

Analysis on the Application of Folk Art Modeling Language in Current Product Design

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Abstract: Folk art modeling language is the second creation of the existing things, with unique style characteristics, influenced by culture, thought and environment and many other factors, with diversified characteristics. In fact, China's folk art modeling language is more inclined to the internal expression of things, so it can be effectively applied to the current product design, and get a new practical effect. Based on this, the article first introduces the basic types of folk art modeling language, and then focuses on the application strategy of art modeling language in the three fields of clothing, packaging and animation design, in order to provide reference for relevant practitioners.

Keywords: Folk art modeling language; Product design; Using the strategy

Folk art modeling language is national culture, with practical and aesthetic characteristics, no matter what form of art form, should be folk art as the starting point, through the basic characteristics of art, give folk art diversified characteristics, to ensure the sustainable development of all kinds of art forms. We should know that there is a very close connection between folk art modeling language and art design, and the two can penetrate each other when they communicate and communicate with each other to ensure that art forms are more diversified and connotations are rich enough, so as to provide more abundant nutrients for modern art.

1. The type analysis of folk art modeling language

1.1 Tai Chi shape

The S curve in Taiji form has the characteristics of active, soft and beautiful, with a strong degree of freedom, and the ups and downs of the line also has a certain regularity, when floating up and down, give people a certain space for imagination. Thus it can be seen that line is a part of modeling elements, based on the directional characteristics of objects, give people anthropomorphic imagination space, such as lightness and vividness. The curves in taiji form also play a decorative role in graphics. The ups and downs of the shape are beautiful enough to give people a fresh and refreshing feeling. People's eyes will also fluctuate with the curves, which is a way to show art. Taking the Logo of China Tennis Open as an example, it summarizes the external characteristics of tennis through the S-shape, and renders and extends necessary with the effect of brush, just like a beautiful and traditional ink painting with a strong Chinese flavor.

1.2 Isomorphic modeling

On the other hand, isomorphic modeling language effectively combines seemingly unrelated elements to form an absurd and symbolic mode of expression. This kind of conceptual design originally came from western modern design. Isomorphism is also a method often used in Chinese folk art. For example, heterogeneous isomorphism is the effective combination of elements with different properties and types, and the same element replaces another element. Simply put, it is to effectively combine a variety of different types of elements to design products with visual impact. When people see this modeling language, they will also associate with other graphics, that is, from the surface layer to a deeper meaning. For example, the logo design of cross-strait tea Expo uses two folk art modeling languages, which can not only show the specific meaning of the logo, but also reflect the regional characteristics.

1.3 Image modeling

Strong ideas are the personal characteristics of artists in creation, and the effective application of intentional modeling method is to transform the ideas in the artist's mind into actual graphics. In general, the intentional modeling method includes three ways: metaphor, association and symbol. Metaphor is to take human's real emotions into consideration and optimize the modeling method according to the audience's psychology. The associative approach is a conventional design model, which has a wide range of living space and development fields for the comprehensive analysis of form and meaning creation.

2. The folk art modeling language in the current product design strategy

2.1 Application strategy in fashion design

National costume itself is a kind of cultural form. With the passage of time and economic development, people's aesthetic consciousness is changing constantly, which can be seen from the development of costume. There are 56 ethnic groups in China, which have formed unique patterns and colors in the development of many years. These rich art modeling languages are praised by people, not only for the love of traditional culture, but also for the inheritance and development of folk art. For example, through the folk art modeling language to reflect the fashion design of nostalgia and fashion.

On the one hand, in the age of consumption, some people pursue simplicity and daily life, and they hope that the fabric and quality of clothing are simple and generous, in line with the most basic modeling language of folk art. Based on this understanding, fashion designers subtly infiltrate the basic requirements of patterns in art elements into the design, so that the clothing not only presents the characteristics of The Times, but also caters to the cognitive needs of current consumers. A lot of tedious work is required to pay attention to the details in the whole series, timely quantification of the corresponding details, reflecting the nostalgic style in the current flood of popular elements.

On the other hand, young people's inner pursuit of uniqueness, such ideas and ideologies will produce different effects when they communicate with each other. For example, Yunchang's work is the Ming Dynasty yunjian pattern, which penetrates the traditional paper-cut art and hollow-out art, so that the costume design has a strong sense of layering. Then, the collocation method of gray blue and white is used to show the beautiful scene of clouds after rain. Thus, it can be seen that the structure, level and color of folk art modeling language are linked together, and the line characteristics and pattern texture are effectively combined through different forms of rhythm change, focusing on reflecting the unique beauty of clothing design^[1].

2.2 Application strategy in packaging design

In modern product packaging design, designers will draw lessons from traditional folk art modeling language, so that the packaging has strong national characteristics, which is easy to arouse the resonance of consumers, have the desire to buy. At present, with the rapid development of The Times, folk art modeling language has strong characteristics of The Times and history. In order to absorb the modeling style of traditional art, modern and traditional art are effectively combined, presenting enough diversified spiritual outlook, so that consumers have a strong national emotion.

For example, in the design of tea packaging, the art modeling language is rich and colorful, and there are certain differences in the overall posture, but all the implied meanings displayed by the graphics seem to have a certain connection with wealth and auspice. People often regard peony as a symbol of wealth, and fish as a symbol of abundance every year. Applying these modeling languages with special significance to tea packaging design can not only show the good meaning of traditional national culture, but also be the best choice for gifts. Especially in the Mid-Autumn Festival, the Spring Festival, tea packaging is generally red, with folk art rich auspicious meaning of the pattern, so as to show the folk culture, and then increase the sales of tea industry. Thus, draw lessons from the fine arts modelling language to the reasonable design of the packing of the tea industry, and follow the basic principles of mutual combination of artistry and practicality, to combine both effectively, from the perspective of innovative transmission diversity of commodity information for people, in meeting the basic demand of consumers, also can extend the popularity of goods, promote the long-term development of the tea packing industry^[2].

2.3 Application strategies in animation design

Taking domestic cartoons as an example, they should not only make necessary innovations in content, but also reflect China's unique modeling language. The rational application of folk art modeling language, after years of historical evolution and a strong artistic background, whether from modeling language, or from the visual level, for designers to bring a lot of inspiration, such as paper cutting, shadow play, these are more classic folk art expression forms. Therefore, in the specific design, the reasonable application of it to modern animation design can be appropriately extended and expanded on the basis of shape, so as to show the inherent regularity of things, make the character image more full and real, and promote the healthy development of the industry.

Take the cartoon Zhong Kui's Town House as an example. At the beginning of the character design, it was the second creation of the characters in the New Year pictures. Based on the Ancient Chinese legend, Zhong Kui was not good in appearance, but HE hated evil. Therefore, in the modeling design, it is required to wear a red robe with a head and body ratio of 1:3, which integrates the artistic techniques of opera and facial makeup. Through exaggerated eyebrows and eyes, it conforms to people's views on gods^[3]. In order to reflect the character characteristics, red, yellow, green as the main colors, through the black lines to reflect zhong Kui's upright spiritual quality.

Conclusion:

From the above analysis, the design of modern art works needs to be comprehensively analyzed from the aspects of content and emotion, and should not just stay in the surface pattern design, but should show the connotation of fine arts and plastic arts to the public. The folk modeling language is applied to modern costume, animation and packaging design, so that the design of works has a strong modern value, and promote the development of Chinese traditional culture.

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