

Application and Influence Analysis of Chinese Traditional Cultural Elements in Advertising Art Design

Yan Zhou¹

¹ *Zhuhai College of Science and Technology, Zhuhai, Guangdong, China*

¹ *Corresponding author. Email: zhouyan@zcst.edu.cn*

ABSTRACT

To explore the application value and influence of traditional cultural elements in modern advertising design, it is necessary to take the increasingly frequent international economic and cultural exchanges as the background, and then combine the inheritance of traditional cultural spirit, and deeply consider the practical significance and value utility of strengthening local design. This article first gives an overview of Chinese traditional culture, then points out the value and significance of strengthening the application of traditional Chinese cultural elements in advertising art design, and then explains the corresponding application and influence, hoping to help designers improve the level of advertising design.

Keywords: *Chinese traditional culture, Cultural elements, Advertising design, Application, Influence.*

1. INTRODUCTION

Affected by the great wave of social development, more and more foreign advertising companies have entered the Chinese market, which has had an impact on China's traditional advertising industry, and also has a certain impact on people's sense of cultural belonging and self-confidence. In this context, China must strengthen its local advertising design capabilities. Through the integration of traditional cultural elements [1], the artistry and appeal of advertising design will be continuously improved, and the cultural connotation of advertising design will be enriched, thereby highlighting the advantages of local advertising in China.

2. AN OVERVIEW OF TRADITIONAL CHINESE CULTURE

China has a vast territory, vast land and abundant resources, and has a history and culture of more than 5,000 years. In the splendid development of Chinese civilization, many traditional cultural elements have been formed [2]. After in-depth analysis of the formation history of Chinese

traditional culture, people can find that traditional cultural elements are almost everywhere. Traditional cultural elements can be found in traditional festivals and folk customs, in farming, aesthetics, literature and philosophy, or in other fields. It can be said that traditional cultural elements are the symbolic cultural symbols of China. It is also these cultural symbols with distinctive features and connotations that jointly shape China's huge cultural system, showing profound cultural heritage and profound value meaning.

3. THE VALUE SIGNIFICANCE OF APPLYING CHINESE TRADITIONAL CULTURAL ELEMENTS IN ADVERTISING ART DESIGN

Traditional cultural elements are the crystallization of wisdom and ideological wealth of the Chinese nation, and their application value is extraordinary and far-reaching [3]. No matter how modern society of China progresses and develops, traditional cultural elements can be integrated with it and provide it with a steady stream of spiritual power. For example, calligraphy, seal carving,

Chinese knots, Qin bricks and Han tiles, terracotta warriors, jade carvings, ceramics, etc., every traditional cultural element can reflect the Chinese spirit. From a general perspective, strengthening the use of traditional cultural elements is not only conducive to the inheritance and development of the Chinese national culture, but also has positive significance for the realization of the great rejuvenation of the Chinese nation. From a small perspective, strengthening the application of traditional Chinese cultural elements in advertising art design can also enable designers to draw knowledge, experience, experience and wisdom inspiration from it, which still has great reference value and promotion effect for improving the level of advertising art design. As far as reality is concerned, the value of applying Chinese traditional cultural elements in advertising art design can be reflected in the following aspects: The first is inheriting the connotation of traditional art and returning to traditional design ideas. In the context of the diversified development of the economy and society, the dissemination of ideas and concepts in different regions of the world has made people's ideas no longer limited to traditions. No matter in emotional awareness, in value attitude, or in aesthetic concept, there has been a huge change. After years of comparative analysis, the advantages of traditional Chinese culture in the world's cultural gardens are still obvious, which has also set off a wave of returning to tradition. Coupled with the improvement of material and spiritual living standards, people have begun to yearn for a simple, pure and peaceful life, which is the same as traditional cultural thinking, so it further promotes the return of design ideas; the second is to adapt to the aesthetic needs arising from the development of the times. With the help of the global economic integration, cultural exchanges and integration are becoming more and more frequent. As a means of spreading ideas and culture, advertising is bound to be directly affected by this trend. In order to improve the effect of advertising, traditional Chinese cultural elements have rich ideological connotation and cultural spirit, which can certainly add color to advertising design and enhance the artistic expression of advertising design, so this is undoubtedly in line with the aesthetic needs of contemporary people. In addition, the application of traditional cultural elements in advertising art design can highlight the traditional characteristics and enrich the design connotation, making the advertising design have a wider development space; the third is that it is helpful for designers to obtain ideological inspiration and

