

## On the Coordination and Integration of Chinese Ink Elements and Modern Poster Design

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**Abstract:** the Purpose of Using Common Fusion Method to Explore the Application of Ink and Washing Elements in Modern Poster Design. the Method is to Analyze the Characteristics and Technical Approaches of the Common Fusion Method. in the Poster Design (the Concept of “Physical Fusion” and “Chemical Fusion”) and the Integration of Ink and Cleaning as the Elements, Two Innovative Thoughts Are Put Forward in This Paper. the Combination of Elements and the Role of Modern Poster Design Poster Design, Ink and Washing Elements as the Conclusion of Design Language, is the Re Innovation of Modern Poster Design. the Analysis of “Natural Miracle”, “Taijiquan Dragon” and “Five Color Series of Asian Games” Shows That the Common Fusion Mode is Suitable for Modern Poster Design. the Entry Point of “Melting” as a Creative Idea Adopts the Creative Combination of “Physical Integration” and “Chemical Integration”. the Unity of Modern Poster Design and Traditional Chinese Culture Represented by Ink and Money Laundering Elements Can Be Achieved.

### 1. Introduction

Today, Art Exchanges between Countries and Regions Are More and More Frequent. as One of the Artistic Expressions, Poster Design is Also Full of Bright Spots. among Them, It is Important That the Artistic Expression of Various Nationality Characteristics Support This Trend[1]. Factors Chinese Traditional Culture Has a Long History of 5000 Years. the Long-Term Accumulation and the Inheritance of National Culture Have Created a Large Number of Profound Chinese Art in Different Forms and Art Categories. among Them, Ink and Warm Water Art Are Unique and Exclusive. It Has Become the Research and Focus of Modern Design. At Present, There Are Many Theoretical Achievements about Ink, Washing Elements and Poster Design, and Few Systematic Documents about the Inheritance and Application of Ink and Washing Elements in Poster Design. American Scholar Mitchell Said That in Addition to Attracting People's Attention and Understanding, Poster Design Also Reflects National Traditions and Social Culture, Which is a Very Beautiful Language[2]. Nicholas Mirzov Discusses the Importance of Visual Culture in Graphic Design. Zong Jiayi, a Domestic Scholar, Talks about the Visual Reasons, Logical Positioning and Implications of Traditional Chinese and Western Painting Languages, the Characteristics of Chinese Ink Painting Languages and the Related Issues of Creation. Kuang Wiguang Proposed the Concept of Expanding the Modern Dimension of Ink and Wash Art. he Believes That the Value and Vitality of Art Lies in Creation, and Artists Constantly Create New Aesthetic Characteristics for the Public. Zhenqiang is a Typical and Practical Analysis Method for Most Cases. through a Comprehensive and Vivid Method, the Design Principles and Practice Training of Ink, Especially the Various Styles and Different Forms of Design and Design Rules Are Discussed. in Order to Find a Bridge between Traditional Culture and Modern Art, Another Master Bao Xingda Discussed the Application of Ink and Washing Elements in Poster Design in Detail. Most of the Above Documents Are Scattered[3]. the Lack of Systematic Research on the Application and Continuity of Ink and Washing Elements in Modern Poster Design is Only the Surface Form. At Present, Chinese Poster Design Works Are More or Less Defective. for Example, Some Designers Blindly Imitate the Western Design Style and End the Design with the

Characteristics of Local Ethnic Groups. Based on the Above Analysis, Based on Specific Cases, This Study Analyzes in Detail How to Apply Chinese Ink Washing Elements to Modern Poster Design, and Discusses the Role of Modern Ink Washing Elements. the Aim is to Make Modern Posters Better. the Integration of Ground and Ink Elements Provides New Theoretical Support for Inheriting Traditional Culture and Promoting the Redevelopment of Poster Design.

## **2. Collaborative Fusion Method**

Academia believes that the traditional Chinese ink art is not only a specific carrier, but also an intangible spiritual carrier of the perfect combination of the two. This point of view is carried out from a scientific point of view. From the perspective of law, the unification of modern poster design with ink and washing elements, and the realization of continuous and fundamental innovation awards, the idea that ink and spirit with image vision and spirit should be allocated to. It inherits the coordination fusion method used in this study through different forms of coordination and competition, uses various fusion algorithms, adjusts feedback information, adjusts parameters, and optimizes fusion image. The basis of this method is physical or chemical correlation. The relationship between theory and art has obtained multiple fusion images, combined with the disintegration of modern art and other design methods. It has effectively transplanted Chinese culture, such as Confucianism, Taoism and Zen[4]. In this study, as the design concept of traditional ink, it realizes the organic integration of traditional ink washing elements and modern poster design, and finds a reasonable combination point in the context of cultural globalization. At the same time, combined with computer design software, modern poster design is more simple and quick to integrate traditional ink elements. The use of computer software can be seamlessly combined with the characteristics of traditional culture and modern art, play a role of bridge and adhesive, and bring new aesthetic experience to modern art. Use paper materials and brush tools to draw traditional ink, clean the image, and scan it to a computer. According to the needs of posters, appropriate image processing software is used to process the details of ink, and image processing software is used to clean and mix, so as to achieve the visual effect of images, and modern graphics and text are used to supplement. The layers are clear and complex, and the actual ink elements are finally produced. The ink elements, pictures, and printed texts completely present the theme of poster design works.

