Deduce the Verve of Chinese Zodiac Culture by Brief Esthetics

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Abstract. Chinese zodiac is an original folk culture in China, and it has a profound effect. In vision style, the pure animal totem evolves into a diverse and polymorphic performance style. Nowadays, the design trend that is to be contracted, returns essence. The form of the Chinese zodiac culture is also quietly changing, presenting a new aesthetic style in a contracted form.

Introduction

Zodiac is a unique folk culture in China, and it originated from the ancestor's natural worship. Compared to nature, people seem tiny or even negligible, so they seek for gods' asylum. The so-called "all things have spirit", "beings are all God", in fact are people's beliefs when they personify the animal's and plants in nature which become the object of worship and awe.[1] Zodiac in the twelve kinds of animals: rat, ox, tiger, rabbit, dragon, snake, horse, goat, monkey, rooster, dog, pig naturally become a symbol of the gods. And then gradually applied to the annals of the law, and the twelve Earthly Branches: rat charm, ox patient, tiger sensitive, rabbit articulate, dragon healthy snake deep, horse popular, goat elegant, monkey clever, pooster deep thinkers, dog loyalty, and pig chivalrous corresponding. The zodiac comes from the needs of survival, and later penetrates into all areas of life. In the Chinese society, it has been deeply rooted in the public life, to moisten things silently affect the generation after generation. Its strong vitality and appeal are appreciated by the world.

The Moral Reconstruction of Chinese Zodiac

The choice of the zodiac twelve animals is related to the customs of the Han people. Ox, goat, horse, pig, dog, rooster six animals in the farming society is the result of human race for the economy, on behalf of the wealth. Therefore, in Chinese tradition, the saying domestic animals thrive means family is full of members and always good luck. Although some wild animals include tigers, rabbits, monkeys, rat and snake are completely unloved by Chinese people. But they also have huge advantage in some ways: some are strong and powerful, some are sensitive and flexible, and some are better suited amphibian existence. In the primitive society where life is extremely hard, the ancestors worshiped them in awe to obtain equal competence. The dragon is not only the result of totem adoration, but also the symbol of Chinese nation. Regarded as a spiritual thing of people's imagination, It is an artificiality that combines numerous animal characteristics, carrying scared color.

The Chinese Zodiac not only has objective material properties, but also carries rich information about history and culture, covering many areas such as astronomy, philosophy, mathematics, religions and arts. Its dissemination mainly depends on culture, which reflects the most original relations between culture of Chinese Zodiac and human life. Nature has its own inherent law about order and logical relation of the Chinese zodiac. When the ancients in thinking this question, mainly based on animals 'habits and laws according to Earthly Branches method to sort. They divided one day into twelve hours, that is two hours equal one hour. From 11p.m. to 1 a.m. is the midnight hour, and so on. In a day, during the period from 11 p.m to 1 a.m, when all is still at night, rat becomes boldest and most frequently come out to seek food. During the period from 1 a.m to 3 a.m, ox ruminate, they regurgitate the partially digested forage from stomach and chew again. The period
from 3 a.m to 5 a.m is a time when the day alternates with night. The tigers are most active and ferocious. At the period from 5 a.m to 7 a.m, the sun has not risen and the moonlight has not dispersed. Rabbits love grass with dew and leave their hole to eat. During the period from 7 a.m to 9 a.m, it is easy to fog. Dragons are fond of mounting the clouds and riding the mist. It is also a time when the dragons come together and summon rain according to ancient myths. At 10 a.m. the snake gets out of the hole and hides in the grass, mostly. At noon the day is radiant. The wild horse that hasn't been to tame are running around scare am; at the seventh hour, which is the best period of the shepherd. At the afternoon, the monkey is crowed excitedly. At sunset, the rooster go back to nest. At night, people have slept for a while, and the dog is guarding sensitively. At midnight. pigs fall in deep sleep.[2]

Today, people’s understanding of the Chinese zodiac is based on familiar allusions or common sense. With regard to rat, which are contained in many idioms, are basically as a derogatory term, such as "shifty-eyed" and "as timid as a mouse". This is because the rats rely more on human's existence and they live on grain. It can be seen that the human impression on rat is rather bad. The ox is huge which has strong body and work hard to service mankind. This strong spirit of tenacity and endurance is respected highly by human. "Strong as an ox" is also the word of excessive praise for its lofty quality. Tiger are extremely awe-inspiring and they're known as the king of all animals. It is easy to picture in mind that a tiger standing on the mountaintop proudly with looking around the world and everything. Rabbit is most well-known as the fairytale character of Change’s pet in her arms and it’s wildly being shown kind and tender are by the public for us gentleness and cleverness. As the symbol of Chinese nation, dragon is seen as the propitious omen of gods. They're shown on the Panlong column and show the vigour of flying in the broad sky. Snakes patient smart pretender and like wandering in the woods and grasses. Horse are born to be bold and wild, it stands for the virtue of tenacity and loyalty. Sheep, with auspicious meaning, is docile and petite. As primates, monkey has developed thoughts and it is full of spirituality, "monkey fishing for month" is the best interpretation. The goat plays the role of "alarm clock". At dawn, a new day begins with the cock. Dog, though, as a pet, but more as a "security guard", performs the duties of housekeeping. Pig, either as the feeding livestock or a lucky pig in the store, is a symbol of wealth.

The Brief Esthetics Forms of Chinese Zodiac

In thousands of years of evolution, form the zodiac exudes a different kind of glory. This is a "materialization" to "change the process of humanization". In the beginning as the original figurative animal totem came to the human body to the other zodiac symbol, humanoid form, as well as the current cartoon animal form. Visual representation of each period has its historical origins and cultural basis, with a specific symbol. Life was decided by people's awareness.

According to the China’s first handicraft works in the late Spring and Autumn period, “Gathers the sky, the earth, the material and the skill four factors, then may for be good” it takes the creation process as the tallies between people and nature, then, creating the free activities in rule. Designing means artificial activity which coordinated with culture and nature by people.[4] In today's society, in a variety of daily necessities, the zodiac of the spiritual character into the carrier, so that the formation of a living product, with many cases. However, driven by economic interests, some of the design of the Lunar New Year culture "saw only the matter, but not the spirit of the" phenomenon. The reason, or the lack of understanding of the Lunar New Year culture, weakened the cultural appeal and life symbol.

Time is changing, but the pursuit of beauty is eternal. Under the influence of the information society, the zodiac culture has gradually explained with a new aesthetic style. Minimalism is in the environment of information explosion, refined information content, retain the essence of information, presenting with a simple and simple form. Its aesthetic connotation is explored by more designers, and attempts to integrate minimalism into contemporary design, in a new way and life to freight the accumulation of human cultural material, as shown in fig1. Today, when inheriting the culture of Year of Birth, we should specially pay attention to this point, that is, doing “more than a broken, less one is not enough” with exquisite form draw the outline of the culture “god”.

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Certainly, to achieve the goal, we need to simplify the form of the Chinese zodiac repeatedly and research human emotions in the culture to attach faiths, values, tastes and cultures to the bodies to achieve the combinations of shapes and souls, which is beneficial to strengthen people's feelings towards the cultures of Chinese zodiac, in addition, it is also good for the whole world know about the cultures.

![Chinese Zodiac and Product Application.](image)

**Summary**

Zodiac culture is not only special for the Chinese nation, but also the crystallization of the wisdom of all human life. As a cultural symbol, the current studies are only phased. In the future, more perfect visual performance, more in-depth cultural connotation depends on our generation after generations of people continue to explore. This is a difficult and sacred task. Only by doing this can we really make the Zodiac culture from generation to generation.

**References**


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