

Research on the use of Traditional Elements in Visual Communication Design

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Abstract: There are a lot of Chinese traditional elements in real life, especially in the process of visual communication design, it is necessary to strengthen the integration of traditional cultural elements, which can not only promote the visual communication design to give people a refreshing feeling, but also bring the enjoyment of beauty, promote the visual communication design to achieve good results, but also help the Chinese traditional culture to achieve a good inheritance. This paper is mainly about the application of traditional elements in visual communication design for reference and reference of relevant professionals.

1. Introduction

In the process of the development of modern art, visual communication design is an important part which can not be ignored, but it can also fully show the state of modern culture. In the process of present visual culture communication design, it requires the relevant staff to integrate into the traditional culture elements actively, which can not only promote the design level and design quality to be improved in all directions, but also enrich the visual connotation. Under the background of the present times, the combination of Chinese traditional elements and visual communication design can realize the fusion and penetration of traditional culture and modern culture. At the same time, the combination of modern art and traditional culture can also produce new sparks, bring a fresh feeling, but also produce a better publicity effect, or a relatively good cultural heritage model,

2. Traditional Chinese Elements

With its rich cultural and historical origin, the Chinese nation has produced a large number of cultural treasures in the course of the 5000 years of civilization development, and there are a large number of traditional cultural elements with Chinese characteristics, among which the traditional cultural elements involve many aspects, including ink painting, paper-cutting, calligraphy and so on. At the same time, there are also rich cultural, life and philosophy in the traditional elements, such as the traditional auspicious elements, the lotus symbolizes holiness, the peony symbolizes wealth and wealth, because of the growing development of current social economy and science and technology, Many Chinese traditional elements are often given new value and connotation, so it is necessary to promote the Chinese traditional elements to actively integrate into the visual communication design at present, so as to produce better results and improve the quality of visual communication design and design effect. The application of traditional auspicious elements, calligraphy elements, blue and white elements and paper-cut elements should be strengthened in the process of visual communication design in China[1].

3. Application of Chinese Traditional Elements in Visual Communication Design

3.1. Application of Auspicious Elements

For Chinese traditional cultural elements, it is rich in auspicious elements, such as the symbol of auspicious plants including plum bamboo chrysanthemum, including animals including mythical wild animal, unicorn, phoenix, dragon and so on, in the history of our country, these mascots have played an important role, while fully showing people's hope and yearning for a better life. In

addition, for ideological analysis, mascots also have a profound expression of auspicious meaning, such as the East China Sea, long life, longevity than Nanshan, Chinese traditional culture, often in the auspicious design process will incorporate good wishes and hopes, such as dragon totem, long life lock and Chinese knot, and so on. In the current process of visual communication design, the relevant designers in order to further improve the artistic effect and artistic quality, usually in the design process into the auspicious elements. For example, during the 2008 olympic games, the designers concerned pay attention to the Chinese style in the process of designing the olympic symbol. The design of the olympic torch combines the auspicious patterns of the traditional Chinese auspicious clouds. In this way, the design has fully demonstrated the characteristics of Chinese culture, and fully demonstrated the inclusiveness and charm of Chinese culture on the basis of preserving the Chinese characteristics. For the analysis of the traditional auspicious elements in china, it has a relatively profound and rich connotation, and often has the characteristics of good wishes, especially in the process of visual communication design, this characteristic is often further highlighted. At present, in the process of inheriting and promoting Chinese traditional culture, it is necessary to further show the traditional elements of visual communication design art, and at the same time, to require the current visual communication designers to be able to integrate themselves into the process of artistic creation, especially to strengthen the creation of works, to fully show and express themselves through works, whether in painting design or in the process of modeling design, it is necessary for artists to be able to fully show their own ideas and ideas, and to effectively show the state of life and thought through the full intuitive display of works. In the process of carrying out the visual communication design in the fundamental sense, it is necessary to make full use of the artistic conception of the works of art to present the mentality and living environment of the contemporary people, which can not only fully show the cultural charm of the works, but also help to further explore the cultural integration, and also promote the further continuation of the traditional culture.

