

Explore the Transformation and Application of Paper Cutting Art in Modern Brand Visual Design

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Abstract: As a treasure of Chinese traditional folk art, paper-cut art has been inherited for thousands of years. Its unique hollow out effect and profound cultural connotation make it glow with new glory in the modern brand visual design. In the modern brand visual design, the transformation and application of paper-cut art not only enrich the design forms, but also endow the brand with unique cultural connotation and visual impact. Therefore, this paper explores the transformation and application of paper-cut art in the modern brand visual design, aiming to provide some reference value for the sustainable development of the modern brand visual design industry, and make the best contribution.

Keywords: Exploration; Paper Cutting Art; Modern Brand; Visual Design; Transformation Application.

1. preface

The improvement of science and technology and the progress of society have promoted the rapid development of the national economy. All walks of life are booming and flourishing. People's living standards are improving day by day, which has made a qualitative leap. This marks that we have entered a scientific and technological era. Reform and development are the theme of the era. If society wants to keep pace with the times, explore and innovate, it needs fresh forces to reform, promote and develop. Therefore, in the new era, the modern brand visual design industry needs to break and improve the traditional work path and methods, make the work focus more clear and accurate, pay attention to the exploration and study of paper cutting art, and promote the high-quality development of the modern brand visual design industry.

2. Problems in Modern Brand Visual Design

Visual design is the direct embodiment of human needs. People perceive the world through vision, obtain information, and form their first impression of things. Therefore, visual design largely determines how people understand and accept a brand, a product, or a concept. Designers create visual images that meet human needs through visual elements such as color, shape, and lines, so as to arouse people's emotional resonance and cognitive recognition. For the visual design department, how to promote the high-quality development of the brand is the most important work content at present. The design department should fully understand its social responsibilities and attributes, and establish a perfect design management system to ensure the implementation of the design work. However, there are still some problems restricting its development in practical work, which need to be solved urgently. B.

2.1. Serious Homogenization

With the increasing competition in the market, many brands blindly pursue the so-called "trend" or "popular elements" in design, resulting in too similar design styles [1] and lack of uniqueness and innovation. Such a design

phenomenon is not only difficult to impress consumers, but also unable to effectively distinguish the differences between different brands, thus weakening the brand recognition and market competitiveness. In addition, when a certain popular design style or element appears in the market, many brands follow suit, making the visual differences between brands blurred. The convergence design makes it difficult for consumers to distinguish various brands, reducing the uniqueness and recognition of brands. Moreover, a successful brand should have a unique visual image and be able to form a strong impression on consumers. When the brand design is lack of innovation, its image is often dull and can not attract the attention of consumers.

2.2. Disconnection from Brand Positioning and Values

Strategic positioning is the determination of the development direction and competitive advantage of a brand in the market, which determines the uniqueness and difference of a brand in the market. However, some brands fail to integrate the core elements of strategic positioning into their visual design, resulting in the inability of the designed image to accurately convey the strategic intention of the brand. Moreover, the core values are the soul and spiritual core of a brand, representing the brand's pursuit and commitment to quality, service, innovation and other aspects. Some brands fail to fully reflect their core values in the design, which makes the designed image contradict the brand's concept. Such a design not only fails to convey the positive image of the brand, but also may cast doubt on consumers' trust and loyalty to the brand [2].

2.3. Insufficient Grasp of the Target Market and Consumer Preferences

Some brands lack in-depth research and understanding of the culture and aesthetic trend of the target market in visual design. As a result, the designed brand image may be contrary to the culture and aesthetic habits of the target market, and it is difficult to arouse the resonance and identity of consumers, thus affecting the emotional connection between the brand and consumers. In addition, some brands pursue novelty and uniqueness too much in design, but ignore the acceptance and preference of the target market. Although innovation is an

important aspect of brand visual design, excessive innovation may lead to a large deviation between the brand image and the aesthetic concept of the target market, making it difficult for consumers to understand and accept it, and even rely too much on international popular trends or some fixed design modes in design, ignoring the uniqueness and value of local culture, and it is difficult to compete in fierce competition. Stand out in the market competition.

2.4. Deficiencies in Technology Application

With the rapid progress of science and technology, the design field has ushered in an unprecedented wave of innovation. New design technologies and tools have sprung up like mushrooms, providing a broader and richer creative space for brand visual design. However, although new technologies provide so many possibilities for brand visual design, some brands fail to make full use of these advanced technologies in the design process, on the one hand, because brands lack understanding of new technologies, on the other hand, they have concerns and doubts about the use of new technologies. Some brands may rely too much on traditional design methods and techniques, and their acceptance of new technologies is not high, resulting in limited design effects.

