

Application of Traditional Chinese Cultural Elements in Graphic Design

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Abstract. The traditional Chinese cultural elements have an important application value in the current graphic design, which can convey the connotation of the traditional Chinese culture through people's consumption of products. Therefore, they mark that the modern graphic design enter a completely new development stage, and become an important carrier to widely and deeply communicate the social and cultural elements, not only shaping the product brand image, but also improving the commercial value of products. This paper will be focused on the specific application condition and method of traditional Chinese cultural elements in the graphic design, so as to achieve the self-innovation and development of the modern graphic design on the basis of inheriting the excellent traditional culture of China and continuously improve and enrich the traditional Chinese cultural elements in turn.

Introduction

With the increasingly rapid development of economy and society, the cultural exchange between China and other countries in the world has been increasingly frequent and the important role of the traditional Chinese cultural elements have been increasingly highlighted. However, China is still a developing country, with the development of modern graphic design relatively backward, therefore, a lot of graphic design works in China are lack of human elements and national connotation, and cannot occupy a position in the international design field. So we should reasonably apply the traditional Chinese cultural elements in the modern graphic design, making the connotations of traditional Chinese culture obtain new significance and value in the modern graphic design, so as to reflect the cultural characters of the Chinese tradition while taking the foreign advanced design concept for reference, which is beneficial to highlight the connotation and taste of the traditional Chinese culture during the innovation of graphic design, so as to form the graphic design style with Chinese characteristics.

Analysis on current situation of Chinese graphic design

The current situation of graphic design in China is far from being satisfactory, and there are some problems existing, specifically as follows:

(1) The works designed rest on the simulation. The modern design work of China started late, especially the it was not until the 1980s did the graphic design work emerged, which means that it only took less than 20 years for the Chinese graphic design work to complete nearly 100 years' development course of the developed countries, causing that the graphic designers are lack of research on the modern design style and concepts, and many design works are from simulation in form or concept, so that the Chinese graphic design is disordered without any style;

(2) Lack of national cultural connotation and characteristics. With the development of economy and society in China, many graphic designers have been fully aware that there is a great lack of cultural connotations and national characteristics in the design works of China, which made them deeply aware of the important role of the traditional Chinese elements in the modern graphic design. However, this also makes the designers go to another extreme that they copy the traditional cultural elements blindly without fully considering whether they conform to the psychological demand of the modern people, so that the traditional Chinese cultural elements are applied improperly in graphic design, are unable to really reflect the excellent national cultural characteristics of China and also unable to form a graphic design system really belonging to China.

Value of application of traditional Chinese cultural elements in graphic design

China is a multinational country, forming individually unique traditional cultural system gradually in the long-term historical development, with rich connotation and symbolic meanings. Applying these traditional cultural elements in the modern graphic design can fully reflect the important value of these cultural symbols, which play a good function and role of information communication. It should be said that the traditional Chinese cultural elements contain a lot of cultural patterns, which have certain cultural and national properties and can provide innovative sources for the graphic design, especially make the design innovation have unlimited possibility. Therefore, the values of application of traditional Chinese cultural elements in the graphic design are mainly reflected in the following:

(1) This is the inevitable requirements for the inheritance of traditional Chinese culture. As the excellent cultural heritages of China, the traditional Chinese cultural elements are the achievements gradually formed and deposited after many years' development. Today, with the further development and progress of the society and economy, people's thinking modes have changed a lot. So in the modern graphic design, in order to present the great charm of the traditional culture, people blend some traditional cultural elements into the graphic design, which cannot only present the traditional Chinese culture to the world better by virtue of the graphic design, but can also greatly improve the artistic and national characteristics of graphic design, and is also beneficial to endow the graphic design with the traditional cultural elements and spirit of times development while carrying forward the traditional Chinese culture, and also achieve the inheritance and development of graphic design to the traditional Chinese culture.

(2) This is the internal demand for the development of traditional Chinese culture. The traditional Chinese cultural elements have a profound historical deposition, representing the unrelenting spiritual spirit of the Chinese nation and also becoming an important member in the world cultural system. However, with the continuous development of international and domestic economy and society, the traditional culture of China has been greatly shocked and influenced by the emerging culture and people's cultural psychology has changed significantly. So under such social context, the traditional Chinese cultural elements must be developed continuously, so as to better meet people's demands on the modern culture. Therefore, we say that the application of traditional cultural elements in the graphic design is the effective inheritance and development to the traditional culture, so as to meet the demand internationalized development of Chinese graphic design better.

(3) This is the demand to establish Chinese graphic design brand. The graphic design is developed in China not long, which still belongs to an emerging industry. Therefore, its development in China is still unable to compare with the foreign graphic design industry, and is more in a disadvantageous status. So this requires the Chinese graphic design work to find out its development direction, that is to say the traditional Chinese cultural elements have a long history and profound cultural deposition, which can make the Chinese graphic design enterprises obtain new inspirations, are beneficial to enhance the competitiveness of Chinese graphic design enterprises internationally and establish graphic design brand belonging to themselves, only in this way can they obtain their development space in the fierce market competition.

