

Comprehensive Application of Traditional Cultural Elements in Modern Art Design

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Abstract: *With the rapid development of social economy, people's quality of life has been greatly improved, and the requirements for quality of life have also been increasing. It is difficult to meet people's needs by simply pursuing practical environmental art design. Cultural and spiritual design can form emotional resonance with the audience. Traditional culture is more and more valued by today's society, on the one hand because of the policy support of the state, on the other hand because of the needs of the people's aesthetic concepts and values, and in the art design, the application of national traditional elements is very extensive, which has an important impact on the promotion of national culture. Based on this, this article proposes that when applying traditional elements to modern art design, we must consider the applicability of the combination of the two, deeply understand the relevant elements of the traditional design, analyze the special needs of the art design project, and explore new ideas and new ways of modern art design through innovative thinking.*

Keywords: *artistic design, traditional cultural elements, comprehensive application*

1. Introduction

In the course of the development of China's civilization for thousands of years, all ethnic groups have worked together to precipitate the traditional Chinese culture with their own national characteristics. Its artistic symbols with distinctive national identity contain the historical civilization, spiritual pursuit, custom culture, thinking mode and other elements of the Chinese nation. It is this unique culture that allows China to stand proudly among the world's ethnic groups. At the same time, it is also the cornerstone for people to inherit Chinese traditional culture and deepen the connotation of modern design. Nowadays, modern elements and national traditional elements are constantly colliding, resulting in chemical reactions [1]. Therefore, the use of national traditional elements in modern art design can not only improve the artistic effect of design, reflect the modern cultural spirit, but also fully reflect China's cultural heritage.

2. The integration principle of modern art design and traditional elements

2.1 Always respect historical context

Modern art design can be understood to a certain extent as the concentrated expression carrier of regional culture, which is the direct reflection of the natural, economic, social, cultural and other factors in the region within a given time, and also reflects the values, ideas and aesthetic tastes of local residents. Environmental art design needs the support of new technologies, new materials and new ideas, but at the same time, it also needs to respect the historical context, integrate modern design and traditional history, realize the harmonious coexistence between the two, and carry out innovation and development on the premise of protecting and inheriting the historical imprint.

2.2 Control design integrity from multiple dimensions

Modern art design is a systematic design work. In addition to reasonably integrating various traditional elements into the design, we should also consider natural factors and artificial technology, and pay attention to local customs and customs. In the design, it is always clear that modern art design is, in the final analysis, to serve people, and it needs to be clear that talents are the main body of

modern art design [2]. On the one hand, it is committed to providing people with sensory aesthetic experience through design; On the other hand, design can play a positive role in improving people's daily living, working and learning environment. When carrying out environmental art design work, designers must deeply understand the specific needs of people, and use the way of artistic creation to build a space environment suitable for people's thinking mode and survival characteristics to maximize value.

3. The significance of the integration of modern art design and traditional elements

3.1 Give soul to art and design works

National traditional elements are a cultural product formed after thousands of years of development. They not only have distinctive regional characteristics, but also represent China's traditional culture. Applying national traditional elements in art design can enhance the sense of national honor of Chinese people, make modern people enhance their cultural memory of their own nation, and improve the effectiveness of national culture learning [3]. At the same time, the combination of national traditional elements and artistic design can effectively meet the special aesthetic needs of Chinese people, endow contemporary art with a new soul, and display our country's profound historical culture. Even after a long time and change, it can ensure that artistic works still have a thriving vitality. In addition, the integration of national traditional elements and contemporary art design can also display the design methods and design ideas with Chinese style, thus providing new directions for art designers in other fields, and even pointing out the direction for the development of art and design circles.

