

The Application of Chinese Folk Art Colors in Graphic Design

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Abstract: *This article explores the application of Chinese folk art colors in graphic design. Through an overview of Chinese folk art colors and an analysis of the role and expression of colors in the field of graphic design, the paper analyzes the application and significance of Chinese folk art colors in graphic design, as well as their importance for inheriting traditional Chinese culture.*

Keywords: *Chinese folk art; Color; Graphic Artist Designer; technological innovation*

1. Introduction

Color is an indispensable part of graphic design, and its role in design is very important. Different color combinations can produce different visual effects, thereby affecting the emotions and feelings of the audience. As an important component of Chinese culture, Chinese folk art also has unique characteristics and application methods in terms of color. This article will start with the characteristics color in Chinese folk art, explore its application and significance in graphic design, and its importance inheriting traditional Chinese culture.

2. The Characteristics of Colors in Chinese Folk Art

The characteristic of Chinese folk art color is a true portrayal of traditional Chinese culture and folk customs, with a strong ethnic cultural atmosphere and unique artistic charm^[1].

2.1 Vivid and Rich

Chinese folk art has bright and rich colors, with red, yellow, blue, green, black, white, and purple as the main colors. These colors are often bright and vivid, giving people visual impact and a strong experience. In traditional Chinese culture, these colors have profound connotations and symbolic significance. For example, red represents joy and auspiciousness, and is one of the most representative colors in Chinese culture. Yellow represents wealth and honor, and is considered a royal color. Blue represents freshness and elegance, while green represents life and nature. The use of these colors not makes the design more vivid and vivid, but also conveys a certain cultural connotation, promoting the traditional virtues and values of the Chinese nation^[2].

2.2 The meaning is profound

The colors of Chinese folk art often have profound meanings and rich symbolic meanings. The symbolism of these colors often comes from traditional Chinese culture and folk legends, such as red representing joy and auspiciousness, originating from ancient Chinese sacrificial activities and the symbolic system of traditional culture. Yellow represents wealth and honor, originating from ancient society where yellow was the exclusive color of emperors and nobles. Blue represents freshness and elegance, and is a classic color in Chinese culture. It is used to draw various landscape paintings and flower and bird paintings. Green represents life and nature, and is often used to describe natural landscape, plants and animals. Black represents solemnity and mystery, and is often used to express the power and charm of character images. White represents purity and freshness, and is often used to a simple, pure, and elegant temperament. Purple represents nobility and elegance, and is considered a royal and aristocratic color. The use of these colors not only conveys cultural connotations and spiritual values, but also enhances visual effects^[3].

2.3 Regional characteristics

China has a vast territory, and the colors of folk art vary from region to region, reflecting the history, culture, and geographical environment of different regions. For example, folk art in the southern region tends to have soft colors, mainly yellow, pink, and light green, while folk art in the northern region tends to have strong colors, mainly red, blue, and black.

3. The Application Significance of Chinese Folk Art Colors in Graphic Design

The application significance of Chinese folk art colors in graphic design is multifaceted. It can not only inherit and promote traditional Chinese culture, but also highlight the characteristics and individuality of design, and guide the audience's emotions and feelings. Designers can apply the colors of Chinese folk art in practice, and integrate traditional cultural elements into modern design in innovative ways, thereby creating works that are more artistic and attractive. At the same time, when using Chinese folk art colors, it is also necessary to pay attention to the harmony and overall sense of color matching, in order to avoid visual fatigue or adverse effects caused by improper use. In addition, the application of Chinese folk art colors in graphic design also needs to be selected and applied according to different design needs and scenes. For example, in brand design, designers need to choose appropriate color combinations based on brand positioning and target audience to express the brand's personality and characteristics; In print advertising design, designers need to consider the purpose and audience of the advertisement to choose appropriate color combinations and styles^[4].

3.1 Inheritance of Traditional Culture

China is a country with a long history and splendid culture, among which folk art is an important component of traditional Chinese culture. It is one of the important schools of Chinese art, including various forms such as folk handicrafts, murals, painting, and carving. The colors of Chinese folk art are full of vitality, reflecting the characteristics and essence of traditional Chinese culture. By applying the colors of Chinese folk art to graphic design, we can inherit and promote traditional Chinese culture, protect and inherit the essence of Chinese culture. Designers can combine traditional cultural elements with modern elements to create more attractive and approachable design works, thereby promoting the widespread dissemination and recognition of traditional culture^[5].

