

The Application of Traditional Cultural Elements in Modern Ceramic Art Design

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Abstract: The Chinese nation is a nation with a long history and culture of 5,000 years. It has created world-renowned achievements in the long historical development. Some traditional industries have once flourished. For example, ceramic art is the most praised, and the current Chinese ceramic production is also the old concept of focusing on scale and output rather than product design needs to be changed, and attention should be paid to strengthening product style and personality. Rethinking the modern design and application of ceramic traditional cultural elements is not only related to the inheritance of the ceramic industry, but also related to the historical continuation of the excellent culture of the Chinese nation.

1. Introduction

With the development of the times, China's ceramic industry is also changing to modernity. Traditional ceramic culture and art are famous for their unique style of "white as jade, bright as a mirror, thin as paper, and sound as sweet". An important note was left in the history of civilization. Although the history is long, with the transition from planned economy to socialist market economy in recent decades, the ceramic industry is also transforming to modern in its development. In the transformation, the modern design and application of traditional ceramic elements are rethought. This is not only related to ceramics. The inheritance of industrial industries is more related to the historical continuation of the outstanding culture of the Chinese nation. It is in this context that this article discusses the modern design and application strategies of ceramic traditional cultural elements in order to reproduce the past glory of ceramic art.

2. The Development Course and Current Situation of Traditional Ceramic Culture and Art

In the early human life, most pottery system works are for the purposes of human life and production, so the pottery products are articles for daily use, such as bowl, basin and cans such as appliances, from the appearance point of view, these objects are simple, but on the other hand, the early human pursuit for beauty already had preliminary. Qin and han dynasties, due to the immature craftsmanship, the modelling of ceramics as a whole can belong to the wild type, while the but again there is a simple and vigorous momentum, at the end of the tang dynasty, handicraft production technology is also more than earlier generations, ceramics, has realized the leap in the

production, products not only in the folk widely used, but also entered the royal court, such as jingdezhen is the most outstanding in the national ceramics, jingdezhen TaoLu records: “its implement YouGuang alum to the United States, the effect with a line of collecting, and the salty called jingdezhen porcelain.” In the Ming Dynasty, there were a series of innovations in the porcelain making process. With the invention of the rotary billet forming vehicle and the new method of blowing glaze, the production volume was large and the product quality was high, making it the center of the porcelain making industry in China. During the three dynasties of Kangyonggan in the Qing Dynasty, sculptural porcelain, blue and white porcelain, pastel enamel porcelain and colored glazed porcelain appeared one after another, which had reached the heyday of feudal society. After the founding of New China in 1949, ceramic industry practitioners united and began to rapidly restore the development of ceramic production, ceramic rejuvenation, sales market began to recover, product quality further improved, production costs gradually decreased. Since the beginning of the new century, with the development of science and technology, people's understanding of the chemical and physical properties of ceramics has become deeper and deeper, and the ability to control the color and shape of ceramic lamps has increased. Artists can also express their thoughts and thoughts more naturally through ceramics. The ability of people to master the ceramic formula is becoming more and more systematic, and the artifacts produced are more expressive. In addition, people also more deeply and clearly grasp the enamel color composition and pottery firing principle, can also more clearly grasp the glaze bottom opening rules and accurate control of furnace temperature.

The design talent that lacks professional in the ceramic production of our country at present can rely only on plagiarize and imitate, as time passes the product on the market lacks breed of innovation, design and color oneness, cannot attract consumer, can take low-end market only. Ceramic industry needs to train a group of professional design talents, who can not only understand the essence of Chinese and Western culture, but also keep pace with The Times. Design both Chinese classical style, which is not only to meet the needs of domestic consumers aesthetic vision, but also the basis of the world, no nationalization of the design is impossible to occupy a place in the international, only fully excavate the long and brilliant ceramic culture can completely change the embarrassing situation by imitation and copying foreign design.

