

# Extraction and Use of Chinese Traditional Auspicious Patterns in Design

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**Abstract:** China has been a country with abundant cultural connotations since ancient times. In the long history of development and accumulation, China has formed its own unique cultural achievements. For example, Chinese traditional shadow play, ceramic craft culture, sculpture culture, paper-cut culture, drama culture and traditional auspicious patterns are precious achievements of Chinese traditional art. Chinese traditional auspicious patterns, which have been continuously inherited and developed, still have their unique attraction in the development of the current era. Therefore, it is necessary to cherish these extremely valuable achievements, and constantly explore scientific and effective strategies to apply them to the development of today's era, highlighting the broad, profound and colorful Chinese culture. This paper is based on the extraction and use of Chinese traditional auspicious patterns in the design of a detailed analysis and discussion, for promoting the integration of Chinese traditional culture and today's design has extremely important reference value.

## 1. Introduction

Chinese traditional auspicious pattern not only has its unique and beautiful implication, but also is a long-standing culture and art, which can be continuously inherited and developed in thousands of years of history, and has extremely valuable significance and value. Although the continuous development of information and technology has brought us a new environment for cultural development, it still cannot conceal the charm and value of traditional Chinese auspicious patterns. In the current rapidly changing social environment, people also pay more attention to the pursuit of traditional aesthetics and the desire to return to the true in their inner world. Therefore, traditional Chinese auspicious patterns will never lose their existence. The value of being. At this stage, many well-known designers have flexibly and skillfully applied Chinese traditional auspicious patterns to modern design, which not only produces a good visual feeling, but also is loved and sought after by people, and has achieved successes time after time. Therefore, at this stage of contemporary design should pay attention to the extraction and application of traditional Chinese auspicious patterns, pay attention to the integration of classical beauty and modern beauty, so that modern design bursts out more brilliant sparks in the impact of the essence of history.

## 2. Analysis of the Implication and Modeling Characteristics of Chinese Traditional Auspicious Patterns

Chinese traditional auspicious patterns refer to decorative or stripe patterns with auspicious and beautiful meanings. People often express their inner yearning and pursuit with the help of patterns with these auspicious meanings. Generally speaking, the intrinsic meaning of Chinese traditional auspicious patterns can be analyzed from the following three aspects:

### 2.1 Cultural Implications of Historical Traditions

Chinese traditional auspicious patterns, to a certain extent, reflect the historical environment and living conditions of a certain period, and are a reflection of a certain era. In the feudal society, with the development of productive forces and the improvement of people's living standards, auspicious patterns were gradually influenced by history, politics, philosophy and religion at that time, thus

increasing their secular color. For example, the "Eight Auspicious Patterns" produced by the profound influence of Buddhism is a very typical representative.

## **2.2 The Ideological Implication of the Unity of Nature and Man**

The implication of harmony between man and nature is prominent in Chinese traditional auspicious patterns, and it is also very representative. The prominent representative works, such as "Mandarin ducks play " and " Crane longevity ", all highlight the hope that people can harmonize with nature and bring their auspicious luck through the spirit of nature, which is also in the process. The important expression of the beauty of traditional auspicious patterns in modeling, artistic conception and subject matter <sup>[1]</sup>.

## **3. Aesthetic Principles of Auspicious Patterns**

Chinese traditional auspicious patterns, which are used to express people's beautiful vision, show the Chinese traditional aesthetic interest to the world through abundant expressive techniques and traditional composition styles. Among them, the aesthetic principles of auspicious patterns can be analyzed from two main aspects: rich formal beauty and legal system, and the realization of change and unity in the complexity.

### **3.1 Rich Principles of Formal Beauty**

Chinese traditional auspicious patterns drawn from nature are rich and diverse in elements and complicated in forms. Therefore, in order to better integrate and stitch these elements, we need to use rich formal beauty principles, highlighting the representative is "Tuan flower" and "four-way continuity", paying great attention to symmetry and balance.

### **3.2 Achieving Change and Unification in Complexity**

Another main feature of Chinese traditional auspicious patterns is complexity, but this complexity, although seemingly extremely chaotic and complex, is quite different from modern complexity. He pays attention to the laws of partial obedience to unity and partial obedience to the whole. From a detailed point of view, we can find that the essence, the sense of hierarchy and the connotation of them are both. For example, we are familiar with the pattern of "five blessings holding longevity", which has a strong part obeying the overall law. Five bats in the pattern are arranged and combined regularly around the word "longevity". Finally, a picture of "five blessings holding longevity" is presented, which conveys people's yearning for health and longevity, as well as the beautiful vision of prosperity and longevity.

## **4. The Application and Performance of Chinese Traditional Auspicious Patterns in Modern Art Design**

### **4.1 Application of Chinese Traditional Auspicious Patterns in Modern Design**

Because the Chinese traditional auspicious patterns are rich in styles and different from the combination objects in contemporary design, there are many kinds of application modes, such as direct application, simplified graphics, integration of Chinese and Western, inheritance and creation, and graphic reconstruction, which are all very flexible and ingenious. According to the different design objects, the application modes should also be changed in time.

#### **4.1.1 Direct application**

Chinese traditional auspicious patterns have their own beautiful implications, so modern design can directly use the auspicious patterns with a good mood and closely integrate them with modern design works. This not only meets the needs of modern design, but also presents a visual aesthetic feeling and strong artistic atmosphere for people. "Bamboo Paper for Peace" refers to the letter of Peace Home, also referred to as "Bamboo Paper". Later, from New Year's Eve to New Year's Day, firecrackers invented paper rolls were set off in every household in order to exorcise evil spirits and

welcome peace<sup>[2]</sup>. Therefore, there are such poems as "one year old in the sound of firecrackers" or "one year old in the sound of firecrackers, and all things new in peach symbols". Folk auspicious patterns include painted bamboo or children setting off firecrackers, which imply peace.

