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A Brief Analysis of the Innovative Application of Ceramic Art in Modern Product Design

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Abstract

Chinese ceramics have a unique aesthetic category with unique national characteristics, have a long historical origin, bearing a strong cultural value. Ceramic art combines pattern design, modeling design, color design, structural design, cultural inheritance and other important attributes. Combining ceramic art with modern product technology is an effective way to realize modern people's demand for spiritual quality. In the new period, due to the serious phenomenon of homogenization, the ceramic art and its product design cannot reflect the cultural connotation, and can't highlight the value and significance of its existence. Integrating ceramic art into modern products is an effective way to improve the homogenization phenomenon of product design, which is conducive to the inheritance and development of ceramic culture, and also is the effective way to improve the value of modern product design. Based on this, based on the connotation of ceramic art, this paper analyzes the application value of ceramic art in modern product art, and thus puts forward innovative ideas, hoping to promote the inheritance of ceramic culture.

Keywords

Modern product design, ceramic art, innovation, application

Ceramic art is inherited from the development of Chinese history, and it is an artistic treasure with unique value left by the ancient Chinese working people for thousands of years. Ceramics not only have a unique practical function and ornamental value, but also have a considerable artistic value, because of its craftsmanship and skills represented by the world's attention. In the contemporary society, the pottery to the modern product design process, not only can promote the inheritance and development of traditional technology, but also can make the contemporary product design creativity get further development, especially reflected in the ceramic decorative pattern and material selection, is the innovation and optimization of modern product design, has a unique reference significance, this paper focuses on how to apply ceramic art in modern product design, in order to reflect the value of ceramic art.

1. Ceramic Art connotation

As an excellent cultural inheritance and artistic treasure of China, ceramics is an excellent artistic product, and also the necessary life appliance of ancient Chinese people (Zeng Zhaozong, 2020). With the change of people's living habits and thoughts, ceramic art presents a new morphological characteristics. The application and design of ceramic art for a long time not only reflects the inheritance value of art, but also reflects people's pursuit and love for art. The creation of ceramic art has professional craftsmanship, requiring the matching of ceramic raw materials, firing and drying, etc. (Duan Xinding, 2021). It can be said that ceramic works are the need of the development of human life and the main carrier to convey artistic feelings. It not only reflects the personal feelings and pursuit of designers, but also shows the creators' artistic views to the society through finished ceramic products. Applying

pottery art to the design of modern products can not only innovate the expression form of pottery art, but also integrate the creative design ideas into the contemporary artistic emotion. In the development process of contemporary ceramic art, all kinds of ceramic products have gradually formed a mainstream form, combined with the contemporary products, can make it have a higher value and characteristics; but also can promote the continuation of Chinese ceramic art in the culture and history.

2. Value significance of ceramic art applied in modern product design

2.1 It can promote the inheritance and promotion of pottery art

As one of the excellent traditional cultures in China, ceramic art originated in China and has made certain artistic achievements in the long historical development of China (Li Shiliang, 2016). Ceramic art is famous in the world for its bright colors, extensive and profound features, and rich resources. In today's era, due to the development of culture and history, pottery has been gradually applied to contemporary products in the inheritance and development of tradition, which can not only meet the increasing needs of modern spiritual life, but also make the design of modern products innovatively applied through the integration of the two. The use of pottery in modern product design can not only innovate the contemporary products in the process of artistic integration, but also combine them with the traditional pottery to achieve the beauty of modern products. The perfect combination of modern technology and ceramic art fully reflects the characteristics of Chinese traditional pottery culture, can present the Oriental beauty of modern works, and promote the overall inheritance and promotion of ceramic art.

2.2 Can make the design of modern products continuous innovation

Diversity is the prerequisite for innovation. Only under the diversified creation methods, the design of modern products can present the trend of innovative development. Ceramics itself has a rich variety of creation ways and creation methods, which can provide a good reference for the design of modern products. Modern, in order to meet the needs of people's daily life of ceramics, there are many intelligent ceramics, these appliances are made of modern products and pottery art are integrated together. The technology not only conforms to the development trend of the times, more in line with the cultural needs of contemporary society, and with the use of ceramic art, innovate and upgrade contemporary products, make it achieve the perfect combination with modern products; While promoting the artistic implication and humanistic charm of contemporary art works, it is also constantly promoting the innovative development of contemporary ceramic art; Not only can use scientific and efficient design techniques and ceramic technical means to produce a full range of creativity (Xiongimu & Wang Peixuan, 2021), at the same time, in the innovation and development of art, expand the sales field of contemporary products, create more creative and intelligent products, make the design of modern products more innovative and contemporary.

