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Analysis of the Visual Design of Children's Picture Books from the Perspective of Chinese Traditional Culture

Xiaoya Gao *

Visual Art Creation and Brand Design, Anhui University of Finance and Economics, Bengbu Anhui, CO 233000, China
* **Corresponding author Email:** 286052097@qq.com

Abstract: In the five thousand years of vicissitudes of life, countless bright traditional culture was born in this land under our feet, affecting generation after generation of Chinese children, become the cornerstone of the continuation of Chinese civilization. The creators of Chinese children's picture books should assume their responsibilities and missions, actively explore how to interpret traditional culture in children's picture books, and contribute to the growth of children, the unity of the nation and the development of the country. In today's era when visual culture is widely used, the mainstream of children's picture books is to let traditional Chinese culture into children's lives, so that the teaching of picture books can realize the inheritance of Chinese culture. China has a long history and rich folk tales. These outstanding works represent the culture and wisdom of the Chinese nation. They are passed on continuously and have a strong cultural heritage. Nowadays, many picture books re-interpret and arrange these historical and folk stories through visual design, enriching children's reading content, cultivating children's Chinese culture literacy, and having a profound impact on their language expression ability, understanding ability, artistic appreciation ability and many other aspects. Based on this, this paper will analyze the visual design of children's picture books from the perspective of traditional culture to explain the general direction of the current children's picture books in the creation of traditional culture.

Keywords: Children's Picture Books; Chinese Traditional Culture; Visual Design.

1. Introduction

Picture books are important reading materials to broaden children's vision and promote their mental enlightenment. They are also the main window for them to understand the world. The integration of traditional cultural elements into the picture books can help children to better understand the land under their feet, and then make them establish cultural identity and cultural confidence in the country, nation, history and culture, and lay a solid foundation for inheriting and carrying forward the excellent traditional Chinese culture. Explore the influence of traditional culture on children's picture books, analyzes the application of modern children's picture books, summarizes the basic principles of traditional culture in children's picture books and specific path, not only can play a positive role in children's growth, but also can promote the inheritance and development of Chinese excellent traditional culture.

Chinese traditional culture reflects the strong characteristics of The Times. In the visual background of traditional culture, children receive colorful visual cultural content every day. Therefore, in order to give them a fresh feeling in many picture books, it is necessary to give picture books a new perspective and innovation of The Times. Nowadays, the effective combination of Chinese traditional culture and visual effect innovation is more suitable for today's children to read, so as to realize the improvement of the ornamental value and emotional value of picture books. The ornamental value refers to the new presentation techniques, combining tradition and modernity to make the picture books more readable; the emotional value refers to the transmission of cultural core and telling stories from the East. Telling traditional stories that fit the children's perspectives can reinforce the appeal and richness. This paper will explore the application layer of the visual language made out of the traditional stories at home and abroad, better translate the "literary language" into richer and more hierarchical "visual language", more tension and reverie space, and more mature restore the traditional story from the new perspective of children.

2. The Visual Design of Children's Picture Books

Chinese traditional painting has a long history and unique artistic style, at the same time there are many wonderful stories and life proposition, designers to draw excellent painting techniques and techniques of expression, but also should pay attention to "ink follow era", to draw traditional Chinese stories "artistically vivid" freehand brushwork in Chinese painting, and can absorb the contemporary design trend, create the new beauty of traditional culture. By Lei MingFeng [1].

2.1. The Ever-changing Painting Style of Picture Books

As a representative of traditional Chinese painting, ink painting lines not only have the changes of thickness, turning, stiffness and softness, but also the changes of shade, dry and wet, so as to show the texture, structure, dynamic and level of different materials. Taking the picture book story "Fake Tiger" with traditional Chinese characteristics as an example, the designer redescribes the form of the tiger in the style of Chinese painting through the evolution of lines. The strong outline contrasts with the infront strokes of the beard, which makes the image of the tiger more distinctive. By Liu Xiao

[2].

2.2. The Layers of Dry and Wet Ink in Chinese Painting

The ink color of traditional Chinese painting is usually natural transition, rich levels, the techniques of Tex brush, faint expression. The color halo takes the color card in traditional painting as the base, highlighting the bright colors of the main body, and at the same time, using the texture of texture to create a mottled sense. Unique simple texture expression technique, simple picture elements contain infinite changes and infinite reverie space. In the visual design of the picture book story of "Fox", the "dry ink" of the characters can form a strong contrast with the "wet ink" in the scene elements, so that the overall picture looks more loose, moderate, natural and decent.

