

The Influence of Postmodernism on Contemporary Chinese Graphic Design

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Abstract: In the era of globalization, postmodernism culture is also rising gradually. At the end of the 20th century, postmodernism became the most influential cultural trend of thought in the west. Since it was introduced into China in the middle and late 1980s, Chinese culture and art have undergone earth-shaking changes. The post-modernism cultural thought as the guidance of graphic design has obtained many new achievements, such as embodied in the ideology, expression techniques and other aspects of the development of China's graphic design has a lot of great influence. In this paper, postmodernism is included in the social relations and cultural environment, and what is postmodernism put forward relevant opinions. After that, it analyzes the changes and development of Chinese graphic design under the influence of postmodernism.

Keywords: Postmodernism; Chinese Graphic Design; Influence.

1. Introduction

In such an era of globalization, regional development trends have rapidly penetrated all parts of the world. Europe, the source of the development of postmodernism, has become the place of rapid development and change in today's world. Since the reform and opening up, China's economic growth has attracted the attention of all countries in the world, not only in terms of economy, but also in the development of Chinese culture. People's eyes not only stay in the material level, they pay more attention to the spiritual level of satisfaction. As a result, the trend of postmodernism continues to influence China. Through continuous dissemination and penetration, it has brought a huge impact on Chinese culture, and has quickly become a fashionable cultural phenomenon in China, and has an impact on various fields.

2. Post-modernism and Graphic Design in the Post-Modernism Period

2.1. Concepts and Characteristics of Postmodernism

Postmodernism is one of the most influential trends of thought in the West. It emerged in the United States in the 1960s and spread rapidly all over the world, forming a new cultural trend of thought. There are also various views on the understanding of postmodernism. Some people think that postmodernism is a negation of modernism and internationalism, while others think that postmodernism inherits the style of modernism and makes greater ideological development.

On the whole, postmodernism marks a multifaceted process of change that has impacted the field of art, sociology, and philosophy. After World War II, there were almost no large-scale wars, and the Western society experienced stability and prosperity after the war. The material civilization and spiritual needs of human beings have undergone great changes. They are tired of the design style that is too rational and lacking in changes, and instead pursue diversified innovation of form and function, thus postmodernism was born.

Postmodern art has four important characteristics: 1. The

main body disappears. In the post-modern cultural atmosphere, traditional values and hierarchical concepts are reversed, individuality and style in modernism are completely eliminated, and the subject becomes a broken illusion. 2 The depth disappears. While Modernist art has always been about the pursuit of utopian ideals and the expression of ultimate truth, postmodernist art has abandoned the deep mode of the work itself, no longer has ideas, no longer offers explanations, refuses to explore any meaning, and only pursues linguistic pleasure. 3. The sense of history disappears. History is always remembered, and memory is always accompanied by the feelings and experiences of the remembering subject. Modernist art is obsessed with historical awareness because of its pursuit of depth. In postmodernist art, history simply means nostalgia, and it comes in images that cater to commercial purposes. 4 Distance disappears. In modernist art, distance is not only the boundary between art and life, but also the boundary between the subject and the object of creation, and it is a means of conscious control to make the reader think about the work. In postmodern art, due to the disappearance of the subject, the works lose their depth and sense of history, and only have the stimulation of human senses, without any function of inspiration and stimulation. In other words, it emphasizes only the desire itself.

2.2. An Overview of Graphic Design in the Post-Modern Period

The culture of postmodernism not only provides new opportunities and methods for the innovation of graphic design, but also promotes the development of graphic design with the development of technology, especially the development of media. Information technology has brought great convenience to graphic design, and a variety of art fields of postmodernism have undergone great changes compared with modernism. Not only print media graphic design, but also designers can apply their works to network platforms such as television and the Internet, which further promotes the development of modern graphic design.

The 1970s saw more radical changes in the field of graphic design, the most famous of which was the "New Wave Graphic Design Movement". "Design rebel, the father of New Wave Design, Wolfgang Weingart", His design techniques

integrated the design spirit of Mondrian's Dutch style school, Russian constructivism and Bauhaus, boldly using simple geometric figures, cutting, decomposition and combination and other interesting techniques. The emergence of the New Wave movement is a challenge to the internationalist style of graphic design, and it also provides the possibility for designers to begin to explore their personal style. Wolfgang Weingart continued to explore his own typographic practice, dabbling in woodcut prints, hand typesetting, printing and other fields, as well as designing graphic posters and covers for the Monthly magazine Typeface Printing (FIG. 1).



Figure 1. Typography Monthly magazine

In the late 1970s, after the gradual formation of postmodern design, graphic design studios in San Francisco turned to embrace postmodernism. Michael Vanderbyl, Michael Manwaring (FIG. 2) and Michael Cronin (FIG. 3) are well known.

