

Innovative Expression in Graphic Design based on Animal Patterns in Huangmei Cross-stitch

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Abstract. Huangmei cross-stitch is a traditional handmade craft with great regional charm and cultural conservation. Extracting cultural elements for innovative design can not only improve its modern significance, but also promote its dissemination and development, so as to provide new development ideas for intangible cultural heritage in the new era. This paper makes an innovative visual exploration for Huangmei cross-stitch by means of innovative graphic expression, and strengthens pattern innovation, color innovation and expression innovation in the graphic design and creation of Huangmei cross-stitch. Through systematic analysis, a series of innovative expression designs based on animal patterns in Huangmei cross-stitch are completed in graphic design, so as to activate the vitality of intangible cultural heritage, improve the visibility of Huangmei cross-stitch in daily life, and make it go to life, the public and the future with graphic design techniques.

Keywords: Intangible Cultural Heritage; To Design; Innovative Expression; Textile Pattern; Huangmei Cross-stitch.

1. Overview of Huangmei Cross-stitch and Graphic Design Theory

1.1 Definition of Graphic Design

The definition of graphic design generally refers to being artistic and professional, using "vision" as a means of communication and expression. Create and combine symbols, pictures and words in a variety of ways to create visual representations that convey ideas or messages. A graphic designer may use expertise in typography, visual art, layout, etc., to achieve the purpose of a creative project. Graphic design usually refers to the process of making and the finished product.

With the development of computer technology and the progress of printing technology, the performance of graphic design in the field of visual perception is also more and more rich, which poses an unprecedented challenge to today's graphic design, but also provides a broader development space for graphic designers. For graphic designers, patterns, like threads in the hands of tailors, are the most basic elements of designers. The rich patterns and patterns in Huangmei cross-stitch provide designers with multi-dimensional creation space. Graphic designers extract innovative designs from the elements of Huangmei cross-stitch, and Huangmei cross-stitch also blossoms new vitality due to the innovative design of graphic designers. In addition, the current design methods of graphic designers are not limited to the design of plane patterns and ornamentations. The design with more profound meaning and cultural connotation behind it will also make graphic design more impressive.

Visual communication design refers to the objective content with different shapes and forms of expression, including painting, graphic design, illustration and other image means, mainly through text, elements and other basic elements of design and creation. The layout of Huangmei cross-stitch classic elements or innovative new patterns can be directly arranged with modern composition techniques, which can highlight the theme directly and directly reach the key points.

1.2 Overview of Huangmei Cross-stitch

There is an old saying in Huangmei: "Every woman in Huangmei is cross-stitch". This is an exaggerated but true saying of Huangmei people since ancient times, and it is the portrayal of Huangmei people beyond the extreme. If you walk through the streets and lanes of Huangmei in the past, you can see cross-stitch ladies as the unique cultural landscape of Huangmei. Cross-stitch appeared in every corner of their lives in a tangible way, but it is also invisibly condensed in the blood of Huangmei people. If the history of Huangmei cross-stitch is traced back, the exact age is actually

impossible to verify. However, according to the investigation and research, the origin of Huangmei cross-stitch is closely related to its main material, cotton. So far, the earliest unearthed record of Huangmei cross-stitch is the Ming Dynasty tomb in Baoshan Village of Caishan Mountain. The head of the tomb owner is covered with a plain colored cross-stitch scarf, and the patterns and patterns of cross-stitch are very exquisite. The Ming Dynasty cloth boots unearthed in Huangmei County also have carefully selected cross-stitch patterns. Its content is rich, variety is various, the PATTERN is exquisite, THE color is beautiful, the IMPLICATION is profound, has the STRONG local style AND THE national characteristic. In 2006, it was listed as one of the first representative projects of national intangible cultural heritage. The artistic features of animal patterns in Huangmei

2. Artistic Features of Animal Patterns in Huangmei Cross-Stitch

2.1 Meaning Auspicious, Simple and Interesting

Huangmei born with mountain, therefore also very familiar with the creatures of nature, living in huangmei, open-work women out of love for nature, what to pick from the labor system, make oneself of the creation together with nature, so we can see in the huangmei open-work patterns for a large number of animal and plant element, Various animal and plant elements, which symbolize nature, combine to form an important part of Huangmei cross-stitch. Animal design themes are mainly divided into three categories: birds, animals and fish and insects. Among them, bird theme cross-stitch themes include "phoenix rising sun", "Opposite Phoenix", "Dragon playing with Phoenix", "Melon sweet fruit ripe Phoenix flying", etc., while animal theme includes "Two Dragons playing with beads", "Two Lions capturing hydrangea ball", "Four Tigers climbing the ball", etc. Fish and insects have the theme of "carp wear lotus", "butterfly play melon", "carp Yue Longmen" and so on. Among numerous animal motifs, huangmei regions by chu culture edification, huangmei people have a special liking to longfeng totem, in huangmei, open-work longfeng image changes in most of kinds, there are numerous is brief, the main flower flower, in which the spreading dragon and boundless ability, through its image as in the middle and lower reaches of the Yangtze river are vulnerable to floods of huangmei district people's blessing, Put good intentions into a work of art.

