

Enlightenment of Tai Chi Figure Modeling Evolution to Graphic Design

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Abstract: Text and graphics are cultural performers and inheritors. As a language of information, they span the differences between various languages and realize psychological resonance. Tai Chi diagram is one of the graphic essence of the ancient art of the Chinese nation. It condenses the thoughts, culture, concepts and consciousness of the Chinese nation. It is of great symbolic and emotional significance. It is the product of the accumulation of Chinese traditional culture. It embodies the thinking, spirit, thought and knowledge of the Chinese nation, has symbolic significance and artistic value, and is the crystallization of the precipitation of China's ancient culture. Tai Chi pictures contain contradictory unity of opposites and contradictory concepts of time and space, which bring more rich artistic ideas to modern graphic creation. By understanding the meaning of Tai Chi diagram and integrating it with modern graphic creation concept, the artistic products created have both cultural connotation and humanistic significance.

1. Introduction

Tai Chi diagram, namely "Chinese Tai Chi diagram", also known as "yin yang fish Tai Chi diagram", is an extremely important artistic symbol of the Chinese nation. Its shape and structure are not only the yin-yang dichotomy of things represented by the mutual correction of black and white of a shape, but also a unique shape. There is no inflection point in the shape, and the whole presents a smooth and full arc shape. Today, with the accelerating pace of art internationalization, as more foreign art concepts have entered China, Chinese domestic artists have also begun to gradually change their own pure imitation creation process, and began to explore the local cultural factors in China and integrate them into their artistic creation. Tai Chi diagram is one of the most basic, simplest and most skilled image symbols. It is the most representative language in Chinese character patterns. Because it has these unique meanings, it is loved by many designers and plays an increasingly key role in Chinese modern pattern creation.

2. Modeling evolution of Tai Chi patterns

2.1. The Evolution of Tai Chi curve "s" Shape in the Patterns of Painted Pottery

Although the center is not marked on the Tai Chi chart, the "s" shape line is just two opposite endpoints, not the midpoint. However, because it coexists with the ring, its midpoint, that is, the center of the circle, should be reserved. Since 3500b. C., the continuous spiral pattern has prevailed in the painted pottery of the Yellow River Basin, and its basic texture is such an "s" shaped rotary line. The S-shaped continuous spiral pattern in the Yellow River Basin pottery was roughly formed in the Miaodigou period around 3500bc. The structure of this hook leaf arc dot pattern in Miaodigou type pottery is an S-shaped rotary curve. However, the most popular era of "s" shape continuous rotation pattern is in the various cultural pottery of Majiayao in Gansu and Qinghai regions. Majiayao culture Majiayao and lingwushan color pottery are famous for their "s" shape continuous rotation pattern: if viewed from the edge, the continuous rotation pattern of Majiayao and lingwushan color pottery shows a continuous and repeated "s" shape vibration trend. If viewed from the mouth edge, this continuous and repeated "s" shaped turning line is centered on the mouth edge of the utensil and is firmly restrained by the "cross" or "meter" composition. These continuous "s" shaped convolution lines are centered on the mouth edge of the utensils and are firmly restrained by the "cross" or "meter" shaped structure. In particular, some painted pottery basins with Taiji fish patterns found in the Taohe River basin can prove that the Miaodigou and Majiayao cultures around the year 3500b. C. already had Taiji patterns that were almost the same as the existing Taiji fish patterns, as shown in figure 1[1].



Figure 1: Tai Chi fish pattern painted pottery basin

2.2. Inheritance and Development of Taiji Figure in Modern Architecture

In the modern product design of China, the Taiji pattern has also been injected with more brand-new product design ideas and contents by the designers, and a large number of outstanding product design masterpieces at that time have been deduced and innovated, such as the Taiji pattern design of the Korean national flag. From the evolution of Tai Chi patterns to various pattern designs that are about to appear immediately, the broad sense of China's traditional plane pattern product design - clothing patterns are also coming at once. From this, the product design has evolved a bright, varied and wonderful form of "happy meeting". Folk artists call it "pun" or "one integrity, two breakthroughs" and other forms, which express the whole in isolation, or express absolute perfection through the immediate concept and considerable integrity. In addition, from the lacquer paintings of the Han Dynasty and the grain demonstration porcelain patterns of the Sui, Tang, Song and Yuan Dynasties, it can be seen everywhere that it is a common structural form of Tai Chi graphic symbols. The "s" shaped structure gradually evolved from various utensils is a breakthrough and innovation of Tai Chi images in this form element. The evolution of Tai Chi images also reflects the evolution history of Chinese civilization and is the essence of Chinese traditional civilization, as shown in figure 2[2].