3. Color and White Space in the Visual Design of Children's Picture Books

3.1. Cold and Warm Colors and High and Low Saturation

Visual language, like literary language, also emphasizes the cadence and the strength ratio. For a picture, the arrangement of visual rhythm is very important. The adjustment of the cold and warm color and the saturation of the color dimension has a huge impact on the vision. In the visual design of the picture book "Fox Fake Tiger", we can use the characteristics of human eyes that are more sensitive to high saturation and warm colors, and use high saturation and warm colors in the design of tigers and foxes, forming a strong contrast with the low saturation and cold colors in the background environment, effectively highlighting the main role. By Zuo Yafang [3].

3.2. White Space

In the visual design of the picture book "Fox Fake Tiger", the technique of "blank space" can also further highlight the subject position of the leading role, so as to facilitate children to better understand and read. For example, the concept of "virtual and real" in Chinese painting creation can be adopted in the layout of the composition, that is, the technique of "white when black", and a large area of white space can be used to contrast the expression and action of the tiger and the fox. In this way, not only can avoid the complicated background, but also can let the virtual and real foil each other, so that the mood of the picture is concentrated in the tense atmosphere, play a role in foil the mood.

4. Story Design on the Visual Design of Children's Picture Books

4.1. Body Language

For children, in terms of reading habits, picture books with rich colors and diverse characters are often more attractive than words. Therefore, in terms of modeling design, children's picture books usually use some relatively exaggerated, relatively simple form and certain anthropomorphic design methods to enlarge the attraction of picture books for children. Children in the process of reading picture books, and adults, the space structure is strong and has 3D effects modelling illustration is difficult to stimulate children's interest in reading, for children, this work is still difficult to understand, therefore, the designer in the design process will try to make more concise, choose plane model in space modelling, then focus on the characters or animals in visual design, more exaggerated and anthropomorphic. Such visual design of picture books is very attractive to children, which can meet the most basic visual needs of young children, and accord with the learning characteristics of children with relatively weak cognition, but rich imagination. At the same time, it is also convenient for children to directly complete the understanding of picture books and play their imagination, so as to better integrate their emotions.

4.2. Expression Language

In the visual design of picture books, color plays a very important role. It is the most direct and intense picture book symbol for children, and it is also a guarantee for the diversified presentation of picture books. According to the results of scientific research is not difficult to find that children when reading picture books, for the understanding of the most instinctive perception, and the perception of children for the degree of color also improve with the increase of age, so, in the design of picture books, on the selection of color more cautious, let picture book color contrast more intense, so as to improve children's attention and reading interest. In addition, in the picture books, different color design for children present emotional atmosphere is very different, in the process of practice should pay attention to make the main emotional elements more prominent, to use color to build up the visual aesthetic resonance, bring children a better reading experience, but also can make the overall plot of the story, the protagonist's psychological activities and character, the change of the scene more distinct and coherent, convenient children to further improve the aesthetic Force and imagination.

Take the classic picture book story "Reunion" as an example, which fully shows the emotional atmosphere of reunion in terms of visual color design, with a sense of excitement. In the design, the main color of the whole picture book is warm color, a large use of Chinese red and yellow colors, only from the color can reflect the warm and lively festive atmosphere; through the way of graphic cooperation, can let children in the process of reading, the most important traditional festivals-the Spring Festival and the Spring Festival. The story line of the whole picture book is based on the Spring Festival as the clue, so that the family is happy and celebrating the Spring Festival. In the process of reading the picture book, children can stimulate their emotions of bidding farewell to the old year and ushering in the new, and imagine themselves celebrating the Spring Festival together with their families, so as to better express their emotions.

