

Research on Chinese Traditional Cultural Elements into Modern Art Design

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Abstract: Chinese traditional art elements are valuable assets of the world culture, which have unique charm and provide rich expression forms and schema languages for modern art design. This paper analyzes the applications of traditional Chinese painting elements, calligraphy elements and pattern elements in packaging design, discusses the applications of seal elements, decorative elements and character elements in graphic design to provide some references for relevant researchers.

1. Introduction

The culture of the Chinese nation has a long history. The ancient civilization has made the traditional decorative symbols of our country varied, colorful and distinctive. Social connotation has been fully reflected in traditional Chinese decorative elements. With the development of society, decorative elements have the characteristics of regionalism and humanity, and focus on people's pursuit of spiritual level. Traditional decorative symbols have great influence on modern decorative design concepts and methods, while the application of traditional decorative elements in modern design is more and more extensive, which reflects profound cultural connotations and unique aesthetic concepts. The use of traditional decorative symbols in modern design is of great significance to the development of traditional culture. The rational use of traditional elements can make the traditional culture and modern civilization integrate with each other, making our modern interior design more distinctive and more perfect. The traditional cultural elements contain not only the tangible objects, but also the intangible content, such as culture, art and philosophy. The core of modern art design is not only the change of style and style, but also the artistry, cultural content and function of modeling and style. Therefore, the application of traditional cultural elements in modern art design is not simply superficial transplantation and grafting. Moreover, based on deeply understanding the traditional culture, it refines the essence of traditional culture elements, and applies modern design ideas to its epochal significance. The precious culture and unique style of Chinese traditional folk art have great influence on today's design. Folk art is a kind of art style that is spread around the folk in the past dynasties to serve the life of the working people, and is loved by the working people. It reflects rich connotation in design.

2. Applications of Chinese Traditional Cultural Elements in Modern Packing Design

2.1 Chinese Painting Applications in Modern Packing Design

Chinese painting as an important form of China painting, it is a kind of pursuit of spirit and artistic expression, is an important carrier of elegant culture, has rich and broad and profound cultural heritage from the aesthetic form of Chinese painting, Chinese painting and design is the same: emphasis on line modeling in the modeling techniques, modeling concept emphasizes the like and do not like; the spatial processing using scattered perspective; color processing in ink mainly supplemented by color, exquisite and refined decoration effect plane. These features bring new inspiration and method to modern packaging designers. The packaging of sweet Osman thus lotus seed lotus root successfully applied a lotus pond map with a deep artistic conception, which not only highlighted the regional characteristics of commodities, but also enriched the profound cultural

connotation and long historical origin of commodities. These folk-art expression techniques are concise and general, reflecting the unique and random imagery and abstraction of folk art. The artistic style is pure, simple and dignified, and pays attention to its cultural connotation. About modern packaging design elements of these traditional folk-art style at the same time, reasonably integrated into the formal rules, achieve the organic combination of form and content, will enable consumers to obtain complex return for a long time, make the product packaging has become an effective dissemination of culture. As a brand of VIP special wine packaging design, with bright red paper-cut, in stark contrast with the yellow background, reflects the strong ethnic characteristics and festive atmosphere. The packaging of another brand wine, with the famous local new year art as decorative pattern, has a strong backing with the large area of red box lid, so that the wine packaging has strong folk meaning and regional characteristics. The whole design shows strong local national cultural characteristics.

2.2 Chinese Calligraphy Applications in Modern Packing Design

As a designer, it is necessary to consider the requirements of different areas and different people to the product, but also to consider the design of the national characteristics of the packaging. Chinese calligraphy has a long history and superb art. It is a unique art in the national character. It appears in the decoration as the main body, and has the national style and characteristics of our country. If we put in the shelves of various kinds of products in the world and adopt the unique packaging and decoration of our calligraphy, we naturally attract customers with unique styles. So, the designer should pay attention to the calligraphy and study, and take it as an important topic for the nationalization of packaging and decoration. Chinese calligraphy is highly formal and highly artistic. Multi font appearance and style of calligraphy which plays a important role in the decoration, in the design, the designer should be well with the nature, the characteristics of products combination, make full use of calligraphy font size, color, position of composition, to enhance the attractiveness and competitiveness of goods. Chinese calligraphy has many types and wide range of choices. When choosing text, we should consider product categories. The old typefaces are furnishings and are suitable for some traditional products with long history. Some modern products are suitable for better modern fonts. The official script is evolved by the seal than the seal, stable, beautiful, dignified. In general, there are three situations in which art is used in packaging: the standard art words; the exaggerated and deformed art words; the slightly decorated art words. The first is to use the art work individually as a form of illustration, which includes a variety of typefaces of a computer typesetting. This form of readability is high. It requires a rapid transmission of information. Using the computer typesetting, the choice of the font is coordinated with the style of the package decoration, and the size of the font is properly chosen. However, at present, a large part of the design of packaging and decoration must also rely on handwritten words to express specific content and unique style and personality.

