

The integration and innovation of Chinese traditional culture in visual communication design

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Abstract: Our country has rich and deep traditional culture inside information, how to carry forward good Chinese traditional culture in modern visual communication design, has become an important task for practitioners in visual communication design to think about. In this regard, more and more designers realize that by integrating Chinese traditional culture into the design, not only can the works have more unique Chinese characteristics, but also can stimulate the cultural resonance of the audience. Based on this, this paper starts from the integration value of Chinese traditional culture in visual communication design, briefly describes several common elements of Chinese traditional culture, and analyzes the integration strategy of Chinese traditional culture in visual communication design.

Key words: Chinese traditional culture; Visual communication design; Applied strategy

In the long history, China has formed many unique and distinct traditional Chinese culture, which has been passed down to the present day. In the new era, these traditional Chinese cultures have evolved into traditional Chinese elements integrated into all aspects of people's lives. Visual communication design, as an industry with both use value and aesthetic experience, many designers have realized the importance of integrating traditional Chinese culture into visual communication design works. Through the combination of Chinese traditional culture and modern art design, it is not only beneficial to better inherit and carry forward the excellent traditional Chinese culture, but also to show China's unique cultural charm and national characteristics. It can also provide designers with new ideas and methods, and provide commercial application advantages with attractive and cultural value, so as to promote the innovative development in the field of visual communication design.

I. The application value of traditional Chinese culture in visual communication design

1. Inheriting and carrying forward the fine traditional Chinese culture

Chinese traditional elements are extracted from China's long and splendid history and culture. The application of Chinese traditional elements in modern visual communication design is conducive to protecting and inheriting China's excellent traditional cultural heritage. Whether it is planar painting, calligraphy, or three-dimensional carving and folk custom, these traditional Chinese cultural elements contain profound cultural connotations and artistic concepts. Integrating them into the visual communication design can not only better display China's excellent traditional culture, but also stimulate people's love and concern for the excellent traditional Chinese culture, and then promote the inheritance and development of the excellent traditional Chinese culture in the contemporary era. At the same time, in the context of globalization, cultural exchange and interaction are becoming more and more important. As a representative cultural symbol, the application of traditional Chinese elements in visual communication design provides a new medium and form for other countries to understand Chinese culture, and thus promotes the exchange and dissemination of excellent traditional Chinese culture on the world stage.

2. To enhance the connotation of visual communication design works

As a contemporary visual communication designer, we should not only pay attention to the actual commercial value of the work, but also pay attention to whether the work can convey ideas and culture. In order to enable the audience to directly understand the design intention, many modern designs often simplify the design concept to the extreme. Although this improves the practicality and popularity of visual communication design works, it also weakens the role of visual communication design in transmitting cultural ideas to a certain extent. Traditional Chinese elements are the cultural accumulation of the Chinese nation for thousands of years. Designers skillfully use traditional Chinese elements in visual communication design works, which can make the works have a stronger Chinese cultural atmosphere, enrich its connotation, and effectively enhance the cultural value of the works. In addition, Chinese traditional culture contains rich philosophy, emotion and value concepts. By introducing Chinese traditional elements, designers can make their works more thoughtful and emotional.

3. Promote the innovation and development of visual communication design

With the rapid development of the Internet and social media, traditional visual communication design can no longer meet the actual needs of contemporary people. Therefore, more and more visual communication designers begin to seek breakthroughs and innovations, with stronger visual impact and information means, to make visual communication design works more diversified. Chinese traditional elements are rich in form and meaning. Designers can transform, combine and reconstruct them to give their works new life and expression. This creative process can stimulate the way of thinking of visual communication designers and promote their innovative thinking and creative ability. At the same time, more and more practitioners of visual communication design try to use modern technology to express the beauty of traditional Chinese culture. For example, with the help of digital and virtual reality technology, the heavy traditional Chinese culture is presented more vivid, which not only brings a new aesthetic feeling to the audience, but also promotes the innovative development of visual communication design.

