

The Application of Chinese Traditional Culture in Graphic Design

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Abstract—This paper summarizes the concept and classification of traditional culture, from different angles, this paper used for the traditional culture in graphic design thinking. Through the analysis of the method of plan design and the traditional cultural fusion, illustrates two forms, to realize the importance of traditional culture in the modern plane design, so as to better apply traditional culture essential to the modern plane design.

Keywords—*The plane design; Traditional culture; Chinese elements; Modern and traditional; The fusion.*

I. INTRODUCTION

The influence of the traditional culture, has been accompanied by the growth of the progressive design. It gives us design data at the same time can inspire us to create more inspiration. How the modern plan design combined with regional, national character and cultural traditions, to establish a multivariate culture pattern, has become an important task to graphic design workers needs to seriously face.

II. CHINA'S DEVELOPMENT AND PRESENT SITUATION OF GRAPHIC DESIGN

In our country, the plant design has a long history. "Spear and shield" oral advertising when the warring states period, "claims the melon, puff" folk proverbs, accompanied by two song period "flyers" as a result of the printing and engraving, etc., can be regarded as the prototype of the plane design, is China's long history of advertising. However, truly become a professional graphic design activities and cause the attention of people is beginning from the capitalist society. In this sense, plane design art in our country is introduced. Western design developed over hundreds of years, in China, the design of real time is shorter than thirty years. So, full of

western influence in the design of Chinese contemporary visual language, after "international design style" trend, create a diversified design trends, has become a new generation of designers facing the issue. Many designers in China tends to rely too much on the use of computer software for drawing, the spread of visual symbols "internationalization" and "national culture" visual language "the aphasia" phenomenon is very prominent, national characteristics, design lost when lost national personality design, design is actually towards declining path. The real "designed in China" should be trying to find a is rooted in our nation's unoriginality and meaningful to the whole contemporary design language. A good graphic design is meant to be looking for something that can identify, analyze, and interpret our traditional art in the penetration of our national wisdom, artistic conception, the spirit of "Chinese characteristics".

III. THE MEANING AND CHARACTERISTICS OF CHINESE TRADITIONAL CULTURE

A. *The meaning of Chinese traditional culture*

The traditional Chinese culture is created in the process of the survival and development of the Chinese nation. The human value and meaning, ideology and culture handed down from generation to generation.

B. *The characteristics of Chinese traditional culture Nationality*

We are more than two thousand years on the basis of an agricultural economy, with the patriarchal family as the background, the traditional culture of Confucian ethics as the core to now still influential in our lives. Women want to know "wifely submission and virtue", to "xiangfujiaozi," a man to "cultivate one's morality of

dependent flat world". Now appears to be some lag behind. But the extensive and profound Chinese culture is not only that, in traditional Chinese culture "Buddha ancestors, ethics, morality, it is etiquette still leads the social ethics, now is that we need to inherit the tradition of virtue.

Scientific

Only have the scientific nature, has a strong vitality. The strong vitality is we attach importance to the important cause of Chinese elements. Has a strong vitality to be becoming more and more influential in the rapid development of knowledge economy era, to spread throughout the world and is accepted.

The mass

The mass of Chinese traditional culture, make is more vitality in the spread of the world. In mass communication is more easy to understand and accept, impact on the world and more meaningful. The popularization of traditional culture, making it a "strong penetrability, recreational entertainment and daily life".

Compatibility

In a world of coexistence of traditional and modern, the development of a nation, the development of a culture is not complacent, in his dealings with the world from a variety of ethnic and cultural essence and strong service for their own development. Looking at our path, can be more overall, achieve mastery through a comprehensive study. Five thousand Chinese cultures are in communication with the world and learn from each other in the development, is the diversity of ethnic fusion, such as the spread of Buddhism is a living example.

