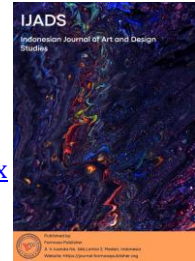




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The Application of Chinese Traditional Cultural Graphic Elements in the history of world modern Design

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ABSTRACT

Based on the arrangement of historical data on the source and artistic value of graphic elements in traditional Chinese culture, the article uses comparative research methods to analyze the art form and artistic value of graphic elements originating from Chinese civilization it. discusses the influence of graphic images extended by traditional Chinese culture on the world graphic design and the formation. On the basis of the creative process and art form of modern graphic design, combined with the traditional and modern design interpretation of the elements of contemporary graphic design, it is proposed that the research on modern graphic design integrating graphic elements of traditional Chinese culture is a direction worthy of exploration and in-depth research.

INTRODUCTION

The core of the research title is to study the artistic value of graphic elements in design, which is defined from the role and significance of traditional Chinese patterns applied to modern graphic design. Traditional culture is a force that supports the spirit of national prosperity and development. Chinese traditional culture has bred the wisdom of Chinese traditional art civilization in the long history development (Zhang et al., 2022). Integrating Chinese traditional culture into graphic design education is conducive to absorbing and promoting the development of traditional culture, Chinese traditional culture is a national culture, which reflects the national characteristics and appearance accumulated by the evolution of Chinese civilization, and has distinctive national characteristics for future generations of the Chinese nation. Extracting typical elements from traditional culture can be said to be an element of traditional culture. Chinese traditional culture is the source of our artistic creation. Its content is complex and its levels are different. It helps us to better understand the characteristics and connotation of traditional culture, and helps us to accurately convey its profound cultural heritage through modern graphic design, to better promote traditional Chinese culture, and make it play its unique charm in modern design. Traditional culture has not been fully demonstrated in graphic design education. If you want to fully display traditional culture in graphic design education, then the teacher will have an accurate and full understanding of traditional culture, and based on this, to achieve the derivative and secondary creation of traditional culture, education activities must be carried out consciously. Students should inherit the traditional culture, and at the same time improve their creative thinking ability. Nearly everywhere you look, anyone can see some form of graphic design. It could be a variety of things, such as a logo on a product, advertisements on a billboard, or brochures in a doctor's office. Graphic design is the showcasing of visual concepts that are created, either on computer software or by hand, that are able to capture a

person's interest and spark their imagination (Needles, 2022).

Chinese traditional culture has a long and rich history and is deeply embedded in the lives of its people. It has shaped their values, attitudes, and beliefs over generations and remains an important part of many modern Chinese cultures. As such, cultural graphic elements from China have been used to communicate messages and express feelings for centuries. However, in today's modern world, Chinese traditional cultural graphic elements face some unique problems in modern graphic design. This paper will discuss three of these problems and how they can be addressed.

The first problem is the lack of education about traditional Chinese cultural symbols. With the overwhelming amount of information available in the digital age, there are many misconceptions about the meaning associated with certain Chinese symbols. For example, there are many meanings associated with the Chinese character for dragon, and it can be difficult to know which specific meaning is being conveyed when used in modern graphic design. The second problem is the misappropriation of traditional Chinese cultural symbols. Many of these symbols are seen as unique and aesthetically pleasing by those outside of Chinese culture, and this has led to a commercialization of them. They have often been reproduced and used in contexts that do not reflect their original meaning or have been combined with unrelated symbols to create completely new images. This can create confusion and dilute the uniqueness of certain symbols. The third problem is that these Chinese symbols may not always be applicable to modern graphic design. Some of the traditional designs, such as those featuring dragons or animals, may not fit into the modern aesthetic desired by many clients. In this case, it is important for graphic designers to find ways to update these symbols so that they fit the modern context without compromising the traditional symbolism. These issues can all be addressed by promoting education about traditional Chinese cultural graphics elements and their significance. Educating graphic designers

