

# The Application Value of Traditional Auspicious Pattern in Graphic Design

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**Abstract:** In the development of national culture, traditional auspicious patterns are the important essence, and the application value of excellent traditional pattern elements in various industries is very high. In modern graphic design work, auspicious patterns and patterns are widely used in mobile phone or H5 page design, such as lucky cloud pattern, red fish pattern and Chinese knot pattern. The symbolic meaning, spiritual connotation and philosophical thought contained in traditional auspicious patterns make graphic design present rich content, and the design of works has higher spiritual connotation. Based on this, aiming at the knowledge related to the application value of traditional auspicious patterns in graphic design, this paper simply analyzes from the following aspects.

**Keywords:** Traditional auspicious pattern; Graphic design; Application value

## Introduction:

Throughout the current social development situation, traditional auspicious patterns with modern spiritual culture, far-reaching significance. At present, there are rich material resources in the society, and people's understanding of spiritual life is also very different. Modern graphic design should conform to the trend of The Times and apply traditional auspicious patterns. In addition, modern cultural elements are more abundant, and it is very necessary to apply the blessing culture with auspicious patterns in the graphic design.

## 1. Overview of traditional auspicious patterns

### 1.1 Artistic features

(1) Deformation and color change. It mainly means that designers design according to the original appearance of the objects, pursue their own subjective feelings in the process, combine their own subjective will to use exaggerated deformation to show the works to the audience, and the main characteristics of the original objects are more prominent<sup>[1]</sup>. In structural design, unnecessary parts can be deleted appropriately to enhance the typical and abstract design of the work. The application of traditional pattern processing color, can not refer to the original color design, but according to their own needs, according to the relevant decoration and technology transformation and reorganization of color, to ensure the color effect.

(2) The flat form of expression. In the design process, the expression form is concentrated through the perspective relationship and the color relationship, the flat painting method is used to compress the space, the color is distributed reasonably according to the requirements of the whole picture, and the traditional pattern content is summarized and displayed through the plane way.

(3) Auspicious meaning. In Chinese traditional culture, the propitious is a special sign, all fields attach great importance to the propitious meaning, it is our country traditional pattern expression important situation, the national characteristic is very distinct. Traditional patterns embody the auspicious meaning, which is usually manifested as the use of words or objects homophonic organization of the picture, deeply expressing the designer's inner emotional world and longing for a better future life. As a whole, it is rich in philosophy. For example, the works of "fishing culture" in southern Fujian are full of auspiciousness, harvest and joy.

### 1.2 Classification of traditional patterns

Different fields have different understandings of the word pattern. In the field of architecture, it refers to a pattern model with a

certain pattern structure or law, which can be shaped by changes, abstractions and concrete methods and finally obtained a pattern model that can be applied repeatedly <sup>[2]</sup>. Traditional patterns are the patterns accumulated continuously in the long history, which are characterized by culture and history. The traditional pattern conveys a long history and culture for people, and it is the important cultural wealth of our country.

## **2. The application status and value of traditional auspicious patterns in graphic design**

### **2.1 Application Status**

The application of traditional auspicious patterns in modern graphic design is quite common in daily life. Such as our traditional propitious grain applied in modern furniture design; The application of traditional auspicious patterns in modern architectural design; The interior design of the teahouse applies traditional auspicious patterns, as well as modern home textile pattern design, which covers various fields of daily life. In the traditional Chinese culture, the traditional auspicious pattern is an important component, which has an important influence on the aesthetic taste of the whole nation and has important artistic value. Is the Chinese national spiritual needs and closely related to the life of the graphic symbol, reflecting people's aesthetic ideal and ideological pursuit. Such thoughts and pursuits combined with life activities at that time created a unique cultural system, which became an important component of Chinese culture and a valuable asset with distinctive national characteristics. The application of traditional auspicious patterns in modern design highlights the national characteristics of the design, so as to better protect, inherit and carry forward the traditional culture, so its academic research significance is relatively high.

### **2.2 Application value**

(1) The cultural background of graphic design works has been improved. The application of traditional auspicious patterns as decorative background or main drawing elements in graphic design is, to a large extent, a development inheritance of traditional decorative patterns <sup>[3]</sup>. The application of traditional patterns in modern graphic design is not a complete copy or redesign, but a comprehensive application of traditional elements integrating ancient and modern and both shape and meaning. Graphic design of the past for the present with traditional auspicious patterns to fully reflect the profound connotation of national history and culture, to promote the design works have a higher aesthetic heritage.

