Exploring Innovative Strategies for the Application of Visual Communication Design Based on Traditional Cultural Elements

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Abstract

With the changing times, visual communication design is no longer just about disseminating visual content, but also using diverse forms and means to convey rich cultural connotations and emotional values to the audience, and to some extent, promoting social development. In visual communication design, traditional cultural elements have unique artistic expression, constantly giving birth to many new cultural element symbols in the long history of cultural development, permeating into various fields of visual communication design, endowing them with deeper cultural, emotional, aesthetic, and commercial values. We need to provide excellent and unique cultural materials for visual communication design, making it a vibrant artwork. This paper analyzes the application value of traditional cultural elements in visual communication design and then discusses the application strategies in brand design, packaging design, information visualization design, UI interface design, and other aspects in detail. We hope to provide some references for relevant work practice and research. Through the research of this paper, the content of visual communication design can be further enriched and improved, promoting the development of visual communication design.

Keywords

Traditional culture, visual communication design, innovate

In the current practice and development of visual communication design, more and more elements have been integrated. Chinese culture is vast and profound, with a very long history of development, thus accumulating rich traditional cultural resources. How to flexibly apply traditional cultural elements to visual communication design is a question worthy of continuous research. Let it exert its particular application value, organically combine traditional cultural elements with visual communication design in the specific design process, improve the quality and level of visual communication design, enhance the external visual and internal content of the design, and enable it to develop better, promoting the inheritance and development of our national culture.

1. The Application Value of Traditional Cultural Elements in Visual Communication Design

1.1 The Meaning of Traditional Chinese Cultural Elements

In the long history of China, people have constantly accumulated and explored, creating many traditional Chinese elements, that are unique to Chinese culture, with a wide range of themes and rich connotations, such as Chinese knotting, calligraphy, martial arts, Paper Cuttings, and so on. Chinese traditional culture is an integral part of oriental culture. There are many forms of expression of this culture, such as the Forbidden City, such as the Mausoleum of
the First Qin Emperor, the spirit of the Long March, and patriotism, which are all elements that can be used to express Chinese traditional culture (Liu Zihao & Yang Dongyu, 2021). Therefore, we need to integrate the elements of traditional Chinese culture into artistic expression based on the current situation, in order to better inherit and promote the elements of our traditional Chinese culture. In the historical development process of our country, these traditional cultures occupy an irreplaceable position and play a very important role and significance in promoting historical development. At the same time, they are also valuable spiritual wealth in the development of human history.

1.2 The Meaning of Visual Communication Design

In the context of the development of the new era, visual communication design is the process of actively communicating specific things through visual forms. It is guided by a particular purpose, conveying specific information to the conveyed object through visual art forms, and having an impact on the conveyed object. The significance of visual communication design is no longer just the dissemination of visual form content. The integration of traditional cultural elements endows visual communication design with a greater mission, spreading and inheriting Chinese culture through diversified means, and conveying emotional value.

1.3 Application Value Analysis

For visual communication design in our country, foreign design concepts have long been absorbed and borrowed, which indeed makes visual communication design more in line with modern aesthetic perspectives. However, at the same time, it seems to lack a cultural connotation, weakening the internal spirit and soul pillar of design, making it difficult to bring people a rich aesthetic experience. By utilizing the traditional cultural elements of our country, we can deepen the cultural connotation of visual communication design, give it spiritual and spiritual sustenace, and touch people's hearts, bringing them rich aesthetic experiences and profound aesthetic memories. In addition, general Western-style visual communication design makes it difficult to express the characteristics of the work, which can easily lead to aesthetic fatigue. By utilizing traditional cultural elements, not only in form but also visually, people can have a refreshing feeling, thereby expressing the characteristics of design, improving the quality and level of design, increasing the charm of design, and enabling visual communication design to achieve better promotional effects (Yan Xiaoyu, 2022).

2. Innovative Strategies for the Application of Traditional Cultural Elements in Visual Communication Design

2.1 Brand Design

2.1.1 The Application of Chinese Calligraphy Elements

Chinese calligraphy has distinct forms and lines, which are the crystallization of ancient Chinese wisdom. Applying these elements to contemporary visual communication design can achieve good results and provide a new way for traditional Chinese culture. For example, the 2008 Olympic Games emblem was the integration of Chinese calligraphy into its emblem, maximizing its movement and jumping, and better reflecting the Olympic spirit. So, actively integrating calligraphy elements into modern expression design can achieve unexpected artistic effects and inherit traditional Chinese culture.

