

The Application of China Folk Art in Art Design

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Abstract: Folk art provides rich elements for many creations of modern art design, and the relationship between folk art and art design specialty is mutual infiltration, interdependence and mutual influence. Traditional folk art modeling has a very unique implication in the process of its formation and development. Proper application of traditional folk art to modern art design can promote the close connection between art works and real life, and form unique traditional colors and unique art works. Infiltrating folk art into modern art design can add distinctive classical features to works, reflect life and better meet the aesthetic needs of working people. Designers should focus on traditional folk art and enrich the use of various elements in folk art. Combined with the development of modern art design, this paper explores the application of artistic modeling and color of folk art in modern art design.

1. Introduction

With the pace of the great rejuvenation of the Chinese nation gradually accelerating, the position of Chinese traditional culture in the world culture is becoming more and more important[1]. In many fields of design industry, the use frequency of elements of China folk traditional culture is increasing, and elements of folk traditional art are used in many modern designs[2]. China folk art not only has a strong practicality, but also has a certain ornamental value, showing a high artistic value, especially in different regions affected by various factors and showing different artistic forms, which gradually developed into a continuation and reflection of Chinese culture and ideas[3]. Folk art modeling, color and modern art design are two independent systems, but also have certain internal relations. They influence and enlighten each other in content and expression, creating unique modern art features.

Folk art not only has unique decorative characteristics, but also has aesthetic and entertainment functions. Its concept of creation, color matching, modeling design and artistic aesthetics have important enlightenment to modern art design[4]. Compared with modern art design, China folk art is very different in time and space, and their forms of expression are obviously different. However, because they are all based on traditional culture, only by taking effective measures to promote the organic combination of the two can we better promote the progress and development of modern art design in China[5]. In the process of continuous development, folk art has gradually formed its own irreplaceable style, which can not only be decorative, but also have high cultural value while ensuring aesthetic and entertainment functions[6].

Modern art design and the artistic modeling of folk art are closely related and influence each other. In the long development process of folk art, the unique meaning and implication are also placed in the artistic color. Infiltrating folk art into modern art design can add distinctive classical features to works, reflect life and better meet the aesthetic needs of working people[7]. Folk traditional art and modern art design have certain similarities in content and artistic expression. Therefore, folk art modeling can bring some novel ideas and enlightenment to modern art design in many aspects, and then effectively promote folk art modeling to be fully and effectively applied in modern art design[8]. The particularity of folk art materials endows modern art design with unique aesthetic feeling and enriches the artistic ideological connotation of modern design. Based on the characteristics of folk art, this paper explores its enlightenment to modern art design, hoping to

further explore the inherent positive significance of folk art.

2. Similarities between Chinese Folk Art and Modern Art Design

There is a natural correlation between China folk art and modern art design, and folk art is actually the survival and development of a primitive art in essence. With the change of the times, folk art and art design have great differences in their cultural background and ideological basis, and on the surface, the relationship between them is very few. There is a complementary relationship between China folk art and modern art design, and there are many similarities between them in the form and content presentation[9]. Both China folk art and modern art design are cultural, while China folk art is based on aesthetics, which is a development and continuation of primitive art; The atmosphere and mentality of creation are developed in accordance with the laws of culture, so its cultural nature is very prominent. The composition of elements used in China folk art can often give modern art designers a lot of creative inspiration, open designers' ideas and ideas, and then create more works of art that meet the background of the times and people's aesthetic needs.

The cultural nature of modern art design is a form of cultural creation, which not only refers to the influence of culture on art design, but also represents the influence of art design on culture. As a result of cultural deposition, art design is also an important part of human culture[10]. Folk art comes from people's production and life, and it is an artistic expression of people's life. Therefore, many folk art works have very profound cultural connotations and cultural significance. The culture contained in folk art is the source of inspiration for modern art design. As a unique national culture, folk art is the source of national art generate. Using relevant elements of China folk art in modern art design can make modern art works full of national spirit and artistic soul, and at the same time ensure the update and development of China modern art design, which is an effective way to promote China folk art. Most modern art designs also inherit and carry forward the traditional folk art of our nation, and integrate folk art into modern art design, making the works full of oriental charm, which reflects the mutual integration between the two.

3. Present Situation of Artistic Design Development

3.1 Lack of National Cultural Characteristics

The application of artistic modeling and color of folk art in modern art design has greatly developed China's art design, and has played an important role and influence in inheriting China's traditional culture and realizing the value of modern art works[11]. After entering the 21st century, China's modern art design is developing more and more in the direction of western design, so that many designers at present take “visual impact” and “international language” as the standards when judging and accepting design works, and lack the evaluation of art design from the perspective of local culture, which is divorced from China's national conditions and economic construction. Traditional folk art modeling and some artistic designs and colors mostly come from the life or production of the broad masses of people, which is very lively.

