

Research on the integration strategy of traditional cultural elements and visual communication design

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Abstract: with the development of China's market economy, visual communication has become a fast-growing industry in the field of design. Visual communication design works can be expressed through the Internet, television, books and periodicals and other media, which also puts forward new requirements for visual communication design in the new era. Visual communication design is relatively comprehensive. Traditional cultural elements are rich materials for visual communication design. The infiltration of traditional cultural elements into the design work can provide more abundant resources for visual communication design. Based on this, this paper analyzes and studies the integration strategy of traditional cultural elements and visual communication design for reference.

Key words: Traditional cultural elements; Visual communication design; Broad and profound

Preface

The logo design, text pattern design and display design in daily life are all part of visual communication. Chinese culture contains rich cultural connotations. After long-term practice and development, it has formed a systematic resource structure. To carry out innovative development in visual communication design, we should identify the impact of traditional culture, do a good job in positioning traditional culture, so as to optimize the design work, and ensure that the artistic characteristics of traditional culture and the connotation of traditional culture are highlighted in the design work.

1 Traditional cultural elements related to visual communication

China is rich in historical and cultural resources and has experienced a long period of development to form a diversified cultural system. Integrating it into the visual communication design work will help better carry out the work. From the perspective of current visual communication design, there are many elements of integration and application in the design. It mainly includes the following aspects:

1. Symbolic elements of traditional culture

China has a long history of development. The Chinese nation has experienced thousands of years of development and formed unique cultural resources. Including ceramic culture, poetry culture, opera culture, clothing culture, martial arts culture and so on. These cultural resources have certain inheritance and innovation, and can provide corresponding support for the development of China's culture and art in the long historical development process, so as to better show the connotation of traditional culture and better realize cultural communication.

2. Traditional color symbol elements

Color culture is an important part of China's traditional culture. The combination of different colors can show different cultural connotations, thus showing the corresponding national cultural spiritual value. Therefore, from the perspective of visual communication design, only by deeply excavating the colors with traditional cultural characteristics, effectively applying traditional cultural colors, can we show the charm of Chinese traditional culture, so as to better spread the connotation of traditional culture and let more people understand the artistic characteristics of Chinese traditional color.

3. Traditional text symbol elements

As an important part of the traditional cultural system, the in-depth excavation and analysis of traditional character symbols will help better integrate into the visual communication design concept, so as to inherit and carry forward the art of calligraphy in China. After the historical development of Chinese traditional calligraphy, it has formed a diversified artistic style of calligraphy and formed a wealth of cultural elements, such as cursive, running, clerical, regular script and other calligraphy, which have different artistic styles. Integrating it into the design will help better disseminate Chinese traditional characters.

2 The value of the integration of visual communication design and traditional cultural elements

For visual communication design, integrating more cultural elements and cultural connotations into the works will help to enhance the cultural value of the works, so as to highlight the particularity of the design works and be recognized by more people.

1. Improve the cultural value of design works

In the process of deep excavation of the connotation of traditional cultural elements, we should explore the integration and application of traditional culture in visual communication design from multiple levels, so as to integrate more cultural connotation into the design works, enrich its spiritual connotation, express from the external shape to the internal spirit, and improve the audience's sense of identity for the works. The integration of traditional cultural elements can also enrich the connotation of works, enhance the cultural and artistic value of works, and use more design works to promote the development of China's traditional culture, so as to achieve the goal of cultural communication faster.

2. Show the aesthetic value of design works

For visual communication designers, in the process of work design, they should fully absorb the essence of domestic and foreign culture, explore personalized design characteristics, so as to improve the quality of design and enrich the charm of works. From the analysis of the application of traditional culture integration, designers should carry out in-depth excavation of traditional culture during the design of visual communication works, screen cultural elements from different angles, and realize the integration and development of culture, so as to integrate the symbols of traditional cultural elements into the works, fully display the artistic characteristics of the works, and enhance the aesthetic and artistic value of the works, Let more audience groups strengthen their recognition of the works.

3. Awaken the audience's national cultural emotion

In the context of the new era, the infiltration of traditional cultural elements into the design work will help to better realize the design innovation, integrate the art and culture of multiple fields, so as to have a positive and positive guiding effect on the audience, obtain the recognition of more groups through traditional cultural symbols, and trigger their recognition of national culture. Integrating Korean, Yi, Dai, Mongolian and other cultures into the visual communication design will help to improve the audience's recognition of folk culture, show more cultural symbols, stimulate the audience's feelings for culture, and enhance their sense of identity with the visual communication design works.

3 Integration strategy of traditional cultural elements and visual communication design

During the reform and innovation of visual communication design, infiltrating more traditional cultural elements will help to improve the quality of design works, so as to have a positive impact on design works and promote the inheritance and development of national traditional culture in the new era.

