

Research on the Application of Traditional Cultural Elements in Modern Visual Design

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Abstract: This study investigates how traditional cultural elements can be integrated into modern visual design in order to achieve better cultural depth as well as an innovative form of heritage preservation. It looks at the appearances of traditional graphics, colors, patterns and aesthetic ideas, explaining that these fit with contemporary design. Regarding issues such as formalism, superficial symbols and no originality, this paper puts forward improvement plans which contain profound culture research, changing the way we speak in our designs, adding digital tech to what we do, and showcasing local cultures. Findings highlight the fact that effective application is not just copying but a rethinking using current methods of design: This means that traditional culture has been given new value within the field of visual communication and provides more creative material for present-day designers.

Keywords: Traditional culture; Visual design; Cultural elements; Innovative application; Design language

0. Introduction

Traditional cultural elements are traditional visual materials in Chinese culture that have been accumulated over a long time. They carry much historical significance, and they are also very nice looking. Traditional pattern auspicious connotation, calligraphy line beauty and the traditional color system cultural symbol meaning, these are all national aesthetics but also full of humanistic thoughts. With the development of modern design concepts, these traditional culture components which were just cultural symbols in previous eras have become for new creations in contemporary design. But, when it really gets to be applied there are still some sort of contradictions in between those traditional cultural elements and modern visual designs. Some designers just take over the pattern from ancient times and never really know what it stands for, which is like an ornamental surface-level stuff. Second, it's because traditional components are complicated, but contemporary communication is simple. Therefore we need to refine and transform traditional components with modern approaches on design. Therefore, studying how to apply traditional cultural elements to today's visual design will help promote innovation in developing traditional culture as well as add more culture value to contemporary design.

1. The integration base of traditional culture elements with modern visual design

1.1 The meaning and kinds of traditional culture

Traditional cultural elements are the main culture and beauty form which were formed after a long process in China's traditional culture. They're not only specific visuals, but also the ideas behind them, their values, and the spiritual meanings. Traditional cultural components are mainly shown as graphics, traditional pictures, color systems, text arts, cultural image and other aspects in the domain of visual design:

Firstly, the traditional graphic symbols are part of traditional culture. Like dragons and phoenixes and auspicious clouds on traditional Chinese buildings, which have their own national characteristics. These are not only for decoration but also represent some kind of good fortune,

peace and authority. Such picture patterns have been around for a long time and they have become fixed visual cognition, giving modern visual design lots of symbolic materials.

The second is that traditional patterns. Traditional patterns are mostly derived from natural scenes, myths and legends, social life, etc., such as lotus pattern, peony pattern, scroll pattern and so on. They are structurally symmetrical, repetitive, orderly which reflects the overall, harmonious aesthetic of traditional Chinese culture. Modern designs take these patterns and make them simple, reorganize them, and abstract them to form new visual languages that match modern aesthetics.

and also a reflection of the traditional culture: The traditional Chinese color is not merely about vision; it connects to social culture, manners, ideas. Red stands for celebration and luck, Yellow for majesty and power, Cyan for nature and life. These colors are culturally distinct in their own identities so that they can be put into use in brand identity, packaging design, and public visuals rather well.

1.2 Development Needs of Modern Visual Design

Modern visual design is no longer just concerned with formal beauty, but pays more attention to cultural value, emotional expression and user experience. In the context of constantly changing ways of information dissemination, visual design must go beyond the simple function of information transmission, it should be able to produce impact through unique culture expression.

At this moment, the international design world pays much attention to cultural disparities as well as local characteristics. Design works that use culture as a background can form a more comfortable sense of identity and produce emotions that resonate with people. Like certain brand visual systems blending ethnic cultural components; employing traditional cultural emblems makes the brand imagery more pronounced and heightens consumers' understanding of such cultural value.

2. Application status of traditional culture elements in modern visual design

2.1 Application of Graphic Symbol Elements

Graphics have the characteristics of intuitiveness, easy recognizability and fast dissemination efficiency. They are an important way to apply traditional culture elements into modern visual design: Modern designers usually extract the key parts of old graphics, then they simplify, change and reorganize these graphics so fit modern visual aesthetics.

A logo design example, it turned traditional architecture form into a new form, changed Chinese character form into a new visual image, transformed traditional totem form into a new visual form. Traditional components with simple details and prominent outline features can retain culture characteristics and achieve modern communication needs.

Cultural products design also uses a lot of traditional picture symbols. Many cultural products use modern methods to incorporate elements from traditional paintings and historical artifacts, turning static cultural resources into practical and commercially valuable products. This application method makes the dissemination range of traditional culture larger and helps promote the development of the cultural industry.

