

Research on Extension and Innovation of Traditional Costume Pattern Culture in Costume Design Based on Project Curriculum

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Abstract: An important aesthetic dimension of clothing design is how to take the fashion of our traditional culture as a breakthrough in clothing design. Our clothing design can neither stick to the original own tradition, nor simply imitate and copy western modern clothing design. Dress patterns come from life and form people's ideas. Naturally, they also develop with the progress of society and the change of people's aesthetic ideas. Due to the lack of sufficient understanding of China's traditional culture, clothing design often lacks new ideas, and the integration of traditional clothing elements has not brought more highlights to its design. Only when we understand the traditional cultural symbols and carry out integration and innovation can we find the way out for the development of modern fashion design in China. By analyzing the relationship between clothing and culture, we can improve our aesthetic consciousness and understand the connotation of clothing culture. From the perspective of project course, this paper discusses the extension and innovation of pattern culture in the teaching of costume design in the folk traditional costume of the Central Plains.

1. Introduction

Dress patterns, as a cultural form, run through various historical periods in ancient China. From the evolution of costume patterns, we can see the historical changes, economic development and the evolution of Chinese aesthetic consciousness [1]. Clothing is an indispensable necessity in people's modern life. With the development of society, people's requirements for clothing are getting higher and higher. Major changes have taken place in the material, structure, style, and even the connotation and aesthetic feeling of clothing [2]. The combination of wavy continuous patterns with flowers and plants shows a free, plump and plump artistic style. From the perspective of cultural implication, the academic circles believe that clothing refers to decorations that express people's psychological consciousness and have a decorative relationship with the human body with specific human objects, which is the culture about human body decoration [3]. Harmony and unity of rules and harmony, maximizing the harmony between clothing and nature, clothing and people is the essence of Chinese traditional costume culture. From this point of view, our clothing design can neither stick to its original tradition nor simply imitate and copy Western modern clothing design [4]. Apparel patterns come from life, formed in people's ideas, and naturally develop with the progress of society and the change of people's aesthetic concepts.

From the perspective of cultural implication, clothing can highlight a person's psychological consciousness, and the relationship between people and specific clothing and decoration is reflected in their dressing [5]. People choose clothing as their choice of cultural meaning, and clothing becomes a carrier for people to understand beauty and aesthetics. Traditional costume patterns are intensified in the context of Chinese traditional culture, that is, in the atmosphere of ritual and music culture [6]. With the advancement of human beings, the development of society, and the innovation of aesthetic concepts, costumes have produced different costume cultures. The expression of traditional costumes on the costumes expresses the simple desire of ordinary people to survive, hope for auspiciousness, and avoid evil. Analyze the relationship between culture and costumes, we can understand the profound connotation of costume culture from a higher aesthetic level, and understand that the humanity's personal style of dress is not limited to the clothing itself [7]. By analyzing the relationship between clothing and culture, it is helpful to improve their own aesthetic

consciousness, understand the connotation of costume culture, improve their temperament through costume culture, and achieve the effect of the combination of gods and gods [8]. From the perspective of the project curriculum, this paper discusses the extension and innovation of the pattern culture in the traditional folk costumes of the Central Plains in the design of fashion design.

2. Inherent Agreement between Chinese Traditional Costume Culture Design Elements and Modern Costume Design

In the process of historical development, the culture of any nation always collides and merges with other cultures. After thousands of years of precipitation, Chinese traditional patterns have condensed distinct Chinese national characteristics, forming a variety of typical cultural connotations of graphics and patterns. Clothing pattern is developed in a certain social and cultural background. The production of any style of clothing pattern is inseparable from a certain social and cultural background. As early as in the primitive germination period to Xia, Shang, Zhou and even Qin and Han Dynasties, in the aesthetic process of perception and discovery of color, the Chinese nation has a historical evolution of color totem worship from one to two, to four to five. Clothing pattern itself is a part of certain social culture, and certain social and cultural environment has a crucial role in restricting the production and development of clothing pattern. In the brand clothing design, Chinese clothing color is combined and used for reference in the brand clothing design, showing the brand style and design features at the same time, laying a good color visual charm for the development of the brand. Fabric, color and style have different production and wearing requirements for people of different age groups, different status and different consumption levels, and the fabric, color and style of clothing show different changes according to seasonal changes.

