

Application of Chinese Traditional Art Symbol in Contemporary Art Product Design

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Abstract: With the continuous development of economy and society in our country, people's material quality of life has been greatly improved, and more attention has been paid to Chinese traditional culture. In the design of modern art products, the effective application of traditional art symbols in works can really enrich the connotation of art products and sublimate the cultural heritage of art products. How to integrate Chinese traditional art symbols into them and how to better develop Chinese traditional art style are widely concerned in the design of art products.

1. The Important Significance of Applying Chinese Traditional Art Symbols in the Design of Contemporary Art Products

Chinese traditional art symbols contain a very deep artistic flavor, therefore, if we want to integrate traditional culture into the design of art products, we can start with traditional art symbols, help modern people understand the history of our country for five thousand years, and effectively avoid the situation that our modern art culture is too inclined to the West. Making full use of Chinese traditional artistic symbols in the design of art products can play a good role in promoting the inheritance and development of Chinese traditional culture. The following will focus on the application of Chinese traditional art symbols in the design of contemporary art products.

1.1. Ethnicity in China's Modern Art

In the modern development of our country, some western art culture has gradually spread to our society, to a certain extent has changed our country art product design technique, in view of this phenomenon, our country modern art writer in the actual creation process must make clear to the western art creation technique reference degree, in the creation process may carry on the reasonable reference to the western culture, but can not completely ignore our country traditional culture in the creation important. Therefore, it is necessary to apply the traditional art symbols to the design of Chinese art products under the background of such times. Through the use of traditional symbols, we can awaken the nationality of Chinese artists, re-examine the traditional Chinese culture, pay more attention to the integration of Chinese traditional cultural elements in the design of art products, and lay a solid foundation for inheriting and carrying forward the national character in our art products.

1.2. Innovation in China's Modern Art

In recent years, the art of our country is constantly updated and innovated in the aspect of design. In order to better show the cultural implication of art, it is necessary for modern artists in our country to integrate the traditional cultural symbols into the design of art products, which makes the designed art products have a certain sense of traditional art and realize the social goal of artistic innovation in our country. The traditional art of our country has very strong artistic value, which is the artistic reference left by our country's predecessors, and has a great influence on the modern art product designers in our country. Therefore, the modern artists of our country should pay attention to highlight the cultural sense in the process of designing products, integrate the traditional symbols

and traditional cultural elements into the product design, expand the development space of modern art in our country, and deepen the innovation of their design on the basis of ensuring the unique personality sense of art products.



Figure 1 Traditional art

1.3. The Significance of Protecting Our Traditional Culture

In the process of modern art creation in our country, the phenomenon of copying traditional art can not appear, but in the process of actual creation, it is very necessary to integrate Chinese traditional cultural symbols into the design of modern art, which plays an important role in inheriting traditional art culture in our country, and has a profound influence on strengthening the flavor of traditional culture in our country. The traditional art of our country is accumulated in the years of national history after precipitation, and it is a historical and cultural product of great significance, and its unique historical and cultural charm has brought up the long history of our traditional culture. The cooperation in the process of art product design into Chinese traditional art symbols can further promote the development of modern art product design in China, and play an important role in enriching the content of art creation and deepening the depth of art creation. Make our country modern art product design gradually become a cultural product with certain symbolic significance. In the design of modern art products, Chinese artists should attach importance to expand the thinking of artistic creation, open the space for development, bring forth the old and the new to the design of modern art products, and design more artistic products with more quantity and higher value.

2. On the Strategy of Using Chinese Traditional Art Symbols in Contemporary Art Product Design

Inheriting and carrying forward the application of traditional culture in art, integrating traditional art symbols into modern art product design is of great significance to the reform and innovation of folk art design in our country, and has a decisive influence on the development of art design in our country. In recent years, the general direction of art design in many developed countries is new technology, high-order emotion, the style of international art products changes quickly, international new ideas, new materials and new technology, means are changing with each passing day, influenced by the background of such times, the application of Chinese traditional art symbols in the process of modern art products in our country has gradually received extensive attention.

