

# Application of Traditional Chinese Elements in Museum Graphic Design in the Digital Age

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**Abstract.** Chinese traditional elements are an important embodiment of Chinese traditional culture, and their unique artistic characteristics are derived from the long history of China and the life of the public. In the context of the digital age, the application of the Chinese traditional elements to the graphic design of museums, the perfect integration of tradition and modern, and mutual promotion, has an important influence on the graphic design of museums.

**Keywords:** Digital; Chinese Traditional Elements; Museum; Graphic Design.

## 1. Introduction

The biggest specificity of digitization is the characteristics of high efficiency, modifiability and replicability. The huge amount of information it carries is unimaginable before. Digitization can integrate text, sound, image and video into one, and realize multi-path entry. Digital age, the Chinese traditional elements applied in museum graphic design, with a unique perspective and design concept leading the new development direction, the traditional Chinese elements in the museum graphic design in front of the public, with Chinese element museum exhibits breeds new artistic effect, coruscate new vigor and vitality.

## 2. Relevant Overview of Chinese Traditional Elements

Chinese traditional elements are a symbol of Chinese traditional culture, it is not a filling of western culture, nor a slogan to carry forward the spirit of the Chinese nation. In the face of the rapid development of the global economy, China's economy has made great contributions. At the same time, Chinese culture has also played a huge role in promoting the development of world civilization. Chinese traditional elements have been endowed with a strong Chinese cultural spirit, containing rich Chinese spirit, the crystallization of the wisdom of the Chinese nation for thousands of years, and a priceless treasure left for future generations. Especially in the digital age, the traditional Chinese elements are applied to the graphic design of museums to show the Chinese civilization in the form of digitalization. Designers need to fully dig deep into the traditional Chinese elements, so that they can be applied to the graphic design of the museum through the appropriate digital form, fully reflect the new power in the graphic design of the museum, and shoulder the historical responsibility of carrying forward the Chinese culture.

Chinese traditional elements show the unique Chinese characteristic culture, which requires a rich Chinese cultural connotation, rather than a simple historical traditional Chinese culture. With the development of The Times, the era, development and change of Chinese traditional elements are becoming more and more prominent. Chinese traditional elements are not pure ancient Chinese and feudal elements, but in the form of modernization and internationalization. Based on this, in the graphic design of the museum, we should pay attention to the concept and characteristics of traditional Chinese elements in the digital era, and design with the way of thinking with Chinese color, not necessarily to highlight the appearance of a certain symbol, but to highlight the spiritual essence of Chinese culture.

With a long history of five thousand years of Chinese tradition, a unique Chinese art has been formed in the continuous precipitation of day after day, year after year. This kind of art is a culture created and developed by the people for thousands of years, and it is the crystallization of the collective wisdom of the people. It also reflects the people's yearning and pursuit for a better life, hope and enthusiasm for ideals and beliefs. Chinese traditional elements are rich in content, typical

of ancient culture, painting, calligraphy, etc. The rich imagination and creativity of the ancestors are vividly displayed in these traditional Chinese elements. It is the inheritance and development of these Chinese arts that forms traditional Chinese elements and leaves precious artistic treasures for future generations.

### **3. The Important Role of Traditional Chinese Traditional Elements in Museum Graphic Design**

#### **3.1 Help to Change the Traditional Way of Thinking in Museum Graphic Design**

For a long time, in the museum graphic design, graphics and colors have been taken as the main graphic design elements. Because of the designers with different ways of thinking, and under different concerns and perspectives, there are obvious differences in the combination of different elements of the design. However, because the designers themselves cannot continuously change their design thinking to innovate, and they may even have their ideas. At this time, the biggest problem for designers is how to change their design thinking. The rational application of traditional Chinese elements in the graphic design of museums can make designers have different inspirations and bring different feelings. For most of our designers who have been influenced by academic ideas for a long time, it is undoubtedly equivalent to discovering a new continent. In the museum of graphic design, for example, using China's traditional calligraphy elements, the public can know calligraphy in China's long history of development, its artistic value is needless to say more, the Chinese traditional calligraphy elements to the museum graphic design, not only can break the traditional design boundaries, change museum designers design concept, also can break through the blind spots of design thinking, effectively improve the overall design effect of museum graphic design.

