

Chinese Modernisation and Contemporary Inheritance of Chinese Traditional Art

-- The Use of Traditional Cultural Elements in Modern Art Design as an Example

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Abstract

China's modernisation must pay attention to the role of traditional Chinese culture. Traditional culture is the cultural wealth created by the Chinese nation, with important historical and cultural value, in the process of China's modernisation, the combination and inheritance of traditional culture is indispensable. Chinese civilisation has created countless excellent works of art over the past 5,000 years, and nowadays Chinese traditional culture has become an indispensable factor in contemporary art design with its colourful content and diverse styles, which can only contribute to the harmonious construction of Chinese-style modernisation by combining it with Chinese reality. The application of traditional cultural elements in modern art design plays an extremely important role. The application of traditional cultural elements in art design can innovate art forms and promote the sustainable development of traditional art features. Let its application in art design, with innovative ideas and thinking to better promote the innovative development of art design, and promote the integration of culture and art.

Keywords

Chinese Modernisation; Traditional Culture; Art Design; Effective Application.

1. Establishing an Autonomous Art System with Chinese Modernisation

"The Chinese people's way of thinking and cognition is unique and cannot be replaced by any other culture or civilisation. The roots of Chinese civilisation are deep, the soil of Chinese civilisation is fertile, the vitality of Chinese civilisation is inexhaustible, and the path of development of Chinese civilisation is correct." Chinese civilisation can only stand after other ancient civilisations have perished one after another." Hao Rong, president of the Central Academy of Drama and a special researcher of the China Federation of Literature and Art, believes that eternal Chinese culture and Chinese literary theories should have an impact on diverse world images, and that a Chinese-style modernisation system should be established on the basis of inheriting ancient Chinese literary theories. Ancient Chinese literary theory is based on both literary works and the spiritual life of the society as a whole; it can summarise the lessons of existing literary works, formulate laws and techniques, and guide the creation of works; it can retain its own core values and essential features, and absorb foreign nutrients. By combining the spirit of Chinese aesthetics with the consciousness of the community of human destiny, and by creatively integrating modernity, Chineseness and realism in the arts, a new system of knowledge of the arts can be constructed that is people-centred and compatible with tradition and orthodoxy.

2. The Relationship between Chinese-style Modernisation and Traditional Culture

Since the reform and opening up, China's art and design development has been changing rapidly. In the course of nearly 40 years China's contemporary art and design has made great achievements and has gone out of the country and stood firm on the international stage. However, while analysing these achievements, the problem of westernisation of contemporary design in particular cannot be ignored. Among the many art works, there are very few that incorporate design elements characteristic of traditional Chinese culture, which is a problem that must be thought about in depth. How to perfectly integrate art design with Chinese traditional culture, create a series of art works with Chinese cultural characteristics, and pass on traditional culture through contemporary art design works?

Traditional culture is the excellent cultural essence of the Chinese nation, and its inheritance and application is the key to cultural development. Innovative application of traditional cultural elements in contemporary art design can not only reflect the charm of traditional culture, but also enrich the cultural heritage of art design and enhance the infectious force of art works. However, in the era of economic globalisation, the influence of foreign cultures is becoming more and more obvious, and in order to inherit the tradition, traditional culture is applied to contemporary art design.

3. The Application of China's Traditional Cultural Elements in Contemporary Art Design

Traditional culture is widely used in art design, including advertising design and interior design, which mainly includes two parts.

(1) The application of Chinese traditional cultural elements in advertising design. With the development of economy, advertisements are more and more accepted by people and become an indispensable part of daily life. People have to face a large number of advertisements every day, and at the same time, they are more strict about the contents of advertisements and advertised products. Therefore, just like toothpaste in the early days of China, advertising creators are constantly thinking and innovating. As China's beautiful traditional culture is colourful, advertisement creators are also diverse in the process of applying expression methods, and the final effect is also colourful and unexpected, an effective combination of modern products and rich cultural elements, modern and traditional, modern and classical, modern and ethnic, forming a very unique visual effect and emotion, an effective combination of art and bringing about brand-new effects. Another distinctive example of the integration of traditional cultural elements in advertisements is the tourism advertisements of various cities. For example, there are two versions of the image propaganda film "Zhejiang Mire", one is 7 minutes and the other is 3 minutes. When viewers watch it the film leads them to take a boat trip to the beautiful Zhejiang Province, so that they can enjoy the beautiful scenery, savour the thick humanistic history, and feel the prosperous development of the economy. The film shows the beauty of the West Lake, the beauty of porcelain, the beauty of terraced rice fields, through modern means of local scenery, classical beauty, traditional flavour on the screen, the local regional style is shown to the fullest, and its effect also left a deep impression on the audience.

