

# **A Study on the New Development Path of Su Fan Production Technology from the Perspective of Modern Graphic Design Art**

**Yuanji Zhu**

Suzhou Vocational University, Suzhou, Jiangsu, 215104, China

Zyuanji@Jssvc.Edu.Cn

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**Abstract:** in Recent Years, Graphic Design Has Made Rapid and Perfect Development under the Comprehensive Influence of Social Factors. by Analyzing the Current Development of Graphic Design, It is Not Difficult to Find That the Role of Art Plays a Greater Role in Promoting the Development and Improvement of Graphic Design. in the Integration of Art, Graphic Design Works Are More Practical. in the Category of Art, Synthesis is Also an Inevitable Choice for Development. from an Artistic Point of View, This Article Uses Many Methods to Explore the Depth of Graphic Design, Sublimate and Art Fields. Therefore, from the Perspective of Art Development, We Will Further Understand and Understand the New Changes and Progress of Graphic Design.

## **1. Introduction**

In the Development of Graphic Design, the Integration of Artistic Elements Provides Rich Materials. as a Result, It Can Expand and Deepen Graphic Design within the Scope of Art Design[1]. in Addition to Traditional Chinese Art and Culture, Graphic Design is Also Influenced by Western Painting Skills and Creativity. through the Development of Graphic Design, According to the Regional Differences of Culture, the Traditional Culture of the East and the Ideological Tendency of the West Can Be Mainly Divided into. Graphic Design, Synthetic Style, Depends on Chinese Calligraphy and Different Colors. Therefore, from the Perspective of Art to Explain Graphic Design, It Must Be Based on the Influence of Chinese Traditional Culture and Art. in the Development of the Late Renaissance in the West, Many Types of Oil Paintings (Such as Unique Painting Style, Abstract Three-Dimensional Shuerleyarison) Have Very Different Styles from the Traditional Chinese Landscape Paintings. Therefore, in Modern Graphic Design, the Specific Impact. in Order to Fully Illustrate the Development Trend of Graphic Design, It is Necessary to Analyze the Future and Innovative Development of Graphic Design Based on Cultural Characteristics, and Analyze with the Help of Art.

## **2. Traditional Culture and Graphic Design**

China has 5000 years of civilization, and there are many cultural schools in the process of practice and development. The people of Baixue or xialiba in the Yangtze River are the crystallization of the wisdom sublimation of the working people. Among them, traditional Chinese calligraphy and ink painting are most commonly used in graphic design[2]. In recent years, under the influence of Confucius culture and traditional culture, more and more people begin to pay attention to the connotation of traditional culture, which to a certain extent leads the development of graphic design. Many graphic design concepts are slowly transitioning to the traditional. Through the use of traditional calligraphy and landscape painting to express the concept of art, the content of publicity products from the side to strengthen the important concept of fog to attract the attention of consumers. In recent years, more graphic design works seem to be traditional classical works. The success of graphic design works lies in the organic combination with traditional culture, which makes it easier for the audience to accept the information transmitted by graphic design works. Through the strong graphic design of Chinese traditional art notation, the audience can take the

initiative of accepting the influence of traditional culture as the result of assimilating psychology, that is, “love home and black”.



Fig.1 Production Technology of Su Fan from the Perspective of Modern Graphic Design Art

