

Research on the Application of Paper-cutting Art in Modern Poster Design

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Abstract

Poster is one of the most important forms of visual communication, and it is also a universal international language with strong comprehensive characteristics. With the continuous development of the economy and the prosperity and growth of the commercial advertising industry, the general public is paying more and more attention to the transmission of cultural visual information and the inheritance and development of China's traditional culture. The art of paper-cutting is one of the manifestations of Chinese national cultural characteristics, and belongs to a typical Chinese traditional culture. In modern poster design, more and more designers are beginning to try to apply the art of paper-cutting to poster design. Although there are essential differences between the two, there are aspects that can be used for reference. This article will analyze the application research of paper-cutting art in modern poster design from the aspects of form, color and creativity, and explore the importance of paper-cutting art for modern poster design creation.

Keywords

Poster Design; Paper-cutting Art; Application.

1. An overview of the nature of paper cutting

China's paper-cutting art has a long history and is an ancient Chinese folk art form, which is widely loved by people at home and abroad. Art comes from life, and the traditional Chinese paper-cutting art is no exception. The subject matter of its creation also mostly comes from life, covering all aspects of people's lives, including the food, clothing, housing, transportation, and the broad masses' vision for a better life, and eventually becomes the art of life. An important part. Paper-cutting has vivid and interesting modeling characteristics, and it is the people's thinking and thinking about life. The art of paper-cutting can be divided into different factions such as the Southern School, the Northern School, and the Jiangsu School because of the different regions and regions. There are obvious differences in the techniques, craftsmanship, and colors of their respective schools. The style is also quite different.

1.1. The development status of paper-cutting art in modern poster design

The development of poster design has a long and long history, and has obvious differences in different development periods.

In China, the development of poster design can be traced back to the Warring States period. In "Han Feizi·Nan Yi", there is a story of "self-contradiction" in the idiom, "Chu people have a shield and a spear, and the reputation is: 'The strength of my shield. You can't fall into it'. He also praised his spear and said: 'The advantage of my spear is that everything is trapped.' Or said: 'With the spear of the son, the shield of the son, how can it be?' The man Fu Neng responds to it." This reflects the early verbal advertising. In the Song Dynasty, the form of flyers began to appear, which was the early form of posters. The art of paper-cutting is widely used in modern poster design. Designers have used paper-cutting forms, colors, creativity and other aspects to

create and apply. To a certain extent, it also enriches the creative techniques of posters, and also helps to promote the traditional Chinese nation. Folk Culture.

The difficulty and focus of poster design lies in the expression of creativity, but creativity does not come out of imagination, and ultimately depends on the theme of the poster design and the audience. The purpose of poster design is to convey or convey a certain point of view or specific information to the audience. While conveying the information, the content of the screen is required to have corresponding aesthetics and interest, and the form of expression is popular among the public. Paper-cutting patterns and patterns appear in all aspects of our lives, so the innovative use of paper-cutting art can be more understood by the public, so as to attract the attention of the viewers, so as to achieve the functionality of information transmission.

1.2. The application form of paper-cutting art in modern poster design

1.2.1. Formal application

In modern poster design, how to apply paper-cut patterns to poster design in an innovative way is a direction that many designers are exploring nowadays. Chinese paper-cutting art has strict requirements in terms of styling and composition. Therefore, creators are required to use highly refined and generalized lines and outlines on the plane to summarize graphics and patterns. At the same time, it also requires the fluency and cohesion of lines. Both parties and unified coordination. In terms of style, most of the creators used general and exaggerated forms to interpret the original graphics beautifully. The formal beauty and techniques of paper-cutting art are similar to the creative techniques of poster design to a certain extent. Therefore, in the paper-cutting style poster design, designers often use this exaggerated and general form to create. Under the international form of a cultural powerhouse, graphic designers from various countries will learn design elements from their own country's local culture and incorporate various customs and cultures into modern poster design. To a certain extent, this is also the inheritance and innovative application of culture.

1.2.2. Color application

The color selection of a good poster is also an important factor. For the color matching of the poster, different designers have their own methods and skills. Some extract colors from the natural world, and some choose to start from the audience and the theme of the poster. , Choose the direction of color matching in a targeted manner. The Chinese have a higher pursuit of the use of colors, and at the same time they are also influenced by Eastern etiquette or beliefs. Chinese paper-cutting art attaches great importance to the use of colors, and generally follows the principle of "time, place, according to circumstances, etiquette, and desire" to match the color of the entire paper-cut. Auspicious color is mainly used in festive elements and scenes, usually to express the atmosphere of the festival or something worth celebrating; while plain color is usually used to realize the theme of sadness; gold is a noble color. The law of using colors in the art of paper-cutting is also a manifestation of Chinese national and local characteristics. In traditional Chinese paper-cutting art, a large part of monochrome paper-cutting is expressed in red. In modern poster design, red is often more popular among designers, and red color is usually used in red-themed poster design. For example, in the theme of the 100th anniversary of the founding of the Party, Yimeng Spirit, Lei Feng Spirit and other themes, there will be a large number of same-color designs to convey a kind of auspicious, passionate and beautiful creative concept.

1.2.3. Creative application

In modern poster design, the re-innovation and exploration of paper-cut graphics is undoubtedly a typical form of promoting traditional Chinese cultural concepts. The combination of the two art forms can not only stimulate the designer's creative inspiration, but also bring visual enjoyment to the viewer. In the specific application, we should not only pursue

the injection of form and color, but also consider the expression of creativity. How to convey the creativity in the style of paper-cutting is a question worthy of the designer's thinking. It is necessary to add new creativity to the inherent nationalist culture of the work itself, inject new blood, and create a distinctive design style, so as to achieve a shock of 1+1 greater than 2. Based on the understanding of modern aesthetics, through the re-refinement and application of paper-cut patterns to make it richer with the characteristics of the times, or use traditional modeling strategies and expression forms to express the design concept, reflect the national personality in the modern poster design. Chinese national culture is pushed to a new height.

2. Conclusion

The innovation and application of the art of paper-cutting in modern poster design is worthy of recognition. The two are both different and related. Therefore, in the process of poster creation, designers should explore and innovate China's excellent traditional culture in a multi-dimensional and in-depth manner, pay attention to the cultivation of basic design aesthetics, and explore more creative directions. Take the essence and discard the dross, and integrate the art of paper-cutting into the modern poster design to meet the popular aesthetic trend while also playing a role in promoting the culture of the traditional Chinese nation.

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