

Analysis of the Application of Traditional Arts and Crafts in Modern Art Design

Lele Yin

School of Design, Hainan Vocational University of Science and Technology, Haikou, Hainan 571126

Abstract: As a treasure of China's national culture, traditional arts and crafts have profound historical heritage and national wisdom, and have important value in modern art design. At the same time, the elements in the traditional arts and crafts provide rich materials for modern art design, through the modernization of refining and simplifying, can be applied to product design and graphic design, and carry traditional values and aesthetic concepts, making the works more in-depth and cultural. However, the application of traditional arts and crafts in modern art design is not simple, the need for innovative development, designers should combine modern aesthetics and market demand, redesign traditional elements, and promote the diversified development of modern art design.

Keywords: Traditional arts and crafts; Modern art design; Apply

Introduction

At present, modern art design is developing rapidly, including product design, graphic design and environmental design, etc., traditional arts and crafts as an important component of the traditional culture of the Chinese nation, carrying profound national wisdom, integrating it into modern art design, can make the works more cultural characteristics and sense of history, help to promote national culture. However, in the process of practical application, it also faces related challenges, and this paper deeply analyzes the application of traditional arts and crafts in modern art design, so as to ensure the sustainability of the application.

1. The characteristics of traditional arts and crafts

1.1 National characteristics

Most of the traditional arts and crafts are based on the myths and legends, historical stories and life scenes of the nation, such as Miao embroidery with the creation myth of the Miao people as the theme, telling the story of the nation through needle and thread, and passing it on from generation to generation. Mongolian leather craftsmanship presents elements such as grassland life, sheep and yurts, showing the Mongolian people's love for grassland life^[1]. In addition, the traditional arts and crafts have a unique national style, and the traditional Chinese ceramics are rich in shape, which not only has practical functions, but also contains cultural implications, so as to present the people's unique aesthetic concepts and artistic creativity. In addition, most of the traditional arts and crafts also show distinctive national characteristics, Chinese red is widely used in many traditional arts and crafts works, and is an important symbol of Chinese culture.

1.2 Inheritance and practicability

At the level of skills, most of the traditional crafts are continued through family inheritance and master and apprentice teaching, and traditional arts and crafts carry specific historical and cultural information, fully reflecting the social style and aesthetic concepts of the time, through the inheritance of handicrafts, future generations can understand and feel the history and culture. In addition, practicality is also an important feature of traditional arts and crafts, many ancient handicrafts are produced to meet people's living needs, and play an important role in daily life, such as lacquerware not only has a beautiful appearance, but also has the characteristics of corrosion resistance and durability, and is widely used in furniture and tableware. Even in modern times, the practicality of traditional arts and crafts can still be reflected, and most of the handicrafts can be integrated into modern life through innovative design, and continue to play their own practical value.

1.3 Integration of man and nature

Traditional arts and crafts artists generally choose natural materials, including wood, bamboo, jade, etc., the above materials are taken directly from nature, for example, wood carvers choose good wood, according to the texture, texture and shape of the wood to create, retain the natural beauty of wood. In addition, the craftsmen pursue a harmonious coexistence with nature, respect the laws of nature, and imitate the form of natural landscapes in traditional garden design, so that people can feel nature in a limited space. At the same time, traditional arts and

crafts generally present the natural environment and humanistic customs of a specific region, and the arts and crafts in different regions have regional characteristics, which are the result of the interaction between man and nature.

2. The integration of traditional arts and crafts and modern design

Traditional arts and crafts provide a source of inspiration for modern design, including ceramics, embroidery, wood carving, etc., each craft has a unique expression and calligraphy style, modern designers can draw inspiration from it, and integrate traditional elements into modern design. Traditional embroidery techniques can be used in the design of clothing to add a cultural charm. In addition, with the development of the times, traditional arts and crafts are facing the challenges of inheritance and development, modern design can innovate and improve traditional arts and crafts through advanced technical concepts, and through digital design, traditional arts and crafts can adapt to the needs of modern society, and expand the application field of traditional arts and crafts ^[2]. In today's competitive environment, consumers' demand for products not only stays at the practical level, but also attaches importance to the cultural connotation and aesthetic value of products, effectively combining traditional arts and crafts and modern design, which can make products have a modern sense of fashion, so as to attract more consumers. Through the spread of modern art and design, traditional arts and crafts can obtain a wide range of audiences, modern art and design through a variety of media and channels, will be with traditional arts and crafts elements of the works presented to everyone, so that more people understand and like traditional culture. At the same time, this application can provide opportunities for the inheritance and development of traditional arts and crafts, and stimulate more people's enthusiasm for learning and research of traditional crafts.

