

Study on the Application of Wooden New Year Pictures in Art Design Teaching in Colleges

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ABSTRACT. *College art design teaching is a teaching activity to cultivate art design talents. With the development of the global economy, more and more industries are continuously increasing the demand for art and design talents. As a unique form of folk art in China, wooden New Year pictures contain strong Chinese cultural connotations. The teaching of art design in colleges and universities should fully utilize the content, subject matter, and form of the New Year's pictures on wooden boards to improve students' artistic design ability and cultivate students' national identity. This paper first introduces the basic knowledge of the wooden new year pictures, then reveals the application value of the wooden new year pictures in the teaching of art design in colleges, and finally elaborates the application strategy of the wooden new year pictures in the teaching of art design in colleges.*

KEYWORDS: *Wooden new year pictures; Art design; Art education; Traditional culture*

1. Introduction

Wooden New Year pictures are a wonderful work in China's outstanding traditional culture, a long-standing folk art in China, and an important part of Chinese folk art. There are various types of Chinese new year pictures of wooden boards, and there are certain differences in the content, subject matter, size, etc. of different types of wooden new year pictures in different regions [1]. Zhuxian Town wooden New Year pictures is the originator, and has very high artistic value. In folk art, wooden New Year pictures are usually used by people for decoration, to reflect social life, or to express their inner aspirations. Nowadays, wooden New Year pictures have become China's intangible cultural heritage and have been more effectively passed down and protected.

2. The Application Value of Wooden New Year Pictures in Art Design Teaching in Colleges and Universities

Any art is the product of social life. In social life, various types of art are independent but also connected to each other. College art design teaching is a teaching activity to cultivate art design talents, and its teaching content is rich and extensive. As a kind of folk art peculiar to China, wooden New Year pictures can help the students of art design with their subject matter, content and form. In summary, the application value of wooden New Year pictures in the teaching of art design in colleges has the following two points:

Firstly, enhance the cultural connotation of art works. The power of culture is huge. Different countries and nations have different cultures. Only with such cultural differences can the national and ethnic characteristics be highlighted. Wooden New Year pictures are part of Chinese traditional culture, which itself contains profound Chinese cultural connotations [2]. Taking wooden New Year pictures as the starting point, and drawing on Chinese folktales, myths, legends, customs and habits from wooden New Year pictures, it can greatly enhance the “Chinese taste” of art works, make the works a medium for spreading Chinese culture, and further enhance the cultural connotation of works.

Secondly, get rich design elements and inspire design inspiration. From the point of view of art design, the New Year’s board painting can provide a large number of design elements with strong Chinese characteristics for students majoring in art design. Throughout the current art design teaching in Colleges, the content of the teaching materials rarely involves Chinese cultural elements. At the same time, the homogenization of the content in the teaching materials is more serious, which leads to the homogenization of the artistic works created by students after learning. Chinese wooden New Year pictures are rich and diverse. Different types of wooden New Year pictures are different in content, subject matter and form. Such rich design principles can greatly enrich students’ vision and inspire their design inspiration [3]. Compared with the design elements of foreign countries, the design elements contained in wooden New Year pictures are superior in both breadth and depth.

3. Application Strategies of Wooden New Year Pictures in College Art Design Teaching

Art design is a very comprehensive discipline, which includes environmental design, graphic design, product design, etc. The teaching of art design in colleges is to cultivate application-oriented talents with theoretical knowledge and skills in art design. The application of wooden New Year pictures in college art teaching is of great value. Therefore, art teachers should let students master the contents of wooden New Year pictures. The following uses visual transmission to design as an example to explore the specific application of wooden New Year pictures in college art design teaching.

3.1 Stimulate Interest

Based on the current situation that many students have little knowledge of

wooden New Year pictures, teachers should use some means to stimulate students' interest in wooden New Year pictures. For example, teachers can lead students to Kaifeng Zhuxian Town, Weifang Yangjiabu, Tianjin Yangliuqing, Fujian Zhangzhou, and other places to visit some wooden new year pictures and make artists to understand the origin, development, and characteristics of local wooden new year's pictures.

3.2 Make Design Plan

Making a design plan is the first job of design practice. Teachers should divide students into groups according to their specific majors, and then guide them to develop design schemes around wooden New Year pictures. The design plan must be operable, and it should be based on the design of the wooden New Year pictures. In the beginning, teachers can give students a theme to help students quickly enter the design state. For example, a teacher can give students a design theme of "designing a movie poster based on the sculptural characteristics of the New Year's wooden pictures." After the theme was determined, the students consulted the relevant materials of the wooden New Year pictures or observed the wooden New Year pictures. After group discussions, they determined the specific design plan. When students make a design plan, the teacher should always remind the students to think only around the wooden New Year pictures and let them give full play to their imagination.

3.3 Design Practice

Teachers allow students to fully understand the design elements in the New Year's pictures on wooden boards, and then apply them boldly in logo design, brand design and product packaging design. The design elements of the wooden New Year's pictures are either its composition, or its color, or its content, or its theme. In the design stage, the teacher should guide the students to summarize the composition, color, content and theme of the wooden New Year pictures. Then the design is combined with the contemporary people's aesthetic concepts, and the "Chinese style", "ethnic style", and "Chinese and western combination" are used to improve the expressiveness of artistic works and the cultural connotation of works. For example, in the design of Chinese film posters, teachers can ask students to use the characteristics of the wooden new year pictures, such as the bright colors, exaggerated characters, rough lines, full composition and other characteristics of the wooden pictures in Zhu Xian Town, to express the characters or plots in the film [4]. Students should be good at discovering the characteristics of wooden New Year pictures in different regions, and constantly optimize the work through a virtuous circle of summarization-practice-resumption-and re-practice.

4. Conclusions

Compared with the design elements in art textbooks, the design elements in

wooden New Year pictures make the object of expression more prominent and stronger. Today, the problem of homogeneity of art works is prominent, and it can greatly increase the attractiveness of works. The fundamental goal of art design teaching in colleges is to cultivate high-quality application-oriented talents. It is reasonable to let art students understand the traditional culture of their country and nation through wooden New Year pictures, thereby improving cultural literacy and artistic accomplishment. In this way, not only can students design better works, but they can also inherit and develop the wooden New Year pictures.

References

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