

Research on the Graphical Design of Chinese Surnames Based on English Letters

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ABSTRACT. *This project takes the graphic(logo) design combining English letters and Chinese surnames as the research theme. In the modern social level, people use personalized logo symbols to establish personal and corporate images and deliver effective information. This design project takes surnames as the theme, breaks through the traditional Chinese characters as content graphics, uses the first letters of the surnames in English for logo design and combines the background of Chinese character culture to show a personalized graphic design Computer software is used in designing.*

KEYWORDS: *English Letters, Chinese Surnames, Graphic(Logo) Design*

1. Introduction

1.1 Graphic Design of Chinese Surnames

There are many Chinese surnames with a long history. The surnames in the history of the Chinese nation have always been said by hundreds of surnames. Chang Yun: "Zhao Qian Sun Li, Wu Zheng Wang, Feng Chen Chu Wei, Jiang Shen Han Yang", there are 5,662 Chinese surnames found in the literature, of which single surname 3484, 2032 double surnames and 146 three-character surnames. The Chinese character logo designed with Chinese surnames can reflect the unique beauty of Chinese culture; the rich and colorful Chinese surname culture gives each Chinese character a special meaning. Therefore, the design of a logo with Chinese characters as graphics conveys the implicitness and compatibility of Chinese culture. The lines used should not only take into account the direction of the strokes of the Chinese characters, but also reflect the meaning of the Chinese characters themselves. Therefore, in the design, a large number of Chinese characters need to be consulted, and the design process is relatively complicated.

1.2 Letter Design of English Surname

The logo design of European and American surnames represented by letters is another concept, which is not only embodied in the form of allegorical expression based on cultural differences, but also in the lines and changes of glyphs. Surnames in Europe and the United States identify some blood, tribes, and even occupations of people in the Middle Ages. Many surnames are determined based on the occupation of their ancestors[3]. For example, in the British and American surnames, Smith means "blacksmith". The origin of the surnames Cooker, Miller, and Thatcher is related to the ancestors being a cook, a miller, and a bricklayer. In addition, there are places named after places, such as Ford (Ozu), Wood (woodland), Bush (bush), etc. The famous American novelist Jack London, whose ancestors were named after the city of "London". Graphic signs for English names are generally designed from the first letter of the name, and the meaning of the name itself is not as complicated as the Chinese surname. In terms of letter design, the emphasis is on font transformation and streamline trend, with various font changes and rich decorative elements. The letter space also adds some personalized fusion designs. The graphics of the logo embodied by the letters will be more prominent and more recognizable.

1.3 Graphic Design of Chinese Surnames Combined with English Letters

The Chinese surnames are rich in strokes and profound meanings, and contain unique oriental cultural charm; the English surnames are simple and clear, reflecting the completely different style of another culture. Chinese and English surnames have different origins and variations which reflected their different national culture and history[1]. In the graphic design with Chinese surname as the theme, combined with the expression technique of English letters, complex strokes can be simplified, and individuality can be emphasized through the changes of unique letter lines and shapes; at the same time, the recognition of users is improved, which is convenient in life use. The logo design of Chinese surnames can be expressed in various forms of letters, reflecting the perfect combination of Chinese culture and European and American culture, adapting to the characteristics and needs of today's international society, and embodying a personalized style.

2. Features of Graphic Design Combinign English Letters and Chinese Surnames

Everyone has their own surname. For each person, name is the own fortune belonging to himself. Usually it end ows with different meanings, therefore the names seem mysterious, especially the long names in western countries[2].It is especially important to use a simple logo to make people remember themselves. Therefore, it is easier to express complicated Chinese surnames and names in simplified English letters to make it easier

for people to socialize. Be remembered, so you have more opportunities to achieve your goals. The design research on the graphical combination of English letters and Chinese surnames emphasizes the conversion and combination of Chinese characters to letters. Chinese surnames are expressed by writing Chinese characters in a variety of forms and glyphs. The fonts and pronunciation are also complex and changeable. Graphical signs with Chinese characters as the theme contain relatively complex elements and are not easy to operate in daily life. Therefore, the main body of this design is to use the initials of Chinese surnames as individual elements, combined with the homophony of Chinese characters and the connotation of surnames, to create graphic designs. Through the unification of the pinyin characters of the Chinese surname and the English letters, the combination of the two designs a simple and clear logo form, giving people a peculiar and fresh feeling. That is, the graphic design of Chinese characters with complex structure can be easily expressed through 26 English letters with simple and smooth strokes. Each surname can design an exclusive logo. Everyone has their own characteristics and preferences. Our design aims to reflect these characteristics and needs in the logo to meet individual needs. Even if the initials of the two surnames are the same, the logo graphics can be designed in different ways of expression.

