

Folk art inheritance and its value in art design education

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ABSTRACT. *As an important part of Chinese traditional culture, folk art and modern art design can be said to promote together. In folk art, it contains rich educational value, not only aesthetic value, intellectual value and moral value, which helps to improve students' aesthetic feelings, promote students' perception of national culture, help students to fully understand history, customs and other knowledge, and further improve students' perception of truth, goodness, beauty and other spiritual wealth. This performance mainly analyzes the ways of folk art inheritance, the problems in the process of inheritance and the value of folk art inheritance in art design education.*

KEY WORDS: *folk art; inheritance; art design education; value*

1. Introduction

Folk art is the wisdom crystal left by the continuous development of history, which embodies the simple understanding of beauty by the working people. Folk art embodies strong regional and national flavor. With the continuous development of modern society and economy, it has a huge impact on folk arts and crafts, which is not conducive to the inheritance of folk arts. Therefore, the education of art design in China has paid more attention to the traditional folk art, and paid more attention to the excavation of its educational value. We hope that through the artistic value, we can cultivate the students' aesthetic ability and improve their further understanding of folk art. It can be seen that this paper plays an important role in the inheritance of folk art and the value analysis in art design education.

2. An analysis of the ways of inheriting folk art

2.1 Inherit in the way of apprenticeship

In the way of folk art inheritance, the most common way is the apprenticeship inheritance, which mainly comes from life and has a close relationship with the daily life of the folk people. Most of the apprenticeship inheritance is carried out within the family. This way is mainly because our country is still in the development stage, some folk artists are unable to record the art creation process, so most of them can only use words and deeds to teach, through the personal demonstration of the master, after the apprentice watch, they can model until they can be completed independently [1].

2.2 Inheritance through folk activities

It is the most direct embodiment of folk art in national activities, and different folk activities embody different cultures, but no matter what kind of folk activities highlight the national regional characteristics. For example, primitive beliefs, festivals, rituals and customs, different contents and forms constitute folk art, which promotes the development of folk art in the long history. For example, the primitive human race will hunt, fight, and pray for harvest and peace, which can be traced in folk art. Folk culture can be fully reflected through folk activities, and folk art is the expression of this culture. It can be said that folk activities and folk art are the relationship of interaction, influence and promotion [2].

2.3 Inheritance by commercialization

In the continuous development of tourism, more and more folk art works are presented by means of commodities, which creates a greater space for the development of folk art. For example, Weifang kites, Weixian paper cutting, etc., this form of folk art inheritance, has been warmly welcomed by the overseas market. With

the continuous development of tourism economy, it provides a broader development space for folk arts and crafts. Through local scenic spots and scenic spots, tourists continue to spread after purchasing, further promoting the development of local tourism. At the same time, it provides more economic income for folk traditional artists, and effectively realizes the inheritance of folk arts and crafts through commercialization, Better to meet the aesthetic needs of the current era, in line with the needs of modern society folk art heritage.

2.4 Pass on through the school

The main reason for inheriting folk art through the school is that the way of inheriting the apprentice system is not suitable for the development of the new era. Therefore, introducing folk art into the modern art design education system will help to promote the inheritance of traditional culture in China. Through the systematic teaching in schools, students' correct understanding of folk art can be improved. At the same time, it is more conducive to the inheritance and development of traditional culture. In the teaching of art design, it is not only necessary to add western aesthetics, but also to improve students' understanding and recognition of the national culture through the introduction of folk art, which is of great significance to the inheritance of folk art in China [3].

3. The problems of folk art inheritance in art design education at present stage

3.1 Insufficient attention to folk art in art design education

In the art and design education of our country, we should insist on the authenticity of works, emphasize the authenticity of works, and aim to attack people's heart directly through the real works. What folk art works reflect is the most real emotion of creators, which fully embodies the flavor of folk life. Therefore, bringing folk art into art design education plays an important role in promoting students' creative inspiration, and can better help students master the creative concept of folk art works. However, from the perspective of the setting of folk art related courses, it has not attracted enough attention. In the art design education system, it mainly takes the form of public elective courses. It is also due to the lack of attention to the current curriculum of folk art that the corresponding teaching materials are very backward in the development and compilation. Therefore, the relevant courses of folk art education can not guarantee sufficient class hours, so it is difficult to effectively implement in practice. As a result, the students' understanding of folk art only stays on the surface of knowledge, without a deeper understanding and mastery [4].

3.2 Teachers themselves neglect the importance of folk art curriculum

From the above analysis, we can know that due to the lack of folk art related curriculum in art design education, art design teachers themselves also ignore the importance of folk art, the vast majority of teachers think that folk art is difficult to combine with modern art, which is not suitable for the needs of social development. But in fact, in the international art, retro and national has become an important element leading the fashion. For example, in clothing design, there is a tie dyeing process that people prefer. This kind of tie dyeing process originated from ancient China, and after continuous dissemination, it has derived a lot of techniques in the continuous practice abroad, and it is popular in modern social clothing design. This is enough to show that folk art can adapt to the new era, there is no out of date, and effective folk art can help students understand more traditional design concepts and crafts, can further supplement modern art design education, and help enrich its spiritual connotation. However, in terms of the actual situation of art design education at this stage, the way teachers guide students in the process of folk art classroom teaching is not reasonable, and they explain folk art theory too much, lack of attention to practical teaching, and ultimately affect the effect of National Art Education [5].