design inspiration. The fact that traditional cultural elements can be passed down to this day and are still loved by the masses proves that their inner thoughts and spirits have been tempered by various eras, and their aesthetic values have also withstood the test of long history, and finally became an indispensable part of Chinese civilization. The traditional cultural elements are rich in content and profound in thought, and the graphics, characters and colors in them contain strong national emotions, which can provide designers with an inexhaustible source of creativity.

4. APPLICATION OF CHINESE TRADITIONAL CULTURAL ELEMENTS IN ADVERTISING ART DESIGN

4.1 The Integration of "Graphics"

Graphics refer to a two-dimensional space outlined by points and lines, and the space is divided into several shapes relying on various contours [4]. As an important element in advertising art design, its design quality directly determines the advertising and its publicity effect. In order to improve the overall artistic and publicity quality and effectiveness of advertisements, many designers will incorporate graphics rich in traditional cultural elements into advertisement design. Among them, the most representative are dragon, phoenix, auspicious cloud and other graphics, each of which can fully express its own artistic connotation and transmit positive energy. It is worth mentioning that the use of these graphics rich in traditional cultural elements in advertising art design can not only enrich the cultural connotation of advertising works, but also endow advertising works with deeper emotional value. It is conducive to connecting ancient and modern people, and can create a bridge for the exchange of ideas between the two. However, in the specific application process, it needs to be used reasonably and scientifically. The designers shouldn't copy one-sidedly, or use it with its shape rather than its connotation. Designers should pay attention to retaining the essence, get rid of the dross, and then organically integrate with modern design concepts, ideas, methods and means, so that they can fully display the value of graphics that draw on traditional cultural elements. In addition, paper-cut art, as an important traditional art culture, can also show good application value in advertising art design. In particular, the integration of paper-cut

culture and public service advertisements, and strengthening its integration with modern ideas and cultural factors, can give birth to more colorful content. Relying on ingenious methods to combine these contents can not only achieve the purpose of sublimating advertising design, but also promote the good inheritance of the essence of Chinese traditional culture. For example, in public service advertisements promoting "resource saving", designers can learn from and refer to the art of paper-cutting, find inspiration from its content and form, and give paper-cutting "thrifty" new ideological connotations by reusing small fragments in paper-cutting, so that the theme content can be enriched to trigger people's in-depth thinking on the concept of "thrift" and the art of paper-cutting. In general, there are various forms of traditional graphics, each of which has rich artistic connotations. By strengthening the study of traditional cultural knowledge, designers deeply grasp the meaning of cultural elements, and make good use of their forms, so as to improve the design level.

4.2 The Application of "Color"

Color is a real visual image in human eyes, and its connotation and value are reflected in all aspects of daily life. As a major feature of China's history and culture, traditional cultural color has far-reaching ideological connotation and cultural spirit, and has always affected people's aesthetic attitude and emotional awareness. For example, the colors in terracotta warriors, Chinese knots, ceramics, lacquerware and other items are all representative color cultural elements, from which designers can draw inspiration for creative design, which is of practical significance for improving the color level of their own advertising art design. In particular, traditional colors such as red, yellow, cyan, blue, black, and white are used as key application objects. Their inner meanings and usage methods are deeply explored to integrate them with the product image and its connotations, so as to fully display the traditional "color" application value. When it comes to traditional Chinese color culture, it can be said that colors such as red, yellow, cyan, blue, black and white, each of which has a unique style and meaning. For example, red represents celebration, solemnity, auspiciousness, and happiness, which can mobilize people's emotions and give people infinite longing. The flexible use of red in advertising design can not only reflect the unique artistic characteristics of the advertisement, but also show the rich cultural heritage of the advertisement,