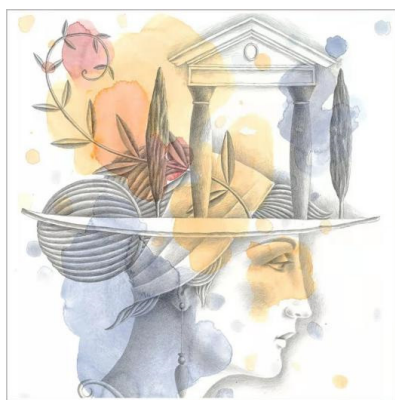


Figure 2. Michael Manwaring



Figure 3. Michael Cronin

Their design is also a kind of rebellion against the Swiss style, using free painting techniques, using bright and cheerful colors, the layout is relaxed and lively, highlighting the

enthusiastic sense of humor and fun, and the unique visual effects are very strong.

Unlike the San Francisco area, the New York graphic design community developed the "Rittero" style, also known as "retro style", which had the most prominent influence on book binding design. This "retro" genre was not what we now call a throwback to the 1960s and 1970s, but rather a throwback to design styles popular in Europe in the 1920s and 1930s, such as matchboxes, magazine commercials and other design elements. The representative figures of the "Rittero" school are mostly women, such as Louise Fili. The works she designed (FIG. 4) have obvious personal characteristics in color, arrangement, layout and other aspects. They like to use classical style typefaces with complex classical illustrations, and use rich and bright colors to deal with details.



Figure 4. The Signs of Barcelona

After the 90s, the rise of computers, designers began to create with computers and drawing software. Instead of trying to create new genres, they focused on graphic design and other interdisciplinary collaborations in media, video, etc.

3. The Inspiration of Postmodernism for Chinese Graphic Design

3.1. Development Status of Contemporary Graphic Design in China

Due to specific historical reasons in China, the field of art design has not been able to keep up with the pace of The Times, started late, with the arrival of reform and opening up, China's economy by leaps and bounds growth, art and culture tend to prosper, graphic design as a part of the field of art also developed rapidly. All kinds of schools of art and design adopt Bauhaus basic course education system and teaching concept in graphic design teaching. The state has also increased its policy and economic support for relevant colleges and majors. In addition, increased academic exchange opportunities at home and abroad are conducive to the rapid development of graphic design in China. However, due to the large market demand and weak design foundation, China has not realized the apathy and alienation brought about by the transformational development of modern industrial civilization and the excessive prosperity of modern design. The civilization achievements of western countries for hundreds of years need to be quickly accepted and accepted, and the teaching mode of art design is not mature enough, resulting in the fact that graphic design in China is often blind imitation of foreign design forms, resulting in a large number of inferior designs, which is a problem that cannot be ignored in the development of graphic design in China in recent decades.

3.2. The Influence of Postmodernism on the Development of Contemporary Graphic Design in China

In terms of ideology, postmodernism emphasizes people-oriented. At the end of the 20th century, as the education level of the younger generation in China improved, their thinking changed dramatically. They no longer follow the rules and are no longer bound by traditional ideas, but hope to have their own personality and ideas, which also deeply affects the field of design, through personalized design works to express their thoughts, highlight their personality and meet their spiritual pursuit. Just as the famous British postmodernist graphic designer Brady said, in the mass communication, people themselves have been ignored, design works should be able to attract people's attention, rather than a cold work, should be expressed rather than covered up. His thoughts also reflect the spiritual connotation of postmodernism: people-oriented, the pursuit of both material and spiritual connotations. This popular design concept, the inclusive integration of postmodernist design, emphasizes the people-oriented design concept, which is in line with the ideological pursuit and consciousness of contemporary Chinese people.

In terms of expression techniques, the modernist layout design highlights the characteristics of monotony and boredom. Post-modernist designers refer to a variety of design styles, using a variety of design techniques, processing and content to design and decorate the layout, so that the design layout is more three-dimensional and spatial sense, and strong visual effect, visual content becomes the element, the use of various elements in the image to convey information, information intuitively presented in front of people. Postmodernist designers through the flexible use of a variety of design elements, strong visual effects layout, vivid colors to describe the content, express ideas, but also reflects the postmodernist design pays more attention to human emotions, embodies the people-oriented design concept. The richness, vividness and expressiveness of the layout design make the design itself more vivid and vivid, with strong expressiveness and sense of The Times.

With the development of post-modernism design, font design has also been unprecedented in graphic design. Postmodernist designers try to achieve the perfect combination of visual and expressive information function by exploring and studying font design, using decorations such as geometric patterns to make it have strong visual effects, or by studying the size and proportion of font printing. Designers make the text more interesting by changing the proportion, shape or color of the design font and modifying the text with graphics. By designing new fonts, incorporating historical and cultural elements, and presenting their designs in a variety of design styles, designers can make the design effect more vivid and interesting.

4. Reflections on Contemporary Chinese Graphic Design

4.1. Enhance Innovation Ability

The development of design changes with the development of the entire social economy, and the emergence of new technologies and new media also affects the development of contemporary graphic design. In the case that graphic design has a stable state for the whole design industry, the information communication between designers, design

companies and audiences is not difficult, but how to better and more in-depth service for the audience, so as to provide the audience with the innovative products they need is particularly important.

