

The Application of traditional art color in Chinese Graphic Design

Yan Jin¹, Zhi Cao²

¹Hebei University of Architecture, Zhangjiakou, 075000, China

²School of Electronic Information Engineering, Hebei University, Baoding, 075002, China

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Abstract. The application of modern graphic design can not only increase the sense of color in graphic design but also pass others some value and emotion through the connection among colors. Peculiarity and intuition are the main characteristics of the graphic design in our country and conveying visual perception is the communication tool that we use the mostly in our country. Traditional color has different symbolic meaning due to the influence of territory, nationality and religion. This article will analyze the symbolic meaning of traditional color and discuss the traditional art color's application in Chinese graphic design by combining with Chinese graphic design.

Introduction

The so-called color is to present the external of the objects in a intuitive way and manifest some emotional orientation through this way. Peculiarity, which is the characteristics of color, can convey people the beauty in vision through their eyes and color shocks people's vision and psychology constantly with this beauty and passes some emotion to them. Therefore, no matter the color in ancient or modern times, it is endowed with some symbolic meaning and the color's symbolic meaning must rely on certain environment. Our country has long history and magnificent culture and the country, nationality and religion culture are changing and developing in the long history. Therefore, the inheritance of traditional culture is beneficial for the stability of cultural development. Applying traditional color in graphic design can not only inherit traditional culture effectively, but also vitalize the modern graphic design. The following will discuss how to apply the traditional color into our country's modern graphic design effectively by combining Chinese traditional views of color and the current situation of modern graphic design.

The Formation and Contents of Traditional Views of Color in China

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Confucianism is the most important Ideological and cultural system in our country and the ancient people's ideology, cultural activities. It is the combination of ancient philosophy, culture and consciousness. Five-element Theory is the important representative of simple materialism philosophy in our country and forms the five-element theory in traditional Chinese medicine. According to the five-element theory, the colors of five-elements including metal(yellow), wood(cyan), water(white), fire(red), earth(black) are produced in our country. 2000 years earlier, our country has put forward the color views of five colors including white, black, green, yellow and red, which has been recorded in The Book of History and Rituals of Chou. The five-element theory of ancient philosophy has summarized time and everything. Therefore, the large amount of colors in the earth are simplified since the five colors have included the colors of everything in the world. In China, the color view is the relationship between human and nature, human and society and human and the universe, which corresponds to the philosophical thought in our country that man is an integral part of nature. The development of China's traditional color got unprecedented development after the view of five colors had been put forward, which had a significant influence on fine art and art design in ancient China. China's traditional view of color is the concentrated reflection of ancient economy, life, military, politics and culture and these factors limit the application of color. For example, yellow,

which stands for imperial power, is used exclusively for the Royals. At the same time, traditional view of color develops and takes root among the folks so as to form the color view with folk characteristics.

The Traditional View of Color of Chinese Religion

Chinese Taoism's Views of Color

Taoism is the local religion in China and 'governing by doing nothing that goes against nature' is admired by Taoism. Therefore, there are only black and white in their color world. For example, Taoist diagram of the universe only has two colors which are black and white and there is white between the black and black between the white. It represents that Taoists think that everything in the world is made up from yin and yang and shows the Taoist philosophy, yin derived from yang and yang derived from yin, which accords with the attitude in the Book of Changes in ancient China and forms the traditional Chinese medicine's yin-yang theory. Many traditional wash paintings in China has referred to the Taoist view of color and blended two colors, ink, water and paper(white) to form different grayness and Chinese realm of wash painting.

The Buddhism's View of Color which has been Spread to China

China's Buddhism originated from India, so the color was not only influenced by India's Buddhism but also the impression of Chinese culture. For example, according to archaeological discovery, Buddhist murals during the flourishing period of Tang Dynasty had rich colors and big contrast and those in the middle period of Tang Dynasty tended to be gentle. However, the common point was that they all manifested the Buddhist thought, 'emptiness', 'nothing' with yellow, black and white. At the same time, the Taoist views of color also have some influences on the traditional art and are embodied in the works such as the production of creation method of landscape painting, the Golden Outlined Landscape.