4.3. The Atmosphere and Language in the Scene

As is known to all, cultivating children's attention is not an overnight task, which requires a long time to guide and attract. The emotional visual design of picture books is to concentrate children's attention for a long time and stimulate their imagination and creativity in the process of reading picture books. Picture books to attract children's attention can be completed through reasonable and effective layout design. If picture books are still the traditional uniform form in layout design, it is difficult to stimulate children's reading interest and aesthetic needs, and naturally it cannot cultivate children's attention. Therefore, to the layout of picture books cleverly design, each layout needs to complete the

corresponding cohesion and transition, to ensure that the traditional culture theme of picture book story on the premise of integrity, improve the coherence between the pages, greatly improve the readability of the picture books, to further stimulate children's interest in reading, cultivate children's attention. In classic picture book story "Ann seeds", for example, the picture book story mainly tells the story of a called "Ann" young monk under coincidence, have a lotus seeds, but "Ann" did not change their life and work plan, but in the second spring, the lotus seeds in the pond. The story of the picture book is cleverly designed on the layout, dividing the three young monks including "An". The whole layout looks relaxed and has a certain sense of order, and the visual route is relatively more reasonable. Through this clever design, the actions of the three young monks are in sharp contrast, which highlights the calm way of "An" monk, so that children can understand the truth of conforming and respecting nature in the process of reading picture books.

5. Emotional Design on the Visual Design of Children's picture Books

5.1. Modeling Expression

For children, in terms of their reading habits, picture books with rich colors and diverse characters are often more attractive than words. Therefore, in terms of modeling design, children's picture books usually use some relatively exaggerated, relatively simple form and certain anthropomorphic design methods to strengthen the attraction of such picture books for children. In the process of reading picture books for children, different from adults, those illustrations with strong spatial structure and complex three-dimensional shape are difficult to stimulate children's interest in reading. For children, such works are still difficult to understand. Therefore, in the process of picture book design, designers will try to make the leading characters more concise and choose plane modeling in terms of spatial modeling, and then focus on the visual expression design of the characters or animals in the picture books, which is more exaggerated and anthropomorphic. Such picture book visual design for children has a very big appeal to, can meet the demand of young children's most basic visual, accord with children's cognition is relatively single, but learning characteristics of rich imagination, but also convenient for children directly complete understanding for picture books and imagination, so as to better into the emotion.

5.2. Color Selection

In the visual design of picture books, color plays a very important role. It is the most direct and intense picture book symbol for children to feel, and it is also a guarantee for the diversified presentation of picture books. According to relevant scientific research, when reading picture books, children have the most instinctive understanding of color, and children's perception of color is also constantly improving with the increase of age. Therefore, when designing picture books, we should be more cautious in the selection of colors, so that the color contrast of picture books can be stronger, so as to improve children's attention and interest in reading. In addition, in the expression of children's picture books, different color design for children present emotional atmosphere is very different, in the process of practice to pay attention to the main emotional elements to draw more prominent, to use color to build the visual aesthetic resonance, to bring a better reading experience for children, but also can make the overall plot of the story, the protagonist's psychological activities and character, the change of the scene is more distinct and coherent, convenient children to further improve the aesthetic power and imagination.

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5.3. Format Design and Layout Design

Cultivating children's attention is not an overnight task, which requires a long time of guidance and penetration, and the emotional visual design of picture books is to concentrate children's attention for a long time and stimulate their imagination and creativity in the process of reading picture books. Picture books to attract children's attention can be completed through reasonable and effective layout design. If picture books are still the traditional uniform form in layout design, it is difficult to stimulate children's reading interest and aesthetic needs, and naturally it cannot cultivate children's attention. Therefore, to the layout of picture books cleverly design, each layout needs to complete the corresponding cohesion and transition, to ensure that the traditional culture theme of picture book story on the premise of integrity, improve the coherence between the pages, greatly improve the readability of the picture books, so as to further stimulate children's reading interest, cultivate children's attention.

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6. Sum up

For children, picture books are an effective carrier to trigger children's comprehension ability and aesthetic ability. Therefore, children should be encouraged to learn and play as a "player" in picture books, to arouse interest and questions, and to understand the knowledge of traditional Chinese culture. For designers, to tell "Chinese stories" with painting books, they should fully inherit and develop traditional art

forms, combine innovative techniques and innovative ideas, constantly interpret stories and improve the reading experience.

In the face of the cultural impact brought by globalization and scientific and technological progress, we should realize the importance and value of traditional culture and inherit traditional culture. As an important cultural media and educational tool, children's picture books are of great significance to the dissemination of traditional culture. Through children's picture books, integrating traditional culture into children's reading experience, it can cultivate children's interest in traditional culture. Therefore, the creators of children's picture books should deeply study traditional culture, choose themes suitable for children, design stories, shape characters, supported by traditional painting and Internet technology, to create a charming traditional cultural world for children, and realize the "win-win" between children's growth and inheritance of traditional culture.

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