

On the integration of modern art design and folk art

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ABSTRACT. *At this stage, with the rapid development of social economy in China, people's living standards are getting higher and higher, and the requirements for culture and art are gradually improving. This paper reinterprets the meaning of modern art design and folk art, and hopes to integrate them organically to promote the healthy development of people's cultural life. Based on this, this paper makes a detailed analysis of the connotation of modern art design and folk art, and discusses the inevitable relationship between the two and the necessity of integration, and then explores the integration ways of modern art design and folk art, for reference only.*

KEY WORDS: *modern art design; folk art connotation; concept; necessity; integration approach*

1. Introduction

Folk art has been passed down for thousands of years. It is the crystallization of the wisdom and sweat of generations of working people of the Chinese nation. It contains a large number of cultural and emotional elements, which has a profound impact on modern art design. In the process of the development of folk art, with the progress of society and the development of the times, it has formed a variety of art types with different styles. It is one of the basic guarantees for the development and innovation of modern art design to give enough inspiration and inspiration to modern art design. Therefore, we should actively explore the integration of modern art design and folk art to promote the development of modern art design.

2. Modern art design and folk art

"Modern art" refers to the general designation of popular art styles with different styles. There is no specific limit, and it will gradually change with the development of society and the progress of the times. It is a general recognition of the art styles in society. "Folk art" is the artistic expression form summarized by people in their long-term past life and work. It is the most elementary and basic form of artistic expression. Folk art contains people's yearning and vision for a better life [1]. In essence, modern art design and folk art are from the same source, and their relationship is complementary, and there is a problem of interaction and integration between them. It is necessary for people to integrate modern art and folk art organically in the process of art design or folk art creation from the reality, and keep open to art design at all times And a unified attitude, and then create a new art panorama, promote the coordinated development of modern art design and folk art.

3. The necessity of the integration of modern art design and folk art

"Folk art" plays a very important role in the development of the long history of Chinese culture, which contains a large number of unique national art style content and art forms. Folk art pursues elegance and simplicity in the expression of art form and image. It seems that the literal understanding of folk art has nothing to do with modern art design [2]. However, modern art design and folk art are in the same line. Many ideas and Inspiration of modern art design come from folk art. Therefore, whether developing modern art design or inheriting and carrying forward the connotation of folk art, we need to correctly treat the complementary relationship between the two, based on the development of modern art design and the inheritance of folk art, deeply explore the relationship between the two, objectively evaluate the integration of the two, and then find the way of organic integration of the two, so as to Modern art design and folk art infiltrate and complement each other, and then form a new art form in line with the development law of the times, improve the artistic expression, and bring people more good and rich artistic feelings.

4. The way of integration of modern art design and folk art

The main reason why folk art can last for a long time is that it has a strong inclusiveness and creativity, and folk art is a realistic response to people's life reality. In some folk art works, it can contain several artistic images and artistic creation forms with different characteristics at the same time, so as to express different artistic emotions [3]. Modern art and design need to start from the practice of modern social life and cultural art, and combine it with folk art. It can make folk art elements get more attention and give inspiration and inspiration to modern art design. We need to integrate from modeling, color, regional culture, thinking and expression techniques to improve the advanced nature of art design and enrich the present art design. The content and artistic sense of modern art design can improve the formal beauty and artistic value of art design.

4.1 The integration of modern art design and folk art modeling

In the process of development and inheritance, folk art has formed a variety of forms of expression. Different folk art works will use different shapes to show different artistic features and express different artistic emotions of the author. Folk art contains rich modeling language, which provides ample reference opportunities for modern art design, and provides rich design inspiration for modern art design. Therefore, the integration of modern art design and folk art should start with the integration of modeling, fully integrate the content of folk art modeling in modern art design, so as to enrich the modeling style of modern art design and show the style charm of modern art design. Taking modern clothing design as an example, folk art modeling can be applied to the whole design, neckline design, pocket design and other aspects of clothing, making the modern clothing art design modeling more rich, higher artistic value, showing a unique art form. Among the folk arts, the typical shapes of dragon and Phoenix, Chinese calligraphy, etc. can be applied to the overall design of Tang costume, and the traditional folk art shapes can be integrated into the costume pattern design to express the artistic value of Tang costume [4]. In addition, the figures, characters, symbols and other shapes contained in folk art can be applied to modern art design to enrich the content of design, so that modern art design has a sense of identity, brand image, and further deepen people's memory and recognition of modern art design.