Take a specific surname as an example:

In the Chinese surname, the first letter of the pinyin of "Wang" is W, which is the same as the English letter W. We can design the background of the logo through the implied meaning of the word "king" (choose appropriate colors and elements). For the specific content of the graphics, we can focus on the design of the English letter W, starting with the font and decoration. For font design, customer's personality and needs are important considerations: logo design should reflect the individual's personal characteristics in different social occasions and in the overall environment, and increase the acceptance and love of the masses to achieve the image. The shaping and the manifestation of personality. For example, W's design should achieve different effects in font selection for people with different occupations and different genders. Under the premise of personalized customization, background and decorative elements are combined with customer needs. Another example is the "Zhang" surname. The first letter of the pinyin is Z, which is the same as the English letter Z. Designers can give full play to the design of the letter Z, using various western styles and design elements for transformation.

Due to the diversity of Chinese surnames, the pinyin initials of different surnames will overlap, and the corresponding English letters are unique. How to achieve different logo designs is the key. For example, Wang and Wu, as well as Wang, Wen, Wu and other surnames, the first letter of the pinyin of the Chinese key words is W. If the difference and relatively high degree of recognition are to be reflected in the graphic design of personalized needs, it is necessary. In the design process, the sources, personalities, characteristics and needs of different individuals are considered, and the font selection

and the matching of decorative elements are carried out. Finally, the logo of the same letter changes into graphic signs with different shapes and styles to meet the needs of different individuals. demand. Therefore, corresponding to the logo design of the same surname and the same letter and the opposite sex and the same letter, differentiated customization and design are carried out, and the complicated Chinese surname is fully expressed in simplified English letters.

3. The Meaning of Letter Logo Design After Simplified Chinese Surname

3.1 The First is Media Promotion

In order to adapt to the development of social economy and the changes of people's aesthetic psychology, logo design has become increasingly diversified and individualized. The application of new materials and new processes, as well as the realization of digitization and networking, has played a role in the broader visual field. The role of publicity and brand building. In other words, a good surname logo can help self-expression and give others a bright feeling. .

3.2 The Second is to Ensure Credibility

Brand products are trusted by quality, and trademarks are a guarantee of credibility, giving people a sense of integrity. Through individual logo graphic design display, not only can quickly and accurately identify and judge the quality of the product, but also for individuals, a high-quality logo can establish a solemn and serious image, which is more convincing.

3.3 Finally, It is Conducive to Competition

An excellent logo has a distinctive personality and visual impact, which is easy for people to recognize and remember, guide and promote consumption, and produce beautiful associations. The individual logo design is more prominent than the conventional design, which helps individuals stand out from the crowd.

4. Summary

The graphic design through the combination of Chinese characters and English letters is also a combination of "stroke" and "meaning" of Chinese charterers. Traditionally, graphic and text are two elements of graphic design in designing Chinese character. It is a special way to design the complex Chinese character by using abstract deformation

processing[4]. This unique design not only reflects the wonderful reaction produced by the combination of Chinese and Western cultures, but also reduces the daily application operability. The simplicity is the design trend in the digital age. As Shigeo Fukuda said, "A good design work, it should be spoken in graphic language rather than in text annotation." [5] The simple structure of the letters is highly recognizable, easy to remember and imitate. Therefore, this design content reflects a novel graphic design theme, explains the different angles and expressions of the logo design, and makes the logo more reflective of individual needs. In the design process, the design combines the totem symbols of Chinese surnames on the basis of English letters to show the culture related to Chinese surnames. At the same time, this design also uses a certain amount of professional knowledge of art design, such as the principle of positive and negative shapes in Gestalt theory, minimalist design, and color contrast. Therefore, this graphic design is based on the professional art design theory, combined with the cultural background, to achieve the fusion art of graphic expression and rich connotation. In modern life, this personalized design will have a good application prospect and bring convenience to people's work and life.

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