3. The Specific Application of Ceramic Art in Modern Product Design

3.1 Application of ceramic materials in modern products

3.1.1 Application of heat resistance

Because at present, most of the domestic ceramic products are using high temperature firing, therefore, because of its own heat resistance characteristics, in the contemporary products have a broad space for development. For example, the tableware in the kitchen can be cooked with ceramic materials (Dong Ruihu, 2018), which not only can maintain the original flavor of the ingredients, but also can be boiled for a long time.

3.1.2 Application of high hardness

Due to the high hardness of ceramics, precision ceramics can effectively improve its hardness, apply it to the development of modern products, and promote the development in the field of high technology products, thus providing a valuable reference for product quality; for example, in the late 20th century, the hardness of ceramic knives is gradually used in industrial production and life. Its own high hardness characteristics, can not only improve the overall quality of modern products, but also can use high-precision materials to achieve the long-term development of ceramics.

3.1.3 Easy to clean for applications

The appearance of ceramic products is relatively smooth, it is easier to clean up, so ceramic appliances are often used in the daily use of easy to hide dirt, such as bathroom kitchenware, induction cooker microwave oven, ceramic

products are often used as panels in the induction cooker and microwave oven and other kitchen tools. Its own heat resistance, easy to clean characteristics, can make the modern product structure to achieve the optimal, thus promoting the innovation and development of product design ideas and structure in the new era.

3.2 Application of ceramic decorative pattern in modern products

3.2.1 Apply the geometric pattern

The decorative patterns of pottery have a very high artistic significance. In ceramic products, there are often eight treasures and back patterns, which symbolize many auspicious meanings. The use of ceramic patterns in contemporary products can not only play a role of decorative products in the appearance of the product, but also can increase its artistic implication in the appearance of the product, so that it can achieve the best design conception.

3.2.2 Application of floral pattern

In the ceramic art, the Tang Dynasty curve is a common form of flower pattern, with beautiful lines, and high flexibility. Tang Dynasty curve comes from the curved shape of plants, and in ceramic products, it can bring a fresh and elegant feeling to the art; applying this pattern to modern product design, can not only improve the appearance and pattern quality of furniture, and can fully reflect the living habits of consumers, with a strong design level and beautiful feeling, meet the demand factors of people in the new era.

4. Application and innovation of ceramic Art in modern Product Design

4.1 Integrating ceramic technology

First of all, the integration of ceramic technology and the design of modern products can not only inherit and develop the traditional ceramic technology, but also convey the cultural implication to the modern products, so as to improve the cultural added value of the products. Secondly, the integration of ceramic art and modern product design can enrich the product modeling and design category, and can show different design products with the color collocation, which can reflect the meaning of modern art. The new era is an era of large-scale production. In the environment of homogeneous design (Deng Lon, 2018), we lack of inheritance and innovation of art, but also lack of unique insights on artistic aesthetics, which makes product design cannot reflect the artistic value. However, the application of ceramic art to the design of modern products can innovate the design ideas of products, and can produce modern products that meet the needs of users and personality characteristics. At the same time, the creation of ceramic products can also express its special design feelings through the way of design ideas and expression, so that it has a special artistic appeal and humanistic temperament.

4.2 Highlight the local characteristics of pottery art

In the process of applying ceramic art to modern products, it is necessary to pay attention to the creative integration with the existing cultural resources, so as to combine the local culture with the creativity of pottery, and to promote the development of local culture and pottery to a certain extent. In the process of promoting the integration of ceramic art and modern products, it also makes our country's excellent intangible cultural tradition is fully carried forward, and then makes our "innovative" design ideas can be truly shown, which has a certain practical significance to enhance our national confidence.

5. Epilogue

Ceramics as an excellent historical and cultural part of the Chinese nation, not only have a unique inheritance value, to a certain extent, also carries the profound culture, the ceramic art applied in the design of modern products, is both the inheritance of traditional culture, but also provide reference for modern art innovation, and ideas, to promote the fine design of products, for the new era of products into the new life and vitality. The combination of ceramic art and modern products provides oriental charm and characteristics for modern products, which is conducive to promoting the integration of eastern and Western cultures. At the same time, it is also an effective way to carry forward and develop the traditional excellent craft culture.

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