The design of "Bamboo Paper Peace" is to present the festive bamboo in front of people, full of people's yearning for a beautiful festival and the hope of a peaceful spring. In contemporary design, "Spring Festival couplets" and "firecrackers" are the representatives. In addition to the handwriting content, many of the design of Spring Festival couplets will print "Bamboo Paper Peace" pictures below, indicating that it's about leaving the old to welcome the New Year and looking forward to a safe life in the New Year.



Fig.1 Bamboo Paper Peace Diagram

In addition, firecrackers use the shape of the bamboo ecology, designed a modern "firecracker", every festival or happy event, will explode "firecrackers" to express celebration and blessing.



Fig. 2 Firecracker Diagram

#### 4.1.2 Simplified graphics

In contemporary design, influenced by the current fast-paced and simplified living conditions, designers usually use the traditional Chinese auspicious patterns in the design by simplifying the graphics to give people a direct and lively feeling. For example, in contemporary design, Mr. Han Meilin regards wind as the main element of the logo design of China International Airlines, but in order to give people a direct and lively feeling, he simplifies it appropriately, only retaining the head and tail of the most representative wind, so that people can understand its intuitive meaning, as shown in the following figure:

#### 4.1.3 Combination of Chinese and Western

As the meaning shows, the combination of Chinese and Western is to integrate Chinese traditional auspicious patterns with Western elements, thus forming contemporary design works with characteristics. This is not only a simple combination of Chinese and Western elements, but also the impact and integration of Chinese and Western culture, which is more manifested in today's design diversification, for the continuous opening and development of Chinese design. Say, it is a better opportunity and leap.

#### 4.1.4 Inheritance and Initiation

Speaking of the inheritance and creation of Chinese traditional auspicious patterns, the company logo design of Unicom, one of China's telecommunications giants, evolved through the inheritance and innovation of the traditional auspicious pattern "Babao". Among them, the logo design retains the original form of "Babao", expresses the communication network by interlacing the scattered lines and patterns, and also highlights the orderly and rapid transmission of Unicom, which symbolizes that China Unicom can better develop, inherit a long time in the contemporary development, and achieve long-term progress in the cause<sup>[3]</sup>.



Fig.3 Air China logo



Fig.4 China Unicom logo

#### 4.1.5 Graphic Reconstruction

Graphic reconstruction is also common at present. It reconstructs and decomposes Chinese traditional auspicious patterns, and combines them with modern elements of China to make modern design more perfect and aesthetic. The main way to realize it is to re-combine and match the color, form and use function of traditional Chinese auspicious patterns to form a new design. This design not only inherits the meaning and elegance of traditional Chinese auspicious patterns, but also injects fresh vitality. It is the perfect combination of ancient and modern color, form and use habits.

### 4.2 The Performance of Chinese Traditional Auspicious Patterns in Modern Design

Chinese traditional auspicious patterns are widely used in modern design, which also reflects the contemporary designer's yearning for beauty and the inheritance and innovation of Chinese traditional culture. The following is a brief analysis of the performance of Chinese traditional auspicious patterns in modern design from three aspects: architecture, packaging and clothing.

#### 4.2.1 Architecture

Many Chinese modern architecture designs use traditional Chinese elements, including Chinese traditional auspicious patterns, such as Phoenix, Kirin, Lion, Flying Dragon, Leaping Tiger and so on. Most of these patterns are more auspicious creatures, but also have a better moral. They are generally applied to the roof or door of the building to expel evil spirits or pray for auspicious wealth. In addition, some more auspicious plants are also used in contemporary architectural design, such as peony, plum blossom and other patterns, peony indicates wealth and auspiciousness, red plum design in the courtyard indicates red plum rewards.

#### 4.2.2 Packaging

Because of the increasingly fierce competition in the modern market economy, the competitiveness of products is not only reflected in their good quality, but also in the elegant and beautiful packaging, which can add a lot of points and win the favor of customers. Therefore, in

modern product packaging design, in order to make the product packaging stand out in many packaging designs, designers skillfully use Chinese traditional auspicious patterns to give people a fresh and refined aesthetic feeling. At the same time, because of its beautiful implication, it is widely sought after and loved by people.

#### **4.2.3 Clothing**

The application of Chinese traditional auspicious patterns in modern fashion design is becoming more and more prominent, especially in recent years. Among them, the typical representative is "embroidery". The traditional Chinese patterns with beautiful connotations are embroidered locally in clothing to improve the elegance and freshness of clothing, such as peony, rose, orchid, plum and so on. The use of women's clothing is the most prominent, which is used to express the elegance and nobility of women, greatly improving the same kind of clothing. The competitiveness of the model clothing is highly sought after by the beautiful women, which makes the modern clothing design set off a new trend and trend.

### **5. Conclusion**

Chinese traditional auspicious patterns are precious cultural resources in our country. They have been inherited and innovated from generation to generation, so far, they are of great significance to us. If they can be better used in contemporary design, they can not only improve their artistic and economic values, but also show the unique charm of Chinese traditional culture to the next generation and even the world. Machine. Therefore, we should deeply understand the unique meaning of Chinese traditional auspicious patterns, flexibly and skillfully apply them to contemporary design, based on China, to the world, so that Chinese traditional culture in the world on this grand stage shines.

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