## 2.1 Influence and Application of Calligraphy Art on Graphic Design

From the perspective of calligraphy art, Chinese calligraphy has distinct characteristics. Calligraphy, regular script, cursive script, running script and other classics are representatives of different schools[3]. Because of the different structure of calligraphy and calligraphy, there will be different forms of calligraphy. In addition to the origin of Chinese characters, there are ideographs of pictographs. Therefore, in contemporary graphic design, the use of pictographic characters can also be more ingenious. Among them, in 2008 Beijing Olympic Games, “Beijing” calligraphy design is the perfect model of calligraphy art and graphic design. Based on the characteristics of folk portraits and pictographs, “Jing” is depicted as an athlete with sound limbs, which conveys vitality with light strokes. From the Buddha, we can see that this healthy person is just like the Olympic spirit, which is handed to us. This “Beijing” is the capital of Beijing, which is the best choice to convey cultural connotation to the world. The “white head calligraphy” in traditional Chinese calligraphy is to use the charm of calligraphy art to create calligraphy works[4]. These should also have a positive impact on the current graphic design and inspiration. In the current graphic design, the integration of calligraphy art, with the fluency and creativity of calligraphy, graphic design is more and more. At the 2010 Shanghai World Expo, the word “world” fully demonstrated the meaning of the world. These three huggers communicate that you and us make up the world. And through graphic design to more clearly convey the Chinese nation's peace of the middle way. In recent years, the graphic design is more integrated into the traditional culture and art, more convincing to the world. Graphic design that can reflect Chinese characteristics is the main direction of the future development of Chinese graphic design.

## 2.2 The Influence of Ink Painting on Graphic Design

The traditional tone of traditional Chinese painting is mainly based on the great changes of tone and ink color as well as the color application of ink and pen. As a result, landscape paintings are fresh, washed, or energetic. Different ink and ink types are used to present different styles based on different colors and tones[5]. This is the biggest characteristic of traditional Chinese ink painting. This is not only a good grasp of color gradients, but also a test of the artist's overall sense of space. Therefore, in graphic design, the method of comprehensive grasp under various colors is also a big topic. Here you can refer to the tone control of ink painting. Chinese landscape painting has a profound artistic concept, which usually gives people a sense of peace. Therefore, this year, because ink painting itself is the concentration of wisdom, in the real estate industry, especially in the field of graphic design, ink is used in many fields, which is noisy and noisy. People in the city are pursuing pure land in their hearts. Not only landscape painting, it can also strengthen the form of

real estate publicity, and emphasize the unique advantages of real estate advertising in the application. Therefore, it is easy to resonate with consumers, so as to tap the consumption tendency. In addition, in graphic design, the logo of China is well-known in Hong Kong. In order to maintain the design, the town of graphic designer is provided with special “free” system poster design ink painting unique technology according to modern technology. It does not lose the modernity of the essence of traditional culture. As a result, this work not only fully explains the meaning of performance, but also uses this platform to promote traditional culture and art to the world under the influence of cultural heritage. This ensures that the high level of graphic design comes from artistic creation.

### **3. The Tradition of Su Fan**

Suzhou's traditional arts and crafts have a long history, extensive connotation and rich varieties. There are 11 kinds of traditional crafts stipulated by the state. In particular, Suzhou embroidery and shandawu's production are no inferior in China. Suzhou jadeite is well-known for its excellent carving. Theatre clothing accounts for nearly 50% of the domestic market. Bell furniture is a famous trademark of origin[6]. It is one of the three main rosewood furniture production and sales centers in China. Sufan's “Ruyi” sanddock is a century famous brand in Jiangsu Province. However, with the rapid development of social information technology, traditional arts and crafts, especially handmade arts and crafts, are facing a huge challenge to survive. With regard to technology inheritance and sustainable development of industry, it needs the assistance of the government to lead the way from traditional arts and skills of manufacturing to the way of rejuvenated in the new era. In this draft, take Su fan as an example. Su Huang is a typical project of Suzhou traditional non-traditional crafts. For hundreds of years, Su Huang's skill is excellent and impressive, especially the “four flowers” skill of Suzhou's sanddock. Stood several times. The attention of the government, the leadership of the industry, and labor participation have given the cultural industry more room for innovation and development. It mainly depends on the following aspects

