

Research on Chinese Traditional Design under the Background of Information Age

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Abstract: China's traditional design has gone through thousands of years of history and has become the most dazzling piece of excellent and splendid civilization. The traditional Chinese style not only shines in the quiet history, but also plays a driving and inspiring role in the design of today's information age. The integration of traditional Chinese design elements into the information age is also the inheritance of history. Standing in the wave of the information age, returning to the tradition, looking for the convergence point with modern design from the tradition, and using the unique advantages of information technology, "new" and "old" coexist harmoniously to create a design style with national characteristics that conforms to the new trend of thinking in the new era.

Keywords: Informatization, information age, traditional design, Chinese design style, modern design

1. Introduction

In the design culture handed down by ancient craftsmen, we can understand the spiritual connotation of a nation and the spiritual outlook of society. The design development of a nation is bound to be influenced by social development and aesthetics. The design style, materials and patterns are all objective reflections of the design environment at that time. They develop through inheritance and combine with the background of the current era to form a unique design style. The development of human civilization has gone through the Stone Age, the Steam Age, and the Atomic Age. Driven by computer technology, human society is in the information age of rapid development. How to make the collision of design and production methods in today's society spark the development of design. The best way to breathe new life. However, the traditional art design form is very different from the current design mechanism in terms of subject matter and image. How to inject the soul of traditional culture in the context of modern design and intersperse traditional design elements in the form of modern design, using information The technology of the era of modernization has given new vitality to traditional design.

2. An overview of traditional design and information design

The development of design is due to the material wealth and spiritual wealth created in the practice of production, and the types of design are also derived from various types due to the development of society, which spread in more fields, and the design style also changes accordingly. Therefore, the development of design and different geographical spaces in different times, but all coexist with the present. The design so far is a creative activity accompanied by further creation of art, and modern design should also be given art rather than a simple business activity. The artistic design form that grasps the characteristics of the times and inherits the national characteristics also provides unique innovative ideas for Chinese design.

2.1. The characteristics of Chinese traditional design

Chinese traditional design is based on the extension of traditional art forms. Ink and wash landscape painting is an important part of Chinese culture, and it also subtly affects the aesthetics of design. The traditional cultural elements displayed in the form of painting can fully reflect the Chinese nation's cognition of nature, society, religion, politics and other aspects, and it can also be seen from the side that it is a reflection of the art of design. The aesthetic is fresh and elegant, the beauty of the intersection of ink and wash, emphasizing freehand brushwork, pursuing free and easy freedom, the lines are comfortable and natural and full of rhythm. [1] In this traditional Chinese porcelain form, the furniture

styles of the Ming Dynasty are basically composed of concise lines and beautiful shapes, exquisite shapes, retaining the texture of materials without too many complicated decorative textures, and tactfully expressing the connotation and rhythm of art. A simple and traditional design type. Art nourished by Chinese traditional culture has a unique sense of rhythm. From the inside to the outside, the complex and simple are intertwined, and the artistic aesthetic characteristics of traditional culture are conveyed layer by layer.

2.2. The development of design in the information age

Informatization originally referred to the popularization of computer technology and the Internet, but with the further development of information technology, information technology began to penetrate into all aspects of daily life. Because the scope of informatization visual communication is too broad, it also has a new era of aesthetic thinking. big influence. The timely feedback of information has produced the market effect of design, and the commercialization of design has also become the benchmark of design. The success of design is defined by the feedback of market data. Similarly, the establishment of information networks and the timeliness of information dissemination are also increasingly frequent for design exchanges. Various design types from the world are pouring in, and aesthetic diversification is also the development trend of design in the information age.

3. The development bottleneck of traditional design in the information age

3.1. The commercialization of design

With the establishment of the database in the information age, the focus of design begins to shift to commercialization thinking, and the design cost and market benefit of investment can get the most timely feedback in the market of the information age, and the feasibility of commercialization seems to have begun to become a design in disguise. feasibility. In order to generate economic effects, design companies abandon unnecessary design links, reduce unnecessary economic investment caused by design, and even pursue the market trend to lead to the homogeneity of design. In the process of commercialization of design, the designs in the market are similar, and the individual design concept designers' talk of personal emotions has been replaced by commercialization, and the design concept led by the market makes traditional design nowhere to be feasible. The information sharing in the information age not only facilitates the design, but also builds an invisible wall for the design.

3.2. The misunderstanding of traditional culture

Due to the impact of modern art, in the very long period of time the traditional art design has been the impact of the emerging forms of design, design information the influx of a large number of squeezing space of traditional design, the design of the new trend of cultural concept, think in some aspects of traditional design behind the modern design, make the traditional design become the pronoun of "soil", once the wrong idea, It leads to the separation of tradition and modernity, and also restricts the mutual promotion and integration of the two. [2] At present, the development of traditional design in China can be divided into two forms. The first type is overly Westernized aesthetic, which leads to the copying of western design mode and gradual assimilation with western design. The second type is to realize the importance of traditional culture and try to integrate traditional culture into the current design, but lack of understanding of tradition and present, resulting in the design of products neither fish nor fowl, so that the practicality and appreciation of products can not meet the current aesthetic needs. It can be said that traditional design is in a state of imperfect development in the information age, such an imperfect design system not only affects the development of design, but also brings a series of chain reactions: the understanding of national design can not be understood; The aesthetic of national design cannot be improved; Susceptible to external aesthetic influence.