The Symbolic Meaning of Traditional Color in Ancient China

The Social Property of Color Symbolism

The use of color in ancient China is normalized and stylized. We are Chinese descendants so yellow stands for Chinese nation. At the same time, yellow, which is for the use of the emperor, symbolizes the imperial power. In traditional opera, it has formed the service regulations of color which is that red face stands for loyal officials, white face stands for good people and green face stands for the society's swordsman, etc.

The Influence of Philosophical Thought on Symbolic Meaning

For the traditional Confucianist, black and white represent for adversity while Taoists think that the color of everything on earth is black and white. The fine art in ancient China was influenced more by Taoism and the wash paintings which mainly focuses on black and white take an essential position in China's traditional art.

The Current Situation of Graphic Design in Our Country

The sharing of spiritual culture is the idea admired by the cultural circles at present. The cultural development in our country has its particularity so the development in all the countries are influenced by our country. The graphic design in our country really started at the beginning of 1980s, and it was late compared with the graphic design in western countries. However, during the several decades, the graphic design in our country had developed greatly and the development momentum was more rapidly than the western countries. When we recall the anti-war process of graphic design in our country, we can know that there were some problems during the development of graphic design in our country after analysis. For example, graphic design can not embody the rich culture, and lacks national character. These problems restrain the step of the development of the graphic design in our country. Along with the development of social history in our country, more and more scholars have

realized the importance of traditional culture to the development of modern culture and positively sought the viable plan of merging traditional culture into graphic design. However, in some designed works, we found that it only added traditional culture elements into the design simply and can not show the connotation of traditional culture effectively. Therefore, we have a long way to go about the graphic design in our country in order to present the elements which can't be accepted at present in traditional culture to people in a reasonable way.

The Method of the Application of Traditional Color into the Graphic Design in Our Country

Refer ring to the Traditional Color in Graphic Design

Traditional color reflects the nation's cultural characteristics so it has profound meaning on modern graphic design. Referring to the elements of traditional color in graphic design makes the graphic design easier to be accepted by people. China's traditional color, as an important part of national psychology, has been existed in people's subconsciousness, so blending traditional color into modern graphic design makes people easier to get visual cognition. However, we should pay attention to the moderate degree of reference during the application. If we refer to more traditional color, then the creativity of graphic design is decreased; if we refer to it less, then the modern sense of graphic design is increased so that the cultural implication of graphic design is decreased. The concept of color application in graphic design changes constantly with the development of the society but no matter how the color concept changes, its fundamental point remains the same, which means that the tradition stays the same. The design keeps innovating according to the ancestors' theory to make the designed works possess more cultural implication and meaning. The designed works with sense of times and traditionally cultural connotation can be created only when the traditional culture is blended into graphic design.

The Innovative Application of Traditional Color in Graphic Design

The application of traditional color in graphic design is not simple addition, but to use traditional color to present design idea and content under the background of new age. Therefore, making clear about the connotation of traditional culture is especially important and we should extend the cultural connotation into modern graphic design. China's traditional view of color enriches the design aesthetics of the modern graphic design in China and strengthens the people's shock in vision brought by graphic design, which consequently have deepened the emotion communication of graphic design. Blending traditional color into graphic design is beneficial for the acceptance of graphic design by the people in our country and at the same time the spread of traditional culture to all the countries around the world. Traditional color has national character so it's easy for people to acknowledge it and consumers are much easier to accept familiar color. The application of traditional color also reflects the nation's sense of pride, which means to represent the nation's brilliant traditional culture and feel proud about owning such splendid culture. For example, the emblem in 2008 Olympic Games is to increase the inner implication of graphic design through traditional color. The application of red in the emblem is the reflection of Chinese traditional culture for red stands for festival, safeness and luck and the color of red brings strong shock to people's vision and manifests a positive vitality. This is the good example of the application of traditional color in modern graphic design.

