

Analysis of Artistic Design Features of Chinese Folk Patterns Based on Immersive Communication

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Abstract: Chinese folk pattern art has a long history, profound cultural background and strong local cultural color, which is an important content in the study of Chinese traditional culture. Folk patterns are all kinds of patterns on people's daily necessities in history, and are an art produced and appreciated by folk producers of various nationalities. Pattern art is both an aesthetic and creative ideology and an aesthetic and creative production form. Based on immersion communication, this paper talks about the artistic features of Chinese traditional folk patterns, and analyzes the decorative art forms and ideological connotations of these traditional patterns. Explore the innovative ideas of its development and inheritance, and better serve today's education and teaching and human society.

1. Introduction

Chinese folk pattern art has a long history, profound cultural heritage, diverse forms and rich connotations, and is a precious wealth of the Chinese nation [1]. Folk design art has a significant local cultural color, showing the creative thinking forms of many folk artists, showing their inner good wishes and simple aesthetic ideas [2]. It is not only the cultural source of modern pattern design, but also provides rich soil and materials for modern pattern design. Therefore, the analysis and study of the aesthetic characteristics of pattern art should also start from the traditional pattern art.

Based on immersion communication, this paper talks about the artistic features of Chinese traditional folk patterns, and analyzes the decorative art forms and ideological connotations of these traditional patterns. Explore the innovative ideas of its development and inheritance, make it create a new look in modern design, and better serve today's education and teaching and human society.

2. Immersion dimension of virtual reality technology in art design

2.1. Physiological immersion

In the process of traditional art design, the visual expression effect of physiological immersion can't be displayed or reflected centrally. In the process of modern design, 3D painting style renders the artistic expression effect of 3D world comprehensively, but it can't reasonably distinguish the plane subject from the vision [3]. However, there are corresponding differences in the application of virtual reality technology at present. Different users can establish zero-degree experience from the perspective of perception based on virtual reality technology. By continuously compressing the real space and then transforming it into the real environment to a certain extent, we can feel more visual expressive force that is indistinguishable from the real world, which can promote the virtual immersion to be well established in terms of visual senses.

2.2. Psychological immersion

In the design of early opera works, the design elements such as stage scenery are necessary ways to attract the audience, and they are also the media to spread artistic information. These media have

produced high psychological hints to the observers, and led people to pay attention to the story environment and scenes, thus forming psychological immersion in opera art. Excellent art works lie in whether they can attract the psychological resonance of the viewers when they appreciate the art works. If this form of resonance occurs, virtual reality technology will be used as the carrier to observe the virtual world depicted by artists. The key of virtual reality technology is to guide the audience into the virtual environment, and to improve the functionality and applicability of the media, so as to form a state of psychological immersion in works of art on the basis of media functions, and to be able to perceive the artistic atmosphere or ideas expressed in works of art [4-5].

2.3. Immersive communication

In the process of applying virtual reality technology, imagination, interaction and immersion are its main basic characteristics, which are unified and independent, and can establish multiple immersion dimensions. In the process of art design, we should give full play to our own imagination space, so as to promote the interactive effect effectively, and at the same time, it can promote the immersion effect of art. For this kind of immersion effect, it is also a basic expression method of artistic works in the application process of virtual reality technology.

3. Characteristics of the beauty of Chinese traditional pattern art

3.1. Symbolic

Symbolism is a common expression technique in Chinese traditional folk pattern art. For example, peony flowers symbolize wealth; Chinese plum, orchid, bamboo, chrysanthemum symbolizes high quality; White cranes and pines symbolize longevity and so on. Understanding these symbolic meanings and making better use of these patterns is a routine thinking question.

Therefore, we can see that Chinese traditional pattern art is a lively and vivid description of the real life of that era, and shows the different stages of human society in the real pattern image. It influences posterity with the power of image and emotion. In addition, the beauty of graphic works is actually the beauty of graphic images. People choose, refine and process the living materials, and create an artistic image with vivid and full personality characteristics, and concentrate on summarizing certain social life and the essential adjustment and development laws of certain things [6].