4.2 The fusion of modern art design and folk art color

Color is one of the most characteristic external forms of expression in folk art, and also plays an important role in the process of integration with modern art design. Most of the colors in folk art show strong, simple and sincere content. The application of color is the customary expression of the majority of working people, and it is also a place of great national style in the creation of folk art works [5]. Nowadays, with the continuous development of modern art design, more and more designers begin to pay attention to the application and integration of folk art color, the reference of folk art color is gradually increasing, the application methods and integration methods are also constantly changing and innovating, which makes the color types of modern art design more abundant, and the use and matching of color are more and more in line with people's physiology Psychological and emotional needs. For example, in the process of modern advertising design, designers can integrate folk art color into advertising design, and improve the visual impact of advertising design and advertising effect through color rendering. Every year during the Spring Festival, various kinds of promotional advertisements and slogans can be seen everywhere in the streets. The background color of the advertisement design is mostly red. The purpose is to increase the atmosphere of the new year, with red as the main body to attract consumers' attention and stimulate consumers' consumption.

4.3 The integration of modern art design and folk art regional culture

In the process of development and inheritance, folk art embodies different regional cultural styles, which is also the unique art form and value of folk art. It is essentially different from the similarity and similarity of modern art design. The regional cultural characteristics of folk art are particularly obvious. We can clearly obtain the regional information or national information through a specific art work [6]. For example, Beijing and Shandong both have the custom of making cloth tigers, but there are great differences in the modeling and color matching of cloth tigers between the two places, which fully reflects the regional cultural differences of folk art, and is also the main folk art elements that need in-depth study and reference in modern art design. In the process of the integration of modern art design and folk art regional culture, on the one hand, we should respect the characteristics of folk art regional culture, keep the original national characteristics and artistic forms of expression, on the other hand, we need to integrate modern design elements and concepts into art design, and conform to the aesthetic concept of modern people, so as to realize the connotation of modern art design and folk

art The good integration of art design and folk art shows the inclusiveness and creativity. In modern art design, we should not only show the traditional art elements, but also show the modern art elements, and then reflect the uniqueness of modern art design, improve the status quo of the same and similar art design, and improve the value of art design.

4.4 The integration of modern art design and folk art thinking and techniques

Whether it is modern art design or folk art, they are all derived from the life and work of the working people. They are the crystallization of human wisdom and sweat. Their origin is the same. The integration of the two is the inevitable trend of the common development of modern art design and folk art. Today, with the rapid development of society, folk art has not been eliminated by history, and has formed complementary advantages with all aspects of modern society. It exists in a form that conforms to the modern people's aesthetic outlook and art appreciation habits, enriches the forms of expression of modern art design, and at the same time, it also shows the traditional art forms to people in a new form, helping people to Experience modern art design and feel the artistic value and aesthetic feeling of folk art. The thinking of folk art is developing constantly. It has both traditional and modern thinking, which is in line with the law of social development [7]. Therefore, the integration of modern art design and folk art thinking can enhance the expression of art design on the basis of modern design, make modern art design more diversified and personalized, and make modern art design show in different styles, bring people different artistic feelings, and then promote the development of art design and promote modern art The integration of design and folk art.

5. The key points of the integration of modern art design and folk art

Although the integration of modern art design and folk art is the inevitable trend of art development, the way of integration is not smooth sailing, but is full of difficulties. We need to deeply understand and analyze the relationship and characteristics of modern art design and folk art, and combine the development trend of modern art design to expand the integration of the two to more Field, play a greater role. First of all, modern art design should highlight the nationality, make full use of the national elements in folk art, emphasize the decoration and combination of national elements and modern design elements, and improve the overall effect of art design. Secondly, the integration of modern art design and folk art should take human nature into consideration. In the process of art design, we should pay attention to the complete expression of works, and can not abandon the appearance of design works for the sake of integration. Humanized art design can shorten the distance between works and people, and bring people better aesthetic experience, so as to improve the expressiveness of art design works, and ensure that folk art connotation can play an effective role in modern art design.

6. Conclusion

To sum up, the integration of modern art design and folk art needs to be based on the current situation of social development, face up to the relationship and similarities and differences between them, so as to find an effective integration way around their characteristics and development laws, and comprehensively promote the integration of modern art design and folk art from the aspects of modeling, color, regional culture, thinking and techniques Develop, strengthen mutual interaction and exchange, make secondary creation of modern art design, enrich art forms and techniques, provide necessary inspiration and inspiration for art design, and then realize the coordinated development of modern art design and folk art.

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