

Research on Chinese Traditional Folk Paper-Cut Art and Modern Graphic Design Based on Creative Thinking

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Abstract: Chinese traditional folk paper-cut has a long history of development. It is a folk art. Chinese traditional folk paper-cut art is an important part of Chinese folk culture. Traditional folk paper-cut art has many characteristics of modern art. Integrating traditional folk paper-cut art into modern graphic design will enrich the expression methods of modern graphic design, stimulate the inspiration of modern graphic design, deepen the connotation and inside information of modern graphic design, and thus promote the development of modern graphic design. Based on creative thinking, this paper studies how to combine traditional folk paper-cut art with modern graphic design so as to make more people realize the charm of traditional folk paper-cut.

1. Introduction

Folk paper-cut art is an important part of our traditional culture. It is the product of our people's painstaking efforts to create life and meet their material and spiritual needs. It is a form of folk art that originates from and returns to life [1]. Paper-cut, as one of the traditional art forms, has its own long history and unique artistic personality. It is not only a reflection of the working people's real life, but also their spiritual sustenance, full of yearning for beautiful things [2]. The folk paper-cut art directly reflects the extensive and profound Chinese culture in the aspects of modeling method, subject matter content and cultural connotation, and it is precisely because of this extensive and profound that the innovation and development of modern graphic design can draw sufficient nutrients from the folk paper-cut art. While pursuing the innovation of graphic design, the traditional folk paper-cut art should be promoted so that the intangible cultural heritage can be better developed, the traditional folk paper-cut art in our country can be promoted to the international level, and more people can know the beauty of traditional Chinese art. Innovation is the soul of a nation and an inexhaustible motive force for the prosperity of a country [3].

Creativity in graphic design is the accumulation of artistic designers' thinking in artistic creation activities and the sublimation of artistic designers' creative thinking. This process has gone from scratch, from obscurity to clarity, from sensibility to rationality. Creation is the source of human civilization, an important means of human survival and development, the driving force of social progress, and the foundation of individual success [4]. However, the cultivation of creative thinking mainly relies on centralized thinking and decentralized thinking, which must be circulated several times to complete the whole process of a creative activity. In view of modern people's way of thinking and view of human nature, how to make a more in-depth and systematic study of traditional culture and how to draw lessons from and absorb the essence of traditional culture for re-creation have increasingly become a topic that modern graphic designers have seriously considered and deeply discussed.

2. An Overview of Folk Paper-Cutting

Chinese folk paper-cutting uses paper as its creation template, carving knives as its creation tools, and skillful paper-cutting techniques to design paper-cutting crafts with various shapes and shapes. It exists in the deep living soil of laborers and is not affected and restricted by any other factors. It embodies the most basic aesthetic concept and spiritual quality of people's art, and at the same time, it also embodies people's deep feelings and cultural heritage [5]. The origin of Chinese folk paper-

cutting art can be traced back to before the Han Dynasty, and the materials used for paper-cutting at that time were not paper in our traditional cognition, but gold, silver foil and leather. With the development of the folk activities and production and life of the Chinese people, it has been passed down from generation to generation for thousands of years and has never stopped growing. It records the folk customs of the Chinese nation and embodies the temperament and style of the Chinese nation. In the works, the author's perception of life is integrated and the paper-cutting techniques have been continuously updated and perfected with the precipitation of time, finally forming various paper-cutting techniques with hollow cutting as the main method [6]. This makes the folk paper-cut art and modern design achieve common development to some extent, and the integration of traditional cultural connotation and modern scientific and technological means is the best embodiment of this development. Its styles are constantly being innovated and applied in more and more fields. It is not only limited to satisfying people's aesthetic needs, but also provides a good reference for modern graphic design.

3. Characteristics of Traditional Folk Paper-Cut Art

3.1 Decorative

In ancient China, the common people did not have much choice when decorating their houses. In this case, the traditional folk paper-cut came into being in the Northern and Southern Dynasties. These traditional folk paper-cut images are not created sporadically, but are created through thousands of years and generations of folk artists. It embodies the collective wisdom, has a long history and strong national characteristics. Under such a background, paper-cut art came into being. This determines that paper-cut art must be higher than practicality and be consistent with people's aesthetic taste. Especially during the Spring Festival, people are used to decorating houses with red paper cuts, which is very festive. Traditional folk paper-cut art has also been applied to decorate various implements, such as ceramics, colored lights, fans, etc., enriching the art form of traditional folk paper-cut. Its existence is related to a large number of customs and beliefs prevalent in the society. It does not depend on personal preferences. It comes from life and has a fairly stable audience. Its design is well known and has extremely wide social universality [7].

