

Beauty of the White Mountain and Black Water

Exploration on the Graphic Design of Folk Culture in Heilongjiang Province

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Abstract—With the advancement of social culture and the improvement of public cultural quality, under the trend of the integration of world culture, the characteristics of folk customs of various countries, regions and nationalities have undoubtedly become unique cultural treasures in respective regions. Then, the exploration of Heilongjiang folk culture in the field of graphic design will vividly and intuitively display the folk customs of Heilongjiang to more audiences and convey an visual image of internationalization and the local characteristics to the world. For the designers, this will be a top priority for exploration in graphic design field.

Keywords—*Heilongjiang folk culture; graphic design*

I. INTRODUCTION

With the progress of social culture and the enhancement of public cultural quality, the public's aesthetic awareness of culture and art has been continuously improved. The original and simple art design forms have been unable to meet the higher-level aesthetic needs of the broad audience. Under the trend of world culture integration, the characteristics of folk customs of all nationalities and regions have undoubtedly become one of the unique cultural charms of each region. Paying attention to regional culture, continuing the inheritance of historical context, and combining local culture with modern design is important responsibility for our local designer. The exploration of Heilongjiang folk culture in the field of graphic design will vividly and intuitively display the folk customs of Heilongjiang to more audiences and convey a visual image of internationalization and the local characteristics to the world. For the designers, this will be a top priority for exploration in graphic design field.

II. HEILONGJIANG FOLK CULTURE

Folk culture is produced on the basis of people's living habits and emotional beliefs. It has a collective nature and at the same time, folk customs also plays a major role in fostering social consistency, enhancing the national identity, strengthening the national spirit, and shaping the national character. Folk custom is not only one of social ideology, but also means a cultural heritage with a long history. Folk culture is the spiritual connotation of a city or even a nation.

Heilongjiang Province is the border province of China's most northeastern region, covering an area of more than 450,000 square kilometers. It is bounded by Heilongjiang River and the Wusuli River, and is adjacent to Russia; at the

same time, Heilongjiang Province has rich ethnic folk resources, and there are many other minority ethnics besides the Han nationality, such as the Manchu, Daur, Oroqen, Hezhe and other nomadic peoples, therefore, in addition to the northern farming culture, the folk culture of Heilongjiang is also influenced by the neighboring Russian culture, and the integration of northern nomadic and fishing and hunting cultures, finally forming unique distinguishing characteristics of folk customs.

III. FEASIBILITY OF COMBINING HEILONGJIANG FOLK CULTURE WITH MODERN GRAPHIC DESIGN

Heilongjiang folk culture is the appearance of Heilongjiang culture, and it has a long history and unique characteristics. The local culture of Heilongjiang and the local minority culture are integrated and they integrate with Russian culture, which makes Heilongjiang Province form a colorful folk culture with local characteristics, providing a rich source of inspiration for modern graphic design. Taking Heilongjiang folk culture as the starting point to extract and summarize various folk elements from it, and pursuing its traceability while studying its expression form, systematically inducing and summarizing it to make rational use in modern graphic design is very worthy of our in-depth study and discussion.

A. *The Feasibility of Geography and Climate Folklore in Modern Graphic Design*

1) *Attempts of geographical folklore formed by climate factors in modern graphic design:* The local climate characteristics of Heilongjiang are distinct in winter and summer, and the winter is extremely cold. In every late winter, the snow will cover the earth fully. From the high-altitude bird's-eye view, the snow-covered surface and the river will form a strong visual contrast between black and white, just like the artistic conception expressed by "White Mountain and Black Water", which is an excellent vocabulary to describe the characteristics of Heilongjiang region and climate folklore, with the same as the "whitewashed wall" used for depicting Suzhou and Hangzhou. In the color of the graphic design, one can boldly use black and white to form the main visual effect by contrasting the two colors. In the performance of "White Mountain and Black Water" in "Fig. 1", it naturally reflects a charm of ink and wash.

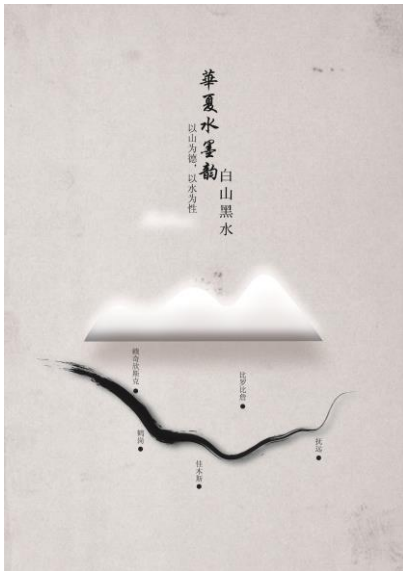


Fig. 1. Author: Xing Han, Lecturer of School of Fine Arts of Jiamusi University.

