Traditional Chinese Culture Blends in the Educational Path of Graphic Design Teaching

Da-Yong JIANG

Jiangxi Institute of Fashion Technology, Jiangxi, China

Keywords: Traditional Culture, Graphic Design, Teaching Situation, Educational Path.

Abstract. At present, in graphic design teaching, how to blend it in the traditional culture has become the key problem that educators need to focus on. This article, based on the graphic design teaching situation, analyzes the traditional Chinese culture blends in the educational path of graphic design teaching. The purpose of this article is to provide readers with an in-depth understanding of the role of traditional culture in graphic design teaching.

Introduction

Through a long historical heritage, traditional Chinese culture has a rich, deep spiritual meaning that can be used in our modern teaching to help students understand the traditional Chinese culture, and to add color to their learning and life. With the rapid development of our society, the masses’ requirements on the production and life are gradually changing, contents like conventionality, localization, etc. are gradually becoming the popular elements of modern design industry. However, in China’s graphic design teaching, there is still a lack in the traditional culture teaching, and appropriate ways need to be found to combine traditional Chinese culture and graphic design teaching to put Chinese characteristics into the design industry, and to let more people learn the rich and excellent Chinese cultural traditions.

Correctly Understand the Role of Traditional Culture in Graphic Design

It is essential for every Chinese to understand the contents of traditional Chinese culture, which is the essence obtained through a long historical and cultural heritage. Traditional Chinese culture rationally used in modern graphic design, it can highlight the distinctive Chinese style, which is different from other graphic design, and leaves the audience impressed.

Using traditional culture in graphic design is a combination of external beauty and inner beauty of the traditional culture, and reasonable application can increase humanistic color and aesthetic feeling on the graphic design, impressing the audience from a rich inner feeling, which can let the graphic design play its real role. Especially in the international market, graphic design with the traditional culture color concept can distinguish itself from the ones from other countries, reflecting our spirit and cultural connotation and giving foreign friends a new platform to understand China.

Many colleges and universities set the traditional Chinese culture as the professional course of graphic design students, which represents that they attach great importance to traditional Chinese culture. Also note that the traditional Chinese culture supplements modern graphic design, and traditional Chinese culture can enrich the image and connotation of graphic design, and at the same time, graphic design plays an important role for the heritage of traditional Chinese culture. Only by truly recognizing the role of traditional culture in graphic design can we pay attention to the teaching of traditional culture. Teachers and students are required to correctly recognize the important role of traditional Chinese culture in modern graphic design: teachers will blend it in teaching with sound instructional design, while students need to cooperate with the teachers to complete the teaching task and master the applicable elements from traditional culture that can be used in graphic design, and reflect them in their works.
Enhancing Teachers’ Traditional Chinese Literacy

Teachers play an important role in teaching, in order to ensure traditional Chinese culture to be accepted and reasonably applied in graphic design among the students, and teachers need to continuously upgrade the traditional Chinese cultural literacy to ensure that they are able to pass the essence of traditional culture to students in the teaching process. In class teaching, teachers need to work in a large part, at the same time, they also need to ensure that they deliver correct and valuable content to students, which requires teachers to constantly improve their own quality, make full preparation for instruction, and provide students with high-quality teaching.

Professional teachers for graphic design need to study on traditional Chinese culture in their private time, especially on the classic domestic and foreign cases, and study the local culture’s application in graphic design. It would be the best to combine the development situation of graphic design as well as the students’ characteristics, make some graphic design that can embody traditional Chinese culture, and develop some tasks that can be done independently or cooperatively by students, in order to help students with an in-depth understanding of the links between traditional Chinese culture and graphic design.

Teachers need to constantly upgrade their quality, and learn something new with the help of various means and truly absorb the relevant content and make it their own talent and show it the classroom teaching. Especially with the development of the times, the evaluation of some of the traditional culture is changing, so teachers need to keep focusing on the relevant content to ensure that they truly understand the connotation of traditional Chinese culture and teach students more essential content.

