

## **A Brief Analysis on the Application of Ethnic Elements in Dynamic Visual Communication Design**

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**Abstract:** Ethnic elements are an important part of national culture. It is indispensable in the development of national culture and closely related to dynamic visual communication design. How to deal with the relationship between ethnic elements and dynamic visual communication design under the social environment of rapid development of information technology and renewal of artistic design media, so as to make the application of ethnic elements more extensive and profound is a problem that must be solved at present. Therefore, this paper mainly studies the application of ethnic elements in dynamic visual communication design.

### **1. Introduction**

In recent years, dynamic visual design has attracted people's attention with its unique and novel art form. The achievement of dynamic visual communication design is due to the support of various advanced technologies and profound cultural elements. As an important component of Chinese national culture, ethnic elements are an important source of materials for dynamic visual communication design. If we can deeply explore the intrinsic value of ethnic elements, it is of great significance for the development of dynamic visual communication design and the inheritance and development of national culture [1]. Therefore, the following part will analyze the application of ethnic elements in dynamic visual communication design from multiple perspectives.

### **2. Brief analysis of dynamic visual communication design**

Under the promotion of information technology, the communication media of art design is constantly updated, and people's aesthetic pursuit is constantly improved. Under this background, the application of dynamic visual communication design is born. On one hand, the development of Internet forgetting technology and electronic information technology has promoted the development of multimedia industries such as web pages and animation, and also provided the basic conditions for the emergence and development of dynamic visual communication design. In the prevailing environment of digital media, dynamic advertisements, websites and signs have gradually developed. On the other hand, people's aesthetic needs and viewing needs are constantly improving, and the previous graphic design cannot meet the audio-visual needs of the masses, which fundamentally promotes the birth and development of dynamic visual communication design [2]. Dynamic visual communication design is designed under the specific design environment, according to the specific design purpose, coupled with effective information analysis, effective use of color, graphics and text and modeling, to finally present visual information that can meet the audio-visual needs of the audience, and through specific content to the audience with a certain impact. When we understand the design of dynamic visual communication, we must pay attention to the concept of "dynamic" and "elements", and apply certain cultural elements to the design, and then present them to the audience with the dynamic effect, that is, the design of dynamic visual communication. To see, but the technology support, cultural elements are also important elements affecting the quality of design, national elements as an important source of many kinds of art and design of dynamic visual communication design is also important, the ethnic element applied to the dynamic visual communication design, to enrich the design form, deepen the cultural connotation of dynamic visual communication design.

The application scope of animation visual communication design is very extensive and involves many aspects, such as advertising design, illustration design, packaging design, font design, etc., and designers design objects and contents according to specific design. Different visual design methods are used to express different design concepts and cultural connotations, so as to meet the needs of corporate culture publicity and product marketing and drive consumption [3].

### **3. The relationship between ethnic elements and dynamic visual communication design**

Ethnic culture is the inspiration and material source of various art designs. It has an important connection with dynamic visual communication design, especially when the dynamic visual communication design still needs to be perfected, applying ethnic elements to the dynamic visual communication design is of special significance and value. First, the rapid development of Internet technology, information technology background, the dynamic visual communication design also has made great development and progress, but the overall level is not high, every industry in the era of rapid development, dynamic visual communication design must seek new ideas and methods, breakthrough the limitation of traditional design, constantly injected new vitality to the design; Second, combination of colors and graphic design is not simple, it is a concept, cultural connotation and the work of the soul, so the dynamic visual transmission design cannot be separated from cultural elements, and the dynamic visual communication design in the aspect of the application of national elements is relatively lack, need to improve more, especially in the area of reference and innovation of national elements still exist some shortcomings, and the dynamic visual communication design and has a lot of contact between national elements, concrete analysis is as follows:

As is known to all, three elements of dynamic visual communication design is to identify, illustrations and words, none of these three elements are not out of the cultural connotation, it must have profound cultural connotation can be recognized and accepted by people, and the element of China's ethnic diversity, cultural connotation of the deep, applied to the dynamic visual communication design, can let designers infinite thoughts and new passion for designers to strong visual design, presented to design a variety of possibility [4]. And national elements of color, logo, etc. just to supplement of monotonous design work, such as color, text, and design of national elements used in dynamic visual communication design, make content and form of the works to achieve harmony, can make the dynamic cultural charm and the form of visual communication design charm fully.

Secondly, under the influence of the general environment, people's aesthetic ideas have changed to a certain extent, and the aesthetic requirements of works have also been greatly improved. We can say that people's aesthetic differences have presented a situation of diversity and richness. If the designer cannot grasp people's aesthetic orientation, the design work will be difficult to obtain the public recognition. People's current aesthetic orientation combines both retro and popular trends. Influenced by western advanced thoughts, people pursue popular elements. But because of the attraction of traditional culture, people seek to restore the ancient ways. Therefore, the two elements of fashion and retrospection together constitute the modern aesthetic concept. If we apply ethnic elements into the modern dynamic visual communication design, we can make the designed works coexist with the ancient and advanced, fashion and elegance, and better meet the aesthetic needs of modern people.

### **4. The application of ethnic elements in dynamic visual communication design**

#### **4.1 Application of implication**

Chinese ethnic elements generally contain profound implications, such as peace and auspiciousness, good luck and good health, etc., which are the unique charm of Chinese ethnic elements, which can be fully used in dynamic visual communication design. And Chinese national elements as an important component of the national culture of meaning not only in the form of text,

picture, objects, color, logo, etc., can show the rich implication of national culture in China, for example, martial arts, such as the significance of the color, good luck bamboo orchid, chrysanthemum, high moral character, peony, dragon and phoenix implies wealth and power, all these things, color represents the Chinese people's pursuit and yearning for a better life, in the dynamic visual communication design, designers can use these ethnic elements, their design ideas accurately convey to the audience. In this way, modern people's pursuit and yearning for a better life is awakened [5]. Secondly, the implication is a kind of silent cultural connotation, which can be used in dynamic visual communication design to greatly enrich the cultural connotation of works, enhance the artistic performance effect of modern design works, and give people a sense of beauty.

