

# Application of Traditional Elements in Visual Communication Design

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**Abstract:** With the rapid development of artificial intelligence and big data technology, information network technology has been widely used in life. Many traditional visual communication design concepts and design ideas are gradually eliminated by the times, and interactive design schemes based on new media display are gradually accepted by people. Therefore, how to combine Chinese traditional elements and visual communication organically in the network era, and better play the role of visual communication is an important trend of visual communication design development. Therefore, this paper focuses on the application of Chinese traditional elements in visual communication design, so as to better promote the development of visual communication industry in China.

## 1. Introduction

With the development of new media technology, there are more and more modern visual communication design schemes. The application of various modern technologies makes the design of visual communication develop in the direction of first evolution and technicalization[1]. The traditional visual design is difficult to meet the growing aesthetic needs of people. Material progress makes people not to meet the visual enjoyment, but also in the pursuit of spiritual satisfaction. Traditional elements have great advantages in vision, but there are obvious defects in dynamic and exchange design. Therefore, how to strengthen the application of Chinese traditional elements in visual communication has become an important problem in the development of visual communication design. The design concept of visual communication design needs to take more traditional Chinese elements into account, especially the personalized needs of users[2]. With the development of the times, visual communication design should keep up with the trend of the times, so that visual design can get rid of the limitations of traditional design in layout, concept and spiritual value of communication. At the same time, in the design process, we should fully consider the personalized needs of users, pay attention to the spiritual attributes of products, so that the designed products not only convey the design concept to users in one way, but also In the design process, we should pay attention to the interaction between people and products, that is, to reflect the interactive design concept.

## 2. Visual Communication Design and Chinese Traditional Elements

### 2.1. Overview of Visual Communication

Visual communication design is a multi-disciplinary design method, which combines art, communication and information communication design. At the same time, in the process of visual communication, it needs specific visual elements to convey the designer's design concept and design ideas, not only the carrier of art and designer's expression of emotion. There are many forms of visual communication, including the following four forms, which are: painting; sculpture; architectural technology; design technology, etc. As the main idea of visual communication is to meet people's needs visually, but with the development of new media technology, visual communication has new needs in the spiritual level. This is because the development of new technology makes the visual communication design constantly forward. General information

dissemination needs a certain carrier, which is similar to the visual communication subject[3]. Carrier is the form of design products and designers to express art. In a word, the reception and information of visual conformity in the communication of design is extremely complex.



Figure 1 Traditional elements of China

## 2.2. Traditional Elements of China

China has a long history and has a strong historical accumulation. The traditional elements with Chinese characteristics have been left behind in the historical development. These traditional elements reflect the cultural characteristics of different periods and nationalities. Among them, the themes of Chinese traditional elements are numerous and the scope of design is very wide, such as paper-cut, ink painting, etc [4]. at the same time, these traditional elements contain the creator's expression of various human joys and rich philosophy, world outlook, etc. For example, peony contains the meaning of great wealth, while plum contains the sentiment of clean and elegant[5]. With the development of the times, the development of new media has constantly impacted the status of traditional elements in visual expression. How to better display the advantages of traditional elements in the design of visual communication is an important challenge facing China's visual communication. However, as long as the essence of traditional Chinese elements is effectively integrated into the process of visual communication, we can design better. Works.

## 3. How to Better Apply Chinese Traditional Elements in Visual Communication Design

### 3.1. Design of Interactive Objects

In the whole process of visual communication design, designers need to effectively use effective space to place the emotion they need to express in the visual communication products. This link is an effective combination of people, users and space, which embodies the concept of interactive design and emotional design in the process of visual design, so that products can not only meet people's material needs, but also meet people's emotional needs[6]. At this time, it is necessary to use Chinese traditional elements reasonably in the design process to strengthen the relationship between people and space. In the design of space environment, we should make full use of the visual advantages of traditional elements. General traditional elements make the design more historical and cultural, and make the design products more tasteful and standard[7]. How to combine these elements with modern elements? Then the artistic impact of the integrated products will bring different artistic experiences to users. At the same time, in the design process, we should consider the user's needs and the actual design space, combine different space and different design needs to play the role of creators to carry out visual design, and play a role of embellishment in the design of traditional elements, so as to make the design more perfect.



Figure 2 Traditional Chinese characters

### **3.2. Application of Ink Elements**

The use of ink elements in visual communication design can make the design contain the beauty of simplicity and simplicity, and can organically combine calligraphy, painting and other art forms, and then design works with Chinese traditional culture style, while the works also reflect modern elements. In terms of design consciousness and style, there are also some cultural thoughts in China, which is consistent with the concept of art design in modern society[8]. The artistic conception created by the ink element can be fully applied to the design composition of visual communication, making the composition have the overall spatial level, showing the emptiness and elegance of the design structure. At the same time, the artistic technique of leaving blank can be used to highlight the combination effect of reality and reality. In today's visual communication design, ink elements are widely used.

