

# *The application of traditional patterns in the teaching of modern logo design*

**Bin Liang**

*Taishan University, Tai'an, 271000, China*

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**Abstract:** For the teaching of modern logo design, the traditional pattern not only has a good educational effect, but also can be inherited by teaching, which is helpful to change the cultural phenomenon. The research mainly introduces the function of traditional pattern teaching, discusses the importance of its integration into teaching, and then puts forward the method and application strategy. Through the research, let the traditional design smoothly into the modern logo design teaching, depending on the strategy to make its reasonable application, which can cultivate more quality personnel.

## **1. Introduction**

The teaching of modern logo design belongs to the subject of logo design and is specially used for training talents of logo design. This kind of logo is different from ordinary logo, more representative and in a prominent position in practical application. Therefore, the value of logo design is very high, which makes a large number of logo design talents in all walks of life and different fields. However, according to the current teaching situation, the teaching of modern logo design can cultivate a large number of professional talents, but the performance of the talents does not meet the expectations after entering the actual work, and the characteristics of the modern logo designed are insufficient. Therefore, the relevant organizations put forward higher requirements for the teaching of modern logo design. At this time, in order to further meet the requirements, the relevant fields think that traditional logo design can be integrated into the teaching of modern logo design and be correctly applied. Therefore, the relevant research is needed to solve the problem.

## **2. The teaching function of traditional patterns and the significance of integrating them into teaching**

### **2.1. Teaching Function**

For the teaching of modern logo design, traditional pattern is a good teaching material and has a good role in teaching. Specifically, traditional pattern can enrich the teaching content and facilitate the mobilization of students' enthusiasm for learning. That is to say, the content of the previous teaching of modern logo design is basically from textbooks, so the whole content is easy to be identical. Traditional pattern is extra-curricular content, and its type, quantity and form are numerous (Table 1 is the classification of common traditional patterns). Therefore, the use of traditional pattern

in teaching can change the uniformity of teaching content, bring new learning experience to students, promote students' interest in teaching content, and arouse students' enthusiasm for learning[1-3]. Secondly, traditional pattern itself has a very distinctive symbol, can be directly regarded as a symbol, and rich patterns can increase students' insight, enable students to learn a variety of symbolic design techniques through better understanding of traditional pattern patterns. Thirdly, some traditional patterns are not common in students' life, but students are aware of it. Under this circumstance, such traditional pattern is of great importance for students to think about and discuss with students, and make use of their innovative ideas. This kind of design can help students to develop and discuss with each other.

Table 1: Classification of common traditional patterns

Classification	Representative pattern pattern
Culture class	Totem
Lifestyle	Paper-cut

## 2.2. Significance

The significance of integrating traditional patterns into modern logo design teaching is mainly reflected in two aspects, see Table 2 for details.

Table 2: Embodiment of the significance of traditional patterns integrated into modern logo design teaching

In terms of meaning, representation	Introduce
The traditional culture	Contribute to the modern dissemination and inheritance of traditional culture
Teaching	It can improve the efficiency and quality of teaching

Combined with table 2, first in terms of traditional culture, our country has five thousand years of history, culture is very rich, and the ancients record the historical process, promote the culture of the various periods, will create a different pattern. Constantly, so the design in the modern has become a traditional pattern, that traditional pattern is a symbol of China's culture, The cultural connotation can be understood through the pattern[4-6]. Based on this, when the design into the traditional teaching, the traditional culture will be designed for the media to a new generation of students, let them better understand the cultural charm, thus realize the traditional culture in modern propagation. Students will like the traditional pattern of culture, and gradually become a cultural heritage, and later in the modern logo design work to promote the broader spread. In this way, we can solve the problem that Chinese traditional culture is constantly passing by. Secondly, in terms of teaching, it can be seen that the teaching of traditional patterns can provide a variety of help to the teaching work and solve the corresponding problems, therefore, with the help of traditional patterns, teaching will break free from development difficulties and continue to move forward, improving teaching efficiency and quality, and able to output more high-quality modern logo design talents to society.

## 3. Methods and application strategies for integrating traditional patterns into modern logo design teaching

### 3.1. Integration Method

In order to make the traditional design in the modern logo design teaching to get a reasonable application, we must first make it into them, so the following will be discussed in its integration

methods.