## **3. Innovative Ideas of Integrating Ink Elements into Poster Design**

“Take in” means “blend in”. That is to say, the substances that the eyes can see can dissolve the general salt in the water, regardless of you and me. So, how to integrate the traditional ink elements into the modern poster design to make it unique[5] Generally speaking, there are several ways: creative creativity, determining an entrance, designing a poster mixed with ink and cleaning. The breakthrough point of the creative thinking of nuclear fusion is the application of traditional ink and cleaning elements in modern poster design. Based on the in-depth exploration of cultural elements, the cultural elements related to poster design are closely related to creative ideas. According to the actual needs, many complex and fine ink and cleaning elements can be simplified and keep the original graphics by means of methods, concepts, etc. The meaning of ink makes ink elements become new inspiration points and creative points of poster design[6]. This is, if there is no good creative idea, the factor of ink and washing clothes is that modern posters and often can not be combined. It is the inner spiritual and outer characteristics of traditional ink and washing elements that can find a reasonable career, so there is no excellent poster design works.

### **3.1 Design Innovation in the Integration of Physics and Art**

Physics and art have their own special research fields. They understand the world and help people change the world in different ways and from different angles. However, the intersection of physics and art has penetration and integration. They have similarities and inherent unity. The integration of physics and art in innovative design, meaning in traditional culture is based on the

combination and design of simplified form prototype concept. From the traditional washing elements and ink color, image elements, text and other elements extraction and isomorphism, structure and the meaning of using other things gesture and modern poster design language, transplant and transplant Confucianism, Taoism and Zen And so on. The design and ink cleaning elements of modern Chinese cultural posters, modern posters, and new artistic illusion. This method is different from other methods. It focuses on the design differences of ink, fringe and modern poster. In the process of creativity, it has all kinds of irrelevant elements. This is similar to the western style of mixed decoration, Chinese decoration and family decoration. For example, the poster design of the “peanut butter and peanut butter” series of CTV TV documentary channel[7]. The creative method is to design the theme graphics of poster design with the help of traditional ink and rhyme. It has a far-reaching connection with these two novels. The design effect of the works has reached a high level of artistic concept of “specious”, which makes people feel infinite charm. For another example, Liu Jiangping's “launching” series shows the successful work of the Third Shenzhen public welfare advertising competition. The modern break-up of the poster's “water” series is the use of ink droplets and diffusion to visualize frogs and crabs. The instantaneous dynamics of an animal, fish and fishing gear have two forms and spirits, with unique, novel and far-reaching forms of expression. We can see that the proper use of traditional ink elements can make the theme of poster design more prominent and naturally make the novel more flexible.



Fig.1 Poster Design of “China on the Tip of the Tongue - Peanut Cake” Series

### 3.2 Design Innovation in the Integration of Chemistry and Art

Bessero, a French chemist. Element is the basic material element of the essence of all things. In the field of human philosophy, the elements elaborated are abstract, the expression of consciousness. Chemical formula contains elements of art, especially symmetry[8]. The principles that must be followed in various chemical formulas include the preservation of atoms and quantities, the preservation of gains and losses, etc. For example, the fine arts school in classical Greece is strictly based on the principle of geometric point of view of Fei Fei, and observing the specific parts of the work can find the specific connection and pay attention to the overall influence of the work. Each part is an indispensable organic part. Just as each molecule of the same formula is the organic component of the whole formula, each component constitutes tens of millions of chemical reactions. This paper attempts to analyze, think about and integrate traditional ink effectively from the perspective of chemistry to solve the innovation problem of cleaning elements in modern poster design.



Fig.2 Sewage Series

#### 4. Conclusion

Ink element, as the design language of poster design, is the re innovation of modern poster design. Here, to inherit Chinese traditional culture as the starting point, to integrate Chinese ink elements and poster design as the starting point. As the research object, a small and specific poster is proposed, and the common fusion method of ink and cleaning elements used in poster design is summarized. The creative ideas put forward by this method are conducive to the integration of traditional Chinese culture and modern design, the integration of physics, chemistry and art, and the integration of creativity and design innovation[9]. In a word, the bold reform of using ink and unique artistic elements to design modern posters has gradually become the mainstream of China's modern development. These research results will provide new ideas and new choices for the inheritance and use of traditional ink art in modern poster design.

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