

Research on Traditional Elements in Visual Communication Design

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Abstract: The Chinese nation has a history of up to five thousand years, and in culture, Chinese children can proudly show the world the traditional elements of our country. In modern times, the rapid development of science and technology, more and more technology has been invented and used to provide people with a more comfortable and convenient life, visual communication industry is not willing to lag behind, constantly innovative design technology and design ideas, to show people a more high-end and quality design concept, so that people can in a tight and busy life through the appreciation of media design to change mood. In the process of further innovation of visual communication design, we find that the traditional Chinese elements are very useful, which can not only enrich the visual effect of the plan, bring people a better feeling of viewing, but also carry on the inheritance and development of our traditional culture and promote the extension of our culture.

1. Traditional Chinese Elements

With the continuous development of the new era, science and technology have become an important standard to judge a country's ability, people's concept of life is also constantly improving, more and more pursuit of the quality of life, the requirements for life are becoming more and more stringent, from the beginning of survival, the transition to the pursuit of food and clothing and shelter. Slowly, people's demand for food and accommodation becomes higher, the pursuit of eating health and living comfortable, now people will enjoy more and more, began to pursue fresh air and environmental hygiene, pursue the high quality of music and film, pursue the beauty of things and design ideas. In order to meet the modern people's pursuit of life, visual communication design should keep pace with the times, close to the social facts and the trend of the times to design, in order to get more attention and recognition [1]. Recently, the national tide into the people's vision, let the majority of people pay attention to this aspect of Chinese traditional elements, in order to seize this social hot spot, many advertisements, games, posters, self-media, art photos and even star makeup hair will use the national tide elements, indicating that the national tide elements are very suitable for the public aesthetic, so the addition of traditional elements in visual communication can play a role in attracting the public, in satisfying the public aesthetic while realizing the role of promotion.

Chinese traditional elements are derivatives of traditional culture, which are based on the precipitation and development of traditional culture, and finally produce key items and inheritance representatives. Traditional elements, as the representative of Chinese culture, represent different cultural composition respectively. Such as 24 solar terms, traditional festivals, lunar new moon and so on, belong to the ancient Chinese natural science, the specific traditional culture is also divided into many categories, including: discipline, cuisine, education, literature, philosophy, sports, each category contains rich content, with the development of the times and cultural heritage, Chinese culture has been spread to this day [2].

2. Visual Communication Design

The term visual communication was first adopted at the World Design Congress held in Tokyo, Japan. Visual communication design refers to the design technique of communicating information through visual symbols, which is mainly used in the media. Since the media mainly communicate through radio waves, television, newspapers, posters and so on, the visual communication design is also called graphic design. At present, the domestic and foreign products can be described as "all-encompassing ", the same kind of products are everywhere, in order to better promote and profit, designers must use advertising to catch the attention of the recipient, arouse their curiosity, make people interested in the content of advertising and volunteer to further understand, so it is important to attract good advertising [3]. In order to keep up with the pace of the times, visual communication design boldly combines Chinese traditional elements to achieve better communication effect.

3. Practical Application of Traditional Chinese Elements in Visual Communication Design

Chairman mao has a good saying : " the world is yours and ours, but in the final analysis it is yours, you young people are vigorous, it is a period of prosperity, like the sun at eight or nine o'clock in the morning, the future of the world belongs to the younger generation ." enough to see that the choices and abilities of young people determine the development of the world. In daily life, young people often represent the trend and play a guiding role in the change of the times, so grasping the choice of young people is the important idea of making visual communication design. The concept of "national tide" as mentioned above, let's look at the "young people in the national tide ".

3.1 Memorial value

Now young people like to record their lives with photos, to create a beautiful social media area, they will carefully improve a picture, make it the best state, and show it to their friends and relatives, the recent "national tide ", many young people will choose to take photos with chinese elements to commemorate. Many young couples in the past will choose to wear Western-style wedding clothes when taking photos of the wedding art, the bride a white wedding dress, the groom suit and dress affectionate, the picture is beautiful and moving, but recently, a large number of young people choose to wear Chinese wedding clothes (as shown in figure 1) to express their love for traditional culture, and the ancient happy clothes have a special moral, bright red color implies that the new life is thriving, dress with dragon and cranes to bless the new long time. Not only new people, but also many magazines will choose to take pictures of the traditional costumes [4]. At the end of the shooting, the photographer will convey the idea of his own shooting to the designer, and then the designer will think about how the picture can be presented in the most perfect manner, which uses visual communication design. Designers filter, render and refine the photos to make the picture as a whole appear more active and lively, more close to the theme.



