

Study on Visual Communication Design of Chinese Elements

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ABSTRACT: Chinese traditional culture is a profound system. Chinese nation five thousand years of history and culture of the river, people create a rich and varied heritage and has a strong geographical characteristics and cultural symbols. Even modern information technology is highly developed today, the significance of the role played by these traditional cultural symbols of the more far-reaching, especially in the commercial adaptation of visual communication design works, the traditional cultural symbols inherent rich cultural heritage and deep aesthetics occupy an important position. At the same time, in order to comply with the requirements of international and cultural development of the times, the traditional Chinese cultural symbols must advance with the times, learn the essence of foreign culture in a wide range on the basis of traditional Chinese cultural symbols deep cultural heritage to flourish, so that contemporary visual communication design of icing on the cake. At the same time, we can not rest on its laurels forever, nor stylized and our modern visual communication design must ensure that the image on the basis of their own based on the local culture. And with the rich cultural connotation of traditional cultural symbols combine to make the traditional cultural symbols again reflect the value of innovation in modern visual communication design, to form a new Chinese characteristics visual design.

I. Introduction

The basic characteristics of China's long history of traditional cultural symbols, including several aspects of traditional culture symbol type, structure, traditional cultural symbols, symbols of traditional cultural properties and traditional cultural symbols of value orientation. Chinese traditional culture is the main symbol of ethical political culture, culture of Confucius and Mencius, Confucius and Mencius culture has humanism colors: from a number of different characteristics of traditional Chinese cultural symbols of analysis, not difficult to find basic spirit of traditional Chinese culture symbols, Chinese traditional cultural symbols ideological center mainly on the ethical aspects, as well as social and political system as the center of the political nature of the ethical culture. Because any culture to serve certain political; from ideological architecture includes traditional Chinese cultural symbols, the traditional cultural symbols of the formation and development of Confucianism and Taoism culture has inseparable relationship, but also can be said to embody the spirit of the body, there are some traditional cultural symbols included cultural elements in other areas. That symbol of traditional Chinese culture from Confucianism main implication from the property aspects of traditional Chinese culture symbol, the symbol of traditional Chinese culture and has a distinct tendency to attribute humanism; significance from the perspective of the value of cultural symbols, the Chinese traditional culture promotion of Chinese traditional culture symbol both nonprofit side, there are utilitarian side.

II. Visual Communication Design Reflects the Visual Value of Innovation

Creative thinking is to imagine an idealized longed-for important design events communication design, only with the creative imagination of the designer after the move can expand the concept of intentionality. Creative imagination is visual communication design in an important and indispensable concept and design conditions. Einstein said, "Imagination is more important than knowledge, because knowledge is limited, whereas imagination summarizes everything in the world, stimulating progress, and progress is a source of knowledge in visual communication design in the show's traditional arts and culture symbol position in the field of creative thinking and artistic imagination are important visual carrier.

The so-called divergent thinking is to broaden the different angles and directions for some sort of problem. Applied to visual communication design is through a cultural symbol may reflect a multi-level cultural imagery; by a cultural symbol of artistic expression can think connotation other cultural symbols, not isolated in the form of artistic expression analysis effect.

In the visual arts communication design reflects traditional cultural symbols is a very wide meaning, related to the field is multi-faceted. Sometimes the performance of methods for traditional cultural symbols of content, and sometimes treatment for specific forms of cultural symbols, sometimes expressed as a flexible way for moral and cultural symbols. Creative methods of visual communication design cultural symbols require new thinking, new perspective, and the need to break the mindset of traditional visual habits, so there is no fixed form of expression. Manifestations of visual communication research and creative design methods in cultural symbols, but the introduction of creative thinking and methodology, get rid of static habit pattern, thereby to inspire new ideas method only, not these methods as a form of expression and creativity for exemplary template.

III. Reproduction of Visual Communication Design Values of Traditional Cultural Symbols

Visual Communication Design cultural symbols of artistic creation depends on many different factors a combination of factors, natural factors, species, family social, economic, technological and other cultural symbols are all artistic creation generated impact can affect the visual communication design cultural symbols factors about artistic creation in two ways: one aspect is not moving state of naturalness level; another aspect may be varied socio-cultural level. Similarly, for cultural and ecological Nationality cultural symbols, any kind of ethnic cultural symbols are not isolated, it is with its natural environment, social environment, customs and other traditional peoples are linked, they are subject to a variety of environments the impact and constraints.

