

## The Application of Chinese Traditional Culture in Graphic Design under the Network Environment

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**Abstract.** With the development of information technology, the rapid development of the Internet in China, which also has an impact on graphic design and other fields. The development of graphic design also needs to change. Based on this, this paper explores the application of Chinese traditional culture in graphic design under the network environment. First of all, the graphic design and traditional culture are summarized. Then, the application status of Chinese traditional culture in graphic design is analyzed from three aspects of text image, auspicious pattern and local elements. Finally, the application strategy is given, and the development trend of graphic design in the future is pointed out. It is believed that graphic design will realize the effective integration between internationalization and localization, and the design style will also have a stronger traditional cultural flavor.

### 1 Introduction

Graphic design, also known as visual communication design, takes "vision" as a way of communication and expression, through various ways to create and combine symbols, pictures and words, so as to make a visual expression to convey ideas or messages [1]. Common uses of graphic design include logos (trademarks and brands), publications (magazines, newspapers and books), print ads, posters, billboards, website graphic elements, logos and product packaging [2-3]. For example, product packaging may include trademarks or other works of art, choreographed text, and pure design elements such as stylized images, shapes, sizes, and colors [4]. Combination is one of the most important characteristics of graphic design, especially when products use pre-existing materials or multi-element fusion. Graphic design plays an important role in all aspects of production and life. With the process of social modernization, it grows continuously. So its connotation not only has the traditional humanities and arts element, but also embodies the characteristics of contemporary science, engineering technology and marketing.

With the rapid development of information technology, the network is known as the fourth media after books, radio and television. Multiple information from vision and hearing, including voice, image, text, video and other forms, is conveyed through the Internet [5-6]. Graphic designers can integrate valuable resources in the network and create attractive advertising interfaces. In the network environment, how to better apply Chinese traditional culture to graphic design is a problem worthy of attention. Chinese traditional culture has a long history, which is the precious wealth passed down from generation to generation. Now, we know that there are countless valuable cultural heritages, such as painted pottery, bronzes, stone portraits, silk, calligraphy, poetry, blue and white porcelain and so on. These listed cultural heritages are only a small part of tens of millions of heritages. The existence of these cultural heritages provides us with rich and colorful cultural symbol materials for graphic design. The process of art design, from another perspective, is actually the process of cultural innovation [7]. Art design gains strength from Chinese traditional cultural symbols to maintain the trend of sustainable development, which undoubtedly does not show that traditional culture promotes the development vitality of art design. At the same time, let the audience participate in and experience the spirit of our national culture in the international communication, and realize the cultural connotation in the complicated modern design.

The Internet environment has brought a lot of convenience to graphic design work, making the access to information more diversified. This paper puts forward the application research of Chinese traditional culture in graphic design under the network environment. By analyzing the relationship between traditional culture and graphic design, this paper explores the further development direction of graphic design in the network environment.

### 2 Analysis of the Application of Chinese Traditional Culture in Graphic Design

As mentioned earlier, the forms of Chinese traditional culture are rich and diverse. The graphic elements in traditional culture such as painted pottery, bronze ware, stone portraits, silk, calligraphy and so on have great advantages in modern graphic design.

### **2.1 Application of Text Image in Graphic Design.**

In graphic design, the traditional form of embellishment characteristics of today's logo design is difficult. It is mainly reflected in the softness of the body and the mastery of the relationship [8]. Some of them embody the three-dimensional sense through the change of virtual reality, which has achieved the purpose of attracting people's attention. In the design of Chinese characters, we should also follow the rules of replacing the real with the virtual, and tangle the real with the virtual. From the perspective of dialectical unity, only when the rules of formal beauty of rhythm, balance and symmetry can be skillfully applied in the image composition, can we ensure that the static symbols present the unique beauty of modern art in the process of transmitting specific emotions and information. Chinese characters can not only quickly awaken the audience's inner familiarity with traditional culture, but also convey the brand it represents to the audience in a way of a long history of psychological sensory experience [9]. Mining the cultural connotation and modeling interest of Chinese characters can give new artistic expression to Chinese traditional font culture when it is integrated with modern graphic design.

