

Analysis on the Reference of Art Design to the Elements of Folk Art

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Abstract: Folk art element is a brilliant cultural treasure accumulated in the development process of Chinese art over thousands of years. Folk art element reflects the traditional art style, cultural form, philosophical concept and social style of our country, and is the sum of our traditional art. Therefore, the author analyzes the reference of art design in folk art elements. Through research and analysis, it is found that the reference and absorption of folk art elements in the field of modern art design in China is the premise and basis for promoting the modern art design in China. Therefore, modern art design should absorb more folk art elements, promote the inheritance of folk art and art, and at the same time develop the integration of folk art and modern art design.

1. Introduction

In our long history and culture, folk art occupies an important position [1]. Among them, the folk art elements not only embodies the folk customs, cultural psychology and aesthetic ideals in the traditional sense of the Chinese nation, but also greatly condenses the rules, ideas and wisdom of the traditional Chinese art design [2]. With the changes of the times, the elements of folk art in China are constantly drawing on the nutrients of the times, incorporating a lot of historical and humanistic spirits. These accumulations and spirits are expressed by specific cultural symbols, which makes the viewers understand at a glance and understand their meanings [3]. The folk art elements with its unique national style and traditional cultural connotation bring inspiration to China's modern art design. If we integrate the elements of folk art into the works of art and design, not only will the works have more cultural connotation and historical accumulation, but also their ornamentality will be greatly improved [4]. Art designers began to turn their eyes to Chinese traditional folk art, and strive to deepen the cultural connotation of design works through flexible use of folk art elements [5]. Folk art is the primitive form of human creative culture. It originates from nature and blends with nature. It pursues the harmony and unity between man and nature, advocates the perfect combination of material and spirit, and pays attention to the emotional expression of humanity. Folk art and design are in fact such a blend of water and milk, inextricable [6]. In Chinese folk art, its use of color is very implicit and graceful. In folk art works, many tones of color matching are relatively light, giving people a comfortable and generous feeling as a whole. Through this light color, people can derive rich imagination, so that art works and viewers can build a bridge between the exchange of ideas. The skillful use of painting color techniques can deepen the cultural connotation of modern art design works and make them have strong individualized color. At present, the concept of folk art is generally recognized. The so-called folk art should be folk or folk-related art, while the folks represent workers such as farmers and herdsmen. This kind of performance is based on the ingenious processing of color and space, so that the two-dimensional picture can be integrated into various painting elements, which are mutually opposed to each other, showing the magnificent or mysterious scenery and charm.

Folk art is a kind of cultural form which is closer to the material life at the bottom. The aesthetic concept of folk art elements "being perfect, precious and implicit, rewriting freehand" can also be regarded as an effective complement to the aesthetic concept of contemporary western art design "being Abstract, precious and concise, rewriting realistic" [7]. As a branch of folk art, the elements of folk art show the noble qualities and simple characteristics of the working people. The absorption and application of elements of folk art in modern art design, on the one hand, achieves the inheritance of folk art, on the other hand, expands the aesthetic value of modern art design [8]. The

combination of elements of folk art and art design should fully show the characteristics of Chinese folk art and the glittering points of our national culture, so as to promote and inherit Chinese folk art through unique art design forms [9]. The folk art elements contain the values, thinking methods and aesthetic tastes of the broad masses of the people. They are the traditional cultural heritage of China and the treasure of world art. A series of elements such as cultural connotation, modeling rules and aesthetic implication of folk art have injected fresh vitality into modern graphic design and enriched the artistic language of modern graphic design [10]. The theme of praying for blessings, abhors and goodness in his works, and the pursuit of positive optimism and perfection of national psychology and aesthetic forms have promoted the development of modern graphic design.

