

Research on the Application of Chinese Paper-cut Art in the Design of Tourism Costume Products

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Abstract: Paper-cut art in China belongs to intangible cultural heritage in the world, which has rich implications. It stands in the world with its unique modelling mode. Therefore, its application in the design of tourism costume products will deepen our people's understanding of traditional culture and make paper-cut get new life again. At the same time, tourism costume products also show a long history of precipitation and aesthetics of the times, and strengthen the influence of tourism costume products. This paper mainly describes the cultural connotation and influence of paper-cut art in China, as well as the impact of and application measures in the design of tourism costume products.

1. Introduction

Paper-cut art belongs to the traditional national art of our country. It has a unique artistic style and connotation, bringing people visual enjoyment, so it has been loved since ancient times. The design pattern, color and craftsmanship of tourism costume products are all combined with paper-cut art, effectively integrating fashion elements, showing people's aesthetic ideas, and making contemporary tourism costume products design with affinity aesthetic. Paper-cut art originated from Xianyang in Qin and Han Dynasties. Its core component in China is Xianyang Paper-cut. Contemporary paper-cut works include 100 pieces of works, such as color clip, silk road, blue and white porcelain.

2. General Situation of Inheritance and Application of Paper-cut Art

2.1 Expound Paper-cut Art

Paper-cut art is one of the contents of traditional culture and art forms in China, with rich historical details. Through the inheritance and creation of countless ancestors, culture of paper-cut art has left footprints in all dynasties of history and culture in our country. Only by mastering the artistic and cultural characteristics of each era can the characteristics of artistic design of each generation be mastered, otherwise unique artistic works can not be created. Artists are no longer confined to a certain area, but referring to understandings of different regions on the level of art field, and pass on Chinese cultural elements through paper-cut art, so that they can develop their own art design, open up their career and make the art career become a higher level. Paper-cut art has been innovated and used in today's design industry and the elemental patterns of traditional Chinese paper-cut art have important significance in design, so costume art design needs to be reformed and developed. It requires designers and teams to deeply understand the essence of national culture, and to dig deeper with professional knowledge and technology in order to provide vitality for the development of contemporary design and inject more fresh elements to industry.

2.2 Artistic Characteristics of Paper-cut

This paper analyses the characteristics of paper-cut art, so that it can be used in tourism product design, make designers familiar with the trend of paper-cut art and tourism costume characters, and play the role of paper-cut art, so as to optimize tourism costume products systematically. Firstly,

paper-cut art has formal beauty. Paper-cut has always been the art of hollow form, which shows the transparent artistic effect visually. The material usually are leather and cloth, etc., which completes the selection of content by expressing material, and then show the effect of combining fiction with reality, so as to make the artistic force stronger. Secondly, paper-cut art has the beauty of subject matter. Paper-cut art has a wide range of themes, including real life gestating auspicious meanings. For example, auspicious images in operas, like carp for good fortune, bat for blessing and other meanings, which express artistic aesthetics in themes. Thirdly, paper-cut art has distinctive beauty in shape. Paper-cut art in China attracts attention through intuitive or Abstract images. Paper-cut artists, through their understanding of life and the world, express themselves in the art of paper-cut, expressing cultural precipitation. Integrating paper-cut art into the characteristics of tourism costumes will highlight the cultural atmosphere, thus enhancing the characteristics of tourism costume products, which has a positive impact on optimizing the effect of tourism costume products. Therefore, in fashion design, it is essential to pay more attention to the art and culture of paper-cut, excavate relevant artistic materials and effectively integrate the work of fashion design, promoting the work of fashion design to achieve artistic effect. Paper-cut art of Jiangxi has evolved through history, and has continuously formed the customs throughout the society in its artistic practice. With contemporary strong artistic flavor of life, creators in Jiangsu and Zhejiang regions, through their unique personality, show the content and form of paper-cut works, from which they also reflect the local artistic characteristics. Paper-cut style in Jiangsu and Zhejiang is mainly reflected in the regional selection of materials, the use of artistic techniques. On the one hand, it is embodied by the decoration of historical things. On the other hand, it contains the spiritual field of constant change. Paper-cut art in Jiangsu and Zhejiang provinces in different regions has its own unique artistic forms, which are mainly manifested in the following aspects:

Firstly, aesthetic appreciation is embodied by the cutting techniques. The regional direction of Jiangsu and Zhejiang paper-cut art includes Yangzhou paper-cut and Zhejiang paper-cut, which can be traced back to Yangzhou in the Qing Dynasty. This artistic form, deeply influenced by traditional ink and wash, exudes the aesthetic consciousness of literati, which is also the unique artistic language of paper-cut in this region. All the paper-cut artistic atmosphere in the selection of themes, composition and modelling, show the essence of traditional painting, the pursuit of aesthetic mood, smooth and delicate visual effect is the praise of the cut. Secondly, Paper-cut, through the fine-grain carving process, shows the fine-grain culture. Fine-grain carving is a traditional folk craft and is prominent on dragon boats in Ming and Qing Dynasties. It expresses the intention of prayer through exquisite and meticulous patterns, and also survived as a regional language. Influenced by ocean culture, fine-grained paper carving is designed in a rhythmic and continuous way through a slim pattern on the lines. Usually, composition is used to achieve artistic effect, displaying various levels of scenery blending folk scenes and crafts. Fine-grain carving can meet market demand through mass production services. Thirdly, through watercolor technology, paper-cut shows Chinese patterns. The myth of religion in Ming Dynasty is that the whole structure is integrated by cutting and carving, painting and lacing. As the predecessor of supervisory system, this kind of activity originating from prayer inherits the traditional paper-cut techniques. Through the use of traditional Chinese painting and watercolor painting, it produces costumes of leaf color, so that the pictures show brilliant colors, emphasize the three-dimensional sense floating on the surface, and show the brilliant folk customs.