In recent years, the integration of Chinese fine traditional elements into international modern design is an art expression that many designers often use. However, the development of modern

logo also has its own basic laws. It not only requires that the logo image it uses should be concise, lively and full of strong artistic attraction, but also easy for people to recognize and remember, and have a certain generality. At the same time, it should also adapt to the characteristics of new products and the new trend of social development. Therefore, when people adopt typical traditional images, if they do not seek a deep understanding and follow the example of others, but just copy some folk or original traditional images, and begin to assemble a superficial formal beauty from the top ten, then the modern logo image of the new wall plan will inevitably fall into the stereotype, without beauty and vitality. We must master the spiritual essence and meaning of the traditional image, and show this traditional cultural charm in their design. Similarly, when the concept and changes of "Tai Chi diagram" are incorporated into the brand logo design, it must not be far fetched, but must comply with the actual needs, find out the intentional combination of the two, and appropriately reflect them. Otherwise, instead of adding icing on the cake, the result is a sense of painting the snake and adding feet to the cake and putting new wine on the old altar [3].



Figure 2: Tai Chi pattern

3. Application of Tai Chi Pattern In Pattern Design

3.1. Pepsi Cola Logo

This Pepsi logo is shown in Figure 3. As a large enterprise that has been operating in the world for decades, its logo design is surprisingly consistent with the Tai Chi diagram of the Chinese five element theory. First of all, the large shape of the sign is a huge circle, with a white bar wave separated in the middle, pink on the top and blue on the bottom. The white wave is mobile and dynamic, but only one fourth of the total area, and the rest are 0.5 red and blue respectively, forming the Pisces shape of Tai Chi. In the five elements theory, red represents fire, white represents gold, and blue represents water, which can reflect the ancient Chinese myth of "fire refining gold and generating water". The structure is extremely simple, but the meaning is profound and accurate [4].



Figure 3: Pepsi Cola logo

3.2. Korean flag

Korean flag, as shown in Figure 4. The Tai Chi eight trigrams of ancient China are almost copied. Although there are only changes, the changes are quite reasonable. The Tai Chi diagram in the middle is changed from black and white to red and blue. Blue is almost water to black, and red is fire. It means the combination of water and fire. In the four corners, the four trigrams of Qian, Kun, Kan and Li are used to combine heaven and earth into harmony and water and fire [5].



Figure 4: Korean flag

3.3. Hong Kong Phoenix Satellite TV logo

The new logo of Phoenix Satellite TV in Hong Kong, China, as shown in Figure 5, is the complete embodiment of the "s" shape. Since ancient times, Chinese people have regarded Phoenix as a symbol of good luck, peace and well-being. As an exclusive shareholder, the alliance between Hong Kong Satellite TV and the national media service center is the "marriage" of the former. The yin-yang intersection of Phoenix and Phoenix, which it borrows, is a historical fusion and reorganization of eastern and western traditional art, traditional van der Sar culture and modern socialist spirit. The two subjects of "one phoenix, one phoenix, one Yin and one Yang" are like two groups of flame burning together in a historical subject, which are vividly integrated into a round personal world, with both direct and symbolic meanings [6]. The phoenix tail and the Phoenix Tail protrude from okwen in an open form. There must be no blockage between the two main bodies, and they will never be ventilated. Phoenix Satellite TV not only publicizes the returned Hong Kong, China, and exchanges the cultures of the mainland, Hong Kong, China, and Taiwan, but also transmits the long-standing and profound problems of Xuzhou and the profound Chinese civilization to all parts of the world. It also helps the Chinese people to understand this colorful world with a broader thinking space and broader horizons. Since ancient times and from generation to generation, we have been repeatedly depicting an image, not only because the shape of the cultural image is rich in artistic appreciation value, but also because behind this cultural image, it often contains more profound auspicious meanings [7].



Figure 5: Hong Kong Phoenix Satellite TV logo

4. The Embodiment of "S" Shape in Modern Graphic Design

If various patterns of Chinese traditional culture are to be inherited, continued and developed from modern visual design, of course, it does not mean that everyone will simply copy and copy them. However, in order to meet the aesthetic needs of designers in modern Chinese society, they have re innovated the traditional Chinese image and the van der SAR logo in order to meet the aesthetic needs of the penguin complex flying van der Sar in the process of visual effect transmission. With more modern aesthetic consciousness and engineering design methods, some image factors of the model city in the original patterns of the tutors have been modified, van der Sar refined and developed to make them more characteristic of the times, or the van der Sar method and expression of the original patterns have been applied in modern design to show the concept of product design, fertile traditional style and visual design interest, The van der Sar type in the new way shows the humanistic image and culture of the Chinese nation in the intersection of tradition and modernity. Van der Sar who focuses on the original graphic symbols, but our personality should have the visual language functional characteristics of "signifier" and the images created by "signifier". We must have a deep understanding and careful consideration of the merits and demerits of traditional graphics, and take their "form" and extend their "meaning" to convey their "spirit" [8-9].

4.1. Auspicious Inheritance

In modern Chinese image art, the application of Tai Chi image is mainly reflected in the opposition between yin and Yang, the range of equivalence, and the mutual measurement of the equivalent form of "carat". The "s" shape between the two combines the visual effect level and the air volume effect. Therefore, to break through this Gestalt situation, it is necessary to isolate the interaction between the visual level of the "s" shape and the sense of air volume, so as to realize its reconstruction and innovation at the morphological level. Reconstructing the auspicious image is to combine the ancient Chinese traditional auspicious image with the modern visual image, and to seek the re innovation of the modern visual image design in the Chinese traditional auspicious culture. Its creative features are based on the modeling elements of our traditional auspicious image. By using the creative thinking law to change the image law of the composition, it forms a brand-new image after integration, thus forming a tacit combination of an ancient auspicious image and modern culture. Make the viewer feel more interesting and fresh, and have a certain impact.