2. The Concept of Folk Art

Chinese civilization has a long history. In the long history of China, the farming era occupied the vast majority of history. The working people gradually formed a farming culture in production and life. Works created through artistic design must be aesthetically pleasing during viewing and use. Generally speaking, the design concept must be consistent with the use value of the work, in order to achieve a harmonious and unified effect. Around the 1980s, modern art design was gradually recognized by people in the art world. In the years after this, although China's modern art design has developed to a certain scale, it still has not established a complete development system from theory to practice. With the development of the economy and the continuous improvement of the material living standards, people have higher requirements for spiritual aesthetics. Folk art has five basic characteristics: First, it combines practicality of life with spiritual aesthetics. In the modelling law of folk art, all kinds of modelling are not confined to the reality of objective things, but a subjective and random creation. This freedom and randomness of creation conveys the people's subjective attitude towards real life and objective things. It is an important part of Chinese culture, the embodiment of the simple folkway of the working people, the crystallization of their plain aesthetic concept, and the most plain spiritual aspirations of the working people. Secondly, modern art design also draws lessons from the spatial treatment of color in Chinese folk art. In the folk art works of our country, mountain peaks and rippling lakes can be perfectly presented in the same picture, with distinct layers and a great sense of space. In addition, modern art and design works should pay attention to absorbing the three-dimensional sense of space in the color of folk paintings, showing the superiority of Chinese folk art techniques. Chinese traditional painting art is good at using simple lines to delineate the hierarchy and three-dimensional sense, which has great inspiration for modern art design.

From the trend in Figure 1, we can find that the amount of folk art works is increasing year by year. The background of the existence of works is the factors that we must consider when we create and study works with local characteristics.

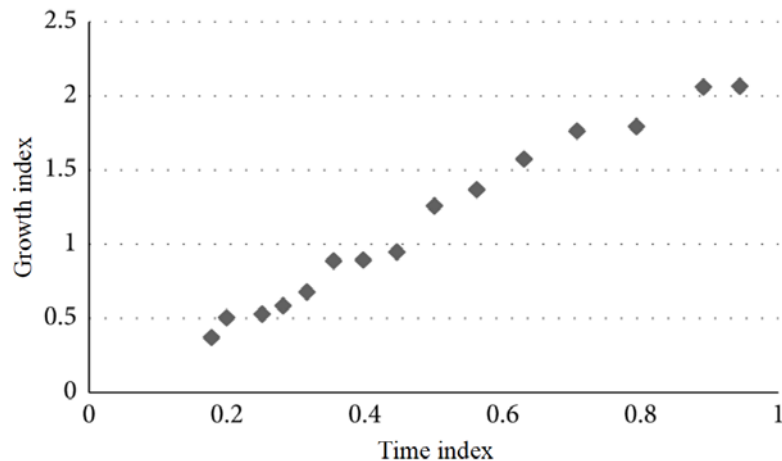


Fig.1. the Trend of the Number of Folk Art Works in Recent Years

The concept of "folk art" began to be popular. It was in the 1970s that the term "folk literature"

was borrowed. This kind of unreasonable aesthetic creation, the unification of psychological understanding and objective reality, is actually the real artistic creation of folk artists. At the same time, the use of the works is more convenient through the processing and improvement of artistic design, and the use value of the works has been sublimated by using the humanistic elements for reference. In the process of using it, we can not only experience the use value it brings, but also feel its artistic beauty. A large number of art and design works often draw lessons from the style and skills of foreign well-known works, lack the spiritual core of national character, resulting in the bad phenomenon of worshipping foreign countries and flattering foreign countries, to a certain extent, hindering the further development and growth of modern design in China. Folk art elements play an important role in traditional culture. There are a wide range of elements related to folk art in current art design. At the same time, folk art has exerted different characteristics in the background of the new era, which has injected new vitality into contemporary art design. In the aspects of architectural design, commodity packaging, and fashion design, folk art elements have begun to be widely used, providing good conditions for modern decorative design work. Folk art is an art that reflects people's life and work. It summarizes and summarizes people's specific production and life through artistic processing, and then extends some specific symbols and contents, which are epitomes of the people working in different times. This way of painting is totally different from the perspective depiction of scenery in Western painting. The modern art design works in our country can draw on the spatial processing of this color, so that the works can enrich the layering in a limited dimension. Therefore, the development of modern art design in China must be supported by Chinese folk art elements, deeply explore the aesthetic value of folk art elements, absorb and draw on the essence of folk art elements, and make China's modern art design embark on a brilliant development path.

China also has similar art traditions as foreign countries, but the process of development has opened the gap after the last century. At the beginning of the last century, it has surpassed China and entered the ranks of advanced Asian art. As shown in Table 1.