But on the contrary, we cannot just apply images. Behind traditional symbols are rich cultural connotations. The designer must thoroughly comprehend its history background and spiritual significance and innovate upon it by creating from an artistic standpoint a design that stands alone but preserves culture.

2.2 Application of Color Cultural Elements

The traditional color system of China is very culturally. Like in the old days, the red represents

celebration and warm atmosphere as well as a good omen and it's common to appear at festivals, weddings and other happy occasions, and can also be used for some festive paintings. When talking about modern visual design, red is also adopted by brands for logo designing, product packaging, cultural promotion etc., which makes people have positive feelings when seeing it. In tradition yellow stands for respectfulness and seriousness; a few works with history and culture use yellow parts so these works seem more substantial and culturally rich. Cyan, black and other colors represent the pursuit of nature, subtlety and serenity from East.

In contemporary design, the use of traditional colors does not mean blindly repeating traditional color combinations but recombining on the basis of an understanding of their cultural significance. Today's modern packaging designs take tradition as a starting point for new creations and can make traditional colors basic elements of packaging designs^[1]. They reduce the saturation level by adjusting the ratio, which fits the esthetic standards of today's society. Furthermore, by making traditional colors adapt to the visual characteristics of various media, such designs can better create a feeling of belonging in this era.

2.3 Innovative use of traditional pattern elements

In modern visual design, traditional patterns are mainly innovatively applied through extraction, deconstruction and re-design. Designers are no longer limited to complete replication of traditional patterns; instead, they analyze the structural characteristics of the patterns, extract representative lines, forms and composition methods, and integrate them into the modern design system.

Take for example clothing design, where classic embroidery designs and national style elements have become modern clothing pattern designs today, which is a combination of traditional techniques with modern aesthetics. In packaging design, traditional patterns add cultural value to the product so it stands out from others in the market. Space design, traditional pattern applied to wall decoration, screens, environment visual system, adding a cultural atmosphere into space.

Meanwhile, the development of digital design technologies has also brought new possibilities for innovations on traditional patterns. By means of computer-aided design software, traditional patterns can undergo parametric processing on proportion adjustment and color change as well as dynamic display so that it can overcome its own static application limits and apply in the digital media environment^[2].

3. problems on integrating traditional culture elements in modern visual design

3.1 Obvious Formalization Phenomenon of Traditional Elements Application

currently, in some visual works when applying traditional culture it's a matter of form over content. Some designers pay attention only to the appearance effects of traditional patterns, design forms and colors of traditional cultural elements and neglect the cultural connotations of these traditional elements. Thus turning them into simple decoration symbols.

Take some commercial design works, for example, they often use well-known traditional cultural symbols like dragon and phoenix, auspicious cloud, red as a lucky color and so on. However, if they do not have creative integration according to different themes, the resulting products will lose personality. Such mechanical application would make people visually tired and diminish the worth of traditional culture.

3.2 Traditional Elements Not Fitting into the Modern Design Vocabulary

Traditional culture elements have very long attribute of history; modern visual design is simply, effectively and communicating. The designer is unable to change today's modern design into something else, there might be conflict between old school stuffs and what's wanted in today's

modern designing world

Some works directly copy traditional shapes without adjusting their structure , proportion and expression methods , making the design effect appear complex and outdated , and difficult to adapt to the modern communication environment. Therefore , how to achieve the modern translation of traditional elements is an important issue in current design practice.

4. Creative Applications Strategies for the use of Traditional Cultural Elements in modern Visual Design.

4.1 Pay attention to the exploration of cultural connotations and realize the re-creation of symbols

The modern application of traditional cultural elements is based on an in-depth understanding of cultural connotations. The designer needs to do some history research, culture analysis and art observation to find out what spiritual values there are in the traditional element, then change it according to modern design demand^[3].

For instance, it's about using a traditional pattern. It doesn't mean only to know how this pattern was formed and what symbolized meaning it has but also need to comprehend the beauty characteristic of this sort of pattern. Pay attention to its exterior figure instead of. With extracting the main cultural elements, there will appear some new designing symbols that fit in better with current visual communication standards.

Symbol re-creation is when designers preserve the cultural genes and give them new meaning in contemporary times. For example, traditional auspicious patterns combined with modern geometric composition appear both to have a sense of recognition of traditional culture and to be in line with modern visual aesthetics.

4.2 use modern design languages to achieve more visual expressiveness

Modern Visual Design, which focuses on how fast information moves, traditional culture must take a modern form. Designers might use abstraction and simplification and make it modular when they recreate traditional elements.

