

Analysis on Countermeasures of Introduction of Traditional Folk Art into Visual Communication Design

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Abstract: Chinese civilization has a long history and is profound. Folk art plays an important role in the continuation of Chinese civilization and inherits excellent Chinese traditional culture. It accumulates profound history and culture, and provides a lot of creative materials for modern artists and designers. It is also an important source of inspiration. Especially in the visual communication design, the artistic charm of the traditional folk art shows its abundant resources and far-reaching influence. The introduction of the traditional folk art in the visual communication design can drive the innovation and development of modern art design in China. This paper makes a brief analysis of the significance and countermeasures of the introduction of traditional folk art into the teaching of visual communication design.

The traditional folk art reflects the long-standing Chinese traditional folk customs and contains the profound emotional accumulation of the Chinese nation. Many works of art have distinctive characteristics of nationality, which is due to integration of many unique national cultures into the art. Through the excavation and analysis of folktales, customs and their significance, the traditional folk art is introduced into the field of visual communication design to realize the good integration of traditional folk art and modern design and improve the visual effect.

1. Reasons for the Introduce of Traditional Folk Art into the Teaching of Visual Communication Design

Chinese folk art is a special category of art classification. Traditional folk art is the desire of the people of our country for life. It is an important part of the treasure of Chinese culture and art. It preserves valuable knowledge and technology, and has a high value and achievement in creative techniques. It is changeable and different in style. From the image, shape, technique, craft, connotation and spirit of folk art, it can be seen the unique way of thinking and aesthetic consciousness of the ancient biographers. Today, its aesthetic form and form type still enrich the visual language of contemporary design, so that the art form presented has profound cultural connotation and national characteristics.

In recent years, relatively good visual design communication works are almost all products of the combination of modern ideas and traditional folk art. Traditional art is the product of outstanding national cultural accumulation, especially represented by traditional folk art. The scientific introduction of traditional folk art into the visual communication design can reflect not only the innovation of the ideas, but also the value of the times to a certain extent. The scientific combination of traditional art and modern visual design makes the artistic value of the works a higher level and gives people the enjoyment of beauty. The most important thing is its uniqueness, which has profound practical significance.

2. Significance of Introduction of Traditional Folk Art into the Teaching of Visual Communication Design

2.1 Conducive to the Inheritance of Chinese Traditional Folk Art

Chinese civilization has lasted for 5000 years, and our traditional art has accumulated quite a lot of cultural essence in the long history. With the development of the economy, culture has also been affected to a certain extent, and it has also been influenced by some foreign cultures. The traditional folk art is also undergoing a severe test. In the new era, we need to examine ourselves and carry out appropriate improvement. Under such a big premise, the right and scientific way to inherit the Chinese traditional art is to combine the national traditional art with the cultural form with the characteristics of the times. It is a good way to keep pace with the times and continue to give full play to traditional art and culture by introducing traditional folk art into visual communication design. The visual communication design itself has a relatively strong information of the times, which is often accessible to modern people. In this way, it is possible to integrate the traditional folk art and the works of visual communication design. In this era of rapid development, the inheritance of Chinese traditional culture is realized. It will be more traditional and unique to integrate modern design into traditional folk art.

2.2 Conducive to the Innovation and Development of Modern Art Design in China

Innovation is the theme of the modern era, and it makes life possible. Throughout history, we can find that the development of art design needs innovation. The essence of art design is the pursuit of diversity and individuality. The more innovative art design works are, the higher the value will be. The immutable art design is boring and soulless, and will be eliminated by the fast-development. We should explore the potential resources of society and integrate them into the art design. It is a positive innovation attempt to introduce traditional folk art into visual communication design. By integrating traditional folk art into visual communication design, the creators get some creative inspiration and confidence on the basis of understanding the connotation of traditional art, and make more in-depth works, which is conducive to cultural consciousness and cultural self-confidence. While fully understanding the connotation and beauty of traditional folk art, getting good visual design and innovative design with connotation will be the pursuit and choice of more people.

2.3 Impact on the Formation of Modern Design Evaluation Standards

The evaluation criteria of people in evaluating an event and a design work come from the personal life experience, personal value and social and cultural status. Traditional folk art comes from life and is rooted in the folk, and it is easy to give people a sense of intimacy, familiarity and identity. The flexible introduction of traditional folk art into visual communication design will change the standard of modern art evaluation, and such works can better reflect the spirit of national culture.

