

Innovative Exploration of Art Design in the Heritage of Traditional Culture

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Abstract: The inheritance of traditional culture has always been our duty as a Chinese. It is the soul of our nation. The traditional culture of our nation bears witness to the development and evolution of our entire nation. Therefore, the inheritance of our traditional culture is also a kind of patriotic manifestation to a certain extent. In the process of inheriting traditional culture, we will also carry out some innovations in culture to realize cultural diversity, first and unique. At the same time, realizing the innovation of traditional culture is a kind of ideological and behavioral realm of the Chinese people, and it is a matter of pride.

1. Introduction

Art design is a major trend in today's society. It has developed in various fields and is an important factor in the development and progress of various fields. The innovation of art not only allows art to develop, achieves a higher level, but also enables other businesses to innovate and develop, and can play an increasingly important role in people's lives. China's traditional culture is diverse, and art design is more and more widely used. For example, in terms of fashion design, traditional festivals, there are various folk customs such as paper-cutting and folk songs. This paper has made relevant research on the use of art design in these fields.

2. The importance of innovative design of art design in the inheritance of traditional culture

The inheritance of traditional culture is not a constant layer. In the process of being passed down, there will always be some new elements to join, and some elements that are not suitable for social development are removed. Moreover, innovation is the first driving force for development, and traditional culture needs to develop. Therefore, innovation is a process that must be experienced. Many of them have played a pivotal role in traditional cultural innovation. With the development of society and the ever-changing needs of people, the innovation of art design in traditional culture is conducive to people's better, more convenient and easier to spread traditional culture to generation after generation, so that more people can play themselves in the inheritance of traditional culture. The role of taking on responsibility.

In addition to the importance to the outside, it also plays an important role in the development of the individual. Art design does not come out of thin air. It is the accumulation of people's imagination, creativity and inspiration through the continuous accumulation in social practice. Human development, adapting to the culture of inheritance, is the crystallization of people's wisdom. It can be seen that art design mainly exercises people's imagination and creativity. Art comes from natural life, so it encourages more people to stay close to nature, discover and appreciate the beauty of life, get more inspiration, and create more materials for future art design innovation. Design can also cultivate people's creative thinking and enhance a person's overall quality and cultivation [1].

3. The innovative embodiment of art design in traditional culture

Art design also includes many aspects, dance, art, music and literature. Adding these elements to

traditional culture can improve the quality of traditional culture.

3.1 Art design innovation our traditional costumes

Since ancient times, our clothing has been changing, whether it is the style or the pattern on the clothing, it is in line with the needs of people. From wearing complex costumes to literary national costumes, to the present, all kinds of modern clothes are easy to wear. Although styles and patterns are changing, we can't deny that the constant is that he will always permeate the atmosphere of our traditional culture. The change of clothing is essentially the innovation of our national traditional culture. On the clothing, in addition to the style, the pattern is constantly updated [2]. For example, this year's popular Hanfu is very popular and popular with everyone. Nowadays, both the Hanfu and the ancient costumes have an ancient atmosphere, but the difference is that some patterns on the clothing and their styles are combined with a variety of clothing. The special elements together form the work. It can also be said that Hanfu is the addition of some elements of ancient costumes on the basis of modern clothes, and the innovations formed by the combination of clothing characteristics at different times. For example, modern clothing combined with ribbons, combined with some of the ancient headwear, full of people became the ancient style that people like. Or, the same popular embroidery, embroidery in the past few years, slowly faded people's attention, until the past two years, some of the embroidered items appear in people's lives. Such as cross stitch and so on. What I want to describe today is modern clothes with embroidery. Embroidery is our traditional culture. In the past two years, embroidery has mainly been added to some special styles of clothes, so the special style of clothes is art design, the combination of the two, Make the work more interesting. The cheongsam with embroidery, which combines the special elements of the two Shixi, forms a new and innovative costume, which belongs to the field of art design. As shown in Figure 1.



Figure 1 Cheongsam with embroidery

This was originally a very ordinary white dress, but it was because a set of flowers was embroidered on the bottom of the clothes. The clothes were not only monotonous, but also showed a very beautiful feeling.

3.2 Art design adds color to our traditional festivals

It is a perfect fit to say that traditional festivals are our traditional culture. Some of the remaining festivals in our country are of a literary significance and cultural characteristics, and all have a strong historical background. For example, the Dragon Boat Festival, which commemorates Qu Yuan and spread to the present festival, did not have the dragon boat race at the beginning of the festival, but as time went on and people's ability to innovate, there were various activities. Form [3], the day of commemorating Qu Yuan in the past, it will not take Baozizi as the main form of activity, which was later formed, and various activities, such as flying kites, hanging wormwood, picking tea, making The festival customs of the Dragon Boat Festival, such as herbal tea and painted geese, are formed through practice and innovation in the process of activities, and all of them also reveal the artistic atmosphere, which is enough to show that art design is in the traditional festivals of our country. It is very flexible and extensive. It is precisely because of the addition of these artistic design elements that traditional culture is more vital, people can experience the taste of traditional culture in the festival, and then vividly pass these customs from generation to generation to the descendants, so that