With the arrival of the post-industrial period of time is different, the design industry in China has been affected by the postmodernism trend of thought, which makes the graphic design in China has been innovative. For example, Kan Tai-keung designed the sign of "Bank of China" in 1986 (FIG 5). His design stood out among many schemes at that time. The perfect fusion of the round ancient Chinese coin and the Chinese character "Hong" made the image of the whole sign thick and solemn, demonstrating the strong capital strength of Bank of China and the quality and connotation of thoughtful service. In addition, it integrated the traditional image of Chinese culture and the contemporary marketing strategy, reflecting the brilliant development of the Bank of China and its spirit of going to the world. In the aspect of graphic design, the inheritance of Chinese elements and self-creativity are well reflected. He organically combines the principles, materials and modes of expression of modern design with the artistic conception of traditional culture, so that the works show a strong modern style and Oriental colors, providing sufficient materials for those designers who want to develop traditional ethnic elements. He has also made great contributions to the development of China's graphic design.



Figure 5. Logo Of ICBC

4.2. Carry forward the Concept of Human-centered Design

The essence of graphic design is to serve people, let people enjoy life, feel life, so as to make the world better. We can always find graphic design everywhere in our life, which of course needs a pair of eyes good at finding. Graphic design brings us a lot of information. We can find simple or complex graphic design with text patterns on every item in our daily life, such as the outer package of any commodity, or every newspaper and magazine. Just imagine, if these graphic designs that can be seen everywhere in life suddenly disappear, without words and patterns, then every piece of information we have will become monotonous and boring, and our life will instantly lose interest. But the wisdom of human beings is great, we not only did not let this scene happen, but better make the graphic design show a good trend of development, so we can see the pleasing pattern, can easily read the information that is composed by typesetting, with beautiful font and comfortable line spacing. It can be seen that graphic design is absolutely necessary for the audience of the whole society.

In this ever-changing modern society, graphic design involves more and more fields, people have never been so close and frequent contact with this industry. The emergence of various design styles and design schools has made the graphic design industry a prosperous scene. On the one hand, the convenient way of creation in the multimedia era provides designers with aspects. On the other hand, designers pursue one-sided and quick design and frequently apply design

templates, resulting in a lack of originality in many works. Nowadays, many graphic works blindly pursue novelty, constantly exaggerate and expand the information they want to express, resulting in many empty, meaningless and confusing works. The purpose of doing so is only to cater to people's psychology of seeking novelty, rather than to set out with the purpose of people-oriented and life-oriented design, misleading the audience and distorting the intention of design.

Contemporary graphic design gradually abandons relatively shallow surface forms such as graphics and text to create objective periods, and begins to pay attention to how to create deeper cultural connotations, meet the needs of contemporary social audiences, and close to the development of contemporary social excellent graphic design works. The background of the whole industry, such as social humanities, audience psychology, business development mode, etc., are constantly changing, which affects the development of design and design work mode, and the change of structure and the expression form of design are also changing. It is not easy for design to meet aesthetic requirements and be pragmatic and people-oriented. The key to good design works lies in discovery, which can only be achieved through continuous in-depth feeling and experience and trial. In order to make a design move, there must be enough details, the grasp of details can determine the quality of a design work. Graphic design not only involves the use of various elements, but also involves the use of different expression techniques, creative materials and skills. People engaged in graphic design industry should seek individuality in the evolution, and advocate a unique design style through the reorganization of design elements such as design content and format. The organic art combination of various design elements creates innovative patterns, rich colors and special material works, showing the extraordinary power and innovative spirit of the individual, and the design has more vitality on the road of personality expression.

5. Epilogue

Some people think that postmodernism has no connotation, or even only understand it as the application of historical symbols directly attached to new materials. I think this is not objective. Some designs we don't understand or understand may just be because we didn't grow up in that cultural environment. This is also the reason why "Chinese style" is popular all over the world. Because we don't understand this aspect, we are more curious and want to explore its mysteries. Postmodernism breaks through the limitation of inherent thought and opens the door of infinite space for people from all over the world to explore and dig the treasures in it. Its free

and unrestrained, concerned about life, advocating culture, advocating history and people-oriented design concept makes design more human and creates an irreplaceable position in the history of world design.

Today in the 21st century, under the appeal and influence of the Internet, the application of graphic design has been ubiquitous, and the scope of graphic design industry has become more and more extensive, thus becoming an important part of the printing industry and new media information system. In addition, the continuous progress of technology has greatly changed the way of graphic design creation, designers should give full consideration to social development and technological development, the postmodernism trend of thought correctly guide in, better serve the field of graphic design. At the same time, the future of China's graphic design should be built on the basis of democracy, independence and Chinese traditional cultural values, learn from the experience and lessons of the development in recent decades, no longer blindly follow the Western design methods, and find a suitable road for China's own development in the field of graphic design.

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