

# Research on the Application of Visualization Design of Anhui Huangmei Opera Information Based on Cultural Communication

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**Abstract:** Information visualization design is an emerging communication style in the field of media communication, this paper analyzes the elements, symbols and colors of Huangmei Opera from the perspective of visualization design, and explores the design process, content and methodology of the "Picture Description of Huangmei Opera" series of posters and derivatives design practice as an example. We also take the "Huangmei Opera" series poster design and derivative design practice as an example to explore the design process, design content and design method of information visualization design, to present the art form of Huangmei Opera to the audience in a more intuitive and attractive way, and to provide feasible solutions for the inheritance and innovation of excellent traditional culture.

**Keywords:** Anhui Huangmei Opera; Information visualization; Innovative design.

## 1. Overview of Anhui Huangmei Opera

Anhui Huangmei Opera is a kind of local opera with deep cultural heritage, which is loved by the audience for its vivid characters, beautiful singing voice and rich emotional expression. The voice of Huangmei Opera is taken from the tea songs, mountain songs, rice-planting songs, fishing songs and other folk songs of the villages around Anqing, as well as the folk rap music such as drum books, qin books and some religious music, and it also draws extensively from and blends the musical elements of the Qingyang cavity, Gaoqiang and Huizhou tunes and other musical elements and the method of linking the tunes, which has resulted in the formation of the two major cavities of Huaqiang and Main Tunes. The Flower Cavity is a folk song with nearly two hundred tunes preserved to this day. The main tune is a plate-cavity vocal system, based on the [flat words], including [eight panels] [fire work] [two lines] [three lines] [colorful chorus] [immortal chorus] [yinshi chorus] [pair of panels] [weeping panels], etc. The tunes are melodious and beautiful, and the language is very beautiful. The tunes are euphemistic and beautiful, the language is popular and interesting, and the mood is rich and vivid, endowed with strong local characteristics.

However, with the development of society and the improvement of people's aesthetic needs, the traditional way of disseminating Huangmei Opera can no longer meet the needs of the audience. The development of society and cultural diversification make the inheritance and dissemination of Huangmei Opera face many challenges. How to take advantage of modern science and technology to innovate the dissemination of Huangmei Opera and make it better integrated into the modern society is a problem that we need to solve urgently.

## 2. The Current Situation of Cultural Dissemination of Anhui Huangmei Opera

Huangmei Opera, originated and developed in Anqing, is

one of the main local opera genres in Anhui Province, and also one of the five major opera genres in China, and is known as "China's most beautiful country music". At present, there are two main aspects in the study of cultural communication of Anhui Huangmei Opera:

One is research from the perspective of macro-communication, such as Chen Jihua's doctoral dissertation, "Research on the Forms of Huangmei Opera's Communication", which elucidates the artistic changes of Huangmei Opera at different stages of development through the study of its geographical location and mode of communication. This belongs to the early group dissemination activities of Huangmei Opera. Cao Ai'e and Hu's "Analysis of Intercultural Communication of Huangmei Opera" utilizes the SWOT theoretical framework to explore the development path of intercultural communication of Huangmei Opera in the international context.

Secondly, it analyzes the dissemination of Huangmei Opera in individual mass media. Cao Liufang's Study on the Communication Characteristics and Development Path of Huangmei Opera Websites analyzes the current development status of Huangmei Opera websites, affirms the positive role of network communication in the dissemination of Huangmei Opera, and puts forward effective suggestions for the future development of network websites. Ye's "The Communication and Development of Huangmei Opera through Film and Television Media" summarizes the development of Huangmei Opera film and television dramas since the founding of the country, and analyzes the value of film and television media in the communication of Huangmei Opera.

In summary, the study of Huangmei Opera visual design in its cultural promotion is still in the exploratory stage. It can be seen through the collation of domestic and foreign information visualization design related research and cases that information visual design is a more ideal information processing tool in cultural communication.

### 3. The Application Value of Anhui Huangmei Opera Information Visualization Design

Huangmei Opera is the crystallization of Anhui history and culture, through the systematic analysis and organization of Anhui Huangmei Opera, it provides valuable information for the author to deeply excavate the cultural connotation of Anhui Huangmei Opera. The combination of Anhui Huangmei Opera and information visualization design provides theoretical references for seeking effective ways of Anhui Huangmei Opera dissemination and cultural inheritance. It has certain reference value for exploring the expression of traditional culture and promoting multi-dimensional information visualization design.

By utilizing the information visualization design and dissemination of Anhui Huangmei Opera culture, it aims to make Anhui Huangmei Opera more compelling, break through the inherent form of Anhui Huangmei Opera dissemination, and make it easier for the public to understand and obtain information about Anhui Huangmei Cavity, thus enhancing the readability and multi-sensory experience of Anhui Huangmei Opera cultural dissemination. At the same time, it also allows more people to understand this ancient city with deep historical and cultural heritage, learn about the local customs, promote the development of local economy and culture, and consolidate the spirit of traditional Chinese culture.

### 4. Anhui Huangmei Opera Information Visualization Design and Application

(I) Information visualization design of Huangmei opera elements

As an important part of Chinese traditional culture, the visual design elements of Huangmei opera have unique artistic charm. This paper will analyze the visual design elements of Huangmei Opera from the aspects of color, pattern, font and layout.

