

# Application of Oriental Visual Language in Graphic Design

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**Abstract:** Chinese traditional culture has a history of thousands of years, reflecting the ideological culture and national characteristics of all ethnic groups in China. With the progress of society, people's aesthetic level is constantly improving, showing diversified visual consumption, and promoting the rapid progress of graphic design in the process of continuous opening of ideas. The combination of modern graphic design and oriental visual language not only helps to develop and carry forward excellent Chinese traditional culture, but also endows graphic design with more profound cultural and spiritual connotations. Based on the oriental visual language, this paper analyzes the similarities between traditional patterns and modern graphic design, and discusses how to combine them skillfully to enrich the connotation of the works, and then carry forward the excellent traditional Chinese culture and promote the innovation and development of modern graphic design in China. In order to realize the application of oriental visual language in modern graphic design, we must find out the common points between them, so that modern graphic design can have stronger national inheritance and cultural connotation.

## 1. Introduction

The multi-dimensional expression techniques of visual language pay attention to its own design, and use a variety of modern science and technology as the expression carrier, and at the same time achieve a comprehensive fit with the environment, which not only meets people's aesthetic needs, but also promotes the expression of related content in graphic design to be more vivid and vivid<sup>[1-2]</sup>. Chinese traditional culture is profound and has a long history. After 5,000 years of inheritance and precipitation, it has finally formed a Chinese native culture. The historical development process has never been so smooth, and only by accumulating experience in the process of development can we promote social progress<sup>[3]</sup>. With the development of China, with the deepening of international cultural exchanges, the cultures of different countries have continuously influenced the original ideas of the Chinese people<sup>[4]</sup>. In the new era, we should insist on cultural self-confidence and the leading position of Chinese excellent traditional culture in China's current cultural and artistic creation. With the continuous improvement of material living standards, people gradually began to pay attention to spiritual consumption, especially people realized the importance of carrying forward and inheriting China's excellent traditional culture, which made people prefer design works with culture and connotation<sup>[5]</sup>. In the process of designing graphic design works, many masters of art will creatively integrate oriental visual language.

The rational application of oriental visual language in graphic design can make modern graphic design have deeper cultural connotation and gradually sublimate the content and spirit contained in graphic design works. Designers usually incorporate traditional elements when formulating design schemes, and their rational application in graphic design can effectively promote the development and inheritance of traditional elements<sup>[6]</sup>. In order to realize the application of oriental visual language in modern graphic design, we must find out the common points between them. The combination of modern graphic design and Chinese traditional culture not only helps to develop and carry forward the excellent Chinese traditional culture, but also endows graphic design with more profound cultural and spiritual connotation, which makes graphic design glow with new vitality<sup>[7]</sup>. In the new era, we should further explore and carry forward the essence and elements of China's excellent traditional culture. In the field of graphic design, we should combine excellent oriental visual language to achieve high-quality development, create excellent graphic design works that meet the requirements of the new era, and create new features and new works of graphic design in

the new era<sup>[8]</sup>. Based on the oriental visual language, this paper analyzes the similarities between traditional patterns and modern graphic design, and discusses how to combine them skillfully to enrich the connotation of the works, and then carry forward the excellent traditional Chinese culture and promote the innovation and development of modern graphic design in China.

## **2. The Characteristics of Oriental Visual Language**

With the continuous improvement of living standards, people began to pay attention to spiritual needs, and began to introduce Chinese excellent traditional culture into modern graphic design. At present, the world presents the trend of cultural diversification. In order to highlight the individuality of graphic design works, designers will skillfully combine oriental visual language to create modern graphic design works full of Chinese traditional cultural characteristics. Traditional elements are an important embodiment of Chinese traditional culture, and make the connotation of traditional culture richer<sup>[9]</sup>. Traditional elements are innovative, and their integration with world culture can effectively promote the development of world culture. China has diverse nationalities and a very long history, and the oriental visual language is not single, but diverse. Different artistic elements have great differences in function, connotation and form. Chinese traditional culture is rich and diversified, which has a certain relationship with China's multi-ethnic composition. It is also relying on the unique cultural forms of ethnic minorities that inject vitality and blood into Chinese traditional culture. Traditional elements are a part of world culture and occupy an important position. After five thousand years of precipitation and integration, traditional elements have left precious spiritual wealth and material wealth for people.

