

# Application of Ethnic Patterns in Cultural and Creative Design

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**Abstract.** The continuous development of science and technology makes people prefer to enjoy a more convenient life, and gradually ignore the national culture. However, in recent years, many young people who love national culture have stood out, making the national culture come into everyone's vision again. Many good-looking and profound national cultures are known and understood by people, setting off the upsurge of national culture. As an important part of Chinese culture, ethnic patterns began to be active in various fields of market economy, and also provide many manufacturers with the appearance ideas of products, which has become the creative inspiration of most cultural and creative designs. It can be said that ethnic patterns play a pivotal role in cultural and creative design.

**Keywords:** Nationality; Cultural Creation; Cultural Creation and Art; Ethnic Pattern.

## 1. Introduction

The application of ethnic patterns in cultural and creative design is of great significance for conforming to the development of The Times and undertaking the national culture. National patterns are not separated from the development of science and technology and the current aesthetic appreciation, but also provide new ideas for cultural and creative design, which is conducive to the dissemination and development of national culture. The integration of ethnic patterns into the cultural and creative design reflects the cohesion of a nation, and on the other hand, it shows the praise of the national culture.

## 2. Introduction to Ethnic Elements Pattern

Ethnic elements represent the elements of the Chinese nation, not only a kind of inheritance of Chinese history and culture, but also a witness to the development of the Chinese nation, which has a profound significance. National culture is a symbol of a national identity, is a name card of a country, represents the cultural heritage of a country, carries the past and present development of a country, is a way for China to face the outside world and attract the attention of the world. In addition, the patterns of ethnic elements are mainly divided into modern cultural elements, traditional cultural elements and inherent cultural elements. The understanding of ethnic elements is conducive to the perfect application of ethnic patterns into cultural creation.

### 2.1 Patterns of Modern Cultural Elements

Modern cultural elements are elements derived with the development of science and technology. They have the characteristics of conforming to the development of The Times and have current affairs. For example, movies, TV series, e-sports, the Olympic spirit and so on. Last year's Olympic representatives, ice pier and snow melt represent the collision of modern cultural elements and the Olympic spirit. In addition, the e-sports that young people like today reflects the development and experience of The Times, which are all familiar elements that everyone can understand now. These modern elements are also often used in cultural and creative exhibitions, ceramic patterns, PPT pictures and clothing design, etc., and they bring these elements into life and are often favored by young people.

### 2.2 Patterns of Traditional Cultural Elements

Traditional cultural elements are based on Chinese history, including the arrangement of buildings, religious beliefs, national customs and festivals produced in the continuous division of dynasties and

consolidation, and so on, which affect all aspects of our current life, and are the basis of production and life. For example, the window-cutting of the Chinese Spring Festival has lasted from ancient times. At present, costumes and artworks will have window-cutting patterns used as decoration. Window-cutting is a good example of the wide use of traditional cultural elements.

### **2.3 Patterns of Inherent Cultural Elements**

This kind of element is the simplest and the most basic, including the Chinese region, the Chinese regional race and their distribution and other cultural elements that cannot be changed. From its definition, this kind of pattern will be longer applied to the subject knowledge of geography or to the creation of clothing above.

## **3. Application of Ethnic Patterns in Different Categories of Cultural and Creative Design**

### **3.1 Application of Ethnic Patterns in Film and Television Works**

The progress of modern film and television media technology and the rapid development of commodity economy make the prospect of animation and film and television industry become better and better, and many cultural creators develop these things on the screen into offline entities. More and more young people choose to buy this product to express their love for the film and television works, which promotes the development of the economy, and also makes more and more ethnic patterns appear in everyone's vision. Nowadays, many film and television works are based on the story of Chinese culture, which are the combination of modern technology and traditional Chinese culture. Many ethnic patterns are also widely used in toys, dolls, hands, commodity packaging or clothing design. These items not only conform to the preferences of young people and choose the well-developed industries now, but also show the beauty and far-reaching significance of ethnic patterns, containing rich and beautiful traditional cultural implication, and are very common and highly spreading items. Many young people also seek friends or partners with common topics, including ethnic key chains and jewelry, which can be taken out in their daily lives.

In 2019, the film, which won 5.1 billion yuan at the box office, has made perfect use of national culture, and won the love of people of all ages in China and even the world, with a wide audience. Many businesses seized the business opportunities, will have the image of ethnic culture and Aobing into the plane ethnic patterns, these ethnic patterns printed on toys, dolls and so on for sale. The bronze boundary beast appearing in the animation is also derived from the transformation of the bronze cultural relics in the museum, which has a very important significance of spreading ethnic elements. The broadcast volume of these excellent films and television works using ethnic patterns drives the sales of physical goods with these ethnic patterns. It is a perfect combination of ethnic patterns and the products derived from modern films and television dramas, showing the application of ethnic patterns in the design of film and television works. Cosplay Clothing is also a successful case of showing ethnic patterns. In terms of Yang Mi's representative work "Three Lives, Three Lives, Ten Miles of Peach Blossom", the costumes with ethnic patterns are used by cosplay clothing merchants. Cosplay Clothing has become a symbol of contemporary young people's love for this film and TV series, and the comic-Con founded by these people has also developed widely.

### **3.2 Application of Ethnic Patterns in Modern Clothing Design**

Because different regions accept different climate and customs, so the costumes of different regions have different characteristics, and the ethnic patterns are also different. They have the same characteristic is beautiful, and reflects the traditional Chinese culture. The application of ethnic patterns in clothing is more common, and the traditional ethnic patterns have a beautiful symbol and meaning, which is more popular with the public. For example, the orchid and plum blossom, which are well known to the public, represent the strong and noble quality. The addition of these ethnic

patterns in modern clothing symbolizes the combination of culture and beauty, reflecting the public's pursuit of national culture, and also showing the character of the wearer. These national cultural patterns with beautiful meanings and rich connotations add a gorgeous sum of clothes to the ordinary clothes, and endow the costumes with the important significance of spreading the national culture.

