

The application of Chinese traditional culture in pattern design

Tianyu Ge, Mu Xu

Liaocheng University, Liaocheng City, Shandong Province 252000

Abstract: Pattern is an important part in the field of traditional Chinese art, is the majority of working people combined with the reality of life to create the form of beauty, with rich connotation and good meaning. Rich and colorful auspicious patterns exist in costume embroidery, paper-cut, architectural sculpture, etc., and are also widely used in contemporary advertising, commodity promotion and other fields. Under the background of vigorously promoting the traditional excellent culture, the traditional patterns gradually reappeared vigorous vitality. This paper explores the application of traditional Chinese culture in the design of patterns, expounds the application significance of the combination of the two, explores the expression methods of traditional Chinese culture in patterns, and finally explores the specific design application based on the application significance and expression methods, hoping to provide valuable reference for relevant understanding.

Key words: Chinese traditional culture; Pattern pattern; Design and application

1. The significance of the application of Chinese traditional culture in pattern patterns

1.1 Create aesthetic values

In the application of pattern design, the core idea of its design is the reflection of life philosophy and life value. In the application, it will map life, people's expectations, and the pursuit of values. In the design and creation, it is also mostly from the perspective of examining life and pursuing beauty. In ancient China, patterns are the embodiment of people's embellishment and beautification of life, but also through this way, plants and animals, natural landscapes into daily life. This gradually formed life pattern, so that Chinese traditional copywriting pattern has a certain aesthetic value, but also become the treasure of Chinese traditional culture. After generations of transmission, and the baptism of time, the patterns handed down can withstand the aesthetic test. Therefore, the use of traditional culture full of wisdom and condensed essence to design copywriting patterns is bound to further enhance the shaping role of aesthetic values of patterns. For example, in the clocks used by modern people, people combine the copywriting pattern of "Persimmon Ruyi" to embellish the surface of the clock, not only beautify the clock, but also place a good meaning on the clock, create a harmonious and happy family living environment, and shape people's aesthetic values in a subtle way.

1.2 Carry forward fine traditional culture

At this stage, enhancing people's cultural self-confidence and cultural identity is the content of the state's vigorous propaganda and continuous appeal, and it also creates new opportunities for the Renaissance of the cultural industry. Cultural self-confidence and cultural identity effectively strengthen the sense of belonging and pride of Chinese people, and effectively guide people to return to their roots under the impact of foreign cultures. Only when the people recognize and have confidence in national culture can they view foreign cultures in a correct way, and only then can they stay true to their original intentions and forge ahead in the development and progress of the motherland. Although pattern design is a small link in the cultural industry, its application is everywhere, and its influence can not be ignored, and it is closely related to the country's economic construction and social atmosphere. Therefore, combining Chinese traditional culture design and use of patterns is the primary task of the majority of art practitioners, but also the inevitable choice to inherit and innovate Chinese traditional culture, but also one of the effective ways to enhance people's cultural self-confidence.

2. The expression of traditional Chinese culture in patterns and patterns

As a part of national culture, Chinese traditional pattern has a variety of ways of expression. This paper chooses the more common harmonic method, metonymy method, deformation method and analogy method to explore.

2.1 assonance

Harmonic method is one of the more common expression methods in the pattern pattern of Chinese traditional culture. For example, people use yellow persimmon and ruyi together to build a "persimmon Ruyi", that is, "everything goes well" auspicious pattern; They will also use a vase pattern filled with Chinese roses to signify "peace throughout the four seasons"; It will also use a pattern with "fish", meaning "more than every year". These cases skillfully integrate pictorial form with allegorical content, which is both pleasing to the eye and pleasing to the eye, and also makes the traditional Chinese copywriting pattern full of vitality and fun. Therefore, the design and application of traditional culture in pattern patterns can create decorative patterns by means of harmonic method.

2.2 metonymy

Metonymy is to give good expectations to things with meaning and symbolism, and build a blessing and auspicious pattern. For example, the mandarin duck pairs up, the ancient people used the mandarin duck as a metaphor for love; Pine and cypress evergreen four seasons, the ancients and this hope for the health of the elders. There are also many literati who compare themselves and life to bamboo, orchid, plum and chrysanthemum when they express their feelings, and are widely spread, making these ordinary flowers and plants become patterns that transmit thoughts and emotions and values of integrity. For another example, as a representative of traditional Chinese cultural life, the four treasures of the study have become a symbol of a person's cultural accomplishment, and have also derived a lot of copywriting

patterns.

2.3 Deformation method

The deformation method is mainly for Chinese characters, which directly transforms Chinese characters into patterns, and sometimes integrates animal, plant and other patterns to form a new copy pattern. For example, in “Five blessings in Linmen”, people change the lower half of the characters “fu” and “Lin” into the form of money combining square circles; There is also the “the first blessing in the world” left by the Kangxi emperor, so that the right half of the “blessing” is written in the shape of “longevity”, adding the sense of hierarchy of the good meaning of the “blessing” word. In addition, there is a widely used “Samsung”, people use the birthday star’s copy pattern writing form combined with the bat symbol of good luck, combined into the “five blessings holding longevity” figure, becoming the copywriting pattern of auspicious blessings.