(2) The application of traditional cultural elements in interior design. With the gradual improvement of living standards, people pay more and more attention to their homes, focusing on practicality, comfort and art. Since everyone wants to improve their living environment in terms of design, layout and function, design concepts need to be developed according to people's needs. Traditional cultural elements are increasingly being used in interior design to meet people's daily home and aesthetic needs.

4. The Role of China's Traditional Cultural Elements in Contemporary Art Design

General Secretary Xi Jinping pointed out at the 19th National Congress that socialism with Chinese characteristics has entered a new era, and the basic contradiction of China's society has been transformed into the contradiction between the people's growing needs for a better life and unbalanced and insufficient development. The Chinese people's demand for art and design is also evolving, and the pursuit of the aesthetics and value of art and design continues. More and more people are aware of the fact that "the national is the world", and the continuous integration of traditional cultural elements into design works plays a vital role in improving the overall artistic quality of works and integrating traditional cultural elements.

(1) Adding national characteristics The richness and diversity of world culture, the integration of the world economy, the further enhancement of China's economic strength, the gradual increase of China's influence in the international arena, as well as the many international events held in China, all mean that the internationalisation of domestic art and design styles is becoming increasingly high. This means that domestic art and design styles are becoming more and more internationalised. Under such circumstances, it is necessary to make a breakthrough in the process of information integration of traditional Chinese elements in order to highlight the advantages in international competition. It is inevitable to find a breakthrough in the process of such information integration in the integration of China's traditional elements and art design, highlighting the national characteristics of the design concept. For example, the LOGO design of the G20 Hangzhou Summit is quite elegant and unique to Hangzhou.

(2) Increase cultural colours. The reason why works of art can attract and impress people is that the creators inject their own emotions and experiences into them, giving the works of art a rich personality and cultural character. It is the designer's inner monologue that expresses the rich cultural heritage in a more abstract form, achieving the realm where people's artworks, culture and aesthetic interests are integrated. In contemporary art design, designers usually also symbolise other manifestations of the work or embody the beautiful cultural elements of the work. This not only gives the work a cultural flavour, but also a solemn meaning.

5. Application Strategy of Traditional Cultural Elements in Modern Art Design

Traditional cultural elements can make modern art design more national; how to fulfil the cultural mission of traditional culture in the new era; art designers should study traditional culture in depth and explore its cultural connotation; pay attention to the harmony of the art design works, and enhance the applicability of traditional cultural elements; combine traditional culture with modern art skillfully, and fully display the artistic value of traditional culture; choose modern media. Modern art is cleverly combined to fully demonstrate the artistic value of traditional culture; choose modern media.

(1) In-depth study of cultural elements to promote cultural dissemination.

China's traditional culture is rich in connotation, in order to fully demonstrate its significance in contemporary art design, designers should change their design concepts, dig deep into the essence of traditional culture, and strive to show the charm of traditional culture and promote the spread of Chinese culture. At the same time, Chinese contemporary art designers should abandon the shackles of foreign culture, openly accept the traditional cultural elements, pay attention to the role of traditional cultural elements in art design, actively understand the traditional cultural elements, and on the basis of a correct understanding of its connotation, refine its essence, refine the elements valuable to contemporary art design, promote the effective dissemination of the traditional cultural elements, and give the art design of the

traditional cultural elements a new connotation. Effectively promote the dissemination of traditional cultural elements. For example, designers should integrate Dunhuang culture with modern art, not only to refine the basic elements of colour, shape, decoration, etc., but also to analyse the characteristics of the work of the viewer, the use of modern art techniques, sublimation of Dunhuang cultural elements of the fusion of ancient and modern, on a bright pearl. On the other hand, contemporary art design can alleviate the loss of traditional culture and realise the living inheritance of culture through the imitation and reproduction of traditional cultural elements. With the help of modern technology, designers can restore the disappeared or precious elements of traditional culture and make the hidden artistic features of traditional culture visible. This physical form of artistic expression not only enhances the expressive power of artistic design, but also draws the distance between tradition and modernity closer. In addition, traditional cultural elements can also broaden the vision of designers, help them create unique art works, and subtly convey a cultural atmosphere.