4.2. Aesthetic Implication

Tai Chi graphics is an outstanding representative of Chinese traditional culture and traditional graphics. It is not only the standard graphics of formal beauty rules, but also the perfect combination of graphic design form and aesthetic feeling. The S-curve of Tai Chi is the most primitive and basic natural form element, which vividly describes the general change law of the mutual growth and transformation of yin and Yang in heaven and earth. The S-curve of Tai Chi is the most primitive and basic form element, which vividly represents the universal law of the interaction of yin and Yang in the universe. "S" curve is the core of Tai Chi image, the basic condition for the formation of yin and Yang, contrast and balance. It is also the main expression of Tai Chi image dynamics. S curve makes the black and white colors get the key to unity of opposites and mutual balance in the circle. The aesthetic concept of unity of opposites and balance expressed by Tai Chi graphics has been confirmed in the aesthetic principles of modern design aesthetics. Unity of opposites and balance are the aesthetic principles of modern design and the basic elements of formal beauty of design. Tai Chi figure reflects the relationship between man and nature, which

is "the unity of heaven and man". It is the expression of the concept of harmony and the basic element of the beauty of design form. Tai Chi graphics express the harmonious relationship between man and nature, which is "the integration of heaven and man". It is the concrete expression of balanced thinking and the essence of Tai Chi graphics. The formal beauty of balance and symmetry is also the expression of the concept of harmony. Peace and order are not only the beauty of nature, but also the basis for people to yearn for beauty.

5. Enlightenment of Tai Chi Evolution on Graphic Design

The connotation of traditional artistic modeling of Chinese culture is very rich, and there are many forms of traditional modeling, which is of great reference value for the study of the development of modern visual art. This requires people to improve their understanding of Chinese socialist culture by learning from it. On the other hand, it also lets us know what kind of new era we are in today: in the modern society with information tradition, technology, materials, new methods, high modernization, new ideas and various traditional aesthetic and cultural trends are constantly emerging, which requires people to keep pace with the traditional times, pursue the new and change, Try to explore the tradition and find out new art forms in order to find a cultural route with more characteristics and new art style. Therefore, how to recreate the traditional image of our "local language" by removing the weeds and preserving the turnip, and how to create works of art with the characteristics of the times in areas where the local system tradition is suitable, we need to use some methods to complete it: make good use of its form and use its meaning, and how to create works of art with the characteristics of the times in areas where the local system tradition is suitable, we need to use some methods to complete it: make good use of its form, use its meaning Giving new life to traditional colors. But let the traditional image endow the new tradition with modern vitality, and so on. In many artistic modeling designs, we must adopt some more modern means to achieve it.

The idea of harmony is a traditional aesthetic concept in China. From the book kaogong Ji, which states that "heaven and earth have Qi, materials have beauty, and workmanship combine the four, and then they can be good", we can see that the idea of harmony at that time emphasized the perfect combination of natural materials and technology, which provided the basis for the development of modern harmonious design concept. Today, when advocating the construction of a harmonious society, we should re understand and study the concept of harmony, uphold the concept of harmonious design, It is the only way in the development of modern product packaging design [38]. The harmony of modern product packaging design is a systematic design concept with the coordinated development of people, packaging and environment. Harmonious design emphasizes that in dealing with the relationship among people, products and environment, the opposite factors should be balanced in the development, and they should be complemented and integrated to build a harmonious organic whole, so as to meet people's multiple needs for the use of products and feelings to the greatest extent.

Tai Chi diagram has become an important carrier of China's traditional culture and art. The "form" it presents conveys a new product design definition for our modern image product design, the "spirit" it presents puts forward rich cultural spirit content for our modern image product design, and the "meaning" it presents extends a harmonious and unified whole for our modern image product design. "It is not only the requirement of aesthetic expression, but also a mission to inherit history to implement the artistic conception of form and spirit in modern pattern creation". Therefore, in order to make Taiji diagram continue and flourish in modern graphic design and create new national forms, we must take its "form" and extend its "meaning" on the basis of a deep understanding, so as to convey its "spirit".

6. Conclusions

Traditional Chinese culture is an important source of architectural design, modern design is also inseparable from Chinese traditional national culture, and Tai Chi diagram has become an important part of Chinese traditional culture and has been applied in Chinese modern design. With the development and progress of the times, we must protect traditional culture, not blindly stick to its old form and use. For designers, with the development and advancement of modern fashion, people should retain the traditional culture rather than simply stick to its old form and function. For designers, it is more necessary to re create and explore the Tai Chi diagram under a new historical background, and endow it with new life and vitality, so that the Tai Chi diagram can re penetrate into human daily life and continue to continue in a newly developed cultural form.

Acknowledgements

If any, should be placed before the references section without numbering.

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