

The Application of Chinese Traditional Elements in Visual Communication Design

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Abstract: In today's society, some people have gradually ignored the understanding of traditional Chinese elements and visual communication design in visual communication design and failed to understand and analyze the application value of traditional elements in visual communication design. In this paper, for the Chinese traditional elements to the importance of the Chinese culture can not be neglectable and the important position of application in visual communication design, puts forward some countermeasures for the application of the traditional elements in the visual communication design, and further explores how to based on the current development of Chinese culture better integration of traditional Chinese elements and visual communication design.

Keywords: Chinese Traditional Elements; Visual Communication; Application Design

Introduction

This paper tells how to combine traditional Chinese elements with modern design is very important in today's social background. Moreover, Chinese traditional elements are of great importance to Chinese culture. As an art, design presents life in artistic expression. Design is to meet the needs of people's life, in the design process, designers will use modern forms, artistic skills to express the art of the work. Chinese traditional elements are rich in content and diversified in form, so they serve as a bridge between art and national culture for both the modern and the future. The embodiment of Chinese cultural elements in modern design makes people's eyes shine. The transformation of Chinese cultural elements is in line with the trend of The Times and more and more in line with the contemporary aesthetic.

1. Chinese traditional elements and visual communication design

1.1 Concept of Traditional Chinese Elements

In traditional Chinese elements, Chinese elements are a concept involving a wide range of forms. Chinese elements embody the unique humanistic spirit of the Chinese nation. I find that there are more or less Chinese elements in art design or other industries related to beauty. New Year paintings, shadow puppets, Chinese knots, Peking Opera and so on all contain Chinese elements. Chinese elements, it has been given a lot of special emotions. We all know the status of Chinese culture in the world civilization, which is mutually reinforcing and inseparable from each other. ^[1] Because Chinese culture is an indispensable part of human beings. It is closely related to human beings. Chinese traditional elements, its coverage is also very wide. From poetry to wisdom from generation to generation; From traditional culture to stunning folk crafts, these are the embodiment of traditional Elements of China. Chinese traditional elements can also be seen on some large international stages.

1.2 Composition of Traditional Chinese Elements

Chinese traditional elements are the combination of Chinese elements and traditional elements. After thousands of years of development and precipitation of Chinese culture, traditional elements have penetrated into all aspects of People's Daily life. A series of traditional elements, such as Chinese calligraphy, seal cutting, Beijing Opera facial makeup, Chinese martial arts, Taijiquan, Chinese painting (ink and wash painting) (flowers and birds, figures, landscapes), dunhuang frescoes, are perfectly combined with the material and spiritual cultural elements of Chinese elements.

1.3 Visual communication design concept

Visual communication, as its name implies, mainly conveys various information symbols to the public through vision. The designer is the sender of these information, and the conveying object is the recipient of information, namely, the public. Therefore, visual communication includes two basic points: "visual symbol" and "communication". Visual symbols are the symbols that can be seen with our eyes to show the basic nature of things. For example, posters and advertising designs that can be seen everywhere in cities, films, photography, design products encountered, music, text, film and television works are all visual symbols that we see with our eyes. Conveying is the process in which the sender uses symbols to convey information to the receiver. ^[2] From visual communication professional analysis, it mainly includes include logo design, packaging design, advertising poster design, VI design, book binding design, etc., because the design is through the visual image to the consumer, so called "visual communication design", it plays a contact, designers, and commodity, the role of the consumer. Visual communication design mainly takes text, graphics and color as the basic elements of design and creation. It influences people's feelings and ideas in a unique field with its unique artistic charm, which is indispensable in the daily life of the public.

Visual communication design involves many fields, such as posters on the side of the road, very exquisite packaging, cutting-edge clothing, photography and so on, all belong to the field of visual communication design.

2. The application of traditional elements in visual communication design

2.1 Elements of Traditional Chinese ink painting

Ink and wash painting is a form of painting. For the most part, ink and wash painting is regarded as the representative of Traditional Chinese painting. In fact, those of us who know a little about traditional Chinese ink painting know that it takes black ink as the primary color and white as the primary color. The basic ink painting only has water and ink, black and white. More advanced ink painting, there are meticulous flower and bird paintings, fine brushwork, clever ink. So it's sometimes called ink painting. ^[3] From this, we can see that the color changes of traditional Chinese ink painting are very rich and ingenious, making people feel that black and white can express rich colors between heaven and earth.^[4] The weather in nature is also ever-changing.