2) *Feasibility of ice sculpture and snow sculpture art in modern graphic design*: Ice sculpture and snow sculpture art are unique art forms produced by the climate characteristics of Heilongjiang and are the artistic crystallization of the people of Northeast China. Heilongjiang is the birthplace of Chinese ice and snow art. The development of ice sculpture art began in Harbin in the early 1960s and it is a multi-disciplinary complex of sculpture and design. The ice culture is recognized as the most important art form in winter in northern China. From both color and modeling, the art has unique artistic expression. If the art form of ice sculpture and snow sculpture is applied to graphic design, it is undoubtedly a good material.

B. The Exploration of Folk Customs in Modern Graphic Design

The local folk customs of Heilongjiang are rich in design materials. The local residents' clothing, food, shelter and transportation all have unique symbolic features. Here, the clothing will be taken as an example. Heilongjiang Province traditional and unique flowered lammy and pants have a very strong local flavor. It is very interesting to get the elements of the flowered clothes summed up and processed in a graphic design language, just as the author's cartoon image design work "Black Land" series in Fig. 2". In this series, the image of youth and old peasants in Heilongjiang is designed with the language of cartoon image, not only conveying strong black land flavour, but also express zest and it is easy to identify.



Fig. 2. Author: Xing Han, Lecturer of School of Fine Arts of Jiamusi University.

The black land of Heilongjiang makes its crops very good. The agriculture of Heilongjiang is an important economic lifeline, and its agricultural product brand is the design content that our local designers need to dig deeper. Taking the crops as the main design elements to make it dealt with by graphic design language will greatly promote the development of crop brands or the local economy.



Fig. 3. Author: Xing Han, Lecturer of School of Fine Arts of Jiamusi University.

"Fig. 3" is packaging design of the "Delicious Longjiang River" series with Heilongjiang native crops as the main visual image, and the line processing. These design elements are combined in a more modern and simple way.

C. Feasibility of Folk Art Forms in Modern Graphic Design

The folk art of Heilongjiang is a unique landscape of Northeast China culture with a wide range of subjects, long-standing, diverse forms and rich connotations, including Errenzhuan, Longjiang drama, Yangko, paper-cut, etc. If these elements of folk art are used to graphic design, not only the folk art of Heilongjiang will be promoted by modern visual means, but also it has certain practical significance for the outsiders to understand the customs of Heilongjiang and Heilongjiang people more intuitively and deeply.

1) *Taking the art of Errenzhuan as an example*: Errenzhuan has been developed for more than 200 years. It has been gradually developed on the basis of Northwest China Yangko and folk songs. The costumes and props of Errenzhuan have strong folk characteristics of the Northeast China with bright and contrasting colors. The use of

conventional props of the Errenzhuan as the main elements in the graphic design works will make Errenzhuan form more intuitive performance. From the perspective of recognition, it is more easily accepted by the audience and plays a good role in transmitting information, which makes people more deeply understand the folk art form of Heilongjiang.



Fig. 4. Author: Xing Han, Lecturer of School of Fine Arts of Jiamusi University.

The above is the author's poster design "Wind Dance of Northeast China". "Fig. 4" is the creation taking Errenzhuan as the main theme. The poster regards dance props of Errenzhuan- fan and handkerchief as the main elements, the most representative colors of this art as the main hues, forming sharp and strong color contrast and showing the folk art style of Heilongjiang.

2) *Taking the art of Yangko in Northeast China as an example:* The Northeast Yangko was developed on the basis of the labor life of transplanting farmland, and constantly absorbed the technical forms of agricultural songs and operas, finally developing into a folk song and dance that the masses love and enjoy. The form of performance also has a powerful Northeastern China character. Most of its clothing, props and hues are the complementary colors, which has a strong Northeast China local flavor.

D. Graphic Design Language Mining of Minority Ethnic Folk Customs

The daily lives itself of ethnic minorities can be seen unique design elements, including the diet, various patterns, color combinations of ethnic minorities, etc. Hezhe people have their own unique art form - fish skin painting. All of these are the inspiration source of graphic designs. The "Fig. 5" is one of the pages of the author's design work "Heilongjiang Food Map", which mainly shows the cuisine of Mudanjiang City. It is chiefly based on Korean cuisine and uses graphical visual language to facilitate cognition.