Figure 1 Chinese style

In order to express today's trend, many print ads will choose to add traditional elements to render,

complete the contrast effect, young men and women with fast food and seasoning, but with a classic beijing opera headgear, such a contrast is the first bright, and the second is to highlight the picture of fast food and casual shoes proportion, played a publicity role.

3.2 Game design

Most contemporary young people will choose to play mobile games to relieve the pressure, now very popular a MOBA competitive game, in heroic skin painting, such as "Liang Zhu" skin, the intention is to fully reflect the culture and charm of Yue Opera, so in the design of the skin pay special attention to Chinese culture, not only in the voice of the Chinese dramatist association vice-chairman of teacher Mao Weitao, but also in the original design of a large number of "Liang Zhu" drama elements (Fig .3). Shangguan Waner "Liang Zhu" skin overall color uses the light blue and the lilac color fusion, in order to conform to the story plot of Liang Shanbo and Zhu Yingtai, Waner's sleeve is butterfly wing shape, the back of the plum blossom folding fan can be seen vaguely on the back of the writing "life and death broad, and Zi Cheng said. Holding the hands of the son, with the son with the old "classic lines, the chest of the two people with a token of love — butterfly jade, the jade has become a simple jade dress of the finishing touch [5]. And the new Chang' e Hou Yi's "like a dream" skin poster has recently been released by the official, using the "Qixi Festival Niulang Weaver will bridge" allusion, for the original sad story of the myth of Chang' e Hou Yi painted a happy ending once a year, the poster can see the two people around the flying magpies, lively jade rabbit close to the side, and Chang' e to the beloved, Hou Yi holding a long bow, not only as a symbol of God's hand, but also as a symbol, to show the identity of Chang' e. It can be seen that in the game original design needs a lot of visual communication design work blessing, in order to perfectly present the skin effect, enrich the character of the hero and background story, so that the game can better serve the player(Figure 2).

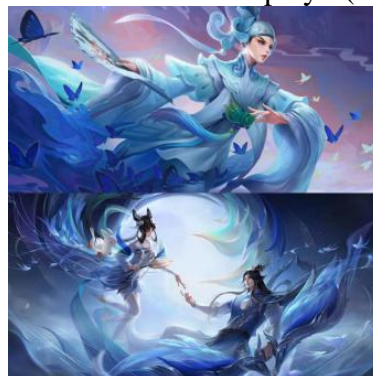


Figure 2 Drama elements

3.3 Dress up

Hanfu, the full name of the traditional clothes of the Han nationality, Hanfu first began to flourish after the Yellow Emperor's accession to the throne, to the late Ming and early Qing Dynasty began to change dress etiquette, Hanfu in the development of the process experienced a variety of changes, such as the right lapel, praise clothes wide sleeve, tie buckle, heraldry cloth, foot clothing first clothes, color accessories, etc., are the part of the change of Hanfu, is also a clothing structure. Han suit includes many parts, its basic characteristic is to cross the collar, the right lapel, the tie belt, the shape includes the dress, the deep clothing, the robe fan, the slip skirt, the han, the composition structure includes the first clothing, the body clothing, the foot clothing, the accessories, therefore, the Han suit is very cumbersome, because of this, only then perfectly displays the ancient dress aesthetic feeling, the Han suit has become one of the Chinese traditional culture. Nowadays, many girls are beginning to pay more attention to Hanfu, and now it is not difficult to meet girls in Hanfu on the pedestrian street, which has become a new scenic spot on the street (see figure 3). In order to better show the beauty of the Han suit, the girls will name the Han suit according to the color pattern of the Han suit and the feeling brought to the person, and will also match with other accessories, such as ribbon, folding fan, regiment fan and so on (figure 4). In

the aspect of visual communication, in order to attract girls to buy, whether in the Han suit design and matching accessories, even part of the purchase link also includes the hair style compilation method, all in order to better sell, so the general publicity map will create a very beautiful artistic conception, attract the attention of girls, stimulate their purchase desire, and realize the role of publicity and sales.



Figure 3 Traditional costumes of the Han nationality



Figure 4 Traditional costumes of the Han nationality

4. Conclusion

Chinese traditional culture has a long history, in order to better inherit the culture, designers should constantly improve themselves, more perfect graphic design to convey to the public, let the world feel the charm of traditional culture more deeply, but also achieve visual communication of publicity and sales purposes to achieve win-win results.

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