The unique shape of Jiangsu and Zhejiang School and the deep analysis of the model can better make people understand the cultural connotation and bring inspiration to the design of tourism costume products. Modeling features mainly show the level of transport capacity structure. Jiangsu and Zhejiang modelling transforms three-dimensional space image into plane shape. The application of paper-cut art to tourism costume products highlights the multi-dimensional features of three-dimensional shape, turn thinking mode from modelling to formal beauty displayed by costumes and express the interoperability of paper-cut and costumes.

3. Application of Paper-cut Art in Tourism Costume Products

In tourism costume products, the application of paper-cut art can be analyzed from the overall artistic content. Diversified systematizing and optimizing tourism costume products will improve the situation of costume design, and promote the work of fashion design to show the contemporary state of development.

3.1 Application of Paper-cut Art in Tourism Costume Products

The application of paper-cut art in tourism service market includes expression mode and color of applied art, and shows the effect of fashion design through applied art expression form. Traditional costume design work will use a variety of colors, resulting in the complexity of color, and affecting the design effect. Paper-cut art is based on the color to find contrast color, which will be applied in the design of tourism costume products, so that the combination of virtual and real colors, ensuring that the theme of tourism costume product design can be displayed. At the same time, in order to achieve better design effect of tourism apparel products, it is required to pay attention to the proportion of color matching. On the premise of clear theme tone, other colors need to be weakened, thus playing a prominent role in the theme. In order to express the effect of costume design, it is essential to reserve enough space. The Integration of art and tourism costume product design is propitious to enhance the level of contemporary tourism service products.

3.2 Application of Paper-cut Art Composition in Tourism Consume Products

The language of paper-cut art includes lines and boards, but modelling symbols are the integration of decorative points, lines and surfaces. Paper-cut artists combine points, lines and surfaces to show different artistic effects and strengthen the artistic connotation. In the design of tourism costume products, the paper-cut art composition method can be used. In the actual composition, material can be selected appropriately, and the drawing can be completed through simple summary of lines, so that the costume design shows strong appeal. On the premise of analyzing paper-cut art, it is necessary to clarify that paper-cut art includes aesthetic elements and other diversified modeling means, so as to provide more design elements for the design and creation of tourism costume products, and designers are able to properly use subjective deformation to show the image sense of costume design. From this, it can be seen That under the premise of using paper-cut art, it is necessary to innovate the design of tourism costume products, so as to enhance the charm of costume design itself and improve the design effect.

3.3 Application of Paper-cut Arts and Crafts in Tourism Costume Products

Appropriate analysis of paper-cut technology shows that paper-cut technology includes collage, paper-cut and tree painting, which can be applied in tourism costume products, thereby effectively improving the design effect. In tourism costume products, printing and dyeing and splicing methods are usually taken. On the basis of integrating diversified elements, paper-cut patterns are effectively integrated. In the design of tourism costume products, the effect of costume design will be enhanced. Taking paper-cut art as an example, different paper colors cut out various patterns. Costume designers paste the cut patterns into tourism costume products, which can show a complete pattern and the artistic connotation as well. While after the application of paper-cut technology, the hollow pattern on costumes will bring people a sense of mystery and imagination, artistic effect will be more prominent, and the overall design effect will be improved. Therefore, under the premise of using paper-cut technology, it is feasible to enhance the artistic effect of the design of tourism costume products and optimize the design of tourism service products in an all-round way, which is of positive significance to its production.

4. Value of the Integration of Paper-cut Art and Tourism Costume Products

First is historical value. Paper-cut art has a long history. Before the invention of paper and paper-making, people used leaves to carve, which is also the initial form of paper-cut art.

Subsequently, in the Wei and Jin Dynasties, paper industry developed rapidly. Ordinary people carved on paper, and paper-cut came into being. Paper-cut art is closely related to painting, shadow play and other arts. Embroidery and flower cloth in traditional costumes are engraved, which use paper-cut art to show the level of social and economic development and aesthetic standards. Therefore, the effective application of paper-cut art to contemporary costume design has historical significance. Secondly is cultural value. The main expression of traditional culture and art is paper-cut art, which is the crystallization of the wisdom of our people, showing the customs and culture of our country. With the development of society and the deepening of reform and opening up, oriental and western cultures draw lessons from collisions. Paper-cut art gradually goes abroad and has an important impact on fashion week. With the combination of Traditional civilization of slogan and modern culture, in the design of tourism costume products, it is needed to integrate paper-cut art, which is also the main way to inherit and protect our country's history and culture. Third is practical value. With the development of society, people's aesthetic standards are constantly changing. Paper-cut art is going to the stage of science and technology through the way of computer. It plays an important role in the design of tourism costume products, thus showing the charm of traditional art in China. While paper-cut art is also facing challenges, so it is required to tap the art elements of tourism costume paper-cut innovation, and improve the integration of costume product design, so that paper-cut art can be inherited. Therefore, in the design of tourism costume products, the integration of paper-cut art is of great significance.

5. Conclusion

To sum up, our art and culture are diverse as the essence of traditional culture. We should inherit and protect culture. With the development of tourism costume product design, more and more traditional arts are integrated into tourism costume. Paper-cut art has also stepped onto the stage of tourism costume. The effective integration of contemporary tourism costume and paper-cut art will achieve a good development, but the real integration will be quite difficult. Designers need to be brave in researching and exploring, so that Chinese-made paper-cut art can be reformed and innovated in inheritance and protection, strengthen the influence of tourism costume, and realize the Integration of ideas of traditional and modern aesthetics.

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