our country is excellent. Traditional culture has been inherited and bathed in more compatriots. Also during the Mid-Autumn Festival, moon cakes of various flavors will appear in various stores to meet the tastes of more people and attract more customers. At the same time, I don't know if you have discovered that the pictures engraved on the mooncakes are changing with the development of the times. The design of the patterns is also a kind of art design, and the moon cakes are the material culture left by the ancestors, but among them Some elements have also been innovated, replacing them with other art-innovative designs that adapt to development. In the whole year, the most important thing is the Spring Festival. This is an alternating year and year. It means that we have grown up one year old. It has become a trend of the Spring Festival every year. Many people with conditions and interest will In the zero-ignition fireworks, the fireworks did not appear before, and there should have been only firecrackers before. The use of fireworks made our festival more interesting. Compared with the Spring Festival, it participated in the form of event design innovation. During the Spring Festival, the types of fireworks are constantly changing. Nowadays, the fireworks are getting more and more advanced. When it is sprayed into the air, various shapes can be changed. The change of shape is the result of artistic design.

3.3 Art design makes our traditional texts various

The text is our traditional culture, a tool for our communication and language expression, and a carrier for the generations and the ancients to pass on the traditional culture to us. Art design makes the text more soulful. This is mainly reflected in the artistic words of art. The art font is based on Chinese characters, and the changes in strokes are made through the needs of people on posters and various graphic designs and advertisements. The typeface font is also the crystallization of people's innovation, because it combines many of the requirements of people in the design, on the one hand, it must be beautiful, on the other hand, it must conform to the plate design. Art design is not only reflected in the transformation of strokes, but also closely related to color matching and line spacing and layout design. Today, there are countless artistic fonts that can provide designers with more choices or Is the reference [3]. As shown in Figure 2, first of all, it is based on the "dragon". Through the change of the image of the stroke, the word is more beautiful and image, and the font is black, so that the whole picture looks like the dragon. It is majestic and looks very good, in line with the excellent quality of Chinese tradition.



Figure 2 Artistic font

3.4 Art design makes our national folk culture more unique

In this section, I mainly want to talk about the innovation of art design in music. Music is an indispensable part of people's life. It covers a wide range, from a small voice to a natural one. Every kind of sound. Nowadays, everyone's listening style is different. In this situation, various types of songs are swarming. There are fifty-six nationalities in our country. Each ethnic group has its own unique culture. Through the processing of composers and the characteristics of national culture, they

have made many national songs. According to the survey, today's national music is more than just including national characteristics, composers and lyricists are often able to add some innovative elements and accompaniment to the music through the rhythm of music, such as flute, rap, etc., which are also the embodiment of artistic design innovation [4]. Or it is to add some traditional culture to the song music, in fact, it also reflects the value of traditional culture to a certain extent, and the combination with different carriers has realized its innovation. The arrangement of many music including the present is not only the popular music that people pursue, but also some ancient elements. In short, the combination of the two melodies makes people like these songs from the inside out. For example, the song "Jianghai does not cross you", this song was unexpectedly subjected to my single loop. When I first listened, I felt that it was full of rhyme and then liked it. At the same time, its melody was so popular, except for singing and songs. Adding monologues to make music more unique. It must be said that people who are currently composing songs are increasingly able to grasp the hearts of people for innovation and design.

3.5 Art innovation design is added to the advertisements in our lives.

As an indispensable propaganda means in the market, advertising is also a kind of traditional culture, especially public service advertisements, all of which reflect the traditional etiquette of our country. Art creative design is added to the advertisement to make the advertisement more appealing and attractive. The purpose of the advertisement is to attract customers to visit the items in the advertisement. Only some attributes displayed in the advertisement satisfy the customer's questions and their Demand, the existence of advertising is meaningful and valuable [5]. Where is the artistic design innovation of advertising reflected? Compared with the previous text ads and video ads, many of the current paper ads are mainly posters, so there will be various art designs in the posters to make the ads beautiful and attract the audience. In general, the poster will first highlight the theme in the form of words, so the design of the word is very important, generally using artistic fonts, and then in addition to the words, there are illustrations to make him more appealing and persuasive, plus layout The design of the whole advertisement is even more perfect, and such innovative design is also created to meet people's needs. We also found that advertisements also appear in people's lives in the form of videos. The artistic innovation design here includes many elements, first of all, music, concerts are adapted according to needs, making advertisements attractive, and The dance in the video is not only integrated with the music, but also conforms to the aesthetics of the general public. This requires constant observation and practice to achieve near perfection.

4. Conclusion

Art design is widely used in various fields of society, which deeply influences the innovation of the industry. Innovation is the first driving force for development, so it indirectly affects the development of an industry. The reason why our country's traditional culture is excellent is because it has been inherited from generation to generation. Each person's thoughts are different, and the development of each era is different. In order to adapt to development and people's needs, naturally, through life practice, some will be produced. Inspiration, and then achieve the purpose of innovation. Art to a certain extent can enhance a person's temperament, improve a person's comprehensive quality, and art design cultivates people's imagination and creativity, in short, this is conducive to the practice of operator growth and development.

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