3.3 Students' insufficient understanding of folk art course

With the continuous development of the Internet and information technology, computers can achieve highly difficult and complex art design. Although they improve the efficiency of the design effect, they show traces of the computer model, aesthetic value and cultural atmosphere are not strong enough. Therefore, in order to design a better work of art, designers are required to be familiar with the culture and art of their own nation, and to be able to use it reasonably in the design of works. But in fact, at this stage, students lack the correct understanding of folk art, so they can not better inherit folk civilization. At the same time, a large number of foreigners who are interested in Chinese traditional art have come to China to study. This situation has to cause thinking [6].

3.4 The problems of folk art itself

In the process of inheritance and development, the traditional folk art in our country used to be mostly handed down from generation to generation in the family, and the main form is manual workshop. Although the times are developing and progressing, but the traditional folk art form has not kept pace with the times, in addition to the lack of effective communication between peers, the inheritance and development of folk art has been seriously hindered. In addition, due to the lack of strong productivity and education level in the past, some folk art techniques and relevant experience are not recorded in words, so it is difficult to spread through words, which has a serious impact on the inheritance of folk art.

4. Analysis on the value of folk art inheritance in art design education

4.1 Help to improve students' aesthetic ability

The introduction of folk art in art design education can not only highlight certain artistry and life, but also contain good moral meaning. It can help students further feel the aesthetic value of folk art works through its derived ideas, which can be divided into the following aspects [7]:

First, image beauty. In the folk art works, it is not difficult to find that different types of folk art works have different meanings, but most of them represent the good moral of the folk people, Exorcism and blessing, and good wishes. For example, on the Dragon Boat Festival in China, children will wear five poison shoes, which represents a kind of moral of controlling evils and taking advantage of blessings. There are also paper-cut works of "everything goes well", which embodies the beautiful moral that people hope everything goes well.

Third, the combination of beauty. The different artistic elements are recombined to form an image which is not in accordance with the routine, and then a beauty of combination is expressed. For example, when the typical representatives of spring, summer, autumn and winter are combined into the same picture, they are against the objective laws subjectively, but they can show the good wishes of the working people through spring ploughing, summer cultivation, autumn harvest and winter storage.

The second is the beauty of deformation. It means to express the thoughts of folk art designers and highlight the artistic charm of works by means of deformation. For example, the shape of a horse spoon designed by transforming facial elements can effectively make up for the defect that it is difficult to close the psychological distance with the viewer in modern art design [8].

4.2 Help to improve students' modeling ability

On the one hand, it can improve students' creativity. Through the reasonable grafting of the unrelated things in the original text, a new artistic image is created. It mainly includes two kinds: replacement composite and aggregation composite. For example, the paper-cut of "fish body Doll" reflects the replacement and combination of the partial image of one object and another, as shown in Figure 1. As shown in Figure 2, the paper-cut works of "golden pig congratulation and longevity" are mainly assembled and compounded. First, the modeling outline of the work is designed, and then the interior of the work is filled. On the other hand, it helps to cultivate students' ability of plane modeling. This is a common method in folk art modeling, which embodies a kind of two-dimensional natural beauty.



Figure. 1 Paper cut of fish body doll

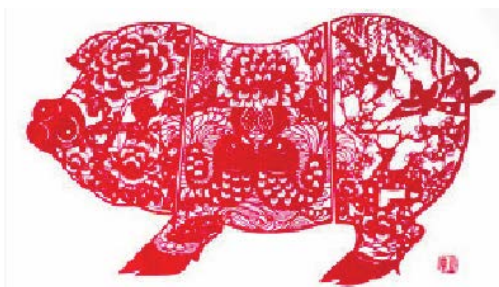


Figure. 2 Paper cutting of "golden pig congratulates life"

4.3 Folk art and modern art design promote each other's development

Compared with folk art, modern art design emphasizes practicability more, and presents the trend of commercialization, and the main way to achieve this goal is to let works of art play the aesthetic value and cultural connotation, which is similar to folk art works. Therefore, modern art design in the development process will not conflict with folk art, on the contrary, folk art can get good application effect in modern art. In folk art, not only the types and styles are rich and diverse, but also the cultural connotation is rich, which can provide inspiration for modern art design, and the two interact and promote each other.

5. Conclusion

All in all, there is a strong atmosphere of folk art in China. Art design education should pay more attention to folk art, and further improve the protection, promotion and dissemination of traditional Chinese culture. Art design education in Colleges and universities in China needs to fully recognize the value of folk art inheritance in art design education, and then actively spread.

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