1. Integration of traditional color elements

Color is a very important part in visual communication design. Through the matching and combination of colors, it helps to present a good visual effect and enhance the visual effect of design works. Color in the design application will bring people a very strong sensory impact, through the strong impact of color to attract more audience groups, so that the audience can strengthen the recognition of design works, and better realize the effective dissemination of works. In the context of Chinese traditional culture, some classic colors are loved by more people, and different traditional color elements contain different connotations. For example, silver vermilion represents the pure Chinese color, contains the beautiful wishes of Chinese people, and has grand and auspicious cultural implications; Azure represents the cultural implication of elegance and freedom from vulgarity; As the original color of the chaotic world, dark yellow has grand and serious spiritual and cultural implications, and can form different artistic expressions, so as to better inherit and carry forward the spiritual connotation of traditional culture. Among them, the design of the national treasure poster the Forbidden City uses the traditional color matching. It uses yellow to show the majesty and solemnity of the Forbidden City, and ochre to represent the dignified atmosphere, showing the elements of traditional national culture, which has improved the cultural value and aesthetic value.

2. Integration of traditional text elements

Text is a very representative content of traditional cultural symbols. Infiltrating more text elements into visual communication design can better show the value and connotation of visual communication design, so as to more intuitively show the learning content and further highlight the actual value of the work. At the same time, the application of text symbols in visual communication design works can show the characteristics of national culture from the perspective of history and philosophy, so that visual communication works highlight the connotation of national traditional culture, penetrate more characteristics of the development of traditional culture in the era, and effectively promote the development of traditional culture. For example, in the emblem of the 2008 Olympic Games, the image of "Beijing" in the seal script is displayed and cleverly integrated with the portrait seal, so as to show the spiritual characteristics of athletes and fully integrate with the Olympic sports spirit. The emblem has more traditional cultural elements and absorbs the pictographic character making method in the six books, so as to better penetrate the art of traditional Chinese calligraphy and stand out from many works and receive high praise from the public. The emblem of the Beijing Olympic Games has become one of the most eye-catching symbols in history. It has profound artistic and cultural connotations, but it is flexible.

3. Integration of traditional decorative elements

The decorative elements in traditional cultural elements have strong relevance with visual communication design. Therefore, carrying out innovative education in the visual communication design stage can better analyze the traditional decorative elements, so as to deeply interpret the connotative value of traditional clothing cultural elements, and carry out analysis and understanding from multiple levels. The traditional decorative elements in China include the elements of window flower culture, paper cutting culture, weaving culture and so on, which can show the cultural connotation of visual communication from different angles and improve its aesthetic artistic value. For example, in the visual communication design, the paper-cut cultural elements are integrated to present the corresponding artistic effect. During the women's World Cup in 2007, the designer Guangjie Ye used paper-cut elements to show the football state of women's football players, showing good sports characteristics, and forming a bright red rose shape with red as the main body, which also means that the Chinese women's football team is a strong cultural concept of roses, with strong visual impact. For example, in the "discovery" column, ink animation is introduced as the background of the commentary, which not only enhances the visual effect, but also presents the cultural connotation of shadow play and improves the connotation of the program itself. The introduction of traditional culture and art into the

program helps to present a good visual art effect, so as to better attract the interest of the audience.

4. Integration of traditional pattern elements

China's traditional culture has a long history of development. After thousands of years of development, it has formed a symbolic traditional pattern. Therefore, in the context of promoting the integration of traditional culture and visual communication design, the analysis of pattern elements and the integration of clothing patterns, decorative patterns and other fields will help to improve the inheritance value of visual communication art, so as to improve the overall design quality. There are many forms of traditional auspicious patterns, including animal patterns such as dragon, Phoenix and crane, as well as plant patterns such as plum, orchid, bamboo and chrysanthemum, which symbolize beautiful connotations and blessings. It is also the inheritance of the national spirit and contributes to the sustainable development of China's culture.

First of all, it is the application of dragon and phoenix patterns, which is the representative of auspicious patterns in China. The artistic design of such patterns will help to trigger more far-reaching effects, so as to obtain more far-reaching visual effects. For example, the packaging of Xinghuacun wine chooses blue and white porcelain patterns, showing a good visual effect, so as to attract more consumers. Secondly, the application of disk length element. Pan Chang is an auspicious knot in China. It has continuous and eternal significance. The application of disk long knot is very extensive, which is reflected in the logo design of Beijing Olympic Games and China Unicom. It also fully reflects China's national spirit and enterprise spirit, and has profound expression meaning.