3.2. Image and abstract expression

In the aspect of image expression, when folk artists create pattern art, they often improvise according to their own observation and experience of objective things. In the treatment of "God" and "Form", we pay more attention to the resemblance [7]. For example, when folk paper-cuts are created at will, when they are cut by hand, the patterns are vivid, the shapes are simple and honest, and the inevitability is revealed at will. In abstract expression, folk artists summarize, compare, analyze and refine the inner spiritual essence of natural form, ignoring its specific external image. The process of abstract representation of objects also varies from time to place with people's ideas.

In the creation of folk patterns, it is mainly the artist's pursuit and yearning for a better life, which will express the patterns abstractly, and there will also be some situations that do not conform to real life. Many pattern designs originate from life, and some pattern designs are also a higher-level imagination of real life. Through the organic combination of beautiful things in nature, some strange patterns with unique meanings are formed. For example, folk artists abstract natural images such as flowers, butterflies and birds in nature, and summarize them into the form of geometric lines, which are alike and not alike. The overall shape is neat, achieving a general and concise artistic effect.

3.3. Cultural characteristics

Folk patterns are the perfect combination of practicality and manufacturability. Pattern forms and processing techniques are ever-changing. Patterns are shaped by accessory objects, so it is necessary to make overall arrangement in the overall design, so that patterns and shapes can be

integrated and set off against each other.

Change and unification are also the general rules of folk pattern change [8]. Change and unity are combined with each other, and the organic combination of the two forms a unified aesthetic feeling. The more unified elements, the stronger the sense of stillness. The change and unification of patterns are mainly manifested in modeling, composition and color. Symmetry and balance, organization and repetition, contrast and harmony, movement and quietness, rhythm and rhythm are rooted in the comprehensiveness of patterns, realizing "re-creation" in our design, and making folk patterns a new creative point and inspiration point in design.

3.4. Territoriality

Art comes from the reality of life, and the implication of Chinese folk patterns contains many contents. On the basis of reflecting the real life of Chinese people of all ethnic groups, it adds the unique art form in the social development at that time, and essentially reflects people's yearning and pursuit for a better life.

Chinese traditional folk patterns are restricted by living customs, raw materials, living conditions and living environment of different regions and nationalities, and have obvious nationality and regionality. Such as New Year pictures, Zhuxian Town in Henan, Yangliuqing in Tianjin, Taohuawu in Suzhou, Weifang in Shandong and other different categories in different regions, the painting styles in different regions also have their own merits and differences; Chinese traditional pattern art is aesthetic and develops with the development of human history. It has become an extremely important organic part of people's spiritual life and a spiritual desire of people.

3.5. Emotionality

Emotion is directly related to people's needs. When the object meets the needs of the subject, the subject will have positive emotional experiences, such as joy and excitement, and vice versa, negative emotional experiences, such as sadness and fear. Similarly, when people accept works of art, they will have different emotional reactions.

Most of the folk patterns are auspicious patterns with symbolic meanings. Auspicious patterns are loved by the masses, which not only reflect people's beliefs, but also reflect people's yearning and pursuit for a better life. Auspicious implication is a unique decorative form in folk pattern design, which has national folk characteristics. The colors of folk patterns mostly use primary colors, and generally adopt the original colors of modeling, which are bright in color but do not lose coordination. With the help of gorgeous colors, they reflect visual psychology [9]. If bright red and green are used to represent lucky, these two bright colors will give people a visual impact, and can also reflect people's pursuit of lucky and comfortable life. The evocative ability of images is superior to that of language, and it has the power of evoking various emotions, thus making visual communication more effective. These characteristics of graphics make it a sensitive area and visual center in posters.

4. The application of traditional folk pattern art in modern design from the perspective of immersion communication

4.1. The application of VR art design

VR art is an art category based on the synchronous development of virtual reality technology. In the article "Metaphysical Ultimate Re-creation of Virtual Reality Art Institute", VR art is briefly defined: with artificial intelligence technologies such as AR augmented reality and VR virtual reality as carriers, virtual design of art works is made, which forms a sharp contrast with the real world, thus creating the characteristics of VR art, which can also be called virtual reality art.