### **2.2 Application of Auspicious Pattern in Graphic Design.**

In fact, in modern graphic design, a variety of traditional auspicious patterns are often used, and the visual effects brought by them deserve further study. At present, not only a large number of fashion elements should be used in graphic design, but also the application of national characteristics should not be ignored. Therefore, only the integration of modern composition concept and traditional graphic elements in a real sense can better the aesthetic needs of this era and enhance the artistic appeal of works. In the current network environment, designers can search for relevant auspicious images through the Internet. Auspicious pattern is introduced into graphic design to play a certain optimization effect.

### **2.3 Application of Local Elements in Modern Graphic Design.**

In traditional Chinese opera, there is a unique cosmetic plastic art, opera mask, which has strong stylized characteristics. Its lines are smooth and powerful, its rhythm is bright and its spirit is high. Opera mask k pays attention to "disengagement", that is, it is not limited to the natural form of real life, and it must be boldly exaggerated and decorated. This localized graphic element is also often used in modern graphic design. In order to ensure that Peking Opera Facebook can achieve perfect interface with the design content, the first thing designers should prepare is to understand and discover the aesthetic characteristics and visual effects covered and displayed by Peking Opera Mask.

## **3 Application Strategy in Graphic Design**

### **3.1 Simple Design.**

The network environment is very complicated, but the process of obtaining the information we need through this network is very convenient. Through the network, designers can get rich fonts, elements, colors and so on. With the help of the network, Chinese elements can be integrated and then graphically represented for reasonable expression.

### **3.2 Reasonable Layout.**

Everyone sees that graphic design works are almost all obtained from computers or mobile phones, tablets and other media. The vision of these physical devices can't reach the visual range of our eyes. Therefore, for a good work, a reasonable layout is one of the keys to the quality of the work. At the time of design, focus on simulating human vision. Considering that human vision extends from the center point of the electronic screen to the periphery, this method can be followed at design time.

### **3.3 Rich Design Content.**

Under the rapid development of the network, the graphic design has gradually changed. The changes are mainly reflected in the expansion from 2D space to 3D space, from static to dynamic plane. Under the influence of the network, graphic design promotes the coordinated development of other disciplines, and also indicates new development ideas, using PC interface design for graphic design.

## **4 Future Development Trend of Graphic Design**

### **4.1 Combining Graphic Design with Traditional Chinese Culture.**

The elements of traditional Chinese culture have the characteristics of harmony, simplicity and subtlety, thus showing the true meaning of our country and the cultural interest. With the increasing use of traditional cultural elements in many graphic designs, more and more people will use traditional cultural elements in graphic design works, but they will not be able to fully display the cultural characteristics of the works and achieve counterproductive effects. The work will also be in a rather embarrassing situation. Art must use the mind to sense, in order to discover the ideas and ideas. Each of the great works of art is the meaning and form of traditional art, thus expressing the deep meaning of the work. Traditional culture has a very rich connotation, not just superficial things. Therefore, the audience must carefully understand and feel before they can really feel the meaning.

#### **4.2 Continuously Broaden the Application in Graphic Design.**

Modern graphic design does not stay on the surface, but deeply explores the heritage of traditional culture. Designers have a strong sense of innovation and integration. There is a sense of "integration and innovation." First of all, starting from the traditional Chinese cultural elements, on this basis to create some new elements. Along with the evolution of culture and the replacement of dynasties, different eras and different regions have different artistic characteristics, and there are huge differences. On the basis of a deep understanding of traditional culture and art, we can transform traditional artistic elements and fully match the aesthetic concepts of modern people, thus creating new elements. Second, give new meaning to traditional art and culture. In addition to its profound meaning, the reason why Chinese traditional art culture is loved and recognized by people is mainly because of its profound meaning. Even in the continual evolution, the essence of traditional art culture is unchanged, and it has new meaning and new forms.

#### **4.3 Realizing the International Design Concept and the Organic Integration of Traditional Cultural Elements.**

Traditional culture is a very important tool in modern society and can achieve emotional exchanges between people of all countries. Traditional cultural elements have a very unique spirit in the process of development. At this stage, in the context of cultural exchanges, traditional Chinese culture must achieve effective integration between foreign design concepts and cultural concepts, and use innovative culture and art in the process of graphic design.

### **5 Conclusions**

The rapid development of the Internet has brought varying degrees of impact to all walks of life, and the graphic design industry is no exception. This paper deeply analyzes the development of graphic design in China and discusses the application status of Chinese traditional culture in graphic design. Considering the existence of the network environment, it is believed that the graphic design will achieve an effective integration between internationalization and localization, and the design style will have a stronger traditional culture.

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