



# **The Influence of Chinese Traditional Artistic Conception on Graphic Design**

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**Abstract:** Graphic design is one of the manifestations of modern art design. In the development of present society, more and more culture civilization is to propagate a local design. Therefore, more Chinese traditional culture is used and developed in China. And the concept of Chinese artistic conception has a deepest influence especially in graphic design. It can combine to promote and innovate effectively. What's more, it will bring greater design inspiration.

**Keywords:** Traditional; Artistic; Graphic design

## **1. The overview of Chinese traditional artistic conception**

### **1.1 The meaning of Chinese traditional artistic conception[1]**

Artistic conception is an important scope of Chinese classical aesthetics, which is the aesthetic value of the artistic conception of Chinese traditional culture in long-term artistic practice, it also contains the core factor of human nature. It's an important standard of art beauty by China. In other words, "artistic conception" is not only a simple form, but also including the value judgment, transcendent ideals of life and philosophical ideas that is the highest aesthetic." There is a realm to be a high standard, and a famous sentence". Mr. Wang Guowei wrote in "Human Words".[2] It can be seen that the artistic conception category condensed the in-depth experience and thinking of the ancient Chinese on the universe, life, art and aesthetics, which contains rich and diverse ideological resources. What's more, it embodies the unique way of experiencing, speaking, and thinking of the Chinese nation to its own situation.

### **1.2 The Characteristics and Essence of Chinese Traditional Artistic Conception**

It is exactly what is called, artistic conception is the product of the collision and fusion between mind and object, emotion and scene, meaning and image. There is a state of meaning, the meaning has implications. Three characteristics of artistic conception: the connotative beauty of imaginary and reality, the transcending beauty of finite to infinite, and the natural beauty. The essence of artistic conception is that obtain the world of aesthetic meaning and able to imply the ultimate of value and the ontology of being, is a special realm.[3]

The beauty of artistic conception is inseparable from the spiritual realm of scene blending, is even more inseparable from the artistic interpretation of the coexistence of fiction and reality. The virtual and reality is the core essence of combination and expression of aesthetic space, which is the true integration of the aesthetic subject and object, from the real to the virtual, and from the virtual to the real, to form an aesthetic space with artistic conception. Thus can further sublimate the emptiness of the artistic conception itself through its artistic shaping. Through this presentation that can feel its value and significance for readers, the eastern philosophical thought, "the unity of man and nature, unity of material and me". In the limited product modeling space to feel the infinite natural artistic conception space, which further leads to people's thinking about the value and meaning of life in the complicated real world.[4]

The expression of traditional Chinese conception in graphic design

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doi: 10.18282/le.v10i1.2235

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Chinese aesthetics is not as rational as western aesthetics, but should use sensibility to comprehend the taste. So the essence of Chinese art is artistic conception, and take the natural of beauty as the ultimate pursuit, which can reflect Chinese art culture is emphasize performance, empty and rewrite intention. In words, the primary purpose of graphic design is to express the thoughts and emotions to convey through pictures whose want.

The designer realize the theory of heaven and earth, after that, the use of beauty form's principle to imagine and associate in the picture. Integrating yourself into the work fully, thereby convey the ideological connotation behind it. That is, the original form is “essentially intuitive”--the imagery of natural beauty(designer's thinking)--the designed from “performance of artistic conception”. So at first, designers should have their “meaning” and put “meaning” in “environment”. After that, the public can understand that unity of “intention” and “state” in the process of feeling, and feel the designer's mind and spiritual realm. In different design fields, the traditional Chinese concept of artistic conception has different from specific expressions, but the essential of connotation is coincide, and the pursued that is the same. In graphic design, everything are composite elements symbolizing life in a point, line and face etc. All elements follow the principles of beauty and through the reference and application of shape, function, material, structure, color and surface technology, use these more concrete elements in graphic design. It achieves the blending of emotions and products to create a beauty of artistic conception while meeting the aesthetic needs of the public.

## **2.1 “Name”[5]**

In graphic design, a good “name” is actually a key.

Designers choose and design of a brand name which it is accept that the choice of a culture and the artistic conception embodied in this culture actually. Thus, whether we can use the unique artistic conception of Chinese literature and art to create a distinctive and artistic brand name? This is what every designers hopes to achieve it. A unique and artistic name can well cover the brand's core, brand's spirit, and brand's promise, and it is likely to make people feel conscious in the expression of their connotation. The artistic conception produced by “name” is to integrate the caring, missing and loving in human emotions assimilate into the brand, which enables consumers to gain emotional aesthetic experience in the process of selecting, purchasing and using products, thus will producing spiritual resonance and deepening the impression of the brand, obtaining recognition and love for the brand finally.

