



Construction and Research of Ethnic Cultural Elements in Visual Communication

Min Xu

Sichuan University of Media and Communications, Chengdu, Sichuan, China.

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***Corresponding author:** Min Xu, Sichuan University of Media and Communications, Chengdu, Sichuan, China.

Abstract

Traditional Chinese culture encompasses a wealth of cultural elements, with ethnic components exuding significant charm and Oriental vibrancy, possessing great artistic value. Ethnic elements with significant artistic styles in China have been widely incorporated in the field of art design. These elements, with local characteristics and charm, can offer creative inspiration for modern art design. By incorporating national cultural elements into visual design and communication, it is possible to effectively showcase the essence of Chinese culture and foster its innovation. With the further improvement of the national market economy and the high development of information technology, visual communication design is facing a new period of alternating between tradition and modernity. Visual communication design is poised to enter a phase of diversified development. In this era, visual communication design plays a crucial role in the daily production and life of people, encompassing various fields. People's quality of life is constantly improving, and their aesthetic sensibility is also gradually increasing. Therefore, against the backdrop of the new era, particularly with the Party Central Committee's strong emphasis on cultural construction, our country has made significant strides in cultural development, leading to a scene of prosperity and growth in cultural achievements. Based on this premise, all communities and industries can effectively incorporate and develop ethnic and cultural elements in visual communication. This can help enhance the promotion of local city brand awareness and services, and stimulate the local market economy.

Keywords

Visual communication, Ethnic elements, Traditional symbols, Construction method

Introduction

The current situation of social consumption puts more emphasis on the diversification of marketing models, the competition of brand image, and the individuation of expression forms, which drives the visual structure design of visual communication and promotes new functions. Meanwhile, the lack of national culture in visual communication design is still significant, which directly affects people's comprehensive cognition of Chinese national culture. In its long history, China's traditional national symbols reflect the most obvious characteristics of a unique culture, which contains different cultural information such as values, folk customs, and humanistic spirit in each period, and is one of the most unique products of traditional cultural symbols, and national cultural elements reflect a strong national cultural color and significance. It is the best way of expression to enrich cultural connotation and form, and also an important symbol of cultural context and historical inheritance, which can reflect the unique aesthetic and artistic value of the nation (Zhou Zhonggang & Dong Qian, 2021).

Among various disciplines, visual communication is more cross-cutting and generalized, and the corresponding

knowledge and content it includes are very common, which can enrich the visual language expression ability of scholars. Today, in the depth of cultural integration and exchange, we have rich cultural elements resources, but how to build national native cultural elements in the process of visual communication, to present and transmit China's vivid national cultural values in an all-round way, has become the focus of construction in the field of visual communication.

1. Related Concepts

1.1 Visual communication design

Visual communication design usually refers to the use of image communication activities, including text images, image communication composed of text materials, etc. In the traditional process of visual communication, its main communication methods are TV, film, photography, print, and other media, now under the background of the development of computer technology, The emergence of various interactive networks, electronic books, emails, etc. in society, as well as the development of new media, have innovated the visual communication design. With the support of sound films, visual communication has also integrated auditory communication, thus innovating into a form of audio-visual integration. At present, the development of visual communication design is more dependent on the development of image communication technology and is closely connected with image communication.

Visual communication design can carry out visual art form design activities for some specific information. The visual communication process needs a visual blessing. Visual communication forms mainly include painting, electronic equipment, graphic design, logos, and so on. With the continuous improvement of social economy and quality of life, people's living conditions are becoming more and more superior, and living materials are gradually diversified, which puts forward corresponding requirements and standards for the design of visual communication. The publicity of film and television works, newspapers, periodicals, and magazines commonly used in daily life will involve the construction of visual communication. Therefore, the construction of visual communication is related to people's lives and spiritual and material needs and has a certain significance for the development of life (Guo Yi, 2018). In visual communication design, text, color, and graphics are all cultural elements, so the process of visual communication is closely related to the development of national culture. Combining the construction of national elements with the topic of visual communication design can further improve the effect of visual communication.

1.2 Ethnic elements

Ethnic elements have been produced in the long historical development and inheritance of national culture, and ethnic elements are important contents of national culture. Ethnic elements are descriptive terms, that can fully describe the basic elements of traditional culture and ethnic symbolic meaning, and also reflect many concrete cultural forms, such as architecture, clothing, and cultural content. There are also national images, national languages, and symbols that are closely related to national culture. Basically, each ethnic group in our country has its own unique national elements and culture. These ethnic elements come from different ethnic aesthetics and historical backgrounds. Building ethnic elements in the visual communication process can further promote innovation in visual communication design, and add material content, so that the visual communication design has a new design idea and better innovative expression form. In addition, it can continuously enrich design elements and absorb the essence of traditional culture, so that scholars can deeply analyze and understand Chinese national culture, present national elements through different expressions, emphasize national spirit, innovate national culture, and further inherit and carry forward national culture. Nowadays, many designers have been able to effectively understand and use ethnic elements as the basic principles and basis of design, and create content with more ethnic characteristics and styles.

