

# Research on the Specific Application of Ethnic Elements in Dynamic Visual Communication Design Based on Intangible Cultural Heritage

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**Abstract:** from the Perspective of Inheritance and Protection of Intangible Cultural Heritage, by Widely Applying National Elements to the Field of Dynamic Visual Communication Design, Not Only Can Its Design Connotation Be Improved, But Also Be Conducive to the Transmission of Intangible Cultural Heritage. This Paper First Analyzes the Relationship between the Inheritance of Intangible Cultural Heritage and Dynamic Visual Communication Design, Then Discusses the Application Value of Ethnic Elements in Dynamic Visual Communication Design, and Finally Puts Forward Some Specific Application Countermeasures of Ethnic Elements.

## 1. Introduction

Intangible cultural heritage is a valuable spiritual wealth left in the long history, which has a very high inheritance value. However, due to the lack of inheritance carrier and the change of social environment, many intangible cultural heritage is facing the crisis of loss. In view of this situation, by applying the representative ethnic elements to the popular dynamic visual communication design process, we can realize the innovation goal of inheritance carrier and give full play to the artistic and cultural value of intangible cultural heritage.

## 2. The Relationship between Intangible Cultural Heritage and Dynamic Visual Communication Design

Dynamic visual communication design is a new form of artistic expression, which has a very wide range of audience and is loved by the public. Dynamic visual communication design can become a new channel for the inheritance of intangible cultural heritage. From the point of view of the essential relationship between the two, intangible cultural heritage itself represents the form of transmission culture and art, and has very high historical value and national cultural value. However, due to the change of people's way of life, many intangible cultural heritage has lost its inheritance space. Through the combination of positive and dynamic visual communication design, it can promote its inheritance and development. On the other hand, from the point of view of the development trend of dynamic visual communication design, Under the background of diversified development of culture and art, dynamic visual communication design is not unique and widely integrated into all kinds of artistic elements. Among them, the integration of Chinese traditional ethnic elements has been highly valued, which is an important way to reflect the dynamic visual communication design with Chinese characteristics. Therefore, it is of great significance to combine the inheritance and protection of intangible cultural heritage and the innovative development of dynamic visual creation design [1].

## 3. The Application Value of National Elements in Dynamic Visual Communication Design

The application value of national elements in dynamic visual communication design is mainly reflected in the following aspects: (1) to enhance the cultural connotation of works, no matter what artistic expression form dynamic visual communication design adopts, it needs to have certain cultural connotation, so as to convey to the audience the ideas and feelings that designers want to

express. Ethnic elements have very profound implication and are an effective method to express the design intention. (2) enriching the artistic function of works can make the dynamic visual communication design become a new carrier of intangible cultural heritage inheritance by applying ethnic elements to the process of dynamic visual communication design. In the background of pluralistic development of culture and art at present In the face of the impact of the foreign culture, only by using the good national elements and enriching the visual communication of the artistic function of the design works, the present style of our country as a great cultural country can be better displayed, and the cultural output target can be realized. (3) It has a positive effect on the aesthetics of the public, and the dynamic visual communication design is based on the new media environment of the network, has a wide range of communication and strong influence on the audience. Through the integration of the national elements, the understanding of the excellent traditional culture can be enhanced, and the basic function of the visual communication design can be played, and the positive influence of the aesthetic beauty of the public is made[2].

#### **4. Application Countermeasures of National Elements Based on Intangible Cultural Heritage in Dynamic Visual Communication Design**

##### **4.1 Application of Auspicious Symbol Elements**

There are a large number of auspicious element symbols in the traditional ethnic elements, including the use of auspicious implication color, the use of mascot image and so on. For example, in the application of color, red symbolizes festive, purple symbolizes nobility and elegance, all have auspicious meanings. In the application of mascot image, including plum orchid and bamboo chrysanthemum in plants, dragon and Phoenix in animals, immortal cranes, Kirin and so on, as well as the use of legendary characters, can intuitively express people's pursuit of a better life. In the design process of modern dynamic visual communication works of art, works with auspicious meanings are also easily welcomed by people. For example, Xiangyun pattern, Fu character , Shou, etc. are very common in all kinds of visual communication design works. By means of dynamic visual communication design, it is an important way to export Chinese traditional culture by presenting these national element symbols in the eyes of the world[3].

