

Application of Contemporary Art Language Form in Dongguan Traditional Food Brand Design

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Abstract: With the development of The Times, the progress of society and the continuous improvement of the level of science, technology and culture, the expression forms of artistic language are also diverse, and image symbols play an important role in the visual communication of People's Daily life. For example, image symbols such as advertising, photography, design, media and movies have occupied people's lives. Especially in the expression of image symbols, people are impressive in the traditional food brand design in Dongguan. Nowadays, a variety of art forms make the presentation of art more dynamic and complex. A variety of art works are presented in the public's view in different appearances. This paper studies the forms of contemporary art language to understand the elements and applications of art language in the design of traditional food brands in Dongguan.

Keywords: Contemporary art language form; Dongguan traditional food; Brand design

Fund of the project: 2021 University-level Scientific Research Project: Study on the reference and integration of contemporary art language form in dongguan Time-honored brand design (GKY-2021KYYBw-95).

1. Combining the meaning of contemporary art language form and Dongguan traditional food brand design

There are many classifications of language art, the classification standards are also very complex, and the application is also very wide. People prefer to receive and transmit visual images, and it is more widely used in advertising design. This phenomenon also extends to more areas. With the continuous development of finance and commerce, consumer culture is increasingly prevalent. Contemporary art language is also a major creative language form in the design of traditional food brands in Dongguan. This creative mode has been widely used in the creative inspiration of brand designers, whether it is blindly following the trend or successfully using symbolic forms to create. The rapid development of science and culture, to a certain extent, promotes the high prosperity of contemporary art, and also promotes the transformation of contemporary art language. The traditional food brand design of Dongguan integrates the artistic rendering of modern language art form, which can highlight the traditional food impression of Dongguan characteristics. The expression of modern language in the design concept of traditional food brands in Dongguan can not only break the old impression, but also show the people with a new look. For the future development and product positioning of the enterprise can better show its own advantages, to establish a permanent brand in the market share of a place. Through the propagation of new media, television advertising, brand logo design to establish traditional food brand image. Dongguan's traditional food represents not only a kind of food, but also a kind of feelings for several generations. It is of great significance to build dongguan's traditional food brands to make traditional food attract more young people and return to the public's vision.

2. Contemporary art language form in dongguan traditional food brand application form

The prosperity and development of contemporary art language reflects the richness and diversity of Chinese art culture. Different forms of art language can express different emotions. It also plays a positive role in the design concept of traditional food brands in Dongguan. First of all, the expression of artistic language and the style of dongguan traditional food should complement each other. Secondly, the positioning of dongguan's traditional food brands should conform to the aesthetic concept of the modern public. Dongguan has a long history of delicacies such as Qifeng cured pork, Li Quanhe, Ai Zixiang, Deng Deji and Xing Linchun. Among them, Dongguan's "love fragrance" sausage has been more than 100 years, it is the fifth batch of "Guangdong old name". In 2014 and 2015, the production technology of the tanchao was selected in the designation of the municipal intangible cultural heritage and the provincial intangible cultural heritage list. Based on the above image characteristics of traditional time-honored brands, the elements of brand design can refer to the characteristics of historical development as the reference basis, such as "Qifeng Preserved flavor", Qifeng Preserved Meat Factory was founded in 1954, producing and selling dongguan's specialties with strong local characteristics: sausage, preserved meat and preserved duck. For traditional food brands, it is necessary to consider market positioning and corporate image

from the aspects of the development history and historical events of the enterprise. It is necessary to showcase the corporate pulsation of enterprises, but also for a long time for the image of the future development. The elements of brand design can be integrated into traditional cultural elements, and it can also be integrated into the artistic language of Western classical culture. The purpose is to create a new impression of a new impression.

3. Contemporary artistic language and the implication of dongguan traditional food brand design

The concept of food brand design should be further studied in combination with the types and significance of dongguan traditional food. Different food brands are different from other industrial brands, and the design of food brands should meet the direction and positioning of food. In particular, traditional food is a kind of national emotion food bearing traditional culture and folk history. The concept of traditional food brand design should learn from the historical roots of urban culture. Actively reference domestic and foreign artists, sculptors, illustrators and architects to create projects, and use food as the theme of art language form. I hope that through the creation of designers and artists, exploring and excavating the creative inspiration of Dongguan traditional food brands, there are richer visual and auditory performance, breakthrough in traditional imagination, express food with contemporary art. The renewal and progress of the language form of Chinese contemporary art has the significance of The Times, which also shows that the art form of traditional culture is also developing constantly. Therefore, the perfect integration of contemporary art language and traditional culture conforms to the pace of The Times and society, making it the driving force of art progress.

4. Build brand image build brand confidence

Brand faith is a good feeling of consumers who have a long-lasting consumer for the brand through advertising, new media, public opinion and consumer experience. And get a spiritual enjoyment of pleasure and belonging after consumption behavior. Traditional food is a feeling of local characteristics, which often shoulders an important responsibility of a regional image and impression. The concept of traditional food brand design in Dongguan should adhere to the concept of inheriting traditional culture, innovating management concept and deepening image portrayal. Through the form of beautification and publicity in contemporary art language, there will be a traditional food of Dongguan's characteristics to the whole world, and the brand design of traditional food has promoted the formation of the faith of enterprises to establish national cultures.

From a historical perspective, we will find that the same brand has different characteristics in different periods, but the pursuit of excellence is the same. At the same time, the language of art and culture also affects the design style of products, the quality and taste of brands, as well as the competitive advantage and development of brands. Therefore, it is the most important thing for each brand to continuously improve product quality and provide consumers with high-tech, high-quality and high-grade products. If brand innovation is reflected in the depth of detail, brand loyalty will be significantly improved. As an entrepreneur said, if Chinese companies do not have a brand, they must have a brand confidence. The competition of the company is the competition of the connotation. Building brands into beliefs is one area. The ultimate success of a brand depends on whether the spirit and belief of its products are strong enough to touch the hearts of consumers, and whether it dares to innovate before upholding the belief. To enrich the brand beliefs through a variety of artistic languages, a single expression is far from enough, establishing a brand image is a spiritual fit, which can bring spiritual resonance to consumers. Let the brand establish a positive communication of a spiritual culture, give brand vitality.

5. Conclusion

Taking Dongguan traditional food as a clue, exploring traditional food and human feelings and close relationships of this city, and the cultural heritage and era of cultural inheritance behind the food brand are unforgettable. Modern art has shifted from form to performance art, decorative art, image art and new media art as communication media. Under the background of Chinese traditional culture, Chinese contemporary art language of its own creation of regionality and nationality, adhere to the open cultural position and judgment, and with the context of contemporary art and visual language form organic transformation, so as to achieve the perfect combination of art and traditional culture, show the spiritual world of human emotion and national history.

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