



The Application of Ethnic Cultural Symbols in Modern Visual Communication Design

Xin Zhang

Zibo Vocational Institute, Zibo 255300, Shandong Province, China

Abstract: Visual communication design is based on visual perceived information, and conveys a certain value orientation or objective cognition through visual language, words, symbols, images, etc. In modern visual communication design, focus on and discover national cultural symbols to express national cultural spirit and artistic connotation, so as to better deepen the channels of multicultural integration and make up for the lack of culture in modern visual communication design. The strong symbolic meaning and regional color of the ethnic cultural symbols are the specific embodiment of the Chinese people's inherited ideas, customs and culture, with distinctive artistic value and aesthetic experience. This paper combines the characteristics, connotation and classification of ethnic cultural symbols to explore their application value and specific application in visual communication design.

Keywords: Modern visual communication design; Ethnic cultural symbols; Application value

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***Corresponding author:** Xin Zhang, martian868@163.com

1 Introduction

Ethnic cultural symbols accumulated the essence of culture for thousands of years. They are realistic representatives of the development, evolution and progress of a country. They are also effective means to inherit and develop the history and culture in China. They contain rich humanistic meanings and are more representative in terms of artistic value. There are two classifications of ethnic cultural

symbols: one is the symbols that evolved from nature, such as flowers, insects, birds, and beasts; the other is specific symbols, such as language, crafts, and architectural symbols. With the diversification of ethnic cultural symbols and the globalization of information dissemination, the value of ethnic cultural symbols can be manifested. Chen Bin proposed: to promote the modern revival of traditional ethnic cultural symbols, to innovate in the form and expression of visual communication design, and to reshape the unique aesthetic charm of ethnic cultural symbols in modern visual communication design^[1]. Wang Zongtai combined the connotation and classification of ethnic culture, explored the internal connection between visual communication design and ethnic cultural symbols, and proposed corresponding application strategies from three aspects of ethnic calligraphy, shape, color and ethnic accessories^[2]. Zhu Tianjiao started with the application value of ethnic cultural symbols in visual communication design, briefly analyzed the specific application of ethnic cultural symbols in visual communication design, and analyzed and gave thoughts about the trend of its innovative use^[3].

2 The Connotation and Categorization of Ethnic Cultural Symbols

Ethnic culture has distinct characteristics of historical textual research and ideological value, and it has a richer cultural core and expression form. As an important content of ethnic culture, it is not only an objective reflection of our traditional culture, but also a comprehensive embodiment of the history, thoughts and culture of the country. According to the characteristics and features of ethnic symbols,

they can be divided into several categories, such as ethnic calligraphy, architectural crafts and folklores paintings. First of all, as far as national writing is concerned, writing is the carrier of language and the most direct means of cultural inheritance. Characters of different nationalities have different meanings, forms and aesthetic values. Secondly, in terms of architecture and handicrafts, handicrafts and architectural art are specific embodiments of national symbols. Due to the inheritance of skills and regional influence, China's national architecture and handicrafts show regional characteristics and exhibit different artistic forms. Folk architecture and handicrafts are the ethnic wisdom and connotations embodied in the process of understanding and transforming nature. They are representative, enriching people's lives and enhancing national creativity. Third, the folklore paintings. Many ethnic symbols are embodied in paintings. These works usually take folk stories or myths and legends as carriers, explain the plot content in the form of folk art, and preserve and impart them for a long time to provide more appreciation value for future generations.

3 The Application Value of National Cultural Symbols in Visual Communication Design

3.1 Cultural Values

The ethnic cultural symbols in visual communication design are not only simple artistic creations, but also a variety of cultural backgrounds brought by various local customs, religious beliefs and ethnic customs, and they are very rich in artistic characteristics and spiritual cultural significance. Ethnic cultural symbols themselves inherit traditional culture. This includes various specific alphabets, styles and cultural symbols of various ethnic groups in traditional Chinese culture. Their connection between production and life brings endless cultural appeal to the design of visual communication. The use of cultural symbols in visual communication design not only contributes to the inheritance of traditional national culture, but also instills cultural value in the ubiquitous simple visual communication symbols. Incorporating cultural symbols into the visual communication design serves

to inherit and persevere the ideologies of ethnic cultures.