In recent years, some foreign designers have added Chinese national cultural patterns to the Paris Fashion Week, which has been echoed by the world. The influence of ethnic patterns and clothing is reflected in the meaning and symbol of ethnic patterns. The ancient Chinese ethnic patterns of Tenglong and auspicious clouds represent auspiciousness and beauty. These not only spread the national culture, but also into the modern elements of the dress to wear on the body, give people confidence and courage, this is a kind of national confidence! The application of Chinese characters as a pattern in clothing is also a design of clothing and the embodiment of national culture. The most impressive thing is the recent appearance of Han elements. Han elements are the ancient costume elements used in modern times, but they are more daily and more in line with modern life. The emergence of Han elements also benefits from the application of ethnic patterns, which combines these ethnic patterns with the shape and system of ancient clothing. Therefore, the application of ethnic patterns in modern costume design is not only extensive, but also popular.

### **3.3 Application of Ethnic Patterns in the Art of House Decoration**

Ethnic patterns are also of great significance to the development of house decoration art. First of all, different from the previous concept of "there is a good place to live", now the people should not only live well, but also live in a good-looking, many people also have great requirements for the appearance of the house decoration. As a major feature of patterns, ethnic patterns will naturally also be used as an option in the art of house decoration. Secondly, the insertion of ethnic patterns in the decoration of the house can not only have a good symbolic meaning, meaning family happiness, reunion and health meaning, but also reflect the owner of the house generous personality. And the national pattern also represents the confidence of the national culture, for the overall decoration art has a qualitative leap. Finally, in the art of decoration with ethnic patterns, more can reflect the owner of the profound cultural heritage. And the national pattern provides an important inspiration for the style of housing decoration, which can better reflect the height of the decoration shop and drive the development of the housing decoration industry.

The application of ethnic patterns to the house decoration art is the perfect combination of ethnic patterns and house decoration art. Ethnic patterns have distinct and unique characteristics, with a strong cultural inclusiveness, the application of ethnic patterns to the decoration art, will greatly improve the sense of national belonging, so that the value of the decoration art technology will be affirmed and improved. Ethnic patterns witness the rich information and different cultural types, and the information value and cultural significance it provides to people are irreplaceable. Adding ethnic patterns to the decoration art can improve the quality and cultural heritage of environmental art design. For example, the now very popular Chinese courtyard style adds ethnic patterns to the houses. The house of this style gives people a quiet and peaceful feeling, which makes people relax and have a relaxed and happy feeling. This style is loved by people who are very stressed out at work, believing that it will comfort them with their work worries when they return home.

### **3.4 Application of Ethnic Patterns in Tourist Souvenirs**

Because different regions have different climates and different topographic conditions, different regions have different ethnic patterns are not the same. In regional tourism, tourist souvenirs are indispensable. As the artistic expression form of regional characteristic culture, local ethnic patterns are particularly important for the influx of local ethnic groups in tourist souvenirs. First of all, the ethnic patterns reflect the development and inheritance of the culture in the region, and the fixed cultural patterns also show the character and charm of the people in the region. For instance, Proposed Tibetan ethnic patterns in manda and Tibetan windows, Combining with the characteristics of the symmetry of Chinese culture, You can design a unique Tibetan ethnic greeting card, When people

travel to the Tibetan areas, You can feel the unique regional scenery of the Tibetan people, You can also recognize the characteristic patterns of the Tibetan nation, Show this traditional pattern in the form of patterns in tourist souvenirs, Can reflect the regional characteristics and special cultural characteristics of the products from the one hand, Combining modern technology to give the pattern a modern sense and foresense, Fully reflects the characteristics and positioning of the product, Achieved the harmonious unity of traditional decorative pattern and modern technology. It has promoted the development of tourism in the Tibetan ethnic minority areas. The addition of ethnic patterns to tourist souvenirs is a perfect combination of tourism and ethnic elements.

### 3.5 Application of Ethnic Pattern in Commodity Packaging

The packaging of commodities is the consumers 'first impression of the commodity. The commodity packaging conveys the product characteristics and production of raw materials to consumers, so that the purchase of safe and green characteristic food is the pursuit of consumers' consumption. Adding ethnic patterns to the commodity packaging can convey a good meaning, such as: peony, peony is the national flower of China, since ancient times, the flowers are rich, the beautiful meaning, adding peony in the moon cake packaging represents the good wish of family reunion in the Mid-Autumn Festival. And adding ethnic patterns to the outer packaging of goods can give consumers a sense of mystery and arouse their interest. And adding some bright colors will make the ethnic patterns become vivid, and different colors will be endowed with different meanings, which improve the value of the goods. For example, Chinese people will choose red as a symbol of prosperity and luck in key festivals, so they can add red lanterns and other ethnic patterns to the outer packaging.

## 4. Sum up

The application of ethnic patterns in cultural and creative design is in all aspects. It can be said that ethnic patterns have already existed in our daily life. Whether it is the patterns of modern cultural elements, the patterns of traditional cultural elements, or the patterns of inherent cultural elements, they all represent the national patterns of China, and are the symbols of Chinese culture. Ethnic patterns are widely used in film and television works, modern clothing design, house decoration art and tourist souvenirs, and commodity packaging, and the application of ethnic patterns in different types of cultural and creative design shows the unique rich and colorful cultural implication and implication of ethnic patterns and strong national cohesion. It is expected that ethnic patterns will play their own unique role in more designs, and the history and development of the nation will always be remembered by people. We also hope that ethnic patterns can go out of China and go out into the world.

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