1. Color: Color is one of the most intuitive elements in visual design, and it is also one of the elements that can best reflect the artistic characteristics of Huangmei Opera. The colors of Huangmei Opera are usually red, green, yellow and white, which are auspicious, festive and warm in Chinese traditional culture. The use of colors in the stage sets, costumes and props of Huangmei Opera is also very elaborate, which can create a warm and cheerful atmosphere and make the audience feel the charm of Huangmei Opera.

2. Pattern: Pattern is also one of the very important elements in the visual design of Huangmei Opera. Common patterns include flowers, birds and animals, landscapes and so on, which are used in the stage scenery, costumes and props of Huangmei Opera. These patterns are not only decorative, but also can convey the cultural connotation and artistic style of Huangmei Opera. For example, in the costume design, the flower pattern represents the softness and delicacy of women, while the bird and animal pattern represents the strength and courage of men. The costume design of Huangmei Opera also has distinctive features, which is usually bright, simple and smooth, focusing on color matching and pattern decoration. At the same time, the costume design is also closely related to the character, identity and status of the characters, which can fully show the characteristics and charm of the characters.

3. Layout: Layout is another important element in visual design, which can make the whole design more coordinated and beautiful. In the visual design of Huangmei Opera, layout is also very important. The layout of stage sets, costumes, props and other aspects should be coordinated with each other to form a whole, and at the same time, it should also be able to highlight the theme and emotional expression of Huangmei Opera. For example, in the stage set design, different colors and patterns can be used to create different atmospheres and scenes, while also paying attention to the matching and coordination with costumes and props.

(II) Application of Huangmei Opera Elements for Information Visualization Design

Information visualization design is a design method that transforms complex and abstract information into visual forms so that it can be easily understood and remembered. In the communication of Anhui Huangmei Opera, the application of information visualization design can effectively improve the audience's understanding and interest in Huangmei Opera.

Visual expression of characters and scenes: By visualizing the characters and scenes in Huangmei Opera, the audience can understand the plot and character relationships more intuitively.

2. Visual presentation of music and dance: presenting the music and dance of Huangmei Opera in a visualized form can better show its artistic charm.

3. Visual narrative of the storyline: The storyline of Huangmei Opera is told through visualization, which can enhance the audience's sense of immersion and increase their interest in Huangmei Opera.

In conclusion, the visual design elements of Huangmei Opera are very colorful, they can convey the cultural connotation and artistic style of Huangmei Opera, and at the same time make the whole design more coordinated and beautiful. In practical application, designers should pay attention to the collocation and coordination of colors, patterns, fonts, layouts and other aspects in order to create a more excellent visual effect and artistic atmosphere.

### 5. Anhui Huangmei Opera Information Visualization Design Based on Cultural Communication

Information visualization design is a design method that transforms complex and abstract information into visual forms so that it can be easily understood and remembered. In the communication of Anhui Huangmei Opera, the application of information visualization design can effectively improve the audience's understanding and interest in Huangmei Opera.

1. Visual expression of characters and scenes: by visualizing the characters and scenes in Huangmei Opera, we can make the audience understand the plot and character relationships more intuitively; we can also cooperate with other cultural institutions or enterprises to promote Anhui Huangmei Opera, expanding its influence and audience, and at the same time, cultivating the inheritors is also an important part, by cultivating the younger generation of inheritors, passing on and carrying forward the The excellent tradition and cultural essence of Anhui Huangmei Opera.

2. Visual presentation of music and dance: Anhui Huangmei Opera also has a close connection with other cultural art forms, such as literature, music, dance, etc.

Presenting the music and dance of Huangmei Opera in a visual form can better show the artistic charm of Anhui Huangmei Opera through the fusion and innovation of the music and dance with other cultural art forms. ; at the same time, we can also organize cultural activities, by organizing various forms of cultural performances, exhibitions, lectures and other activities to let more people understand and appreciate Anhui Huangmei Opera.

3. Visual narrative of the storyline: telling the storyline of Huangmei Opera through visualization can enhance the audience's sense of immersion and increase their interest in Huangmei Opera; during the design process, it is also necessary to take into account the characteristics of the audience groups, such as age, cultural background, interests and hobbies, in order to better meet their needs and expectations. At the same time, it is necessary to focus on the innovation and practicality of the design to ensure that the design solution meets both aesthetic standards and has practical application value; and in the context of the Internet, media publicity is also essential, and various media platforms, such as television, radio, and the Internet, can be used to publicize the relevant information and cultural connotations of Anhui Huangmei Opera.

## 6. Conclusion

In conclusion, through the information visualization design, the traditional art form of Anhui Huangmei Opera can be presented to the audience in a more attractive and innovative way, so as to better inherit and promote this art form with deep cultural heritage. Of course, in the actual application, we still need to consider the feasibility of the design, user experience, copyright and other issues. Therefore, it is still necessary to keep practicing and trying to optimize the design scheme to meet the needs of different audiences and enhance the cultural communication effect of Huangmei Opera.

## Acknowledgment

Funded by the Undergraduate Research and Innovation Fund of Anhui University of Finance and Economics (Project Approval No. XSKY23244)

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