Specific application methods of traditional Chinese cultural elements in the graphic design

The traditional Chinese cultural elements play great promoting role in the social progress and development of market economy in China, especially they have a great influence on the graphic design field of China undoubtedly. It should be said that currently the relatively successful graphic design works internationally usually are all the innovative application and blending to the traditional Chinese cultural elements, and the perfect blending of traditional cultural concept with the modern graphic design concept. Actually, we think that the modern graphic design work will inevitably require to continuously blend the traditional Chinese cultural elements, so as to deal with the increasing international design competition, which cannot only better reflect the modernization

level of the Chinese graphic design, but can also present the cultural connotations and national characteristics of the Chinese tradition. Then, how to apply the traditional Chinese cultural elements in the graphic design? The specific application methods are explained as follows:

(1) Application of Chinese painting. As one of the most precious relics in the Chinese cultural field, the Chinese painting has experienced many years' historical development course, mainly containing a cultural conception. When people appreciate the Chinese painting, they often will have a different telepathy, so as to deeply experience the charm of the broad and profound traditional Chinese culture. Actually, under the background of global economic integration, the traditional cultural elements of China has been gradually concerned and recognized by various countries in the world, especially, the application of Chinese painting in the graphic design has even become a common phenomenon, adding a lot of bright spots and innovative elements to the graphic design of China, not only making the domestic people experience the local characteristics of graphic design, but also making the people around the world re-recognize the connotation and application of function of Chinese painting while recommending the graphic design to them, making them feel a strong Chinese style, leading them to better understand and contact the traditional Chinese culture, which greatly publicizes and promotes the traditional Chinese elements and represents the great artistic charm of the excellent traditional Chinese culture;

(2) Application of Chinese patterns. In the long history, the Chinese people have created many traditional cultural achievements, in which the graphic elements with Chinese characteristics are favored by many graphic designers. Actually, the traditional cultural fields of China contain many traditional patterns, while one of the most important expression techniques in the modern graphic design is design in patterns, because the patterns can better express the concept of the graphic designer, with an intuitive effect. While giving the graphic design the connotation of traditional Chinese culture, the patterns can also make people fresh. In addition, the Chinese patterns also contain a lot of graphs with special meanings, for example, the auspicious patterns of China, which can be widely used in the graphic design, not only creating an auspicious and lucky conception, but also making people feel the profound and strong cultural connotation in the graphic design works, and display the imagination and creation of the designers to the largest extent. They cannot only make the graphic design works unique, but can also make them have a unique effect and design connotation. For example, the pattern of dragon which people are most familiar with in the traditional Chinese culture, its application in the graphic design better expresses the good wish of the Chinese people and reveal a strong characteristic of Chinese national culture;

(3) Application of Chinese folk elements. The traditional cultural elements of China also contain a very important element, i.e. the traditional folk cultural elements, which are the wisdom crystallization of the Chinese people, and even reflect the simple temper of the Chinese people. In the modern graphic design, designers have also actively blended some cultural elements in the Chinese folk society, making the graphic design have rich artistic concepts and ideological connotations. The most typical representative of these folk elements are the paper cutting art, which reflects the real life condition of the Chinese laboring people, and also contains the culture and spirit of different regions, centrally reflecting the spiritual state of the laboring people. Therefore, blending the traditional folk artistic elements in graphic design gives more unlimited creation space to the graphic designers, and is beneficial to promote the rapid development of graphic design industry;

(4) Application of Chinese calligraphy. As an important inseparable part of the traditional Chinese culture, the traditional Chinese characters are an important symbol of the traditional Chinese culture, which have different textual symbols and give people different artistic experience. Therefore, the traditional Chinese characters play an important role in the graphic design and they are also one of the design elements usually applied, with a strong vitality and affection. Many traditional Chinese characters are a creative symbol, which can convey different meanings by writing. Then, this requires that the graphic designers can apply the innovative textual techniques of China for graphic design, so as to convey a cultural artistic conception while expressing the Chinese language information, which is beneficial to strengthen the cultural meanings of the characters.

Generally, there is also a special calligraphy form in the traditional Chinese characters, which is an artistic type full of strong artistic charm and is recognized and loved by the graphic designers for its graceful and light forms. Therefore, the traditional Chinese calligraphy is widely used in the graphic design, which coincides with the pursuit to sense of space, dynamics and 3D in the graphic design, making the traditional Chinese calligraphy applied in the graphic design to generate a strong sense of beauty with traditional atmosphere.

(5) Application of national colors. The treasure of traditional Chinese national culture also contains rich and colorful traditional color cultures, which also have an important status and role that cannot be ignored in the modern graphic design of China. In the traditional cultural fields, the traditional colors have formed a unique color system, with distinctive national characteristics, in which blue, red, black, white and yellow are called five-element colors, with unique symbolic meanings. In the traditional culture of China, there is a Taiji pattern that everyone is familiar with, in which black and white are used to express different implications. In the modern graphic design of China, some works adopt different colors to express different implications. For example, the logo design of Bank of China adopt the red coin pattern, conveying the strong Chinese red while expressing the natural property that Bank of China is linked with finance. In some people's opinion, the use of such color in Bank of China does not indicate that the enterprise has strong vitality, but also implies the its development concept of prosperity, and customers can obtain enough trust and safety from this reed pattern. In other words, the rational application of the national color in graphic design will generate a strong visual effect to the public, so as to initiate their psychology of resonance and is beneficial to bring larger development space and higher market recognition to the graphic design industry.

Conclusion

In a word, with the increasingly rapid trend of the global economic integration, the traditional culture of China has been influenced and shocked greatly. So in the modern graphic design, we should fully mine the advantages of the traditional Chinese culture, apply some good cultural elements in the graphic design, which cannot only find out the new development power and source for the graphic design, but can also emit the unique national cultural atmosphere and artistic charm, being beneficial to occupy a position in the international graphic design market.

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