(2) promote graphic design to give full play to its symbolic function. Under the background of the rapid development of social economy, the field of graphic design has diversified demands, and the application of pattern elements has become an important research direction of graphic design industry. The traditional auspicious patterns have the psychological implication of praying for good luck and wishing for good fortune, as well as the aesthetic charm of Chinese classical style, and the traditional philosophical thoughts are also very profound. According to the analysis of economics, the application of traditional auspicious patterns in graphic design can stimulate the audience's desire to buy and enhance its market competitiveness.

(3) Highlight the cultural connotation of Chinese products in overseas markets. Worldwide, graphic design develops rapidly, its design content and application scenarios are very rich. Therefore, in order to realize the long-term development, the graphic design field should understand the global development environment, but the national is the world. The modern graphic design integration of traditional culture can best reflect the characteristics of our country design esthetics, to create the unique graphic design to comply with the requirements of the global development environment.

## **3. The specific application of traditional auspicious patterns in graphic design**

In graphic design, traditional auspicious patterns are used to fully reflect the thought of traditional auspicious patterns, so as to obtain the best design effect.

### **3.1 Reflect the traditional auspicious concept**

Traditional auspicious patterns contain rich meaning, which reflects the yearning and expectation of people of all ethnic groups for a better life. In this case, in the process of graphic design, the relevant designers should be good at observing and accurately grasping the characteristics of traditional excellent cultural pattern art, and integrate it with modern graphic design, so as to promote the works to be better expressive. At present, many excellent graphic design works in our country boldly draw lessons from the traditional pictorial material to design. For example, the corporate logo of China Unicom adopts the "disk length" and "shape" of the "Eight treasures" of Buddhism to express the meaning of "a long history and endless life". The circuitry of lines is the symbol of modern communication network, representing the orderly and unimpeded development of communication business of China Unicom in the information age, and also expressing the everlasting and endless business of China Unicom <sup>[4]</sup>. The use of this auspicious meaning reduces the commercial flavor in modern design, and enriches the cultural flavor and affinity of the work design. In addition,

the logo of Kan Tai-Keung Design Co., Ltd. also flexibly applies the traditional concept of Jixiangwen King combined with modern aesthetics. The main logo of the logo uses the design Fang Sheng. Among the traditional auspicious designs, Fang Sheng is a typical representative, which expresses the beautiful feeling of connection. The application of the traditional auspicious pattern effectively improves the artistic style of the enterprise logo design. Therefore, the success of the standard design, because the designers fully absorb the art essence of our traditional auspicious pattern contains, and bold innovation to design a different standard.

### **3.2 Reasonable application of traditional auspicious patterns**

In the process of modern graphic design, how to find and apply all kinds of new design materials is the primary problem faced by relevant designers in graphic design creation. Traditional auspicious patterns can provide graphic designers with a good platform to obtain rich design materials. If graphic designers can use the traditional auspicious patterns to obtain a steady flow of design inspiration, on the basis of innovative design, to ensure that graphic design more artistic charm and appeal, but also enhance the national feelings expressed by the works. For example, Hong Kong Phoenix platform “double Phoenix” logo, the design of the logo has strong traditional cultural characteristics. As is known to all, phoenix has a very strong affinity in ancient history. It symbolizes good things and has the meaning of happiness and auspice. Centering on this theme, the designer of this platform expressed the theme through the combination pattern of two phoenix-birds rotating in one direction and one in the other, among which the rotating pattern reflected the structure of the Taiji diagram.

### **Concluding remarks:**

To sum up, with the acceleration of social and economic development, in the process of modern graphic design, relevant designers use traditional auspicious patterns for art design theme library, so as to perfectly combine modern aesthetics and traditional auspicious patterns, comprehensively innovate modern graphic design works, and enrich the aesthetic value of graphic design works. In addition, the traditional auspicious pattern itself has a high national aesthetic characteristics, gradually become an important source of inspiration for modern graphic designers. Therefore, in modern graphic design, relevant designers should attach importance to the application of traditional auspicious patterns, so as to enrich the design connotation of the work and improve the design aesthetic value of the work.

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