### **3.3. Application of Blue and White Elements**

Chinese traditional blue and white elements are very suitable for the process of visual communication design. Such as peony, chrysanthemum, Begonia, etc.; Yunlong, Luan Feng, Qilin and other animals in the process of painting application, through modern creative techniques, on the basis of retaining the artistic beauty of blue and white elements, form a new visual effect. Specifically, in the graphic design of blue and white elements, the graphic part can be simplified to retain more original ecological design content, so that the work has a new look[9]. For example, the visual communication design of Beitucheng station of Beijing Metro uses a lot of blue and white elements, 28 big columns and guide plates with blue and white patterns and traditional blue patterns to present a simple and elegant Chinese water town, fully reflecting the cultural connotation.

## **4. The Application of Chinese Traditional Elements in the Teaching of Visual Communication Design**

### **4.1. Application of Traditional Chinese Ink Painting in Visual Communication Design**

In the design exchange design, the traditional Chinese ink painting has always been a popular Chinese element by designers. Chinese traditional ink painting is the pursuit of visual communication designers because of its unique simplicity and artistic beauty. The art of Chinese calligraphy and painting is to construct a beautiful world line, which advocates natural flow, line, to be honest, simple atmosphere, deep or shallow, straight line or curve, and graphic display to emphasize the artistic charm. That work reflects the philosophy of life. Chinese traditional ink painting is an important part of Chinese traditional culture, which embodies Chinese cultural emotion and has strong cultural accumulation. Chinese traditional ink painting pays more attention to visual expression, which reflects the significance of people's infinite aftertaste image design. This

kind of meaningful and subtle beauty is mainly reflected in the lines and blank of ink painting. In the traditional Chinese ink and mobile painting, there are implicit meanings, which means that they are not exposed, showing the repressive temperament, propaganda and explanation. This atmosphere, through this atmosphere let the audience close to the soul. Traditional Chinese ink painting pays attention to internal beauty, which is mainly manifested by the combination of plain beauty and artistic beauty. Teachers often analyze traditional Chinese ink painting in the actual teaching process, and meaningful artistic concept is the key point. The design of the feeling image is relatively simple, which can be conceptually innovated in terms of the line and color. The traditional Chinese ink painting can produce the aesthetic feeling of "an incredible country when there is no painting". The strong contrast between light and Yin reflects the philosophy of yin and Yang. Therefore, in every day's teaching course, teachers can guide students to learn key points, lines, faces, rigidity, softness and flexibility. Through the combination of these elements, it can produce a unified effect, combine the rhythm and rhythm of art, and improve the visual communication effect.

#### **4.2. The Application of Chinese Traditional Auspicious Elements in Visual Communication Design**

Chinese traditional auspicious elements mainly include dragon, Phoenix, turtle, crane, etc. These traditional auspicious elements, summarized by their ancestors in their lives, express their good expectations and aspirations for life. In addition, the traditional auspicious concept of our country, many sons and blessings, and people express these good wishes with daily things, forming the elements of traditional China's favor. Among them, the most representative is the pattern of Chinese knot and dragon, which is also a famous symbol of China in the world. The integration of Chinese traditional auspicious elements in visual communication design will have a good artistic impact. Beijing bids for the Olympic Games. There are many Chinese. The design inspiration of this logo mainly comes from the traditional Chinese Geely Baker. In the design process, the introduction of calligraphy elements of the free hand, the use of distinctive expression of the Olympic Art. The freehand elements of calligraphy vividly reflect the close connection among the Olympic rings, Chinese knot and running athletes. It not only emphasizes the strong and enthusiastic games of the Olympic Games, but also emphasizes the unique traditional culture of China in the world, shows the coordinated and harmonious production field, and reflects the strong cultural characteristics of China and the modern aesthetic value. In addition, the torch design of Beijing Olympic Games also reflects the traditional auspicious elements of China. The overall background of the torch highlights Chinese characteristics, fully reflects the inclusiveness of Chinese civilization, and is the red color of China. In history, moare first appeared in ancient sacrifice activities. With the development of the times, Xiangyun pattern has been given more meaning, and its elegant temperament is also pursued by the communication design in modern vision.

#### **5. Conclusion**

To sum up, Chinese traditional elements have unique cultural connotation and cultural connotation. Therefore, in the design process of visual communication in the new era, we should make full use of the characteristics of Chinese elements, and combine the traditional Chinese elements and visual communication design organically, so as to better design a perfect work.

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