

# Research on the Accumulation and Promotion of Traditional Culture in Art and Design Culture

Tong Qu

College of Economics and Business Administration, Heilongjiang University, Harbin 150000  
China

qutongqq2000@163.com

## Abstract

China is one of the "Four Ancient Civilizations" in the world, and has had splendid and brilliant art. Modern art design is a continuous innovation, and the inexhaustible Chinese traditional culture provides more design directions for modern art design, and gives designers more design inspiration. The effective integration of the two can better promote the development of modern art and design industry and make modern art and design have higher cultural and artistic value, which can better show Chinese characteristics and let the world better know China and understand Chinese culture.

## Keywords

Art Design; Traditional Culture; Promoting Role.

## 1. Introduction

In recent years, the modern art field has produced many modern art design works with great Chinese characteristics, which make full use of traditional cultural elements to enrich art design concepts and show good artistic effects. The application of traditional cultural elements in art design not only shows the national cultural style, but also fully illustrates that based on the local area is the correct development direction of modern art design.

## 2. The Connotation and Characteristics of Traditional Cultural Elements

The traditional culture accumulated from the long history of China has been integrated into the words, deeds, life and work of every Chinese. The unique and distinctive traditional cultural elements are the crystallization of the wisdom of every generation of the Chinese nation and are the cultural symbol of the Chinese nation. Our traditional cultural elements fully reflect the history and culture of China and have very distinctive Chinese characteristics. Chinese traditional cultural elements are profound and profound, and are a business card of China to the world, rich in artistic charm. Among them, the brush and ink in Chinese painting is a characteristic part of traditional Chinese culture, including brush, ink, paper, ink stone and various pigments. [1]Chinese painting will depict landscapes, flowers, birds, fish and insects with techniques such as brushwork and calligraphy, which can fully demonstrate the aesthetic interest and national spirit of the Chinese nation in the process of art creation. The traditional cultural elements shown in the form of painting can fully reflect the Chinese nation's perception of nature, society, religion, politics and other aspects. The most important characteristic of Chinese painting is that it focuses on shaping the mood, emphasizing on writing God with the form, painting with the intention, and emphasizing the perfect match between the intention and God. The traditional cultural elements in painting are not bound by rules and regulations, but are free and unrestrained, allowing the viewer to feel the rhythmic inner world of the creator.

There are various forms of artistic elements in traditional culture of the decorative type, such as seal engraving, paper cutting, pottery and spring couplets, which are forms of presenting the ancient life of China and can show the spiritual life and solemn rituals of the ancient literati. The composition and line matching in the decorations can realize the organic combination between the whole and the parts, and harmoniously show the life scenes of our ancient people. To this day, Tang San Cai and others are still characteristic symbols of Chinese crafts, the art of seal engraving is still a status symbol, and the making of spring couplets and paper cutting are still important traditional customs during the Spring Festival. Cultural elements of the decorative type in traditional culture have extremely strong subjective characteristics and high aesthetic value at the aesthetic level. Calligraphy and Chinese characters occupy a very important position in traditional Chinese culture. Chinese characters are still in use after thousands of years of historical changes and reflect the profound cultural heritage of the Chinese nation. The art of calligraphy also occupies an important place in traditional Chinese culture, and has developed over time into a unique art form. Throughout its long history of evolution, calligraphy has, by virtue of its unique charm, fully demonstrated the connotations of traditional Chinese culture. Traditional Chinese colors are also a cultural element with unique Chinese characteristics. In traditional Chinese culture, red symbolizes joy and enthusiasm, and other traditional cultural elements such as spring couplets, paper-cutting and Chinese knots also use red to convey the romantic atmosphere of joy and harmony.[2]

