

Research on Cultural and Creative Product Design Integrating China Ink and Wash Art Elements

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Abstract

The language of ink painting is an artistic expression bred by Chinese civilization and has a long history. As a unique artistic expression, it condenses the temperament of the Chinese nation, shows the national psychology and shows the national wisdom, and is one of the representatives of China traditional culture. In order to promote the continuous development of national design with China characteristics, we must explore our own traditional culture and make use of it. It is of great significance to absorb the essence of China's ink and wash art elements and apply them to the creative design, so as to create a creative design with China characteristics and nationality. The breakthrough point of this paper is the design of cultural creative products, so as to explore the application of ink and wash expression language in the design of cultural creative products.

Keywords

Ink Painting; Cultural and Creative Products; Culture.

1. Introduction

In the creation of traditional Chinese painting works, ink and wash elements are the most intuitive forms of expression, belonging to an artistic form with Chinese characteristic culture. It is very rich in itself. It mainly expresses objective images and expresses subjective feelings with the help of the fusion and change of water color and ink color, which can be called a treasure in the treasure house of national art. It is a treasure of China and a flag in the world art forest. As one of the traditional cultural forms in China, Chinese painting has irreplaceable special cultural character [1].

The design of modern cultural and creative products should not only avoid the incompatibility between flashy packaging and cultural and creative products, but also highlight the spiritual connotation of cultural and creative products, which requires finding symbols with unique cultural elements in China for design [2]. In order to promote the continuous development of national design with China characteristics, we must explore our own traditional culture and make use of it. Therefore, this paper combines the two elements of ink expression language and product design of cultural and creative industries as the starting point to discuss.

2. Ink Painting Expresses Language Characteristics

The language of ink painting is an artistic expression bred by Chinese civilization and has a long history. As a unique artistic expression, it condenses the temperament of the Chinese nation, highlights the national psychology and shows the national wisdom, and is one of the representatives of China traditional culture [3-4]. In modern visual image design, the sense of strength is also a very important form of expression, which is called "picture tension". The second aesthetic feeling of ink painting language is rhythm, and rhythm itself refers to the

fluctuation of sound or the rhythm of object movement. In a work with ink and wash expression language, if the rhythm of the picture is not strong and the use of color is relatively uniform, the whole work will be more stable. In graphic design, the arrangement of layering is also needed to guide the visual movement of the viewer and play a reasonable role in layering information. Ink painting has philosophical language characteristics. Throughout the ages, China people have a unique view of mountains, especially the big mountains, the famous mountains, which are especially admired and respected. Using mountains and rivers to compare wisdom with people is also a comparison between people's own character and the characteristics of mountains and rivers, and it is pointed out that people with wisdom are as positive and optimistic as water, and at the same time they express their praise for personality [5]. Ink and wash art also has poetic language connotation. Just as we often say that there are poems in paintings and paintings in poems, the landscape nymphs are closely related to real life and are also the spiritual world that we yearn for, so they remain in paintings. It is precisely because of this that ink painting art has a more lyrical and poetic language connotation.

As the true embodiment of nature, landscape also provides the impetus for the continuous development of design. Therefore, it can be understood that the creation of design gives new functional significance to things in nature. The embodiment of this aesthetic requirement is precisely the material view developed by human culture from nature for thousands of years. Traditional culture and creative thinking are the most important components in cultural creative design, which is different from general design and unique in cultural creative design. It should have strong cultural characteristics and symbols, but it is not an archaeological concept or the accumulation of cultural elements.

3. Design Principles of Ink and Wash Elements Applied to Cultural and Creative Products

3.1. Principle of Humanistic Emotion

Ink and wash elements contain profound Chinese culture and precipitate the spiritual pursuit of the Chinese nation. Humanistic emotion is a way to express people's mind and spirit with ink painting as the carrier, and it also plays an important role in traditional ink painting [6-7]. Designers can truly understand the essence of humanistic feelings only when they have hills and valleys in their chests and taste the artistic conception in ink and wash elements. Combined with the design concept of regional cultural creative products, they can create unique design works containing the humanistic spirit of the times and the culture with China characteristics. At the same time, for consumers, cultural and creative products, as local city impressions and cultural sustenance, have the function of conveying emotions.