3.2 Design characteristics and individuality

The characteristics of Chinese folk art colors are unique and rich. In graphic design, by cleverly utilizing the colors of Chinese folk art, the design can highlight its characteristics and personality, resulting in more vivid, interesting, and attractive works. For example, in print advertising design, the use of patterns and lines in Chinese folk art colors can make advertisements more attractive and artistic, attracting more consumers. In website design, applying Chinese folk art colors to brand design can make the brand more unique and personalized, thus making it stand out in the fiercely competitive market^[6].

3.3 Guide the audience's emotions and feelings

The role of color in graphic design is not only to beautify the design, but more importantly, to guide the audience's emotions and feelings through different color combinations, thereby creating a more profound impression and effect. In print advertising design, designers can use Chinese folk art colors to guide the audience's emotions, thereby creating a deeper impression and feeling for the audience, and achieving better advertising effects. In website design, using Chinese folk art colors to guide users' emotions and feelings can make users more willing to stay on the website, thereby improving the conversion rate and user stickiness of the website.

Therefore, the application of Chinese folk art colors in graphic design has important significance and role, which can inherit and promote traditional Chinese culture, highlight the characteristics and individuality of design, and guide the audience's emotions and feelings. Designers should pay attention to the use of Chinese folk art colors in practice, creating more artistic and attractive works, and consider different design needs and scenarios when selecting and applying colors to achieve the best design effect^[7].

4. The Application Difficulties of Chinese Folk Art Colors in Graphic Design

There are some difficulties in applying Chinese folk art colors in graphic design that designers need to pay attention to. Firstly, the colors of Chinese folk art have strong regional and folk characteristics. Designers need to have a deep understanding of traditional culture and customs in various regions, and choose colors related to the theme to express their design intentions. Secondly, although the colors of Chinese folk art are rich and colorful, there are also many requirements for the combination of different colors, requiring designers to have certain color matching skills and sharp color perception abilities. In addition, the colors of Chinese folk art are often closely combined with elements such as lines and patterns, and designers need to consider the overall visual effect in the use of colors. Finally, as an art form, graphic design should not only pursue aesthetics, but also consider the functionality and practicality of the design. When applying Chinese folk art colors, designers need to strike a balance between aesthetics and practicality, not only making the design works attractive, but also enabling them to achieve their design goals^[8].

It should be noted that the application of Chinese folk art colors in graphic design still faces the challenge of cultural inheritance. In the cultural diversity of modern society, more and more young people have limited knowledge and understanding of traditional culture, making it easy to overlook or misunderstand the symbols and colors of traditional culture. Therefore, when using Chinese folk art colors in graphic design, designers need to have a deep understanding and study of traditional Chinese culture, integrate it into the design, and make the design more cultural and contemporary. Therefore, the application of Chinese folk art colors in graphic design also faces the challenge of how to innovate and develop. How to combine traditional color elements with modern design styles, and how to create new visual effects while retaining traditional cultural characteristics, are all issues that designers need to consider and explore. Therefore, designers need to learn traditional culture and combine their own innovative thinking to continuously practice and try, exploring the application methods of Chinese folk art colors in graphic design that are suitable for modern society^[9].

5. The Expression of Chinese Folk Art Colors in Graphic Design

The application of Chinese folk art colors in graphic design is very important. By utilizing elements such as color, pattern, and style in a reasonable manner, the design can become more distinctive and personalized, while also inheriting and promoting traditional Chinese culture, guiding the audience's emotions and feelings. Therefore, when conducting graphic design, designers should fully consider the characteristics and application methods of Chinese folk art colors, and create more excellent and attractive works^[10].

5.1 Symbolic expression of color

In graphic design, color is a very important element that can directly affect the effect and feel of the design. The selection of colors in Chinese folk art is usually based on traditional culture and folk customs, such as red, yellow, green, etc. Red represents joy and auspiciousness in traditional Chinese culture, yellow represents wealth and honor, and green represents life and nature. Express the theme and emotions of the design through different combinations and proportions. For example, in the design during the Spring Festival, red and yellow are often used as the main colors to express the festive atmosphere and folk customs of the Spring Festival. At the same time, other colors such as gold and orange can also be added appropriately to enhance the design's layering and texture. In addition, the colors of Chinese folk art are often used in festivals and celebrations, such as the green color of the Dragon Boat Festival and the yellow color of the Mid Autumn Festival. Use the selection of colors to convey the atmosphere and cultural connotations of the festival.