3.2 Enrich the inner meaning of the work

Art design should fully reflect its cultural connotation. Many traditional elements of China's ethnic groups contain auspicious and blessing elements. Applying them to contemporary art design can make the work higher and give it deeper meaning. For example, in China's traditional culture, "dragon" not only symbolizes nobility, power and honor, but also has the inherent meaning of luck and success. Chinese people often call themselves the heirs of the dragon, which also shows that the value of national traditional elements has penetrated into everyone's heart [4]. In addition, the appearance image of many animals has its special significance. Integrating these national traditional elements into art design can not only enrich the inner meaning of art works, but also achieve the inheritance and innovative development of traditional Chinese culture.

4. The dilemma of integration of traditional cultural elements in modern art design

4.1 Excessive pursuit of emerging technologies

The continuous development of emerging technologies makes some environmental art designers excessively pursue the innovation of expression forms, ignore the importance of traditional culture itself, and only hope to design with the help of new technologies and new ideas. For example, VR virtual technology can bring immersive experience to the audience because of its multi-sensitivity and interactivity. This technology is used in environmental art design, which can better help designers show their design works to the audience. This innovative design concept is very important for designers, but it is not the only criterion to measure design. It is undeniable that the integration of emerging technologies can bring the audience a stronger visual effect than traditional design works, but the simple pursuit of technological innovation can easily lead to a hollow connotation. Once this technology is popularized, the works will easily be forgotten by people [5]. However, some designers have not yet realized this problem and are still addicted to the pursuit of new technologies.

4.2 Blind worship of western design concepts

With the accelerating process of world economic integration, people's ideas have also changed. Many people began to advocate Western design, and even thought that Western design was "superior" to Chinese design. Under the guidance of this abnormal thinking, some environmental art design projects take the western design concept as the only guiding ideology, and copy it rigidly, which makes the environmental art design style of some cities in China the same, and it is easy to cause aesthetic fatigue; It also does not consider whether it is suitable for the local natural, historical, cultural and other

aspects, and the integration of some designs with the surrounding environment is extremely disharmonious, which seems to be irrelevant. Many customers are also affected by the market and require designers to abandon the use of traditional Chinese elements in design and take the integration of western design concepts as the standard to measure the design quality.

4.3 Failure to recognize the charm of traditional elements

The reason why emerging technologies and western design concepts have such a big impact on Chinese design is that the development time of environmental art design in China is later than that in some western countries. The designers have studied and studied the environmental art design in countries with earlier development, and the importance of Chinese traditional elements has been reduced; Second, many designers and customers have not realized the charm of traditional Chinese elements and their positive role in environmental art design [6]. Even extreme equates "tradition" with "feudalism, obsolescence and antiquity", which leads to the current use of Chinese traditional elements in some Chinese environmental art design works, and fails to analyze the ideological, emotional and cultural connotation contained in them layer by layer, and fails to explore the innovative methods of their forms of expression and integration mode, which is just a simple misappropriation and rigid combination, making the application of traditional elements in Chinese environmental art design blocked.

5. Application of traditional elements in modern art design

5.1 Borrowing traditional object form

In the aspect of design innovation, it needs the support of traditional culture to create greater value for architecture, garden and other designs and enrich their design content. The traditional Chinese objects mentioned here include root carving, porcelain, calligraphy, traditional Chinese painting, mural painting, birdcage, etc. These objects can be displayed in the space as decorations, reflecting the unique charm of Chinese tradition in modern design. In addition, traditional objects such as woodcarving patterns, screens and bamboo articles can be converted into practical elements and integrated into environmental design. This is a room on the second floor of the design [7]. The screen was modernized and put into the space during the design, which not only meets the simple and refreshing tone of the whole design, but also presents a strong traditional atmosphere; the use of bamboo curtains adds a charm to the room that cannot be given by other material curtains. As shown in Figure 1.



Figure 1. Integration of traditional culture and modern art design

5.2 Extraction of traditional graphic colors

When integrating traditional elements with environmental art design, the most common way for environmental art designers is to extract Chinese traditional elements, transform them into artistic and aesthetic visual symbols, and apply them in design works. There are many ways of this transformation. In addition to the direct borrowing of the existing elements such as appearance, graphics and colors, there are also ways to break up and reconstruct the traditional elements to better present the effect into the environmental art design. In addition, new technology and western culture have also brought new challenges to the development of design. Many traditional Chinese elements in modern art and design works are also combined with new technologies when they are used, and they are actively in line with international standards, seeking common design concepts with western design, and thus achieving the perfect combination of traditional charm, modern technology and international society.

