

Research on the Application of Traditional Chinese Culture and Art in Modern Graphic Design

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Abstract: With continuous acceleration of globalization and constant integration of economies and cultures of various countries, China, as a country with more than 5,000 years of cultural heritage, has accumulated rich cultural and artistic elements in the long history, which not only represent the characteristics of China. The 21st century is an era of globalization and competition and the competition for design is essentially the competition of culture. In order to make Chinese design to stand out in such a fiercely competitive environment, we have to take advantage of our unique culture and art and apply them to the design so as to let Chinese design exude genuine charm. What's more, by combining Chinese culture with the characteristics of the times, we can achieve inheritance and development. Therefore, when doing modern graphic design, we should appropriately integrate contemporary design with traditional culture and art and broaden mind as well as the ways to demonstrate art so as to provide richer sources of inspiration for graphic design. In this way, graphic design will be pregnant with art, appreciation, and the temporal spirit, which should be the meaning of modern graphic design.

1. Introduction

After thousands of years of development, traditional Chinese culture and art have accumulated profound heritage. In a highly developed information technology era, the continuous application of science and technology plays an active role in promoting the overall development of modern graphic packaging design. However, constant impact of western culture has made China's traditional culture and art face enormous challenges. As modern graphic packaging designers, we must fully utilize our rich imagination and innovative consciousness to better present traditional Chinese culture in the design. The introduction of traditional culture will be of pivotal significance either in terms of business or art. Introducing traditional Chinese art in the design process reflects an aesthetic taste and aesthetic value. By introducing traditional Chinese culture, designers can make their work more spiritual, and the overall value has been improved to some extent. Traditional Chinese culture is profound and extensive, which should be applied in various industries and fields. The trend in many emerging industries is to use traditional Chinese culture and art. However, due to the lack of development and promotion of traditional culture, some people have biased judgment toward the understanding and application of traditional Chinese culture and art, which made it difficult to perfectly apply those to modern graphic design. Traditional Chinese culture and art have been through a long period of development, and the essence as well as significance behind them should be applied based on profound understanding.

2. The Inevitability of Combining Traditional Chinese Culture with Graphic Design

Typography art is an indispensable part of China's vast traditional cultural and artistic elements. Its emergence and development has greatly promoted the progress and inheritance of traditional culture, and at the same time dominated the process of Chinese history to a certain extent. Typography art has a distinct feature of the times, that is, the forms and contents in different eras often differ greatly, and it is this difference that provides a large number of cultural and creative resources for modern graphic design. As an important element of modern graphic design, traditional

typography art should be applied on a large scale. The traditional typography art evolved from hieroglyphics. The ancient working class have understood the real things according to various graphics, and can give corresponding textual indications according to the meaning conveyed by the graphics. Therefore, in the practice of modern graphic design, the meaning and function of the text and graphics should be deeply restored to gradually form a personalized aesthetic element. In a sense, the development of modern graphic design technology has an inseparable origin with traditional culture and art. In ancient times, great ancestors used totem as a medium for revealing content, or as the initial origin of graphic design. Later, it developed into a feudal society. People divided themselves into different races and had different grades. At this time, there were emblems such as crests and famous brands, and the applications were also simple elements at that time.

3. Problems in China's Modern Graphic Design

3.1. There is A Scarcity of Designers with Traditional Cultural and Artistic Literacy.

Currently, Chinese graphic designers are deeply influenced by foreign design concepts, and their work are mostly avant-garde while most of them are favored by foreigners by learning their design skills. In the process of studying graphic design, designers did not have an understanding of traditional Chinese culture and art.

3.2. Modern Graphic Design Lacks Research on Traditional Culture.

In recent years, some Chinese graphic designers have been pursuing the learning and imitation of emerging design concepts, always admiring foreign design skills, without studying on traditional Chinese culture. Graphic design flourished in foreign countries and its development is way ahead of China. Therefore, a lot of Chinese designers tend to learn their skills, trying to catch up with them.

3.3. It is Difficult to Use Diverse Traditional Cultural Elements.

China is a big country with a history of 5,000 years and every period has its own historical symbols and cultural elements. Whether it is the abstract traditional art elements of color and pattern, or the specific art forms such as painting and calligraphy, they can all be applied to modern graphic design. Through long-term research and study, designers can improve understanding of traditional art and find appropriate elements among diverse traditional cultural elements. However, some of Chinese designers have not analyzed and summarized that large volume traditional cultural elements before carrying out new designs, which have flooded the market. As a result, it will lead to some side effects to encourage designers to apply traditional Chinese culture and art to graphic design. The proportion of the above three problems is shown in Figure 1.