### 3.1.1. Selection in line with students' interests

The first step of the integration of traditional design into modern logo design teaching is to let students pay attention to the traditional design [7-8]. From this point of view, first of all, teachers should understand the true interest orientation of students, so teachers should communicate with students, then can make an accurate choice. Taking a teacher as an example, through communication, the teacher learns that students are very interested in Mongolian culture for a long time, so he chooses some traditional patterns with Mongolian cultural characteristics, such as "wolf totem" (see figure 1 for details), and then displays this traditional pattern in the classroom, which can effectively arouse students' interest and enthusiasm, and make students start to pay attention to the traditional pattern and are willing to follow the traditional pattern to receive education. Therefore, the traditional pattern is initially integrated into the teaching of modern logo design.



Figure 1: Traditional pattern of "Wolf totem"

### 3.1.2. Fusion of pattern elements

To achieve deep integration, it is suggested that teachers integrate the relevant elements of traditional patterns with the relevant elements of modern logo patterns in the textbook, which can make the traditional patterns more in line with the aesthetic standards of modern students and continue to cultivate students' design innovation ability [9]. Paper-cut patterns, for example, teachers can use traditional paper-cut paper-cut patterns as the foundation, according to the textbook on modern logo design elements for innovation, and adopt the modern cartoon style carried on the logo design to realize the innovation of the traditional and modern fusion (see figure 2), show the charm of the traditional paper-cut patterns to all students, therefore the teachers through the demonstration, Students have been trained, so the traditional patterns began to work in the teaching, indicating the depth of their integration.



Figure 2: Paper-cut patterns after innovation and fusion

## **3.2. Teaching application strategies**

To give full play to the teaching role of traditional patterns, teachers should master corresponding teaching and application strategies, which will be discussed below.

### **3.2.1. Cultural background Pilot education**

Whether traditional patterns can play their full role in the teaching of modern logo design depends to a large extent on how much students pay attention to traditional patterns, and it is not a long-term plan to raise students' attention by relying solely on interest orientation. After a period of time, students will no longer pay attention to traditional patterns because their interests have faded. Therefore, in order to avoid this phenomenon, teachers need to carry out cultural background guidance education during the period when students still pay high attention to traditional patterns, so as to enable students to understand the cultural background of traditional patterns and be attracted to the cultural charm therein, so as to keep students' attention to traditional patterns for a long time. Cultural background: Generally speaking, we can adopt theme-based education, that is, teachers take a certain traditional pattern as the theme, and then collect the cultural elements related to the traditional pattern in the preparation stage, including the origin, nationality and history of development of the traditional pattern, etc. It is worth noting that in order to let students digest the cultural background better, teachers suggest that students discuss the cultural background, which is more conducive to learning efficiency and aesthetic perception.

### **3.2.2. Free and innovative education**

When the students have some understanding of the cultural background of the traditional patterns, and are attracted to them, they have become the disseminators and inheritors of the culture. The so-called free innovation education is to let the students imagine freely on the basis of the requirements of modern logo design teaching, and then design their own imaginary results. In free innovation education, teachers are advised to divide the students with similar abilities into a group, and put forward corresponding modern logo design themes for each group. For example, teachers can put forward the theme of "City Subway", and provide materials related to traditional patterns, including pattern patterns and written records. Then each group should finish the design together. Therefore, group students will discuss with each other in the design process, so as to promote their thinking and concept development. It is worth noting that students are at the stage of study, so their design results will inevitably have defects, when teachers should seize the flaws of students targeted guidance, so that students in the next free innovation to improve, this can better play the role of traditional patterns in teaching.

### **3.2.3. Practical project education**

Because many organizations in modern cities hope to have unique signs in their own development, teachers can actively establish cooperative relations with relevant organizations after students have certain modern sign design capabilities, and organize and lead students to participate in the practical work of the project. During the process, students can independently search for traditional design materials related to the requirements of the project, and then carry out design. For example, some cities hope that their own signs are related to their own "fishery culture", then teachers can let students collect the traditional patterns related to the history and deeds of local fishery development, and design them in combination with relevant modern elements. In order to do well in practical project education, teachers, as leaders, need to provide guidance and assistance to students, such as assigning tasks to students, supervising each student's work process, explaining problems in time and helping

to complete the work.

#### 4. Conclusion

To sum up, the teaching of modern logo design shoulders the responsibility of cultivating design talents, and in the aspect of social responsibility, it should ensure that the trained talents meet the requirements of the field of modern industry. In order to achieve this, teachers can use traditional patterns to carry out teaching work, use traditional patterns to develop students' design ability, core quality, and so on. And in the process let the student become the cultural dissemination and the inheritance, helps our country culture inheritance.

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