5.3 Combining modern science and technology

The environmental art design will be adjusted and optimized at any time according to the changes of society, regional differences, and people's physical and psychological needs, thus forming a constantly changing dynamic and open system. In this system, not only the original objects are retained, but also new elements are continuously integrated, and a balance point is found in the process of blending the two, which complement each other and coexist harmoniously. Therefore, when applying Chinese traditional elements in modern environmental art design, we should consider how to integrate them in an innovative way, and realize that the organic combination of modern science and technology and Chinese traditional elements can breed better artistic effects and burst out more recognizable and cultural works.

6. Applicability of traditional elements in environmental art design

6.1 The humanistic atmosphere of modern art and design works has been enhanced

Chinese traditional elements are condensed and precipitated by thousands of years of Chinese civilization. In environmental art design, we should take its essence and learn from its essence to further understand the spiritual core of Chinese traditional culture. This design form that conveys humanistic art and emotional cognition can bring vitality to the cold design works, enrich the content of the design itself, make the works more dignified, and enhance the artistic value. For example, to embody the golden mean of Confucianism in design, and to achieve harmony between human and nature in design, we should not only respect natural laws, but also find scientific ways to transform the natural environment. The doctrine of the mean in environmental art design is also reflected in not only abandoning tradition and breaking away from history, but also not sticking to the rules and constantly exploring innovative design methods and styles. In addition, Chinese traditional culture is rooted in the hearts of Chinese people, and the emergence of traditional elements can more arouse people's emotional resonance, thus closing the distance between design and people, building a harmonious atmosphere, and making design more warm [8].

6.2 Protection and inheritance of traditional Chinese culture

Traditional elements are the concrete manifestation of Chinese traditional culture. The use of traditional elements in design also integrates Chinese traditional culture. Chinese traditional culture can enhance the aesthetic value of environmental art and design works, reflect the unique cultural heritage of the Chinese nation, have distinctive artistic characteristics, and make people remember deeply. Furthermore, integrating Chinese traditional culture into environmental art design can have a positive impact on its inheritance and development. While people enjoy the aesthetic enjoyment and convenient experience brought by design, they have subtly accepted the influence of traditional culture and improved their sense of national identity and pride.

6.3 People's happiness in the aesthetic process is improved

The progress of the times, the innovation of technology, the impact of western culture and other factors have led to the change of people's aesthetic taste and aesthetic pursuit. The aesthetics mentioned here include not only people's external visual aesthetics, but also people's psychological aesthetics.

Based on this, it is difficult for environmental art design to effectively meet people's growing and increasingly strict aesthetic needs if it only considers the appearance and shape. It is necessary to integrate Chinese traditional elements while absorbing western aesthetic concepts, and constantly improve and improve the application form of traditional elements in environmental art design according to the characteristics of the times and market needs, and commit to presenting design works that can better meet people's various aesthetic needs. This kind of work that combines the elegant beauty of Chinese traditional elements can better arouse people's emotional resonance and spiritual shock, and then burst out a strong sense of cultural happiness.

7. Conclusion

To sum up, the new trend and new concept of the development of modern design is to integrate national traditional elements with modern art design, so that it presents different national characteristics in new levels and new forms. Therefore, in the actual art design, we should pay attention to the in-depth understanding and integration of national traditional elements, and carry out creative thinking on the theme and creative concept of the design, so as to organically integrate the innovative elements with the background of the times, fully reflect the spirit of modern culture, and the application of national traditional elements in the art design can not only enrich the modern design concept, but also make the content of the design work more contemporary, and it can make our traditional culture pass on for a long time.

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