Table 1 The Characteristics of Stage Development of Fine Arts at Home and Abroad

Time	Domestic	Foreign country
In the 1920s	Imported learning	Imported learning
In the 1920s and 1940s	Prosperity period	Prosperity period
From 1950s to 1960s	Prosperity period	Imported learning
In the 1970s and 1980s	Recovery of the boom period	Gradually develop and mature
In the 1980s and 1990s of the 20th century	Prosperity period	
Since the 1990s	Introducing Learning and Conscious Rationality	Gradually reaching international high standards

3. Reference and Application of Folk Art Elements in Art Design

Chinese folk art comes from the unique perception of production and life of the working people. It is the artistic refinement and spiritual crystallization of thousands of years of production and life. It has its own system in artistic modeling. In this system, the deconstruction and generalization of natural images are totally different from those of other countries in the world. Expressing artistic conception in configuration and conveying form and quality by artistic conception are the essence of Chinese folk art modeling. This can be seen everywhere in the application of modelling in modern art design. Firstly, with the rapid development of science and technology, all walks of life are gradually connected with the Internet. The connection between art design and the Internet has brought new vitality and vitality to art design. The long history, profound connotation, diverse forms and rich varieties have laid the foundation for the application of folk art elements in art design, and gradually become the consensus of the industry, triggering a new round of thinking. In addition, folk art elements, as a long-term historical accumulation, have a strong influence and are closely related to people's lives and labor, and have received widespread attention. Folk art has

many commonalities and interpenetration points in modern styling techniques. They are good at using simple condensed and exaggerated contrast techniques, focusing on visual change and conception. Because China's modern art design often needs to express China's rich natural landscape. In order to present the magnificent scenery of the mountains and rivers in a limited dimension, it is only by drawing on the ups and downs of the folk paintings, constructing a three-dimensional shape with strong visual impact in the simple image, and expressing the harmony of the artistic image in the contrast of each other. Sex. Although the Internet has created many conveniences for art design, we should still pay attention to the adverse effects of the Internet on art design. In this process, relevant practitioners should extensively engage in different kinds of folk art. Through continuous research and study, grasp the hidden spiritual and cultural essences, and gradually transform them into self-cultivation, which naturally reveals in the works and enhances their aesthetic value. Attractive.

In many works of modern design, the visual impact of the work is to be eye-catching, and the color of these works is often very tense. It embodies the inheritance and stability of China's culture and art from ancient times to the present, and has a special aesthetic form of traditional Chinese art, which is different from other worlds and even modern pop art. At the same time, designing works and modifying works has become a breeze under the convenience of the Internet. Learning to design through the Internet and related software has also become one of the ways of design. In this regard, contemporary art design practitioners cannot blindly pursue the "takenism", but need to deeply analyze the essence of its cultural connotation, including expressions, creative ideas, etc., always uphold the scientific and realistic attitude, and be good at extracting the essence of nutrients. Therefore, in the process of design, designers should have a full understanding of the social value of folk art elements, so as to make better use of art elements. In traditional Chinese philosophy, Yin-Yang and Five Elements are the basic elements of all things in the world. Chinese folk art uses the philosophical concept of Yin and Yang and the Five Elements to reflect the laws of unity, interdependence and restriction of opposites among all things in the world, thus producing a series of unique folk art forms. Our modern art design incorporates the color matching of folk art into it, which not only makes the works of art design more distinctive, but also integrates the ancient culture of the mean into the works, making the works of design more artistic value.

4. Conclusion

There are many symbols in the elements of folk art which have undergone a long historical accumulation and have been refined repeatedly. For example, in modern design, the local and typical adoption of the most representative figure, color and style in folk art is to find the agreement between traditional aesthetics and modern ideas. Folk art has a long history of development. During this period, it retained the high quality characteristics of the original folk art, but also precipitated its unique charm. Therefore, the author hopes that all academics will continue to pay attention to the development of art design, and deeply analyze the connotation, essence and spiritual pursuit of folk art elements. Combining with the actual situation, more effective application suggestions or strategies are put forward in order to present more excellent works of art and design to the world. Applying the unique art of folk art to modern design can provide a new concept and direction of thinking and a broad creative space for modern graphic design, enrich the modeling language of modern graphic design, and promote the development of modern graphic design. Let folk art and modern technology be combined. At the same time, modern design must ingeniously absorb the essence of folk art and boldly innovate, so that we can create excellent design works combining nationality and time. Today, as art design becomes more and more international, it is correct to take the road of development combining art design with folk art.

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