which is more likely to stimulate the audience's thoughts and emotions; Yellow represents the meaning of "having a skyrocketing rise, and having a meteoric rise", reflecting people's yearning and pursuit for a better life. The flexible use of yellow in advertising design is not only in line with the public's aesthetic awareness and emotional direction, but also in line with people's current pursuit of modern and high-quality life, and is more likely to arouse the audience's ideological resonance; cyan represents solemnity, strength and hope, and can create a beautiful artistic realm. For example, Jay Chou's song "Blue and White Porcelain" describes the azure color in traditional colors. By combining musical skills with classical connotations, it highlights the artistic charm of the song. This method is also worthy of learning and reference for designers. Blue symbolizes simplicity and elegance. In the traditional color culture, colors such as "light cyan", "sky blue" and "tile blue" have a poetic and picturesque side. For example, the poet Bai Juyi of the Tang Dynasty said in "Memories of The South", "In the sunrise, the flowers are more red than the fire, and in spring the river is as green as blue." There is a sentence in the Tang Dynasty poet Du Mu's "Jinse", "Mermen weep their pearly tears down a moon-green sea, and blue fields are breathing their jade to the sun." Song Dynasty poet Zheng Qingzhi said in "Zai He Mei Yun", "There are people who love jade in the palace, but why the sky prefers blue." These all show the unique cognition of the ancients on color, which also casts feelings and spirits for blue. Strengthening the application of blue in advertising design can also enhance the connotation of advertising design and improve the artistic value and communication effect of advertising works.

4.3 The Grasp of "Implication"

Chinese traditional culture and art are very particular about "implication", which can be said to be the essence of art. Whether it is in poetry, poetry, calligraphy and painting, or in other arts, as long as there is "implication" in art, its artistic expression will be greatly improved, which has always been the realm pursued by the ancients. In exchange for today's modern advertising art design in China, it is also inseparable from "implications". Therefore, in order to carry forward Chinese traditional culture and improve the effect of advertising design, designers need to consciously strengthen the grasp of "implication". On the one hand, the combination of advertising design and text can be used to rationally and scientifically incorporate elements

such as calligraphy, idioms, sayings and couplets to show the connotation of advertising design and enhance the creative level of advertising works. For example, there are many types of fonts in calligraphy, whether it is Song front, regular script, or the small seal, they all can rely on changes in virtuality, strength, and weight to enrich artistic expression and improve cultural heritage. Therefore, when designing advertising works, designers can combine the actual needs and use the art form of calligraphy to express the theme and content. For another example, when designing advertisements, designers can strengthen the use of idioms after integrating pictures and colors, so that advertisements can be matched with small and wonderful copywriting, thereby improving the artistic image of advertisements. In particular, idioms, as concise language, have rich language content, which can promote the audience to generate scene pictures in their minds, and play a huge role in improving the artistic connotation and arousing the audience's emotions. On the other hand, the combination of advertising design and ink painting can be used to highlight and sublimate the connotation of advertising works. As an important symbol of traditional cultural elements, ink painting mainly uses black and white. With the help of black and white depth and vividness to outline a scene full of poetry and painting, it can bring people endless imagination and is full of endless emotions. Strengthening the application of ink painting in advertising art design will inevitably strengthen the emotional connotation and artistic expression of advertising. For example, in many commercial advertisements of sports series, designers combine the charm of sports with ink painting, which not only shows superb design creativity, but also makes the characters' physical temperament and action images fuller, fully expressing the spirit of sports.