Abstraction processing makes traditional elements less so, which is more in line with modern visual communication. Just like making those complicated old-style patterns into simple lines would make the picture look nicer. Module design enables the combination of traditional elements to be more flexible and adaptable for different designs.

Furthermore, make good use of modern layout methods, spatial composition, visual hierarchy relationships and so on to form a harmonious relationship between traditional elements and modern design systems.

5. Case Analysis of Application

5.1 Apply traditional culture elements in brand visual design

Brand visual design uses the most traditional culture elements. With continuous development of consumer markets, consumers have more requirements on cultural values and feelings for brand products: Traditional culture elements are ethnic in nature, containing some kind of culture connotation, so they can help to strengthen brands' image identification and distinguish themselves from other images.

Brand Logo Design In the area of brand logo design many companies incorporate traditional cultural icons when developing their visual identity with a national character. For example, some culture brand adds calligraphy fonts, seals and architectural contours into their logos so that brands can have eastern aesthetics through its own visual system: Traditional seal art also has a

square form and a handmade touch/mark that is unique to it, if this is to be included while making contemporary logotypes then it will give more depth in culture which gets brought up on top in branding^[4].

And at the same time, traditional culture is also applied in brand packaging. The package is a protective function but it's also what people see when they interact with the brand. Introducing traditional patterns, traditional colors, and cultural images to the packaging makes the cultural value of the product better. For example, landscape paintings, auspicious cloud patterns and calligraphy fonts are frequently used in the visual appearance of tea products, food products and cultural products, so that these kinds of products have distinct cultural positioning.

But if you use traditional stuff for brand visuals, don't take it too far. A great brand conveys the concept of a brand through culture instead of just piling up traditional symbols: For example, in the design process, we should choose suitable cultural elements according to the positioning of the brand, and then unify them with traditional culture by means of simplification, abstraction, innovation, so reach an agreement between the brand and traditional culture.

5.2 Application of Traditional Cultural Elements in Cultural and Creative Product Design

Culture and creativity products are main ways of blending traditional culture with contemporary design. In recent years, the demand for cultural consumption has increased and cultural and creative products have become an important way to disseminate traditional culture. Traditional cultural resources can be turned into modern goods that look nice and work well with the help of visual design.

Cultural and creative product designs are generally based on the use of historical, cultural resources, and innovation through the adoption of cultural symbols. Take museums as an example, museum cultural products will re-design patterns, shapes, color from collections and apply them to notebooks, clothes, accessories, daily-use goods. This way of design makes these products more attractive while letting traditional culture enter our life instead of just being displayed.

Culture and creative product design process, designers need to pay attention to the link between cultural elements and product functions. Apply traditional culture elements can't just chase visual appearance, it has to blend with its application surroundings. When we use these old school pattern for daily-use stuff designs, we also think about how big those pattern gonna be, what colors will go together, and how it's gonna made so that it looks like it really has some kind culture there but still can do something useful at same time.

5.3 Application of Traditional Cultural Elements in Digital Media Design

With the continuous progress of digital media technology, and the way visual design is spread has changed greatly. Traditional cultural elements cannot just remain on paper media and real goods but slowly entering areas like online platforms, digital displays, interaction media.

In digital media design, traditional cultural elements can also be dynamic. Taking landscape paintings for example, its artistic conception becomes a moving picture, and we can feel the space of traditional art by means of digital. Use animation technology to make old pattern turn into movement change so that to improve visual effects^[5].

On the contrary, digital technology makes it possible to enhance the interactivity of traditional culture spreading. By means of VR and AR etc., users can obtain an intuitive experience of traditional culture content. As for example in digital museum building with 3D modeling as well as interactive displays, people could break free from time-space barriers so enjoy experiencing traditional arts and culture.

6. Conclusion

Traditional cultural elements, as an essential component of national culture, offer abundant sources for the creative work in modern visual design. Through proper use of traditional graphics, patterns, colors and concepts from various cultures we could help contemporary visual designers improve their cultural expression capabilities; improve artistic values as well as the communication effect of the works.

Researches have demonstrated that employing elements of traditional culture in today's visual design doesn't just mean making a superficial allusion, it is about really digging into those cultural significances and then using the modern designing language to transform them and bring something new. There are currently some problems in some design works such as formal usage, lack of innovation, and superficial expressions of culture; these problems need improvement through better research on cultures, increased ability for innovative design, and combined use of digital technology.

In the future, as digital technology continues to progress and the cultural industry progresses continuously, traditional culture elements will be an essential part of brand design, cultural products, digital media, public visual system. Modern visual design should learn from traditional culture, with innovation driving transformation; it should modernize traditional cultural resources so that they can gain new life in this era's communication environment.

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