

The Application of Folk Art in Modern Art Design

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Abstract: Folk art is the product of Chinese traditional culture. It is the crystallization between the wisdom and art of our laboring people. Folk art embodies the thoughts, emotions and aesthetic tastes of the laboring people and brings beauty to daily life with its unique artistic colors. After thousands years of precipitation, folk art provides a rich source of design for modern art. This paper analyses the characteristics of folk art modeling, and then discusses its application in modern art design, which is expected to provide some reference for relevant researchers.

1. Introduction

Folk art is an art form with national and regional characteristics, which integrates the production and life of laboring people. The folk art mainly gives a visual impact since the exaggerated plane modeling. Modern art design and folk art modeling are related and influenced by each other, and content and form of expression have something in common. The rich cultural deposits and color collocation of folk art provide abundant creation inspiration for modern art design, and also enable the folk art to be applied in modern art design. Applying folk art to modern art design can make modern art design full of traditional art colors and form a unique artistic charm. The modelling of folk art is rich and colorful, among them rural element and popular characteristic are the most extensive form. Nowadays, folk art modeling has deeply influenced the design in modern art.

2. Characteristics and techniques of Chinese folk art modeling

2.1 Characteristics of Chinese folk art modeling

Folk art modeling is diversified, and its creation has strong regularity.

Coordination and balance are generated through this creation rule, which is also not available in other art works. In addition, it also contains a variety of visual symbols, such as some works deeply integrated into the designer's thoughts and feelings. Some works break through the limitation of time and space, and integrate different relations of scenery into the modeling at the same time, and integrate two scenes in different time periods. Such as, things like fields, courtyards and paths were firmly combined, which ignoring the logic limitations and fully demonstrating people's pursuit of material and culture at the same time. Most of the folk art modeling also reflects a kind of harmonious concept, such as the idea of Yin and Yang and the unity of nature and man. In the most typical art of paper cutting, there are many different shapes such as Yang hair cutting, Yin hair cutting, Yin and Yang hair cutting. And in some landscape pastoral paintings, splashed ink

paintings also use Yin and Yang balance ideas. Finally, the folk art modeling is mainly the combination of virtual and real features, such as some forms are a physical thing. However, some things that do not actually exist will show more materialized rendering. Such as, the image of immortals and animals is often combined with the realistic imagination, which is also caused by the ancient people's idea of nature. In contrast, modern art design lacks the sense of impact in line and vision.

2.2 Techniques of Chinese folk art modeling

The forms of folk art can be divided into two categories.

The first is to show what's going on inside, such as, some paper-cuts, New Year pictures and embroidery show the internal situation through the surface. Although the author does not express those images clearly, the author can observe the images he wants to express through the existing images. Through ingenious conception and flexible treatment, the artist perfectly combines the reality and imagination for expressing the beauty that the author wants to show, which is endless. Through the use of surface perspective and symbols, the viewer can look inside and look for the essence, and satisfy the pursuit of "seeking advantages and avoiding disadvantages", which is related to Chinese people's belief, folk custom and pursuit of happiness. For example, similar images or symbols such as "king" is clearly printed on the head of the tiger and the word "lucky" is engraved on the head of the sheep.

Another kind of modeling technique is to deconstruct and reconstruct things. The creator will deconstruct the real things and recombine the different things into a new "compound shape", such as "human head dragon body", "mermaid doll" and so on. These magical images will bring the audience strong visual impact and psychological stimulation, so as to achieve the idea that the creator wants to express. This style has had a profound impact on folk art.

3. The application of folk art in modern art design

3.1 The application of "Yin and Yang" modelling

Traditional modeling of folk art "Yin and Yang" has high artistic value in the application of modern art design. The application of positive and negative forms in paper cutting is a high generalization of Yin and Yang modelling. Under the hollow shape of paper cutting, "Yang" is conformal and "Yin" is negative, both of which highlight the theme accordingly.



Figure 1: Yin and Yang paper cutting

On the technique of paper cutting, both positive and negative are in the pattern and blank which form a contrast space vision. This kind of physical interpenetration between positive and negative fully interprets the concept of "yin-yang philosophy". Such as the figure 1. The "mortise and tenon structure" is also a fixed pattern by the combination of Yin and Yang modelling. In the global

furniture design, the process of Chinese classical furniture is highlighted. The complementary interpenetration is a high generalization of Yin and Yang modelling. Such as the figure 2.



Figure 2: Mortise and tenon joint structure

3.2 The application of conformal modeling

The application of conformal modeling is to reconstruct the figure. This method repeats the visual movement which is the picture under certain modeling and composition. This modeling method brings into play the regular beauty of figure and the thinking of creation under specific conditions. The blending of lines is an extension of geometry and a reference between forms, and the images with body contours express the specific visual aesthetic. In modern art design, the conformable modeling method is still adopted and combined with the expression form of folk art. The application image of folk art modeling shows the localization of the brand, and skillfully transforms the visual image into a classical jewelry box. The exquisite shape of folk art expresses the classical pattern which below is the brand image to the high point, the inveterate national image infuses people's heart. For example, the brand advertisement design of "herborist" double-eleven day cat. Such as the figure 3.



Figure 3: The brand advertisement design of "herborist"

3.3 The application of spatiotemporal synthesis modeling method

With the development of history, folk art has gradually applied ancient forms to the characteristics of the new era, and spread its unique visual aesthetic value through time, space and national limitations. The application of spatiotemporal comprehensive modeling is a common means of modern art design, expressing the unique folk patterns and fashion interesting. Which requires designers to select their space, proportion and elements accurately on the layout,

highlighting the theme without any restriction. For example, "romance in China" combines traditional folk art paper-cut with foreign star Marilyn Monroe to create a sense of The Times. One is the gem of folk art, and the other is the beauty of The Times, both cross the line perfectly in the picture. Such as the figure 4.



Figure 4: The brand advertisement design of "herborist"



Figure 5: ICBC design

3.4 The application of image modeling

Folk art has a strong allegory technique in image modeling. It shows the spirit of folk art through the theoretical foundation of modern art design, color composition and expression form. In the use of image modeling methods, both figurative and abstract, the image modeling methods are presented. The importance of artistic creation is expressed through the selection of modeling elements. More broadly, subjective elements are expressed through the organs of the senses. Under the metaphor and symbol, the folk art form has a new emotional flavor in the creation of plane graphics. The subjective sensibility is applied to the visual recognition application under the objective modeling. For example, the logo design of industrial and commercial Bank of China (ICBC) is a typical image modeling method. The outer sign is a circle, symbolizing "the circle will never disappear" and also represents the ancient Chinese money currency. “工” stands for ICBC. Such as the figure 5.

4. Conclusions

Folk art modeling plays an important role in modern art design, and the visual aesthetic value is

a high manifestation of folk custom and social spirit. The characteristics and modeling of folk art have a high reference model for modern art design. It is the correct development path to dig out the national ideological nature behind many influencing factors and further, which promote the promotion of folk art forms. The modelling design in modern art design is mostly based on the modelling of folk art, the designer creates the artistic work combining modern and national through innovation. The application of folk art modeling has great reference significance for modern art design. On the one hand, it can give designers unlimited inspiration and promote their thinking on artistic creation. On the other hand, modern art can be given more vigor and vitality.

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