The prosperity and development of cultural industry not only promotes the rapid transformation of China's economic development mode, but also further optimizes China's industrial structure while meeting people's growing cultural needs. The development of industrial clusters is the result of the joint action of environmental factors, demand conditions, production factors and supporting industries. The construction of industrial parks and high-tech zones not only increases the output per unit area, but also promotes the harmonious development of ethnic minority areas. Fig. 1 shows the development pattern of urban culture.

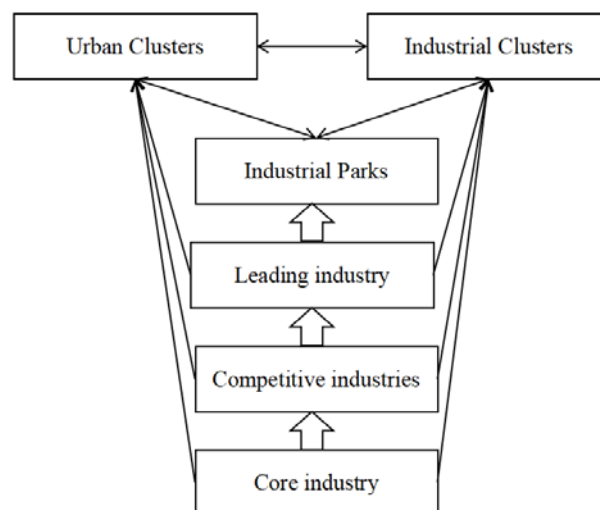


Fig. 1 Urban culture development model

China's traditional clothing culture has strong artistry and promotion, so it has good compatibility with international clothing culture. More and more countries have applied China's traditional culture in clothing design. The traditional training methods often capture the first-hand materials from life to make a sketch change, and use the traditional hand-painted to complete the pattern production. Both the design subject and the consumers are engaged in the design and accept the design under the guidance of the specific space-time conditions, specific ideology and aesthetic

standards, and they are bound to be branded with this specific cultural environment. Clothing design should recognize and re create the traditional materials when it merges the traditional culture. More and more modern dress designs incorporate the traditional cultural elements of our country, making the two have strong inheritance, so the two have the most direct connection [9]. The integration of Chinese traditional culture into modern clothing design should be based on the needs of modern people for clothing aesthetics. Traditional elements should not be added blindly. The combination of traditional culture and modern popular elements should be found. We should be good at understanding and exploring the symbols in the traditional culture when designing clothes, and transform the prototype symbols in the traditional culture into our own spiritual feelings. On the basis of analyzing and summarizing the main features of prototype symbols, they should be refined and then expressed in a clear, appropriate and timely form.

3. Cultural Innovation in Clothing Pattern Design

3.1 Adapt to the Market

The Chinese traditional pattern art and plastic art are rich and colorful, and have distinct national meanings. Because these patterns or shapes were produced in a specific historical period, they have specific cultural connotations and historical situations. The development of traditional national culture in any country will collide with popular elements. During this process, good national culture will be continuously passed down, while others will be difficult to withstand the flood of history and will eventually be eliminated. As clothing design, we want to create Chinese-style clothing, that is, to create clothing with strong Chinese characteristics through the integration of the three important factors of fabric, color and style in the global fashion trend. Designers need to give full play to their own inspiration when designing costumes, sum up and analyze the traditional cultural characteristics of our country, and finally express them through a clear form. On the basis of traditional culture, we should learn from and absorb the achievements of present civilization, especially some new ideas of western clothing design, and use modern fashion concepts to merge traditional cultural symbols.