## **2.2 “Shape”**

Graphics is a kind of visual language, which can convey the specific ideas to the public by sketching out the corresponding images. In a graphic, when through the use of words, it can be conveyed more accurately and can be expressed more easily through the combination of artistic beauty and rhythm. Meanwhile, they are inherently symbolic and graphical for Chinese characters, which can use their own beauty of writing, structure and graphical characteristics. Here is not only contains our country's excellent traditional culture, but also has unique aesthetic characteristics. It's easy to struck a responsive chord in the hearts of public. Although some of the figures are not complex, it will also reflect the unique meaning in the corresponding atmosphere, which makes the overall design of the shape and all the images of the theme scene unified highly and natural integration. It can convey the design theme more intuitively.

## **2.3 “Color”**

In the process of the development of traditional art, graphics can be integrated with color. It can show that the meaning of art effectively, and convey the corresponding information to public directly. After integrating Chinese traditional art colors into modern graphic design, a unique artistic symbol is constructed, which give the graphic a brand new meaning. Relying on color association to realize creativity is a common method in poster design. Colors can evoke people's enrich associations through visual stimulation and generate various emotions. These emotions can be reasonably integrated with the picture through the coordination, contrast, and alternating of colors, and finally express different forms of artistic conception. As Mr.Jin Qiangdong said, “The red dot is a visual element as well as a spiritual element, it can blend my design ideas and convey abundant message alive”. Designers can express different themes according to the reaction and change of colors, cater to the needs of the public and resonate with it, after achieve the unity of function and aesthetics.[6]

## **2.4 “Quality”**

In the artistic space of graphic design, it is a key to express the artistic conception of the work that use flexibly and fully. Meanwhile, there is no doubt that a medium for designers to express their emotions. Materials and their textures can reflect design ideas, expand design ideas and highlight design styles. Combining some traditional materials with traditional methods can bring out a novel and charming mood, which reflects the technology and material characteristics of the times. In some publicity and exhibitions, it is often seen that traditional Chinese paper combined with traditional Chinese silk threads, straw ropes and etc. It can give new definitions to the product, which not only expresses its characteristics and artistic beauty accurately, but also conveys the designer's concept and to make the public spiritually satisfied and happy.

## **2.5 “Empty”**

The blank in graphic design is by no means an ordinary background, not just a redundant part, but is the “implication” of the design works. It creates the environment by blank, because it can reflect the situation of the work correctly. In graphic design, each part of the visual object, including the part of blank, constitute the medium of visual communication. It vividly gives vitality to the blank part and forms the artistic conception in the picture. As an organic composition of the whole picture, the blank space is skillfully combined with text and graphics to form a harmonious whole. From “empty” to “emptiness”, it is integrated with the spiritual creation of the public, which expends people's psychological dimension of the infinite space, besides, leads them to imagine and recall the taste, spirit and realm of the works.

## **3. The influence of traditional Chinese conception on graphic design**

### **3.1 Aesthetic value**

In graphic design, the development of his works must have connotation, charm, true feelings and high aesthetic value. Along with visual communication, it is a kind of cultural communication, which makes it easy for the public to resonate. As traditional Chinese artistic conception is a design form with obvious and representative stylistic features, the picture can accurately convey information, thus the relationship between created by shape and color is very artistic expression. Traditional Chinese aesthetics includes the combination of motion and static, black and white contrast, which emphasizes and balances the harmonious part of the picture, which is consistent with the law of artistic conception beauty in graphic design. At the same time, it is the specific expression of the designer's internal concept in graphic design. This unique aesthetic method is easier to stimulate imagination and make resonate, simultaneously make the works have stronger art appeal.

### **3.2 Design value**

With its unique value and the soul of modern design, the beauty of artistic conception forms a new visual art culture. What attract the mass's attention is no longer the harmony of colors, the influence of pictures on present society or many fresh things. These are the key point of the survival of graphic design. For example, many excellent commercial advertisements are mainly based on pictures, and some even have no words. Such advertisements can amplify the artistic conception of the work and create the value of the thing itself, and secondly allow the public to use their imagination to be recognized. In communication, it should be concise. And communicate with the viewer visually and satisfy the emotional needs of the viewer emotionally. So the visual and spiritual requirements of the viewer can be met at the same time that achieved the design purpose of the information to be expressed. To make a simple design locally to form a brand image and promote it. It's form a system of local culture while developing our country's unique design characteristics. As a result, it can be successful in social and cultural communication.[6]

## **4. Conclusion**

Graphic design can convey a specific feeling and atmosphere to the public through elements such as form, color, space etc. While people really understand the cultural connotation of design, the design work can exceed their pure expression and make people achieve double satisfaction and pleasure in psychological and physiological. While inheriting the traditional Chinese aesthetics, graphic design has strengthened the modern art concept and opened up a new trend of thought of its design concepts.

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