

# Analysis of the Application of National Cultural Symbols in Visual Communication Design

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**ABSTRACT.** *The traditional national culture of our country is the crystallization of the wisdom of the ancient working people, which has experienced a long history of precipitation, which contains a very rich content of national art, including a variety of National Art Symbol elements, is an indispensable part of the development of the Chinese nation. In the modern visual communication design, traditional culture is widely used in the design, especially the use of national cultural symbols, which has attracted more and more attention of visual communication designers. This paper discusses the three elements of modern visual communication design. According to the important value of national cultural symbols in visual communication, it puts forward the application analysis of traditional national cultural elements in visual communication design.*

**KEYWORDS:** *National culture; Symbol, Visual communication; Design; Art*

## **1. Introduction**

As an important part of information communication, visual communication design plays an important role in promoting the communication of modern media. In the new era of the rapid development of modern information technology, the traditional visual communication design and concept has not met the visual needs of people in the new era, so it is necessary to innovate the way of information presentation to improve its uniqueness. The combination of national cultural symbols into visual communication design reflects a special ideology, expresses the spirit of folk culture and national spirit, improves the visual attraction, shortens the distance between people, and inherits and develops the traditional culture of our country.

## **2. Three Elements in Modern Visual Communication Design**

### **2.1 Graphic Elements**

In the visual communication design, as the basic content, graphics is the combination of points, lines and faces, in which points are the basis of the graphic elements and the smallest unit, while lines are formed by the combination of numerous points, and the combination of points and lines constitutes a complete graphic and image. The content presented by the combination of points and lines is plane, which limits the content to be expressed in visual communication design to a certain extent. After introducing the concept of face, the interaction and interpenetration between different faces are realized, and multiple visual effects are expressed. In the visual aesthetic elements of visual communication design,

The visual effect is better and richer when different faces are interspersed and interacted. In visual communication design, aesthetic appreciation and application of point, line and surface are the most important elements and the foundation of visual communication design. The application of point, line and surface in combination breaks the limitations of traditional thought, culture and region, brings people emotional experience and resonance, disseminates the content and emotion to be expressed in the work, improves its accuracy, and enables different people to understand the work Content of [1].

## ***2.2 Color Elements***

In graphic design, color element is the soul of it, especially in the modern visual communication design. Rich and diverse color elements show different aesthetic characteristics and psychological emotions, but the emotions expressed in them are not always the same. With the changes of the times and the rapid development of society, color elements have also experienced different changes. In the past, in the development of visual communication design, according to the aesthetic concept of the public, different colors are used to express emotions. There are certain differences in the aesthetic concept of colors in different periods, which has practical characteristics. The diversified combination and collocation of color elements can help people form a deeper understanding of the contents of the design works. The emotion in the visual communication design works can be expressed by changing the saturation, the contrast between the light and shade of color elements, combining different hues and other ways to show the subtle changes in emotion and stimulate the similar emotional experience of viewers. With the rapid development of social economy, visual communication design provides services for commodity economy. There is a certain relationship between commodities and color application. According to the needs of consumers, combined with the content of color and design, targeted services are provided to consumers. Color elements stimulate the function of visual communication design works, use the color contrast with strong sensitivity, improve the scientific and reasonable color matching, and express the central theme.

## ***2.3 Text Element***

In the visual communication design, text occupies an important position and is an important part of the visual communication design. In addition to expressing the

content and meaning of the visual communication design works, text provides a comprehensive reference for the understanding ability of different crowd needs, and it also has the necessary interpretation function, which can avoid the understanding error. China has a long history. After years of evolution of calligraphy culture, there are many kinds of calligraphy art at present, among which the connotation and cultural heritage are profound. The excellent traditional Chinese culture can be expressed in calligraphy. The elements of calligraphy are extracted, processed and integrated into art design, and applied to modern visual communication design to improve the aesthetic value and artistic value of design works. In the process of reshaping fonts, processing calligraphy forms and matching text colors, the creativity of design works is emphasized. In the visual communication design, the text elements need to be comprehensively considered by the designer, including the size, color, style and the relationship with the whole, so as to improve the appeal and unity of the design works, highlight the unique design style and meet the needs of different consumers [2].

### **3. The Important Value of National Cultural Symbols in Visual Communication**

#### ***3.1 Historical Value***

The comprehensive nature of national cultural symbols is strong, which integrates the national history and culture of our country, and has rich connotation and historical value. Among them, there are pictures and patterns with different characteristics, which are of great research value. After years of historical precipitation and wide spread, the national connotation and cultural heritage are more profound. Therefore, it is meaningful to integrate special national cultural symbols into visual communication design works and works of art. After exploring and analyzing the national cultural symbols of our country, we can restore the past history and preserve and continue the historical and cultural perfection. In addition, the application of national cultural symbols in the visual communication design will make a deep impression on the audience, and at the same time, it will comply with the local regional environment and social atmosphere, and improve the design works. In general, people have a more sensitive understanding of some universal and well-known national cultural symbols. The national cultural symbols are added to the design to attract people's attention, form a visual impact, achieve the purpose of catching people's eyes, and cause the audience to explore and interpret the design works more deeply.

