

# Application of Folk Art Elements in Modern Art Design

Zhou Hang

Henan Light Industry Vocational College, Zhengzhou, Henan, China

**Keywords:** folk art elements; modern art design; practice and application

**Abstract:** Folk art is the main factor that constitutes the artistic creation characteristics of different nationalities. With its unique artistic style, it not only shows people's artistic aesthetic characteristics in a specific period, but also accumulates rich creative materials and experience for modern art design. Starting with the concepts of Chinese folk art and modern art design, this paper analyzes many characteristics of folk art, such as modeling, color and language, and discusses the absorption and application of folk art elements in the development and innovation of modern art with examples. Its purpose is to promote the good development of Chinese modern art design on this basis.

## 1. Introduction

Folk art is an art activity and art form that is produced, developed and spread in the daily production and life of the public. Different from palace art and religious art, folk art has more significant and profound folk and life characteristics. It is one of the important art forms most deeply and widely influenced by ordinary people's daily life. It is also one of the most dynamic and characteristic art forms in traditional culture. However, after the birth of modern art and design in industrial production, modern art and design pays more and more attention to the influence of folk art for the important purpose of serving public consumption. Therefore, the integration of the two has become the trend of further systematic development of modern art design.

## 2. Overview of Folk Art and Modern Art Design

### 2.1. Folk arts

From the perspective of life oriented folk art, folk art is mainly divided into eight categories: style, toys, decoration, clothing, commemoration, etiquette, festivals and labor (B Liu, 2019). These folk art categories are closely related to people's daily life, and even a part of folk art itself. These types have their own characteristics and are closely linked.

From the classification of folk art, we can see that the style of folk art is diverse and the content is also very rich. Therefore, the understanding of folk art needs us to grasp it from multiple angles and levels. From the regional distribution of folk art, folk art can be divided into more styles and categories due to the differences of customs, regional environment and humanistic emotion. However, no matter how they are divided, they all have the characteristics of aesthetics and practicability. At the same time, most of the materials used in folk art are ordinary soil, cloth, wood, paper and bamboo. They are skilled in making skills and ingenious in conception, especially good at exaggeration and imagination. In addition, folk art has beautiful meanings such as optimism, liveliness, simplicity, happiness and harmony. It expresses people's hope and desire for a better life in the future, with romantic color.

### 2.2. Modern art design

Modern art design mainly serves human beings. It is the organic combination of human material life and spiritual life, including many factors such as clothing, food, housing and transportation. It is also the crystallization and product of the continuous development of modern society (C Xiang, 2018). Modern art and design affects human's real life to a certain extent, and human's real social life will also have an impact on modern art and design. Modern art design is a complex

integrating multiple functions, because it is not only limited by material living standards, but also affected by market fluctuations, scientific and technological level, history and culture and even the literacy and ability of modern art designers. Therefore, modern art design is not simply for design, but requires relevant designers to fully understand the cultural environment, economic level and development form of the designed works, so as to design real art works.

As an important art form, modern art design involves a wide range and can reflect the designer's personal aesthetic tendency. As a practical and artistic modern art design, it has the following three characteristics: first, culture. Culture is the basic feature of modern art design, the source and foundation of all art, and the essential attribute of modern art design, and so is modern art design. Second, it is scientific. The rapid development of science and technology in the new era has also brought a profound impact on modern art design, making the science and technology of modern art design more and more obvious. Third, economy. All art, including modern art and design, is an important product of continuous economic development. As the carrier form of economy, modern art and design can also promote the progress and development of economy in turn.

### **3. Present Situation of Chinese Classical Dance Teaching in Higher Vocational Colleges**

#### **3.1. Homology**

Folk art can be regarded as the extension or continuation of primitive art. Ancient humans drew the first pattern on ceramic vessels, which laid a solid foundation for folk art. When ancient people used stones to make all kinds of tools, the so-called design was born. Therefore, both ancient and modern art can be traced back to folk art. Despite the long historical development, folk art still maintains the innocence and simplicity of the original art, as well as the prominent practical characteristics. For example, embroidered shoes on women's feet should not only be beautiful, but also fit and comfortable. The teapot should not only be exquisite, but also be able to hold tea. It can be seen that the artistic beauty of folk art actually comes directly from practical functions. It is the characteristics of availability and aesthetics that make folk art reveal the mark of design and promote the inseparable relationship between folk art and modern art design.

Folk art pays more attention to the spiritual shaping of the subjective level than the shaping of the external form, that is, it emphasizes the essence rather than the appearance. Putting this modeling concept into practice is to carry out specific modeling according to the creator's perception experience of objective things. Geometry is usually used to deform or exaggerate things in nature, so as to realize the content and meaning that the creator really wants to express. The modeling method of this folk art is the same as the simple and simple thing modeling pursued by modern art design. For example, the symbolic meaning and fable of modeling. In the process of modeling, folk art often endows modeling with some symbolic or special significance. For example, paper cutting modeling means harmony, beauty and happiness. Although modern art design will not give every shape a symbolic meaning, it will find creativity and inspiration from folk art modeling and apply it to the design of modern art works.

