

# The Application Research of "Chinese Style" Elements in UI Interface Design

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**Keywords:** UI, Interface design, Chinese style, Chinese elements.

**Abstract:** In today's global context, the application of traditional Chinese elements to UI interface design is not only a re-examination, inheritance, promotion and innovation of Chinese traditional culture, but also makes local products more national and individual, and enhances local users. Experience, in line with the spiritual needs of local users. By analyzing the concept of combining Chinese traditional culture elements with UI design, it is proposed that the UI interface design should reflect the Chinese-style communication method. Through the embodiment of visual art and operation mode, how to use UI design to reflect Chinese-style communication is improved, thus achieving the design goal of inheriting and promoting Chinese culture.

## 1. Introduction

In the context of globalization today, the application of traditional Chinese elements to interface design is not only a re-examination of Chinese traditional culture, inheritance, promotion and innovation, but also makes local products more national, while making domestic mobile terminal products more It meets the cognitive habits and mental needs of Chinese local users. The emblem of the 2008 Beijing Olympic Games "China India", the mascot Fuwa "Beijing Welcomes You" and the Xiangyun Torch, all use the traditional elements of nationality, which not only reflects the strong national characteristics, but also has a very strong International. In the eyes of foreigners, these elements are Chinese culture and represent China. Some cultural elements familiar to the Chinese people make the design works very appealing. "The nation is the world's". From a psychological point of view, people are not only looking for new, but also nostalgic for aesthetic objects. The psychological characteristics of "his new nostalgia" and "like new and old-fashioned" in people's consciousness are coexisting at the same time, and it is most likely to cause people's aesthetic taste [1]. Whether or not Chinese traditional cultural symbols are included in the design of local interfaces has become an important factor in its success.

## 2. UI design overview

The UI is an abbreviation of User Interface. The interface is a medium between the user and the hardware designed to communicate with each other. It can be seen that the interface can be understood as a bridge between people and machines to meet the needs of human-computer interaction, and to measure the operability of the system from the perspective of users [1].

UI design, also known as user interface design, mainly refers to the overall design of the graphics and interface on the screen, for example, the visual effects of the interface or the graphics, color and style of the website. UI interface design is not just a simple decoration and beautification of the user interface, because the work of today's UI designers is more and more equivalent to the work of artists, especially with the increasing number of electronic products and web pages in today's social life. With the advent of the website, high-level UI design has become the main way for the design market to remain invincible in the fierce competition. A beautiful UI interface not only allows users to have a comfortable experience, but also enables the product to bring more benefits to the company. Therefore, the design of the UI interface not only needs to create artistic beauty, but also needs to consider the people who use it and the methods used. Although many designers are currently involved in the design of the UI interface, the design of the UI interface is not the same as purely simple art creation [2]. The improvement of people's aesthetic level and the change of aesthetic level, the design

requirements of the current UI interface are more and more. high. How to design a user-satisfied and comfortable UI interface to provide a more satisfying experience for users has become an important issue for current UI designers.

### **3. The influence of Chinese traditional aesthetics on UI interface design**

#### **3.1 Chinese cultural traditions influence the principles of design.**

The advertising traits based on Chinese culture emphasize the concept of "Italian" and incorporate many Confucian, Taoist and Lao Zhuang philosophies. Take China's earliest advertising posters as an example [2]. In the Song Dynasty, the printing advertisement of Liujia Pinpu in Jinan was in the middle of the illustration of the white rabbit holding the iron scorpion medicine. The left and right sides respectively wrote "recognition of the front door" and "the rabbit is the record". At the top, there is the "Jinan Liujia Gongfu Pin Shop". This poster uses not only the traditional Chinese painting technique, but also the charm of the traditional Confucian ideological language, especially the "before the door". The advertising language of the rabbits is very full of the Chinese traditional charm [3]. Even in the 21st century, such language and composition will resonate with the psychology of the general public.

