Research on Visual Illustration Design Integrating China Traditional Culture

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Abstract: Illustration art is a manifestation of painting, and the development of nature and painting art is inseparable, with a long history. The design idea of visual illustration will undoubtedly lead to changes in design methods, design processes, design thinking and design concepts. Visual illustration can save complicated words and make illustrations clearer. Visual illustration of data class plays a key role in knowledge discovery and organization. As an important means of information dissemination, visual illustration design plays an important role in human life. Illustrator visualization itself has certain characteristics and requirements, which designers need to consider in design. In this paper, the visual illustration design integrating China traditional culture is analyzed, in order to improve the artistic and cultural connotation of illustration.

1. Introduction

In recent years, with the development of cultural diversity and the popularity of new media, illustration design has also entered a new stage of development, and has gradually become the most mainstream form of visual communication. Turning illustration into a tool of expression, incorporating the unique traditional elements of China, and making it have more aesthetic value, the illustration design has therefore taken on a new development look, and has become one of the manifestations of the traditional elements of China[1]. After the emergence of interactive design, people turned their attention to the "dressing up" of products, and whether the color matching is comfortable and eye-catching. This phenomenon began to prove the coming of the visual society, and this cultural industry came into being and began to become the mainstream information industry in modern society[2].

With the improvement of national quality, the distance between art and the public is gradually shortened, and the creative themes such as social life and traditional culture in illustrations are constantly increasing, so the exploration of China traditional culture needs to be further deepened. Illustration design is the visual communicator of text information and a unique form of expression in visual communication. Its unique artistic expression features make it an important part of modern art design. The design idea of visual illustration will undoubtedly lead to changes in design methods, design processes, design thinking and design concepts.

2. Interpretation of Visual Illustration Design

Illustration art is a manifestation of painting, and the development of nature and painting art is inseparable, with a long history. At present, a lot of information is flooding our lives, and illustration design no longer exists only as a visual expression, but is widely used in our lives as a carrier of information transmission. In recent years, with the development of the Internet and the information bombing, illustration visualization has constantly changed its connection with the outside world, and has gradually taken on a brand-new look, becoming an indispensable part of our daily life[3-4]. It is not only closely related to our study work, but also provides great help for us to quickly obtain and deeply explore the connotation of special information. As an important means of information dissemination, visual illustration design plays an important role in human life.

Illustrator visualization itself has certain characteristics and requirements, which designers need to consider in design.

Visual illustration can save complicated words and make illustrations clearer. Visual illustration of data class plays a key role in knowledge discovery and organization. There are differences and connections between visual illustration and traditional painting, and visual illustration is completely based on traditional painting art. Traditional painting or illustration is just a simple image record, which can generally convey less information. As far as its essence is concerned, visualization is not only a tool, but also a medium, which narrows the distance between people and information, makes information spread more efficiently and serves human beings better. In a word, visual illustration design is one of the most important methods in scientific research, which can help researchers study complex and massive scientific data.

3. The Main Manifestations of Traditional Cultural Elements

3.1 Chinese Ink

As a product of history and culture, ink painting is also a typical artistic expression of China culture. Ink and wash art not only stays at the level of painting art expression, but also combines calligraphy, Taoism and philosophical spirit, and plays an important historical role[5]. The most striking feature of China's ink painting art is that it pays attention to freehand brushwork, and the emotions they convey are often touching. This coincides with the intention of emotional communication in illustration design, and the freehand brushwork in ink and wash can properly reflect the implication in China culture, which is of special significance for expressing some deep meanings that need to be considered or concealed in design.

3.2 Calligraphy

China traditional calligraphy is not a simple Chinese character, but an art of writing Chinese characters. In the long history, China has experienced the development and changes of many dynasties, so there are also different calligraphy arts in different times[6]. Illustrator designers can integrate these hieroglyphs with illustrations when designing. Pictograph itself has graphic characteristics, and the meaning of Chinese characters itself can not only enrich the content form of illustrations, but also accurately express the content of illustrations. The fine lines in traditional painting can be flexible and beautiful, and the thick lines can be simple and vigorous. A changed line is always more beautiful than a unchanged line, which can reflect the sense of rhythm and rhythm in the picture, assist the overall composition of the picture and show the sense of space in the picture.

3.3 Pattern

Illustrator, as the creator of audience's spiritual connotation and information transmission, plays an important role in the spiritual world construction of market masses and the development direction of national society and culture. In the long history of cultural development in China, there have been many patterns with auspicious meanings, which are still recognized and liked by contemporary people after thousands of years of inheritance. Its unique form, meaning and spirit can provide important reference and help for contemporary illustration design[7]. Contemporary designers not only endow these traditional auspicious patterns with brand-new vitality, but also make their works show a distinctive national style by following, expanding and innovating their shapes, meanings and spirits.