Nationality traditional cultural symbols can be said to be a special form of art form, it can also be important elements of Chinese traditional arts and culture symbols. Nationality is a traditional cultural symbol of our folk culture and art form and consciousness materialized figurative carrier, which is the formation and content of folk heritage in China on the basis of daily life and social conditions of production and the private form of cultural meaning, not just is a traditional Chinese folk culture symbols background is symbolic content and composition conditions. Folk art is the study of folk culture symbols research, and research on folk culture symbols in turn will help us from the more basic or essential folk art sign up ethnic understanding of cultural symbols. The study of folk culture symbols, not only deeper, more fundamental grasp the pulse of creativity and cultural symbols of nationality, but also a more comprehensive understanding of the overall system context and ecological basis for survival and development of the cultural symbols of nationality. Effective transmission of cultural forms of folk art is the art of creating and developing folk arts and

culture provide a strong symbol of conditions in the effective protection of the natural environment and the premise of the performance of many people's idea of creating a sense of folk art and culture symbol, they all contain everyday practicality functional value 'and reflect social factors, which have their own aesthetic value. For example, in the traditional sense of ethnic costumes, crafts, painting, and so on. To retain these long traditional folk cultural symbols, it is necessary to hold the ecology of folk culture in order to obtain nationality cultural symbols newborn.

IV. Application of Traditional Chinese Cultural Symbols in The Form of Visual Design

Traditional Chinese visual culture symbol has certain cultural implication, and aesthetics are good examines the significance of the symbol can mean and how to achieve meaningful exchange. Traditional cultural symbols and traditional aesthetics to show people are spiritual areas of life, refers to the traditional cultural symbols to represent something of a flag carrier of culture, and aesthetics behind contains a certain amount of human spirit. Between the two are inseparable, artistic aesthetic point of view is the main issue discussed in the traditional cultural symbols of "art and aesthetic" aspect. Aesthetic Implication in traditional cultural symbols are mainly from the artistic sense of form and aesthetic meaning of the symbol. That is, the traditional cultural symbols with artistic and aesthetic field that has the aesthetics meaning.

The so-called natural character is reflected in the nature of heaven and earth between images and phenomena, with Mizuki fire earth gold pen to outline the magnificent cultural symbols, there does not contain any of the man-made elements. It does not contain any artificial factors. One representative symbols such as: the mountain as the main symbol to the river as the main sign to the stars themed symbols to the symbol as the basic unit of the human symbol and so on. For example, commonly used in ancient Chinese dynasty dragon symbol, its origin is from the entity symbol "Celestial twenty-eight stars in the East seven stars" astronomical knowledge emperors objective existence of this rule the country as their own faith, but also advertised himself "true sons of the dragon" to let the people courtier Shan Hu Long live, long life. Reflects the image of the imperial symbol, China has always been the "Dragon" image to show: Jade honey emperors used to wear robes, and so do the Throne have used the traditional cultural symbols Dragon, this is natural breaks in ancient China typical applications. Such as "Dream of Red Mansions" in the odd mountain stone, which shows the ancients on the landscape cultural symbols such widespread use until later in Suzhou gardens, the landscape of Guilin, are a masterpiece of nature on the basis of the Seven Wonders, until now Folk widespread Kistler et al., the ancient traditional culture spirit gives these traditional cultural symbols of special meaning. Chinese people's concern is for the mountains from ancient times to today the natural character fondness feelings.

The artificial character, is the ancient sages were not contrary to the basic principles of Heaven, through practice and investigation, fused to the human beings in the universe, and then through the use of ink, paper and now the media issued in vitro to form various forms profound meaning of the traditional cultural symbols. This man of the traditional cultural symbols of nature is built on the basis of character, precisely because of the artificial and the natural character of the breaks. This integration was given the cultural heritage of traditional cultural symbols enduring. The artificial character attribute contains the gasification breaks and breaks both entities, gasification breaks cover in Tai Chi, Bagua map, earth auspicious patterns, auspicious symbols, traditional folk culture symbols; symbol in the entity include: craft, patterns, character costumes, paintings, architecture. Where traditional guitar-like artificial symbol of traditional symbols of cultural symbols in modern visual communication design in the most widely used.

Contemporary people rich life experience through a variety of media to convey, in general, there are two: the language and visual communication, they each have their irreplaceable place. Visual communication design is very broad coverage at the same time to give the public generally accepted mode of transmission. Visual communication art and design can say it is a form of emotional communication is affection Di carrier. Reconstruction in the form of visual communication visual effect study of traditional culture symbols, constitute a very important form of cultural symbols of traditional cultural symbols ordinary monotonous, reasonable, full form, can become a profound sense of visual communication art image. Value of visual communication design work is its unique form of expression, and manifestation of the ultimate destination is the visual effect achieved, if its form can be perceived from the visual effects, the commentary is all in vain. This requires the creation of visual design process, we must understand that cultural symbols comfortable, since the inherent laws, the designer should get experience from practice, understand the composition in the form of feeling, the theoretical value of such cultural symbols effectively improve, but also the visual plays convey visual effects.

V. Conclusion

Mankind from the initial drawing, hieroglyphics to today's network, a modern version of daily necessities under the science and technology, as well as majestic skyscrapers, digital appliances, etc., are the most primitive traditional cultural symbols It reflects the profound. But also it reflects the humanity of their own cultural heritage and creative spirit of induction and affirmation. It can be said of any visual communication design service to humanity is profound cultural symbolic significance in reproduction.

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