Modern China art design comes from arts and crafts, which is a handicraft art form based on fine arts. Because of its own attributes, arts and crafts are less influenced by economic development and science and technology, but as an interdisciplinary subject, the development of modern art design is also limited to some extent. The modeling of folk art in China has unique characteristics, which is not only a direct expression of things in life, but also fully reflects people's pursuit of art. At present, there is a shortage of high-quality teachers in some design teachers' teams, and the textbooks used by teachers are relatively old, which can not meet the needs of modern art design students for new knowledge and new theories, and the education of design theory has not been paid enough attention.

3.2 High Dependence on Electronic Equipment

With the popularization of information technology, computer has become an important way of modern art design, which has brought great changes to design expression techniques, creative means and design thinking. With the continuous popularization and application of electronic

equipment such as computers, great changes have taken place in the way of design creation, design ideas and expression techniques. However, to a certain extent, computers have also restricted designers' inspiration, and computer design works have flooded the whole society, so we have to re-examine modern art design. The computer brings a lot of convenience to modern art design, but it also restricts the creative thinking and creative thinking of modern art designers. The fast-food modern art design works have a serious negative impact on the development of modern art design. For folk art, we can draw the essence from it when designing art, and as the inspiration resource of design, we can embody the national charm and style of China as the design element. Modern art designers and artists need to change their thinking and make rational use of computer equipment in order to break through the bottleneck period of the development of modern art design.

4. The Application of Chinese Folk Art in Art Design

4.1 Application of Artistic Modeling

The artistic modeling of folk art embodies the inheritance characteristics of traditional art in China, and also has unique visual characteristics. Compared with modern art, folk art modeling is visually distinctive. Based on the schema sample of traditional folk art in China, this paper differentiates, extracts, transfers and reconstructs the internal structure of its modeling, so that modern art design can not only retain the charm of traditional folk art works, but also embody the spirit of the times, and on this basis, convey the design concept and development personality of modern art design. Figure 1 shows the application of folk art modeling elements in art design.



Fig.1 Modern Art Design with Elements of Folk Art Modeling.

In modern art design, the application of folk art is mainly reflected in the application of the artistic modeling concept of folk art in modern art works, which is in line with the aesthetic standards and characteristics of China people. In the artistic modeling of folk art, the most important thing is to embody the traditional thought of harmony between man and nature, which also shows that man is a part of nature. The use of artistic modeling of folk art in modern art design fully embodies the inheritance of China's excellent national culture, which has profound cultural significance and injects new vitality into modern art design.

4.2 Application of Artistic Color

The artistic color of China folk art often contains profound meaning, and at the same time, the

artistic color of folk art with specific meaning is also integrated with and permeated with the ideas of China's traditional culture. Color, a conceptual feature, complements traditional hierarchical consciousness, philosophical thought and moral ethics in the all-encompassing China cosmology framework. Modern art design must grasp its implied historical and cultural content and humanistic spirit in understanding folk colors. Folk art works as a whole have a positive emotional tone, and there are few dull works. Figure 2 is a paper-cut art design work combining folk art colors.



Fig.2 Paper-Cut Art Design Combined with Folk Art Colors

Art comes from life, and the artistic color of folk art is closely related to the social environment at that time. For example, China traditional folk art works like to use a variety of color combinations, especially various objects used during festivals, such as couplets for the Spring Festival, sachets for the Dragon Boat Festival, wedding costumes, etc., all show people's warm and positive psychological state through a variety of colors, and also symbolize happiness and auspiciousness. In modern art design, we should also vigorously promote the cultural heritage of folk art. If folk art can be well applied in modern art design, the heritage of folk culture can be deeply reflected and accepted and recognized by people.

5. Conclusions

In contemporary art design, designers should have a deep understanding of national culture, and traditional cultural elements and rich folk art colors can effectively improve the connotation and artistry of artistic works. Internally, the artistic modeling of folk art is related to color and modern art design, and folk art is also widely used in modern art design, and then constantly creates works of art that are in line with people's aesthetic concepts. The application of folk art in the actual artistic design and modeling can bring different aesthetic feelings and experiences to our lives through its unique artistic design and the dazzling colors from life. In the process of art teaching, from the perspective of folk art, it can attract students to have a new understanding of national folk art and cultivate their unique visual thinking and aesthetic taste. In the practice of modern art design, it is necessary for designers to comprehensively sort out and summarize folk art, and strengthen it with new vision and new ideas by exploring the combination of the two, so as to promote the continuous extension and development of traditional folk art culture in design, thus creating a modern art design with China classical characteristics.

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