"Picture must be intentional, meaning must be auspicious" is a major feature of traditional Chinese decorative patterns. Although the working people have been living in poverty for a long time in the course of history, they have never given up their yearning for a better life. They put interesting memories in daily life and hope for a better future in cross-stitch art works, praying for their villagers and future generations with pure and kind hearts. The implication of Huangmei cross-stitch pattern mainly includes: the function of carrying culture and the symbol of life message.



Fig 1. Image from the Internet

2.2 Bright Color, Unique Style

Most Huangmei cross-stitch works use dark color as the base and white lines as the skeleton, and are embellished with peach, orange, lake blue, pink green and other colors. Especially in animal patterns in the center of the picture, colorful, strong contrast, strong visual impact, Hua but not dry, Yan but not common. The color collocation of Huangmei cross-cut is mainly warm color, which is vivid and lively, following the rule of "bustle first". Huangmei County is located on the north bank of the middle reaches of the Yangtze River, and borders with Hubei, Jiangxi and Anhui provinces. It is deeply influenced by the Jingchu culture. Five lines of color are used as the main color of the pattern, and the background cloth is a group of cyan homesick cloth, which is mostly used in red and black, similar to the color style of Chu lacquer. There are two categories of Yellow plum cross-stitch selection and color selection. Plain selection, as the name suggests, is a monochromatic line selection, paired with a clean cloth background, while color selection uses monochromatic lines (mostly white) as the skeleton, surrounded by two or three other bright colors to balance. From the overall sense of color, Huangmei cross-stitch is favored by a strong sense of contrast in the picture, namely, "dark bottom, light flower" or "light bottom, dark flower". The color of embroidery thread is very different from the color level of the fabric, giving people a very straightforward and vivid impression of strong Chu style color.

Romanticism is the characteristic of Chu culture. Huangmei cross-stitch has a strong romantic color since ancient times. Chu's strong witch wind, Chu's beautiful scenery lit the heart of the romantic fire of Chu, Chu art bold make public, frank and bright is its endless fuel. The colorful yellow-plum cross-stitch is rich in color and has high color brightness. It usually has a dark color as the base, a white line as the bone, and a red line as the main line. It is decorated with yellow or orange lines of the same color, or contrasted with cool blue or purple lines. Pay attention to the use position of auxiliary color and area, collocation overall feeling to build color. The color matching principle of main and secondary, strong and light makes the picture harmonious and lively, colourful but not vulgar, and brings the viewer rich visual perception.



Fig 2. Image from the Internet

2.3 Concise Shape, Vivid Freehand Brushwork

In order to fully express their good wishes and wisdom, Huangmei women compete with each other to make as many patterns as possible on the limited fabric. Therefore, it presents a more general expression style in the pattern. The forms of various animals are abstracted and refined, and the shapes are concise and vivid. Reflects the majority of working people's simple design aesthetic concept.

Huangmei is an important place in Ancient Chu. The structure of Huangmei cross-stitch is as wild as that of Chu people. The composition principle of Huangmei cross-stitch design is full, neat, and

symmetrical. The features of Huangmei cross-stitch design are exquisite details and honest images. For example, the tiger pattern in "Tiger Pillow" has clean lines, lively, lovely and full of vitality, and the surrounding plant patterns are simple and simple, which are harmonious and unified with the text. No matter rectangular composition or circular composition, no matter single object composition or narrative scatter composition, symmetry is inseparable from the word. Except center spends around four consecutives, like "sunrise" red phoenix in morning even center sees the up and down or so in all directions pattern is different, but the occupied area, put the position are almost equal, the most important thing is the edge Angle of flowers around the Angle in the direction of the positive center, even if the grain appearance for different, still very harmonious neatly in a glance, This is the unique charm of Huangmei cross-stitch.