#### ***3.2 Aesthetic Value***

China's traditional culture has a profound background, rich and diverse content, which contains unique interests and thoughts in Chinese traditional culture, and has a long history of development. After a long time of precipitation and historical inheritance, the archaeological and aesthetic value of Chinese traditional culture has been fully affirmed. In the process of gradually accumulating cultural heritage,

people's aesthetic concepts have changed, and the traditional national cultural symbols are more abundant. Not only are the cultural connotations more and more abundant, but also reflect the characteristics of the new era. While accumulating people's life experience and aesthetic experience, promoting people's pursuit and yearning for spiritual culture is the aesthetic value of traditional cultural symbol elements Reflect [3].

### ***3.3 Business Value***

Under the influence of the market economy environment, according to the law of capital operation, modern visual communication design works focus more on the pursuit of significant marketing results, improve the income of enterprises, and promote the maximum development of enterprise benefits. Improving the commercial value of visual communication design works has always been a very concerned issue in the development of the industry. Through exploration and practical analysis, it is found that integrating national cultural symbols into visual communication design can promote the commercial value of visual communication design works, which is an inevitable situation due to the characteristics of national cultural symbols. People usually rely on the national cultural symbols. Through the high trust and affinity of the national cultural symbols, combined with the actual visual communication design works, it not only forms a unique style to attract people's attention, but also improves the commercial value of the design works and brings higher profits to the enterprise. It is worth noting that in the process of excavating and using traditional national cultural symbols, we should fully understand the connotation of Chinese traditional culture, avoid blind development and abuse of national cultural symbols, and designers should pay more attention not to abuse national symbols. Excessive use will lead to a significant reduction in the connotation and cultural heritage of traditional national cultural symbols, and even cause people to treat traditional culture The wrong cognition of national cultural symbols leads to the formation of wrong cultural concepts.

## **4. Analysis of the Application of Traditional National Culture Elements in Visual Communication Design**

### ***4.1 The Application of Auspicious Elements in Visual Communication Design***

As a kind of totem culture, auspicious totem originated in the Han Dynasty, in which people's yearning for a better life is placed. Auspicious totem is a cultural symbol evolved from the worship and awe of nature, which has gradually formed a secularized feature, with complexity and diversity, with different styles. In the actual visual communication design, the application of auspicious elements should be reasonable and selective. For example, the representative words and figures of "attracting money and treasure", auspicious cloud patterns, golden children and jade girls, etc. can be applied to the visual communication design works. However, it should be noted that the auspicious symbols should be used on the basis of clear

design principles and be embodied in the works after being modified. In the product design, according to the concept of decomposition and reconstruction, element substitution and simplification, the auspicious element symbols are processed, their artistry is emphasized, and the unity of “shape” and “meaning” of the work and auspicious elements is realized. According to the modern visual communication design media, the auspicious elements are used to reflect and convey the excellent traditional Chinese culture [4].

#### ***4.2 Application of Tea Element in Visual Communication Design***

Tea culture elements in China are closely related to many fields of social life. Tea has the title of Oriental leaf, which is of great significance to the development of the whole social history of China. The integration of tea culture elements into visual communication design plays an important role in improving the value of design works. Taking the tea production and processing industry as an example, in the process of product design, the graphic elements of tea can be selected to highlight the product characteristics and improve people's love for it, which is different from the visual expression of traditional tea production and processing industry brands. The combination of tea cultural elements and visual communication design reflects and praises the cultural heritage behind Chinese tea culture. The combination of tea elements and ink, dragon and Phoenix elements highlights the national characteristics, improves the performance effect of visual communication design works, and appreciates and feels the spirit and connotation of tea culture and traditional Chinese culture while appreciating ink painting, dragon and Phoenix Painting.

#### ***4.3 The Application of Chinese Calligraphy Elements in Visual Communication Design***

In the visual communication design works, words are an indispensable part of quotation and interpretation. Chinese calligraphy culture has experienced thousands of years of evolution and development, with unique form beauty and Oriental line beauty, which contains profound Chinese traditional cultural connotation and the wisdom of ancient workers. In the visual communication design, traditional Chinese calligraphy elements are applied to strengthen the cultural value of the design works and develop the traditional Chinese calligraphy culture at the same time. For example, in the emblem of the 2008 Olympic Games, a “Jing” character with a changed shape was used. After the strokes were disassembled and combined, a sense of jumping and running was formed, which reflected the spirit of the Olympic Games. It was also an opportunity to display and carry forward the Chinese Calligraphy Culture. In the actual visual communication design, the calligraphy culture elements are integrated into the actual project, and the character symbols are processed to enhance the artistic value of the design works [5].

Conclusion: To sum up, national cultural symbols have unique Chinese national characteristics and are an important part of modern media. They provide valuable

references for visual communication design in many aspects, including spiritual connotation, artistic aesthetics, cultural heritage, etc., and play an important role in promoting the development of modern visual communication design. It is an inevitable development trend of visual communication in the future to integrate national cultural symbols into the visual communication design so as to greatly improve the aesthetic value and artistic value of the design. Visual communication designers should keep up with the trend of the times, abandon the homogenized design, strengthen the personalized exploration of national symbol elements, truly realize the combination of modern media and traditional culture, and inherit and develop our national culture.

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