and clients on the meaning and significance of each symbol will help to ensure that the correct meaning is conveyed in modern graphic design. Furthermore, understanding the original meaning of the symbols will help to reduce the misappropriation of them. Finally, designers can work to update traditional symbols and incorporate them into modern graphic design in a way that maintains their traditional appeal while still fitting the modern context. There are multiple problems related to Chinese traditional cultural graphic elements in modern graphic design, ranging from a lack of education to misappropriation and compatibility issues. However, these problems can be addressed by emphasizing the importance of educating both graphic designers and clients on the significance of traditional Chinese graphics and by finding ways to update these graphics to fit into the modern context. The cultural appropriation of Chinese graphical components in the international design industry is now the biggest current problem that has to be addressed. Because of the growing popularity of traditional Chinese cultural graphic components in the international design business, there is a possibility of misrepresenting or stereotyping Chinese culture if these aspects are employed incorrectly or without the right level of expertise. It is possible for this to have a detrimental influence on social and cultural aspects, including causing offence to the Chinese people and contributing to the perpetuation of cultural stereotypes.

LITERATURE REVIEW

Today, advertisements are the most widely used type of visual communication, and technological advancements have made it possible to create a wide variety of innovative forms of this sort of expression (Chen & Zheng, 2021). Visual communication design incorporates a wide variety of factors and nuances, including but not limited to economics, technology, culture, and other related topics. There are many contemporary designs that owe something to the cultural standards that came before them. Incorporating aspects of traditional culture, such as folk culture or traditional patterns, might be beneficial to the present conventional

visual communication design. Integrating traditional culture is more important than it has ever been, and doing research into the reasons for this need is made simpler by making use of traditional culture in visual communication. According to the professor, there are many different creative layouts that may be used to infer information about the way of life in ancient China. The use of time-honored practises in visual communication results in an expansion and elaboration of the printing art design. The traditional decoration that is seen in Chinese dwellings displays a significant amount of the country's rich cultural heritage. The scholar who emphasised how important it was to strike a balance between social and ecological considerations while designing traditional decorations. The knowledgeable individual also emphasised the significance of bringing art into several other components, such as crafts and patterns. This is the most basic mechanism through which the people of a country connect with the visual works that represent that culture. Visual communication is something that is often taken for granted in the urban environment of today. People are better able to blend the ideals of their traditional lives and vocations with the lives and careers they lead in the modern day as a result of this. At the same time, it helps individuals feel more confident in themselves and adds to a social culture that is more active.

It is a challenging endeavour in today's fast-paced climate to develop creative new models that will improve people's experiences with visual communication (Wang & Lobato, 2019). The study also investigates the ways in which traditional Chinese culture has affected the creation of the visual communication tools that are used on their social platform. The circumstance makes it easier to grasp the role that the media plays in the process of nonverbal communication. The gathering of facts and the encouragement of open and honest conversation both suffer as a result of this. The researcher also draws attention to the increasing harmony that is forming between China's digital champions and its auxiliary sectors. Under any and all circumstances, it is essential to refrain from

using excessive language. The scholar of the highest significance to conduct an in-depth investigation of the many temporal and geographical settings of online culture. The diverse array of customs and ways of expressing ideas that make up China's long and illustrious cultural history. The specialist contends that there is an inextricable connection between certain aspects of traditional Chinese culture and Chinese works of art (Zhao et al., 2018). Ancient Chinese paintings, ink elements, religious symbols, and calligraphy are only few of the aspects that make up China's traditional cultural components. Each one of them has the ability to improve the visual communication used in the modern world. When it comes to maintaining the interest of artists in their work, it is common practise to encourage the development of works that are representative of different cultures. This is very necessary in order to analyse the visually intensive structure of the contact. a number of different interaction patterns were developed in order to assure the durability of China's precious artworks. Therefore, it is very necessary to make advantage of digital upgrades that encourage aesthetic appreciation in order to accomplish this goal. It is possible that the level of support for Chinese art as a whole may be improved by incorporating digital appreciation with the cultural component.

The knowledge gap for Traditional Chinese cultural elements in visual communication refers to the current lack of understanding about the historic and varied artistic influences that have shaped the visual languages used in Chinese visual communication.

