

Creative Art Design in Soft Decorative Design

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Abstract: "Narrative" is often used in the design of soft decoration in architectural design, because it is one of the main soul forms and techniques for the design of soft decoration. "Narration" in short is the use of literary writing techniques in the most common and most popular way to participate in the design of art ideas, in soft decoration design, the use of narrative way to convey the design ideas of creative works of art to users, so that the art can be recognized and loved by more people, such works of art are generally with their own unique proprietary theme content and design background concept. Therefore, in the narrative way of design is more and more accepted nowadays, in the soft decoration design, the use of this way, so that Wenchuang art industry in the competitive market has a strong support, but also make this kind of Wenchuang art is favored and concerned. This paper analyzes the common ways and present situation of Wenchuang art design in soft decoration design, and discusses how to improve the design of soft decoration art in the process of Wenchuang art design [1].

1. Introduction

In the 21st century, people's pursuit of spiritual culture is becoming more and more enthusiastic, whether in all aspects of food, clothing, housing and transportation, it is becoming more and more demanding, people in soft decoration design creative art design requirements become more and more stringent, the pursuit of higher. Therefore, in the development of Wenchuang art industry, it is a challenge and requirement for the development of Wenchuang art industry to adopt a new and innovative design to improve people's living comfort and aesthetic ability. Therefore, it is necessary to innovate the design of creative art in soft decoration design in a new way of narrative, and then to meet the higher psychological and spiritual needs of people in the field of life. The design and processing of Wenchuang art through narrative design will improve the quality of soft decoration design products.

2. Introduction to the Design of Creative Art

2.1. Creative Art Concept

In the field of Wenchuang art products, Wenchuang art is the product of hatching in its field, which is itself a concentrated embodiment of innovation and literary connotation. In the design of creative works of art, most of the innovative ideas of these works of art come from the influence of people's experiences in life, work and the great cultural background in the daily environment, and then a kind of increasingly subtle withdrawals in these all-encompassing cultural backgrounds. Often the reasons for these ideas come from people's relentless pursuit of their own lives and yearning for a better future. The design of Wenchuang art is a kind of art product with its own unique charm, which is formed by the processing and application of various elements in literature. Because the aesthetic ability of human society is constantly improving and evolving, more and more people are keen to pursue a concept called fashion, so the requirements for creative works of art pay more attention to the humanistic spirit of art, combined with the concept of people's life and the use of works of art, so that the design works of art closer to people's life, let more people pay

attention to the original design concept of art and the emotional interaction story contained in a piece of art, the actual material use of ornaments to a level, increase the spiritual meaning of art.



Figure 1 Soft decoration design

2.2. Current Status of Wenchuang Art Industry

With the advent of a new era of increasing diversity, more and more countries are focusing more and more on the development of a soft power of the country as well as on the hard power of their own country. Nowadays, each country is carrying out the policy of cultural pluralism, which requires the country and people to exchange more and develop without borders on this area. However, because of the different cultural and historical conditions, geographical environment and humanistic ideas of each country, the actual design of works of art is not the same in each country, and its inherent literary connotation and design characteristics are different. Such as Rome, it is located in a geographical environment, historical and cultural uniqueness, resulting in the design of Wenchuang art has its traditional culture in the shadow of deep depiction in it, so naturally also formed a unique style, these effects in the design of the daily design of the influence of designers on the design of art. Designers integrate the charm of literature and art into their own design products to meet the increasing spiritual and psychological needs of today's people, and this also shows the importance of the appearance of art to its rich spiritual meaning, through which we can also know that, in fact, compared with the actual use of this art, the design behind the idea and emotional sustenance is more important. In the soft decoration design of our country, there have been a lot of creative works of art in it, such as the bronze ware of Shang and Zhou dynasties, the three colors of Tang Dynasty in the prosperous Tang Dynasty and so on. In the contemporary era, cultural diversity, more and more designers combine these ancient and mysterious elements of art with modern design elements to design a series of modern Chinese cultural works of art. This kind of cultural art perfectly combines culture with people's life, and makes users feel the deep cultural heritage behind the art while looking at it again.

3. Expressions used in the Design of Creative Works of Art in Soft Decoration Design

3.1. Design in a "Narrative" Manner

With the help of the common ways of literary writing, the narrative writing technique regards the art as an article, adds various symbols, methods of use, background stories, shapes and other elements to the design of the art, increases the design value of the art and its additional cultural value, and makes the design of its cultural works of art more humanistic value concept and spiritual value. It also enables users to understand the art decoration more through its appearance and use. In order to reflect the designer wants to convey the cultural value concept output goal. At the same time, the use of narrative design, the design concept of art and the design story behind the perfect presentation, which is also a transfer of emotional culture.

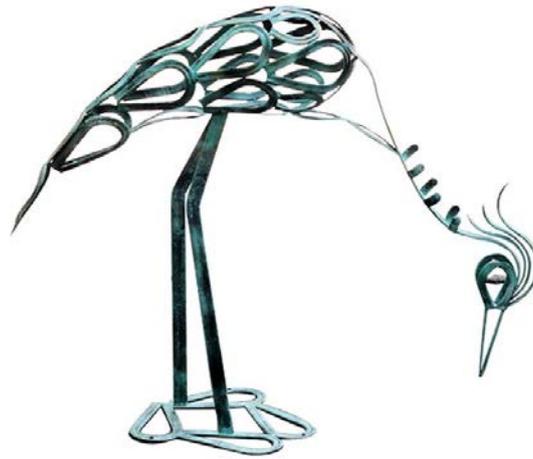


Figure 2 Soft decorative designs

4. Elements of Narrative Style in Literary Creation

In the soft decoration of the design of creative art design, the perfect use of narrative way to integrate cultural connotation into the design of art. The elements of the narrative style are reflected in the background story of the art through the form design, thus arousing the emotional resonance of the user.

4.1 The design appearance of the artwork is a static representation of the narrative style. The shape and appearance of the art is perfectly matched with the life experience of the user, and a work of art is designed to satisfy the living habits of the user, so that the art and the user have an interactive emotional exchange, so that the emotional experience is excellent.



Figure 3 Soft decorative designs

4.2 The functional point of use of a work of art is the expression of the text in the narrative. Through the communication and interaction between the user and the art, the designer wants to express the spirit of emotion and design goals are perfectly presented in front of the user, so as to improve the art and use of a tacit understanding and fit. but also can enhance the feelings between users and artwork.

4.3 The material of a work of art is a material expression of the narrative. Rich in deep emotional connections, such as wood, cotton products can let users feel a comfortable, warm feeling. On the basis of narrative design, we should not only meet the function of a practical use of art, but also understand the characteristics and commonness of each different material, and give full play to the unique attributes of these materials, so that users can experience the art while generating emotional communication.

5. Summary

In the soft decoration design art design uses the narrative way to carry on the design, perfectly links the user, the work of art, the environment these three closely, the creative work art in the user uses this process, may produce the emotion interaction with the user, conveys through the art the rich deep emotion sustenance and the cultural inheritance, because of the user's different life style, can cause the inner emotion resonance to be different. The application of narrative mode to soft decorative design works of art design not only conforms to people's demand for art design, but also combines narrative mode with art design concept, making the design more vivid and vivid in front of users. It can also make the narrative method make Wenchuang art more interesting in the process of soft decoration design, at the same time, it can also make Wenchuang art have a high-level connotation, but also can better convey the designer to express a spiritual culture and the traditional culture of inheritance and belief, causing emotional resonance of users [2].

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