(2) Focus on the harmonious development of culture and cultural heritage.

Traditional cultural elements are a source of inspiration for the creation of contemporary art design. Therefore, meaningful development of traditional cultural elements is needed to reproduce the unique cultural charm of the East in the new era. To develop traditional cultural elements harmoniously in contemporary art design, designers must break through the boundaries between tradition and modernity, interpret traditional culture with modern thinking, and raise public awareness of traditional culture. On the other hand, designers' use of traditional cultural elements should be based on respect, which doesn't mean wholesale copying of traditional elements, but rather optimising or adapting them to contemporary aesthetics on the basis of a comprehensive understanding of the needs of the times and the characteristics of the design object. At the same time, designers should have a clear plan for the design work at the beginning of the artistic design, to ensure that the art work and cultural elements in the conveyance of a high degree of consistency in the mood. For example, when designing mooncake gift boxes, designers can integrate with elements such as Mid-Autumn Reunion and Chang'e Runs to the Moon, etc., and the red colour will bring a festive atmosphere, and this unity of meaning will make the work more harmonious, and also allow people to immerse themselves in the aesthetic experience of traditional cultural elements. On the other hand, designers should break the inherent expression of traditional cultural elements, so that modern art design can become a new way of using traditional cultural heritage, meaningfully integrating tradition and art, and endowing art with oriental characteristics, so as to inspire people's sense of national pride. Incorporating elements of national style into art design, both in terms of artistic aesthetics and functional characteristics, is not only an innovation in art form, but also makes the design more Chinese and representative of Chinese cultural products. By balancing traditional cultural elements and artistic design, designers can ensure that the work conveys various cultural styles in an appropriate way.

(3) Identify the nodes of cultural integration and reveal cultural connotations.

The aesthetic experience evoked by art design can give people spiritual enjoyment. Incorporating traditional cultural elements in design can not only satisfy people's demand for the cultural heritage of art design, but also make art design more innovative. Although traditional cultural elements have been discarded over the years, they still have vitality and determine the trend of the times because of their profound cultural connotations. Therefore, maximising the advantages of traditional cultural elements is the key to art design innovation. On the one hand, the reasonable use of traditional cultural elements in modern art design can effectively improve the design level, so that people can deeply experience traditional culture and appreciate the charm of the fusion of tradition and the times. On the other hand, when designers use traditional cultural elements, they must sort them out and

(4) Appropriately refine the cultural elements in line with contemporary design.

Innovation is the driving force of development, especially for art design, it is necessary to pay full attention to historical origins, integrate traditional cultural elements with modern design concepts, so that tradition can be innovated and inheritance can be developed. On the one hand, designers should respect the traditional cultural elements on the basis of the true, improve the awareness of innovation, accelerate the pace of innovation and development, so that Chinese culture is everlasting, so that people pay attention to the charm of the Orient of culture; the spirit of innovation into art design, breakthroughs in the original design mode, in order to enhance the aesthetic value of the work at the same time, so that the traditional culture has been effectively developed. On the other hand, designers should continue to innovate, find a breakthrough between traditional cultural elements and modern art design, discover the unique beauty of traditional culture, and present it in a new artistic image to arouse people's new feelings. Designers should solve the problem of balance between tradition and modernity, advance with the times, dare to innovate design concepts, and reflect the moment of innovation in details

6. Conclusion

In conclusion, art and design play a role in all areas of life, affecting all aspects of people's lives. China's modernisation is increasingly integrated into people's lives. Art and design complement each other as an indispensable part of life. Traditional cultural elements are the roots of national culture, and their integration with modern art and design reflects a unique oriental flavour. As an important part of people's daily life, traditional culture has a subtle influence on people's daily social life and work. All aspects of the world's modern culture, traditional culture and art history of various reflections, complement each other and promote each other. With the continuous strengthening of the dissemination of traditional culture, traditional culture is also more and more cleverly integrated into modern art design, only the organic combination of the two can create a unique atmosphere and creativity of art works.

Although modern art design is in the development stage, the unity of cultural connotation and artistry has not yet been fully realised, but under the current strategy of cultural self-confidence, designers are changing their design thinking, focusing on the totality of the art, and innovatively applying traditional cultural elements in modern art design.

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