

## The application strategy of Chinese ink painting elements in plane advertisement design

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**Keywords:** Chinese ink painting; Print advertising; Design; Strategy.

**Abstract:** This paper analyzes the significance of Chinese ink painting in the application of graphic advertising design, it also discusses the application strategy of Chinese ink painting elements from three aspects. They are the application of Chinese ink painting elements in the design of graphic advertising modeling, in the application of artistic conception design and creative design, which has a positive significance for the promotion of graphic advertising design effect.

### 1. Introduction

Chinese ink painting is an important part of Chinese painting art. By adjusting the ratio between the ink, ink painting can create shade, different expression and transformation of depth and color. As for the ink painting color, black and white is given priority to while different painters in the process of creating ink painting will add some other colors for prominent effect. The unique charm of ink painting is incomparable with other painting arts. In the design of plane advertisement, applying Chinese ink painting elements for innovation can effectively improve the design effect and maintain the uniqueness of works. Therefore, it is very important to strengthen relevant research work and skillfully apply Chinese ink painting elements to carry out plane advertisement design.

### 2. Understanding of Chinese ink painting

#### 2.1 Classification of Chinese ink painting

As a way of expression of traditional Chinese painting, ink painting is designed on rice paper by using water and ink in a certain proportion. At the beginning, the color was mainly black and white, but later, different colors were introduced in ink and wash painting, which changed to color and ink painting. According to the colors applied in paintings, ink painting can be divided into two types: pure ink painting and color ink painting. However, according to the content, ink painting can be divided into figure painting, flower and bird painting, landscape painting, scenery painting and other types. Different painting techniques will be applied in the creation of ink and painting. According to the classification of the techniques used, it can be divided into fine brushwork, freehand brushwork, color painting and other different types.

#### 2.2 Characteristics of Chinese ink painting

First, Chinese ink painting has the characteristic of simplicity, especially some freehand brushwork paintings, in which the author expresses rich artistic conception through a few strokes. Secondly, the picture layers of ink painting are extremely rich. Although in the process of painting, the author only works with the help of water and ink, but through the design of different content of water and ink and the innovative application of brushwork skills, ink painting works can present dry and wet shades of color characteristics, and at the same time make the whole picture more rich. Third, ink painting is very decorative. In the creation, gongbi is mainly represented by realism. The author expresses things objectively with the help of precise and delicate brushwork, so that the works can have a strong realistic effect just like modern photographs. However, the decoration of ink and brush painting is prominent. Through delicate and rigorous brushwork, neat lines and bright, elegant and gorgeous colors, ink painting has strong artistic quality and decorative characteristics.

Fourth, in the process of creation, Chinese ink painting focuses on the expression of artistic conception. Its rich artistic conception has a strong artistic shock, and the works are designed with the author's emotion, which has a very prominent expressive effect.

### **3. The significance of Chinese ink painting elements in the application of graphic advertising design**

#### **3.1 It is conducive to the effective expression and inheritance of China's traditional culture**

Chinese ink painting, as a form of expression of traditional Chinese culture and art, its creative elements applied in graphic advertising design are conducive to the effective expression and inheritance of traditional Chinese culture. Under the background of the era of international integration, the application of elements of Chinese ink and wash graphic advertising design, people all over the world easily feel the artistic charm of Chinese traditional culture in his works, and has vivid and direct understanding about the Chinese traditional cultural elements through advertising, which provides an opportunity for the Chinese culture to the world. In addition, in the design of print advertisements, the elements of Chinese ink painting are applied to blend modern culture with traditional culture. This kind of design can bring the audience a fresh feeling, and the works have strong uniqueness.

Chinese ink and wash is the essence of traditional culture in China and is a typical representative of the traditional culture, the application of ink painting element in graphic advertisement design is a kind of good positioning. Especially in the open society, the nationality of advertising design is weakened unceasingly, at this time, if the Chinese ink painting element is used in the design of the print ads, the audience will better understand the regional characteristics of advertising and they will have a profound impression on it. However, the overseas spread of this kind of advertisement design also can carry on the effective promotion of Chinese traditional culture.

#### **3.2 Help to improve the aesthetic value of print advertising design works**

In the thousands of years of historical development, the Chinese nation has formed a unique aesthetic value concept with Chinese characteristics. In the design of plane advertisement, the elements of Chinese ink painting are applied to design, and the designed works can realize the integration of external and internal beauty. This design is in line with the aesthetic needs of Chinese people, so that the effect of advertising can be improved naturally. The application of Chinese ink painting elements in graphic advertising design enhances the aesthetic value of the work and fills the work with traditional artistic beauty elements, which can bring the audience spiritual pleasure and generate a sense of national belonging. It also greatly improves the aesthetic quality of the works. This design can bring the audience a certain space for reveries, so that the advertising design works can form an interaction with the audience and bring the audience a strong aesthetic shock.

