

A Comparative Study of Chinese Traditional Folk Paper-cut Art Design and Modern Graphic Design Based on Visual Communication

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Objectives: Paper-cut, as a traditional folk art, has become a treasure of Chinese folk art in its long history of development. Paper-cut gives people artistic enjoyment visually with its unique creative techniques, full composition and vivid and interesting patterns. **Methods:** Traditional folk paper-cut art records the folk customs of the Chinese nation and embodies the temperament and national style of the Chinese nation. Its unique way of thinking and expression provide unique creative ideas and rich visual art resources for modern graphic design. Chinese folk paper-cut is an organic combination of decoration and practicality. **Results:** It can not only show the rich and colorful folk life, but also meet the aesthetic needs of a variety of situations. How to combine rich traditional culture and art with graphic design concepts and the spirit of the times to design works with national style, so as to better integrate folk paper-cut art with graphic design, is the pursuit of graphic designers. **Conclusion:** Based on visual communication design, this paper discusses the comparison and integration between traditional Chinese folk paper-cut art design and modern graphic design.

Keywords: paper cutting art; graphic design; visual communication

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Chinese elements are increasingly recognized by the world, pointing out the direction for the development of Chinese cultural and artistic forms. Paper-cut, as one of the traditional art forms, has its own long history and unique artistic personality¹. Chinese folk paper-cut has a long history. It is a cultural masterpiece created and accumulated by people of all nationalities in the process of production and labor. It is also one of the main artistic forms of Chinese folk art. Paper-cutting uses paper as a material and uses scissors or knives to create a hollowed-out art form, which is widely circulated among Chinese people². The strong local culture peculiar to paper cutting reflects the life wisdom and aesthetic taste of the working people and inherits the artistic features and local spirit of the Chinese nation³. Chinese folk paper-cut is an organic combination of decoration and practicality, which can not only show the rich and colorful folk life, but also meet the aesthetic needs of a variety of scenarios⁴. As far as folk paper-cut art is concerned, it is the embodiment of the simplest artistic thought and language in human labor activities. Its extensive and profound cultural connotation and diverse regional styles enrich the paper-cut art system⁵. At present, the speed of social development is accelerating and traditional culture is generally impacted to a certain extent. If no suitable way out can be found, it is bound to be eliminated by the society.

The rapid pace of urban development makes people want to pursue more colorful things. In daily life, the sense of vision in all aspects also improves people's understanding of the quality of life and gradually improves the standard of life⁶. In the continuous exploration, the modern graphic design coincides with the traditional folk paper-cut art, and sparks of wisdom have collided. How to combine the rich traditional culture and art with modern design concepts and the spirit of the times to design works with national style, so as to better integrate folk paper-cut art with graphic design, is the pursuit of graphic designers⁷. The artistic features of paper cutting provide rich folk cultural elements for contemporary graphic design, and are

inexhaustible treasures for contemporary graphic design⁸. The main function of visual communication design is to convey information in a timely manner. It is different from the direct practical function of product design and environmental design. It is conveyed by visual symbols, which is different from the abstract communication by language⁹. In the face of the current situation of modern graphic design, we should pay attention to the reference and innovation of the Chinese elements of folk art, and fully explore the precious traditional elements from the folk art such as paper-cutting art as a strong cultural support for graphic design.

Paper-cutting is a folk art that has been widely spread. In the past, it was mostly from the hands of rural women and folk artists. It is based on what the author sees in real life or the ideal sustenance¹⁰. China is the hometown of paper-cutting art. The art of paper-cutting is the product of wisdom in the production and life of the working people for thousands of years. The process of visual communication is the process of transforming ideas and concepts into visual symbolic forms, and the opposite process for the audience¹¹. From the various paper-cut monographs and papers currently published, there are many research literatures on paper-cutting art, so we can see that the impact of paper-cutting art on the development of modern graphic design will be very important¹². The art of paper-cutting is not only a reflection of the real life of the working people, but also a spiritual sustenance for them, full of longing for good things. The observation of various objects is based on the simple life emotions and intuitive appearances. On this basis, the unique style of paper-cut art is thick, concise and bright¹³. Find out the rules of folk paper-cut art and color language on the impact of modern graphic design entry point, find the cultural roots of shape and color expression, so that modern graphic design language and folk paper-cut art language aesthetic concept and spiritual awareness to achieve a perfect integration¹⁴. Based on visual communication design, this paper discusses the comparison and integration of traditional Chinese folk paper-cut art design and modern graphic design.

In this article, we propose

a research method based on visual communication design, aiming at the comparative study of traditional Chinese folk paper-cut art design and modern graphic design.