From the perspective of school, they need to provide some facilities for graphic design teachers, such as the platform to understand and learn traditional Chinese culture, and conduct skills training regularly to enhance the quality of graphic design teachers so that they can complete daily teaching in better state and teach the valuable content to students, from the easy to the difficult.

Combination of Teaching Content and the Traditional Chinese Culture

Blending the traditional Chinese culture in graphic design teaching, the most direct manifestation is the innovation and abundance in the teaching content. Teachers can combine the teaching materials and their own grasp of traditional Chinese culture, and replace the examples given in textbooks with the examples that can reflect the traditional Chinese culture.

In teaching, the teachers use the cases with Chinese characteristics and guide students to comprehensively understand traditional Chinese culture and graphic design from the form, color, content and other aspects of graphics. In particular, for some graphic design curriculum that need to reflect the localization element, teachers can directly introduce the traditional Chinese culture so that students can clearly understand what is localization, showing the charm of traditional Chinese culture in graphic design curriculum. While for other curriculum that need to blend Chinese and Western cultures, students should have a more clear understanding of connotation of traditional Chinese culture, thereby blending it with Western culture. The creative passion stimulated under the impact of Chinese and Western ideology and culture can help achieve effective classroom teaching and high-quality student work.

The traditional Chinese culture content that and teachers choose to combine with graphic design curriculum needs to be prepared in advance. Only the traditional Chinese culture that can naturally combine with teaching content can be selected, in which there should not be a forced combination and the students can realize the aesthetic perception of traditional Chinese culture with teacher’s guide, and then the students can naturally reflect it in their design works. It can also help extend the teaching content according to the teaching process and teaching time, in which the traditional Chinese culture is set as a module of class teaching to show to students and help them understand and study traditional Chinese culture systematically, and they can to find a reasonable approach to apply it in their own graphic design.
Exploring and Understanding the Essence of Traditional Chinese Culture through the Practice

Graphic design is a major that combines theoretical knowledge with after-school practice, the combination with traditional Chinese culture should not only be reflected in class teaching, but also be highlighted in the after-school practice. In order to enhance students’ ability of design and solid design skills, teachers will arrange some homework for students after daily teaching, meanwhile, the traditional Chinese culture can be introduced, so that students will learn to add the Chinese element in their design work. In the early stage of after-class practice, the teachers can propose mandatory requirements for students to integrate Chinese traditional cultural elements in their design work. For example, teachers can ask students to use traditional Chinese red color as the main tune of their graphic design, or require students to use eaves tile as the major element of their graphic design, in which students can be guided to express traditional Chinese culture from different angles in their design works.

When the students have made some progress, they can be asked to combine their graphic design with China’s traditional festival, such as the Spring Festival, Lantern Festival, Mid-Autumn Festival and other representative Chinese traditional festivals. And the students can conduct graphic design based on these themes, thereby showing the traditional Chinese culture in their works. Especially, the teachers should encourage students to go out of the classroom and look for traditional Chinese culture reflected in the architecture and design among campus, parks, shopping malls and other constructions, learning the choice of traditional Chinese cultural elements and its integration with existing design theme. Moreover, the teachers should encourage students to combine Chinese and Western culture or traditional and modern culture, realizing the unique and contemporary design of their graphic design works, which can truly demonstrate personal thoughts. Students also need to enhance the understanding of the essence of traditional Chinese culture in the course of practice and inquiry, reinforce ideological level of their design work to ensure that their works do not only have the surface aesthetic character, but also become the soul works that can be obtained under savor, emotion resonance.

Conclusion

In summary, the traditional Chinese culture has left rich cultural connotations to the modern people through the test of time, in modern graphic design teaching, traditional Chinese culture can be integrated with graphic design, and the role of traditional culture in graphic design should be correctly understood and realized. The teachers’ traditional Chinese literacy should be enhanced by combining teaching content with traditional Chinese culture, and guide students to understand the essence of traditional Chinese culture through the practice inquiry and to teach them to create works with Chinese characteristics that can add humanistic color and humanistic feelings in their graphic design.

Reference

[1] Cao Tao, Thinking on the Traditional Chinese Culture Integrating in Graphic Design Teaching [J], Art Research and Education. 2011 (04).