3. Transformation of Paper Cutting Art in Modern Brand Visual Design

With the advancement of urbanization, people's aesthetic concepts are gradually changing. The traditional and single visual design has been unable to meet the needs of modern people, and people are more in pursuit of personalized and differentiated brand visual image. Therefore, designers need to pay attention to innovation and break the Convention on the basis of maintaining the brand characteristics, and create a unique and attractive visual design. As one of the oldest folk arts in China, paper-cut art has a profound cultural heritage and unique artistic charm. Therefore, in the modern brand visual design, the transformation and application of paper-cut art can not only enhance the uniqueness and artistic sense of the brand image, but also enhance the cultural connotation and emotional value of the brand. Moreover, the combination of tradition and Modernity of paper-cut art can also make the brand closer to consumers and trigger resonance and recognition of consumers.

3.1. Application of Hollowing Out Effect in Paper Cutting Art

As a treasure of Chinese traditional culture, paper-cut art provides endless inspiration and possibilities for modern brand visual design with its unique artistic form and rich cultural connotation. Therefore, designers can skillfully use the characteristics of smooth lines and different forms of paper-cut art for reference and apply it to many aspects of brand visual design. Therefore, in brand logo design, the integration of paper-cut patterns can not only add traditional charm, but also inject a sense of modernity into the logo, making it stand out among many brands. Moreover, the line elements of paper-cut art can also be skillfully used in font design [3]. Through smooth and elegant lines, the font is more dynamic and artistic, and further enhance the recognition of brand image.

3.2. Color Application of Paper Cutting Art

Paper cut works are famous for their bright colors with

strong contrast. These colors are not only eye-catching, but also can deeply convey the brand's unique personality and emotion. Different brands have different personality characteristics and emotional demands. For example, some brands pursue youth and vitality, while others emphasize steadiness and nobility. Only by accurately grasping the brand's positioning, designers can choose the matching paper cut colors. Then designers can draw inspiration from paper cut works and choose suitable colors for application. For example, red, which is often used in paper cut works, symbolizes festivity and auspiciousness, and is very suitable for brands that pursue enthusiasm and vitality, while blue gives a sense of steadiness and reliability, which is suitable for those high-end and professional brands, designers can also try to combine paper-cut colors with other design elements to create a unique visual atmosphere and further highlight the brand's personality.

3.3. The Moral and Symbolic Significance of Paper Cutting Art

With its unique artistic form and profound cultural connotation, paper-cut works often imply auspiciousness, beauty and happiness. These beautiful metaphors have a natural connection with the core values pursued by the brand. Therefore, in the process of brand visual design, designers can deeply dig the meaning of paper-cut art, combine it with the brand concept, and integrate it into the brand visual design. In addition, the brand concept is the core value of the brand, which represents the mission, vision and values of the brand. Designers need to dig into the connotation of the brand concept, find the point that coincides with the meaning of paper-cut art, and integrate the two through ingenious design techniques, which can not only make the brand image more distinctive. It can also enhance the cultural connotation and emotional value of the brand.

4. Application of Paper Cutting Art in Modern Brand Visual Design

Based on the booming market environment, the demand for brand visual design is increasing, and the design ability is gradually in contradiction with the market demand. Therefore, in order to improve the level of brand design, it is necessary to reposition and think about the traditional design concept. As an important part of the reform of brand visual design, paper cutting art is an important force to practice the innovation strategy. Under the premise of the rapid development of society, it requires the design unit to maintain the ability of learning at all times, which has practical significance and extremely far-reaching impact on the rapid development of brand visual design.

4.1. Application in Brand Logo Design

The brand logo is the soul of the brand image. It is not only a simple graphic or symbol, but also the concentrated embodiment of the brand concept and values. Designers can skillfully integrate the paper-cut pattern into the brand logo, endow the logo with profound cultural connotation and artistic charm through smooth lines and hierarchical forms, so that the design can not only make the logo have traditional charm, but also show the brand's sense of modernity and fashion, and the diversity and personalized characteristics of the paper-cut pattern make the logo stand out among many brands and form a unique visual recognition effect. This

uniqueness not only helps to improve brand recognition, but also enhances consumers' memory of the brand.

