On the Adoption of National Typical Artistic Symbols in Product Design

Jin Gao

Xianyang Normal University, Xianyang, Shanxi, China, 712000, China

81425627@qq.com

Abstract: the Chapter Analyzes the Background of the Development of National Symbols and the Formation of Classical Cultural Symbols. It Discusses the Use of Graphic, Indicative and Symbolic Symbol Elements in Product Design, and Studies Memory Symbol Elements, Abstractsymbol Elements, Colour Materials and Morphological Symbols. This Paper Expounds the Application Methods of Relevant Factors in Product Design, as Well as the Confusions and Controversies in Product Design, and Puts Forward the Reorganization and New Methods of Existing Symbol Elements, Which Appear in Modern Products in the New Situation. in the Field of Design, It Provides a Good Theoretical Basis for the Future Research and Development of Art Design.

1. Introduction

The Elements of Traditional Symbols Begin with the Pursuit of Beauty. People Understand Nature, Understand Nature, and Ultimately Express Nature through Specific Artistic Language and Methods. They Are Prototypes of Decorative Symbols. Decorative Symbols Were Most Popular from the Late Qin Dynasty to the Qing Dynasty. Because of the Specific Culture of Feudal Society, the Traditional Symbolic Elements Contain the Design Attitude of "Transformation", "Harmony" and "Forgiveness". the Early Traditional Symbolic Elements Are Closely Combined with Decorative Art. Legend, It Accumulates Rich and Colourful Cultural Treasures, Fully Reflected in All Aspects of Decorative Art. Recently, the Traditional Symbol Elements in Our Country Are Different from the Symbol Types in the World[1]. with the Development of Western Culture, the Influence of Western Design Research is Gradually Integrated into People's Life. the Original Chinese Aesthetics Was Shaken for a While. Traditional Symbols Are Overwhelmed by Western Culture, and They Haven't Been Found for a Long Time. However, the Trend of Globalization is Not a Sign of Chinese Tradition. through the Development of Design, They Should Make Sure That Their Country is the World, the Prosperity of Traditional Chinese Culture and Ancient Civilization, and Get a Place in the World in the Field of Industrial Design. Chinese Classical Culture Contains a Lot of Edio and Allusions. This is the Essence of National Culture and the Crystallization of People's Wisdom. These Idioms and Words Include Philosophy and Emotion. Designers Can Clearly Understand the Public's Psychological Performance and Preferences. Product Design Designers Can Provide Users with a Relaxed Atmosphere of Folktales, So That Users Can Deepen Their Understanding of Chinese Classical Cultural Idioms through the Cognition of Product Design. Designers Use Idioms and Temptations in Order to Endow Products with Unique Semantics in the Figurative Form of Product Design. This is the Best Way to Convey the Emotion and Spirit of Product Design[2]. in Terms of Product Design, It Can Also Provide Users with Detailed Explanations from Different Cultural Backgrounds. in Order to Promote the Better Development, Inheritance and Continuation of the Symbolic Factors Represented by Traditional Culture, We Should Study the Mutual Exchange, Collision, Absorption and Integration of Other Cultures.

2. Product and Product Design Analysis

In a broad sense, people can meet social needs through the production of workers. They are the form of human culture and thought accumulation. In the narrow sense, please refer to the industrialized mass production products. In modern life, we can see it every day. Products such as

food wheel, torsion wheel, mechanical vehicle, ship, computer, camera, cultural film, news and service industry are called products. The product design discussed in this item refers to the project that can meet the needs of human beings and produce products in the field of industrial design in batches by providing specific structure and materials with beautiful characteristics[3]. Pattern symbols are the crystallization of Chinese classical culture for thousands of years. Symbolic elements can provide social basis for product function and emotional meaning. In product design, symbol elements can represent different functions and feelings of Sui according to specific product objects. Understand the process of users' familiarity with products, and achieve emotional communication with them. Product design elements such as pattern, indicator, symbol pattern and so on have very strict logic. On the basis of design related feelings and functional elements, the cultural attributes of products are extracted. Functional design is to convey appropriate application.

Fig.1 Bronze Ware of the Shang Dynasty

2.1 Graphic Symbol Elements of Product Design

The initial form of symbol in product design is symbolic element. In the development of symbolic symbols, the pattern symbols which are exaggerated, deformed and recombined in concrete form are not the traditional symbolic symbols[4]. Close to the unity of symbols and symbols. In order to show the operation method and use function of the product, the early drawing symbols extract the characteristics of natural objects. It deeply regrets whether the flower cup and spoon are happy or not. In the early stage of design, the symbol of painting, in order to select materials to be used, consciously, the user brings happiness. On the contrary, it is the same that people think about specific things. The design of product symbol elements is a process from shallow to deep. And, as the media, it uses emotion to guide users who are not used to products..

2.2 Indicator Elements in Product Design

The elements of symbols are trained by human activities. They are presented in product design in the form of expressing people's life experience, common sense and general name, that is, experience formalization. Users can feel the convenience brought by indicator symbols through product design. The instruction pattern can also correctly convey the material function and operation method of the product design, so as to improve the use efficiency[5]. Therefore, it shows that the designer has a good command of user group experience and common sense. When users buy or purchase the product, they will feel close and intimate, and display their satisfactory image symbols to display the product.

