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Research on the application of folk paper-cut art in poster design

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Abstract: Paper-cut art, as one of Chinese traditional culture and art, has a higher artistic value in a long history of inheritance, and has been included in the intangible cultural heritage sequence. The unique aesthetic of paper-cut culture art, for now the poster design work has very high reference significance, and paper-cut culture art integrated into the poster design can give it vitality and expression, this is not only the innovative application of the poster design work, but also to the inheritance and development of paper-cut art, makes the current stage of the poster design work with various forms of expression. Therefore, this article briefly discusses the relevant application of folk paper-cut art in poster design, in order to provide experience reference and help for the relevant industry practitioners, and help the high-quality development of poster design work.

Keywords: Poster design; Paper-cut art; Traditional culture; Strategy analysis; Integration measures.

1. Introduction

Paper-cut art is a hollowed-out form of artistic expression, cutting completed paper-cut works can give people a visual sense of art. Born in folk customs, paper cutting art shows the working people's ardent expectations for a better life. After a long history of inheritance and development, it has formed an art form with Chinese characteristics. With the help of hollow art expression techniques, with easy to understand shapes and colors, it has formed a unique artistic shape with folk aesthetic concepts. In view of the artistic expression of paper-cut art, its artistic inspiration has been widely used and applied to various fields of artistic creation, but also provides more creative ideas for poster design work.

2. Analysis of the special artistic value of paper-cut art

2.1. Analysis of the characteristics of paper-cutting art

The paper cutting made by using different colors of paper and different cutting techniques has a high value of artistic appreciation no matter in terms of technical techniques or artistic modeling, and its artistic inheritance has been continuously renewed in the long-term inheritance. In our long history and culture inheritance, many excellent folk culture was born, paper-cut art as one of the oldest art inheritance, is an important form of artistic expression of Chinese folk[1].From the perspective of the technique of paper-cutting art, paper-cutting art is a kind of using scissors to carve and cut paper of various colors, so that it presents the artistic expression of hollowing out the picture. This hollowing technology can give people a transparent and light artistic feeling. As one of the carriers of primitive art, paper-cut art can integrate and create things in different space and time, and show the scenes of life through paper, which to a certain extent meets people's aesthetic needs. The unique style of art formed after a long time of accumulation and precipitation has a strong artistic appeal in paper-cut art works.

2.2. Unique artistic characteristics of paper-cut art

The regional characteristics of paper-cut art make it widely inherited and developed. Different artistic styles can be presented in the form of artistic expression. The patterns are full of vitality and expression, which promotes the inheritance of cultural attributes of paper-cut art to a certain extent. The language symbols used in paper-cut art include points, lines and surfaces in the picture, etc., and the two-dimensional composition method is used for artistic expression, which gives the two-dimensional attribute of paper-cut art. Paper-cut art works not only have a certain degree of decoration, but also have a certain degree of practicality. It is not difficult to see from the development of paper-cut art forms, in different historical periods, different groups of paper-cut art works, their shapes and artistic styles presented different forms of expression, so that paper-cut art has a certain regional cultural characteristics, the development of the current stage, paper-cut art in the content and style presented the characteristics of diversification. This undoubtedly promotes the integration of paper-cutting art and other artistic creations [2].

3. Analysis of the importance of drawing lessons from paper-cut art in poster design work

3.1. Provide more creative thinking for poster design

In the long history of inheritance and development, paper-cut art has a very rich creation theme and artistic modeling, which to a certain extent provides more material choices for poster design. Poster design works learn from paper-cut art and carry out innovative design on the basis of it, which can not only effectively absorb the essence of paper-cut art, but also integrate the unique cultural atmosphere of paper-cut art, so that the elements of paper-cut art and poster design work fit together, effectively improve the visual sense of poster design works. The rich subject matter, shape and implication in the paper cutting art provide more creative thinking for the poster design work, so that the artistic sense and expressive

force of the poster design have been significantly improved, and greatly broaden the scope of creative thinking of the poster design.

3.2. Effectively enrich the expression forms of poster design works

Paper-cut art shows different forms of artistic expression in different historical periods, and in the long-term cultural integration, its artistic modeling and style are constantly enriched. The unique artistic elements in paper-cut art are integrated into the poster design work, which can effectively enrich the expression forms of poster design works[3].Paper-cut art is not just a simple reproduction of something, but in the process of creation into the creator's thoughts and emotions, is a form of artistic innovation to give emotional color to the works, artistic works not only pursue the surface beauty, but also the artistic conception beauty, which makes each piece of paper-cut art has a unique meaning. Drawing lessons from and innovative application of paper-cut art methods in poster design can effectively enrich the expression form of poster design works, but also can give the poster works unique artistic connotation.