### **3. Accumulation of Traditional Cultural Elements in Art Design**

#### **3.1. Pattern Elements**

Cultural patterns are the essence and soul of traditional Chinese folk culture, and they are loved by consumers not only because of their exquisite patterns, but also because of the sentiment of the Chinese people that they bring. As the most crucial part of the "non-heritage" traditional cultural elements, the pattern is a visual symbol, a direct visual sensory experience, but it has its own unique style. This is not only favored by the domestic public, but also formed the national style design characteristics in the international design. The Hermes store windows and silk scarf products designed by Taiwanese artist Wu Gengzhen himself use the art of paper-cutting, a traditional cultural element in China.[3]

#### **3.2. Modeling Elements**

Modeling is a key element in traditional culture. A piece of work will attract people's attention and love because of the beauty of its whole shape and pattern and the rich cultural connotation it contains. In 2016, China held the G20 Summit in Hangzhou, feasting the leaders of Argentina, Australia, Brazil, Canada, France, Japan, the United States and the European Union. In this international feast, we chose tableware with a strong Chinese flavor, all revealing the ancient Chinese atmosphere, so that the leaders can enjoy Chinese food and at the same time can savor the classical Chinese art. In addition, the shape and design of the tableware used at the banquet echoed the West Lake style. This not only allowed the leaders to experience the beauty of Suzhou and Hangzhou indoors, but also made them feel the unique charm of Chinese traditional culture.[4]

### **4. The Promotion of Traditional Cultural Elements in Modern Art Design**

#### **4.1. Innovative Application in the Field of Packaging Design**

Skeleton elements are art forms with a long history in China's traditional culture, and their application to modern product packaging can substantially improve the cultural style and hierarchy of packaging art design. The hollow element is mainly applied to modern product packaging through the form of graphics, and designers can use deformation, simplification,

distortion and other ways to enhance the flexibility of graphic expression, so as to decorate the product. The use of hollow elements to design product packaging, in addition to combining the characteristics of the product itself, but also use some traditional patterns to enhance the decorative nature of the product. The application of traditional patterns is a combination of national characteristics and local culture, carrying a large amount of historical and cultural information, which is more easily understood and accepted by consumers. At present, the use of modern product packaging design in the form of hollowing process of traditional pattern patterns more and more. Traditional patterns in China are mainly landscapes, flowers, birds and fish, and pay more attention to the inner emotional performance, mostly conveying auspicious symbolic meaning, the case contains people's longing and prayers for a better life, and is closely related to the ideas and emotions in China's traditional culture. These auspicious patterns with good morals are applied to product packaging design in the form of hollowing, which can effectively meet the aesthetic needs of consumers.

#### 4.2. Innovative Application in the Field of Animation

Animation is an art form that presents images through visual and auditory senses, which can break the barriers between different nations, countries and cultures and let the audience feel the unique charm of animation art. Chinese traditional culture is formed in the long history of China and has unique cultural characteristics, including painting, calligraphy, decoration and other forms of expression. The video presentation of animation is a special aesthetic form, showing the art world with the help of the camera. The multiple elements in Chinese traditional culture can be intuitively appreciated by viewers with the help of animation's visual expression, which allows them to appreciate diverse artistic images. Animation art must closely rely on the narrative structure, integrate traditional cultural elements into the animation design, with the help of visual symbols of light and shadow and the ups and downs of story development, so that the audience can feel the cultural characteristics and life marks conveyed by animation in an invisible way.[5]

#### 5. Conclusion

Regarding the development of contemporary art design works, we should keep up with the trend of the times, but we should not just pursue the fashion trend and ignore the inheritance of traditional culture; at the same time, we should not just pursue traditional culture without combining it with the characteristics of the times. If there is no traditional culture as a framework, the design work is like a rootless wood, no source; if it is not in line with the times, then the design work will fall into a vain situation. Therefore, in order to perfectly integrate the traditional cultural elements of "non-heritage" with art design, we need to actively absorb the excellent traditional culture, extract the valuable elements and combine them with modern design, so that the traditional cultural elements will burst out with new vitality in the new context of the new era.

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