Fig 3. Image from the Internet

3. The Present Situation and Development Significance of Huangmei Cross-stitch

3.1 Significance of the Times

Huangmei cross-cut, a traditional folk cultural treasure, bears the burgeoning ingenuity and artistic talent of Huangmei people, contains the expectation of a better life and an ideal future, and contains the time-honored Huangmei culture and folk and humanistic spirit. Now, it is about to show its unique charm value in a new look. No matter how to redesign, innovate and explore again, we should return to the original aspiration, the thousands of years of history and culture and the strong cultural origin of Huangmei cross-stitch, just as Huangmei cross-stitch stitch does. For at that time because of the edition, make originally not elegant and even some old supplies become more elegant and charming, not only that, but also make originally short cloth become more durable service life, the frugal habits make huangmei women will be their great efforts are focused on the lace pattern, with the women pour into the creation of the work, Cross-stitch for Huangmei has changed from an ordinary household hand-made product into a delicate and amazing handicrafts. Cross-stitch embroidery is derived with the development of rural natural economy. It is a symbol of China's thousands of years of men's farming and women's weaving fields and garden economy. It is not only the inheritance of technology, but also the main carrier of folk art, carrying the development and innovation of folk arts and crafts to traditional artistic thoughts.

3.2 Development Status and Problems

However, with the improvement of modern living standards, people's material life has been greatly satisfied, and Huangmei cross-cut gradually fades out of people's view. It used to be to meet the needs

of life to make things more durable and beautiful, now it is more used as decoration. Under such an era background, the cultural department of the current national government attaches great importance to the inheritance and development of Huangmei cross-stitch. Talents in various fields are trying to explore the artistic charm of Huangmei cross-stitch. However, the development of Huangmei cross-stitch is still faced with some difficulties. On the one hand, with the rapid development of modern life, the impact of various new technologies and electronization has made Huangmei cross-stitch lose its practicality in modern times. Nowadays, Huangmei cross-stitch is more used as display and decoration in front of people. The mode of communication is also mainly in the form of its flat textile and line of communication, which makes it not widely received, unable to spread and develop widely. Folk art has always been in a different position from the official art, literati art and religious art, and has long been neglected. There are few words related to folk art found in the historical materials left over from history, which makes it more difficult for folk art to survive. However, in thousands of years of traditional social life, folk art truly recorded the social life style at that time, and showed the artistic life and ideas of many folk artists, which has great untapped historical and cultural value.

At present, research on Huangmei cross-stitch embroidery mainly focuses on history and culture, patterns, colors, etc., and the lack of needlework research and theoretical summary makes it difficult to continue relevant academic research (needlework and design). Therefore, the protection and innovation of traditional Huangmei cross-stitch technique cannot be carried out in a substantive way. In addition, at present, the inheritance of Huangmei cross-stitch skills is still in the stage of oral instruction from mother and daughter and neighbors, and there is no written summary, which makes the needling skills unable to be popularized, and seriously affects the protection and inheritance of Huangmei cross-stitch.

4. Innovative Development of Animal Patterns in Huangmei Cross-Stitch in Graphic Design

4.1 Innovation of Drawing Technique

For the innovation and development of Huangmei cross-stitch in graphic design, we cannot rely solely on the traditional pattern rendering method created by predecessors. Taking the animal patterns as an example, this paper analyzes and extracts the animal patterns in cross-stitch with Huangmei. In the process of drawing, the refined composition and vivid shape are retained to the greatest extent. Its characteristics are presented to the maximum in the form of digital drawing, and the combination of digital drawing form and traditional simple and vivid patterns makes it not only have traditional charm and significance, but also fit modern aesthetic appreciation and application.

The innovative drawing techniques include the combination of the currently popular Mosaic art technique, cyberpunk art style and traditional Huangmei cross-stitch. The Mosaic style modeling features are combined with the strong colors of cyberpunk, and the traditional themes and patterns are retained in the collision between modernity and tradition. The modern drawing techniques make Huangmei cross-stitch closer to the modern aesthetic characteristics. The primitive patterns and auspicious meanings inject new vitality into the traditional art with modern drawing methods and style characteristics.



Fig 4. Image from the Internet

4.2 Innovation of Expression

In the inheritance of intangible cultural heritage, it is still a trend to redesign it. And with the development of various science and technology, graphic design is becoming more and more 3d development, but also provides a new development ideas and ways for graphic designers. In the innovative development of Huangmei cross-stitch, it is not only possible to innovate the plane rendering technique f, but also to redesign the animal shape in 3d. So that it can be more vivid in front of people and compared with the traditional plane way more visual impact.