4. Visual Illustration Design Integrating China Traditional Culture

4.1 Application of Color Culture

The visual transformation of illustration visualization refers to the transformation of text, data and other information content into the form of visual language, and the symbolization process is the

transformation process of illustration visualization, which mainly includes the design considerations of information elements such as words, colors, labels and guide arrows in terms of size, space, order and organization, as well as the visual transformation of the overall image of information[8]. In layout, we should pay attention to the reading habits of the audience. Color selection and collocation play an important role in visual illustration design. It can not only arouse readers' emotions, but also help to understand the background of the information described. The overall color matching should also match the story told, thus creating an overall atmosphere. It is the designer's responsibility to choose the right color to convey information accurately.

For the Chinese nation, it has formed a set of rich color culture in the long historical development. In primitive society, because of low productivity, people were often attacked by wild animals, so red blood was regarded as the guarantee of life. Later, the appearance of red flame helped people bid farewell to the era of eating animals and drinking blood, so they formed the color concept of being red[9]. In contemporary illustration design, colors are more personalized and diversified, and designers have a broader creative space. But the more in this form, the more we should think deeply about traditional culture and traditional color concept.

In the modern illustration market, bright colors are widely used, mostly red and yellow, with high saturation. In order to attract consumers, there is a lack of emotional expression. We should learn from the way of using colors in traditional painting and add subjective ideas. Illustrators should choose appropriate performance effects and colors, add appropriate textures and materials, and highlight the texture of the picture while attracting consumers.

4.2 Application of Traditional Pattern Elements

In the process of illustration art creation, it is necessary to vigorously develop diversified traditional cultural elements in China, so that illustration art can be combined with traditional elements, and modern illustration art can be used to express traditional culture in China, thus forming a unique design style. Illustrators can master the overall rules of illustration according to their own needs, use traditional patterns to achieve unique effects in illustration design, and skillfully use traditional patterns to make the public accept modern illustration style.

Designers can make full use of this rule, quickly find the focus position on the layout, arrange the core information content in the corresponding position, and guide the reading order with corresponding colors, figures, arrows, etc., so as to maximize the reading efficiency. Of course, the application of this rule is not absolute. What's interesting is that people often pay more attention to the parts that are not smooth in reading. At this time, we can consciously create some reading obstacles to attract readers' attention.

Traditional auspicious elements include various auspicious patterns and cultural totems in China. In the design process, through the precise refining of elements, it can make it have artistic personality and better locate all kinds of products accurately. For example, among the traditional cultural elements, peony flowers represent wealth, auspicious clouds represent auspiciousness, lotus symbolizes nobleness, and koi fish represents luck. These traditional cultural elements all imply beauty. In addition, designers often borrow festival culture in the creation of modern illustrations, such as Chinese zodiac, fireworks, firecrackers, couplets, candied haws and other elements, and through the design of products, they greatly convey a kind of "flavor of the year", thus awakening people's deepest feelings and better realizing the expression of emotional art.

4.3 The Application of Ink and Wash Culture

In the past, most of the materials used in illustration art were based on the material or the substantive culture of laws and regulations with a sense of historical times, or the spiritual folk customs and other ideological cultures. There are some ancient design methods and concepts in traditional illustration design, although some people think that the traditional illustration design concept is backward and old-fashioned, and the design method is simple, innovative and lifeless.

Illustrators combine ink and wash elements to express the author's most intuitive feelings and subjective ideas by using shades (Figure 1). On the basis of ink painting, we continue to learn from innovation and inherit the traditional cultural elements of China, at the same time, making the

products form an ink illustration style and unique temperament[10].

Fig.1 Ink Texture Illustration

The representative of China's ink painting elements is China's ink painting, while China's ink painting does not pay attention to rules, but pays attention to following the heart, so ink painting also emphasizes artistic conception and spiritual enjoyment. Incorporating ink painting elements into illustrations can form a brand-new form of expression.

Traditional ink painting in China is more flexible and casual in creation, while illustration pays attention to proportion and composition. If the two are combined, it can be outlined and described with ink elements on the basis of illustration. In this way, ink elements play a transitional role. For example, when creating the sky, the sea and the earth, you can use ink to render and overlap, so that the progressive feeling will not make the illustration look very jumping.

5. Conclusions

With the improvement of national quality, the distance between art and the public is gradually shortened, and the creative themes of social life and traditional culture in illustrations are constantly increasing, so the exploration of China traditional culture needs to be further deepened. There are differences and connections between visual illustration and traditional painting, and visual illustration is completely based on traditional painting art. Traditional painting or illustration is just a simple image record, which can generally convey less information. Modern illustration shows the connotation and connotation of traditional culture by refining and applying the elements of traditional culture in China, and also carries out innovative development of traditional culture. The mutual influence between them has realized the national cultural self-confidence of the unification of design function and aesthetics.

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