During the design, traditional patterns can be combined into the design of modern clothing patterns to design clothing pattern works with distinct national characteristics and cultural connotation as well as a sense of the times. When following the principle of integrity, we should design or deal with the parts more skillfully on the premise of ensuring the overall coordination of the works. The design and application of weaving art for clothing products is conducive to promoting the development of the characteristics of clothing products. When weaving art is applied to different clothing products, it will have different effects. Full consideration should be given to the overall coordination of color and artistic conception. When following the principle of harmony, we should pay attention to the form of clothing products and the harmony of each part. Weaving art is created by working people, and various artistic materials are used in weaving art. And the arts and crafts play incisively and vividly, with certain formal beauty and artistic conception. Based on the software platform of parametric design, this paper focuses on the study of dress design parameters and rules that affect the design. Using the existing technology to establish a multi-mode cooperative work community. Collaborative work support platform with integrated multimedia mode. The cooperative design and operation process is shown in Fig. 2.

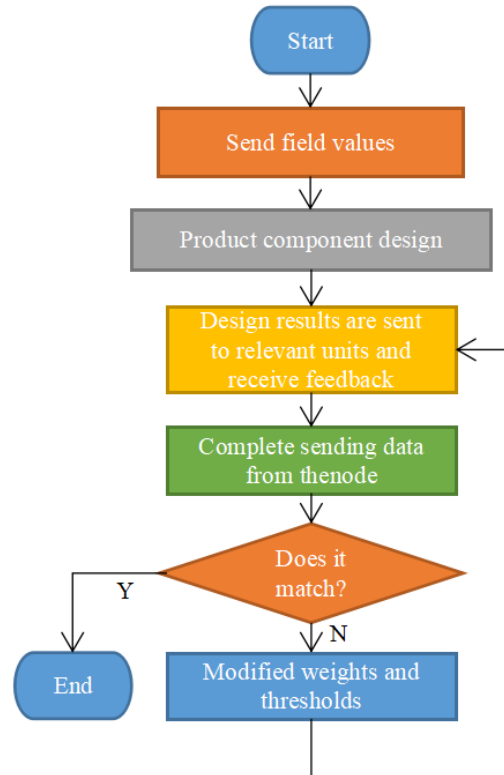


Fig. 2 Cooperative design operation process

3.2 Learn Widely from Others' Strong Points

Looking at the development and evolution of clothing patterns over the past thousand years, this change comes from the accumulation of traditional culture as well as the influence of foreign culture. Nowadays, fashion design is constantly flooded with popular elements. In order to design costumes with Chinese characteristics, more traditional culture should be incorporated into the costumes, and some elements from traditional culture should be applied to fashion design today [10]. Every nation has its own main culture, and the intervention of other cultures will only enrich this main culture. Color is not only one of the elements of pattern, but also an important means of expression of pattern design. Pattern color often does not restore natural color in a realistic way, but consciously strengthens and induces. In order to design the color of a part of the whole clothing pattern, we should not only coordinate the color relationship of the pattern itself, but also deal with the relationship between the pattern and the overall color of the clothing. It will be an unstoppable trend to integrate traditional cultural elements into fashion design. Now what we do is to dig deeper into traditional cultural symbols and integrate them into fashion design. In the process of design, we must put the popular factors in the first place, and then combine the excellent design concept and traditional design culture to create the clothing pattern works with both modern characteristics and Chinese traditional culture.

4. Conclusion

To deal with the relationship between traditional culture and contemporary fashion design, we must innovate. We should pay attention to theoretical research and grasp Chinese traditional culture from the perspective of cultural spirit. Social and economic growth promotes the rapid development of the clothing design industry, and Chinese traditional clothing culture is also continuously passed on and improved in this process. The concept connotation of Chinese traditional culture is not a simple national style. Some traditional designs are rather rustic and cannot be perfectly combined with international style. This is mainly because clothing design is limited to the impression of folk art, while Chinese traditional culture is beyond the nation. With the development of society, the

development of Chinese traditional dress culture is also keeping pace with the times. As a clothing design educator, in addition to continuously improving the structure of professional knowledge and comprehensive quality, the essence of Chinese clothing culture needs to be applied to the teaching of clothing modules. We must be good at extracting content from our traditional culture that conforms to contemporary social trends, aesthetics, and future world trends. On the road of brand clothing design development, we should explore the convergence of Chinese clothing culture and clothing brand product development and design, scientifically evaluate the traditional fit of Chinese traditional costume culture and modern fashion design, and face the significance and role of Chinese costume culture in promoting modern fashion design.

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