3.2 Ideographic Nature

Traditional folk paper-cut art, as Chinese intangible cultural heritage, has unique forms of expression and creative ideas, and is a visual art. Authors usually carry out bold abstract treatment, and follow the traditional homophonic expression method in our country, using paper cuts to express feelings and things. It is a natural way of visual perception without professional training and embodies the traditional Chinese aesthetic ideal of "harmony between man and nature" and "living outside the image". It usually adopts the technique of supporting things to express feelings, and makes bold choices and changes to the things to be expressed, so as to produce certain meanings [8]. First, the harmonic method. For example, a sika deer carves several plum blossoms on its body. Flower cock, carve a few flowers on the cock. Express people's good wishes, in order to send fantasies, wishes and interests to paper-cut patterns, to arouse people's emotional resonance. This is a typical oriental implicit emotional expression.

3.3 Transtemporal Nature

In the process of paper-cutting creation, people skillfully connect things of different time and space according to their own subjective creation will with vague expression methods. The overall design of paper-cut emphasizes the coordination of pictures and the harmonious coexistence of elements. When traditional folk paper-cutting artists convert their visual feelings into symbolic images, they are not limited by the instantaneous static space-time or visual viewpoint, but according to the author's primary visual cognition of the object. At the same time pay attention to the relationship between the main body, the accompanying body, the prospect, the background, the blank and other factors, as well as the coordination, balance, the actual situation, the movement, the

density, the echo, the trade-off and other aspects of the design involving time and space in the whole picture, so as to make the paper-cut modelling more profound and the aesthetic feeling improved rapidly [9].

3.4 Perspective

Traditional folk paper-cut art cannot be expressed without the word “perspective”. Whether it is distance or space distance, it is expressed through perspective in paper cutting. For example, the first level advocated by paper-cut art is that people and all objects in the world belong to a part of nature and are unified with nature. However, the thoughts expressed by paper-cut art mostly depend on the subjective wishes and feelings of folk artists. It is the real expression of nature that human beings are not controlled and interfered by scientific knowledge. It breaks the imprisonment of real objects on people's free imagination and creation, transcends the boundary between nature and reality, and creates a vivid artistic reality.

4. Application of Traditional Folk Paper-Cut Art in Modern Graphic Design

4.1 Deficiency and Excess Coexist

As a unique modeling method of traditional folk paper-cut art, the combination of reality and reality, with its unexpected artistic effect, occupies a place in modern graphic design. With the help of some beautiful things such as animals and plants, the pursuit of beautiful ideals is embodied in the form of indirect metaphor. Based on this characteristic, folk paper-cut art can be applied in many fields such as architectural decoration, stamp design, book decoration, commodity packaging, etc. The application of folk paper-cut art in these fields essentially belongs to the enlightenment of modern graphic design. It can help people jump out of the frame of design thinking, reorganize and rearrange it, thus creating works more in line with the intention of creation. Designers can use the method of combining reality with reality to unify the overall design and show the designers' creativity in a narrow plane. It also uses its unique way of thinking and imagination to embody the concept and requirements of “harmonious coexistence between man and nature” in modern graphic design, which has many similarities with the concept of “people-oriented” advocated by people in modern society. In Chinese paper-cut art, there are various objects of creation, which can be the things around the creator or the perfect world in the creator's imagination. Through the processing of paper-cut art, the real things are combined with the virtual things, and the things of different dimensions are perfectly presented in a unified picture, fully demonstrating the creator's perception of beauty.

4.2 Across Time and Space

According to the characteristics of traditional folk paper-cut art across time and space, designers can use perspective modeling across time and space in modern graphic design to sublimate modern graphic design into a novel visual art. A deeper exploration of the meaning of traditional folk paper-cut art will certainly produce a unique artistic effect. The application of traditional folk paper-cut art to modern graphic design needs to increase multiple perspectives, show different features of things, get rid of the original design concept of modern graphic design, expand the thinking space of modern graphic design, and show the freedom of design, imagination and creativity of designers in the design. The expression of creative thinking in graphic design often appears in the form of graphic language. Graphic visual language conveys the design theme and expresses the designer's spiritual world and all the emotions he yearns for. The free perspective modeling way beyond time and space is a fresh visual language in modern design, which emphasizes multi-angle representation of images to better show the charm of freedom and imagination beyond time and space. Modern graphic designs such as stamps designed with folk paper-cut art images and architectural decoration combined with folk paper-cut art thoughts all originate from the influence of folk paper-cut art, which in essence originates from the combination of folk paper-cut art decoration and function.

4.3 Form a Shape by Intention

The abstract graphic language of traditional folk paper-cut art provides rich expressions and creative inspiration for modern graphic design. In modern graphic design, graphic languages such as exaggeration and distortion are used to make the design give a strong visual impact. Chinese traditional paper-cut pursues the beauty of artistic conception of “living outside the image” and stresses that “the figure must be intentional and the meaning must be auspicious”. This is originated from the aesthetic thought of Chinese traditional culture which pursues perfection and happiness. In Chinese traditional folk paper-cut art, dragon and phoenix are the most common designs, and the eight immortals cross the sea. However, if this traditional design is integrated into modern graphic design, this product, which does not realize a better integration of traditional art and modern consciousness, cannot be called the enlightenment of modern graphic design brought by folk paper-cut art in essence. The use of symbolic or abstract graphic language, supplemented by exaggeration, deformation and other decorative techniques, has produced a huge visual impact, providing rich forms of expression and schema symbols for modern graphic design, making the entire graphic design works extremely affinity, but also reflects a profound cultural heritage.

