

The Integration of Modern Art Design and Folk Art

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Keywords: Modern art, Folk art, Art connotation

Abstract: At present, modern art design and folk art have the trend of integration and development. Based on this, this paper expounds in detail the integration of modern art design and folk art from the aspects of modeling techniques, artistic thinking, artistic style, the use of art elements, art color, cultural connotation and art source, and realizes the in-depth exploration of the two.

1. Introduction

Modern art refers to the common art form in daily life, it has no clear requirements and laws in design, so it is more personalized in style, form of expression and so on. As a kind of art form which has been passed down continuously in the history of human civilization, folk art has all kinds of specific expression techniques and styles. Integrating the connotation of folk art into modern art design can enrich its design connotation and promote the development of art field.

2. The Fusion of Modeling Techniques

In the connotation of folk art, modeling aesthetics pays attention to the comprehensive display of human life and work and the embodiment of perfect subjective spirit, so it has strong symbolic and regional differences. Modern art design carries the distinctive personality characteristics of designers, which can more clearly reflect the subjective consciousness of designers, so in the process of fusion, the two can realize the common development of modeling techniques. Taking abstract modeling as an example, modern art often uses abstract modeling to reflect the subject thought, which makes the modeling more concise in appearance and has connotation. At the same time, there is also implicature in the connotation of folk art. A symbolic form of abstract expression, such as a willow branch. Homonym "Stay" can be used to express attachment, retention and other meanings. If it is used in the abstract modeling of modern art and makes full use of the deep impression of folk art in people's hearts, modern art design can be more persuasive and the appeal of design works can be improved. In addition, there are also simple modeling techniques in the connotation of folk art, such as "Fu", which obviously shows countless kinds of people's expectations for future life, such as home and prosperity, physical health and so on, but it is very concise in modeling. Expand their own connotation, optimize the modeling effect of modern art design, and realize the integration of the two in modeling techniques.

3. The Integration of Artistic Thinking

In art thinking, modern art design advocates more personalized art creation thinking, and realizes life-based, giving full play to individual creation thinking to perfect art design with strong appeal. In the folk art, such a process of artistic thinking creation often occurs. Taking the traditional paper-cut art as an example, in the era of underdeveloped transportation and communication, the old people who have never been exposed to the outside world can create their own thinking by virtue of their own art. From these various kinds of plants, animals, figures and other various artistic images, it can fully reflect the artistic thinking in the connotation of folk art. The modern art design can learn from this kind of origin the divergent artistic creative thinking, which is higher than life, starts from the actual concrete things, creates again with imagination, constructs its own exclusive form of artistic expression, improves the diversity of design, and realizes the integration and development of

the two. In addition, with the continuous participation of modern art design in people's life, it also gives folk art more abundant content, which makes the connotation of folk art update and progress with the development of the times, promote the integration of traditional culture and modern culture on the artistic platform, promote the overall development of the art field, and optimize the fusion effect of the connotation of modern art design and folk art.

4. A Fusion of Artistic Styles

In the connotation of folk art, the working people of our country will fully display their own artistic style, such as simplicity, truth, nature and so on, and express their expectation and pursuit of life, which has a strong appeal and tension of artistic expression. In addition, folk art works are often drawn from things in life, so that the works are full of the sense of simplicity and nature of life, and can bring comfort to the viewer, and modern art design is also gradually advocating the return to nature, so designers can learn from the simple artistic style of folk art, adopt the style with the characteristics of regional primary culture in the design, and bring it to the viewer. Affinity and sense of belonging can enhance art, for example, the current application of modern art in construction, people in order to pursue natural beauty, enjoy the atmosphere of harmony and symbiosis between man and nature, in the interior decoration often used simple plant decoration, and placed in the home with log texture furniture, with cloth materials, to create a modern natural simple style of home art style, fully reflect the folk art connotation and modern art design in the art style fusion, comprehensively enhance the taste of the design products users. In the aspect of art style, modern art design can draw lessons from folk art. Make the modern art design style more distinct, improve the design effect.