In summary, our contributions are as follows:

1. This research method is a new perspective based on Visual Communication Design for the comparison and integration of paper-cut art design and modern graphic design.

2. This paper proposes a new model for the comparison and integration of paper-cut art design and modern graphic design.

3. The technology has high applicability in the comparison between traditional Chinese folk paper-cut art design and modern graphic design, and has good visualization effect for most of the problems of folk paper-cut art design and modern graphic design.

Vicente A et al. proposed that paper cutting, as a folk art form with decorative function as its main function, is also a kind of art with the most vitality. It embodies people's profound emotional color and cultural background and is the root of the survival and development of national art¹⁵. Shchurov pointed out in "a methodology to design a 3d graphic editor for micro-modeling of fiber-reinforced composite parts" that paper-cut art comes from life and then goes to life. in China, paper-cut art has its own schools of thought and style, and each has its own characteristics. therefore, the essence of paper-cut art is presented in the subtle ideological infiltration between schools¹⁶. With the development of society and economy, paper-cut styles are becoming increasingly rich and varied, and their application scope is no longer limited. Generally, paper-cut styles can include monochrome paper-cut, color collage, cut and draw, etc. In the vast history and culture of China, ancient ancestors left countless precious cultural heritage through labor and life¹⁷. Hollibaugh J T pointed out that the artistry of various ethnic elements in China reflects the ethnic characteristics and aesthetic consciousness of the nation, and folk paper-cut art is an important component of Chinese ethnic elements¹⁸. Geng G S pointed out that visual communication graphic design is to decorate the

content of graphic design through visual communication effect, and in addition to the content of computer technology, to improve the aesthetic feeling of visual communication from the form¹⁹.

METHODS

The Planarity of Paper-cut Art Modeling

In the long-term social life, people gradually have higher requirements for their living environment. In addition to their practicality, the decoration is also highly valued. With the passage of time and the development of history, these special graphical folk paper-cuts have been continuously deposited, extended and evolved, thus forming China's unique traditional art system and artistic creation concept²⁰. In order to meet the needs of spiritual life, it survives in the deep soil of the workers. It embodies the most basic aesthetic thoughts and spiritual pursuits of the working people. The shape of Chinese folk paper-cut contains the basic aesthetic thoughts and meanings of the East, which can be sublimated into the connotation and heritage of modern graphic design. The development of the economy has continuously improved the level of science and technology, and the graphic design has a tendency of convergence. It is in a state of lack of distinctive and localized design context²¹. Paper-cut art can be said to be the laborer's record of life and the expression of good wishes. Whether it is characters, utensils or folk stories, its graphic image mostly comes from life or the feeling of life. This determines that paper-cut art must be higher than practicality, and should be consistent with people's aesthetic taste. Integrating the traditional Chinese folk paper-cut artistic creation concept into modern art design is the only way to design the visual art of modern graphic design with national characteristics.

Chinese folk paper-cut art is different from other art categories. It uses the concept of Yin and Yang of folk paper-cut modeling to design with the combination of virtual and real forms in the relationship between the bottom of the picture, so as to improve the ability of information transmission. In folk paper-cut works of art, a common national symbol created by the common

thinking group of the people is full of rich symbolic implications. Not only has it endowed with the ideal of pursuing and pursuing beauty for a better life, but also has a strong feeling of prosperity and prosperity of life. Visual communication graphic design conveys the design content needs a short, direct form of expression, to be able to leave the deepest impression in the hearts of the audience in the shortest time. Therefore, the efficiency of visual communication directly affects the clarity of visual images. Designers should improve their own design level to further improve the visual communication effect of works, so that the information content of graphic design can attract people's eyes more intensively. The auspicious implication of folk paper-cut is also applicable to contemporary design and to convey modern people's design thinking. From the perspective of modern people, a deeper study on the implication of traditional paper-cut will surely produce artistic effects with a unique perspective.

Paper-cut works pay great attention to composition in the process of creation. Plane composition is the basic composition of paper-cut. The works are not limited by time and space and three-dimensional perspective in plane space, and reconstruct images in a single picture in a unique form. The ideographic method embodied in folk paper cutting is based on the unique cultural background, psychological structure and aesthetic tendency of folk art. China is now a developing modern country. Compared with Europe and the United States, which are economically developed countries, China's own lagging development has accelerated the pace of people catching up with developed countries. The paper-cut art form uses a large number of combination techniques and makes reasonable exaggeration and distortion in the form, thus showing the orderly aesthetic feeling of the pattern form. The integration of folk paper-cut connotation and modern design do have similar essence. The application of folk paper-cut in modern graphic design can greatly improve the connotation and inside information of design ²². Chinese traditional folk paper-cut art is mainly attached to folk activities and applied to arts and

crafts. In order to better connect the art form of paper cutting with people's life beliefs and interests, paper cutting also embodies the characteristics of head-up and symmetry. It not only greatly improves its decoration, but also provides a good reference for modern graphic design. Image modeling has gradually been categorized in the development of folk paper-cuts, forming a stylized and stereotyped paradigm of auspicious images in folk paper-cuts.