There is a need for further research into the development of Chinese graphic design, and the ways in which visual symbols are used in the Chinese-speaking world (Wu & Fitzgerald, 2021). While some familiarity with traditional symbolism can be gleaned from popular images, there remains significant knowledge gaps in terms of interpretations and notions attached to specific symbols. Additionally, very little is known about the history of Chinese visual communication, particularly when compared to other areas such as

typefaces and page layout. Moreover, the use of characters in traditional Chinese graphic design tends to be quite distinct from the typesetting and rendering seen in the western world. A further knowledge gap exists between the way in which Chinese visual communication has evolved due to the modern internet age. Online communities present new mediums for the dissemination of content and ideas, as well as the ability to reach audiences across geographic distances. Thus, there is a need for further research into the ways in which this platform has influenced the evolution of Chinese visual communication. There appears to be a lack of research into how traditional Chinese cultural elements inform contemporary visual culture. An understanding of the impact of historical figures, events, and philosophical traditions on modern graphic design would provide valuable insight into the current state of Chinese visual communication. It is critical to gain a better understanding of how different physical environments affect the ways in which Chinese visual messages are interpreted and understood (Wu & Fitzgerald, 2021)..

As one of the world's most advanced countries, China is growing rapidly thanks to a number of causes. Economic, environmental, historical, cultural, and societal factors are all contributors. A nation has a lot to gain by analysing these factors, which it may employ to its advantage. The South Asian nation of China has the biggest population of any country in the world (Greenstone & Schwarz, 2018). the world's most populous nation, has its own distinct culture that manifests itself in many different ways: the way the Chinese see the world, the food they eat, the movies they watch, the clothing they wear, the sports they play, and many other aspects of their daily lives (Liu et al., 2018). China, on the other hand, puts a great deal of importance on things like its culture, religion, race, cuisine, customs, and so on when the topic of traditional values and cultural components is being discussed. Cultural elements and traditional values in China have much to teach the world (Qi et al., 2021). Both Chinese customs and culture have

several elements. The researcher of this study paper is interested in China and is thus committed to providing a comprehensive examination of Chinese customs and beliefs. Understanding the roots of China's cultural and traditional values and traits is essential to grasping the country's history and background in all its proper dimensions. The values and features of China's history and culture are abundant. Traditional Chinese values and cultural practises include, but are not limited to: religion, cuisine, language, traditions, race, arts, holidays, society, and the like. These are the values and habits that are deeply ingrained in Chinese society. The Chinese never lose sight of the value of their long-standing customs and culture.

The focus in Chinese culture has traditionally been on the emotions of generosity and prosperity that stem from the country's long history of self-reflection. In China, people still put a premium on academic achievement and value the culture of doing well. Confucianism both had a profound and early influence on China's cultural landscape (Gao & Shi, 2020). Their goal and objective was to update and modernise certain aspects of traditional Chinese culture. They sought to change things like sexism and gender inequity, the Confucian approach to education, and the purchase of sparsely inhabited land for agricultural use, but they wanted to keep things like the traditional family structure and the practise of deferring to the government. Several pillars of traditional Chinese culture have been officially acknowledged by the Chinese government. Due to the rise of Chinese nationalism and the end of the Cultural Revolution, Chinese people and the arts in general have received widespread attention throughout the country and even the world. Many other traditional forms of Chinese expression, like as literature, music, film, fashion, and architecture, have also witnessed a resurgence in recent years. Folk art, ink components, paintings, ancient religious imagery, and other forms of culture are also present. The history and character of Chinese culture are deep and varied. Because of this, maintaining a connection with one's origins in the

absence of visual cues may be very challenging. Paintings and other works created using traditional ink and brush techniques may illustrate the development of Chinese civilization for the country's citizens. These may also serve as examples of how the Chinese people might find success. That's why it's crucial to have everything on this list.

METHODS

The goal of quantitative research is to accomplish its aims through collecting and analysing data through the application of numerical techniques. Informed by the ideas of positivism and empiricism, it adopts a logical approach in which beliefs are subjected to intensive testing in order to arrive at conclusions. The methodology of qualitative research is chosen to be utilised in this research endeavor (Cypress, 2019). First-hand observation, interviews, questionnaires (on which participants are asked to write in descriptive language), focus groups, participant observation, recordings recorded in natural settings, documents, case studies, artefacts, and so on are some common methods that are used in qualitative research to collect data. Other common methods include participant observation, focus groups, and participant observation. The field of graphic design at the impact of graphic design requires a normative approach when coming to understand the impact of the graphic design because there is nothing quantitative about the impact of graphic design from a design perspective. For this reason, taking a qualitative approach to the impact of graphic design is necessary. Because of this reality, the only required thing to do is use qualitative ways, as the design aspects are incredibly complex and need a qualitative approach in order to completely grasp how the design operationalizes within the research. A normative framework also provides a greater opportunity for deeper design analysis by allowing for content analysis to take place (Sá & Serpa, 2020). Additionally, by looking at examples and case studies, one can gain a further understanding of how Chinese elements are currently being used and

how they are anticipated to be used in the future. A qualitative research design is the only one that will allow one to take into account potential future developments.