5. Application of Traditional Folk Paper-Cut Art Based on Creative Thinking in Different Product Designs

5.1 Modern Graphic Advertisement Design

The traditional paper-cut art is not a simple two-dimensional design, but a three-dimensional design, which can survive in the long river of Chinese culture to this day, is due to this feature. Chinese traditional folk paper-cut art is a rich treasure house, which has profound enlightenment and reference to modern graphic design. For any art form, its most essential purpose is to create and display beautiful behaviors and skills. As an art form formed in the life practice of our working people for thousands of years, folk paper-cut art naturally belongs to this category. In order to maximize the value of advertising, the traditional folk paper-cutting techniques such as hollowing out, false and true are applied to the design. Designers should keep a learning attitude towards traditional folk paper-cut art, combine it with modern advertising design, enhance the advertising effect while adding color to advertising design, and show the characteristics of traditional folk paper-cut art. According to different situations, the main colors are selected. This method, which uses one color as the main color and adds a small amount of other colors, can form a sharp contrast, thus achieving the purpose of striking people's eyes and pleasing the eyes.

5.2 Modern Graphic Logo Design

It is very difficult for designers to directly apply paper-cut to modern graphic logo design. Generally, logo design is based on the design concept and design characteristics of paper-cut art. In the face of rich traditional folk paper-cut art resources, we should avoid simple mechanical copying or piecing together, but should suit our own design theme and use some symbolic paper-cut patterns to express some emotions and thoughts. It is worth noting that in folk paper-cut art, the use of strong complementary colors for color matching is its existing creative principle. The application of this principle in modern graphic design can enhance its simple and lively features and greatly improve its artistry. Graphic creative thinking refers to the creative thinking activities carried out by designers according to certain rules in the creative process, which produce and bring brand-new visual enjoyment and visual impact to the viewers. Designers can make full use of the cultural connotation and graphic symbols of paper cutting to carry out in-depth processing and creation, which can not only make the logo give people a strong visual impact, but also inherit the profound connotation of traditional folk paper cutting art and promote the traditional folk paper cutting art to the world. Integrating this paper-cut art into modern graphic design, improving and innovating some of its elements, and combining with the requirements and needs of the development of the times at that time, we can create artistic design works that not only do not lose tradition but also fully embody modern characteristics.

5.3 Modern Graphic Packaging Design

When traditional folk paper-cut art is applied to modern graphic packaging design, designers should pay attention to avoid usurping the host's role. Traditional folk paper-cut has strong visual impact. Designers should clearly define the design theme and show the theme in the form of paper-cut so that the packaging of products has more national and creative characteristics. Designers construct the operation mode of innovative thinking through the mutual supplement, transformation and integration of image thinking, abstract thinking, divergent thinking and reverse thinking. Graphics are visual languages that use certain media to represent or indicate something. Or change, reorganize and innovate some image elements of traditional paper cutting to make it not only have the shape and verve of traditional national graphics, but also have the meaning of modern graphic design. Traditional folk paper-cut art can also bring emotional enlightenment to modern graphic design, which is mainly due to the subjective solipsism of folk paper-cut art and the influence of traditional Chinese culture. For example, the packaging of potato chips can be designed into different paper-cut shapes for different tastes of potato chips, which not only reflects the artistic characteristics of traditional folk paper-cuts, but also highlights the different tastes of potato chips, thus making the products more competitive. The integration of traditional folk paper-cut art into modern graphic design will enrich the expression methods of modern graphic design, stimulate the inspiration of modern graphic design, and sublimate the connotation and inside information of modern graphic design, which will effectively promote the development of modern graphic design.

6. Conclusion

In the research on the enlightenment of folk paper-cut art to modern graphic design, the author discusses in detail the changes brought by the unique artistic form different from modern cultural connotation to modern graphic design, which essentially improves the artistry of modern graphic design. Its unique artistic features can provide many references for modern graphic design, and at the same time it also provides rich creative resources and inspiration for modern graphic design. The national flavor carried by traditional folk paper-cut art can blossom a strange color for modern graphic design. The creativity of art designers needs rational balance in addition to sensibility. Reasonable imagination, surprising creativity, clear-cut personality, tailor-made design, and effective use of these original creative thinking methods can bring into play and expand a wider and more far-reaching space for design and artistic creation. As a modern designer, we should continue to learn and explore, on the basis of a deep understanding of the cultural connotation of traditional folk paper-cut, extract valuable graphic symbols, give them new meanings through artistic processing, and design works with both tradition and innovation, and excellent artistic conception and connotation.

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