VR art is an innovative application of modern technology in the art field. VR rationally allocates the overall application effect of man-machine interface, displays more complicated data and establishes a new art language. Under the incubation of digital media technology, interactive experience design has been gradually applied to the traditional exhibition space of museums. Under

the joint action of audio-visual equipment, lighting control and digital technology, a dynamic exhibition space has been created, and the focus of design has shifted from focusing on physical entities such as space and exhibits to focusing on "people" [10]. Designers can choose materials with simple form and stable expression in Chinese traditional auspicious patterns, which can not only satisfy the aesthetic habit of modern people advocating simplicity, but also convey the classical and auspicious cultural connotation.

4.2. Enhance the innovation and creativity of modern art design

The design and creation of folk patterns, which is unconstrained and imaginative, is an effective combination of art and life. The emergence of VR video technology in virtual reality technology has improved users' immersion experience. The fundamental factor is that physiological immersion brings users into a specific virtual scene in visual effect, and produces psychological resonance with the virtual scene, and then produces corresponding psychological immersion. This kind of artistic expression is also motion capture. During the storage process of each access segment, the corresponding somatosensory awareness will be continuously enhanced, which will be displayed in the overall design results of image data. Reasonable application of mixed reality and augmented reality technology can effectively integrate the digital world with the real world, and then encourage more visitors to deeply feel the artistic expressions displayed in the projected text content.

4.3. Leapfrogging communication-"flowing" display space

At present, VR museums are generally divided into two types in terms of technical routes. One is completely virtual. Through 3D modeling and other technologies, a museum in a virtual world is made. All elements are made and have strong controllability and creativity; The other is to use shooting and scanning techniques to visually reproduce the existing real museums, and most VR museums now adopt this method.

In traditional folk patterns, there are many components of imagination and association, such as dragons, phoenixes, turtles, and other spirits, which are expressed by artistic treatment on the basis of reality. The image elements of Chinese culture and art in traditional culture mainly include characters and scenery in legends and fairy tales, totems, animals and plants, auspicious patterns of various nationalities, allusions and idioms in literary works, as well as conventional objects and combinations. The charm of traditional folk patterns in style is affecting the modern new Chinese style decoration style. With the spread of Chinese culture, the influence of traditional Chinese folk patterns on home decoration design has begun to internationalize. With the construction of VR technology, the pictures and scenes are richer, and the objects and images are more delicate. The audience can be placed in the "real picture" and experience the aesthetic artistic conception of Chinese long scroll painting.

4.4. Application of folk traditional pattern art in architectural design

In the process of applying immersive virtual reality technology, we can make rational use of specific application devices, and then effectively isolate the relationship between users and the outside world, such as hearing and vision. Let users fully devote themselves to the feeling of artistic works, which can effectively improve the best performance effect of immersion system. With the help of controlled and data gloves, the application value of position tracker can be brought into full play, which can enrich the immersive experience in many ways.

The application of folk traditional pattern art in architectural design is generally manifested in the decoration of gable wall or overall shape, ground parquet, doors and windows, etc. The dragon, phoenix, unicorn, deer and bat are commonly used themes representing good wishes. For example, Huizhou architecture applies Chinese traditional pattern decoration to the extreme and has the charm of Chinese ink landscape painting. Design a classic building that highlights the connotation and characteristics of Chinese traditional culture.

5. Conclusions

To sum up, virtual reality technology is the best expression of immersion effect in the process of guiding users into the virtual world to feel the artistic atmosphere. The application of virtual reality technology in art design will also present a more concrete experience. The aesthetic characteristics of Chinese traditional pattern art have all the characteristics of artistic beauty. It has a unique personality and occupies a place in the history of world pattern art. Only by grasping its artistic design features, in a scientific and realistic attitude, we can get rid of the falsehood and keep the truth, grasp its spiritual essence, transform its characteristics into self-cultivation, and then reveal it naturally in the design. The study of folk patterns can also make folk patterns find new ways to develop, design better works and promote the development of modern art in China.

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