Imagery in the Choice of Paper-cut Art Graphics

While meeting the needs of material life, people should also endow life with distinctive national colors and emotions in order to meet people's spiritual needs. Visual communication is to show various forms of things through the design process, so that graphic design can play a decorative role. Therefore, only when designers have mastered the information of intake and processing can they better arrange the layout of graphic design. In modern graphic design, the use of folk paper-cut art can make the overall shape more unified and achieve surprisingly unexpected design results. Art comes from life. Early paper-cut materials mainly come from people's life and work. Women and artists reflect the things they like to see in life on paper-cuts. Diversified artistic forms greatly expand the form creation space of graphic design, provide designers with rich design symbols or elements with traditional and regional characteristics, and enrich the visual language of modern artistic design ²³. Traditional folk paper-cut art has a strong appeal, and its artistic expression of meaning is of great value.

Applying the unique form of paper-cut art to graphic design will improve the ability of design to transmit information and bring new ideas to design. Many designers are trying to find the most dynamic art form of paper-cut to express their artistic themes.

Figure 1
Scenic Paper-Cut



Free perspective modeling beyond time and space is a fresh visual language in modern design, which emphasizes multi-perspective representation of objects to better show the charm of freedom and imagination beyond time and space. The traditional folk paper-cut image is not created sporadically, but is created through thousands of years and generations of folk artists. The unique expression of folk paper-cut is realized on the basis of the concept of two-dimensional space. The creator of folk paper-cut uses direct observation and pure artistic expression. The color language of folk paper-cut is rich in imagery, which makes the picture full of vitality. Whether it is monochrome application or color combination, it embodies unique artistic charm and unique concept of folk unique color concept. Paper-cut image is a popular object. Its existence is related to a large number of popular customs and beliefs. Paper-cut art often uses symbolic or abstract graphic language, supplemented by exaggeration, deformation and other decorative techniques, which has produced a huge visual impact. Traditional folk paper-cut art contains rich philosophical views and graphic symbols. These elements can be refined, processed and recreated, and used in packaging design to fully embody the charm of modern art design.

RESULTS

Stimulation of Paper-cut Form to Graphic Design Inspiration

In the art of paper-cutting, there are multi-color paper-cutting forms such as sleeve scissors and dyeing. The color contrast is strong and the visual impact is strong. As a cultural phenomenon, modern graphic design should also have its own era and nationality. The greatest success of paper-cut art is not traditional or extremely rich in Chinese characteristics, but lies in the relationship between existence and emptiness in two-dimensional space. This relationship is not only a two-dimensional relationship, but also a three-dimensional spatial relationship. In the creation of modern graphic arts, we should vigorously carry forward the unique visual art rules of Chinese paper-cut art, reasonably integrate the traditional spirit and modern spirit of art, and try to realize a brand-new and dynamic modern graphic design. Designers should try their best to explore and use the traditional form language of their own nation and improve their cognitive ability to traditional culture so as to design graphic works with full Chinese flavor to meet people's spiritual needs ²⁴. If the designer does not have a deep understanding of the positive and negative relationship, it is easy to go beyond the original specific concept of paper cutting. The planarity of paper-cut graphics and the effect of decorative interest constitute the artistic formal beauty of Chinese paper-cuts, which is a purely artistic expression of mind. Whether it is a simple or complex positive-negative relationship, or a traditional or modern paper-cut form, as long as it can be properly used, it can add a lot of color to the advertisement and ultimately improve the publicity effect of the design works.

Integrating traditional folk paper-cut art into modern graphic design will enrich the expression methods of modern graphic design, stimulate the inspiration of modern graphic design, deepen the connotation and inside information of modern graphic design, and thus promote the development of modern graphic design. In order to achieve this goal, in the creative design of graphics, the application of colors and the arrangement of the whole picture, we should

constantly pursue images that can resonate with viewers. The thinking of modern graphic art design is an artist's unique human-oriented behavior, which shows a kind of visual fashion artistic beauty. With the help of folk paper-cut as a traditional art form and design form to carry out creativity, so that the object of communication has the aesthetic value and cultural taste of this traditional folk art, while giving it new connotation, forming a good visual communication effect. The modelling of folk paper-cut often dares to break the restriction of natural form and use simple aesthetic point of view to modelling. In folk paper-cut works, we will also find that the horizontal and vertical, intersecting and lively lines are neither the structure of the object nor the volume or dynamics of the object. The design constitution principle in modern graphic design art can draw lessons from this unique artistic expression form and creative idea, so as to make our design more traditional cultural flavor and affinity.