2. The presentation of national cultural elements in visual communication

Nowadays, society is facing various phenomena of cultural assimilation in its development, which requires visual communication designers to emphasize localized and nationalized expression methods in their creation, so as to integrate modernism and nationalized ideology and emphasize the source of nationalized content through the process of visual communication, so as to promote the audience to deeply recognize national culture when receiving communication content. So as to achieve the design goal. For example, there is a design master in Hong Kong who loves to integrate ethnic and cultural elements in his design. His works are full of various landscapes and winds. He displays

ethnic regional culture through visual communication design, embodies ink and wash elements, and uses the graphic language advantages of ethnic culture and traditional cultural elements to emphasize modern spiritual connotation. This unified use of modern design ideas and national cultural elements makes the text in visual communication more intense. The designer's composition picture is very elegant and beautiful, the structure is very stable, and the work as a whole presents a state of elegance, softness, and joy, skillfully integrating traditional Chinese elements and ink content. Carefully feeling the artistic conception beauty of the traditional national cultural elements constructed by the designer can strengthen people's appeal and sense of identity to the traditional Chinese national culture, thus enhancing the artistic awareness and cultural cultivation of the new generation of designers.

China's traditional national cultural elements are colorful, for example, the most used characters, characters are one of the main carriers of our national cultural exchange and inheritance, like the generation of oracle bone inscriptions until the use of regular letters, not only presents the replacement of dynasties, but also contains many ancestors' designs and ideas. In addition, the integrity of Chinese national culture plays an important value role. From the perspective of visual communication design language alone, characters embody certain aesthetic and figurative features, and in modern production and life, characters are one of the elements commonly used in the decoration design industry. Through the design and development of Chinese characters, people's emotions can be further enriched and the cultural connotation of design can be expressed. Therefore, in the process of decorating and designing Chinese characters, We develop a certain psychological sense of pride and kinship. From the perspective of the design of various ethnic and cultural characteristics, the integration of Chinese traditional classical poetry, calligraphy, and painting in the visual communication design can further improve and drive the cultural value and artistic value of the product, while showing the connotation and charm of national cultural elements.

3. How to interpret national culture in the new era

Nowadays, global cultural development is more diversified, and all cultures are still interpenetrating and integrating. National traditional culture or regional culture among national cultural elements are the driving forces for the promotion and sustainable development of regional traditional culture. The high development of Internet technology, it has continuously promoted the communication and interaction between different social groups and also stimulated and promoted the exchange, cooperation, and creation activities of different cultural regions. Nowadays, many cultural interactions and national crafts have formed a two-way displacement relationship under the characteristics of inheritance and continuity. In the process of fully exploiting the integration and development of regional culture and innovative culture, It is also necessary to pay attention to the corresponding role and value of local traditional culture, how to innovate and construct the expression form of national cultural elements and new culture in modern society, and form a new relationship between the two that integrates production and study is the key in visual communication design (Bitzinger & Fan Tiemin, 2022).

The current cultural development situation is quite different from the traditional form. At this stage, under the background of globalization, the traditional culture of all ethnic groups in the world needs to be vigorously publicized and expressed, and global mass media plays an important role in the construction of cultural communication and visual communication. How to build national cultural elements into visual communication and design? At the same time, new ideas and connotations are injected into the communication content, and the basic connotation and spiritual temperament of national cultural elements are integrated into the communication content. It is also necessary to reflect the designer's creative concept and overall style through innovative thinking and the expression of visual communication design in the new era. In addition, under the development opportunities and challenges in the new era, new visual communication languages should be used to convey and enhance the audience's sense of national cultural identity, so as to strengthen the audience's perception of national culture and build a new form of visual communication with national culture as the core. Based on this, visual communication designers should continue to innovate communication forms while emphasizing ethnic and cultural elements. In order to adapt to the characteristics of the new era and development needs.