2.1.2 Application of traditional Paper Cuttings elements

Paper Cutting is a far-reaching art in Chinese traditional culture. It comes from both folk and daily life, so it presents a strong flavor of life. Paper Cuttings art is a unique traditional cultural element in our country. Its prominent feature is that it has a wide scope of application, and its representativeness is relatively strong. Therefore, Paper Cutting elements have been widely used in visual communication design. For example, some businesses can consider the local cultural characteristics when packaging local specialties. When designing trademarks, they combine them with the local cultural characteristics. In the design process, they integrate the story of product production into it, thereby reflecting both product culture and corporate culture. Highlighting the characteristics of local culture, showcasing the vastness and profundity of Chinese culture, and promoting the development of Chinese traditional culture. Chinese traditional elements are rich and are the cultural wealth of our country. When designing visual communication, we need to combine Chinese traditional elements in order to enhance our country's soft power, bring fresh feelings to consumers, and enable products to showcase their own cultural characteristics. Only in this way can we
better enhance the charm of our product design.

2.2 Packaging Design

Traditional culture is a spiritual food for humanity, and like commodities, it serves humanity. Therefore, integrating traditional culture into commodity packaging can be said to be a win-win approach. Integrating traditional culture into packaging is not just a simple imitation, but also takes into account the needs of the times, consumers, and even the development needs of the entire society. Only in this way can the packaging of traditional Chinese elements have a sense of the times while not abandoning the essence of traditional culture.

The integration of traditional design techniques into the packaging design of goods can give consumers a sense of national identity. Traditional patterns usually focus on depicting stories and auspicious patterns, reflecting people's longing for a better life. When applying calligraphy elements to packaging design, it is essential to understand the creative techniques and charm of calligraphy, such as Cao Cao's "Gunxue", which can increase its recognition due to its uniqueness. In today's packaging design, there are two types of packaging objects commonly used for traditional cultural elements: traditional goods and local specialties. Traditional products, especially festival products such as mooncakes, alcohol, and tea, use the pattern of Xinghua Village on the outer packaging of Fenjiu boxes. The outer packaging of the Xifeng wine bottle adopts a phoenix pattern. The local mooncake trademark in Zhoushan, Zhejiang adopts the painting pattern of a fisherman. Local specialties "refer to the targeted packaging of local specialties from different regions, which not only enhances the visibility of the product but also promotes the local traditional culture. In the case of Hanzhong, due to its location in mountainous areas, local specialties mainly include tea, medicinal herbs, dried fruits, mountain delicacies, rice, etc. [7]. In today's society, the fast-paced lifestyle has given people more desire for inner peace. They hope to stay away from the hustle and bustle and return to nature. Nationalized design elements can resonate with their own culture, giving them a sense of psychological belonging. Therefore, more and more consumers and designers are fond of products with ethnic characteristics.

When introducing traditional cultural elements into packaging design, various expressive techniques can be used, such as metaphors, symbols, reconstruction, changes, breaking up, segmentation, etc. Modern packaging design concepts can be incorporated into traditional graphic patterns, calligraphy art, scenic spots, cultural heritage, etc. In this way, it gives the product a new cultural connotation. Integrating local traditional culture and art into the packaging of characteristic products not only spreads local culture but also deepens consumers' understanding of the local area and enhances their sense of national belonging. It provides a carrier for the dissemination of regional culture at the national and international levels. The national is the world. To spread traditional folk culture to various parts of the world, we must start from multiple aspects and apply folk cultural elements to packaging design. This is an important issue that designers must constantly explore and study. Only in this way can products have a specific cultural connotation and modernity, and customers can enhance their national identity during the purchase process.

2.3 Information visualization design

The purpose of information visualization is to discover the core content of information from different sources and design visualization charts for users. Combining traditional Chinese culture with it requires sufficient theoretical and technical support. This requires visual communication designers to use strict mathematical reasoning and algorithms as the foundation in the processing of information and use data logic to infer in the same type of chart. Only in this way can the cultural elements conveyed be guaranteed not to be distorted. In the design process, attention should be paid to the priority of information, the color contrast of visual elements, and their relative positions. The people-oriented design concept guides users.