Traditional cultural issues

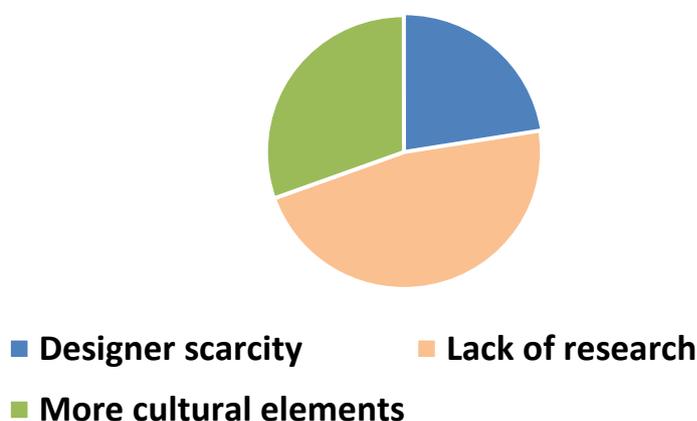


Figure 1. The Proportion of Different Traditional Culture Application Issues

4. Correct Application of Traditional Chinese Culture and Art in Modern Graphic Design

Design is a way to create culture and art. Any kind of culture that pursues everlasting development has to innovate on the basis of inheritance because it is the appreciation and transmission of the wisdom of predecessors. Innovation can be deemed as a process to break old patterns and establish new ones, or in other words, take the essence and discard the dregs. Chinese culture is profound and extensive and Chinese designers must understand the elements of the connotation of Chinese culture and combine them with modern concepts.

4.1. The Application of Calligraphy.

Calligraphy is known as the "Art of the East", which is the essence of traditional Chinese culture. Beginning with Oracle, seal script, cursive script, clerical script, regular script, and semi-cursive script are keep evolving and developing. Calligraphy bonds pen, line, Chinese characters, and black and white space tightly, which is finally able to show the spirit of the east and has a strong visual impact.

4.2. The Application of Traditional Chinese Pattern.

Traditional Chinese patterns refers to the auspicious symbol of folk art that is spread among the people. It conveys the working class's expectation for auspicious and happy life. "Art comes from life", the existence and development of traditional Chinese patterns is also a testimony to the evolution and development of the working class, and the gems of wisdom.

4.3. Application of Engraving Art.

The art of engraving is also considered as a unique artistic element in China. After thousands of years of inheritance and accumulation, it has become an important symbol of the Chinese style and the essence of Chinese art. The engraving has the distinction between Yang and Yin. Its color and style have unique visual impact. If we combine "China engraving" with modern design, and introduce the "Honesty" meaning in the design, then we will have unique "Chinese design". The emblem of Beijing Olympic Game is an example of using the engraving art in modern design.

4.4. Traditional Elements, Modern Expression.

The most important thing is to create a breakthrough if we want to break old patterns and establish new ones. Traditional art can help demonstrate the esthetic appreciation of modern people and is in line with the needs of them, which can achieve mutual benefits of both art and economy. By applying this thinking, we can design competitive products which are traditional and modern.

4.5. Integrate Chinese and Western Design and Carry Out Innovative Development.

With the further development of globalization, the integration of Chinese and western culture is the trend. In addition, the inheritance of traditional culture can not be conservative, and modern design must conform to the development of the time and become international. First of all, we have to realize that traditional Chinese culture and art are the essence and foundation, which should be the premise to help Chinese design go global. Secondly, the advanced design concepts of the West are also worth learning and referring to. However, west culture such as English should be properly selected and applied.

5. Conclusion

We live in the era that is full of competition, and designers need to adjust their thinking while carrying out graphic packaging design so that the final work will be competitive. With the emphasis on traditional cultural elements, designers should actively incorporate these cultural elements into their products in the process of modern graphic packaging design, so that the value of the products can be better reflected. Traditional Chinese culture and art will be beneficial to enable a sustainable development for graphic design. Recently, the graphic design in China has been rapidly improving and developing, and we still have to pay attention to the importance of traditional Chinese culture.

By understanding the problems existing in modern graphic design in China, we can find out specific methods of integrating traditional cultural and artistic elements into modern graphic design, and effectively integrate the two through the application of color, pattern, painting and calligraphy to carry out graphic design in the new era to demonstrate the unique characteristics of China and enhance the overall strength of modern graphic design in China.

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