##### **4.2 Application of Paper-Cut Elements**

The paper-cut art is an important part of the non-material cultural heritage, and has formed the unique national symbol of the nation, which is very representative of the folk art. The paper-cut art has a long history and embodies the wisdom of the ancient working people. Many paper-cut works of art have profound connotation and far-reaching meaning, and it can be used in the process of dynamic visual communication design, and different ideas and meanings can be transmitted to people. For example, many paper-cut works of art are used as creative objects in natural subjects, and are treated by paper-cutting art so as to be flexible and vivid, and are very attractive. There are also many paper-cutting works for farming activities, people's life Live as a subject, express the ancient laboring people's hope for a good life. The paper-cut element is applied to the dynamic visual communication design process, and the dynamic effect is given by means of the network media tool, and the expression of the paper-cut element can be further enhanced. In this case, it is possible to make more people realize the charm of paper-cut art, which is conducive to the development of paper-cut art receiver[4].

##### **4.3 Application of Shadow Play Element**

Similar to the inheritance and development of paper-cut art, shadow play is also an important form of folk art in China. It was first born in the Western Han Dynasty. In the era when there was no film and television play, shadow play is a very popular form of art performance. People make all kinds of characters by using leather materials, and show the characters' characteristics through bright color matching. In addition, the skillful operation skills in the performance process make shadow play very artistic expression. Because of its dynamic characteristics, some scholars regard it

as the origin of modern film art. Because of the similarity between the art form of shadow play and the modern dynamic visual communication design, it is easier to apply it to the dynamic visual communication design process. But to achieve the perfect integration of the two, we should pay attention to the design concept, aesthetic transmission and other aspects. At the same time, we should actively integrate modern art forms and techniques, tap the classic works of Folk Shadow play, and further enhance the appeal of visual communication design [5].

#### **4.4 Application of Ceramic Pattern Elements**

Traditional ceramic technology is also an important part of intangible cultural heritage. The reason why Chinese traditional ceramic technology is famous in the world is closely related to the use of ceramic patterns. In different history, ceramic pattern design has different artistic styles, the representative tri colored glazed pottery of the Tang Dynasty, has a high artistic aesthetic value, and the works handed down are treasures handed down in our country. But in the traditional ceramic art communication process, mainly through the museum and other institutions to display, the audience is relatively narrow. With the help of the dynamic visual design network communication way, we can show the charm of traditional ceramic art to more audiences. At the same time, in the process of dynamic visual design, the use of ceramic pattern elements can also be innovated, including the production of animation works, the use of lens switching mode, etc., to fully show the artistic value of ceramic pattern.

#### **4.5 Application of Water-Ink Painting Element**

Ink painting element is a kind of national element which is widely used in dynamic visual communication design at present. Ink painting art itself has a distinct Taoist thought, the use of blank way to create a unique aesthetic artistic conception, its works of art is very visual attraction. From the works of ink painting, it can reflect the profound philosophy of life and can not express different ideological connotations, so it has been favored by artists. When the elements of ink painting are applied to the dynamic visual communication design process, the classical ink painting works can be completely applied, or only the representative elements can be taken, including color, white and so on. The response of elements in Ink painting Under use, can make the work reveal a kind of natural temperament, let the viewer aftertaste endless.

### **5. Conclusion**

To sum up, dynamic visual communication design can be used as a new channel for the inheritance of intangible cultural heritage, through the effective integration of national elements, while promoting the connotation and taste of dynamic visual communication design, expand its audience, and let the national elements continue to inherit in a new carrier form. Therefore, in the process of dynamic visual communication design, we should pay attention to the application of national elements, grasp the application skills and enhance its artistic value.

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