3. Scientific Strategy of Introducing Traditional Folk Art into the Teaching of Visual Communication Design

In the process of visual communication design, the selection of traditional folk art is diverse and flexible. There are various forms and rich contents of traditional folk art in China, which can be introduced to paper-cut, shadow puppet, clay sculpture, and ceramics. Creators should innovate actively and try more.

3.1 Unity of Practicality and Aesthetics and Creation and Integration of Image

Every work has its own meaning. Folk traditional art is the unity of practical and aesthetic. Ancient people used stones to create labor tools, and there was the beginning of design. The first pattern on the pottery lay the foundation of folk art. Human beings is a kind of sensory animal, and all of them pursue beauty. On the basis of personal understanding of folk traditional art, it will be effectively integrated into the visual communication design. The concept of "form obeys function"

in traditional folk art and modern design is the same. As we all know, the difference between art design and "pure art" lies in that art design serves people's clothing, food, housing and transportation, while "pure art" is for everyone to cultivate their body and mind and improve their personal artistic self-cultivation. In visual communication design, commodity packaging design, advertising design, display design and book binding design embody the combination of practical function and aesthetic function.

In the teaching of visual communication design, we should pay attention to the expression of traditional folk art emotion, and fully express the re-creation and re-cognition of "image" in traditional art to develop better.

3.2 To Return to Nature and Start from the Heart

The materials of folk art come from nature, and it is because of its many carvings and decorations, it is more intimate and simple. Such works fully reveal the beauty of nature. It is the highest state of art and design. It is a beauty derived from nature and the most harmonious product of human beings and nature. With the development of the modern science and technology information, people are more nostalgic and yearning for the simple life of folk culture. The inspiration of traditional folk art to modern visual design is also endless. It is more important for modern visual design to learn the natural, intimate and nostalgic features conveyed by folk traditional art, and give the soul of the work. In addition, we should start from the heart, and our design is a humanized and popular design.

3.3 To Advocate Innovation and Change New Ideas

Innovation is the soul of art design. Art design in modern society pays attention to the spirit of innovation. Innovation also enables folk art to inherit and develop through different forms. The art works with different styles bring people a sense of shock. At the same time, they also show the rich imagination of art design, the possibility of unlimited creation, and the distinct personality, which often makes the audience shine and attract their attention. Clay sculpture is taken as an example. Even if the clay sculpture has the same theme and the same material, it has different forms and its connotation is also different in the hands of different people. The social functions of the clay sculpture are different in different environments. The creative cognition of "changing new ideas" is integrated into the visual communication design, which can improve the creative ability and the modern design ability of the creator. Independent exploration can be carried out to select more interesting forms of folk creation, and create and innovate boldly by combining modern design concepts and design methods. We can adopt the same method to carry out specific design, and integrate traditional folk art such as hometown complex, local customs and natural environment to form a higher level of artistic design that blends traditional elements with modern ideas.

3.4 Introduction of Visual Language

The visual language contained in the traditional folk art is an important expression of its national cultural value and connotation. We should change the fixed design concept and design method, and transform the visual communication design of two-dimensional space category into the imaginative category of multi-dimensional, and re-create and re-think the modern design from the perspective of the visual language of traditional folk art. While paying attention to the visual language and expression of traditional folk art, the understanding of the visual language is conducive to individual creation of personalized works. This paper takes the paper-cut art as an example. The paper-cut art has fine production, simple style and rich implication. Each piece of paper-cut has different implication, and its visual language is relatively strong. In this visual impact, we can better understand the good wishes of happy reunion. Through this learning method, the visual language of traditional art is introduced into visual communication design.

4. Conclusion

Traditional folk art is the crystallization of the hard work and wisdom of the Chinese nation in

the labor practice. It is a kind of art form close to life. It is a symbol of people's beautification of life, which contains the good meaning of life happiness. With the continuous development of the media and society, for the visual communication design, folk art is like a flower full of artistic charm, which guides the creators to dig deep into the internal connotation of traditional folk art. Therefore, we should grasp the essence of traditional art and modern art, establish relevant connections, learn from the intention of traditional folk art in color and shape effectively, and carry forward and transmit it, so that we can inherit and innovate culture, and create visual communication design that keeps pace with the times to better display the formal beauty and internal beauty of traditional art and modern art. It is of great significance to the development of folk art and contemporary visual communication art design to achieve good inheritance through the integration with modern visual communication design.

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