4.2. Application in Brand Publicity Posters and Advertisements

In brand advertising design, the application of paper-cut art is more extensive and in-depth. Designers use paper-cut patterns and elements skillfully to convey the brand's ideas and emotional appeals to consumers in a meaningful way. These patterns and elements not only have visual beauty, but also carry rich cultural connotation and symbolic significance, which can resonate with consumers and deepen their memory and understanding of the brand. Moreover, designers can effectively convey the brand's values and emotional appeals, enhance the brand's appeal and influence, and make the brand stand out in the fierce market competition, providing strong support for the promotion and development of the brand by creating advertising works with both cultural connotation and brand image.

4.3. Application in Packaging Design of Brand Products

The paper-cut art has smooth lines and different shapes, which enable it to play a great role in packaging design. Designers can skillfully print the paper-cut patterns on the packaging, and add a unique artistic flavor to the packaging through fine lines and unique shapes. On the one hand, it improves the visual appeal of the packaging, but also increases the cultural added value of the product [4], so that consumers can feel the unique charm of the brand at the first time. Moreover, designers can use the rich color matching and ingenious composition skills in the paper-cut art to create a unique style of packaging, promote the product to stand out on the shelf, and enhance the emotional connection between the brand and consumers. However, it is worth noting that different geographical and cultural backgrounds have different impact on the paper-cut art. There may be differences in the degree of understanding and acceptance, so designers need to maintain the artistic characteristics of paper cutting while paying attention to the combination with the cultural and aesthetic trends of the target market to ensure the effectiveness and applicability of the design.

4.4. Application on Brand Websites and Social Media Platforms

With the rapid development and popularization of the Internet, the network platform has become an important position for brand promotion and communication. Designers skillfully use paper-cut art elements in the page design of brand websites and the visual presentation of social media platforms, and use paper-cut patterns as background, border or decorative elements to add a unique artistic flavor to the website pages, making the website more recognizable and attractive. Moreover, designers can also use paper-cut art elements to create avatars, covers and pictures with brand characteristics. These creative and expressive visual images can stand out from the mass of social media content, attract netizens' click and attention, and combine the brand concept and activity theme to create multimedia content such as paper-cut style short videos, animated pictures and gifs [5] to show the vitality and creativity of the brand through dynamic and vivid forms, and further stimulate netizens' interest. Enthusiastic interaction.

5. Challenges and Countermeasures of Paper Cutting Art in Modern Brand Visual Design

The development of paper-cut art in modern brand visual design is a process of continuous progress and innovation. With the continuous progress of science and technology and the increasing complexity of demand, the design work is also gradually deepening and expanding. For design units, the traditional design work is innovated through the introduction of new management system and science and technology, aiming to break through the shackles of traditional management methods, and apply advanced management concepts, technical means and tools to all aspects of modern brand visual design, so as to realize the comprehensive optimization and improvement of management work.

Many designers' understanding of paper-cut art stays at the surface, and they fail to deeply explore the cultural connotation and symbolic significance behind it, resulting in the lack of depth and connotation of the designed works. Moreover, there is a certain gap between traditional paper-cut art and modern design language. How to effectively combine the two to create works with both traditional charm and modern aesthetic needs is a problem to be solved. In addition, consumers in different regions and cultures have different acceptances of paper-cut art. Designers need to consider the aesthetic habits and preferences of the target market while maintaining traditional characteristics, which is also a challenge for designers.

In response to the above challenges, designers should deeply study the history, cultural connotation and symbolic significance of paper-cut art, understand the spiritual connotation and aesthetic value behind it, so as to make better use of paper-cut elements in design. At the same time, designers can create a brand visual image with both traditional charm and modern aesthetic needs through modern deconstruction and reconstruction of paper-cut art, and combine it with modern design techniques. When carrying out brand visual design, designers should fully understand the cultural and aesthetic trends of the target market, and carry out targeted design in combination with brand positioning and the needs of the target audience. In addition to traditional packaging, signs and other application forms, designers can also explore innovative applications of paper-cut art in digital media, interactive experience and other fields. Expand its application scope and market value, continue to explore and innovate, combine tradition with modernity, and create a brand visual image with unique charm and market competitiveness.

6. Epilogue

To sum up, the transformation and application of paper-cut art in modern brand visual design is a creative and in-depth exploration. It not only enriches the connotation and forms of brand image, but also improves the recognition and memory of the brand, making the brand stand out in the fierce market competition. In the future, with designers' deeper understanding and exploration of paper-cut art, I believe its application in brand visual design will be more extensive and in-depth, injecting new vitality and creativity into the development of the brand.

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