4.4 The Choice of "Flavor"

With the progress and development of the economy and society and the improvement of social aesthetic awareness and literacy, people have put forward higher quality requirements for advertising art design, and this quality requirement is not only reflected in graphics, colors and connotations, but also in flavor. The elements of traditional Chinese culture contain the unique thinking and spirit of the Chinese nation, so they are in line with the public's aesthetic flavor and are also the nutrition that the public needs to supplement. Since the 1980s, China's advertising industry has entered a period of rapid development, especially after the

advancement of computer technology and the renewal of design concepts. As a result, many advertising designs only focus on the pursuit of economic benefits, while ignoring social values and cultural connotations, which eventually lead to the lack of characteristics and nutrition of advertising works. In particular, some groups and colors that are rich in traditional cultural elements have not been used reasonably and scientifically, resulting in a serious lack of cultural heritage in advertising design, which further deteriorated the status and image of advertising in people's hearts. Therefore, in order to make the advertising design works fully reflect the cultural heritage and national characteristics of our country, it is necessary to fully absorb the essence of traditional Chinese cultural elements, and then process and transform it to ensure its convergence with modernization, so as to satisfy the audience's aesthetic flavor, bringing more visual and emotional enjoyment to the audience. For example, China has a long history, and there are many styles and types of clothing, which can be used in advertising design. In particular, incorporating classical clothing types into the design helps to enhance the appeal of the advertisement and strengthen the content of the advertisement. Relying on the historical story behind the clothing, the color, gloss and brightness are reasonably matched to further highlight the flavor of the ancient style and bring a great visual and emotional impact.

5. THE INFLUENCE OF CHINESE TRADITIONAL CULTURAL ELEMENTS ON THE APPLICATION OF ADVERTISING ART DESIGN

As an inevitable product of social and economic activities, advertising has obvious commercialization and economical characteristics [5]. At the same time, advertising is not aimed at individuals, but the entire social group, so it must have the obligation and function of spreading positive energy and promoting culture. As a cultural phenomenon, advertising design must be based on the development trend of the times, the connotation of traditional culture and aesthetic habits, and the actual needs of the people in order to gain the support and recognition of the public. Designers should further strengthen the use of traditional cultural elements, deepen the background of modern advertising art design, and establish a bridge of communication between

traditional culture and audiences, so as to create social value of advertising design and achieve greater economic benefits. For designers, they should deeply understand the influence of traditional cultural elements on the application of advertising art design, and conduct multi-level and in-depth exploration and research on the integration of advertising design and traditional Chinese cultural elements. Only by excavating the essence of traditional Chinese culture and understanding the responsibility and obligation of spreading and promoting the spirit of traditional Chinese culture, can the designers design modern advertising works of higher standard and higher value.

6. CONCLUSION

To sum up, to organically combine traditional Chinese cultural elements with modern advertising art design, it is necessary to fully explore the essence of traditional Chinese culture, and to synchronize the crystallization of national wisdom with the contemporary development of ideological spirit, which is not only conducive to inheriting traditional culture, but also conducive to creating more high-quality advertising works. When strengthening the application of traditional cultural elements in advertising art design, designers need to do a good job in the integration of graphics, the use of colors, the grasp of meaning, and the choice of taste, so that advertising art design can develop in inheritance, and innovate in reference, so as to improve the level of advertising art design, making it step on the world stage.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Yan Zhou.

REFERENCES

- [1] Han Zimin, Analysis of Chinese Traditional Cultural Elements in the Ad Design [J]. Youthful Years, 2020(14): 51. (in Chinese)
- [2] Yu Lu, Talking About the Application of Chinese Traditional Cultural Elements in Advertising Design [J]. Art and Literature for the Masses, 2012(17): 100. (in Chinese)
- [3] Hu Wen, Analysis of the Application of Chinese Traditional Cultural Elements in Advertising Design [J]. Urban Construction Theory Research (Electronic Edition), 2012 (12). (in Chinese)

- [4] Li Juan, Wei Na, On the Traditional Cultural Elements in Advertising Design [J]. Packaging Engineering, 2021, 42(8): 355-358. (in Chinese)
- [5] Shi Yue, On the Application and Influence of Traditional Chinese Cultural Elements in Advertising Art Design [J]. Tourism Today, 2019, (03): 281. (in Chinese)