3.2 Artistic Values

The embodiment of artistic value in ethnic culture is particularly prominent. In visual communication design, the design of product information transmission has become an artistic creation, which uses ethnic cultural symbols to render products higher artistic value. The use of ethnic cultural symbols in visual communication design can maximize the artistic and aesthetic value. Meanwhile, ethnic symbols should be innovated, and the visual tension and expressiveness of products should be enhanced.

3.3 Commercial Value

In the field of visual communication design, designers' incorporation of cultural symbols in designs can attract the attention of the public, forming a certain "design style", improve the economic advantages of enterprises and enhance the commercial value of visual communication design, which can be compared with modern vision. In order to extract ethnic cultural symbols and apply them creatively, designers must be able to exhibit the ethnic features of visual communication design, and conform to the development trend of modern aesthetic concepts. Visual works or cultural products with novel and traditional meanings can better satisfy the aesthetics and needs of consumers, render company's cultural concepts more comprehensive and broadly deepened, thereby establishing a corporate brand and strengthening market competitiveness.

3.4 Aesthetic Value

The aesthetic value of ethnic cultural symbols is an important factor that enriches the expression form and conceptual foundation of visual communication design works, and is the key to enhancing the effects of information transmission. China has a long history and profound cultural heritage. With its unique aesthetic charm and other advantages, it exhibits higher aesthetic value and textual value. The vivid and concise design concept and the use of ethnic symbols in visual communication design can not only enhance the historical and cultural connotations of the works, but also provide people with a better aesthetic experience.

4 The Specific Application of National Cultural Symbols in Visual Communication Design

4.1 Use National Graphic Symbols

Graphics is one of the most common basic elements in visual communication design and is highly recognized and highly expressed. Therefore, national graphic symbols are particularly widely used in modern visual communication design. If graphics representing ethnic features and customs are applied to product design, it can provide people with new visual and aesthetic experiences. In addition to national graphic symbols often used in product visual communication design, national graphic symbols are often added to company logos. Works with ethnic features not only convey ancient traditional concepts and ethnic cultural features, but also enjoy a high reputation and representativeness.

4.2 The Use of Ethnic Alphabet

Chinese characters are special writings that combine form and meaning, which can express the meaning of the language vividly and completely. When conveying visual information, Chinese characters can vividly and effectively complete the object's argumentation, lyricism, ideology and functions, making them feel the long historical significance of ethnic symbols as they are appreciating the Chinese characters. Chinese characters with strong nationality and creativity have evolved into various types of writing standards and calligraphy in the course of historical development, which fully demonstrates China's long history and cultural atmosphere, and makes people fully feel the beauty and artistic concept of classical cultural thoughts. However, in order to explore the cultural ideas of the characters and increase the cultural attractiveness when using ethnic characters, it is necessary to combine the inner beauty of the characters with the outer beauty of the characters according to the style and time of the characters. In addition, the text needs to be simplified and reconstructed to make it more artistic and modern in the specific application process.

4.3 The Combination of Form and Color

Shape is the external embodiment of ethnic cultural symbols. Color is the most intuitive and basic element in design. In modern visual communication design, designers use a combination of different forms to reflect the meaning and heritage of traditional culture. For thousands of years, the development of Chinese thoughts, history and culture in the use of colors has provided a variety of colors with different symbolic and cultural meanings. In addition, by enriching the form and meaning of the work itself, the communication and competitiveness of the work can be improved. However, in a specific application process, it is not only necessary to clarify the cultural meaning of various colors, but also to organically mix colors and shapes by combining visually conveyed ideas and physical characteristics.

5 Conclusion

In modern visual communication design, it is necessary to pay attention to and discover ethnic cultural symbols to express ethnic cultural spirit and artistic connotation, deepen the channels of multicultural integration, and make up for the lack of culture in modern visual communication design. The strong symbolic meaning and local features of ethnic cultural symbols are the concrete embodiment of the ideas, customs and culture inherited by the Chinese people through unique artistic values and aesthetic experience. Combining the connotation and classification of ethnic culture, the application value and specific application of ethnic cultural symbols in visual communication design are explored.

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