3. The application of traditional arts and crafts in modern art design

3.1 The application of traditional arts and crafts patterns in modern art design

In the process of graphic design, traditional arts and crafts patterns have been widely used, in the process of poster design, the traditional flower and bird patterns are favored, peony symbolizes wealth, lotus symbolizes purity, and modern design techniques are combined, making the poster more visually impactful and culturally appealing. For product design, traditional arts and crafts patterns also play an important role, in the process of designing porcelain, blue and white porcelain has been a classic element, designers in the traditional pattern on the basis of combining modern aesthetics and functional needs, innovative design of the pattern makes porcelain have practical value, and become a fine work of art. In the process of interior design, traditional arts and crafts patterns can create a unique space atmosphere, and traditional landscape patterns can be used on screens, partitions and other decorations to create a quiet artistic conception, increase the layering of space, and present the charm of traditional culture.

3.2 The application of traditional arts and crafts in packaging design

As an important form of expression of traditional arts and crafts, traditional patterns can be applied to packaging design to create a unique visual atmosphere, including traditional Chinese moire, back pattern, etc., moire symbolizes freedom, and its application to tea packaging can reflect the nature of tea, and also convey an oriental cultural conception, consumers can feel the cultural atmosphere contained in the product when they see the packaging ^[3]. In addition, the traditional Chinese color system has a unique symbolic meaning, in which red represents auspiciousness in Chinese culture and is generally used for holiday gift packaging; Yellow marks nobility and is generally used in high-end product packaging, which can improve the grade and quality of the product, and attract the attention of consumers through reasonable matching. Traditional bamboo, rattan, ceramics and other materials have environmental protection characteristics, the use of bamboo weaving technology to make wine packaging can not only protect the product, but also present the charm of traditional handicrafts, consumers can feel the traditional cultural atmosphere when using the product. At the same time, materials such as silk and rice paper are also used in packaging design to add elegance to products.

3.3 The application of traditional arts and crafts in industrial design

The pattern elements in the traditional arts and crafts can bring inspiration to industrial design, and the pattern can be simplified and abstracted in the appearance design of modern electronic products, and applied to the back of the mobile phone or the computer shell decoration, thus increasing the cultural charm of the product and presenting a unique personality. Traditional auspicious patterns can also be integrated into industrial products through modern design techniques, so as to convey beautiful meanings, so as to meet the cultural and emotional needs of consumers. In addition, the traditional arts and crafts have in-depth research on the characteristics and processing technology of various materials, and can learn from the use of traditional materials in industrial design, apply ceramic materials to the design of household items, and enhance the artistic quality of products through the texture and unique color of ceramics. At the same time, the modeling of traditional handicrafts generally attaches importance to the coordination of proportions and smooth lines, and this concept can be used as a reference in the modeling design of industrial products, so that the product appearance is more beautiful and in line with the principle of ergonomics. For example, the traditional shape of the purple clay pot has reasonable proportions, which not only has practical

value, but also has high artistic value; In the design of modern kettles, we can learn from the modeling characteristics of the purple clay pot to make it have good performance.

3.4 The application of traditional arts and crafts in environmental design

Brick carving, wood carving and stone carving skills in traditional Chinese architecture can add a delicacy to the building, for example, wood carvings in Hui architecture are all over the dougong, finch and other parts, craftsmen carve figures, flowers and other related patterns, and integrate these traditional carving arts into the appearance design of modern buildings, which can strengthen the artistic beauty of the building and reflect the characteristics of regional culture, thus becoming a bright spot in the urban landscape. In addition, the traditional lacquerware process is brightly colored, and if the lacquer elements are applied to the hotel lobby, the space can be filled with an artistic atmosphere and given a beautiful enjoyment. At the same time, in the process of garden landscape design, the landscape elements such as rockery and flowing water in the traditional garden all contain cultural heritage, and the modern garden design can learn from the landscaping techniques of the traditional garden, combined with modern materials and technology, to create a landscape space with traditional charm. And traditional stone carvings can be used for garden sketch making. The application of traditional arts and crafts in environmental design is not only the inheritance of traditional culture, but also injects new vitality and creativity into modern environmental design.

4. Conclusion

Traditional arts and crafts have a far-reaching influence in modern art design, traditional arts and crafts contain rich cultural connotations and skills, belongs to the crystallization of national wisdom, it can be integrated into modern design can give cultural heritage to design works, from modeling, color to patterns, etc., traditional crafts are inspired by modern art, so that modern design maintains local characteristics, promotes the inheritance and development of traditional culture, and also needs to combine modern aesthetic needs in the application process, so as to carry out reasonable innovation and transformation. Therefore, it is necessary to explore the integration path of traditional arts and crafts and modern art design, promote modern art design to a new height, and realize the common development of traditional culture and modern design.

References

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Author Introduction: Lele Yin(1988-), female, Han ethnicity, from Hengyang, Hunan Province. She holds a master's degree and is a lecturer at the School of Design, Hainan Vocational University of Science and Technology. Her research interests lie in the field of art and design.

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