IV. WILL THE TRADITIONAL CULTURE INTO THE PLANE DESIGN METHODS IN THE WAY

A. Symbol of reengineering

Such as (Fig .1, the Bank of China), can design of a symbol of China's banks, he adopted Chinese ancient COINS with the word "in" for the business. Ancient COINS graphics are round box line design, the middle square hole, up and down and vertical lines, become "in" word shape, round moral science, economy, the sense that

gives a person is simple, stable, easy to identify, profound meaning, Chinese style style. Supplemented by going morrow deep mellow greeting the four Chinese characters of "Bank of China". Identification with brick red, white and black collocation, color striking, China is one of the few effective corporate image design.



The bank of China

Figure 1. The bank of China

B. Charm of inheritance

The inheritance of the traditional culture, the deeper is the charm and connotation of inheritance. China has five thousand years of cultures, has a unique aesthetic philosophy and aesthetic temperament and interest, the Taoist "nature and humanity", the nature of the two. Confucian "and" and so on. These cultures with specific things through visual expression comes out, such as the traditional Chinese painting, calligraphy, the I child, zen, five lines of gossip, and so on. Folk paper-cutting, clay sculpture, Woodcut New Year pictures, etc. In these specific forms of culture are passing on China to "harmony", "simple" and "exquisite charm" of cultural essence. In spirit inheritance, the designer does not directly reference symbols, but the expression of traditional culture, connotation and aesthetic way after comprehensive, to form a unique design methods, to achieve "spiritual likeness" and the traditional one.

As the Olympic bid logo preceding year (Fig .2), China's 2008 Olympic bid logo can be a good example. The entire symbol modelling without the traditional modelling directly borrow, but use of the Chinese characteristic between like and don't like freehand

brushwork in traditional Chinese painting technique, to deliver the right "Chinese knot" and "athletes" image, logo not only embodies the Chinese unique style, at the same time has been the world's attention. The sign is in the tradition of China's harmonious and stable cultural connotations.



Figure 2. 08 Olympic bid logo

V. THE APPLICATION OF CHINESE ELEMENTS IN GRAPHIC DESIGN.

A. Chinese characters

With the development of the society, as well as the emergence of "graphic design" industry, to make the deep intention of Chinese characters is already beyond the symbolic function of the text itself. We often can see distant star tattoos of Chinese characters; And as (Fig .3.08 the Olympic logo of humanities), the logo with Chinese characters as creative elements, on behalf of the Chinese, the Chinese sports spirit.



Figure 3. 08 the Olympic logo

B. Ink painting

Ink element is an important part of Chinese traditional culture, ink element using the pictorial design, as well as the interpretation and application of Chinese

element symbols, and ink interest, lasting appeal, connotation and denotation of culture itself advantage of cultural context. The outward form of ink painting culture mainly reflects in ink painting visual symbols. Black and white space visual special flavor, ink blending texture and hierarchy, ink composition of language style and aesthetic interest, ink, chalk line, ink block construction of abstract pictorial symbols and visual image. From the understanding of the traditional landscape culture of realism ink painting freehand brushwork in traditional Chinese painting, let's clear feel the artistic charm of "ink painting culture".

C. Auspicious patterns

"Figure will be deliberately, meaning auspicious" is the Chinese traditional culture, kindness, beauty and true thought of unity. Auspicious patterns from totem culture, began on Monday. In every period by the time of the artistic style, technology and carrier, such as political and economic influence, have different degrees of restrictions and different characteristics, but also because of this, so can only be seen colorful art form, will the Chinese auspicious ideas go down.

VI. CONCLUSION

Chinese traditional culture is a treasure, a country, the development of a national culture. To be in an impregnable position, must be fair to absorb, dare to inherit, good at communion. Only dare to inheritance, is skilled at blending can eventually become real masters of their own culture. In the modern plant design we should "base on China, facing the world," should not only respect the uniqueness of national art, reflect the aesthetic psychology of the Chinese nation, and to reflect the inner spiritual pursuit of modern people. Want to know the traditional Chinese culture and knowledge, requires designers really love our nation, really appreciate this kind of folk aesthetics, it often can give you an unexpected feeling. This kind of feeling can make designers in the practical work inspire more thought sparks, and push the design research to a new height. Targeted in the process of design and the combination of

traditional culture, carrying forward the culture of the Chinese nation, it is all one of us should do, and we can do it.

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