

# Inheritance of Chinese Traditional Cultural Elements in Modern Public Design Course Teaching

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**ABSTRACT.** Chinese traditional culture has a long history, extensive and profound. After thousands of years of inheritance and development, it has gradually developed its own style, forming unique characteristics such as regionalism, inclusiveness, implicability and harmony. In today's era, public design, as a "young" category of art, should be how to maintain its beauty, convenience and humanization, face the world, face the era, convey the Chinese excellent humanistic connotation, which is worthy of deep thinking of the majority of art designers and art researchers. The purpose of this article is the application of Chinese traditional culture in modern public design problem in a comprehensive and systematic research, trying to send a, to tease out its excellent Chinese traditional culture and modern design of the inner link, based on this, this article through extensive literature reference and thinking, in-depth comparative study on the domestic and foreign research dynamic and trend, analyze its superior design method and it is concluded that the theory of achievement, as the subject to make detailed research background and lay the base of reference. More accurately guide students to carry out the self-exploration of humanistic connotation in design, establish students' self-confidence, stimulate students' interest in learning, and enhance the identity of national culture. Through experiments on relevant audience groups, the research results show that the modern public design course teaching at the present stage mostly focuses on the teaching of techniques, so it is urgent to put forward some innovative theories and ideas of developing Chinese public design with traditional culture as the source of creation.

**KEYWORDS:** Modern Public Design, Chinese Traditional Cultural Elements, Course Teaching, Inheritance of Cultural Elements

## 1. Introduction

Chinese culture has a long history and many traditional elements with Chinese characteristics have been born. At the same time, due to the regional differences, the traditional Chinese culture can be subdivided into many regional cultures. Different cultural traditions have their own characteristics and gradually penetrate into the

field of design, becoming an important part of modern public design [1-2]. National is universal and popular, which is also an important reason for integrating traditional cultural elements into the teaching of modern public design courses in the information age [3]. At present, China's modern public design has problems such as insufficient cultural implication, unclear regional cultural characteristics and poor overall style [4]. This is extremely detrimental to the development of traditional Chinese culture. Modern China has been in a poor and weak state, suffered from imperialist aggression, the development of culture and art has also been destroyed. Western developed countries have established a value system dominated by western countries by virtue of their economic advantages, leading to the increasingly westernized values and aesthetics of the Chinese people [5].

While the current Chinese design circle seems to be flourishing, we cannot avoid and must sobriety face up to the imbalance of China's overall design level and some problems exposed: first, some designers lack the understanding and understanding of traditional culture [6]. With the popularization of Internet and computer technology, the influence of globalization on Chinese modern design is increasingly deepened, which makes the "internationalization" feature of Chinese design more obvious [7]. Designers begin to consciously understand, learn and imitate western art design, excessively pursue "copy doctrine", unilaterally understand "everything is one", and ignore the cultural background and aesthetic habits of the objects of communication [8]. In their design, they use abstract and geometric visual symbols to replace the traditional Chinese graphics and aesthetic taste, and simply put some elements together. Such irresponsible designs are common in today's market [9]. Second, some designers are susceptible to the influence of fashion factors. They blindly to learn from the classic design, for some popular form of imitation, caused the same on the vision, ignoring the work itself should be revealed the content and the artistic conception, make the work lose its due recognition, in the design ideas, grasp the understanding of the space and the whole space, culture, aesthetics, traditional inheritance and development of comprehensive training, showing a strong tendency of materialism and utilitarianism [10-11].

In the analysis of important concepts and categories such as traditional culture and artistic design, semiotic research methods are mainly used to reveal the semantic meaning of traditional culture, artistic design and other formal symbols from the perspective of semantics, pragmatics and pragmatics. Psychological research method, starting from the characteristics of cultural psychological structure, discusses the psychological structure of people's similarity to excellent art design; The research method of social anthropology is to summarize general rules by studying material and spiritual practices in various aspects of social life [12]. This paper adopts the research method of analysis and induction, and the research sequence is from ideological theory to practical analysis. Philosophy is the science within science, and philosophy influences people's world outlook and methodology. Concept culture, especially aesthetics, is closely related to art design. Starting from cultural elements, relevant philosophical views and aesthetic thoughts are analyzed, and then practical experience of design is summarized [13].

## **2. Method**

### ***2.1 Comparative Study Method***

In this paper, first from the large range of analysis and research on the modern public design course teaching environment, comparing the characteristics of The Times curriculum development at home and abroad, then analysis the factors influencing study factor, layer upon layer analysis of changes in the characteristics of physical and mental, to the crowd of different knowledge structure for various controlled research. On this basis, the paper studies the relationship between public design and human culture as well as its added value. In addition, starting from the existing public design course teaching cases, analysis of the existing type, level and their respective characteristics, summarizes the advantages of the modern public design course teaching and the existing problems and on the basis of humanism, surrounding the use of Chinese traditional culture elements into the modern public design research method, finally through the analysis of the overall research to the modern public design course teaching of traditional Chinese culture elements inherit the opinions and Suggestions, etc. The basic purpose of modern public facilities design is to serve the life of the public. After its convenience has been well satisfied, the design concept of human culture is involved in the design of modern public facilities to meet the spiritual needs of the public and establish the two-way transmission of information of traditional Chinese culture elements.