3. The application of traditional cultural elements in modern ceramic art design

(1) The application of traditional patterns

Traditional ceramics and ceramics are basically unchanged in modelling and design, such as patterns of flowers and plants, geometric patterns, animal patterns, landscape patterns, these are traditional ceramic craftsmen with abstract techniques to depict realistic things and the grain. By inheriting the essence of traditional patterns and continuously innovating and developing traditional patterns, modern ceramic production has not only perfected porcelain making techniques, but also endowed new meanings with many patterns in the process of continuous innovation. The techniques of expression of ceramic art are also getting bolder and bolder. “Fish” in the traditional pottery design, for example, decorative pattern is more, because “fish” in traditional cultures have annual and superabundant implication, expressed the people yearning for a better life, a good moral in modern ceramic art has been used, but in the modern ceramic design “fish” a breakthrough on colour and modelling, its modelling is more plump, colour is more diverse, more creators choose use exaggeration to express their inner world. Modern ceramic art mostly inherits traditional patterns by means of stitching, cutting and reprocessing to express the creators' new ideas and new thinking. Generally speaking, traditional patterns have clear meanings. Chinese knot, Beijing opera masks, shadow puppets, Chinese martial arts, calabash, Taijiquan and so on can be used. The

reprocessing of traditional patterns can fully reflect the intention of the creators and bring more novel artistic enjoyment to people. There are strong commonalities in the artistry of traditional patterns, and people have the same understanding and knowledge of them. Ceramic artists can make innovations in traditional culture and make use of people's understanding of traditional culture to better convey their artistic thoughts^[1].

(2) the application of traditional modeling

Modeling is a very important form of modern ceramic art expression, many ceramic designers need to pay attention to this in the design, the traditional ceramic plastic art is also very particular about, this for modern ceramic art can also provide a lot of reference and help. Ceramic art belongs to the three-dimensional modelling, shape, color, point, line is the need to pay attention to, in the traditional ceramic art design, the center of gravity is sedate feeling, line feeling, and is a bit more attention, and in the traditional design, the design of any need after a series of calculation, measurement, to determine the appropriate proportion relations, such as many hat to bowl bowl, admiralty bowl, lotus leaf, etc are all with superb technology and has won the acceptance of people. Although in modern art, creators can carry out modeling design according to their own preferences, but once the master is not good, it is easy to cause failure. For example, the ancients summarized the “three-level technique” for a simple teapot, that is, the mouth and handle of pot, cup and other shapes must be suitable in the main structural part. The grasp of modern ceramic modeling on traditional ceramic modeling is the premise of innovation^[2]. In the traditional design, square and circle are the common shapes, their combination is simple, harmonious, quiet, in some of the current excellent design cases, the contrast of the line is pay attention to the points of primary and secondary, to the form of straight line, with a sense of toughness, strength; The curvilinear form can highlight the softness and rhythm, which can be used for reference by modern art design.

(3) Developing ceramics by using new technologies

The traditional elements of ceramic craft also include the innovative spirit of striving for perfection. The spirit of ceramic craft can also be inherited through the help of new technology. High-tech ceramics is a very hot topic in recent years, with high strength, high hardness, corrosion resistance, high temperature resistance and other characteristics, and other steel, polymer materials called. At present, enterprises use 3D printing to manufacture porcelain for construction, which can be finished in half a day. Combined with computer design, these provide important conditions for the integration of traditional elements. Figure such as some designers designed and flowers and birds, make people's aesthetic visual sense, the implication of deep embedded in watercolour and ink, exquisite workmanship, through the flowers and birds can sense to the bird in flight, flowers in bloom, this is a new technology integration model of traditional elements, the future king porcelain development can serve as the focus of the development, to win the initiative in the development of ceramics. High-tech ceramics mainly consists of the following categories, both artificial bone, artificial joints, such as artificial teeth bioceramics, and chip resistor, piezoelectric ceramics, such as electronic ceramics, structural ceramics is important component of the mainly ceramic parts, bulletproof ceramics, ceramic bearing and so on, are all have high added value and a wide application in the field of products. At present, the sales of high-tech ceramics in developed countries are gradually rising, which can be said to represent the development direction of modern ceramics. As the arrival of globalization tide, the demand of consumer to ceramic already no longer only from satisfy practical function this basic purpose, need to promote spiritual demand more, tend to choose goods according to his cultural grade and vision, among them ceramic is an important component. The ceramic products produced by the integration of modern technology and traditional elements have the cultural heritage of ceramics and more collection value, so they can meet the personalized consumption psychology of the society and realize their own value. In the future, the ceramic industry needs to reduce pollution and improve technology while ensuring product quality

and design process, make good product design and application design, adopt strict market operation rules, and improve the strategy to deal with the international market.

References

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