2.3 Iconic Elements in Product Design

The symbolic elements in product design reflect the cultural concepts, emotions and specific fables of the Chinese nation. There is a certain relationship between these symbolic elements and the meaning they represent. In addition, people associate habits with symbolic elements and give them specific meanings. For example, many patterns of traditional bronzes have fixed symbolic meanings such as national expression, religious belief, hierarchy, etc. the symbolic auspicious cloud representing the Chinese nation is a symbol of Oriental spirit and a metaphor expression of

happiness and peace. The design is dominated by auspicious cloud symbols, implying the Olympic concept of Oriental civilization and peaceful culture. Symbolism of symbolic elements has experienced long-term changes and evolution. Traditional symbols as emotional trust in product design are more and more accepted by consumers.

3. Chinese Style Retro Commodity Design Created by Traditional Symbol Elements

The retro elements in product metaphors do not refer to the traditional pattern symbols and ancient decorative patterns in the traditional sense, but refer to some symbol elements used in similar products in product design[6]. Symbolic form designers embody these symbolic forms called retro elements in their design. Because users are familiar with product design, they want to accept the product itself. The product design situation is continuous. On the basis of understanding the existing products, consumers are more proficient in the use function and operation method of new products. The retro element symbols chosen by designers are not considered creative. In the design of new products, it needs to express the form and structure of products in the form of new symbols through abstract simplification and deformation. Only by giving consumers a space to think, can new products be transmitted as the pulse of traditional Chinese cultural text, and make brand awareness stronger. For example, in the early design of switch products, there will be long ropes. In the design of modern products, circular lamp and long lamp belt are the origin of design, which simplifies the actual shape of design. It is reconstituted into a handle and a hollow shape, which can not only meet the aesthetic needs, but also stimulate consumers to think about traditional culture.

Fig.2 Taotie Pattern

4. Abstract Expression of Symbol Elements in Product Design

The use of symbolic elements in design is an abstract expression, so the figurative expression is used to evoke the used memory experience. As a result, users can get spiritual pleasure and satisfaction, so as to achieve the deep consumer needs of products. Symbolic elements are used to reflect the cultural added value of products[7]. This method requires designers to integrate their emotions into products to improve product identification, operability and visibility. For example, the design of women's bags can refer to the use of soft curve symbols. In addition, it will bring a strong influence of atmosphere hint to users and a deep emotional level to product design. Therefore, when you pay attention to the inner feelings of consumers, designers must clearly use the symbolic elements of people in the definition of product appearance. According to the customs and habits of various countries and regions, colour recognition and other basic symbols are faced with the product functions endowed with metaphor. The function of use is external performance, and the emotional factor of metaphor is the inherent symptom of product innovation and foothold in the world.

5. Symbolic Factors in Product Design

5.1 Application of Colour Elements in Product Design

Colour is usually the first symbolic element that users buy products, recognize and feel after other elements (such as functional structure)[8]. The symbolic elements of strong colour directly stimulate consumers' cerebral cortex and leave an impression on them. Users of design can express

the idea, emotion, idea and function of product design through colour elements, so as to get the resonance of users. This is a clear meaning and deep expression of simple product meaning for consumers. Because it is acceptable, the colour design of the product is very important.

5.2 Application of Form Elements in Product Design

Excellent product design appearance and function is a process of integrating emotional elements into products to show designers their personality. At the same time, the designer can also vent his emotion through the appearance of the product, so that the product itself is full of emotion. In order to meet the high level of emotional needs of consumers, for example, most of the shapes of our known shredders are square, and the documents with very fine engraving also have small fragment shapes. In product design, more consideration is given to the shredding of products[9]. The machine displays shredded paper in the form of fallen leaves, creating mysterious and interesting products that are not interested in two office spaces. The straight line of masculinity and the soft curve of leaves are the symbols of men and women. This is the product form. The performance of metaphor

6. Conclusion

The symbol of traditional mode, and allusions, the reasonable use of memory and experience, the elements of retro and other factors of product design and modern design concepts, the integration technology of modern new materials and modern expression elements to the traditional symbol are profound cultural heritage, product art design and manufacturing. We are steadily moving forward to a broad development space.

References

[1] Li, Yuan., Yin, Huan., Hui, Chen, Xin. The Application of Colour Symbol to Product Design. Applied Mechanics & Materials, no. 319, pp. 278-281.

[2] Li, W. (2009). The Application of Guangxi National Elements in the Package of Tourism Products--Take the Innovative Package Design Ideas of Guangxi Zhuang Folk Songs Cultural for Example.

[3] Xiang, L.I. (2018). Research on modern art design and symbol of national culture.

[4] (2015). Application Of Datong Ancient Sculptures Art Symbol In The Design Of The Sculpture Derivatives.

[5] Adnan, Khalid., Kamran, Zeb., Aun, Haider. (2019). Conventional, PID Adaptive PID and Sliding Mode Controllers Design for Aircraft Pitch Control// 2019 International Conference on Engineering and Emerging Technologies.

[6] Adnan, Khalid., Kamran, Zeb., Aun, Haider. (2019). Conventional PID, Adaptive PID, and Sliding Mode Controllers Design for Aircraft Pitch Control// 2019 International Conference on Engineering and Emerging Technologies.

[7] Petkovics, I., Petkovics, A. (2015). ICT ecosystem for advanced higher education.

[8] Liu, J.W., University, X. (2017). Application of Sculpture Art in Packaging Design. Packaging Engineering.

[9] (2016). An S. Interior design schools.