

# Study on the Application of Traditional Graphic in the Modern Graphic Design

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**Abstract.** With the sustained and rapid development of china's market economy, the people's quality of life has been improved significantly, so more and more people have paid attention to their own cultural and spiritual enjoyment. Under this background, the china's traditional graphic elements have been applied to the modern graphic design, and achieved a good result. To a larger extent, it has promoted the diversified development of the graphic design. This paper discusses the practical application of china's traditional graphic elements in the process of modern graphic design in accordance with the reality, so as to provide some references and helps for the development of the main body design.

**Keywords:** Traditional Graphic, Graphic Design, Chinese Traditional Culture, Application.

## 1. Introduction

The Chinese nation has a long and glorious history of development. The people of all ethnic groups has created a world- renowned profound and unique Chinese culture with their wisdom and sweat in the course of long-term production and life, and gave birth to a unique Chinese traditional graphic element at the same time. The traditional graphic elements have been applied to the modern graphic design, which can not only enhance the culture connotation of the design object and convey the people's yearning for a good mood, but also fully demonstrate the vitality and development of Chinese culture. Therefore, it is of high practical value and significance to explore specific application of the traditional elements in the modern graphic design.

## 2. The Overview of the Chinese Traditional Graphic Elements

### 2.1 Value Exploration.

Chinese culture has gone through a long development process. Many traditional graphic elements have been shown in the wisdom crystallization of the production and life of people of all ethnic groups. Especially, we can generally find the shadow of tradition graphic elements in the modern graphic design application, which has a profound impact on the current development situation and trend of the Chinese traditional graphic design. If the traditional graphic elements can be effectively selected in the modern graphic design, which can not only greatly improve the art aesthetic value and effectively meet the varied hierarchical aesthetic requirement of the people, but also carry forward Chinese excellent traditional culture.

### 2.2 Content Overview.

The Chinese traditional graphic elements come from the production and life, which are closely related to their food, clothing, use and housing. In other words, the traditional graphic elements have been become an unavoidable factor in the development process of every Chinese, which are closely related to various aspects, such as ideals, theoretical understanding, moral cognition, literacy works, artistic forms, political system, religious belief, and so on. Whether it is unique Chinese painting or a lucky cloud pattern, they are all visual expression carries of the traditional Chinese graphic elements and also commend the Chinese people's aesthetic pursuit and value identification to a certain extent. Therefore, in the process of carrying out graphic design work, we must pay attention to reasonable allocation and optimization of these elements, and promote the organic unity of Chinese traditional culture and modern graphic design.

### 3. Analysis of Application of the Traditional Graphic Elements in the Graphic Design

#### 3.1 Analysis on Design Ideas of “Chinese seal·Dancing Beijing” Emblem.

The traditional graphic elements were integrated into of the “Chinese seal. Dancing Beijing” emblem. The graphic design work has realized the effective integration of Chinese cultural connotation, Beijing’s urban characteristics and the Olympic movement elements. Both the seal, as the main form of expression, and the unique calligraphy art form in the traditional Chinese culture, are finally transformed into a running, energetic and dancing human movement, and reveal the charm of the modern Beijing characters. The main pattern of the logo is composed of Chinese traditional cultural symbol seals. The sports figure drawing was integrated into the emblem Chinese seal, and the background of the seal element is derived from one of the very typical in Chinese traditional graphic type decorative design elements, and the background of the seal is effective integration of the Chinese traditional elements and the modern graphic design. In addition, the “Jing” of the emblem is a typical example of integrating the Chinese characters into the design, which learns from the seal script in Chinese calligraphy font. It both accurately expresses the profound connotation of culture and traditional culture in Beijing, and strengthens flexibility of the font image in accordance with integration of font.

#### 3.2 Common Types of Elements in Graphic Design.

(1) Integrating the decorative graphics. The unique characteristic of the ethnic language system has been formed in the development of the Chinese nation for thousands of years, which can be displayed by the virtue of drawing and sculpture. In general, people place certain value on different animals and plants in accordance with their pronunciation patterns and ecological characteristics, and apply the related material carries in the graphic design process. For example, in the process of the graphic design, we can often see the decorative patterns, such as magpie, bat, plum blossom and goldfish, which express people’s pursuit and yearning for a better life.

(2) Integrating the Chinese characteristics. Since ancient times, Chinese people has advocated calligraphy, painting and carries, and fully mix the ideals of their own feelings into the works, so, in general, the Chinese characteristics has become more widely used in the Chinese traditional graphic design. In general, the application of the carrier of art and design elements must be considered the characteristics, the overall atmosphere, cultural environment and aesthetic trend of design object.

It is should be noted that the application of calligraphy and painting can not only bring people to enjoy the beauty, but also bring people different psychological feelings in accordance with its different characteristics. For example, people use magnificent and brightly colored plaques to enhance the sense of riches and honor inside the building. And with the help of quietly elegant color ink painting or calligraphy works, it can create a noble temperament, so as to enhance the aesthetic value of graphic design and cultural connotation.

