

Application of Ceramic Culture Creative Concept in Visual Communication Design

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Abstract: This paper explores the connotation and characteristics of the ceramic culture creative concept, and analyzes the significance of the ceramic culture creative concept introduced in the visual communication design, combined with the actual research of the ceramic culture creative concept in the visual communication design of the specific application of the countermeasures for reference.

Keywords: Ceramic Culture, Creativity, Visual Communication Design, Concept, Application, Measure

In recent years, with the increasing enrichment of the traditional Chinese cultural system, the cultural heritage and innovation have been increasing, providing important resources for the public's spiritual and cultural life. As an important part of traditional culture, ceramic culture has attracted much attention because of its close relationship with public life and cultural aesthetics. The concept of ceramic culture is rich in connotation. The application of visual communication design can further infiltrate the connotation of traditional culture and enhance the richness and diversity of visual communication design, which will help to improve the level of environmental art. It is of far-reaching social significance to strengthen the application of ceramic culture creative ideas in visual communication design.

I. Analysis of the Connotation and Characteristics of Ceramic Culture Creative Ideas

Ceramic culture is a major treasure of the ancient civilization of the Chinese nation and is an important part of the traditional cultural system. Ceramic culture has special regional characteristics. Ceramics are formed in special regional cultures, and they also have artistic and national characteristics. The concept of ceramic culture creativity refers to the innovative ideas and art culture system based on ceramic culture. The formation of ceramic culture creative concept needs to be comprehensively analyzed according to the development of the times and the development of ceramic culture itself, and integrated into the relevant traditional cultural system, and fully integrated with modern design concepts. In this way, it is possible to better give ceramic culture more time connotation and vitality, and comprehensively enhance the level of creative design^[1].

The ceramic culture creative concept has unique attribute characteristics. On the one hand, it has abstract features. The concept of ceramic culture is not concrete. It requires designers to use their own understanding and other techniques to design, and display them in a specific way and in a variety of forms. The ceramic culture is given more connotations in terms of flexible changes in lines and transformation of styling techniques, and comprehensively demonstrates the richness and diversity of ceramic culture. On the other hand, it has symbolic characteristics. The concept of ceramic culture creativity needs to be studied in depth with the combination of ceramic culture, and analyzed in the context of specific historical times, in order to better explore its meaning and characteristics. The wisdom of the ancients is embodied by some primitive material. In order to better restore, the designer needs to study the symbolic language in combination with the background of the times. These supernatural images form an image system in a unique way, which can bring more expectations to the public. For example, dragons, phoenixes, fish, lions, and butterflies have different intentions to represent or symbolize in different regions and different ethnic groups, but they all use symbolic techniques to better express expectations.

II. Analysis of the Relationship between Ceramic Culture's Creative Concept and Visual Communication Design

The development level of modern ceramic art is constantly improving. It not only has national and historical characteristics, but also reflects the characteristics of the times and development. In this way, it can better enhance the cultural connotation and highlight the modernization level of ceramic culture. The formation of culture is inseparable from the participation of people, society and the natural environment. With the development of the times and the progress of society, the material and cultural level of the public has been continuously improved, and the spiritual and cultural needs have become increasingly abundant. In the environmental art design and other aspects of the pursuit of higher and higher, the demand is also increasingly diversified, the aesthetics of ceramic art and other ways are constantly changing, and the ceramic culture creative concept and visual communication design are effectively integrated. It can further broaden the connotation of ceramic culture, and provide a richer reference for visual

communication design, etc., providing more path reference for interior design and so on, and also helping to improve public satisfaction^[2].

