

Research on Modern Graphic Design Based on Chinese Traditional Cultural Elements

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Abstract: As we all know, China's culture has rich design elements, a long history and profound, a wide range of subjects and rich content, which is incomparable to other art forms. There are more modern art forms in graphic design, but less cultural and artistic elements. Modern design is one of the most popular topics in modern design community. How to integrate Chinese cultural elements into graphic design can better reflect the uniqueness of various countries in the world. On this basis, this paper analyzes the current situation of modern graphic design in China, and expounds the application of traditional elements in modern graphic design. In this paper, we set up an experimental group and a control group. The experimental group uses the traditional culture introduced into modern graphic design, while the control class uses the current designer's method to design products. Through comparative analysis, it shows that the introduction of traditional cultural elements into modern graphic design, product satisfaction is high, at the same time, designers also get more inspiration.

1. Introduction

Chinese traditional culture originated from the history of Chinese civilization, which has shaped the art of the Chinese nation for thousands of years [1-3]. Culture is a cultural form that reflects and inherits national cultural characteristics, and has unique national characteristics [4]. Chinese traditional culture focuses on the inheritance of Chinese culture, which emphasizes the origin of Chinese culture and the cultural heritage inherited. By absorbing traditional cultural objects from traditional culture, we can also call them traditional cultural element symbols. In the 5000 years of Chinese civilization, Chinese civilization has created a long history of cultural knowledge [5]. Among them, Qin, chess, calligraphy and painting, the four great inventions, the twelve zodiacs, the four books and five classics, the eight trigrams of Zhouyi, dragon and phoenix patterns, Imperial Palace government, palace culture and imperial learning are all symbols of traditional Chinese culture [6].

Although the elements of traditional culture seem to be in the past, they still exist in people's daily life [7]. With the development of graphic design, designers increasingly understand the elements of traditional culture and provide various materials for graphic design [8]. Traditionally, cultural elements have the attraction that modern graphic design does not have. As long as designers organize their cultural elements through graphic design, they can enhance the attraction of traditional culture and enhance more national characteristics of modern design [9]. Traditional cultural elements are very important for modern graphic design, which can give designers more creativity and make them feel the cultural heritage of ancient China. Designers use traditional cultural elements to break through the initial ideological barriers, show more exquisite graphic design, and make their own design more cultural [10].

According to the above background knowledge, it is necessary to introduce traditional culture into modern graphic design. Therefore, this paper analyzes the current situation of modern graphic design, introduces the traditional culture, the combination of the two can design more attractive products. In the contrast experiment, it can be found that the introduction of traditional cultural elements into modern graphic design, product satisfaction is high, at the same time, designers also

get more inspiration.

2. The Present Situation of Modern Graphic Design and the Introduction of Chinese Traditional Cultural Elements into Graphic Design

2.1 Current Situation of Modern Graphic Design

In the 1980s, China's modern graphic design really played a role, just enjoyed decades of development experience. From today's point of view, compared with Western graphic design, China's design is still backward; the main reason is the lack of cultural conservation and national cultural characteristics. With the continuous development of society, many graphic designers have been committed to integrating Chinese traditional elements into modern graphic design. However, many graphic designers in the design of products in the process of cultural elements into the process of making no choice, but to copy, as if to show a unique race and culture, they did not realize that this will lead to the whole design products lose their own value and characteristics. Therefore, in order to make the design works truly reflect their own national and cultural characteristics, modern graphic designers must understand, absorb and inherit these cultural elements, and adapt the cultural elements to better adapt to the works of graphic design.

2.2 Introduction of Chinese Traditional Cultural Elements into Graphic Design

Graphic design as a popular and fashionable way of expression, its foundation lies in the thick cultural foundation, the traditional aesthetic standards and the modern design concept and practical application value can produce excellent design works. With the progress of the times, many excellent designers pay more attention to the introduction of Chinese traditional cultural elements in the design of products, with the help of the collision between tradition and innovation, to design excellent works. Using the influence of excellent works to let more young Chinese generation and friends in the world understand Chinese culture, also make some distinctive Chinese traditional culture through processing and innovation to find their own new way out. Many Chinese traditional auspicious in line with the modern graphic design after showing greater vitality than before, but also make its existence of commercial value, these are the modern graphic design of the Chinese traditional culture heritage performance, more exactly, it is a kind of carry forward. Modern graphic design plays an important role in cultural heritage, which is to make more people understand Chinese traditional culture through design, processing and packaging.

3. Experimental Ideas and Design

3.1 Experimental Ideas

Graphic design is a way of language communication between designers and viewers, and is one of the most common means of human communication. In the long history of development, different periods have different cultural characteristics, reflected in the form of expression, such as expression, painting, poetry, etc., which makes the cultural and artistic elements get a good spread. However, at present, graphic design often follows the pace of foreign countries to design products, China's good culture cannot be effectively implemented, nor can it reflect the characteristics of its traditional culture, nor can it attract foreigners. Graphic design has caused serious problems in the development of China's design. Therefore, this paper suggests that traditional Chinese cultural elements should be introduced into modern graphic design to reflect the unique aesthetic feeling of Chinese culture.