5. The Fusion of Art Elements in the Application of Art Elements

In terms of artistic characteristics, modern art design has the characteristics of exaggeration, personality and openness, while folk art has deeper and deeper laws. Therefore, people need appropriate entry points to fully integrate the two different art forms, and the exchange and mutual use of art elements can effectively promote the integration and development of the two and enrich the art system of our country. In the application of art elements, the elements in folk art, as the traditional art elements without industrial carving, can change new vitality with the help of the application in modern art design. At the same time, the deep impression of traditional art elements in people's hearts can also make modern art design more reasonable, improve people's acceptance of design, and realize the integration and development of the two art forms. Taking the cultural and creative industry with high popularity as an example, as an excellent example of the organic combination of the two art forms, it makes full use of the traditional elements in the folk art connotation, gives the profound connotation knowledge background of modern art design, shows people the rich folk tradition in China, enables the folk art connotation to carry forward, and enlarges the value of modern art design. In addition, folk art contains art elements such as patterns, utensils, calligraphy and painting. People can further expand the direction of design and improve the level of diversity by using these elements to create, arrange and reorganize modern art.

6. The Fusion of the 5 in the Art Color

In the contemporary modern art design, the advertising design uses a large number of folk art implicit color expression. It is mainly based on the propaganda goal, using the visual impact of color matching to leave a deep impression for consumers. At the same time, with the help of this intuitive way of expression, it clearly presents the publicity content and strengthens the effect of advertising. For example, in the Spring Festival promotional advertisements of supermarkets, the designers usually use red as the main color, and under the stimulation of bright colors, they firmly hold the attention of consumers. At the same time, according to the connotation of folk art, the symbolic role of red in the Spring Festival directly reflects the premise of the publicity of the Spring

Festival, and deepens the integration of modern art design and folk art in the aspect of art color [1].

7. Integration of Cultural Connotations

At the level of humanistic spirit, modern art design is gradually developing in the direction of “people-oriented”, constantly narrowing the distance between itself and people's life, and the connotation of folk art is exactly an art form born from people's daily life, which can perfectly show the connection between art and life. Based on this, designers can further construct the relationship between themselves, life and nature by using the connotation of folk art, so that the design has the value of inheritance in cultural connotation, promotes the close combination of modern thought and traditional thought, clarifies the development vein of art culture, and realizes the common in cultural connotation. In addition, the integration of the two in terms of cultural connotation is also reflected in the shaping of the overall cultural atmosphere. Modern art design can set off its main cultural connotation and enhance its design expressiveness by means of artistic expression techniques such as symbols and metaphors of folk art [2].

8. Integration in the Source of Art

Generally speaking, the creation of the two forms of art can not be separated from the actual life, so the two have the same artistic source. However, under the background of the high development of contemporary communication and traffic, the regional differences of modern art design are weakened, which makes the characteristics of the times more distinct, and the connotation of folk art is born in the primitive human life, because of the different climate and resource conditions of each region. The artistic structure with obvious regional characteristics has been formed. Based on this, if the artistic sources of the two are refined, the implicit art of folk art comes from history, and the modern art design comes from the development of contemporary times. Therefore, the fusion of the two in the source of art is reflected in the integration of the two sources of art. Modern art design makes use of the history of folk art connotation, which is deeply rooted in the hearts of the people, forms of expression and other contents, through the ideological concept of modern art design, re-create and construct, form an art form with personalized style and profound connotation, and promote the optimal development of the art field. In addition, the fusion of the two in the artistic source is also reflected in the designer's divergent creative thinking mode. In this process, people build a personalized thinking framework based on the things existing in life, and then give full play to their creative ability, improve the construction effect of artistic works, and realize the fusion of the two in the source [3].

9. Conclusion

In conclusion, the integration of modern art design and folk art can inject new vitality into art design. In the development of art field, the integration of the two can improve the modeling effect, strengthen the artistic appeal, enhance the comfort of works, enhance the diversity of works, and strengthen the visual effect. In order to achieve the two in the humanistic connotation of common, optimize the creative ideas, and further improve the modern art system.

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