#### **3.2. Interoperability**

Artistic creation is the materialization of the artist's aesthetic ideal, without material or utilitarianism. However, modern art design is different. It has both artistry and practicability, which is the essential feature of modern art design. From the perspective that folk art comes from people's life, there is a natural connection between them in essence. When modern people's aesthetic consciousness is integrated into folk art design, folk art will be integrated with modern design. Folk art shows a unique spirit and humanistic spirit in color matching, modeling design, connotation and other aspects, reposes people's tireless pursuit of a better life, and makes folk art always vividly show people's spiritual world. The most basic concept of modern art design is people-oriented and emphasizes the return of people. Therefore, the commonality between the two makes modern art design absorb its essence, and is conducive to the innovation and inheritance of folk art. Integrating folk art elements into modern art design, as a superior means to improve the aesthetic value of

design, can not only ensure the aesthetics of modern art design and enhance the sense of massiness of its culture, but also an important carrier to convey humanistic spirit and carry forward traditional culture. Under the guidance of traditional culture, in the field of modern art and design, it is also a kind of national pride if we can integrate the art and culture of more national souls.

#### **4. Application of Folk art in Modern Art Design**

##### **4.1. Application of ethnic elements**

The basic idea of folk art is to absorb the nutrients of folk culture. In this regard, modern art design can learn from folk art elements. This is because the practicality, folk and aesthetics of folk art will bear the glory and color of the nation. At the same time, it is the profound cultural heritage, unique form, simple style and sincere national emotion of folk art that make it linger on the wheel of historical development. In particular, the national characteristics of folk art are full of natural and simple feelings, reflecting distinctive national consciousness and humanistic quality. Applying this creative concept to modern art design will inevitably bring inspiration and guidance to modern art design. Specifically, in the process of modern art design, we can absorb some original elements of folk art and adopt more national design elements, such as colors, patterns or images with strong national traditional cultural charm, so as to effectively promote the high integration of folk art elements and modern art design and create a modern art design style with Chinese characteristics. As shown in Figure 1 below, folk art elements are combined with modern art:



Figure 1 Design of modern high heels with folk elements.

##### **4.2. Application of modeling elements**

There are a wide range of modeling elements in folk art, but these diverse modeling styles are not designed at will, but the final form of the creator integrating specific cultural connotation and special significance. For example, the shapes in many folk art works are not only convenient for people to use, but also inject people's long cherished wishes and blessings. Bottle gourd, pomegranate, longan and other shapes mean happiness, tortoise, white crane, pine and other shapes symbolize longevity. These modeling elements with rich connotation and strong cultural charm can be scientifically and reasonably applied to modern art design, so as to increase the characteristics and cultural style of modern art design. In addition, the modeling elements in folk art are also good at abstract creation. They only extract the essence of natural things and directly omit some detailed structures, that is, they express the original appearance and characteristics of things very abstractly. This unique abstract modeling method often contains profound implications and is also in line with the introverted and implicit culture in Chinese national tradition. Therefore, applying the modeling elements of folk art to modern art design can effectively improve the overall level of modern art design.

### 4.3. Application of color elements

After thousands of years of historical precipitation and handed down from generation to generation, the color elements in folk art have formed a relatively stable structure and characteristics in the cultural tradition of the Chinese nation, and also greatly enriched the spiritual world of the working people. The color elements of folk art have obvious unrestrained style. The choice of color pays attention to bright and strong tones, which not only shows irresistible original vitality and vitality, but also reflects the simple artistic essence. The non artificial color elements in folk art are full of free imagination, mysterious inspiration and charming romance, especially reflecting the unique national emotion and ideology. This is undoubtedly an enlightenment, understanding and vigilance to modern art and design. Properly integrating folk art elements into modern art design can improve the creativity, artistry and charm of work design. As shown in Figure 2 below, the color of folk art is integrated into modern art works:



Figure 2 Collision between national color and modern decoration.

### 5. Conclusion

To sum up, only by fully understanding the cultural and artistic value of folk art, grasping its “form”, extending its “meaning” and conveying its “spirit”, can we integrate folk art elements into modern design, fully show the formal beauty, moral beauty, wisdom beauty and spirit beauty of folk art, and create more modern art and design boutiques with national characteristics.

### References

- [1] B Liu. On the Absorption and Application of Folk Art Elements in Modern Art Design[J].Conference reports,2019(03):16.
- [2] C Xiang. Application of Traditional Folk art in Modern Environmental Art Design[J].Textile Dyeing and Finishing Journal,2018(02):115.