Folk paper-cut from the composition of the form is very careful and meticulous, deliberately arranged, meticulous layout, those invisible and invisible virtual space attached to the tangible and tangible real space. For the color matching of multi-color folk paper-cut art, the creators are the classic works of brilliant and harmonious color created by combining their own inner wishes in the continuous combination of years. In modern packaging design, designers should refine, process and create the paper-cut pattern on the basis of defining the design theme and combining the symbolic meaning of the pattern, so as to highlight the design theme and make the commodity packaging design unique in appearance. Chinese folk paper-cut simply means the skill of cutting and carving, which is a hollow carving art. The organization of form and form in the carving art shows a two-dimensional thinking mode, which has become a unique form of expression of Chinese folk paper-cut. The ingenious creation of graphic design thinking should integrate the artistic effect of traditional formal beauty with modern visual communication, and strive to explore effective artistic creation and brand-new artistic design

discovery. In modern graphic design, it is the artistic charm of the omni-directional space display. It can constantly open up the visual thinking of modern designers and open up new ways of thinking in design.

Improving the Connotation of Graphic Design by Paper-cut Form

Traditional folk paper-cut art is the most artistic form of expression with modern design language sense in China's rich traditional folk art categories. It has many characteristics of modern art, which is very worthy of our reference in modern design. Designers should draw inspiration from traditional folk paper-cut art, and re-create the original paper-cut patterns on the basis of following the principles of modern logo design. Paper-cut, as one of the most representative traditional arts in China, contains abundant culture. Extracting these cultural symbols and integrating them into logo design can make them unique. Visual communication graphic design has a very wide range of design objects, so designers can not only rely on their own inspiration in the process of determining the design content. The content and form of the object of acceptance should be designed on the basis of the popular aesthetic vision. Excellent design should have not only practical function, but also appreciation function, showing certain artistic characteristics and values, which can increase the economic benefits of products. Under the trend of internationalization, we should also absorb the essence of foreign culture and art forms, design and create in the aesthetic vision of our nation, and form design works that represent the national culture and spirit with national characteristics.

In the current environment of the great development of industrial society, we need to pay attention to the inheritance and protection of folk paper-cut art, and we can not ignore the development and innovation of modern graphic design. In modern logo design, designers should excavate and refine traditional folk paper-cut graphic symbols, and transform them into logo design works through artistic processing, deformation and reconstruction. When traditional folk paper-cut artists convert their visual

perception into symbolic images, they are neither restricted by the time and space of instantaneous stillness nor by the visual viewpoint²⁵. For modern graphic design, it is necessary to continuously absorb cultural nutrition from the art of folk paper-cutting, drawing on its rich creative themes, unique shapes, and flamboyant colors. Drawing on and using paper-cut graphic symbols can not only beautify the logo design, but also give people a strong visual impact. It can also inherit traditional culture and promote the prosperity and development of traditional culture. As a practical art, modern graphic design consists of text and graphics. In modern art design, graphics convey information, which plays an important role, and the information conveyed by graphics in the commercial field is the image of corporate culture or brand. In the packaging design, the harmonious use of Chinese elements in packaging design can make the packaging itself an effective carrier of culture.

DISCUSSION

Traditional folk paper-cut art contains rich cultural connotations and graphic symbols. Whether it is used in advertising design, logo design or packaging design, it can add luster to the works and make them show national characteristics. Folk paper-cut art concentrates Chinese traditional culture, national beliefs, customs, social and historical changes, which are reflected through this most common form of art. Folk paper-cut art form characteristics and modern graphic design in the expression of intent has a close link, is the most modern design language sense of artistic expression. Designers should skillfully highlight the value of products with the help of the cultural connotation displayed in paper-cut works, and then effectively combine modern packaging design with traditional art while promoting traditional culture. We should correct our attitude and not only explore and learn from the rich resources contained in folk paper-cut art, but also pay attention to its ingenious combination with modern graphic design. Pay attention to the traditional art's contribution to graphic design. Only when we find the cultural roots of our

nation can we design works with national characteristics. As a modern designer, we should continue to learn and explore, and extract valuable graphic symbols on the basis of a deep understanding of the cultural connotation of traditional folk paper-cutting.

Human Subjects Approval Statement

This paper did not include human subjects.

Conflict of Interest Disclosure Statement

None declared.

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