

On the Application of Intangible Cultural Heritage in Visual Design

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Abstract

With the continuous development of science and technology, people's continuous exploration has promoted the rapid development of business. At this stage, the intangible cultural heritage has gradually disappeared from people's vision. This article points out that for visual design, adding intangible cultural heritage elements can effectively help the inheritance and development of intangible cultural heritage. At the same time, the application of intangible cultural heritage in visual design was explored.

Keywords

Intangible cultural heritage; Visual design; Communication channels.

1. Introduction

China is an ancient civilization with a history of five thousand years and has a very heavy cultural accumulation. The vast territory has bred generations of people who are constantly striving for self-improvement, so it has also inherited a diverse and precious intangible cultural heritage. With the passage of time, visual design has become a key way to inherit and develop intangible cultural heritage, and has a key use for the popularization and protection of intangible cultural heritage.

1.1. How to Interpret the Concept of Intangible Cultural Heritage in the New Era

Intangible cultural heritage, as a particularly critical component of Chinese cultural heritage, is vital to the cultural development of all mankind. Therefore, how to preserve the intangible cultural heritage and help it continue to be promoted is a key consideration for researchers. In 2003, UNESCO issued the "Convention for the Protection of Intangible Cultural Heritage", and at the same time, it defined intangible cultural heritage: Intangible cultural heritage refers to the individual and group regarded as each part of the cultural structure. Class thought expressions, social activities, presentation methods, techniques, theories, and corresponding objects, tools, and occasions. From this definition, it is not difficult to judge that intangible cultural heritage has basic characteristics such as difference, group, change, spread, and regional. The main reason for the existence of this type of characteristics is that this type of cultural heritage comes from the traditional culture and social experience passed down from generation to generation. With the continuous progress of society, the pace of life of the broad masses of people has further accelerated, causing these traditional cultures to gradually leave people's vision. In this case, the work of inheriting and developing intangible cultural heritage is very critical, so the following will discuss this [1].

2. The Application Significance of Intangible Cultural Heritage in Visual Design

2.1. Promote the Construction of Relevant Communication Platforms

Intangible cultural heritage covers more diversity, including not only ethnic conditions and customs, but also music, crafts, and industries. In the process of inheriting intangible cultural heritage, it is often necessary to rely on the "living body", and it is difficult to preserve it only in abstract form. In the process of visual design, the use of intangible cultural heritage can obtain a key bearing. For example, during the promotion of intangible cultural heritage, wide embroidery is carried forward and protected through the creation of a visual system. Therefore, the use of intangible cultural heritage in visual design can help create a platform to promote intangible cultural heritage, continue to increase the openness of the platform, and effectively promote the inheritance of intangible cultural heritage.

2.2. Expand the Effect of Intangible Cultural Heritage

As the world gradually moves towards the integration of the housing exhibition, visual design has also played a significant role in promoting the field of culture by relying on its own advantages. Applying intangible cultural heritage to visual design can continue to enhance its promotion effect. Visual design can be used as a good way to promote intangible cultural heritage, especially in the current environment of continuous progress. If intangible cultural heritage can be effectively used in visual design, it can bring the culture of various regions and nationalities into the masses. In sight. In this way, China's intangible cultural heritage can actually go to the world, thereby enabling it to be promoted on a global scale.

2.3. Re-examine the Richness of Cultural Heritage

Intangible cultural heritage is inseparable from the corresponding social and cultural background, and cultural diversification can make intangible cultural heritage more diversified. Therefore, using it in visual design can greatly expand the image of visual design and make it more unique. It can be seen that the intangible cultural heritage plays a very intuitive role in visual expression design, which can make people pay more attention to the diversification of intangible cultural heritage. After exploring the intangible cultural heritage information database, it is not difficult to conclude that the effective use of intangible cultural heritage can make visual design more valuable, and can continue to promote intangible cultural heritage researchers, protectors, and communication platforms. All parties conduct effective discussions and cooperation with each other. The practical application of intangible cultural heritage in visual design can enable China's intangible cultural heritage to be inherited and spread more effectively [2].

2.4. Increase the Cultural Connotation of Visual Design

With the continuous progress of urbanization and modernization, a large amount of traditional culture is about to disappear. In the face of this situation, visual design not only needs to consume the target, but also meets the cultural needs of the target, so as to expand the cultural core of visual design. The use of intangible cultural heritage in visual design can continue to broaden the target population, so that intangible cultural heritage can be more effectively integrated into social activities and life, audiences can directly communicate with culture, and the core of visual expression design can also be Continue to expand.

3. Application Analysis of Intangible Cultural Heritage in Visual Design

3.1. Application of Intangible Heritage Image Concept Expression

Visual design includes related theoretical foundations of art design, so the first professional knowledge that designers come into contact with is art design. Design is a part of art and has the ability to convey information. If you want visual design works to have a higher level of art and science, designers should have sufficient artistic concept expression ability. Intangible cultural heritage usually contains diversified ways of expression of imagery thinking. If designers can effectively integrate the imagery thinking of intangible cultural heritage into visual design, they can accurately achieve the design requirements and expand the cultural core of the work.