#### **3.2 Chinese-style color processing affects the composition of the design.**

The anthropomorphic nature of traditional art on natural colors, such as "green fat red thin", "yellow red fast green", "sad heart green", "plug smoke green", "green want to drop", "green cool", these ancient poets write The use of color perception in design will have a strong shock in people's minds [3]. In addition, since the association of colors is formed by people in a specific life, it is possible to convert the colors of different meanings appropriately and display them through advertisement posters, and they will also receive unexpected effects. In addition, ancient bronze patterns, stone reliefs, engravings, folk paper-cuts and other traditional art have a subtle influence on modern design.

#### **3.3 Design is nowhere to be influenced by cultural traditions.**

Tradition affects the way designers and audiences think, the formal systems that influence design, and the evaluation criteria of design, although some modern designers, especially those who are avant-garde, always claim to abandon any tradition and think that their work is "none." Traditional, but the actual situation is impossible [4]. From the explicit traditions of materials, tools, language, expression techniques, to the implicit traditions of cultural mindsets, ways of thinking, and aesthetic perspectives of design understanding, each designer is influenced.

### **4. The meaning of communication reflected by the elements of Chinese style**

Chinese traditional elements are the soul of Chinese culture, and each element has his meaning and cultural value, conveying a message to us. There are many traditional elements in China, including seals, four treasures (paper and ink), paper-cuts, kites, Chinese knots, Ruyi patterns, Xiangyun patterns, Chinese weaving, Beijing opera masks, etc. These elements all convey some information [5]. Through these elements to achieve communication with the user, this is the Chinese-style interaction. For example, the pen and ink in the four treasures of the study is necessary for the talents in ancient China. The information conveyed is learning and writing. Window grilles, Chinese knots, and auspicious clouds are all joyful and peaceful in the festive festivals in China. The message is a new year. Kite, in China, is a playful toy, and the message is entertainment. Peking Opera Mask is a special makeup method with ethnic characteristics in China. Because each historical figure or a certain type of character has a general spectrum, it is like singing and playing music. Information is music and video. Incorporating traditional national cultural image elements into modern products has made the product have a certain cultural narrative function has become a new direction of design [1].

## 5. The application of chinese style elements in UI interface design

### 5.1 Classical story style.

Fully understand the connotation of Chinese traditional cultural element patterns, use art means to accurately convey its meaning, combine it with specific UI design, combine UI icons with image elements, and use any graphic in the four treasures to convey the icon, such as Fig.1. The writing is the meaning of the notebook, so it is obvious to Chinese users that there is no need for extra words to describe what the function indicated by this icon is. The icon of the kite conveys the information of entertainment; the information of the video is conveyed by the icon of the drama face; the message of the text message is transmitted by the icon of the flying pigeon, and so on [6]. This metaphor design reflects the implicit and subtle beauty of traditional Chinese aesthetics. The information was exchanged with the user. A good metaphor design, it is important to meet the different needs of users, to solve problems in the process of using the interface, and to enable users to obtain emotional satisfaction when using the interface, and to expand the user's emotional space [6].



Fig.1 Chinese classical culture in UI interface design

### 5.2 Metaphorical icon with Chinese traditional culture.

The interface of the Chinese style, as shown in Fig. 2, first gives people an ancient rhyme. The elements represented by the various icons also fully express the meaning. For example, the calendar is the form of the traditional Chinese calendar that the Chinese have been using. ; set, see its icon is a command word, in ancient times, the token is not a sign of the general commander, planning and deployment since use, implied meaning is set; music, look at its icon to know that it is a Chinese classical instrument One, and so on, other icons are also here. When this kind of mobile phone interface appears in front of a Chinese user, first of all, it will not look at the following text explanation. As long as it is a native Chinese, you will understand the meaning of those icons. Such an interface will be more intimate and more culturally identifiable to Chinese users. Therefore, the artistry of the icon focuses on the popularity of culture, satisfying the user's pursuit of individuality, and providing the aesthetic satisfaction of the user's spiritual level [7].