The theory of modern graphic design attracts people by concerning more about the vision feeling it brings to people directly. Traditional culture nourishes the development of modern graphic design constantly and at the same time it applies traditional culture boldly and innovatively in graphic design. These traditional cultures with geographical features promote the development of multi-culture.

The Application of Traditional Color in Poster Design

Poster design is an outdoor advertising by taking advantage of printing materials. If we apply traditional color into poster design, then undoubtedly the mass consumers will accept the commodities. For example, Kan Tai-keung, Hongkong's famous graphic designer, has designed many poster advertisements with traditional colors. Merging the soul of traditional culture into graphic design is what he tries to pursue and practice. For example, in *Confucianism Spread All over the World*, it makes the yellow as its background to highlight Confucius's position in our country's

traditional culture; at the same time, the letter 'C' in red represents that dynamic and aggressive China is walking into the world gradually and the letter 'C' in the central position of the work stands for the influence of Confucian culture on the world, which means that the first person of the world's ten cultural giants is Confucius, the famous scholar in our country. For example: in Kan Tai-keung's classic work, the fifth festival of Asia arts, the author reveals the theme of the Asia cultural festival activities and the diversity of the ways to carry out the activities specifically by combining the four elements, dance shoes, facial makeup, rattle-drum and carved template with the four Chinese characters, dance, music, drama and book. It brings the shock to people's vision through the use of eye-catching color. Therefore, the application of traditional colors in modern graphic design is viable, can increase the artistic value of graphic design and can display the connotation of traditional culture in modern graphic design.

The Application of Traditional Color in Mascot

By analyzing the mascot in Beijing Olympic Games in 2008-Fuwa, we can see the successful application of traditional color in modern graphic design. The design of Fuwa adopts abundant Chinese traditional color, which reveals the perfect combination of traditional colors and modern graphic design. The traditional color in the mascot not only presents the world about the characteristics and connotation of culture in our country, but also displays the blessings to the world people with traditional color. Therefore, the application of traditional color in graphic design can not only bring strong shock to people's vision with colors, but also deliver some kind of emotions through colors. The color of mascot-Fuwa, which is exactly the correspondent color of the the five elements in ancient Chinese philosophy, manifests the traditional culture in our country and blends the Olympic spirit with China's great and profound culture organically. It not only reflects the Olympic spirit, but also passes Chinese people's wish of loving peace and living with other people peacefully to the world's people. When designing the mascot-Fuwa, the designers took the propagation of traditional culture into full consideration and in the meantime, provided the good atmosphere to show traditional culture and national style with modern design method.

The Application of Traditional color in Package Design

The vividness, art, lasting appeal and decorativeness are the main characteristics of the traditional culture in our country. When matching the colors, the artistic state of pursuing nature, simplicity and profundity has common points with the idea of package design. If we observe carefully, we will found that in life, many package designs have been added the application method of traditional colors so as to embody the lasting appeal of traditional culture. For example, Alan Chan, the famous designer in our country, combined the western aesthetic ideology with the eastern traditional culture according to the eastern and western design philosophy organically to make all the connotations and characteristics of western culture reflect in the works, which means that the works are full of both lasting appeal and fashion trend. For example, Ying Kee Tea House conducted subtle combination of traditional red and brown as if that people can experience the rich Chinese taste in fragrant tea aroma. For another example, the package of the award-winning works, Kang Yong Qian Imperial Crown designed by Liu Weiya adopted yellow as the bottom color, which reflected the central element of Royals and the perfect combination of traditional color and modern graphic design. Applying traditional color into modern graphic design can strengthen the cognition about its national culture and people can fully understand the aesthetic value and connotation of the national culture.

Conclusion

Along with the process of globalization, the modern graphic design is gradually gearing to the international standards. Blending the traditional colors into modern graphic design is the important method to improve the aesthetic level of graphic design in our country, beneficial for spreading the brilliant traditional culture into every corner around the world and the important move to inherit, develop and practice traditional culture in our country.

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