

# Research on the Color and Language Characteristics of Decorative Patterns of Chu Dynasty

Ling Zhou

School of Art and Design  
Hubei Engineering University  
Xiaogan, China, 432000

**Abstract**—Decorative pattern of Chu dynasty is one representative to research regional culture. It values much both in art design and culture because it is the representation of design principles. Its shape, picture and color are of great importance in modern research. The paper aims at researching its color and language characteristics and analyzing its application in modern design and how to develop innovatively.

**Keywords**—decorative patterns of Chu dynasty; color; innovative research

## I. INTRODUCTION

Research on decorative patterns of Chu dynasty is magic from early times. We are deeply addicted in its beautiful shapes, rich colors and unique artistic and cultural nature. Development of each art is the stigma of times, so does the decorative patterns of Chu dynasty. Both the objects and color characteristics record the once glorious art development of Chinese nation. This paper mainly researches the colors of decorative patterns of Chu dynasty and analyzes its special color language from a great many cases. At the same time, the author combines modern design concept with it to put forth innovative color concepts. From ancient to modern times, colors of many decorative patterns of Chu dynasty shocked us. Its abundant pictures and color style show the splendidity of Chinese art culture. What is more outstanding is that this kind of art is of times significance, which shows an athletic, vigorous and unvarnished artistic style with romantic meaning. Seeing from the perspective of design, aims of researches on the decorative patterns are finding the law of design so that we can introduce the merits of it into modern design according to modern design concept.

## II. ANALYSIS ON THE COLOR AND LANGUAGE CHARACTERS OF DECORATIVE PATTERNS OF CHU DYNASTY

Seeing from the ancient sayings, the decorative patterns of Chu dynasty is absolutely brilliant with beautiful colors. It also has the beauty of following the color principles. There are abundant materials proving that the color of decorative patterns of Chu dynasty is warm. It stresses on the application of primary color and uses secondary color, analogous color and adjacent color frequently, which is warm. Comparing and reconciling the whole with small area, gives a gorgeous and colorful visual effect. We can analyze it from the following three respects:

### A. Primary Color Is Widely Used in Decorative Patterns of Chu Dynasty.

There are many bright colors in the patterns, especially red. Its main colors are red and black. Using black to match red, makes red more bright. Meanwhile, red and black match mutually, gives people a strong visual stimulation. What's more, they are unified in the primary color, rich and unified, ardent and quiet. Such color arrangement is applying by experts in many fields such as book decoration, poster and display design.

### B. Colors in Decorative Patterns of Chu Dynasty Are Rich

It uses colors to build atmosphere and pursues brilliance, which gives a strong visual effect. There are many decorative patterns on unearthed objects. Some use black as primary color and are painted red and yellow. Such color arrangement is active with quiet, flexible with clam. Some patterns adopt colored drawing, which involves bright red, dull red, brown, green, white, blue and gold. Such application of adjacent color and contrasting color makes the color representation pretty rich. Meanwhile, these colors are unified with the primary color black, achieving the contrast and unification. Decorative patterns of Chu dynasty usually present a sense of decoration, highlighting enjoyment and romanticism of color representation.

### C. Decorative Patterns of Chu Dynasty Use Secondary Color and Contrast Color Masterly.

Another brave representation of the patterns is the application of secondary color and contrasting color. We can find the characters on many unearthed objects. Such as the curled-up dragon and flying phoenix, we can find that the color is used on it flexibly. The first is the contrast between crimson and earthy yellow. The second is using brown to unify all the colors. At the same time, adding light yellow to it, so the whole colors are harmonious and pure.

## III. RESEARCH ON COLORS OF DECORATIVE PATTERNS OF CHU DYNASTY IN MODERN DESIGN

As a common visual language, color is researched from ancient to modern times. Cases of research on it cannot be counted. In decorative patterns of Chu dynasty, traditional application of colors is comparatively much, such as the book

decoration, inbetweening and posters, especially its application in wall painting. Many modern wall paintings adopt the characters of decorative patterns of Chu dynasty and add bright colors. Their undersides are thick and the pictures are beautiful and delicate, elegant and decent. It can be divided into the following respects in detail:

#### *A. Application of Colors of Decorative Patterns of Chu Dynasty in Package Design.*

There are various styles and kinds of package design. The most outstanding is the style which inherits Chinese traditional cultures. Take the Chinese famous wine Moutai as an example. One kind of package uses the primary color—red as the grounding, adds some black as a match. In middle of the package, there are some words to explain the profound Chinese history and show the taste and level of the wine.