3.2 Experimental Design

In the design, this paper adopts two forms: questionnaire survey and field interview. This study aims to explore the current situation of graphic design in China. Through the analysis of questionnaire survey and interview results, this paper selects 100 professional designers as survey samples and divides them into two groups. One is the experimental group, which introduces

Chinese traditional elements into product design, and the other group is the control group, which is the traditional design method. At the same time, two groups of designers in the creation process were investigated and analyzed; the results are shown in Table 1.

Table 1. Investigation and analysis of designer design products

Investigation factors	The experimental group(%)	The control group(%)
Depth of creation	54	20
Breadth of creation	49	16
Creative speed	40	23

4. Discussion

4.1 Analysis on the Introduction of Chinese Traditional Cultural Elements into Graphic Design

With the continuous development of graphic design, more and more designers are learning the basic knowledge of Chinese traditional cultural elements, which can provide various materials for graphic design. According to our understanding, traditional cultural elements have the attraction that modern graphic design does not have. Before the designers integrate the traditional elements into the graphic design, designers often use the elements of traditional culture to design products, and make the designed products have more national characteristics. Traditional cultural elements are also very important for modern graphic design, can make designers more creative, and give designers the cultural heritage inherited from ancient China. Designers use traditional elements to break through the initial ideological barriers, show more refined graphic design, and make their own design more attractive.

At the same time, according to the design results of designers, we randomly invited 30 people to select 10 favorite works. We made statistics according to the proportion of the most favorite products in the experimental group and the control group.

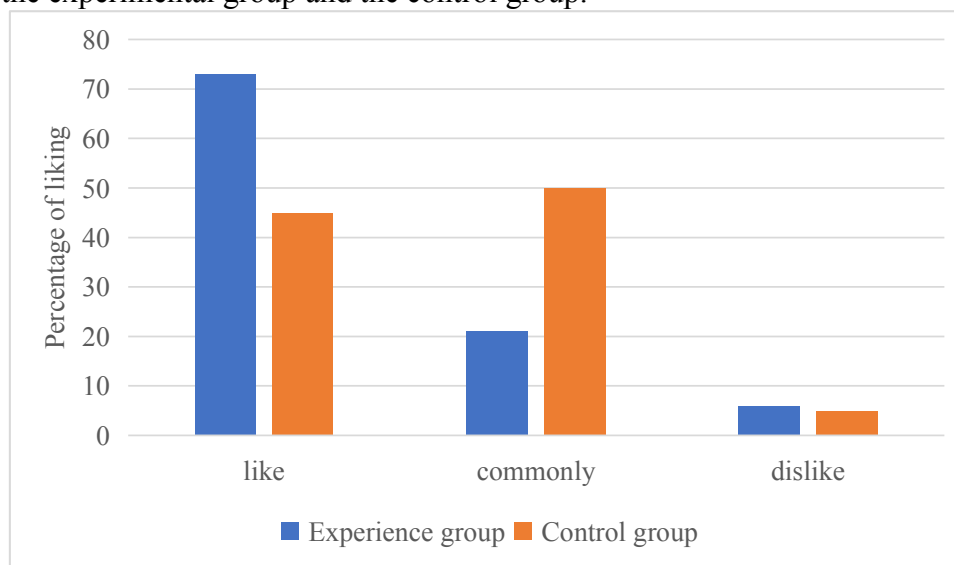


Figure 1. The proportion of favorite works in the two groups

It can be seen from the data in Figure 1 that 73% of Chinese traditional culture elements are introduced into graphic design, which is far more than 45% of the control group. In the control group, 50% of the products were relatively insensitive. In the products that did not like, the experimental group and the control group accounted for 6% and 5% respectively. The introduction of traditional cultural elements into graphic design also shows off, paying attention to the collocation of color, painting, calligraphy and pattern elements. Otherwise, there will be twice the

result with half the effort. In addition, the introduction of traditional Chinese cultural elements into graphic design also promotes the inspiration of designers.