II. Common elements of Chinese traditional culture in visual communication design

1. Moire elements

Moire elements mainly originated from the ancient people's yearning for the sky and beautiful imagination. Moire is an artistic expression of the flowing clouds in the sky. Like many traditional patterns in our country, moire has gradually formed a relatively stable form of expression in the course of thousands of years of inheritance and development. For example, the moire elements on the artifacts of the Mongolian people are roughly the same, but in the traditional architecture of the Central Plains, moire is another form of expression. As an artistic expression of nature, moire elements also embody the important idea of harmonious coexistence between man and nature, which is highly respected by the ancient Chinese people, which coincides with the modern concept of sustainable development. In the visual communication design, the application of moire element can increase the artistic sense and beauty of the work. On the one hand, moire elements have the characteristics of flow and change, which can give dynamic and vitality to the works. On the other hand, moire elements are often presented in the form of curves, which can add a soft and harmonious atmosphere to the work. In addition, moire elements also have rich forms and variations, which can be combined in different ways to show unique visual effects.

2. Ink and wash elements

Ink and wash element is a common form of expression in traditional Chinese culture. It is the combination of water and ink to create a unique atmosphere and artistic conception through different brushwork and ink color changes, as well as the artist's creative skills and personal style. Especially in traditional Chinese painting, in the continuous inheritance and development of ancient literati and calligrapher, they recorded the landscape, flowers, birds and figures they saw and heard in the form of ink painting, forming the unique art of ink painting in China. Its simple, abstract and implicit form of expression can not only reflect the aesthetic concept of Chinese art, but also show the charm and character contained in the excellent traditional Chinese culture from the composition, line and color, conveying a profound artistic conception and philosophy of writing God in form. The application of ink elements to the visual communication design can make the works more poetic and philosophical, so that the audience can have the corresponding emotional resonance and thinking.

3. Folk custom elements

Folk elements are drawn from the customs and life culture of our folk people. Folk culture also refers to the customs, habits and cultural expressions created, shared and inherited by the people living together in a certain nation and a certain region in China. Chinese folk culture has been passed down from generation to generation, integrating the rich cultural landscape, festival customs and people's longing for a better life and other cultural elements. Designers can use white cranes and pine trees, which represent health in folk culture; Mandarin duck, peanuts, lotus seeds and other folk elements on behalf of marriage can give visual communication design works unique Chinese traditional emotional color and cultural heritage, making the works more artistic and ornamental. At the same time, the application of folk elements in visual communication design can also arouse people's resonance and sense of identity for the excellent traditional Chinese culture. Visual communication design is a widely popular means of communication. By introducing folk elements into works, it helps to promote the inheritance and development of folk culture.

4. Calligraphy elements

Chinese calligraphy culture is a kind of expression from the external form to the spiritual connotation. Calligraphy takes Chinese characters as the carrier and expresses different thoughts, emotions and aesthetic concepts in Xing, Kai, Li, Cao, Seal and other fonts. At present, calligraphy culture has a new development and function, calligraphy from the ancient writing function, into the category of visual art. From the perspective of visual communication design, calligraphy is not only a symbol of excellent traditional Chinese culture, but also one of the most representative symbols of national spirit and culture. The application of calligraphy to modern visual communication design can make the works have stronger expressive force and visual experience. Designers can highlight the essence and unique charm of traditional Chinese culture by using elements such as different styles of calligraphy fonts, typography and line strokes. For example, in the design of traditional Chinese festival posters, the use of calligraphy elements can better highlight the solemn and heavy sense of traditional culture, so that the audience can feel the charm of traditional culture more easily, and make the visual creation design works more recognizable and cultural characteristics.

III. The integration strategy of Chinese traditional culture in visual communication design

1. The application of moire elements in visual communication design

Moire elements, with their smooth curves and varied forms, have been widely used in all kinds of visual communication design, adding a unique Chinese cultural charm and artistic sense to the work. First of all, moire, as one of the important components of traditional Chinese culture, represents the wisdom and aesthetic pursuit of the Chinese nation. Integrating moire elements into visual communication design can spread traditional Chinese culture to a wider audience, making it one of the effective carriers for spreading excellent traditional Chinese culture. For example, moire elements were used in the design of the torch for the Beijing Olympic Games. Through the integration of moire elements into the design of the torch, the designer conveys the natural, humanistic, tolerant and open-minded humanistic spirit and festive and peaceful good wishes in our culture. In the "surface" and "line" of the moire pattern, the elegant and free and cultural deposits of the excellent traditional Chinese culture are displayed. Secondly, the application of moire elements can enhance the connotation of visual communication design works. Moire, as a visual element with a sense of change and dynamics, can add layers and rich visual effects to design works. In poster design, brand identity and packaging design and other fields, the use of moires can add depth and artistic sense to

the work. According to different design needs and design themes, designers can adopt different application strategies of moire elements. For example, in poster design, moire elements can be used as background patterns to create an atmosphere of vast clouds; In trademark design, simplified moire patterns can be used to convey the cohesion and stability of the brand. In addition, the application of moire elements can also promote the innovative development of visual communication design. By re-deconstructing and designing traditional moire elements and combining them with modern design language, new visual effects and design styles can be created. For example, designers can extract the combination of shapes and structures in moire elements and simplify them into simple curved lines, thus forming new moire patterns. This innovative application can change people's cognition of traditional elements and promote the development and breakthrough of visual communication design.

