

Visual Communication in Diet Aesthetics

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Abstract: In terms of the complexity and concentration of the constituent factors, the Chinese diet is the most typical of the world's compatibility and collection. This compatibility or collection, whether from the choice of ingredients, the cooking of the diet, or the taste of the taste, the taste of the cuisine, the rituals of enjoyment and the faction. From the overall structure of Chinese philosophy and culture, the inner texture of the history of Chinese food aesthetics can be discovered based on taste. The subjective cognition organically combines the elements of nature, society and diet itself to form a unique Chinese aesthetic characteristics and tastes that constantly realize the transcendence of the national spirit. This paper first studies the Chinese food culture from the perspective of aesthetic composition, and explores the importance of visual communication in food research and development from the Chinese food history.

1. Introduction

"Taste" is an aesthetic category with Chinese national characteristics. The profound soil that bred, produced and formed it is the ancient Chinese food culture (Schneider, 2010). It vividly reflects the basic characteristics of ancient Chinese aesthetics and shows the aesthetic consciousness of ancient Chinese people (Marco, 2018). In ancient China, the aesthetics and aesthetic experience of the ancient Chinese aesthetics were summarized as "taste", "body taste", "playing taste", "smell taste", "scent of taste", "taste", "study taste", etc (Hai-dong, 2018). The process believes that the aesthetic implication of the aesthetic object can only be transformed into the aesthetic essence of the aesthetic subject through the playful understanding of the aesthetic subject of the aesthetic activity, thus forming a real world about the aesthetic object in his own imagination (Totsch, 2018).

2. The development of Chinese food culture

The Chinese food culture has lasted for more than 1.7 million years and has earned a reputation as a "cooking kingdom" (Yibo, 2018). Chinese culture is not only a visual enjoyment, but also a rich and profound diet. Let you think about life while enjoying the food, and the artistic conception is far away (Kelly, 2018). Chinese food culture pays attention to the five flavors, pays attention to raising and helping, filling with cooking, refreshing and refreshing, and pays attention to the bright and picturesque paintings in the mix of dishes. In a reasonable match, it breaks into the unique Chinese food atmosphere and produces a delicious taste (Erteng, 2018). The personality and tradition of Chinese culture is the crystallization of the wisdom of our nation for five thousand years. In the process of Chinese food tasting, we can highlight the importance of our national history and

the uniqueness of culture. Chinese food has a unique flavor and different cultural customs in different regions of China (Karlmax, 2018). These differences are also reflected in the food culture. This is that China's food culture is not single, but diverse, reflecting the characteristics of each region, thus reflecting that China is a The characteristics of a multi-ethnic country. Chinese diet pays attention to health, eat seasonal food, and uses different ingredients in different seasons to adjust the taste according to seasonal changes. The winter tastes strong, the summer is light and cool, the winter is more stewed, and the summer is more cold and frozen. The Chinese food culture is also very detailed on the details, not only the taste requirements are very demanding, but also the handling of the side dishes.

In the end, "taste" and "harmony" are also closely related. "Harmony" is the meaning of harmony and harmony. It refers not only to the production of dishes, but also to the understanding of life, reflecting the principle of life. A meal, on the basis of delicious meals, the relationship between people is closer, and the atmosphere is more harmonious and harmonious. The combination of "goods" and "taste" is a very beautiful "taste", that is, the Chinese people's aesthetic thoughts about diet.

After analyzing the "goods" and "flavors" in Chinese food culture, we found that people have a great degree of commonality with regard to their aesthetic characteristics. Mainly in the ultimate pursuit of "goods" and "taste", the Chinese people's attention and pursuit of these two words are better than those of any other country. People seem to have good "goods" and "flavors" for beauty. "It's all right, I'm happy. Whenever you talk about eating, people are always so happy and always talk freely. Therefore, simply summarizing the aesthetic characteristics of Chinese food culture means enjoying the "goods" and pursuing the "taste."

3. Visual communication

Visual communication design is a design that is expressed and conveyed to the audience through visual media, embodying the graphic design and rich connotation of the design. The emergence of digital multimedia constantly challenges and enriches the traditional way of visual communication, and expands the extension of contemporary visual communication design. Visual communication has gradually changed from morphologically flattening and static to dynamism and integration. The media spans multimedia, extending from 2D planes to 3D and space, transforming from traditional print design products to the transmission of virtual information images. As an important form of visual communication, advertising has also made a qualitative leap under the promotion of digital multimedia technology. A new generation of advertising visual communication methods such as digital video advertising, multimedia electronic display, and multimedia has penetrated into all aspects of social life with the rapid development trend. The so-called multimedia, that is, the integration of multiple information media. Multimedia technology is not a simple combination of various information media, but a combination of information in the form of text, graphics, video, sound, video, animation, etc., and comprehensive processing and control through a computer, can support a series of interactions.