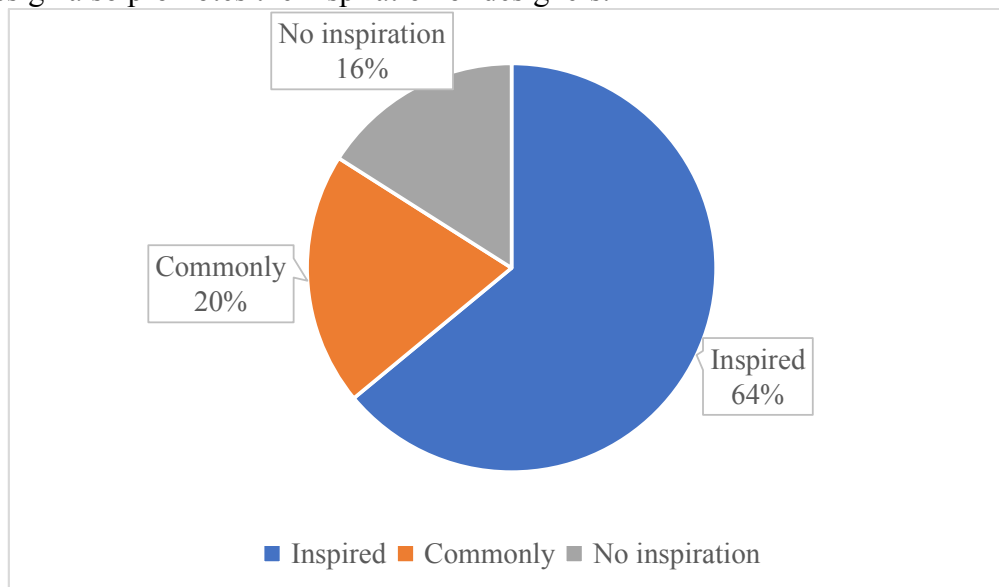


Figure 2. Proportion of creative inspiration

According to Figure 2, it can be seen that the introduction of traditional cultural elements into graphic design can promote the inspiration of the creator. From the data, 64% of the creators think that they can inspire the creative inspiration, which indicates that the introduction of traditional elements into graphic design can greatly stimulate the inspiration of the creators.

4.2 Application of Traditional Cultural and Artistic Elements in Modern Graphic Design

(1) The application of traditional color elements

In the history of the whole country, we have always had a special interest in color. Different colors have different meanings. For example, in Chinese traditional culture, red means positive, happy, enthusiastic, unrestrained, passionate, fighting spirit, etc. Green has the meaning of health, peace and hope. Blue has the meaning of calm, tolerance and warmth. Yellow is often used as a symbol of monarchy, meaning sanctity. In the design process of graphic design, the most suitable color can be selected according to the design and combined with the modern art elements. It not only satisfies the current cultural needs, but also inherits the essence of the design of ancient culture in China.

(2) The application of traditional painting elements

The most famous of traditional Chinese painting is the ink painting and oil painting. Ink painting art mainly uses brush and Xuan paper. Artists use the combination of lines and palette to show their own painting skills, so that color illustrations can show unfamiliar forms and contribute to the overall painting art. Traditional painting is based on realism, and requires the painter to have very good painting skills and deep understanding of objects. The reason why modern graphic design chooses traditional painting elements as the main design elements is to reflect the unique aesthetic feeling of art in traditional culture and learn the human concepts and techniques drawn from painting. The graphic plan is combined with traditional painting to show the designer's design interpretation. Many traditional paintings have blank space, which can not only provide clean and tidy images for the portrait, but also make the viewer to leave blank to cause infinite reverie. Modern graphic design inherits the blank art concept completely, making the overall design look more solid.

(3) The application of traditional calligraphy elements

Chinese calligraphy culture is extensive and profound; calligraphy can reflect a person's character. Therefore, no matter what age group, they like to practice calligraphy. Since ancient times, writers and sculptors have been proud of the invention of pens and ink. Modern people have shown

a strong interest in collecting the remains of art. Photography is not only an art form, but also a good way of communication. The font displayed on paper can reflect the author's feeling. With the change of human characters, people have become more and more creative in calligraphy art. Calligraphy usually uses the combination of font, structure and texture to show different artistic styles, and the calligraphy created by different calligraphers is unique. For a long time, some graphic designers have realized the importance of calligraphy in Chinese culture, and modern people have begun to understand the importance of calligraphy. In the process of screen design, the combination of calligraphy art and design concept inspired the overall design of both. Traditional art style also reflects the designer's perspective through calligraphy. The application of calligraphy in graphic design strengthens the overall artistic concept of graphic design work and shows a strong national style.

(4) The application of traditional pattern elements

There are many traditional cultural styles in our country, which not only reflect the culture of different nationalities, but also reflect the culture of different nationalities. China is a multi-ethnic country; different nationalities celebrate different national festivals in different ways. But in general, when all tribes celebrate festivals, they use certain patterns to express their desire for a better life. These models are not erased, but are passed down from generation to generation, and still have strong attraction for people. Because of the long history of our country, the traditional style has rich forms and interpretations. Similar to modern graphic design, the traditional culture style is usually flattened, which can provide rich graphic design elements. Designers can master the meaning of traditional patterns in people's hearts and the national image represented by traditional patterns. Designers apply traditional style to modern graphic design. Designers combine modern culture with modern aesthetic feeling, and provide more reference for modern graphic design.

5. Conclusions

China's graphic design is gradually developing and improving. From the beginning of the imitation of foreign design product style, to learn from the design of Hong Kong and Taiwan, China's graphic design has not a fixed style. China has 5000 years of historical civilization. How to describe Chinese national culture in modern graphic design, create a distinctive visual effect, and reflect the spirit of the times. It is a challenge for designers to use the product language of graphic design to fully display national culture and realize globalization. But only in this way can Chinese design go to the world and stand out in the world. In this paper, the traditional Chinese elements are introduced into graphic design, so that graphic design has a high degree of satisfaction with the product, but also get more inspiration. This paper proves that the introduction of Chinese traditional cultural elements into modern graphic design can make Chinese design products based on the world and have unlimited potential.

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