2. The application of ink elements in visual communication design

Ink art is a unique form of traditional Chinese art. Its unique expression and rich connotation make it a favorite creation material for visual communication designers. On the one hand, the use of ink and wash elements in the visual communication design can give the works unique charm and connotation. With its simple and implicit form of expression, ink elements can convey a simple and profound artistic feeling. For example, in many posters that spread the fine traditional Chinese culture, there are often a lot of ink elements. Mr. Kan Tai-keung has designed many posters that combine realistic brush painting with landscape painting, flowers and birds. While adhering to the intuitive and clear principles of poster design, the smooth ink lines also show the enchanting Oriental charm, so that the audience can have emotional resonance in the process of appreciating the posters, thus enhancing the artistic appeal of the visual communication design works. At the same time, such poster design can also effectively convey the theme and information of the work. Through the use of elements such as the form, color and line of ink elements, the theme and core information of the work are intuitively conveyed to the audience, making it easier for the audience to understand and accept the meaning of the work.

3. The application of folk elements in visual communication design

Chinese folk culture has a long history, including traditional festivals, folk stories, folk art and so on. These folk elements contain profound history, tradition and value concepts. Expressed through visual communication design, they can arouse the audience's memory and emotional identification of folk culture, and make the works more infectious and emotional resonance. For example, in the traditional concept of Chinese people, red is a symbol of happiness and is the base color of the Spring Festival. Therefore, during the Spring Festival, many businesses replace the red appearance of their products, and add folk elements such as red lanterns and firecrackers to the visual communication design to enhance the economic benefits of their products. In addition, in today's information explosion society, the audience is faced with a huge amount of visual information, how to attract the audience's attention in a short period of time, and make them interested in the work and memory, has become a problem that designers need to solve. The proper use of folk elements can give the works unique cultural symbols, make them stand out among many works, and enhance their identifiability and recognition. For example, in the design of some themed posters or atmosphere creating products, specific products and activities can be displayed in the form of paper cutting to enhance the fun and life atmosphere of visual communication design works. In addition, the application of folk elements in visual communication design can also convey specific concepts and values. Chinese folk culture represents the values, lifestyles and aesthetic tastes of the Chinese people. Through the use of folk elements, designers can convey specific concepts and values to the audience, and guide the audience to understand and think about the work. This way of conveying concepts and values through folk customs elements can not only enable the audience to have a deeper understanding of the connotation of the work, but also stimulate the audience's interest and attention to traditional Chinese culture.

4. The application of calligraphy elements in visual communication design

Chinese character is one of the important representative elements of Chinese culture, and calligraphy is a way to spread Chinese character culture. From the ancient oracle bone scripts and gold script to the ancient seal script and cursive script, all the way to the present Chinese characters, each character is not a simple symbol, but the cultural backbone of the Chinese nation. First of all, Chinese calligraphy, as a traditional art form, occupies an important position in Chinese culture. By integrating calligraphy elements into visual communication design, traditional cultural elements can be passed on to the audience and people's understanding and cognition of traditional Chinese culture can be deepened. Secondly, calligraphy culture forms unique artistic features with its unique composition, lines and brushwork. The use of calligraphy elements in visual communication design can increase the aesthetic effect and artistic appeal of works through the choice of fonts, the arrangement of layouts and the treatment of strokes. For example, in advertising design, designers can use the form of animation to express calligraphy elements in order to better emphasize the characteristics of products and the cultural connotation of brands; In logo design, designers can express the core values and cultural inheritance of enterprises through calligraphy elements. In order to realize the innovative development of visual communication design through the application of calligraphy elements.

IV. Conclusion

To sum up, in order to promote the application and development of traditional Chinese culture in visual communication design, visual communication designers should change their design thinking in the past, constantly understand and learn excellent traditional Chinese culture, apply traditional Chinese cultural elements into visual creative design more naturally and appropriately, and create more design works with Chinese artistic charm and cultural heritage.

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