On the Absorption and Application of Folk Art Elements in Modern Art Design

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Abstract: The inheritance and development of folk art elements is a cultural continuation of Chinese art culture from ancient times to the present, and it is also the value of the wisdom of the inheritance of Chinese national culture. Whether it is from the artistic point of view, cultural point of view or market development point of view, the absorption and application of folk art elements into modern art design has far-reaching significance. This fusion of culture and art not only enables the spiritual content of folk art elements to be effectively continued, but also enables them to have richer content with the help of modern art design. The two complement each other and progress each other, which has a very positive significance for the further development of modern art.

1. Introduction

Folk art is an important part of the development of traditional Chinese national culture. It truly reflects the emotions, aesthetics, cognition and the code of conduct followed by art in the development of our nation. In the long history of its development, folk art constantly integrates various art forms and contents, including different artistic design contents such as religion, court, and modern. It fully embodies the rich connotation and diversified formal features of folk art. Therefore, using it as the inspiration for modern art design is the main way for modern art to pursue nature and return to nature.

2. The Status Quo of Modern Art Design

2.1 Short development time

The development of art design in China is relatively short. In the early development of culture and art, there was no specific classification of design content, but it was confused with culture and art. Until the 1980s, China has entered the process of rapidly developing industry, and there are still no concepts related to art design. As a result, many foreign trade companies in China can only rely on the design of others to imitate others in the development process[1]. Because there is no independent design brand, China's industrial development is facing huge losses. It was not until the reform and opening up that relevant departments and units began to realize the influence of art design on the development of enterprises, and then began to promote the development of art design. At this time, the art design of our country gradually emerged.

2.2 "The moon is a foreign circle"

Along with the acceleration of China's reform and opening up process, China's economic development is gradually in line with the development of the world economy. At the same time, the open environment has also brought more Western art culture into the country, including foreign art design. Compared with the development of art design in China, Western countries started earlier, so at the same stage, Western art design is not only mature but also more fashionable than Chinese art design. The impact of this new cultural and artistic design has brought great influence to the development of local art design in China. It also makes the original designers of China abandon the traditional design methods and design content and start to emulate foreign art design methods. Some designers even directly copy the design content of foreign designers, leading people to think that foreign design is better than domestic in the process of ideological cognition. At this stage, it is difficult for China's art design products to see Chinese characters. The clothing and art will be filled
with non-native English letters. If you don’t look carefully, it is easy to think that these products are from abroad. Under the promotion of this cognition of cultivating foreigners, some architectural designs have also begun to introduce foreign designers to design. Because foreign cultures and Chinese national cultures are not fully integrated, the works designed by them and China’s national conditions are not consistent, there is a huge difference between the environment in which the building is located, resulting in a disproportionate relationship between the building and its surroundings[2]. For example, the National Grand Theatre in front of Tiananmen Square in Beijing, although the design style is very modern, but because its location is only one street away from the traditional buildings such as the Forbidden City in China, making the works seem out of place, it is controversial.

3. Folk Art Characteristics

3.1 Practicality

The ultimate goal of any art design is whether the item has basic practicality. This is also the basic requirement and standard for measuring the eligibility of a work. For the development of folk art, no matter how it designs products, it changes around the practical characteristics of the products. Therefore, looking at the development of folk art in China, the clothing and tableware used in the daily necessities of people's daily life, clothing and food and clothing, fully reflect the basic requirements of the Chinese folk art design for the practicality of the article itself. in principle. Because folk art has always followed the basic principle that art comes from life and applies practice to life, most of the works designed are closely related to people's daily life, and the most normal, most common and true state of life. It is presented through art and created, so we can conclude that the most important feature of folk art elements is practicality.

3.2 Folklore

Customs and habits show the characteristics of regionalization and nationalization, and at the same time they are also the way of expressing cultural development. It is a unique cognition and expression of the display of a specific culture. It is this kind of cognition that makes the folk elements of folk art appear in another way, such as our common paper-cut paintings, new year pictures, Kite, clay figurine, shadow play, etc.[3]. These cultural forms with folklore have long since deviated from their original functions. In the process of continuous development, a new cultural form with regional characteristics and national characteristics has gradually formed. Culture is also used in many folk activities such as the New Year's blessings and sacrifices. For example, the kites that we often see are the best time to fly a kite every April. People hope to remove the helium in the year by flying a kite. I hope that the suffocation can dissipate with the wind. Our common paper-cut paintings and new-year paintings are the main ways people pray for the new year in the New Year. These forms are full of folk customs.