For the current situation of Huangmei cross-stitch, traditional graphic innovation or color and other planar innovation is not enough. Modern digital art and the concept of "meta-universe" have put forward new requirements for designers. With the improvement of science and technology, people are also pursuing the balance between virtual and reality. They also hope that the virtual world can be more realistic and find their foothold in the real world in the virtual world. Therefore, the three-dimensional form in modern times can bring people more refreshing feelings, but also can bring the general public's love. In addition, if 3d three-dimensional creation of Huangmei cross-stitch is carried out, Huangmei cross-stitch can be better used in various designs in the future design field. The rich animal patterns in Huangmei cross-stitch are also very characteristic. Therefore, 3d three-dimensional creation of animal patterns in Huangmei cross-stitch is another new way to make its inheritance and innovation. Through the designer's design, it gives Huangmei cross-stitch a new way of expression, and makes Huangmei cross-stitch alive in the sense of space, so as to activate the new development vitality of Huangmei cross-stitch.

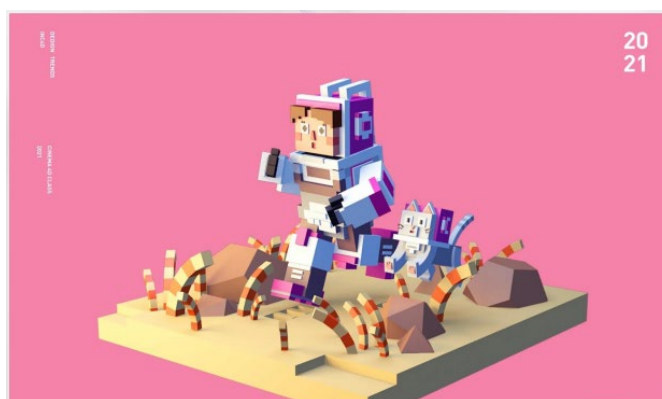


Fig 5. Image from the Internet

4.3 Cultural Innovation is a Kind of Innovation

The main products of Huangmei cross-stitch are: square towel, belly band, apron, waist wipe, money bag, trousers, etc. These products are not particularly frequently used in daily life, so it is necessary to innovate their product categories in their innovative development. Such as increasing its application in cultural creation, referring to the innovative development of the cultural creation of the Palace Museum makes the culture of the Palace Museum alive. In terms of the current development status of Huangmei cross-stitch, its previous product types are also one of the factors limiting the spread and development of Huangmei cross-stitch. The art of Huangmei cross-stitching is especially buried because of the products that are too life-like. The innovative products of Huangmei cross-stitching include some cultural creations: rulers, books, sachet, car accessories, bookmarks and so on. The variety of products can also promote the derivative development and application of Huangmei cross-stitch. People can have more frequent contact with Huangmei cross-stitch in modern life, which is conducive to the spread and development of Huangmei cross-stitch.

With the increase of cultural and creative types, it is necessary to fully retain the artistic characteristics and unique aesthetic flavor of Huangmei cross-cut instead of pursuing modern packaging and communication, thus losing its original appearance.

Nowadays, consumers' needs are diversified and their preferences change rapidly. To realize the industrialization of Huangmei cross-stitch, it is necessary to respect the market rules, meet the market demand, and constantly improve cross-stitch skills and production efficiency on the basis of retaining its basic characteristics. With the change of market demand, the development and production of new Huangmei cross-stitch base cloth should be strengthened to meet the requirements of product design, considering the quality, feel and texture of the final cloth. Embroider thread also is limited to traditional cotton thread no longer, want to extend to use the wire with other better quality, better highlight the expression of design, attract the consumer of different type.

5. Conclusion

To sum up, Huangmei cross-stitch is a traditional handicraft art with positive artistic aesthetic value. It is not only a treasure of Chinese folk art, but also a source of creative power for designers and traditional artisan. Huangmei cross-stitch has gradually faded from people's life vision from prosperity to modern times, which is a difficult problem for its development. Therefore, designers of our generation should take responsibility for the development of Huangmei cross-stitch together with traditional craftsmen. Based on science and technology, Huangmei cross-stitch has made innovative development in drawing techniques, expression methods and cultural creation types. Besides, while developing from various innovative perspectives, the traditional charm and aesthetics of Huangmei cross-stitch should be fully retained, and the original source and the starting point of creation should not be lost due to excessive pursuit of innovation. Huangmei cross-stitch, with its vivid artistic style and unique stitching, endows the costume with a unique artistic flavor. As the carrier of presenting the artistic image of Huangmei cross-stitch, the costume provides future generations with an opportunity to explore its mystery.

In addition, Huangmei cross-pick is the earliest, most representative and influential cross-pick among all regions in China. Historically, after huangmei local generation after generation of women edition cream and huangmei technology increasingly perfect edition, consequently not only show the huangmei huangmei lace design the intelligence of the working people, also reflects the folk people had seen and heard as well as daily life to happy life yearning, they come together to form the unique charm of enduring, it's worth exploring.

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