For example, in the process of graphic design, if designers want to ensure the scientific nature of the design, they should master the ability to combine and arrange the design factors to ensure that the design can make people appreciate the visual beauty, and then express the visual information and artistic core. When designing, personnel can make full use of various intangible cultural heritages such as paper-cutting, shadow play, and clay sculptures to develop visual design. During the design period, the modeling characteristics can be displayed more effectively, so that the visual design can be effectively concentrated and the effect of intangible cultural heritage can be fully displayed. .

3.2. Application of Intangible Heritage Art Form Elements

The focus of visual design is to use relevant factors to carry out the transmission of information, including the use of visual language. Intangible cultural heritage contains a large number of art form factors, and designers can effectively use these factors to display visual information during the development of visual design, so as to more effectively enhance the effect of visual design. China's intangible cultural heritage includes diversified categories, such as: traditional music, traditional Chinese painting, opera, Danqing, acrobatics, dance, etc. Each area has its own unique cultural types, such as embroidery. Designers can effectively use the included art form elements in the design, and can make the design more cultural attributes by virtue of the art form factors such as "flowers like brocade" in the embroidery, and then make the visual design more cultural core. Embroidery is a non- Material cultural heritage can also continue to be inherited and protected.

3.3. Application of Color Elements in Intangible Cultural Heritage

When making visual design, the color factor is a more critical part. From a visual perspective, when people look at an object, the color is the first part to be noticed before they can observe other details. Therefore, during the unfolding of visual design, color is the part that makes people suffer the most strong visual impact. In the process of using intangible cultural heritage, designers can select the color elements to develop visual design, and penetration can make the design more national characteristics. In the design results related to intangible cultural heritage, various colors have different meanings, such as black for calm, white for peace and purity, and purple for wealth. In the process of visual design, designers can choose colors in combination with the meaning to more effectively express the cultural effects of visual design. Intangible cultural heritage can also be effectively used and disseminated during this period.

3.4. Application of Intangible Cultural Heritage Design Concept

Every industry hopes to develop further, it is inseparable from innovation, and the same is true for visual design. Therefore, in the process of developing visual design, designers must establish correct design concepts and understandings. During the development of visual design concepts at this stage, practically apply intangible cultural heritage design concepts and discover their unique characteristics in intangible cultural heritage. Expression techniques, cores, and

diversified design methods enable innovative development of design ideas, which in turn meets the aesthetic needs of the people at this stage. For example, in the process of developing visual design, designers can use traditional patterns in innovative ways to break through the mental barriers of previous designs, making visual design more reasonable and scientific, and enabling intangible cultural heritage to be inherited and promoted.

4. Inheritance and Protection Measures of Cultural Heritage in Visual Design

4.1. Play A Guiding Role and Earnestly Implement Policy Encouragement

If you want to effectively use intangible cultural heritage in visual design, relevant departments should clarify the criticality of the work, focus on the capabilities of all parties, fully demonstrate their dominant position, implement specific policies, and reflect the effectiveness of visual design factors in intangible cultural heritage. To enable designers to enhance their awareness and effectively use intangible cultural heritage in the design. Relevant departments should improve the system, based on the enhancement of inheritance and development of visual design factors in intangible cultural heritage, pay attention to the inheritance and development of national culture, re-evaluate the effectiveness and significance of intangible cultural heritage for visual design, and introduce corresponding policies and The system actively strengthens its own guidance ability, so that the protection of intangible cultural heritage in various regions can be carried out smoothly, so that the design factors in the intangible cultural heritage can be effectively used. The use of intangible cultural heritage in visual design is difficult to obtain economic benefits in the short term, so the inheritance and development of intangible cultural heritage are still biased. For this situation, relevant departments should actively implement incentive policies to involve a large number of talents to inherit and promote intangible cultural heritage.

4.2. Enriching Communication Channels and Enhancing Awareness of Protection and Inheritance

The application of intangible cultural heritage in visual design should expand the transmission channels, broaden the position, build the platform, and carry out inheritance and development in combination with the current measures, so as to more effectively display the effects of intangible cultural heritage. To this end, the education department should make students clarify the critical degree of inheritance and promotion of intangible cultural heritage; at the same time, they can also actively combine the Internet platform to carry out dissemination, and effectively improve and broaden their dissemination results.

4.3. Introduce Market Mechanism and Build Market Operation Mode

If intangible cultural heritage is to be effectively used in visual design, designers should reverse their thinking, actively integrate market mechanisms, and build market operations. Since the integration and development of intangible cultural heritage is a long-term work, if it can be carried out by relying on market capabilities, better results can be achieved. Relevant personnel need to pay attention to this point during the application period, take the initiative to integrate intangible cultural heritage into the market, and effectively promote culture through scientific operation [3].

4.4. Change Ideological Concepts and Actively Promote the Integration of Diversity

The way to use and promote intangible cultural heritage in visual design is not static, but requires continuous innovation in inheritance and development. Therefore, during the application period, designers need to quickly complete the transformation of thinking,

organically integrate tradition and modernity, and continue to improve the quality of visual design, so as to inherit and carry forward the intangible cultural heritage.

Conclusion: Intangible cultural heritage is the crystallization of the wisdom of the broad masses of the Chinese people. During the period of social development, the meaning and rhyme contained in it is a key part that people are yearning for at this stage. As an art category, visual design can effectively cultivate the aesthetic level of the masses. If designers can effectively use the visual design factors contained in intangible cultural heritage during the design period, they can promote the masses to feel the beauty of culture more effectively.

References

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