The practise of obtaining knowledge through seeing occurrences as they take place in their natural environments rather than in a classroom. There are two distinct approaches of observing individuals: overt observation, in which the subjects are aware that they are being watched, and covert observation, in which the subjects are not aware that they are being monitored (do not know they are being watched). Quantitative studies just are not capable of competing with the range and depth of replies that may be acquired from a survey (Roberts et al., 2019). Free-text asking is the strategy that is used to accomplish the goal of getting respondents to elaborate on larger subjects or themes in their own words, and the qualitative surveys that are used to accomplish this purpose are called qualitative surveys (Lamb et al., 2022). There are three basic ways that can be utilised when conducting qualitative surveys, just as there are three primary methods that can be utilised when quantitative surveys are being carried out.

The background of the population is such that they have been involved in graphic design and the utilisation of Chinese elements within graphic design at some point during the course of their career or have significant knowledge towards the utilisation of Chinese elements within graphic design, which gives them the credibility to have an opinion on the subject. It is anticipated that between seventy-five and one hundred designers, enthusiasts, and other relevant parties will be contacted; however, the precise number will be determined by the number of participants who are able to complete the survey.

Sample was taken as a group of graphic design experts from well recognized institutions. All the designers were highly qualified and understand the Chinese graphic history and how to merge it in Chinese culture. The size of the sample that is going to be taken will be determined through a process of random selection. A technique known as random

sampling is one in which samples are selected from a pool in a manner that is completely at random. Through the utilisation of this strategy, each participant who satisfies the requirements will be provided with the opportunity to select the sample from the total group of people who are qualified to take part in the activity. This is not only a costly endeavour but also one that requires a significant investment of time.

RESULTS AND DISCUSSION

1. To investigate the historical data of Chinese traditional cultural graphic elements according to the logic of academic history and refine their artistic value
2. To analyze and explore How to integrate Chinese traditional graphic elements into modern graphic design and study its applicability
3. To identify and to know about the ways in which Chinese traditional graphic elements inspire the artists of graphic design.
4. What is the importance of Chinese modern graphic design?
5. How to analyze the essence of modern design, and how to deconstruct the history of modern design?'
6. What are the historical data of Chinese traditional cultural graphic elements and how can be used to refine graphic design elements?

Insufficient Attention to modern Practice: While there has been considerable study on the usage of Chinese traditional cultural visual components in historical design, modern design practices that use these aspects are neglected. China's culture and design are influencing worldwide design as its economy grows. Thus, additional study on modern design using Chinese traditional cultural graphic aspects is needed.

Need for Practical Guidance: Designers and companies may employ Chinese traditional culture visual components in their designs with good intentions, but they may not realise the possible cultural sensitivities and ethical ramifications. Thus, designers and enterprises require practical guidelines and best practices to use Chinese traditional cultural graphic components respectfully.

Fuether study

Research significance

The study of Chinese Traditional Cultural Graphic Elements in Modern Graphic Design has the potential to benefit students, teachers, and institutions in a variety of ways. For students, this type of research offers the chance to learn about traditional Chinese culture from a modern perspective, which can help them gain a better understanding of Chinese cultural norms and contexts. This knowledge can then be applied to contemporary graphic design projects, allowing for students to create more culturally and historically accurate visuals. Additionally, students can gain insight into the process of combining traditional elements with modern graphic design trends, which can help them develop more effective and culturally-sensitive designs. For teachers, this type of study can offer an opportunity to explore a different set of graphic design principles that incorporate traditional Chinese cultural elements. In doing so, teachers can enhance their teaching by helping students gain a deeper appreciation and understanding of the cultural aspects of the visuals they create. Furthermore, the research can provide teachers with a broader range of examples and ideas to share with their students, further enabling them to think outside of the box when it comes to design. For institutions, this kind of research provides the chance to gain an in-depth understanding of the historical and cultural aspects of Chinese graphics and visuals. By learning about traditional Chinese graphic elements, institutions can gain a better appreciation for the cultural roots of their graphics and use this knowledge to develop new and innovative approaches to visual communication. Knowing the history behind Chinese graphics can also help institutions create campaigns that are more impactful and culturally meaningful, as well as develop more engaging and resonant visuals that stand out among the competition. Overall, studying Chinese Traditional Cultural Graphic Elements in Modern Graphic Design can be a highly beneficial experience for students, teachers, and institutions. Through exploring and understanding the traditions and cultural norms of the region, all of these parties can gain a better appreciation of the cultural implications behind graphics and visuals, as well as use this knowledge to create more effective and meaningful designs.