#### **3.2 It Helps to Enrich the Cultural Content of the Museum's Graphic Design**

In the graphic design of museums, more culture and art are displayed, which requires designers to explore the realistic path of cultural communication based on the aesthetic standards of the public. In the excellent museum graphic design works, people can clearly see the perfect integration of culture and art. After the visit, the public can not only feel a good visual experience, but also produce a spiritual shock and life enlightenment in the process of visiting, so as to further understand the connotation and essential characteristics behind the exhibition content. However, in the current graphic design process of museums, most designers pay more attention to the beauty of the exhibited works, resulting in the cultural connotation behind the exhibited works being ignored. Although the original idea of the designers was to attract the attention of visitors through novel and unique design forms, they ignored the cultural elements of the exhibited works themselves, which is precisely the demand of the public for spiritual culture, so the graphic design works of the museum did not achieve the expected exhibition effect. Use the Chinese traditional elements to the museum graphic design can solve these problems, because the Chinese traditional elements is in the long-term development, accumulation and precipitation of Chinese traditional elements itself is the collection of cultural value and artistic value, will to some extent enrich the cultural content of museum graphic design, make up the lack of cultural connotation, and improve the museum graphic design works competitive strength, show the great Chinese cultural characteristics, further highlight the image characteristics of museum works on display.

#### **3.3 It Helps to Promote the Inheritance and Development of Traditional Chinese Culture in Museums**

No matter which country or region is in the world, the inheritance and development of culture has always been a hot topic of particular attention to all countries and regions. Due to the continuous change and development of China's market economy, culture and art also show diversified development characteristics, resulting in some of the excellent traditional Chinese culture in the

process of inheritance and development. Therefore, in China's economic development level rapid development at the same time, the public daily busy for livelihood, ignoring the use of the Chinese traditional culture in life, attention is generally low, only a small part of the public can pay attention to Chinese excellent traditional culture in daily life, not to mention into the museum to understand, these are seriously affecting the development of Chinese traditional culture, is likely to make many cultures and art disappear. In addition, with the continuous improvement of China's social status and international influence, the ideological trend of western countries entered China, changed the world outlook, outlook on life and values of the public, caused a great impact on the importance of Chinese traditional culture, and affected the inheritance and development of traditional Chinese culture. In the museum of graphic design, the rational use of Chinese traditional elements, constantly open up a new path of Chinese traditional culture inheritance and development, let as long as into the museum of the public can experience from the charm of Chinese traditional culture, promote the museum of Chinese traditional culture inheritance and development, strengthen the museum overall culture effect.

#### **4. Application of Traditional Chinese Elements in Museum Graphic Design in the Digital Age**

##### **4.1 The Application of Digital Paper-Cutting, New Year Pictures and Other Elements in the Museum Graphic Design**

Such as during the Spring Festival every year, the Chinese traditional elements such as paper-cut, pictures and other elements to the current museum graphic design, not only during the Chinese New Year, let the public feel all thick festival atmosphere, inheriting the Chinese excellent traditional culture, also formed the Chinese traditional elements into the museum of graphic design, with qr code digital display and introduction, achieve the fusion of "technology + culture" perfect effect. Traditional Chinese elements, such as paper-cut and New Year pictures, belong to two-dimensional graphic art, which are widely spread in China. Their rich and flexible forms show a good development trend. When the public walks into the museum during the Spring Festival, they can see the joy of a pair of scissors and a piece of paper. In a clear plane composition, you can feel the rich emotion of the designers. Through the condensation of these traditional Chinese elements and the law of formal beauty, they can feel the meaning of traditional Chinese culture from the public after the visit.

##### **4.2 The Application of Digital Calligraphy Elements in the Museum Graphic Design**

Calligraphy has always been a field that Chinese people attach great importance to, and it reflects the unique art form of Oriental people. The secret of calligraphy lies in its special shape and structure. Calligraphy elements are introduced into the graphic design of the museum to reflect the unique charm of Chinese characters, such as innovation from the aspects of dots, structure, form, meaning and meaning of the characters, so as to improve the recognition ability of the graphic design of the museum at the visual level. Calligraphy elements can show the rich beauty of the charm through simple lines, which is also the soul of calligraphy elements. They work hard on the direction, speed and stroke of the lines, which is exactly consistent with the rhythm and rhythm of the museum graphic design. Museums can also enable the public to feel the beauty of calligraphy in museum exhibits through the digital platform through WeChat public accounts, no matter where they are.

##### **4.3 Color processing of Traditional Chinese Elements in the Graphic Design of Museums**

In the graphic design of the museum, the color processing of traditional Chinese elements pays more attention to the decorative color. For example, most visitors will be inspired by the natural colors of colorful butterflies and sunset glow to create a decorative effect of rich colors. At the same time, the subjectivity of decorative color can also make visitors associate and personify the natural scenery. In the museum graphic design, designers can form the internal connection between the

natural scene and the viewer, apply it to the graphic design of the museum, and then to the digital platform to improve the overall effect of the graphic design of the museum.

To sum up, in the digital era, the application of traditional Chinese elements to museum graphic design is not only scientific and reasonable, but also in line with the beauty of the form of artistic design, promote the inheritance and development of excellent traditional Chinese culture, and improve the overall effect of museum graphic design.

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