#### *B. Application of Colors of Decorative Patterns of Chu Dynasty in Wall Painting Design*

The big decorative wall painting in congress hall of Missouri designed by an English modern painter Frank Brangwyn absorbs the experience of inlay work and fresco in European medieval and Renaissance, combines the development and innovation of modern painting and impressionistic painting in oil painting colors and creates a kind of modern wall painting of unique decorative style. The surrounding walls of the big painting are painted blue grey but the picture is painted orange-yellow, they form a sharp contrast with the warm color and cold color. While the color is full and steady, clear and bright. The color piece flat coating method both adapts to the colors and is conducive to build solid shape. The application of colors of decorative patterns of Chu dynasty in wall painting is mainly the primary color, so the colors of the picture are steady. They contrast and reconcile mutually, making the picture rich and harmonious.

#### *C. Application of Colors of Decorative Patterns of Chu Dynasty in Book Decoration. Color Can Decorate Books*

A great color can enrich design theme and make people joyful. Color can create plenty of visual picture effects. Therefore, how to apply great colors into suitable themes should be concerned by all graphic designers. Decorative patterns of Chu dynasty have distinctive traditional style, which is mainly applied in classic books design. Many classic books seem antique because they not only have the color characters, but also apply it directly.

#### *D. Application of Colors of Decorative Patterns of Chu Dynasty in Animation Scenes*

The color application of any excellent cartoon works makes people exclamatory. Color is the outside representation of people's inner feeling, mentality, emotion and spiritual world. In design of animation scenes, color can express the Theme of artistic conception directly. With the development of human society, people's color feeling has influenced by national culture. For example, in China, people use white to mourn the dead, red to counteract evil force and yellow to indicate power. People's feelings on colors are decided by social and cultural factors. The most representative color in

decorative patterns of Chu dynasty is primary color. In animation scenes, there are many psychological hints indicated by color which is worth researching. There is a scene in Chinese animation Pleasant Goat and Big Big Wolf, the big wolf catches all the goats into his home and plans to spoil them. The goats on picture are all white but the red and grey make the picture active. The red specially highlights blood smell in the scene.

#### **IV. INNOVATION RESEARCH ON THE COLOR OF DECORATIVE PATTERNS OF CHU DYNASTY**

Color of decorative patterns of Chu dynasty has unique characteristics. How to apply traditional color representation innovatively is an important question for current times. The expression of color displays understandings to culture, so color has national character in artistic design. Emotional state caused by color is complex so the designers should embody the characteristics of national culture and conform to the trend of social development in color creation. Decorative patterns of Chu dynasty is rich in traditional colors and plays a key role in package design, book decoration and other artistic fields. Meanwhile, if designers can inherit its traditional artistic characteristics and apply it innovatively, they will add representation power to features of Chu dynasty and have vital meaning in professional research on colors. Now many classic books adopt colors of decorative pattern of Chu dynasty. Matching steady black with red pictures and using the colors to motivate people to image, which could stimulate people's visual demands and bring people peace and harmony, meet the needs to express theme and achieve various color effects.

The innovation in the application of colors in the decorative patterns of Chu dynasty is using contrasting color flexibly, valuing the grasp and blending of whole colors. We all know that the picture needs adjacent color to rich screen effects, but what's more important is the contrast and blending. When painting different colors such as blue, sage green, purple and yellowish brown in a picture, the color contrast seems comparatively light, so we can add the lightness and purity of colors to highlight them. At the same time, we can use a distinctive color to blend to enrich visual effects. At present, the skill is widely used in book decoration. For example, we often see that decoration of books like linguistics, especially sentimental novel, mainly use primary colors, contrast others by pure color and blend the whole picture by lightness of colors. Such color representation shows misted and dreamlike design, giving a strong interestingness.

#### **V. CONCLUSION**

Research on the color of decorative patterns of Chu dynasty is of great importance and meaning. Current research on this aspect is rare. In the rapidly developing society, it is necessary to inherit excellent traditional culture of Chinese nation and apply it in design. As an eye-catching decorative pattern, its color representation also gets more attention. Only knowing the beauty and interest brought by decorative patterns of Chu dynasty can we analyze its composition rationally to refine excellent elements and methods, combine it with current needs and design original and vivid works. So how to inherit

and develop traditional culture innovatively is the key problem to solve for us. To use color expertly, designers should know basic principles and laws of color on one hand, on the other hand, they should apply the principle of subjective consciousness. Therefore, we should research color characteristics of decorative patterns of Chu dynasty carefully and analyze it with design cases to put forth how to develop the color language innovatively. This is meaningful to color design. In more and more fields, we can find decorative patterns of Chu dynasty and its colors area applied in daily life. This is the need of design and the development of design.

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