2.4 UI interface design

2.4.1 The Meaning of UI Interface Design

Understanding this concept is particularly important in order to effectively integrate traditional Chinese elements into user interface design. UI, in simple terms, is human-computer interaction. To make the interface more beautiful and easy to use is the overall design of the software. UI design is mainly carried out in two ways: WUI and GUI design, each of which has its own functions. Icon has a significant impact on users' first impression of the interface, so its functions are more prominent. Among them, software image design is carried out in the form of paintings, statues, and visual symbols. Chinese traditional elements have a long cultural heritage, which is the summary of art
by Chinese people. Applying it to UI design can add a sense of affinity and artistry to products, and bring a unique experience to users.

2.4.2 The Relationship between Chinese Elements and UI Interface Design

Looking back at the history of our country, each era has its own unique traditional cultural elements that we need to learn and inherit. Inheriting the traditional pattern does not mean simply copying it, but should be a creative design after absorbing its essence, so as to make it glow again. As the essence of oriental civilization, Chinese traditional culture fully demonstrates the infinite possibility of human life vitality. Nowadays, more user interface designs are attempting to integrate Chinese unique ethnic elements together. Integrating traditional and modern elements is a common expression used by many excellent user interface designers.

In the glorious 5000-year history of China, various traditional cultures with diverse themes, unique features, and rich connotations have emerged. Everyone's understanding of Chinese traditional culture is different. The post-90s understanding of Chinese traditional culture mainly comes from mobile phone applications, such as Blue and white porcelain in Jay Chou's songs, or Peking Opera in video apps. Properly integrating elements of Chinese culture into user interface design is an issue that current user interface designers should pay attention to. Moreover, the expression of traditional Chinese elements is often closely related to factors such as the designer's design style, life experience, cognitive ability, interests, and hobbies. No matter how it is expressed, it is necessary to respect history and not belittle or even smear traditional Chinese elements in order to achieve the expected results. The significance of applying traditional Chinese elements to user interface design lies in inheriting and developing China's rich and profound traditional culture.

2.4.3 Application Strategies of Chinese Elements in UI Interface Design

(1) The Application of Peking Opera in UI Interface Design

As the quintessence of our country, Beijing Opera has a rich cultural atmosphere and a long history, as well as a solid artistic atmosphere; As a national cultural heritage, Beijing Opera has a more profound significance that deserves further exploration. Due to national policies supporting the development of traditional culture, Beijing Opera has penetrated all aspects of people's lives. Therefore, when designing a mobile user interface, it is necessary to fully consider the influence of traditional culture and integrate it into the design of the mobile user interface. As is well known, learning Beijing Opera is a very difficult task that requires strong willpower and hardworking people to achieve. In UI design, integrating the cultural characteristics of Peking Opera can promote the culture of Peking Opera during leisure and entertainment, and bring people different traditional cultural enjoyment. Combining Peking Opera with modern elements can also accelerate the innovation and development of our country's Peking Opera culture, presenting a brand new interface feast for the public (Yang Yan & Lang Li, 2021).

(2) The Application of Auspicious Patterns in UI Interface Design

From ancient times to the present, we often have some auspicious patterns in our lives. The Chinese knotting is a mascot that everyone is familiar with. During the Spring Festival and festivals, it is trendy. The Chinese doll is also a mascot full of childhood memories. The auspicious patterns that have been passed down are the sedimentation and inheritance of China's historical and cultural heritage. They possess an intense cultural atmosphere and express people's blessings for beauty and inner prayers. Therefore, applying them to UI interface design has profound significance. So, in UI design, if auspicious patterns can be integrated and combined with UI interface design, it can create an emotional resonance with Chinese elements. For example, Alipay's annual activity of collecting "blessings" is to use our country's traditional mascots, capture people's psychology, and set off a wave of "blessings".

3. Conclusion

At present, incorporating traditional cultural elements into design has become a trendy way of artistic expression. Traditional cultural elements can effectively deepen the connotation of visual communication design and highlight the characteristics of design. In order for designers to achieve good results, they must constantly enrich their design elements, actively utilize traditional Chinese cultural elements, integrate them into modern design, find new design paths, and seek new design directions. Only in this way can they obtain more design inspiration, create more famous works, and inherit Chinese culture well.
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