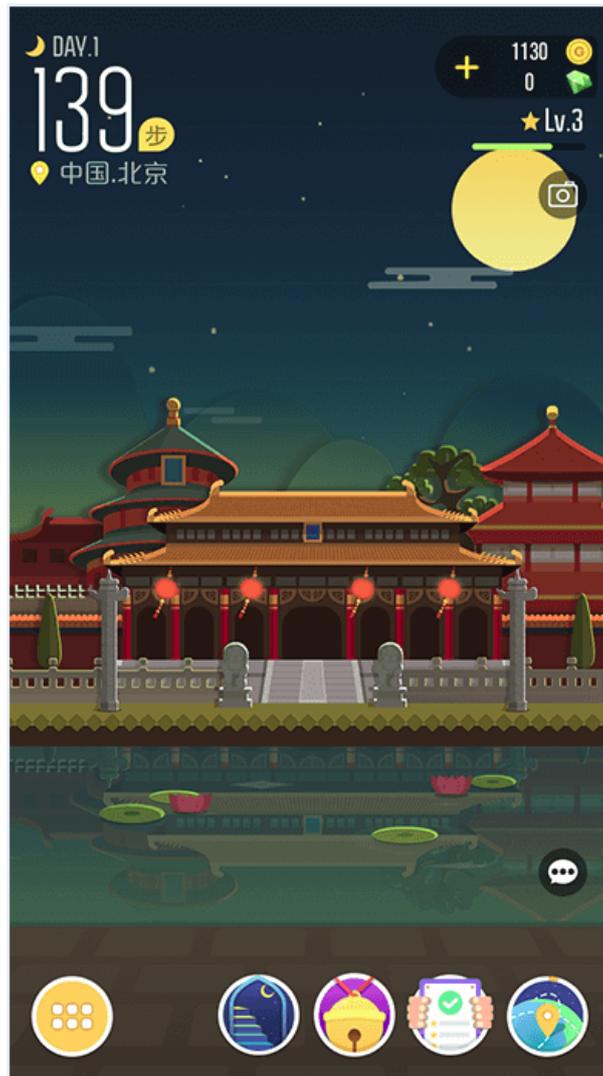


Fig.2 Chinese style interface

### 5.3 Touch screen keyboard input mode in mobile phone UI design.

The success of the product design will determine whether the product can bring a good experience to users. Good interface design has always been devoted to user-friendly design, that is, user-centered design. Good technology doesn't mean it's easy for people to accept or say, it's easy to operate at a certain angle. But blindly pursuing the efficiency of interaction, it is easy to fall into the technical misunderstanding of indifference [4]. The pursuit of efficiency does not reach the user's satisfactory operation mode, such as the incomprehensible and cumbersome shortcut operation, the inconvenient self-contained input method, these will affect the user's emotions, such as the Apple mobile phone input method, from the analysis of the operating frequency, the user will know The space bar is often used, so the space bar is very large in size, and the user can easily find and click on it quickly. This method also brings great convenience to countries that use English and American as the main input method, but for Chinese users.

### 5.4 The operation mode of the short message function in the UI design of the mobile phone.

Chinese people love to send text messages, so now the mobile phone text message icon on the domestic market, see Fig. 3. Sending a blessing message on the mobile phone. It is a unique way for the Chinese to congratulate the New Year. The Chinese have been saying that the ancient geese have been published since ancient times. Although the letter communication tool is simple, it comes with many other hidden factors: the length of the letter, the speed of transmission, and the waiting time. Based on these factors, people will cherish the information brought by this mode of communication [7]. The SMS operation of the smartphone lacks this emotional factor. In order to increase the

emotional design, the mobile phone short message function can be used to design the cursor when inputting the short message as a brush, a pen, etc. or when inputting its own font style or adding information input. The expression of oneself makes the person who texts feel that he is writing a letter, and the most important thing is to pass his emotions to the person who reads the information, and the person who accepts the information is like receiving the letter. In addition, the love of short messages may have national reasons.



Fig. 3 Mobile phone text message icon and input interface

## 6. Summary

All in all, the UI design of the designed product must meet the user's aesthetic requirements and experience requirements. Only when the designer's own emotion and experience resonate with the user can the user interface design process be more profound. The experience and understanding of user preferences, design products that users are satisfied with. UI designers can only embody more humanized and more modern technology by continuously enriching and upgrading their comprehensive capabilities, especially by tapping into the excellent traditional culture.

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