2.4 Analogy method

The analogy method is mainly to place people’s wishes for good, auspicious and smooth on things, so that things become auspicious copywriting patterns. For example, the red-crowned crane is elegant in temperament, beautiful in shape, looks like fairy bones, known as “a bird”, the status is second only to the phoenix, the crane male and female, walking rules, has a high moral character, it is said that the crane longevity, and the turtle is regarded as the king of longevity. Therefore, the red-crowned crane is used to symbolize happiness, auspiciousness, longevity and loyalty. It was used by ancient people in clothing, utensils and other living items. The combination of cranes and auspicious clouds and sunrise is also known as the meaning of “rising in the day”.

3. The application of Chinese traditional culture in patterns and patterns

In order to achieve the purpose of creating aesthetic values and promoting excellent traditional culture, combined with the expression methods of traditional Chinese culture in patterns, this paper proposes to apply traditional Chinese culture to the fields of clothing design, interior design, landscape design, packaging design and animation design.

3.1 The application of pattern patterns in clothing design

In the historical development of our country, costume art gradually developed into a relatively complete and independent system, with obvious national characteristics, but also condensed the ancient wisdom of life. Applying traditional culture to clothing design patterns can enhance the beauty of clothing and highlight the ingenuity of clothing. For example, moire pattern has been applied in many fields such as clothing and article decoration in China. In the shape design of the torch in 2008, the auspicious meaning of moire pattern has been widely spread. Therefore, the moire pattern in the traditional culture is applied to the modern clothing design, adding the beauty of modern clothing, and also cleverly using its complexity to design diversified auspicious cloud patterns. In the design of women’s clothing, designers can use auspicious birds such as phoenix as patterns to integrate the meaning of abundance and auspiciity into women’s clothing. In addition, the phoenix is a totem imagined by ancient Chinese people, known as “the first of a hundred birds”, but it has never appeared in real life. Therefore, the ancients believed that the appearance of the phoenix was auspicious, which would make life better and people happier. Therefore, in addition to other clothing other than cheongsam, designers can also try to apply some auspicious phoenix patterns to add classical beauty and elegance. For sports clothing, the phoenix pattern can be presented through the outline, or the hidden dark pattern, so that the pattern integrated into the traditional Chinese culture is applied to more types of modern clothing.

3.2 Application in interior design pattern pattern

In the interior design pattern, Chinese traditional cultural elements have a very broad application space, such as soft decoration, interior decoration, space design can be applied to contain traditional culture pattern. Taking soft decorations as an example, designers can apply the patterns of “cranes”, “clouds”, “bamboo, orchid, Meiju” and other patterns in traditional Chinese culture to bed hats, indoor door curtains, curtains and other items, and can also apply the “auspicious” pattern on the pillow, that is, children riding on an elephant, holding a ruyi, wearing a ribbon pattern. On the indoor decoration, you can arrange the decoration representing “five blessings holding longevity”, that is, five bats around the Chinese character “longevity” evolved from the circular pattern; The calligraphic rubbing plates and artistic ornaments of “the first fortune in the world” written by the ancient Kangxi Emperor are used as interior decorations. In addition, you can also include traditional cultural patterns applied to indoor fabric dolls, hand-woven hanging ornaments, for example, embroidered lotus, dragon bag, bag loaded with aromatherapy materials, can be hung in the wardrobe, shoe cabinet, bathroom and bedroom as an aromatherapy bag, but also as an ornament to beautify the living environment. It can not only create a happy family atmosphere, but also add classical meaning to the indoor home environment. In space design, Xiangyun, ancient Chinese lamps can be used as TV background wall, wall lamp and other patterns, shape design elements. For example, the scroll in Chinese traditional culture is used as a small lamp for household lighting, and people can directly open the scroll shaped lamp after entering the room, which is not too bright and can create a warm feeling. In the table design, the use of classical tables and chairs in the common patterns, such as Fang Sheng, Hui character, double happiness character, ancient coins and eight incents as decorative patterns, to increase the details of the interior furniture.