4 Suggestions on the integration of traditional cultural elements and visual communication design

1. Pay attention to the combination of modern and traditional elements

If we want to make visual communication design works catch the eye quickly and get more people's understanding and attention, we need to apply more visual aesthetic elements, so as to ensure that the elements can better present a good order. Therefore, designers should effectively grasp the characteristics of traditional elements, establish a clear understanding of the arrangement rules, so as to combine modern elements with traditional elements, scientifically arrange the rules, and effectively integrate information resources.

2. Scientific conception of traditional culture

The overall structure of visual communication design works will affect the thinking of traditional element design. Therefore, to carry out the visual communication design work, we need to start from the overall perspective, combined with the design needs of specific works, and consider the overall idea, spatial layout and other elements, and then analyze various elements and details. Therefore, how to effectively select and use other elements and fully integrate them with traditional elements has become the focus of attention. Only by doing a good job of overall planning and planning in many aspects can we form a more infectious work.

3. Using traditional elements to convey modern ideas

Chinese culture has a long history. After thousands of years of development and precipitation, many excellent traditional cultural elements have been born. These traditional cultures have strong application value. The cultures of different geographical spaces have different characteristics. The traditional culture is complex and changeable. It should be designed according to the differences of cultural forms and the psychology of modern people, so as to arouse the identity of more people. Therefore, during the design of works, we should seek more inspiration according to the values of modern society, so as to apply traditional elements to product design, better inherit and carry forward traditional culture, promote the diversified development of modern design, and finally form unique ideological and cultural connotation, and build thematic value with the characteristics of the times, So as to make the works infiltrate more modern ideas, focus on the theme with the value of the times, so as to show the overall cultural color, and truly reflect the artistic charm of traditional culture.

Epilogue

To sum up, the deep excavation of the spiritual connotation of traditional cultural elements and the realization of cultural integration and development will help the development of design work to have a positive impact, so as to enrich the connotation of culture, realize the integration of aesthetic elements, better show the cultural value of works, and promote the dissemination of China's traditional excellent culture.

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Teaching exploration of Frontier content of developmental biology course

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Abstract: developmental biology, as a professional elective course for senior undergraduate students, is the frontier course of life science and one of the most active fields of current research. The talent training goal of this major is to improve students' comprehensive quality and consolidate students' professional foundation and practical ability. From the current situation of developmental biology teaching, this paper discusses in detail how to effectively integrate the latest research trends and hot issues in teaching, summarizes the methods and means of developmental biology classroom teaching, as well as the reform of assessment methods, and puts forward suggestions on how to further improve the quality of teaching.

Key words: developmental biology; Frontier; teaching

The research of developmental biology can be traced back to more than 2000 years ago. Ancient China mastered and applied chicken artificial hatching technology earlier than European and American countries, and there is a record of "hatching in the first month" in historical data. In the 5th century BC, Harvey, an ancient Greek doctor, observed the development of chicken embryos day by day and wrote the book on the occurrence of animals, which is the first book on the development of organisms in human history. This is considered to be the rudiment of developmental biology. In 384 BC, Macedonian Aristotle made the first systematic study of development, and then there was a dispute between pre embryonic theory and post embryonic theory. Later, developmental biology studies the formation of living embryos, from spermatogenesis and oogenesis to fertilization, cleavage, gastrula, and three germ layer formation, which forms the content of classical developmental biology research. Since then, with the gradual improvement of cell theory and theory, it has been gradually realized that eggs and sperm are cell structures. Genetics and molecular genetics have further developed. The core of development is inheritance, which is realized through the development process. Since the 1980s and 1990s, many important advances in the field of biology have been closely related to developmental biology. Now, many colleges and universities at home and abroad have introduced and opened this course, which has been opened in comprehensive universities, normal universities, medical colleges, agricultural and forestry colleges and other related disciplines. The teaching objects include undergraduate students, master students and other levels.

1 The present situation of teaching and the necessity of reform

Since 2015, several rounds of teaching have been completed in the normal biological science specialty. According to the actual problems in the teaching process, the research group, after discussion and analysis, has summarized several Reform Opinions on this course:

1. Teaching materials

Combined with the actual situation, online and offline hybrid teaching methods are adopted in teaching, high-quality network resources and courseware are reasonably used for pre class preview, heuristic teaching method, problem-based teaching method and classroom discussion teaching method are used in class, and multimedia courseware, animation, video and other teaching methods are combined to understand the basic concepts, research contents and basic methods of developmental biology course, Stimulate students' interest in learning, improve students' ability of active learning and in-depth learning, and have the ability to analyze and solve problems. Through mining and sorting out excellent ideological and political materials at home and abroad in the teaching content of developmental biology, carry out ideological and political education, cultivate students' critical thinking, and establish the concept of lifelong learning, so as to ensure the achievement of goals.

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