

# **A Preliminary Study on Expanding the Teaching of Chinese Painting by Visual Communication**

**Zhao Nan**

College of Art and Design, Zhuhai College of Jilin University, Zhuhai, Guangdong, 519040, China

email: 86617145@qq.com

**Keywords:** Chinese Painting, Teaching Strategy, Visual Communication

**Abstract:** With the gradual improvement of people's ideological understanding, the recognition of traditional culture in all walks of life becomes more and more important, realizing the importance and necessity of traditional culture and education, increasing the extensive attention to traditional culture and education work, and putting forward higher requirements for traditional culture education and teaching work. Under this background, Chinese painting as a part of national excellent traditional art and culture, the reform and innovation of its curriculum teaching is imperative. In view of this, this paper takes the visual communication specialty as an example to explore the strategy of expanding the teaching of Chinese painting course in visual communication design specialty, aiming at promoting students' humanistic literacy, enriching students' design language, promoting students' design thinking development, and carrying forward the traditional culture of our country better inheritance.

## **1. Use of Ink Painting Teaching, Innovative Animation Professionals Training**

In recent years, the rapid development of social economy, the rapid improvement of people's material living standards, the great changes in aesthetic concept, the increasing demand for design quality and level, both design products can reflect a certain cultural literacy, but also have a good innovation ability, so the modern society of visual communication design professionals are in short supply, which brings a severe test to this professional education and teaching work. The traditional teaching concept and teaching mode of visual communication design specialty have been seriously disjointed with the development of society, so it is difficult to meet the needs of talent training. The introduction of Chinese painting course teaching can build a new teaching mode of visual communication design based on the unique advantages of Chinese painting aesthetic characteristics, pen and ink form, historical origin and cultural background, and effectively enhance students' aesthetic ability. It can be seen that it is of great practical significance to explore and expand the teaching of Chinese painting by visual communication, which is an important subject facing the reform of visual communication design in our country.

Animation is an important part of visual communication design major, in our country has a long history of development, as early as the last century, the emergence of a large number of classic and outstanding animation masterpieces, including the ink painting based on animation works, including "Nezha noisy sea" mantis cicada capture, and so on, creators in the design of the picture with the help of traditional ink painting with stone, flowers, trees and other techniques through the construction of freehand brushwork situation, so that the picture between the display of a different charm. Therefore, in the teaching of visual communication design specialty, we can make full use of the ink painting course to innovate the animation professional talent training, permeate the ink painting theory, combine the animation design idea and the concrete content, use the Chinese painting modeling techniques such as splashing ink, working pen and freehand brushwork flexibly, so as to achieve the design effect of complementing each other.



Figure 1 Ink animation screen

## 2. Using Chinese Painting course Innovates Graphic Design Teaching Mode

In the process of graphic design teaching, teachers infiltrate the principle of Chinese painting, compare it with the principle of graphic design, so that students can get the inspiration of graphic design from the design angle of unique elements such as poem, seal and image of Chinese painting, and integrate the principle of primary and secondary, opening and closing, gathering and dispersing, density and virtual, so as to enhance the effect of graphic visual communication. The main visual elements of graphic design, such as graphics, characters, colors and so on, are linked together with the main elements of Chinese painting, such as poem, seal and image, to deepen the students' understanding of the point and line, to promote the students to explore the law of formal beauty, and then to use this law flexibly in the creation of graphic design [1]. Under this teaching mode, the students' graphic design is influenced by the traditional culture, which can realize the perfect integration of the characteristics of Chinese painting such as pen and ink elements in modern design, bring into play the relationship between the two, and design the works with more picture space and art form, which will help to expand the students' design ideas and enhance their innovative and creative ability.

## 3. Using the Chinese Painting Course and Innovating the Teaching Mode of Decoration Design

Since ancient times, the "figure" of Chinese painting in decoration design industry has been very common, especially in the society where people pay more attention to traditional culture, Chinese painting has been widely used in all kinds of decoration art design. After studying the rules of Chinese painting layout, the designers can integrate it into the design of decoration space, give full play to the unique technique of Chinese painting to innovate the layout of environmental space, extend the sense of environmental space, and grasp the overall effect of space. Designers can also integrate the elements of Chinese painting in the design of decorative art, embody the Confucian culture and Taoist culture with far and spiritual charm in the decorative art, enhance the national aesthetic taste of decorative art, when the elements such as classical ancient poetry, Beijing Opera drama modeling, folk art, folk custom festival and decoration design are organically combined, it can embody the function of integrating Chinese traditional culture with modern education and teaching work, and achieve the goal of Chinese painting, which can not only improve the students' decoration design level, but also promote the development of students' comprehensive literacy. To consolidate the students' understanding and mastery of the traditional culture, so that students can imperceptibly establish the social responsibility and the sense of mission of carrying forward the excellent national art and culture in the specialty, and correct the attitude of learning Chinese painting [2].