There is a close relationship between the creative concept of ceramic culture and visual culture. On the one hand, there is a lot of similarity in the process between ceramic culture and environmental art. There is a close connection between ceramics and ceramic culture, from pottery to porcelain. Each era has a different ceramic art culture. There are many kinds of ceramics such as drawing, printings, sculpture, and coloring. It is based on the gradual evolution of ceramic culture. For designers, they pursue modern art and gradually pay more attention to traditional crafts. This traceability can better improve the level of modern craft design. On the other hand, ceramic culture is closely related to the cultural connotation of environmental art. The connotation of ceramic culture is gradually derived from the national culture, and it reflects the characteristic characteristics with the development of the times. The spirit of different eras is vividly expressed. Modern art design is also paying more and more attention to national culture. The connotation between ceramic culture and art culture is closely related. This is also providing more inspiration and elemental reference for designers to develop visual system design, which helps to promote the deep integration of ceramic culture and art design. In addition, ceramic culture and environmental art also have a lot of consistency in the shaping of folk style. Ceramic folklore has been manifested since the appearance of ceramics. By forming and creating from the masses, it has given ceramic culture more local culture. In the production of ceramics, the people play their own ingenuity, and combine experience to create ceramic folk culture. For the current visual communication design, the designer is also actively exploring the cultural design concept of folklore, in order to better infiltrate the elements of traditional culture into the cultural system for display and innovation. Ceramic culture and visual communication design can seek more commonalities in folklore, which can better enhance the nationality and tradition of modern art design and realize the effective integration of modern and historical.

III. Practical Exploration of the Application of Ceramic Culture's Creative Concept in Visual Communication Design

In order to better promote the orderly development of modern art design work, and comprehensively apply the ceramic culture creative concept in visual communication design and play its due function, it is recommended to explore the application from the following aspects:

1. Strengthen the in-depth study and scientific analysis of ceramic culture. The concept of ceramic culture creativity has always changed. Therefore, designers should trace the source, explore traditional ceramic culture, and systematically learn the technology and content related to traditional ceramic culture. Then based on this, the modern elements, the public's aesthetic ideas and needs are analyzed and studied, and the relevance and commonalities related to modern visual communication design and traditional ceramic art design are sought. This provides a rich display of elements for further design innovations. In addition, behind the traditional ceramic culture, there are some unscientific ideas, such as witchcraft worshipping the gods. This is not in line with the laws of scientific development and should be resolutely rejected. Therefore, designers should adhere to objective factors, innovate constantly, systematically study the constituent elements and connotation system of ceramic culture, and strengthen the in-depth study and connotation of the image system. In this way, we will actively explore with the modern visual communication design work and seek a high degree of unity of modern material and spiritual civilization^[3].

2. In-depth study of the effective integration of ceramic culture creative ideas and visual communication design. Traditional ceramic culture techniques, such as ceramic ornamentation, with typical symbolic symbols, highlight the people's good expectations. And through the pattern configuration and change of different types of utensils, create a variety of patterns and structures, further embodies the profound connotation of ceramic culture and good visual display effect. In the aspect of color matching and symmetry, the rich color and connotation of pottery are given through careful matching, which has good inspiration for modern visual communication design. Therefore, on the one hand, designers can directly apply traditional ceramic ornamentation and other elements and typical fragments, which can create a good theme and enhance the public's integration. On the other hand, the depth design of the object shape can be carried out on the basis of the traditional ceramic ornamentation, and the connotation and invisible features of the ceramic culture creative concept can be refined. The use of modern aesthetic concepts for the refinement and transformation of special elements, using modern forms of composition, to better present the depth of modern and historical integration.

3. Incorporate public needs and other in-depth exploration of the application of ceramic culture creative concepts in visual communication design, and strengthen cultural heritage. On the one hand, we must recognize the advantages of ceramic culture in ceramic color decoration, modeling and practicality, and systematically study the characteristics of ceramic traditional culture. In the modern visual communication design, by digging out the use function and artistic value of the ceramic culture, the different design points in the visual communication design penetrate the different design ideas and intention expressions of the designer. Moreover, it is necessary to fully consider the requirements of the overall functional design and the needs of the service objects, so as to explore a more effective combination of application methods^[4]. On the other hand, it is necessary to strengthen the inheritance of cultural innovation and raise the importance attached to the inheritance of ceramic culture from the national, social organizations, designers, and the public. Using modern information technology and other modern means to ingeniously integrate visual communication design concepts and ceramic culture creative ideas, and use intelligent design to create deep. And through the WeChat public account, Douyin and other carriers to spread, solicit more suggestions to enhance the art design function and value.

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