2.3 Chinese Patterns Applications in Modern Packing Design

Chinese traditional patterns not only have high aesthetic appreciation value, but more importantly, it contains profound auspicious meanings behind them. They are all related to the connotation and appearance of life, happiness, perfection, happiness and longevity. They all reflect the national character and national aesthetic consciousness, and have strong symbolic color and strong breath of life. Therefore, the traditional pattern is widely applied to modern packaging design, whether it is background, main body design or corner decoration, it can bring an ancient and fresh breath. Under the traditional cutting way of packaging, selection of bronze phoenix flying phoenix to distinguish alternating between negative and positive, full of the packing box, a life of harmony, happiness, reproduce the charm of traditional culture: if the Shanghai bid for the world exposition in snuffboxes gift packaging, and through the white satin framed page booklet Chinese, the determination of the bid to host the World Expo to convey to the representatives of modern packaging design should be the process of re-creation of the traditional pattern, the key is to find a suitable starting point, to transfer its rich cultural connotation and distinctive aesthetic features. Only in this way can the design have a

strong sense of the times and national characteristics. Plastic art is an art that occupies a certain space to form an aesthetic image that makes people appreciate through the vision. They all have a full, honest and full of tension in the style, simple and elegant, give a person with generous heroic momentum. This is inseparable from the profound and comprehensive national psychology and the traditional culture of Chinese traditional aesthetics. If it is applied scientifically and rationally in modern product packaging, unexpected effects will be received. In modern packaging design, proper use of traditional artistic elements can not only enrich the expressive force of modern packaging design, but also make the packaging have a deeper cultural background and broader development space.

3. Applications of Chinese Traditional Cultural Elements in Modern Graphic Design

3.1 Chinese Seal Applications in Modern Graphic Design

In today's era, the seal, as a unique form of art in China, has become a kind of art with Chinese cultural characteristics. It can be said that the seal itself is the epitome of Chinese culture, on the other hand, it also represents the essence of Chinese art. Carving art form with its own characteristics, such as: the elements of significant color, style, form and structure after thousands of years of development and precipitation, become the modern plane design art creation inexhaustible source of inspiration and valuable wealth in modern visual communication plays an important role in the design of. Emblem is one of the more successful examples of the application of seal art in graphic design. The signs in the seal form, text symbols, Chinese red color and Han Dynasty calligraphy art written form, show the traditional cultural characteristics of China, implies a regional, tradition and philosophy of China. However, part of the Chinese font Chinese characters of calligraphy art, especially with the text and style of bamboo slips of the Han Dynasty, the font strokes and charm into organic font, its overall structure, layout and the proportion is almost perfect, by domestic and foreign design circles to praise. The biggest reason for the success of the design is that it embodies Chinese characteristics and embodies modern tradition. China India represents strong and deep Chinese meaning. The characteristics of the seal also become part of the design. It is a symbol and expression of integrity, combined with the spirit of the Olympic Games, reflecting the unique culture of China, and properly represents the promise of Chinese style. The logo design through simple and concise graphical language, succinct, accurate and vivid way to convey the Olympic information, bold, make clear. In general, with pleasing, generous, vivid visual art of the logo design, giving a strong impression. Therefore, in the plane design, we should introduce the traditional Chinese cultural concept into our design to improve the humanistic value of the plane design.

3.2 Chinese Decoration Applications in Modern Graphic Design

The working people of our country have created colorful and highly ethnic features in the process of long-term civilization development. From the original cave paintings of the primitive era, the traditional patterns began to evolve into diverse and unified styles, with the characteristics of the eastern ethnic group, and the glamour. The application of traditional graphics is not confined to the complete form, but focuses on innovation, combining the profound connotation and the perfect form of traditional graphics with modern design concepts. Traditional graphics help express certain spiritual connotation and emotional characteristics by means of certain images, and become an indispensable part in modern graphic design, showing unique charm. Chinese thousands of years of traditional auspicious patterns and patterns through mining, application and innovation has become the image of China logo, with wins, pattern, fret, watermark, Tai Chi gossip, Chinese knot etc. These patterns are rich in connotation and far-reaching significance. It is the expression of the concentric double! Good wishes to each other, so it is widely used in folk, as a public design division of emerging enterprises, the symbol to convey information is naturally modern to find, with the traditional elements of communication, it is quite difficult, and based on the original graphics, in the form of level to find a better carrier "square and round is one of the basic elements in modern design,

will win as a combination of deconstruction Park and the simplified form of visual aesthetic meet the trend of modern, and coincident with the enterprise as the function and role of design company, in the form of preserves the symmetry of the traditional deconstruction, given the overlapping effect of anti-tradition, and a The trend that conforms to the modern design is the result of a moderately improved form.

3.3 Chinese Characters Applications in Modern Graphic Design

Chinese characters are derived from pictographs, so it is both text and graphics. In the field of modern art design, it is one of the most important elements of modern graphic design, and it is also the basis for the existence of modern graphic design. As the visual function of the information transmission medium, Chinese characters convey the role of the subject content. Because the character symbol has a strong, clear visual effect, so that the message is more effective and identifier. At the same time not only express the functional Chinese characters, also means that a very fun and decorative effects. The graphic designer can complete the creative design of Chinese characters by means of a kind of means, and give the word shape to create the image again, and strengthen the meaning of the character. Chinese characters itself is ideographic chain on the graphical model. The graphic creative design of Chinese characters, such as rising to the height of graphic design, is also responsible for promoting and reflecting national cultural values besides promoting its practical use. China traditional graphic design from the beginning and writing art closely together, we can see the sign shop under the guise of the front suspension from the riverside, is regarded as the rudiment of advertisement design; the early stirrings of notice is regarded as the poster design document. The reason why calligraphy is called the art of the Orientals is closely related to its use of Chinese characters and the modeling based on Chinese characters. Chinese characters itself is a pictograph, characters from principle, font embodies the meaning Chinese characters can be directly used to make marks, of course this is Chinese characters to personalize, take a Chinese character's innovation, calligraphy is very good, the word is zoned structure, can break the original restructuring, expand the word the graphic meaning differs from usual Chinese characters enhance visual recognition.

4. Conclusion

In modern art design, proper use of traditional artistic elements can not only enrich the expressive force of modern art and design, but also make the design have deeper cultural details and broader development space. We integrate Chinese traditional cultural elements and modern product design in a comprehensive and multi angle way, taking the road of design with Chinese characteristics. I believe that China's modern product design will take the unique charm and brand-new look to the world and base itself on the world.

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