3.2. Contemporary Principle

Ink expression language has been rooted in our lives, infiltrated and grown in our ideological culture, and it is an important tool to link China traditional culture with modern design. It is also a language that tries to lead the trend and connect with international art and culture [8]. Ink and wash elements are a common form of expression in Chinese traditional painting and calligraphy. They attach importance to showing the beauty of their own artistic conception. After thousands of years of development, they have become a common form of Chinese traditional culture and have formed distinctive national artistic characteristics. While people create more economic value by combining ink and wash expression language with modern design elements, fewer and fewer people pay attention to its intrinsic spiritual value. The problem worthy of our in-depth thinking is how to enrich the connotation of ink painting and enhance the national cultural attributes, and complete its contemporary transformation.

3.3. Principle of Unity of Aesthetics and Practicality

Ink and wash art originates from life and is higher than life. Because of its unique painting method and aesthetic view, cultural and creative products have an unusual beauty of artistic conception, which can create a variety of concrete forms, and can perfectly present the realistic image in the eyes of designers and the emotions they want to express in their hearts, thus expressing their own distant and open-minded artistic conception and showing the aesthetic psychology and value orientation of the nation.

Cultural and creative products are different from other products mainly in that they contain more cultural genes. Cultural products take cultural elements as the theme and products as the carrier, which are cultural, symbolic and meaningful. Cultural and creative products mainly meet consumers' higher spiritual needs [9]. Through the beautiful external form of cultural and creative products, people can enjoy beauty, adapt to market demand, bring consumers direct sensory experience, and make the practicality of cultural and creative products serve mankind more comprehensively with the help of the aesthetics of ink and wash elements. Therefore, the principle of aesthetic and practical unity is an inevitable condition in the design of cultural and creative products. They are unified and the most fundamental principle in design.

4. The Application of China Ink and Wash Art Elements in the Design of Cultural and Creative Products

4.1. The Transformation of Visual Image of Ink Painting Elements

The use of graphics, metaphors, and metaphysical forms, combined with designed works, creates a highly stylized design consciousness that combines modern design language with creative style. Therefore, the traditional visual way of China culture and landscape art is fully embodied in cultural and creative products, and a personalized fashion atmosphere is created through modern design language, which is also the inheritance of traditional civilization and the upgrading of artistic design to make it grow and develop better. It is a topic that contemporary designers should pay attention to together.

Cultural and creative design products are different from ordinary products, so it is more important for designers to analyze the internal culture, extract cultural elements that are practical to use and integrate the relevant design of products. "Arouse association" on the basis of overall perception, so that the experiencer can feel the little pictures hidden in memory and appreciate a plot or object similar to his own theory. The cultural architecture level of cultural creative product design is shown in Figure 1:

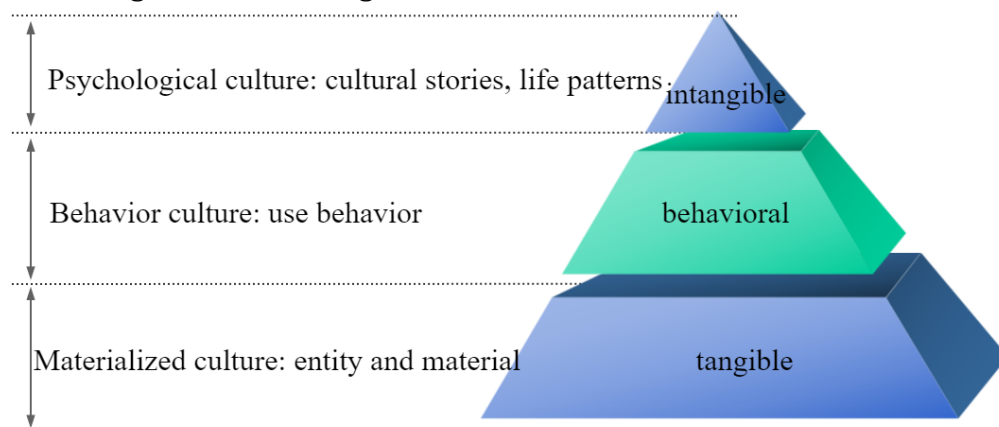


Figure 1. Hierarchical diagram of cultural architecture

The beauty of China's ink painting is the intangible artistic expression. Artistic conception is the essence of Chinese painting. Through the integration of "form and spirit", the picture is more expressive. The application of ink artistic conception cannot conflict with ink characters, ink graphics and ink colors [10]. They are a process of blending with each other. In the packaging design of cultural and creative products, we should pay attention to the integrity and hierarchy of commodity packaging structure.

In the process of designing cultural and creative products, applying traditional elements to design, integrating cultural characteristics into creative products, and integrating China's unique cultural symbols with modern design can make the design of cultural and creative products fully express national feelings and show national culture, thus making it have unique cultural connotations.

4.2. Innovate the Application of Ink and Wash Elements

In China's ink painting, the creator does not simply pursue the accurate reproduction of objective images, but injects more subjective emotions, namely realism and freehand brushwork. In the specific design, we can think about the characteristics of cultural and creative products, and study the ink and wash elements that can be combined with them. Through mutual discussion and online cultural and creative product design survey, we can try to design and practice to verify our own ideas, and then determine the feasibility of the design scheme. For example, designers make Chinese paintings into decorative works of art for home life. Another example is that decorative patterns of Chinese paintings can be seen everywhere in life. The wide application of Chinese painting makes it slowly enter the public life and gradually be loved by the public.

In the creation of ink painting, the pursuit is a unity of spirit and rhyme, spirit and shape, and emotion and things, which is also called empathy and vividness. Injecting the creator's emotion into the painting can make the viewer accept and understand it accurately. At this time, the viewer and the author reach a resonance that transcends time and space. Let creators and consumers establish a connection that transcends time and space, and let cultural and creative products convey the emotions that creators want to express and be accurately captured by consumers. How to satisfy the audience's cultural imagination and understand their spiritual needs is the key to the success of the creative product creation of ink painting language and culture.

4.3. The Integration of Ink and Wash Elements and Modern Design Concepts

The shape, color and meaning of ink painting provide not only the use of elements, but also the expression of spiritual core for the packaging design of modern cultural and creative products. The application of ink implication in the design of contemporary cultural creative products is mainly manifested in the extension of its inherent implication to meet the aesthetic needs and spiritual pursuit of contemporary people. We can neither copy mechanically nor mystify, but let people accept it naturally in a pleasant state, so as to achieve a subtle and silent effect.

Nowadays, many domestic designers are deeply studying the design concepts and methods that combine traditional ink and wash elements with modern design elements and concepts. In order to make full use of ink expression in design, it is very necessary to understand local culture. In the design of cultural and creative products, graphics are the most intuitive and ideal expression. By combining ink elements with graphic design of cultural and creative products, the artistic conception of images can be enhanced, which can enhance its attraction to viewers, enhance the aesthetic feeling of images and improve the quality of products to a certain extent. As a traditional national culture, ink and wash elements must be inherited and surpassed to adapt to the development of the times. On the basis of inheriting the design of regional cultural and creative products and the connotation of Chinese culture, we must conduct in-depth

exploration and research, and innovate the times on the basis of understanding. While combining ink elements, we should also have the characteristics of the product itself. We should not blindly pursue ink elements, but integrate them perfectly and be indispensable.

5. Conclusion

The design of modern cultural and creative products should not only avoid the incompatibility between flashy packaging and cultural and creative products, but also highlight the spiritual connotation of cultural and creative products, which requires finding symbols with unique cultural elements in China for design. Ink element is one of the most intuitive forms of expression, which belongs to an artistic expression with Chinese characteristic culture. It is very rich in itself. It mainly expresses objective images and expresses subjective feelings with the help of the fusion and change of water color and ink color, which can be called a treasure in the treasure house of national art. In the process of creative design, designers innovate and integrate ink and wash elements, find the common ground between ink and wash elements and modern design, and combine them in a complementary way, so that creative design in China can show great vitality.

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