

Analysis of the Application of Chinese Elements in Art Design

Meng Weiyan

Minjiang University, Fuzhou City, Fujian Province, 350108, China

Keywords: Chinese elements, Art design, Innovative application

Abstract: Chinese elements have wide application value in modern art design. As a country with profound historical and cultural deposits, China's calligraphy, painting, folklore and many other cultural accumulation and characteristics provide rich materials for the innovation and cultural endowment of art design. In-depth study of the connotation and artistic characteristics of Chinese elements, find out the current situation of the application of Chinese elements in contemporary art design, and analyze and discuss the application of Chinese elements in art design, which is of great significance to promote the artistic originality and artistic and cultural connotation of China. From the above point of view, this paper explores the application of Chinese elements in the field of art design.

1. Introduction

The development of contemporary Chinese art design is diversified and inclusive. It integrates western art, international art aesthetics, traditional Chinese art and national characteristics. Although contemporary Chinese art started a little later than other countries, its development is very rapid. On the road of vigorous development of Chinese art, the application of Chinese elements provides inspiration for innovation of national characteristics. More use of Chinese elements will promote the development of modern Chinese art design and lead to a broader road.

2. Artistic Interpretation of Chinese Elements

2.1 Connotation of Chinese Elements

The content of Chinese elements is very rich. We can regard the contents accumulated by China and its various nationalities in the long-term historical development, which can reflect national spirit, national culture and national characteristics, as Chinese elements. Chinese elements condense the national identity of all Chinese people, and are the concentrated expression of Chinese national spirit, national dignity, traditional cultural customs and national interests. The elements of gunpowder, ceramics, silk, ink, paper-cut, etc., which we are familiar with, can be regarded as Chinese elements.¹

2.2 Artistic Characteristics of Chinese Elements

Chinese elements have their unique artistic characteristics, which are embodied in the aesthetic and national characteristics of Chinese elements. From the perspective of aesthetics, the artistic charm and aesthetic beauty of Chinese elements are unique. Chinese elements generally emphasize the deep pursuit and expression of intentions and patterns, often expressing a kind of good wishes for people and life in an implicit way. Their cultural and artistic styles are more subtle, and expressions such as homophonic, metaphor are often used. In terms of national characteristics, Chinese elements often express unique oriental charm and Chinese civilization charm².

3. The Application Status of Chinese Elements in Art Design

As the source of inspiration and cornerstone of Chinese contemporary art creation, Chinese elements are widely used in many kinds of art design fields. At present, when Chinese elements are applied in contemporary art design, they are not only a carrier of ideas, but also a medium of

spiritual transmission. They integrate more creative ideas into the creation of artistic life and the innovation and inheritance of artistic design. Presently, Chinese elements are widely used in architectural design, clothing design, creative product design, urban planning and construction design, film music and painting creation, etc. Moreover, the application of Chinese elements in these art designs is not only expressed by its traditional, classical and Chinese charm, but also can be integrated with modern and new art elements to form a good connection between ancient and modern culture and art. The expression of Chinese elements in contemporary artistic creation are gradually developing towards a more innovative and open direction.

4. Analysis of the Specific Application of Chinese Elements in Art Design

With the rapid development of China's economy in the world, Chinese culture becomes more and more important, and has shown great splendor in the field of global culture and economy. With the promotion and development of the upsurge of Chinese cultural renaissance, the application of Chinese elements in contemporary art design has become more common. To subdivide the types of Chinese elements and discuss the application of typical Chinese elements in art design is of great value to the research of the times.

4.1 The Application of Chinese Calligraphy Elements in Art Design

Chinese characters occupy an important position in Chinese culture. As a typical representative of Chinese traditional culture, Chinese calligraphy elements have artistic design and creative value in their inheritance and development, including their appearance, cultural and artistic details and the traditional artistic flavor contained in strokes. When applying Chinese calligraphy elements to art design, we should first pay attention to maintaining the traditional cultural and ideological spirit of calligraphy elements, taking into account both profound implications and aesthetic feelings. Secondly, we should pay attention to the rational use of different forms of calligraphy, combining it with art decoration and creation, and doing a good job in innovative application of calligraphy deformation. Cursive hand, semi-cursive script, the lesser seal character, standard script and other different calligraphic fonts have their own unique artistry. For example, in the design of the emblem of the 2008 Olympic Games, the application of the word “Beijing” deformation is very creative.

4.2 The Application of Chinese Painting Elements in Art Design

Chinese ink painting element is a unique Chinese element besides calligraphy, which has wide application value in art design. Chinese ink painting elements are characterized by freehand brushwork, hazy moonlight, misty aesthetic sense of art, “Empathy” is the essence of the application of painting design elements. The application of Chinese ink painting in art design should pay attention to reducing the deliberate pursuit of normative beauty, and make breakthroughs in artistic conception expression and formalism. Especially, special attention should be paid to the application of Yin-Yang relationship and the level of emptiness and reality in ink painting. Chinese painting elements, whether used in fashion art design or modern architectural design, can improve the combination of ancient and modern art and cultural sense.

4.3 The Application of Chinese Color Culture Elements in Art Design

The application of Chinese color elements in art design also has its particularity, which deserves further study. In the expression and design of traditional Chinese art, the commonly used Chinese color elements are red, yellow, green and green, but less black and white. In the art design and creation of different nationalities in China, there are also differences in preferences for color. For example, Mongolians prefer green, orange and blue, while Tibetans believe that white represents dignity, and prefer to use white to express dignified identity or image. The application of Chinese color culture elements in art design should find out the national preferences and the tendency of color, moreover, attention also should be paid to the harmony between traditional color elements and modern art³. For example, in fashion design, the use of Chinese color elements can combine red and auspicious cloud decoration to express dignified and auspicious images.

4.4 The Application of Chinese Folk Culture Elements in Art Design

Folk culture is also a very important category of Chinese culture. As China is a multi-ethnic fusion country, its folk culture is rich and colorful, which provides many inspirations for art design. When making use of the elements of Chinese folk culture to carry out art design, it is necessary to have a thorough understanding of the connotation, historical significance and value of folk cultural symbols, folk image and folk activities, so as to avoid misunderstandings in art design caused by the incorrect use of folk cultural symbols. In addition, in the application of folk culture elements, attention should be paid to its pattern composition, implication, graphics simplicity and harmony, modern design value and so on. The selection of folk culture design elements with good implication and in line with the current social trend can better promote the inheritance and extension of folk art and culture elements with Chinese characteristics.

5. Conclusion

To sum up, Chinese elements are widely used in contemporary art design and creation. Starting from Chinese history and culture, adhere to the national cultural characteristics. There is still a long way to go to tap the value of contemporary art design of Chinese elements. More artistic designers and creators need to explore constantly.

References

- [1] Tao Mingzhu. On the Application of Chinese Elements in Art Design [J]. Reading and Writing (Educational and Teaching Journal), 2015 (3): 34-34.
- [2] Gao Sheng. On the Application of Chinese Elements in Art Design Innovation [J]. Art ,Science and Technology, 2017, 30 (3): 259-259.
- [3] Cui Yisheng, Yang Xufei. Brief discussion on the application of traditional Chinese painting elements in modern art design [J]. Packaging World, 2017 (1): 4-5.