### ***2.2 Statistical Methods***

Through a large number of literature reference and thinking, in-depth comparative study of domestic and foreign research trends and trends, analysis of its superior design methods and theoretical results, for the development of the subject to make a detailed research background and lay a reference base. Solve the current stage can rely on the theoretical knowledge and technical level, to understand the relationship between public facilities and humanities in detail. Through the process of development of western countries and its own development process of comparison, understand the importance of design in people's life and has a good public space design, design of public facilities for the behavior of people as well as the importance of the cognitive way of world level, to create values has very important influence. Through the statistical method can provide a direct and clear data basis for future research, more convenient for the research and other knowledge to make some contributions. Practice research methods are divided into three modules: one is the market through the actual investigation, the existing has a common design for a large, overall classification, to analyze and study the existing problems and needs to improve the place, makes the program more WanShanHua and optimal design is more, more in line with the teaching requirements. Second, the theoretical knowledge is rich, mainly through the website, books and other channels to collect information, with each research method relatively clear to the overall understanding of the knowledge framework. The third is to conduct a survey and

analysis on the teaching population of modern public design course, mainly through questionnaire survey, interview, listening, user test, continuous follow-up and other multi-dimensional, multi-angle, multi-level research and analysis of the course audience, so that the analysis can be accurate.

$$\frac{\gamma}{C^2} \frac{\partial^2 p}{\partial t^2} - \frac{1}{a^2} \nabla^2 p = \dot{S} \quad (1)$$

In terms of non-ranging algorithm, there are mainly DV-Hop algorithm, SPA algorithm, centroid algorithm and convex programming algorithm. Among them, the three-side measurement method is shown in Figure 1.

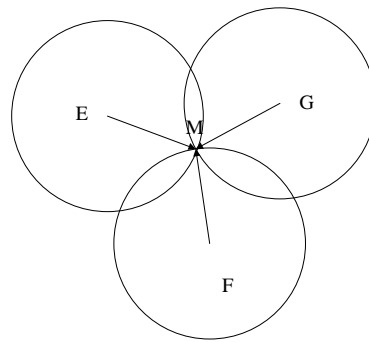


Figure. 1 Schematic diagram of three-side measurement

As shown in Figure 1, the coordinates of three nodes E, F and G are known as  $(x_e, y_e)$ ,  $(x_f, y_f)$  and  $(x_g, y_g)$ . And the distance from them to the unknown node M is  $d_e$ ,  $d_f$  and  $d_g$ , respectively. Set the coordinate of unknown node M to  $(x, y)$ , then from (2),  $(x, y)$  can be calculated and obtained.

### 3. Experiment

The experiment of this paper is to investigate the inheritance of Chinese traditional cultural elements in the teaching of modern public design course in Beijing undergraduate colleges. Taking "flower-and-bird painting", a classic Chinese traditional cultural element, as a case in the teaching of modern public design course, this paper randomly selects undergraduate colleges in Beijing for questionnaire survey. First of all to understand the history of flower-and-bird painting, the development process and cultural values. By decomposing the different artistic styles of flower-and-bird paintings, we can name three representative painters and analyze the characteristics of writers' works from the historical background and traditional aesthetic thoughts. Choose a flower-and-bird technique to design modern public facilities. Based on the basic knowledge acquired in the classroom explanation and demonstration, data are collected, sorted out, analyzed and integrated in a goal-oriented manner to understand the contents and forms of

traditional Chinese cultural elements. By learning the painting techniques and aesthetic accomplishment in painting, we try to create modern public design works, and inherit the excellent traditional Chinese culture and traditional Chinese aesthetic accomplishment. Through the experience of Chinese culture "heaven, man, ancient and modern mind, matter and interior", we seek a balance and overall harmony between material and soul. When using ink and wash language to create one's own works, one can feel the charm of traditional Chinese cultural elements, experience its humanistic connotation and feel its ink and wash charm, so as to improve students' interest in inheriting and using traditional Chinese cultural elements in modern public design.

#### **4. Discuss**

##### ***4.1 Analysis of Teaching Design Ideas***

In the context of the new curriculum reform, it is recognized that the adoption of autonomous, humanistic and research-based learning can not only enhance knowledge, skills and internalization, but also help to form the methods and habits of students to acquire knowledge and skills. Therefore, in the process of transforming traditional Chinese cultural knowledge into modern public design elements, we should strongly advocate the learning methods of human cultural learning, and apply them to solve problems in accordance with certain procedures and methods. In this way, students' public design discipline quality can be gradually cultivated. Therefore, in the design of teaching activities, students become the main body of teaching activities. For example, in the making of mind map, specify the specific goal of learning landscape painting, so that students with a clear purpose to participate in teaching activities, rather than doing while thinking, such target-oriented teaching activities, such learning activities are more targeted. The learning method advocated by inquiry-based teaching refers to that students, under the guidance of teachers, take the initiative to acquire new abilities on the basis of group cooperation based on thematic learning, and propose to return the class to students to solve practical problems. The teacher is only the organizer of the class. Students are encouraged to acquire independently in the process of independent learning. In cooperative learning, they can feel the trust and need of their peers. They should constantly explore, learn from each other and explore together. In this kind of learning environment, students constantly improve their abilities and learn from each other. The analysis results of modern public design course teaching on the inheritance of Chinese traditional cultural elements are shown in table 1 below.