3.3. The imperfection of modern design system

My country's modern art design started late, lack of awareness of modern design in the early stage, and the information age has accelerated the process of modern design. The weak conceptual framework must not be able to support the huge design system, so there is a cognition of modern design. Deviations, and the lack of a complete design system and mature design concepts, leads to the lack of aesthetics in design. In the era of information gushing, designers can receive the latest and most cutting-edge design

ideas, but they cannot perfectly understand the connotations and subtle details in the design. At this stage, my country's design still seems to remain in the "shape" stage, without the subtle artistic details behind the design. Chaos produces a strangely dissonant aesthetic.

4. The application of traditional design in the information age

4.1. The innovation of design in information age

The rise of virtual digital platforms in the information age makes modern design full of technological sense, but it cannot meet the emotional needs of human beings. For the thinking of modern design, the design direction of informationization has turned its attention to the field of traditional art design. The traditional design can arouse the emotional resonance of the public in the core of the connotation, which is the embodiment of national feelings. Use the information technology to establish a complete database of traditional art design, which is used to collect and adopt different traditional elements, and analyze and match the most suitable design scheme according to the data information. Using three-dimensional representation, simulate the use scenarios of realistic design to predict the feasibility of the design plan in advance, and can deeply analyze the details of the design to display the thinking and plan content of the design from multiple dimensions and angles. From the selection of materials to the composition of the state of the product shape, the different changes in the structure are displayed through digital three-dimensional molding. In the extraction of traditional design elements, the traditional forms are disassembled, separated and reorganized in the virtual space, and condensed into new creative concepts, so as to better integrate traditions in the thinking of understanding modern design.

4.2. The application analysis of traditional design

Traditional Chinese design can be considered from multiple dimensions and angles, such as color, pattern, semantics and so on. The application of tradition should not be limited to imitating and replicating traditions, but thinking about the core of tradition and constantly innovating in the context of the times. The distinctive symbols of traditional culture are the most intuitive expressions of traditional culture. The auspicious implication has a strong emotional resonance with the current people's thoughts, which greatly satisfies people's emotional needs and fills the cold technology of modern design. The sense of futuristic and illusory futuristic makes the design return to reality. [3] The use of traditional patterns is not only an emotional expression, but also can reflect the visual impact of the product, further deepen the semantic form to be expressed by the product, and enrich the cultural connotation of the product. It is not limited to the beauty of the product form but also focuses on improving the culture. The keynote highlights the rationality of traditional design in modern design in the application of culture. The application of form is also a very important aspect in traditional design. In ancient Chinese design, the functional characteristics of the product were shown by highlighting the beauty of the form, and the ergonomic product form was designed with line modeling, focusing on the use of product functions. It coincides with the modern design's human-oriented design, focus on functions, and minimalism. The use of new materials and new technologies has given new vitality to traditional design forms, and it can also break away from the common design thinking and patterns in the market. Gives a unique aesthetic mood.

4.3. The application of traditional design patterns

The characters, patterns and colors in traditional Chinese design all have strong Chinese cultural connotation. Besides in-depth understanding of the connotation of the use of tradition, it is necessary to analyze the matching points in design with the current era and put forward the design concept conforming to the trend of The Times. In the process of design, we should start from market research and fully analyze the social environment and the needs of contemporary people, so as to present a design style that conforms to the current society. For the use of traditional culture technology, elements can use a variety of means to show the flexibility of traditional design, traditional deformation, distortion, extraction and other ways, with the appearance of the information age to better reflect the traditional soul value. This is not only for cultural heritage, but also to a new era under the background of the innovation of culture, so for the use of traditional design is not only confined to the existing design patterns and thinking, also can put the other things that are rich in ethnic culture being processed to simplify put it into the modern design is for another use of traditional design. Nowadays, many designers begin to apply the elements of Chinese characters, painting, architecture and other fields flexibly, enriching the cultural connotation of the information age and highlighting the cultural characteristics of their own nation.

5. Conclusion

In the era led by information, the exchange of information in today's world makes imagination possible, but in the process of continuous innovation, thinking about the development of traditional art design, culture and marketing strategy in the new environment can make the design keep forward while retaining its own national characteristics. [4] Lu Xun once said, "Only the nation belongs to the world." This sentence is always true at any time. The combination of traditional design and design in the information age will form a new art form, and the new technology will show the traditional design concept and the excellent Chinese culture to the world in the form of art.

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