#### **3.1 Policy Guarantee**

Su fan, as a national non heritage list of China, was selected as the first batch of non heritage projects in Suzhou in 2006[7]. This is the evaluation of Su fan, a traditional handicraft, which is more popular in the hearts of the public. Su fans carry people's expectations. However, the development of traditional crafts in Suzhou is not optimistic. In 2003, UNESCO adopted a convention for the protection of intangible cultural heritage. In August 2004, China officially joined the general assembly. In March 2005, the national conference put forward suggestions on strengthening the protection of China's intangible cultural heritage. In June, the Department of culture established the National Intangible Cultural Heritage Association and established the national, local and local intangible cultural heritage registration system. In December 2005, “notice on strengthening the protection of cultural heritage” was issued. Taking this opportunity, the Suzhou government even introduced a lot of protection measures and legislative measures related to this. In 2012, the municipal government issued the optimization development plan of Suzhou traditional arts and crafts industry. It plays an important role in promoting the steady and healthy development of urban traditional arts and crafts industry and realizing the rapid improvement of industrial form and overall strength. As soon as the restrictions on traditional arts and crafts were promulgated in Suzhou, traditional regulations were issued to strengthen the protection of traditional arts and crafts, forming inheritance and protection, personnel training, innovation encouragement and code of conduct. Suzhou intangible cultural heritage protection rules have been implemented since January 2014 to provide legal protection for industrial development.

#### **3.2 Financial Support**

To improve the quality of these non heritage projects, in order to better protect and promote the heritage, Suzhou Municipal Bureau of culture, radio and new technology are the distribution of intangible cultural heritage protection fund in the catalogue project to save two thirds of Suzhou

intangible cultural heritage each year[8]. In addition to providing grants for project heritage funding, conservation and project inheritance, there are also special intangible cultural heritage funds allocated annually by States and states to support arts and crafts projects. The government's special platform construction funds for transformation and upgrading projects are also for that important service. In 2013, the guidelines of Suzhou financial special fund project specifically proposed "Suzhou urban insurance industry optimization development plan". Product design, testing, display and other categories of utility platform projects can be reported separately. The role of the mainland, the construction of industry groups, and the active strengthening of enterprises, studios, self-employed, well-known artists, famous artists and well-known associations of educators in order to participate in a wide range of absorption[9]. If conditions permit, all categories of Arts and crafts industry can be established under the Municipal Arts and Crafts Industry Association. To guide and strengthen the functions of the government and give full play to the role of the Committee and Suzhou arts and Crafts Association.

### **3.3 Building Platform**

We will actively display and expand the influence of areas where traditional arts and crafts industries are relatively concentrated. And encourage and support local autonomous groups and various types of private capital investment in R & D, display and sales of public service platforms. Encourage the training and other content, as well as the establishment of another display platform on behalf of Suzhou arts and crafts industry level. Cultural and art related knowledge, information, market, intellectual property rights, modern innovation and the knowledge required by entrepreneurship, modern industrial activities management and the ability of capital to engage in operation lack the goal of traditional process industry practitioners of China's process city problem, such exchange activities and development platform. And connect with China's arts and skills group company. Su fan actively participated in various cultural exchange activities such as China Art and crafts exhibition and Suzhou traditional crafts exhibition.

## **4. Conclusion**

For graphic design, for better results in the future, we must face the world. In the role of global integration, good graphic design will help the company to achieve its own promotion faster. With the increase of the number of Confucius Institutes, the strategy of Chinese culture going global not only makes Chinese begin to learn Confucianism and Menzies, but also makes Chinese long history and rich humanities and arts concerned. Our traditional culture is the crystallization of wisdom and unique celebrity identity. Graphic design needs more clear and definite development, rooted in Chinese traditional culture. Under the influence of traditional culture, the charm of art and culture can be used to create works. Win over the market and the people. In the market competition, based on the traditional Chinese art and culture, design products are unique, but also the root of innovation and expansion. This is a new direction of graphic design development. The competition of soft power such as art and culture is complementary. In order to do a good job in graphic design, we must look at it from the perspective of development. By combining the characteristics of eastern and Western art, we must focus on the unity of culture. If you have a pitcher pedal on your chest, it will definitely make the style of graphic design unique.

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