5.2 Color representation of patterns

The patterns of Chinese folk art are also one of its unique charm, often using traditional colors such as blue butterflies, red dragons, yellow flowers, etc. Use patterns to express the theme and emotions of the design. For example, in tourism promotional posters, Chinese folk art patterns such as landscapes, flowers and birds can be used to depict the natural environment and cultural characteristics of tourist destinations. At the same time, traditional colors such as green, yellow, and red can also be used to enhance the theme and atmosphere of the design. The use of patterns can also play an important role in product packaging design, such as using the red dragon pattern in Chinese folk art to express the

quality and image of the product.

5.3 Expression of color style

The style of Chinese folk art is also one of the important elements used in graphic design. Different styles can express different themes and emotions, such as fresh and natural, festive and enthusiastic, solemn and mysterious, and so on. In design, different styles can be selected based on the theme and emotions of the design, thereby highlighting the characteristics and individuality of the design. For example, in promoting the design of tourist attraction, you can choose a fresh and natural style, and use green and blue to show the beauty and tranquility of nature. Chinese folk art colors often express the theme and emotions of design through their unique style. Different styles can highlight the characteristics and individuality of the design, making it more vivid, interesting, and attractive. For example, in the design of cultural and art magazines, the fresh and natural style of Chinese folk art can be used to express the charm and atmosphere of culture and art. At the same time, a festive and enthusiastic style can also be used to express themes such as festivals and celebrations. The expression of style can also play an important role in corporate brand design. At the same time, in the application of patterns, different Chinese folk art patterns can also be combined and changed to express different themes and emotions. For example, in the design of the Spring Festival, red festive elements and gold wealth elements can be combined to express a festive atmosphere of harvest and happiness.

6. The Advantages of Chinese Folk Art Colors in Graphic Design

The application of Chinese folk art colors in graphic design is of great significance. The use of Chinese folk art colors can help designers create unique visual effects in graphic design, strengthen brand image, transmit cultural information, and also inherit and promote traditional Chinese culture. Designers should fully utilize the characteristics and characteristics of Chinese folk art colors, combine different design needs, innovate and apply, and create more graphic design works with Chinese characteristics.

6.1 Creating visual effects

The main purpose of graphic design is to convey information and attract audiences, and color is one of the most important elements in visual design. The use of Chinese folk art colors can help designers create unique visual effects, attract people's attention, and arouse the interest and curiosity of the audience.

6.2 Strengthen brand image

Brand image is very important for enterprises, as it can enhance brand awareness and competitiveness. The use of Chinese folk art colors can strengthen brand image and help enterprises stand out in fierce market competition. For example, red represents joy and auspiciousness, which can be used in holiday promotions, while yellow represents wealth and honor, which can be used in the design of high-end brands.

6.3 Conveying cultural information

The color of Chinese folk art is an important component of traditional Chinese culture. Through its application in graphic design, it can convey cultural information and promote Chinese culture. For example, during the Spring Festival, a large number of red designs can convey the traditional festive atmosphere of Chinese people and enhance people's sense of cultural identity.

7. Conclusions

In summary, the application of Chinese folk art colors in graphic design is a topic worthy of in-depth exploration. Through the analysis of colors in Chinese folk art and graphic design, it can be seen the application and significance of Chinese folk art colors in graphic design. This application not only inherits and promotes traditional Chinese culture, but also highlights the characteristics and individuality of design, guiding the audience's emotions and feelings, and creating a more profound impression and effect. However, it should be noted that for graphic designer, only by deeply

understanding the characteristics and application methods of Chinese folk art colors can they be better used in graphic design, and they should pay attention to combining Chinese folk art colors with modern elements to create more personalized and modern design works. In the future, with people's emphasis on traditional culture and continuous pursuit of art, the application of Chinese folk art colors in graphic design will receive more and more attention and attention. Therefore, graphic designer need to keep learning and exploring, apply Chinese folk art colors to a wider range of design fields, create more vivid, interesting and creative works, and also inherit and carry forward the essence of Chinese culture.

Acknowledgement

The phased research results of the Sichuan style visual image artistic innovation and digital expression research team in Chengdu's "three cities and three capitals."

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