#### **4.2 The application of paper cutting**

Paper cutting art is an important component of China's folk culture and art, with a long history and rich cultural connotation. It is a treasure of China's national art and culture. The application of paper cutting art in dynamic visual communication design can also add luster and luster to works, enabling them to give full play to their cultural and artistic charm. China's folk paper-cut contains contents, various forms, is the most vivid of peasant life, flower in the photo, will be cut out of the characters, art forms such as flower are applied into the design work, with paper-cut art as a strong point to carry on the design creation, also makes the design work of creating more life breath, closer to the real life of the masses and the mental outlook, more can win the audience's recognition and love [6]. Especially the modern's aesthetic demand, the pursuit of fashion and advocate restoring ancient ways, dynamic visual communication design more can take advantage of the paper-cut art, combine traditional ethnic culture and advanced technology, the paper-cut art of static to dynamic, at the same time of rich cultural connotation, let the paper-cut art to show a new image to the crowd, let people to know the charm of paper-cut art, to regain the paper-cutting art of love and passion, to promote the development of paper-cut art and heritage.

#### **4.3 The application of color patterns**

The color of traditional Chinese national culture is gorgeous and rich, and the patterns and patterns are very exquisite. Even today, the color patterns and patterns in Chinese national culture are still a shining star in the art elements. In addition, the color and pattern elements in Chinese national culture are widely used in many art fields, especially in the ceramic technology. China's traditional ceramic technology is famous for its rich colors, diverse patterns and patterns, strong artistic flavor, high artistic value, and people's evaluation of painted pottery is also extremely high. Designers can make full use of dynamic visual communication design to achieve the perfect integration and innovation of both. Design is not a simple graphic editing and beautification, it needs to design workers have innovative thinking, strong design strength and good cultural quality, when the designers have the basics of profession, can realize the painted pottery art for dynamic visual communication art important role, can realize the painted pottery art creativity, to realize the organic integration of modern technology and traditional national elements. In dynamic visual communication design, the painted pottery pattern used in color, decorative pattern, flexible use of modern advanced technology, the traditional pattern of painted pottery, color the ethnic elements such as writing again, make its have the artistic features of the specific historical stage and at the same time present the trend of the elements, can let people through work is created by the fusion of historical changes, recognize the unique charm of painted pottery art in our country, at the same time meet the aesthetic needs of their own, enrichment and consummation of self-realization. In the animation design, for example, it can be the traditional use of painted pottery art, on the basis of a certain pattern of painted pottery design an animation image, or the ceramic grain appearance design for a specific animation background, through the lens to the specific historical environment culture, ancient social form is presented to the people, implement various possibilities of art design.

#### **4.4 Application of shadow art**

China's folk art is rich and colorful, in various forms. Apart from paper-cutting and other arts, shadow play is also a popular folk art. Apart from the interestingness of shadow puppetry art, the

aesthetic value of shadow puppetry art is also worth further research. It can be said that the leather material is covered with transparent raw materials of various colors to form vivid character pictures. This simple shadow puppetry art is the pioneer of modern film art. Based on the shadow play art, the dynamic visual communication design can not only enrich the art form of the work, but also greatly enhance the artistic and aesthetic value of the work. At the same time, the organic combination of traditional shadow play art with advanced information technology and Internet technology can also endow the ancient shadow play art with new vitality and promote its development and inheritance. In addition, the advanced technology is used to re-create the traditional shadow puppet art, organically combine the traditional art elements with modern art elements, make it conform to modern aesthetic concepts through dynamic design, and more easily gain people's recognition and attention. In the above mentioned earlier, the modern people's aesthetic orientation, audio-visual demand presents the diversification and diversified situation, which requires the designer to be able to understand the art of shadow play sexual connotation, on the basis of understand the background and connotation, flexible use of modern technology, innovation of shadow play art design, and realize the diversity of dynamic visual communication design.

#### **4.5 The application of ink art**

Ink painting is an important part of Chinese national elements and a kind of advanced art. Although it is difficult to grasp colors and coordinate pictures, it is still loved and loved by many dynamic visual communication designers. The simplicity and simplicity contained in the art of ink painting are in line with the aesthetic needs of modern people. Representatives of Chinese ink and wash art calligraphy and Chinese painting at the time, the traditional Chinese painting and calligraphy with the aid of a simple colors and simple lines, layout, build an elegant artistic conception, the cultural connotation is rich art world, and outflow from the art world, comprehension, many life philosophy and life are worth to use for reference of modern dynamic visual communication design. Applying ink and wash art to dynamic visual communication design requires designers to design a theme dominated by ink and wash elements based on specific design content, and then build a work with rich connotation, profound artistic conception and modern aesthetics through color and line collocation and ingenious conception.

#### **5. Conclusion**

In a word, the national element is an important part of our national culture, which has high aesthetic value of art. If we apply ethnic elements to dynamic visual communication design, we can not only enrich the cultural connotation of the work, but also improve the aesthetic quality of the work. This is of great significance for the development of modern dynamic visual design and the development and inheritance of traditional national culture. Therefore, designers should correctly recognize the artistic value of ethnic elements, flexibly apply modern technology, and design works with both aesthetic feeling and connotation.

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