#### **3.3 Help to improve the economic value of print advertising design**

With the development of world economic integration, Chinese products can be seen all over the world, and the impact of Chinese products on the world is huge. In order to improve the competitiveness of Chinese products, a lot of advertising is needed. Advertising is an important means of promoting for most products. How to improve the influence of products through advertising and achieve higher economic benefits is the focus of enterprises. In order to enhance the influence of commodities, we should pay attention to the special publicity design of commodities in advertising design, and integrate Chinese elements into it, so that commodities can show their unique charm as soon as they go abroad. In this way, the characteristics of commodities can be displayed to effectively go to the world. The application of Chinese ink painting elements in print advertising design is an effective way to reflect the characteristics of commodities. As a representative element of traditional Chinese culture, ink painting is applied in the advertising design of commodities, which can effectively highlight the Chinese characteristics of commodities and clearly position commodities, so as to attract the attention of the world and achieve higher

economic benefits. Moreover, the application of Chinese ink painting elements in print advertising design is an important embodiment of advertising design innovation and can effectively expand the content and form of advertising design. As an important carrier of traditional culture, ink painting is applied in plane advertisement design, which can effectively improve the humanistic connotation of commodities, which provides powerful conditions for enterprises to realize higher economic value.

#### **4. Chinese ink painting elements applied in the design of flat advertising strategy**

##### **4.1 Elements of ink painting are applied in the design of plane advertisement modeling**

Chinese ink painting has a long history and a unique charm, as well as formed a special way of expression. The application of ink painting elements in the design of graphic advertising can effectively enrich the expression of graphic advertising design. The shape of the brush and ink in Chinese ink painting is very special, which can effectively show the artistic quality of the author, as well as his thoughts and emotions. The application of brush and ink and the design of trace lines in ink painting are very special. Relevant elements applied in the design of plane advertisements can effectively enrich the modeling design mode of works, realize the special treatment of design works and display the unique charm of works. In addition, the line and color elements of ink painting can also be applied in the modeling design of print advertising commodities. This element is full of liberal features and can be applied in the modeling design of commodities to make the modeling of commodities more flexible and natural. The elements of ink and wash painting are applied in the design of plane advertisement modeling, which can make the modeling of advertisement works have a stronger cultural color. The way of meticulous painting is used for advertisement design, which can reflect a sense of texture in the lines of the works and make the works present a unique charm.

##### **4.2 Ink painting elements are applied in the artistic conception design of flat advertisements**

If the elements of Chinese ink painting can be organically integrated into the print advertising design, it can effectively enrich the artistic conception of the works and achieve innovative design. In plane advertising art design process, designers can fully realized the essence of Chinese ink painting elements, then they can give full play to their imagination and creativity. When they integrate the ink painting essence into works of art and design, it can bring great visual impact for the audience, at the same time, it also can give them a kind of spiritual enlightenment experience. For example, Chinese ink painting has prominent features of point, line and surface elements. Reasonable design of point, line and surface can convey a kind of interest and spirit. In the design of plane advertisement, the designer reasonably introduces the features of point, line and surface design of ink painting according to the needs of the work, which can effectively show a unique beauty of interest and artistic conception. The smart purchase of dots, lines and surfaces of ink and wash painting can create an artistic effect of combining the virtual with the real. With the help of this combination, the print advertising design can make the work display a kind of beauty of the virtual with the real, and can have small, rich and expanded conception of the work.

##### **4.3 Ink painting elements are applied in the creative design of plane advertisements**

The forms of Chinese ink painting are flexible and diverse, and the content is rich and colorful. The elements of ink painting are applied in the design of plane advertisements, which can enhance the design taste of works from both form and content, and enrich the connotation of works. Elements in the application of Chinese traditional painting to print AD design, designers can't derivative related content, but to be able to combine the needs of the design work and the audience's preferences as a reference for application. They also should clear the design idea and goal. On the basis of the application in the design of the elements of Chinese ink and wash, designers can make the two fusion penetration, so as to achieve the best advertising creative.

In the process of plane advertisement design, the designer must be able to fully grasp the connotation of ink painting elements and give full play to the imagination and creativity so as to

introduce the ink element into the design of the work. Moreover, this kind of creative design works embody a kind of unique cultural features and artistic charm, and ensure that work is a practical and artistic unity. In this way, the designed advertising works can effectively attract the audience and achieve the ideal publicity effect.

## **5. Conclusion**

In short, advertising has become an important means of commodity publicity. If we want to achieve a higher publicity effect, we must innovate advertising design work. The application of Chinese ink painting elements in plane advertising design can effectively highlight the characteristics of the work and enhance the publicity effect. As a designer, we should strengthen design innovation and apply the elements of ink painting to the modeling, artistic conception and creative design of plane advertising, so as to enhance the design taste and highlight the value of advertising through this application.

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