Chinese traditional elements are widely used. They are composed of countless national cultures, and each nation has its own characteristics, so its style categories are also different. Usually, traditional elements are not synonymous with feudalism and backwardness, and many elements reflect the characteristics of internationalization and modernization. In the design process, designers will use their traditional thinking mode to integrate traditional elements such as Facebook and calligraphy into the design<sup>[10]</sup>. Chinese traditional culture is not only rich in content, but also outstanding in creativity, which has been widely used in contemporary artistic creation and design. The main connotation of visual language in graphic design is to convey it visually by arranging and integrating theme concepts, emotions, pictures and words under the background of art. The composition of Chinese traditional culture includes the unique culture of each nation, and these cultures are unique<sup>[11]</sup>. Therefore, from this perspective, Chinese traditional culture is also national, symbolic and unique. Although the elements of Chinese traditional culture are not the same, they show strong consistency within the scope of the country and nation. Graphic art designers should persist in carrying forward the socialist core values, respect morality and art, and take root in real life and work, and walk out of the innovative road with new era characteristics.

## **3. The Application of Chinese Traditional Culture in Modern Graphic Design**

Modern graphic design is influenced by traditional culture, which deepens the meaning of works and has far-reaching significance. Oriental visual language is more organically combined with reality in graphic design, which significantly improves the comprehensive results in the field of graphic design. Graphic design is a way to express culture. With the rapid economic development in China today, graphic design is gradually on the right track<sup>[12]</sup>. In terms of overall development, graphic design affects the development of many real economies and brand image, and also marks the development potential of a brand. Art must use the mind to sense, so as to discover its thoughts and ideas. Every great work of art is the meaning and form of traditional art, thus expressing the deep meaning of the work. Applying the unique expression form of oriental visual language to graphic design will improve the design's ability of transmitting information and bring new ideas for design. The picture shows the application of Chinese traditional landscape paper-cut art in graphic design.



Fig.1 Landscape Paper Cutting

From the modern design of Chinese style, there are many mature design brands that use a lot of Chinese elements, and these brands have been deeply rooted in people's hearts, taking simple traditional patterns as visual symbols. It emphasizes not only the superficial Chinese style, but also the connotation of Chinese traditional culture. It is the new mission of Chinese designers to draw inspiration from life, start with deep cultivation of Chinese culture, convey the excellent characteristic culture of Chinese enterprises, serve the Chinese people's longing for a better life, and create graphic design with Chinese characteristics. In the design process, the designer can learn the description technique of ink painting, and pass it on to the appreciator after the perfect combination of virtual and real, dynamic and static.

#### **4. Integration of Chinese Traditional Elements and Graphic Design**

At present, due to the rapid development of the Internet, informationization has been filled with people's life all the time, which will easily lead to the distraction of people's attention. In this environment, it will be difficult to attract the public's attention and arouse the public's enthusiasm if fresh visual elements are not added. With the continuous improvement of China's economic level, the level of people's needs for a better life has also been continuously improved, and the pressure of modern fast-paced life has increased significantly<sup>[13]</sup>. The unique positive effects of Chinese excellent traditional elements, such as cultural identity and sense of belonging, which are deeply rooted in people's hearts, have a very significant common identity effect. The expression forms of Chinese national color are rich and varied, and traditional culture is used flexibly to give it new ideas, so as to achieve deeper effects. In the process of graphic design, we should fully add memory elements in line with modern development, so as to make graphic design works more attractive. This can further arouse the emotional resonance between the public and the works, and enable the public to remember the content of graphic design for a long time.

#### **5. Conclusions**

The multidimensional expression of element vision in modern graphic design is not only the achievement of scientific and technological development, but also the full proof of economic and social development. In order to make China's excellent graphic design go global, we must base ourselves on the oriental visual language, make reasonable and necessary innovations on the basis of the oriental visual language, and open up our own development path. By using oriental visual language in graphic design, we can enhance the cultural charm and artistic appeal of graphic design works, and also carry forward Chinese traditional culture. The application of traditional elements can not only enrich the content of graphic design and bring visual enjoyment to the viewer, but also make use of modern science and technology to dig more excellent cultures and promote the inheritance of traditional culture. Modern graphic design can spread traditional culture and art more widely, inherit and carry forward culture better, and combine them to further develop and innovate Chinese modern graphic design. In the visual language of graphic design, the main methods are natural elements and humanistic elements, so only when the two elements are fully integrated in the

future can the whole graphic design have aesthetic feeling and improve the integrity of graphic design.

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