns in the field of modern design in the overall application. For example, the most common is that in the current dress design will use some traditional patterns as lines, with the traditional patterns have decorative characteristics to decorate modern clothing. There are also some modern design works will use the traditional patterns of emotional and cultural connotations to increase the connotation of modern design works. For example, in the same clothing, will use Xiangyun and other pattern lines, so as to give clothing some blessings and other meanings, thus increasing the cultural connotation of service, more conducive to building clothing brands.

2.2 Application value of traditional patterns in modern design

The reason why traditional patterns have rich application value in modern design is precisely because they have rich application value.

First, traditional patterns have aesthetic visual value. One of the core concepts of modern design is to be able to reflect human feelings. satisfy people's aesthetic taste. Traditional pattern elements are applied in modern design, and the rich aesthetic features of traditional pattern just meet the requirements of design. such as. The traditional algal well pattern has the characteristics of dynamic change, and the sense of rhythm is full, which just meets the aesthetic needs of people.

Second, traditional patterns have traditional cultural values. For the modern design works of our country, simply copying western art is one of its important drawbacks. The national spirit of national culture in traditional culture is what is lacking in modern design.

Third, traditional patterns have economic benefit value. Modern design is used in many industries, for example, in product packaging, the use of modern design is designed to be able to enhance the value of the product and bring more economic benefits. Some of the cultural connotations and emotional value of traditional patterns can be used in product packaging design, which can endow these value cultures of products, thus improving people's acceptance of products and bringing economic benefits.

3. Innovative application of traditional patterns in modern design

3.1 To realize the abstract application of traditional pattern modeling

The application of traditional pattern in modern design has the direct whole application, also has the reconstruction reference element application. In the new era, it is required to be able to extract the modeling characteristics of traditional patterns, express them in various forms, and realize the abstract application of traditional patterns. For example, for some traditional patterns to deform, in dress design, the use of traditional patterns is not a simple application of modeling and composition, but also can extract the color of traditional patterns. Based on the application of algae well in Dunhuang murals, the composition law of algae well is applied to garment design in the field of clothing design, and the design composition of clothing is realized through the composition of central emission type. As shown below:



Source:Renghuang Fashion

3.2 To realize the reference application of traditional pattern connotation

The traditional pattern is not only in the shape, the structure has the rich characteristic, more important is the rich connotation behind the traditional pattern. For example, the central distributed composition form of the Dunhuang algae well mentioned above is influenced by the subtle influence of the Confucian mean thought, will inevitably contain these cultural connotations in some architectural designs. Therefore, the innovative application of traditional patterns in modern design requires that the depth of traditional patterns can be borrowed. Let the cultural connotation behind the design show in the design works. Also take the algal well pattern as an example, in the modern architectural design, many times the algal well pattern element fragmentation application in it, from the details feel the cultural expression of the design works. For example, in the decoration of the Great Hall of the People, the use of traditional pattern elements, the application of these elements not only shows the historical and cultural connotation, but also, more importantly, through the integration of our country as a multi-ethnic country with national harmony, unity, friendship and so on, to give it a deeper cultural significance.

4. Conclusion

To sum up, a good modern design can reflect the diversity of national culture, reflect the inheritance of excellent history, but also show the harmonious relationship between man and nature. Therefore, it is urgent and important to realize the innovation and development of modern design. The innovative application of traditional patterns in modern art has realized the systematic excavation of traditional patterns with various forms and rich kinds, seeking the representative elements of traditional culture with modern meaning, and organically combining them with modern design. By constantly excavating and innovating the elements in traditional patterns, it provides more inspiration and creativity for modern design, and ensures that modern design can achieve the established social value, cultural value. At present, the innovative application of traditional patterns in modern design is mainly manifested in the fragmentation, informatization and diversified application development of traditional patterns. It not only inherits these traditional patterns in the traditional design field, but also applies in some special fields, such as cultural products of tourism, and realizes the inheritance and innovation development of their connotation by expanding the fields and categories of traditional pattern application.

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