4. The necessity of constructing visual communication of national cultural elements

The new form of visual communication design makes the integration and construction of national cultural elements more vital. In traditional visual communication design, the national culture presented is relatively limited to the decoration of flat information, and the content will be transmitted to the audience by combining corresponding images

and colors. Nowadays, with the development and integration of advanced technologies of new media, visual communication design has injected a new expression concept, and interactive effects and dynamic posters have become the development focus of visual communication design. The emergence of new forms is generally a new addition of multi-perspective, multi-functional, and personalized visual expression forms in the originally limited two-dimensional space. Visual communication in the new era mainly changes from static to dynamic. The dynamic visual design of traditional national cultural elements can make the information content transfer more accurate, full, and full of emotional identification, which can make the audience feel the fresh vitality contained in traditional elements, and increase the new communication appeal and vitality while attracting people's attention. Today's visual communication expression mode has a better and more obvious effect on information transmission, and at the same time, it has a multi-level transmission effect, which makes an all-round transformation of visual communication mode and design expression form.

Effective integration of new forms of visual communication and ethnic traditional cultural elements can carry forward the beauty and art of traditional ethnic culture, and also give the audience a new visual experience. In recent years, various cultural and creative products with ethnic characteristics have been transmitted in society. Whether it is the design of the product itself or the packaging design of the product, the patterns, patterns, and words in the ethnic and cultural elements have been effectively applied. The construction of ethnic cultural elements in visual communication is not a simple selection of ethnic elements or culture, but a condensed and innovative spirit connotation in Chinese national culture, delivered to the audience through innovative visual communication design performance, so as to carry forward traditional ethnic culture and drive the innovative and efficient development of visual communication.

5. The construction of national cultural elements in visual communication

5.1 The construction of ink elements in visual communication

Among the national cultural elements, ink and wash is a very important cultural confirmation carrier. With its distinctive aesthetic characteristics, ink and wash are the most popular applied elements in contemporary designers' designs. The philosophical thoughts and cultural connotations presented in ink and wash inject new vitality into modern visual communication design, making the communication content positioning more obvious. Ink elements can fully express the source and originality of the design and make the works more fluid. No matter Chinese calligraphy or landscape painting, they all contain certain ink elements. Therefore, the construction of ink elements in modern visual communication design can fully show the traditional charm, thus emphasizing the characteristics of The Times and the regional style of the communication content. The ink elements are integrated into the visual communication design, which can well highlight the artistic conception of ink flavor. Promote the design development of works, ink style expression, and transmission more effectively. Nowadays, many cultural and creative Chinese character designs have added ink-style designs. Ink elements make Chinese characters show more profound artistic conception and cultural connotation, fully reflect their own characteristics, make simple lines or black and white backgrounds more cultural and design sense, effectively resist the impact of modern culture on national culture, and give ink elements more vitality.

5.2 The construction of opera elements in visual communication

Traditional opera is the longest element in the long river of Chinese national culture, and it also has infinite vitality. Whether it is dance, pattern, dress, or facial makeup, it carries more than the tone of the opera culture, and the integrity of the opera stage fully presents the opera elements. In the development of modern design, many designers pay more attention to the fashion sense and modern sense of design. The corresponding beauty is outlined through simple lines. However, in the design development of national cultural elements, in order to make modern visual communication design more emotional, special support of national spirit is needed, and the transmission of traditional national spirit also needs to be constructed and transmitted to the content like opera elements, so as to continuously stimulate people's national pride (Xu Ke, 2019). Whether it is art design, home environment, clothing design, packaging design, etc., are important carriers in the process of visual communication, these carriers are an important part of the effective integration and promotion of opera elements, and now the deep integration of visual communication and opera elements is very extensive.

Throughout the design field, traditional cultural elements are still wearing mysterious masks in the long history of

development, and China's traditional national culture in the spread of various good and bad problems can not be solved in a timely and effective manner. This is one of the difficulties in domestic visual communication design that needs continuous in-depth study, especially in the face of the continuous influx of foreign cultural trends, designers must fully grasp the traditional classics, and integrate national cultural elements with modern mainstream elements, only by effectively integrating national cultural elements into visual communication design. In order to highlight the advantages of our traditional culture and national spirit in the communication trend (Heng Songwon, 2020).

China's culture is broad and profound, and national cultural elements are very unique. Under the continuous impact of world culture, the new generation of visual communication designers should pay more attention to the construction and integration of traditional national cultural elements in visual design, such as the unique cultural design elements such as characters, patterns, and patterns inherited from China for thousands of years, which can fully express the characteristics of traditional national culture. It can also show the sense of time and culture in the field of our country's millennium design, and display the strong uniqueness of national cultural elements through visual communication. Therefore, when constructing ethnic cultural elements in visual communication, we should not only focus on the form of expression of the elements, but also emphasize the internal spirit of national culture, take national culture as the basis of content construction, integrate the development needs of The Times, deeply explore the innovative design and artistic value of visual communication, and fully display the spiritual connotation of ethnic cultural elements in the process of visual communication.

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