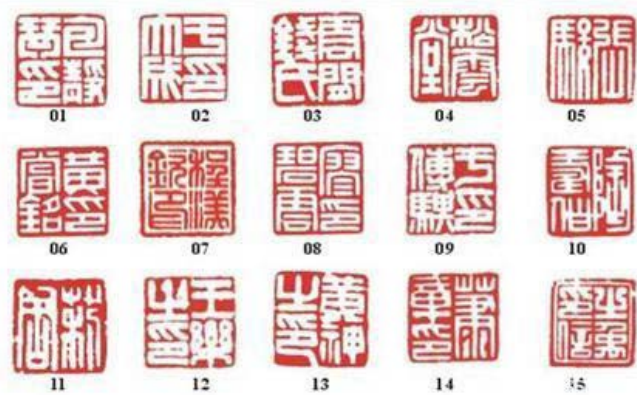


Figure 1 Auspicious elements

3.2. Application of Calligraphy Elements

Among the traditional elements of our country, calligraphy is an important existence which can not be ignored, and it is also a kind of extremely attractive existence. The art of calligraphy is relatively fastidious, such as writing, using pen and so on. In the process of long development, calligraphy has a unique and profound artistic value and charm, and it is also an important expression of Chinese traditional culture. In the current process of visual communication design into the elements of Chinese calligraphy, the relevant designers can fully grasp the artistic conception, rhythm and shape of calligraphy beauty, but also fully show the other traditional elements can not produce the artistic effect. In the current process of calligraphy, through the use of Zhang Chi degree lines and strong strokes can give people a beautiful enjoyment, for example, in the 2008 Olympic Games logo design process, the full integration of the ancient seal and Chinese painting and other traditional cultural elements, effectively reflect the sense of jumping and running badge, which also has a certain degree of agreement with the spirit of the Olympic Games.[3].

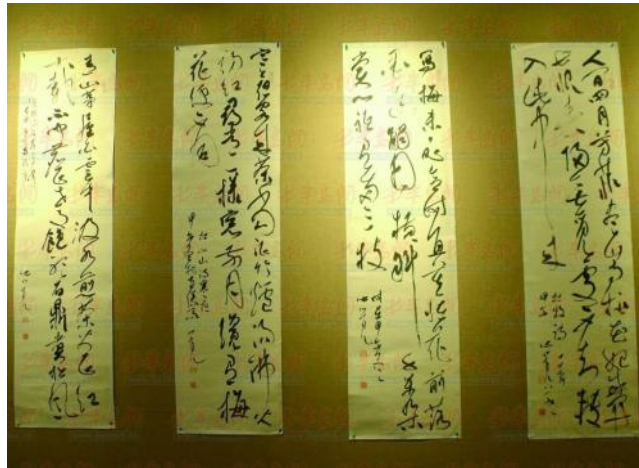


Figure 2 Application of calligraphy elements

3.3. Application of Paper-Cut Elements

One of the representatives of traditional Chinese folk art is paper-cut, paper-cut spread in the folk, at the same time has a broad mass base, in the current process of visual communication design works creation, the need for relevant people to make full use of paper-cutting this cultural form, so as to fully show the national life atmosphere. For paper-cut, it is relatively simple in the process of design and creation, only need a scissors or a piece of paper to complete, through the use of a pair of hands to create a moving and lifelike image, so popular in the folk. In real life, the paper-cut element is an important embodiment to fully show the characteristics of life and the atmosphere of life, the content of the expression originates from life, the application of this traditional element in the process of visual communication design can promote the art works to have a deeper cultural connotation, but also can fully show the unique traditional cultural charm. For example, in the process of packaging food products, usually will use paper-cut elements, through the paper-cut elements can show a strong regional and ethnic, bring people a sense of affinity, but also can catch the attention of consumers, to promote consumer behavior.



Figure 3 Application of paper-cut elements

3.4. Application of Blue and White Elements

In the process of visual communication design, traditional blue and white elements are also an important part that can not be ignored, relevant designers need to learn from and apply traditional blue and white elements, such as Begonia, chrysanthemum, peony and other flowers, but also can use unicorn, Phoenix, cloud dragon and other animals. Drawing lessons from the application of graphics process, to preserve the artistic beauty of blue and white flowers, while promoting a new visual communication effect. In the process of developing the graphic design of blue and white elements, it is required that the relevant people can simplify some of the graphics, retain the original content and fully show the new artistic charm, for example, in the process of visual communication design of Tucheng station in Beijing, emphasis is placed on the use of blue and white elements, which can fully show the elegant and delicate nature of the blue and white elements in the water countryside with elegant and bright features.[4].

4. Conclusion

To sum up, the elements of Chinese traditional culture can not be ignored, in the current traditional cultural elements should be applied in the visual communication design, so that often can produce the effect of ideal effect, not only can fully show the connotation but also highlight the beauty of the artistic conception of Chinese traditional culture, in the Chinese culture, the traditional elements are the essence of it, under the background of the increasingly frequent exchange of global culture, in order to promote the visual communication art to form a local and unique style, we need to fully strengthen the extensive use of traditional cultural elements. In this way, the style and national spirit of the times can be further highlighted. At the same time, the traditional culture of the nation can be fully displayed all over the world, which requires the active integration of calligraphy, blue and white flowers, paper-cut art and auspicious elements in the process of visual communication design, and further improve the quality and effect of visual communication.

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