(3) Integrating the Chinese characteristics elements. Chinese characteristics are the crystallization of Chinese people’s wisdom in the long process of production and life, and also one of the important carries of Chinese traditional culture. At the present stage, traditional Chinese characters has been applied to the modern graphic design through using the pictorial and symbolic processing, so it can express more diverse the value of the subject, but also posse a higher aesthetic value. We take the diversified design of “Fu” character as an example. Now almost every household can see the shadow of this Chinese character, and it is often endowed with more forms and connotation, which carries people’s yearning for a better life and adds a lot of auspicious and warm atmosphere to the interior.

(4) Integrating the traditional classic patterns. The classic pattern is Chinese painting, calligraphy and other forms of traditional culture in the modern graphic design, which cannot reveal the artistic value of traditional culture, but also pass hope of a better for people. With the continuous development of our country science and technology, traditional classic pattern can not only transfer a certain cultural quality, but also combine the more modern elements.

(5) Integrating the folk graphics. The traditional folk graphic is a common element in the graphic design. At present stage, the integration of tradition folk graphics presents the remarkable characteristics of the combination of time and culture in this field. In term of the development history of china's traditional culture, most of its folk customs come from traditional festivals. For example, people will eat moon cakes to worship Changer, or eat Zongzi to worship Qu Yuan in the Dragon Boat Festival. These activities are shown in the form of graphic, which form folk custom patterns with unique culture characteristic. In the graphic design, relevant subjects can make full use of picture with ethnic flavor, so as to highlight the corresponding festival or custom characteristics. In a word, the national graphics have been applied to the graphic design, which can profoundly reveal the aesthetic tendency and a group of people's living habits. Whether it is the folk customs of production labor, social organizations of festival, all can be regarded as an important part of social ideology, which is also key point to grasp in the development of graphic design.

## **4. The Application Point of Traditional Graphic Elements in Modern Graphic Design.**

### **4.1 Following of Artistic Conception**

In the development of Chinese traditional aesthetics, the artistic conception pays a very important role in the realization of the aesthetic value of the graphic design art form and the transmission of cultural connotation to a great extent. Therefore, in the process of carrying out modern graphic design, the effective creation and inheritance of artistic conception cannot be ignored. The realization of this purpose can be achieved by means of traditional artistic conception creation, such as changing scenery. It is to say, the design elements of other works are introduced into a certain work, so as to realize the sharing of design elements and the creation of overall artistic conception. In addition, some elements of isolation and area division can be used in the graphic design, so as to realize effective segmentation of the graphic design.

It should be noted that the application of traditional Chinese graphic elements in modern graphic design is not only limited to the category of material culture, but also integrates many elements of spiritual thoughts. So, in the process of creating artistic conception, the designer must not be shackled by the traditional design method, but fully considers the modern people's actual demand and the esthetic tendency. In addition, the graphic designers should be taken into account to create a design work that it can effectively meet people's material and cultural needs, so as to maximize the value of graphic design.

### **4.2 Integration of Fusion.**

At present, with the sustained and rapid development of social economy in our country, the board masses of the people's quality of life has been greatly improved. Under this background, people pay more and more attention to their own life and development environment, and put forward higher requirement to the graphic design work. Owing to influenced by the traditional culture, the art of the modern graphic design in China is also unique in the world. However, it is a little weak in the process of combining the traditional and modern styles. In particular, the effective integration of the two styles has become a problem for designer to fully explore and deeply explore. Therefore, in the process of actual design, the actual needs of the design subject should be fully considered to understand its aesthetic trend for different cultural elements. Therefore, in the process of specific design, we should not only consider the actual use of relevant design elements is consistent with the actual needs of relevant subjects or not, but also ensure their artistic and cultural characteristics meet the aesthetic requirement of relevant subjects.

## **5. Summary**

In a word, the extensive, profound and long-long standing traditional Chinese culture has laid a solid cultural foundation for the development of modern graphic design and provided a strong

spiritual support. Especially, based on the complex and changeable cultural market environment and the increasingly diversified and personalized people's aesthetic needs, and with the sustained and rapid development of China's market economy, the life quality of the majority people has also been significantly improved. So, they have increasingly concerned about their own spiritual enjoyment and cultural acquisition.

Under this background, Chinese traditional graphic elements have been widely used in the modern graphic design, and achieved good results, promote the diversified development to a great extent. Based on this, the majority of the graphic design workers must be rooted in Chinese traditional culture, so as to fully explore the traditional graphic elements. In addition, the graphic designers should be fully using the Chinese traditional elements to design the graphic design works, so as to inject new vitality for the graphic design field and help Chinese cultural industry sustain, high-quality and long-term development.

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