*Table 1 Analysis results of modern public design curriculum on the inheritance of Chinese traditional cultural elements*

Dimension	Drawing	Paper Cutting	Clay Figurines	Cheongsam
Lesson	8	10	5	2
Factor	0.74	0.85	0.32	0.16
Population	60	82	18	7
Variance	8.7	9.3	2.4	1.3

#### ***4.2 Chinese Traditional Cultural Elements in Modern Public Design Teaching -- Effect test of Buddha's Perception***

Now, some of our artists are also taking advantage of the representation of the traditional shape of the Buddha statue, which has a high degree of generalization of traditional culture, combining it with the contemporary and integrating it into the modern public design as a traditional cultural element to create, showing the conflict between tradition and modernity and the relationship between inheritance and development. The seriousness of culture and the hippies, the changes in social values, the differences in moral values, are all discussed in the work. The emphasis on the recombination of the past and the present is a real problem that we are concerned with, both as a representation of real life and as a specific interpretation of history and culture, which is exactly what our artists want to express. His works contain profound cultural contents.

Lipps put forward the theory of transference, which holds that emotion is not through passive association of subject, but is positively projected into the object by subject, which becomes the externalization of human emotion. Emotion is based on people's perceptual experience, and it happens with time, but it also has people's consciousness tendency. In the design, the design from the conception to the final design will be affected by emotional factors. Therefore, the experimental audiences were divided into four groups to conduct emotional experience based on three stages: emotionalise, emotional and emotion, and test their perception of traditional Chinese cultural elements in modern public design. Emotional design focuses on the designer to design products, their heart into the design of emotion, to show their design position. Affective hypothesis focuses on how to trigger the user's emotional activities and use. Emotional design focuses on emotional resonance and emotional communication between the designer and the user. Through the effect test of audiences' perception of Chinese traditional cultural elements in modern public design, the system test results are shown in figure 2 below.

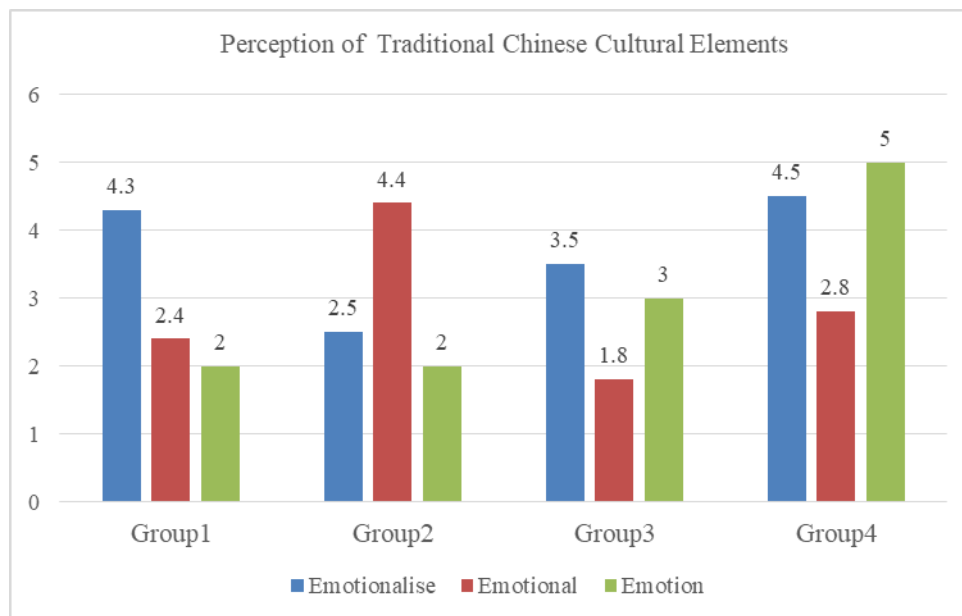


Figure 2 *System* test results

#### 4. Conclusion

The application of Chinese traditional elements in modern public design not only helps to improve the connotation of public design, but also contributes to the inheritance and promotion of Chinese traditional culture. For modern public design professional course teaching, the teacher should uphold national innovation spirit, the Chinese traditional culture elements into classroom teaching, which on the one hand, help students to inherit the outstanding traditional culture, on the other hand provide a wider platform for professional design, it is also a design major in colleges and universities teaching the important developing direction in the future. In the context of modernization development, the majority of modern public design teaching workers and learners should join hands to study the combination of traditional culture and modern public design more deeply, so as to make modern public design teaching in China more professional and confident.

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