2.1 Application of Elements of Traditional Chinese ink painting

Mentioned elements of traditional Chinese ink and wash in the application of visual communication design, will think of visual communication is visual symbols to convey information, and the line of traditional ink painting, pen, the way of painting of screen space into our eyes visual symbols, they have gradually become the poster design, advertising design, Design elements unique to poster design. Different from general realistic painting, traditional ink painting does not only express the "likeness of appearance" of things, but also requires the "likeness of spirit", which is the expression of verve is very important. Gu Kaizhi, a famous painter in the Eastern Jin Dynasty, put forward the principle of "writing god in form" very early on. ^[5] From this, we know that painting pays more attention to the inner expression while being realistic. Most of modern design is to express the deep meaning of design, not just the surface. Then, the white space treatment in part of the poster design, which seems random but accurate white space treatment and ink painting have similar things in common.

2.3 Application of Elements of Traditional Chinese Calligraphy

Chinese calligraphy is an ancient writing art of Chinese characters. It has evolved from oracle bone script, Stone drum script and Zhongding script to large seal script, small seal script, official script, regular script and running script. Calligraphy always exudes unique charm of art. Chinese characters have always been an important factor in Chinese calligraphy. Chinese culture is based on The Chinese civilization, fully combined with the different cultural elements of various regions and ethnic groups in the country, and eventually formed the Chinese culture. Chinese calligraphy is essential to the development of Chinese culture, and Chinese characters are the most basic conditions of Chinese culture. Based on the general framework of Chinese characters, this is an important mark that distinguishes Chinese calligraphy from other different kinds of calligraphy. Chinese calligraphy has developed from ancient times to the present on Chinese traditional culture. It has played an extremely important role in the development of Chinese culture. As the saying goes, line is the language of calligraphy art and the main component of calligraphy art. Calligraphy is beautiful because it has lines of different lengths and thicknesses,

and is written with different forces in different directions. ^[6] So in other words, calligraphy art is also an art of lines. The lines in calligraphy are not stiff and unnatural lines. They are not bound by painting, but they become suitable lines for writing on paper. ^[6] Lines are varied, and lines themselves provide space for the writers to place their feelings. Lines contain a lot of connotations, so calligraphy is considered to be a means for people to express their emotional world. In addition, calligraphy elements have a good visual language effect. Contemporary people are also keen on combining the spiritual connotation of calligraphy with the concept of graphic design, expressing the hidden connotation in graphic design with smooth lines and comfortable fonts.

3. Countermeasures for the application of traditional elements in visual communication

3.1 Explore different needs of different Users

The application of traditional elements in visual communication design is now very common, traditional elements promote the development of China's visual communication industry. ^[7] The different needs of different users, such as ancient people in the festival or memorable activities, will design the image of the mascot used in the visual communication industry. In traditional Chinese culture, there are a large number of auspicious goods, which convey people's good wishes, such as dragon, kylin, phoenix, pine and so on.

In modern times, traditional elements can better reflect the long history and unique characteristics of the Chinese nation in modern visual communication design. Its meaning is unique and irreplaceable. During the 2008 Beijing Olympic Games, many iconic images were displayed. ^[7] Among them, the "auspicious cloud" pattern used on the Olympic torch was a traditional Auspicious element added to the design of the torch's outer packaging. Different occasions have different needs.

3.2 Explore how designers can better improve the design Effect

In contemporary, designers want to improve their design effect the following points can be referred to. In the context of the new media era, the subject of visual communication design becomes more distinct. ^[8] First, designers should correctly understand visual communication design and realize the importance of Traditional Chinese cultural elements in visual communication. Designers should accurately grasp the central idea of design works and learn to combine traditional Chinese elements with design more appropriately. Secondly, designers need to clarify their own principles in visual communication design in the face of reality. When designing works, designers should choose appropriate schemes and materials to combine traditional Chinese cultural elements with the unique style of today. In visual communication design, this designer's work may get a higher response. Thirdly, designers should properly combine traditional Chinese elements with excellent foreign design styles and design experience, but also pay attention to the essence and discard the dregs. Only by highlighting the cultural characteristics of the Chinese nation can the works attract the public's attention better.

4. Conclusion

To sum up, this article to the Chinese traditional elements to the importance of the Chinese culture can not be neglectable applied in visual communication design and profound analysis on the premise of the important position of the Chinese traditional elements and the concepts of visual communication design and application of the elements in the traditional elements and traditional elements in the application of visual communication countermeasure, The application of Traditional Chinese elements in visual communication design plays an important role.

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