2.1. The Application of Traditional Art Symbols in the Design of Art Products

In the rapid development of information technology, the material difference between different

regions is decreasing day by day, the communication between people has gradually broken the limitation of time and space, but at the same time, people pay less attention to the traditional spiritual material culture. Chinese traditional art symbols are an important means for people to communicate with each other in art design. Modern people attach more importance to them, hoping to relive the history, feel the essence of local culture and perceive the charm of nature through the application of traditional cultural symbols.



Figure 2 Traditional art symbols

The traditional symbol can be said to be the materialized form of the national concept in our country to a certain extent and the important communication carrier of the traditional national concept. For the people of our country, it has the special connotation and the fixed function of spreading information. China's traditional art symbols have the main characteristics of symbols, is the load of our traditional culture, with a certain function of transmitting information, generally regarded by the artist as the elements of design, artists in the product design through the integration of a variety of elements processing, can truly convey feelings, express feelings. Among the international designers, some designers will use the national traditional symbols with certain typical significance to make the artistic products have better cultural nature and produce certain social and local characteristics.

2.2. The Cultural Origin and Connotation of Traditional Artistic Symbols



Figure 3 Traditional art

The traditional artistic symbols of our country have quite high similarity in making and creating, such as Ruyi, Pisces and Fang Sheng in the traditional cultural symbols, which are very visible in the daily life of the Chinese people, have certain cultural psychological influence, and contain specific cultural significance and information transmission effect. In recent years, gradually known by the community is auspicious symbol. The source of the auspicious symbol is the emergence of people's good auspicious consciousness, human beings are the pursuit of happiness auspicious, beautiful and peaceful, such as the traditional culture of our country's gentleman symbol: plum,

orchid, chrysanthemum, bamboo, these four gentleman symbol of the plant has a special ecological habits and life atmosphere, for the ancient gentleman's self-cultivation provides a key enlightenment, in the ancient culture, there are pine, cypress, cinnamon, sycamore, among which pine and cypress symbolize people's expectations about longevity , " not the symbol of sycamore "is the Phoenix osmanthus flower, representing the palace, these traditional artistic symbols have its unique cultural meaning.

2.3. Methods of Applying Traditional Symbols in Product Design

In product design, people often adopt direct application method and indirect application method, in the process of analyzing art products, the design of some products can find the existence of traditional cultural symbol elements directly and concisely, and some art products are difficult to find directly, and it takes some time and energy to dig and analyze art products in depth. Symbol is an inevitable element in art products, but the artist's application of symbol elements is different, resulting in different forms of expression of traditional symbols, its application forms are mainly divided into the following three situations: the direct application of symbols, the indirect application of symbols, and the application of designing symbols as basic elements. In the process of practical application, most of the art products will adopt a more implicit and euphemistic way to convey the information, and will not directly show the elements of artistic symbols to everyone. From a point of view, the application of symbols is an artistic attitude, an act related to art, and a distinct cultural position. Artists in the process of design through the tangible elements of the carrier to express the cultural meaning to form their own artistic style.

2.4. The Treatment of Traditional Symbols in the Design of Art Products

In the process of designing art products, there are several ways to design and deal with traditional symbols: first, to design a product with a sense of nostalgia and modernity as a symbol of artistic products, such as furnishings in traditional culture, etc. Secondly, the designer can connect the traditional cultural elements directly into the new space to form the design sense of "the new singing of the ancient opera ". Not only that, designers can reasonably apply the typical form of traditional symbols, through the use of modern new materials, craft production and so on, to create new space products. In the process of creating, some artists in our country carry on the unique change and innovation of the traditional symbol, integrate it into the art product, and form the unique charm aesthetic feeling. In the process of changing the traditional symbol, the artist adds the appropriate modern elements, which makes the modern people's understanding of the art product more profound and transparent, and can also increase the traditional culture flavor for the modern product to a certain extent.

3. Conclusion

It can be seen from the above that the traditional artistic symbols of our country occupy a very important position in the design of art products, and have an important and far-reaching influence in the field of art in our country. Therefore, in the process of artistic product creation, modern designers in our country should scientifically and reasonably use traditional cultural symbols to integrate traditional cultural elements into artistic products, so that artistic products can have higher artistic value and show artistic spirit.

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