

Research on the Application of Traditional Folk Art Elements in Visual Communication Design Teaching

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Abstract: how to combine the rich traditional folk art with visual communication design concepts and the spirit of the times to design works with national style, so as to better integrate traditional folk art with visual communication design, is the pursuit of visual communication designers. The international standard and commercialization of visual effects are extremely emphasized in the design teaching of visual specialty, which leads to the lack of connotation and appeal in students' homework and practical works. The excellent visual communication design works in modern china are often based on local areas and absorb the inspiration from folk art elements. Understanding the influence of chinese folk art on visual communication design and the application of its elements in design and teaching has profound enlightenment for us to correctly understand and evaluate the value of folk art. Based on the analysis of the concept and applicability of folk art, combined with a series of teaching ideas of classroom practice, this paper discusses the application of traditional folk art elements in the teaching of visual communication design.

1. Introduction

Chinese elements are increasingly recognized by the world, pointing out the direction for the development of Chinese cultural and artistic forms. Traditional folk art has a long history and is a cultural masterpiece created and accumulated by people of all ethnic groups in the process of production and labor. It is also one of the main artistic forms of Chinese folk art [1]. The elements of traditional folk arts are an important embodiment of the long history and culture of Chinese folk customs, which contain the most primitive and profound national emotional accumulation of the Chinese nation [2]. Traditional folk art is an organic combination of decoration and practicality, which can not only express the rich and colorful folk life, but also meet the aesthetic needs of various situations [3]. At present, the speed of social development is accelerating and traditional culture is generally impacted to a certain extent. If no suitable way out can be found, it is bound to be eliminated by the society. The rapid pace of urban development makes people want to pursue more colorful things. In daily life, the sense of vision in all aspects also improves people's understanding of the quality of life and gradually improves the standard of life [4]. In continuous exploration, modern visual communication design coincides with traditional folk art, and sparks of wisdom are collided.

How to combine rich traditional folk art with modern design ideas and the spirit of the times to design works with national style, so that traditional folk art and visual communication design can better integrate is the pursuit of visual communication designers. In the current social environment where the promotion of multiculturalism is the mainstream, in the realistic atmosphere of the impact of visual culture, people's indifference and nonessential attitudes to folk art culture have not given enough attention to outstanding cultural heritage and get reasonable inheritance [5]. In the teaching of visual communication design, it is very necessary for teachers to integrate folk art, and by digging into the elements of folk art, enrich the teaching content, and fundamentally improve the teaching quality of visual communication design [6]. The main function of visual communication design is to convey information in a timely manner. Unlike the product design and environmental design of direct practical functions, it communicates by means of visual symbols, rather than

abstract communication by language. Introducing elements of traditional folk art into the teaching of visual communication design, so that the teaching of visual communication design is closely integrated with traditional folk art, and finally to achieve a good fusion of national tradition and modern design. Effective strategies for advancing with time [7]. This article explores the application of traditional folk art elements in the teaching of visual communication design through a conceptual analysis and applicability analysis of folk art, combined with a series of teaching concepts of classroom practice.

2. The Significance of Introducing Traditional Folk Art Elements into Visual Communication Design Teaching

2.1 Conducive to the Inheritance of the Times of Traditional Folk Art in China

In the long-term social life, people gradually have higher requirements for their living environment, in addition to practicality, decoration is also very important. From ancient times to now, the traditional folk art of our country has gone through a long time and accumulated rich national culture essence. The modeling of traditional folk art contains the basic aesthetic ideas and implications of the East, which can promote the connotation and connotation of Huawei's modern visual communication design. With the development of economy, the level of science and technology continues to improve, and the visual communication design has a trend of convergence, which is in a state of characteristic and lack of local design context [8]. In traditional folk art works, a national common symbol created by the common thinking group of the people is full of rich symbolic meanings. It not only endows people with the desire for a better life and the ideal of pursuing beauty, but also has strong feelings of prosperity and exuberance in life. Integrating traditional Chinese folk art creation ideas into modern art design is the only way to design modern visual communication design with national characteristics.