3.3 Application in landscape design pattern pattern

At present, landscape design has become one of the important means to enhance the beauty of urban leisure, shopping and public service places and attract people. In this field, the pattern containing Chinese traditional cultural elements should be widely used, because it is in line with the public aesthetic of Chinese people, but also help to create a harmonious and warm social atmosphere. For example, in outdoor landscape design, many cities use bright red as the main color to enhance the festive feeling of the entire environment. On this basis, it will also be integrated into the peach pattern and auspicious cloud pattern, and this kind of pattern is generally applied to the park

around the community to increase people's happiness. In some urban road festival lighting, Chinese knot style lamps will also become the first choice in major cities. In addition, in some areas with distinctive local culture, the local people will also apply the local traditional characteristic culture as the material. For example, Raoyang, Hebei Province, has created the "hometown of ethnic Musical Instruments". In its urban road construction, street lamps and roadside decorations have the patterns of ethnic Musical Instruments. In addition, paper-cut art is no longer limited to interior decoration, but is widely used in outdoor environment design, such as in the shape of light boxes, advertising bulletin boards and other places. In addition, the "dragon totem" of Chinese traditional culture is also one of the important materials in environmental design, which is generally used in column sculpture, wall hanging sculpture or ground pattern design; Calligraphy culture in traditional Chinese culture is also a common material in modern environmental design, through the engraving of "civilized and law-abiding", "harmonious society", "unity and friendship" and other positive energy words, to create a harmonious and beautiful atmosphere, while the square font also conveys the meaning of "dignified and upright man" to people, so that Chinese calligraphy becomes an indispensable part of environmental design.

3.4 The application of packaging design pattern pattern

Under the background of vigorously promoting traditional national culture, the design ideas of product packaging have changed greatly, and many businesses are seizing the wave of "Chinese wind" to enhance the beauty and exposure of the outer packaging by integrating traditional copywriting patterns. In practical applications, the traditional culture of packaging design patterns can be reflected through three aspects. First of all, in terms of shape, merchants can integrate a wide range of patterns into traditional Chinese culture, such as moire pattern, phoenix pattern, Taotie pattern and so on. In addition to its application in household tableware and other products, it is also applied to cosmetics, such as moire in lipstick paste and phoenix pattern on powder cartridges. In some takeout packaging bags, there are also many packaging patterns based on traditional cultural elements, such as the phoenix crown headwear in the opera, blue and white patterns. Secondly, in terms of meaning, businesses can use the materials that imply beauty and highlight human integrity in traditional culture as patterns in packaging. For example, in stationery supplies, in addition to the common plane geometric images, you can also use the "four treasures of the study", traditional scrolls and other patterns as elements in the packaging design, you can also use the shape of ancient small books to respect teachers, so that students understand that "respect for teachers" is the traditional virtue of the Chinese nation; In the wine packaging, the art of calligraphy can be used to convey a relaxed, natural and full of humanistic flavor, and the pattern can be integrated into the elegant scene of the ancient people's "winding water" to convey the information that drinking is a culture. Finally, in the application of color, the pattern color integrated into the traditional Chinese culture should be based on the traditional black, white, red, blue and yellow, and use positive colors. In short, the packaging design copy pattern integrated with traditional culture can enhance the beauty of the product, give the product a good meaning, and have a broader application market and space.

3.5 The application in animation design pattern pattern

The application of patterns containing traditional culture in the field of animation design can simultaneously create values and promote traditional culture. For example, around the Chinese traditional culture launched "Little door God", the Chinese mythology through the form of animation presented, become the majority of children, animation lovers love to see one of the domestic animation, but also let people re-understand our country's "door God" culture. The animation design contains a large number of traditional Chinese culture, but also integrates a lot of modern materials, opening up a new field for Chinese animation. It can be seen from this case that the patterns integrated into traditional Chinese culture can be used as the design source of animation, or as one of the characters of animation, and can be infiltrated as common materials. For example, in Nezha, the designer uses the traditional Chinese landscape painting calligraphy culture as one of the scenes, reflecting traditional cultural materials such as scroll and brush. At the same time, a large number of traditional patterns are also included in the costumes of the characters. In the process of the gradual rise of Chinese animation, the application of traditional cultural patterns to animation design is not only the development needs of Chinese animation based on cultural roots, but also an inevitable choice to inherit and carry forward traditional culture and lead Chinese people's values.

Peroration

To sum up, Chinese traditional culture is an important material in various fields of pattern design, which fully embodies the vitality and unique charm of national culture. Based on the value significance and expression techniques of traditional patterns, people can apply them to clothing design, interior design, environmental design and other fields to inherit and carry forward China's traditional cultural spirit and ancestral cultural wisdom, which can not only reflect the artistic characteristics of the Chinese nation, but also promote the rapid development of China's clothing design.

References:

- [1]Lin Zejin. The application of traditional Chinese Patterns in embroidery bags in Qing Dynasty [J]. Textile Report,2023,42(07):26-28.
- [2]Meng Yao. Research on the application of Chinese Traditional Culture in clothing pattern design [J]. New American Domain,2022,(12):76-78.
- [3]Ding Mengyan. The Application of Chinese Traditional Culture in Graphic Art Design [J]. Chemical Fiber and Textile Technology,2021,50(07):133-134.
- [4]Zhang Minglun. Research on Inheritance and Application of Chinese Traditional Culture in Contemporary Landscape Design [D]. Lu Xun Academy of Fine Arts,2021.