3.3 Aesthetics

The creators of folk art have always had a unique aesthetic perspective, and all their creative inspiration comes from life and daily work. Therefore, this aesthetic creative demand has always existed in the later creative process, which provides support for the construction of the structural framework of folk art. Of course, after careful observation, we can see that the aesthetics of folk art not only exists in its artistic creation, but also exists in all aspects of content, and gradually formed its own characteristics in the process of continuous development. This is mainly because folk art originated from life and applied to art at the same time. In the process of input and output, the creation of folk art has the foundation and characteristics of art creation. At the same time, it is also more aesthetic. On the other hand, all its creative inspirations will eventually fall into practical roles, so the works are more practical. To put it simply, folk art is aesthetic in its own creation, and it also has an aesthetic performance in the application process.
4. On the absorption and integration of modern art and folk art

4.1 Concept

Folk art fully demonstrates the long-standing national culture and history of the Chinese nation. It is the spiritual display and yearning for the development of our nation. Through the analysis of some existing classic works of art, we find that only after the works have their own national attributes and characteristics can they have a far-reaching influence in the long history of the development of culture and art. The characteristics of folk art museums are the full display of China's national characteristics, and also reflect China's profound artistic creation ideas. Through the analysis and observation of folk art, we can know that each folk art work has its specific role and meaning, and is influenced by the regional culture. The works have different styles. Through the most simple way, they carry thousands of historical and cultural heritages, and through continuous baptism and innovation to show the most realistic and simple aesthetic standards, it is known that folk art is of great importance to the entire art design. What can't be ignored is that folk art contains national characteristics, and it displays the national spirit and consciousness of the creators in the works of art. Therefore, the introduction of folk art into the modern design content will inevitably enable the further development of the national spirit and the modern art design to move towards a healthier and sustainable future.[4]. Designers can draw on the creative elements of some folk art works in the art design, and integrate some national cultural elements into their own works design, so that modern art design can be combined with folk art and national characteristics. Make the design works more Chinese and more nationalized. At the same time, it can also drive more people to recognize the national art culture of our country, so that it can be more widely publicized and promote the inheritance of traditional Chinese folk art.

4.2 Color

The existence of folk art has a high reference and reference for modern art design, and is a valuable resource for modern art designers to learn and reference. At the beginning of the design, traditional folk art works in our country pay attention to the harmony between man and nature. Therefore, the artistic conception and pursuit of returning to nature are everywhere, especially in the process of color application. This kind of restoration of nature is very prominent. Through the observation of folk art works, the creators will use three colors as the base color of the creation process, one is red, yellow and blue, and the other is red, green and blue. By using simple color matching, the works are realized. Expression and display of meaning. In the process of modern art design, designers can fully learn some of the characteristics of folk art in the color selection process, learn their use of color and matching methods, and then integrate modern art design with folk art. Improve its overall design level. For example, red is the most commonly used color in folk art, because people give it a more auspicious, festive meaning, so it is often used in wedding banquets. And red represents a prosperous fire, so red[5] is also used in some large ceremonies. With the change of people's awareness of red cognition, red has become a symbolic color that can represent our nation, and everyone will be called "China Red." For example, in the design of the 2008 Olympic venues, in order to fully reflect the national culture and characteristics of our country, the designers boldly adopted the red in the design of the venue. On the one hand, they showed the Chinese people’s enthusiasm for hosting the Olympic Games. On the other hand, I hope that the red can reflect the Olympics is a celebration and celebration. Scientific and reasonable reference and application of folk art for the use and matching of color can better promote the competitiveness of modern art design in the field of design in China.

4.3 Modeling

In the process of observing folk art works, we found that the styles of folk art works are rich and diverse, and are not limited by the times. Through different modeling features, not only can the working people's pursuit of the practicality of the works be exhibited, but also the creator's aesthetic demand for the works. Use the most simple, simple and simple way to express your longing for and pursuit of a better life. At the same time, the author will use his homophonic and symbolic techniques to pin his own emotions. If the gourd and pomegranate in the vegetable are multi-seed plants because of their own characteristics, people use it to pray for more children and more blessings; while cranes
and pines have the characteristics of longevity and evergreen, so they are often used to congratulate longevity; I think that peony is the king of flowers because it is rich and extraordinary, so it is often used to be rich and noble. Folk art works also have decorative features. For example, folk artists often quote the observations of objects directly, making their works not only interesting but also grotesque, which has a very positive reference for modern art creation design[6]. Incorporating folk art elements into modern design content can make the design content more colorful.

5. Conclusion

Folk art works can fully display the cultural heritage of our nation, and with its varied artistic creations, bold color applications and unique aesthetics, the works can be made more distinctive. Applying these elements to the creation of modern art design not only enriches the inspiration of modern art designers, but also makes the design more distinctive. Moreover, by integrating folk art elements with modern design, more people can be encouraged to understand and understand our country's national culture, so that our country's excellent culture can be further propagated and developed.

References