Food packaging design should convey food information such as function, taste, health, hygiene, quality, and connotation. Accurately conveying taste information is one of the purposes of food packaging design. Customers can't taste the taste of the product packaging. Before buying, they can only experience its delicious taste through packaging. Therefore, food packaging design should use a variety of means to express and describe the taste of food through a variety of means, and should beautify and guide the desired taste. By creating a beautiful image, the psychological feeling brought to the customer, resonating, evoking the good physical and mental experience of the past, triggering the desire to buy. The analysis and refinement of the "taste of taste" is the first step in

design. Packaging not only conveys the original taste of the food, but also creates a wonderful taste experience and experience. In other words, it is not the taste of the food, but the “taste” of the packaging. Therefore, this "taste" is not only the taste of the food itself, but also the "taste that consumers want", and even the "taste" that the designer has created to make customers like. Taste sensing should be shaped and analyzed from the following aspects: First, to design the packaging of foods based on taste, it is necessary to understand the characteristics, advantages and disadvantages of the taste of their products. For the advantages, it should be fully expressed; for the defects, the limitations should be used as a breakthrough to weaken or compensate for the front; for the unique points to be distinguished from the recognition of similar products. Second, the design is people-oriented, and the purpose of design is not products but people. The shaping of taste is also to cater to the preferences of customers. It is necessary to consider the needs of people of different genders, different age stages, different body types, and different health conditions. To understand what tastes consumers like, they must combine their products, analyze their target audiences, and provide opinions through market research, such as collecting questionnaires or letting consumers experience products. Third, design is a microcosm of the current society and economy. Taste is influenced by current consumption, lifestyle trends and perceptions. First of all, people's pursuit of food has changed from eating to eating, and taste requirements tend to be more refined. Secondly, people can now access foods of different ethnicities and different flavors in different regions, and change the taste and taste of people in the past. Inclusive and diverse. Moreover, the current high degree of industrialization of food production has brought many food safety problems and health problems that people have bowed due to their living and eating habits. For this reason, people are pursuing green and healthy foods. Finally, influenced by the values of traditional and local characteristics, some old styles, souvenirs, farmhouse dishes, traditional tastes and other styles are welcome.

4. The development trend of Chinese food culture

In today's world, development is the mainstream of the times. With the development of society, the problem of food and clothing for the Chinese people has been basically solved, and China's food culture must be developed to meet the needs of social development and better enhance China's cultural soft power. With the opening of the mind, people's understanding of the diet has changed a lot, and the number of people eating at restaurants has gradually increased. The social function of the diet has gradually increased, and the restaurant has become a “multi-functional hall” integrating catering, information, conversation and entertainment. This change in dietary concept is one of the unprecedented changes in the Chinese concept since the 1980s. Although this kind of change is often unwilling to be mentioned by some observers and commentators, it is an objective reality. For China, which emphasizes family values, the number of meals at home should be increased. Eating and cooking are the bonds of traditional families, which makes us an effective means of maintaining family harmony. In the future development of food culture, it is necessary to strengthen cooking at home and reduce the phenomenon of eating out. The 21st century is a century of Chinese cooking. The long history of Chinese food culture is an undeniable fact and is loved and accepted by most countries in the world. But the world is diverse and culture should be diverse. As international economic integration becomes an increasingly important feature of the future society, the frequent international exchanges, the opening of immigration policies and the development of tourism have enabled the world's food culture to begin to move beyond the established trajectory of the past, globally. Food culture exchange and integration will be an unstoppable trend.

The current food trend is back to basics. Although the world's food culture is different, it is quite consistent for eating to be natural and healthy. In Western countries such as Europe and the United

States, the pursuit of green food and wild natural food has become a fashion. The green, color and rural natural foods will be one of the important trends in food and catering in the future. China has a vast territory and abundant natural food resources. As long as we try our best, we will be able to develop many healthy foods. We must strengthen the cultivation and improvement of fine varieties, establish international brands, improve international competitiveness, and improve the physical fitness of the people. To promote the traditional food tradition in the traditional Chinese diet structure, the vegetables and vegetables match, the thickness and the matching, the staple food and non-staple food match to ensure the health and longevity of the human body.

Food is twofold for humans. Food has both a life-sustaining side and a happy side. Although eating is a biological hereditary phenomenon, this physiological desire of human beings has many incidental value. This system of value is the culture of eating. We all know that people and animals are not only very different in the field of eating, but more importantly, people have the pleasure of eating and the pursuit of it. To make the food taste delicious, then you must remove the bad taste, promote the delicious taste, and even think of a strange way to create a new taste to satisfy people's taste. Claim. The cooking tools, cooking methods, seasoning techniques, eating techniques, eating etiquette and eating styles thus invented have become a kind of culture, that is, food culture, food music is a fine tradition of Chinese food culture, and also China. The Chinese nation has always attached great importance to the realm of diet aesthetics. For Western food culture that does not pay much attention to this aspect, we should focus on promoting the characteristics of Chinese food culture and opening China's door to the world. In addition to cooking delicious food, we must also satisfy people's pursuit of pleasure from the senses to the heart. The decoration of the restaurant, the tableware, and the overall atmosphere must have a standard. China's food culture has a long history and rich cultural connotations, and it has great potential to be tapped. In order to promote the spread of Chinese culture and the expansion of influence. Improve the international competitiveness of China's catering industry.

5. Conclusions

China's food culture has a long history and a long history. With the development of socialism, it has injected new vitality and creativity, and has a strong international influence. Today's food culture also has some drawbacks, but China's food culture is still developing in a positive and healthy direction. In the process of constantly taking its essence to its dross, the Chinese food culture will surely recreate its glory and become a treasure in the history of the world's food culture.

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