Conceptual Framework

The independent variables for this study are Usage of Chinese graphic elements, Impact of Chinese cultural elements, Fusion design characteristics and dependent variable is Application within modern graphic design in China. In China modern graphics design elements are being used many things because it attracts the Chinese culture. Especially in history subjects graphics elements attract the students to learn everything easily. In the field of commerce, graphic design is put to use in a variety of contexts, including the creation of advertisements, info graphics, and brand identities, amongst other things, in order to promote and sell products and establish businesses. The political systems, social mores, and gender roles of neighbouring civilizations have all been influenced by China's cultural exports in one way or another (King, 2019).

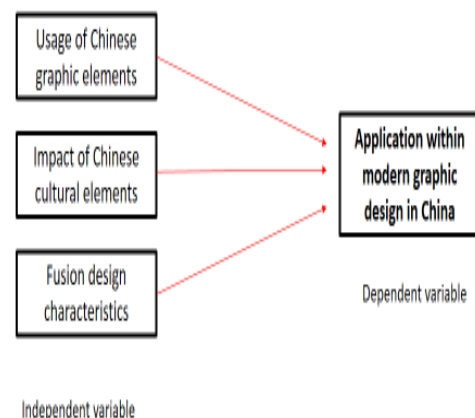


Figure 1: Conceptual Framework

CONCLUSION

Despite significant advancements in modern graphic design, using Chinese traditional cultural graphic elements is still a challenge. The rise of digital platforms and technologies has made it much easier for designers to create and access a range of graphics. However, the use of traditional graphics from China's past in modern graphic design remains problematic. This is due to a range of factors, including the difficulty in sourcing authentic graphics, the lack of education regarding their usage, and the risk of cultural appropriation when these elements are used.

One of the main reasons why Chinese traditional cultural graphic elements remain an issue in modern graphic design is because of the difficulty in sourcing them. Traditional graphic elements are often not available online or in other digital formats. In addition, even if they can be found, many of them lack documentation, which makes it difficult for designers to know how to properly use these elements in their designs. As a result, it is often difficult for graphic designers to find reliable sources of Chinese traditional cultural graphic elements. The lack of education regarding the proper usage of these elements is also another problem that many graphic designers face when attempting to use them in their designs. Many graphic designers may not be familiar with the history or symbolism behind a particular traditional graphic element, and thus, may not be able to incorporate it properly into their designs. Furthermore, without an in-depth understanding of Chinese culture and tradition, graphic designers may be at risk of cultural appropriation when utilizing these elements. Without this knowledge, a designer may not be able to recognize when they are crossing a line and instead may be inadvertently perpetuating stereotypes and offensive symbols. Another issue that continues to plague the use of Chinese traditional cultural graphic elements in modern graphic design is the risk of cultural appropriation. Graphic designers who lack an understanding of the culture and tradition behind a particular element may be at risk of using it in a way that is disrespectful or inaccurate. This can be damaging both to the culture and to the reputation of the designer. As a result, many graphic designers are leery about using these elements in their designs, as there is always the risk of cultural appropriation. In conclusion, while modern graphic design has evolved considerably, using Chinese traditional cultural graphic elements in such designs remains a challenge. This is due to a range of issues, including the difficulty in sourcing authentic graphics, the lack of education regarding their usage, and the risk of cultural appropriation when these elements are used. As a result, it is important

for graphic designers to understand these issues and take steps to ensure that the proper use of these elements is respected and protected.

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