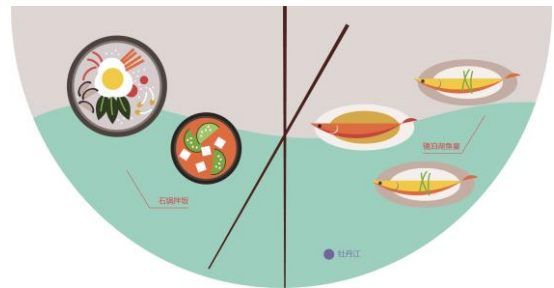


Fig. 5. Author: Xing Han, Lecturer of School of Fine Arts of Jiamusi University.

IV. THE EXPRESSION OF HEILONGJIANG FOLK CULTURE IN MODERN GRAPHIC DESIGN

Graphic design requires visual means to convey information to others, and numerous expressions to promote the realization of visual creativity. It can form patterns on a plane according to certain rules by right of points, lines, faces or different basic graphics to show the intention.

A. Expressed in the Form of Points, Lines, and Faces

"Points, lines, and faces", which are the most basic components of graphic design, play a very important role in the entire visual design field. "Points" are the basis of all graphics, and different shapes of points can give people different feelings; the philosophical meaning of "line" is the connection of countless points. It is the quickest way to shape. Its performance will bring different feelings due to the difference in thickness, length and straightness; the expression of "face" is two-dimensional and it can be regarded as the enlargement of the point or the lateral continuous movement of the line, and there are faces of a myriad of different effects. The graphic design of the unique folk elements of Heilongjiang is allowed to be created in the form of points, lines and faces to convey information in a more intuitive way. The following posters, as shown in "Fig. 6", are expressed in the way of points and lines. The same is the theme of "White Mountain and Black Water", with the border map and climatic geographical features of Heilongjiang as the main creative elements, and the ink and wash picture as expression, which shows the artistic conception of "White Mountain and Black Water".

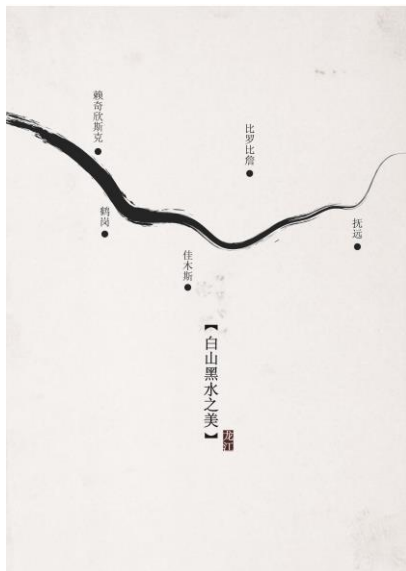


Fig. 6. Author: Xing Han, Lecturer of School of Fine Arts of Jiamusi University

B. Color Performance

China has a large number of land and many ethnic groups. Each region has its own unique and distinctive color regionality. For example, the ink and wash temperament of the whitewashed wall of Suzhou, the yearning for blue sky and white clouds in Inner Mongolia, and people's stronger desire for colors in Heilongjiang, a very cold province of long winter. These can be reflected in the local folk art form and most of them choose relatively pure colors. Starting from these strong colors, the language of graphic design can be used to convey the unique color model with characteristics of this black land, which is of great practical significance to form a symbolic symbol of Heilongjiang and make more people and even the world know about the Province.

C. Graphic Performance

In graphic design, graphics are highly recognizable and legible. The role of graphics is more obvious than text; graphics have irreplaceable visual features and it is the visual focus in graphic design. The visual exploration of Heilongjiang folk culture in a graphical way can make the folk culture of Heilongjiang more understandable, which provides a certain shortcut for the self-image communication in the information age.

D. Image Performance

With the continuous improvement of photography technology, the graphic design field presents the expression method of conveying graphic design information by photographic images. The image obtained by photography complements other design forms and becomes an important part of graphic design so that information transfer is faster and more accurate. This kind of performance method can more intuitively display the local folk customs of Heilongjiang.

V. CONCLUSION

Folk culture is an internal philosophical basis. Contemporary designers are committed to integrating local

folk culture into modern graphic design to meet the international needs of Chinese design. As local designers in Heilongjiang Province, it's necessary to reasonably use the means of graphic design to fully explore the folk culture characteristics of Heilongjiang through visual means, and on this basis, create a new type of graphic design works that meet the international aesthetic needs, including the brand image of various cities or enterprises in the province, as well as various types of activities, which has profound theoretical significance and extensive practical application value for strengthening the public awareness of the local area of Heilongjiang and making full use of the local resources of Heilongjiang.

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