Teachers pay attention to the teaching application of Chinese painting in the course of decoration design, which can change the traditional teaching idea and teaching method, encourage and actively guide students to actively try the multi-application of Chinese painting in decoration design, make the design process artistic expression language more abundant, master the design ability of flexible

use of comprehensive materials, have the special skills of Chinese painting, and provide students with a broader creative space for decoration design.

For example, from the perspective of combination of Chinese and Western, teachers can guide students in the use of tools and watercolor reasonably, so that students can understand the oil painting, arrangement, watercolor pen, advertisement color, acrylic tools and materials used in western painting, and also understand the tools materials such as brush and ink used in Chinese painting.



Figure 2 Chinese ink brush

For example, teachers can consciously teach Chinese painting techniques such as salt spraying, flushing, ink blowing and so on to students, so that students can be able to use the Chinese painting pattern to create visual communication after full practice, and bring more appreciative decorative works of art to the society.

#### **4. Using Chinese Painting Courses to Develop Visual Communication Design**

At present, in the course of many design colleges in our country, the design direction of dyeing and weaving, ceramics, clothing and so on is clearly defined, which requires the teachers to design the teaching content flexibly according to the actual situation of the school and provide the corresponding Chinese painting course according to the design direction in order to promote the development of the professional characteristics of visual communication design.

For example, in the teaching of visual communication design in the direction of dyeing and weaving and clothing design, teachers investigate and study the popular Chinese style clothing in the society, grasp the current situation of market development, and locate the elements of Chinese painting accurately and the iconic characters of visual communication design of Chinese style clothing must be less. However, in the teaching of visual communication design in ceramic design direction, teachers can closely relate to the creation of Chinese painting and ceramic works of art since ancient times, let students understand the infinite change of ink form in blue and white porcelain creation, appreciate the charm of ceramic works of art under the implication of pen and ink, stimulate students' design ideas, enhance students' aesthetic analysis and appreciation ability, and make students' visual communication design level rise higher under the help of Chinese painting.



Figure 3 Chinese style dress

Teachers should pay attention to the following questions in carrying out the teaching development and reforming innovation of Chinese painting course according to the specific characteristics of visual communication design specialty. Teachers should keep the excellent traditional art spirit of the Chinese nation and make great efforts to sublimate and perfect it constantly. Under the reasonable innovation and reform, the Chinese painting elements should be given more sense of the times and Xianfeng thought, so that the picture of the works designed by the students can bring a fresh feeling of the Chinese elements form to the viewer, stimulate the enthusiasm of the students to learn and apply the elements of Chinese painting, lead the students to participate in the exploration of all aspects of the visual communication design of Chinese painting, play a rich role in the expression language, ensure that the Chinese painting can still bloom a new light and open new flowers under the context of modern culture [3]. However, at present, the students' learning ability and professional accomplishment need to be improved, so it is easy to blindly innovate and ignore the problem of traditional meticulous study, which makes the students lack the ability to grasp the application of Chinese painting in the design, pay less attention to the connotation and pursue the works of Chinese painting element formalism too much, it is bound to be difficult to move people's hearts and minds. Therefore, teachers should pay more attention to the students' psychological changes, grasp the degree of students' teaching of Chinese painting, infiltrate appropriate ideological and emotional education, so that students can correct their mentality and settle down to learn Chinese painting courses.

## **5. Conclusion**

In a word, visual communication design to expand the teaching of Chinese painting course is not only the inevitable trend of educational reform and development, but also the only way to cultivate excellent design talents for the society, which plays an important role in exerting greater influence on Chinese art and culture in the world. At present, the construction of the professional teaching system of visual communication design in most design colleges and universities in our country is becoming more and more perfect, both from the teaching staff and the teaching technology, have made great progress, but the expansion of the Chinese painting course teaching is still lagging behind, still in the stage of exploration and experience accumulation, there are still many shortcomings in the teaching of Chinese painting, teachers need to pay attention to it as the front-line workers of visual design to expand the Chinese painting course teaching, combine the students' learning situation and visual communication design professional characteristics in the face of students, and establish a scientific and feasible Chinese painting course teaching system. Let Chinese painting contribute more to the promotion of traditional art and culture and the training of design talents.

## **Acknowledgements**

Teaching quality and teaching reform project in 2019 of Guangdong: On the development of Chinese painting teaching by visual communication. (2019014).

## **References**

- [1] Tao. application of Chinese painting elements in visual communication design. Pop Color, no. 10, pp. 103-104, 2019.
- [2] Dreams. On the Enlightenment of Chinese painting Elements to Visual Communication Design. Yalu River, no. 18, pp. 102, 2019.
- [3] Wang Chun. application of elements of modern graphic design Chinese painting. Printing Quality and Standardization, no. 2, pp. 23-24, 2019.