2.2 Conducive to the Innovation and Development of Modern Art Design in China

As a cultural phenomenon, modern visual communication design should also have its own era and nationality. Looking at the development history of artistic design, we can find that the essence of artistic design is to pursue diversity and individuation. The more novel artistic design works, the higher artistic value they have. Designers should try their best to explore and use the traditional form language of their own nation and improve their cognitive ability to traditional culture, so as to design graphic works with full Chinese flavor to meet people's spiritual needs. In the process of visual communication design teaching, traditional folk art elements can be introduced to enable students to fully understand the connotation and beauty of traditional folk art and generate innovative inspiration and confidence. For the color matching of multi-color traditional folk art, the creators are all gorgeous and harmonious classic works created by combining their own inner will in the continuous combination of many years. The integration of traditional folk art into modern visual communication design will enrich the expression methods of modern visual communication design, stimulate the inspiration of modern visual communication design, deepen the connotation and connotation of modern visual communication design, and effectively promote the development of modern visual communication design.

3. Application Measures of Folk Art Elements in Modern Visual Communication Design

Visual communication design itself has a strong flavor of the times and is often accessible to modern people. By introducing traditional art elements into visual communication design teaching, traditional folk art elements can be flexibly and well integrated into visual communication design works. In modern design, color is the most visually shocking design element. The folk art color technique is clever, the content is rich and very close to the public's aesthetic standards and psychological needs, which can greatly expand the artistic capacity of the visual communication design specialty. Visual Communication The design content conveyed by visual communication design needs a short and direct form of expression to leave the deepest impression in the hearts of

the audience in the shortest possible time [9]. Therefore, the efficiency of visual communication directly affects the clarity of visual images. Designers should improve their own design level to further improve the visual communication effect of works, so that the information content of visual communication design can attract people's eyes more intensively. China is now a developing modern country. Compared with Europe and the United States, which have developed economies, China's own lagging development has accelerated the pace of catching up with developed countries [10]. Under the impact of contemporary foreign culture and fast food culture, the inheritance of national traditional fine arts has been severely tested. It must be properly improved to combine national traditional fine arts with cultural forms with the characteristics of the times.

Diversified artistic forms greatly expand the form creation space of visual communication design, provide designers with rich design symbols or elements with traditional and regional characteristics, and enrich the visual language of modern artistic design. Paper-cut art has a strong appeal, and it has great value in shaping by meaning. Applying the unique expression of paper-cut art to visual communication design will improve the design's ability to transmit information and bring new ideas to the design. Figure 1 is a landscape paper-cut work integrating visual communication design concepts.



Fig.1 Landscape Paper Cut

Visual communication is the process of design, to show a variety of forms of things, so that visual communication design can play a decorative role. Folk art elements into the field of visual communication design, can be said to be inevitable, the main reason is that it can provide more vivid and diversified materials for visual communication design. Traditional folk art contains rich philosophy and graphic symbols, which can be extracted, processed and recreated by art and applied in art design to fully reflect the charm of modern art design. Designers should draw inspiration from traditional folk art and re-create the original design on the basis of following the principles of modern logo design. When designing visual communication, the participants should try their best to use some colors with strong visual impact effect, so as to enrich the emotional elements in the works and win the visual and psychological resonance of the audience. Visual communication design has a very wide range of design objects, so designers cannot rely on their own inspiration in the process of determining the design content. On the basis of popular aesthetic judgment, the content and form of the receiving object should be designed.

4. Conclusion

The morphological characteristics of traditional folk art are closely related to the expression of intention in modern visual communication design, which is the most artistic expression form with modern design language sense. In today's information age, folk traditional arts should not only be exhibition objects in museums, but should be integrated into the development of the times, participate in the progress of society, and realize good inheritance through integration with modern design. We should correct our attitude and not only explore and draw lessons from the rich resources contained in traditional folk art, but also pay attention to its ingenious combination with modern visual communication design. We should pay attention to the role of traditional art in visual communication design. Only when we find the cultural roots of our nation can we design works

with national characteristics. The folk art elements of our country contain the great history and spiritual culture of the Chinese nation. Choosing to integrate them into the visual communication design in an orderly way can not only increase the appreciation value of the finished design itself, but also help to spread the national spirit of our country in a large scale. Teachers should use the traditional folk art to let students fundamentally perceive art, experience art, and then create art, and strengthen the formation and development of students' visual communication design skills.

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