3.3. Carry on the inheritance and development of paper-cut art

As one of the traditional Chinese culture, the paper cutting art can be effectively inherited and developed by applying it to the poster design work. By constantly learning and drawing lessons from the unique cultural content of paper cutting art, and integrating the art technique of paper cutting into the poster design, more people can understand and realize the art of paper cutting through the poster. There is no doubt that it is a development and inheritance of traditional culture. For the poster design work, on the basis of paper-cut art, reconstruction and innovation are carried out to simplify complex shapes, which also promotes the development of paper-cut art to a certain extent. In addition, the poster design draws on the retro artistic modeling of paper-cut art, and carries out some innovation and optimization, endowing the traditional elements of paper-cut art with a modern sense, while reflecting the artistic connotation of paper-cut art in the poster design works. This collision of traditional culture and modern art enhances the visual impact of poster design works. It can also make the paper-cutting art obtain inheritance and innovative development.

4. Analysis on the application of paper-cut art elements in poster design

4.1. The implication of paper-cut art in the application of posters

In the poster design through the allegorical modeling design to express its connotation, is a very poetic form of expression, contains a certain life characteristic. Truly excellent poster designs all have allegorical modeling design, and the allegorical modeling design of paper-cut art can also be applied in poster works. In the field of paper-cut art with moral colors are basic Chinese people familiar with the items, such as lantern represents the Lantern Festival; The Chinese knot represents peace; Dragon and phoenix represent noble and so on, the application of these artistic elements in poster design can make the implication of the poster to a higher level. For example, the LOGO of China Unicom company in the communication industry is evolved from the traditional auspicious pattern plate long, symbolizing the communication enterprise Schindler orderly, showing the meaning of good luck.

4.2. The application of decorative modeling of paper-cut art in poster design

Poster works produced for publicity not only have a certain publicity nature, but also play a part of decorative role. Poster works can reflect the image of a certain industry, city or enterprise. The unique artistic modeling of paper-cut art works can bring new inspiration and inspiration for poster design. The integration of paper-cut art modeling and continuous innovation and optimization of design can show the cultural connotation of paper-cut art in the design works and give play to the unique decorative value of poster works. In the design of poster works, the relevant designers should use the way of the same composition to play the value, the use of some representing life elements to transform and improve the same composition, so that the decorative and symbolic design of poster works has been significantly improved [4]. However, it is worth noting that in the process of integrating paper-cut art into poster design at the current stage, the phenomenon of rote copying is relatively common, which does not give full play to the temperature and emotion of paper-cut art in a real sense, which is not conducive to effectively display the cultural connotation of paper-cut art. Therefore, when paper cutting art is integrated into poster design works, it is necessary to dig deep into the unique modeling elements of paper cutting art, and creatively study how to better integrate and innovate it, so as to achieve the unity of abstraction and concretion in a real sense, rather than simply copy the elements of paper cutting art into the design of the work. Relevant designers should continue to absorb the artistic characteristics of paper-cut art, expand their ideas in the aspect of drawing lessons from artistic modeling and cultural connotation, and continue to carry out innovative integration, so as to effectively enrich the decorative and allegorical attributes of poster design works.

4.3. The application of paper cutting art should be integrated in poster image design

The unique hollow art of paper-cut art makes the plane graphic more vivid. The use of paper-cut art under a specific theme can make the main part of the image fuller, and even show a certain three-dimensional characteristic, which is actually the essence of paper-cut art, but also the effective display of Yin and Yang image in Chinese traditional culture. And western art design pay attention to the contrast of light and shade and the main body conception also has a certain relevance [5]. In the poster design process, the use of the unique elements of paper-cut art symbols can make the poster design image more vivid. For example, in the poster design of a Bite of China, paper cutting art is integrated into the form of expression to show Chinese characteristics. Both Chinese food culture and paper-cut art culture are derived from the same cultural system, and have certain correlation characteristics in nature. When the two are integrated and applied, artistic resonance can be formed. Drawing lessons from the hollow art technique in paper-cut art can make the food more vivid. The various ingredients used in the poster design refer to the form of landscape, which further demonstrates the linkage effect between traditional cultures.

Through the integration of the elements in the paper cutting art, the cultural connotation of the program can be shown to the greatest extent, which gives the poster its exclusive cultural attributes and further highlights the cultural publicity function of the poster.

4.4. Paper-cut art gives emotional inspiration to posters

By integrating the elements of paper-cut art into the poster design works, it can give certain emotional inspiration to the poster design works. Paper-cut art contains the deep feelings of the working people, which itself has certain emotional attributes. By integrating the elements of emotional attributes into the poster design, it can not only increase the picture sense for the poster. At the same time, it can also make the poster design more cultural connotation and emotional value, and achieve the unity of content and form in a real sense. In order to improve the expressive force of posters and give full play to the propaganda function of posters, the basis of poster production is often based on people's emotions. Folk paper-cut art is an important part of Chinese traditional culture, and its development and inheritance contain the people's ardent expectations for a better life. Therefore, the application of paper-cut art can arouse the audience's emotional resonance to a certain extent [6].

5. Closing remarks

To sum up, the incorporation of paper-cut art elements into the design of modern poster works can make the poster works more vivid, effectively improve the cultural and decorative attributes of the poster works, and play the role of cultural publicity of the poster works, giving the poster works more profound emotional implications. Therefore, in the process of poster design, relevant designers should have a deep understanding of the elements in paper-cut art, analyze the correlation between artistic elements and design works, and take this as the entry point to carry out the design work, so as to make the poster design image full, and truly play the essence of paper-cut art.

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