Research on the Cultural Inheritance and Vision Interactive and the Applications on Contemporary Art Design

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Abstract

In this paper, we conduct research on the cultural inheritance and vision interactive and the applications on the contemporary art design. In the interaction design, establishment of metaphor interactive model is relates the key of user image model and designer image model is, through finding in two models product altogether has the characteristics, and reveals with the design language the characteristics, communicates with the user, thus enables the user to understand and grasp product the structure, function, usage-style and other information of rapidly. The inheritance rise of culture to some altitude, with the life or death strong and weak dependence department of the nationality and French structuralism anthropology believes that the behavior and standard of humanity are, the origins and development processes of various cultures by the deep structure of culture is decided has its similarity. Under this basis, this paper proposes the new combination model for later integration that will promote the development of the contemporary art design.

Keywords: Art Design, Cultural Inheritance, Vision Interactive, Applications.

Introduction

The creativity industry is an innovation of a nationality and national to culture, contains the cultural product and cultural service and intellectual property three contents has the high added value, high knowledgeable and high fusion characteristics, so-called creativity industry education regarding the new round education that the cultural product and cultural service and intellectual property launch. Is knowledge valuable to artworks? This question seems to be difficult to answer, because from our experience found that some very knowledgeable, thoughtful artist is not without much knowledge, not even thinking of the people more creative. Is our experience wrong, or is it true? To answer this question, we must go deep inside the theory to find from the listed aspects.

1) The reason why aesthetic works have aesthetic value, we must first be able to give the aesthetic subject to enjoy the spirit of pleasure. As for the aesthetic subject in the aesthetic process of the role, education and further utilitarian purposes such as economic behavior has gone beyond the aesthetic value into the scope of ethical values. Kant's "beauty is all interested in the pleasure of the object" has made this problem has been explained, and this view has been basically recognized by the aesthetic theory.

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2) Emotion is one of the most important vitality of artistic works, for the most full performance of emotion, in a way can be at the expense of rationality. The central notion of structuralist semiotics is the "system", and symbols that cannot enter the system cannot be stored and communicated.

3) The ideal feature of aesthetic value. "Aesthetic ideal" on the surface is a very illusory concept, however, it is "love" of the inevitable that is "human nature dictates." "The most essential of the aesthetic value is that it always points to the highest existence of man and the highest ideal of the human reverse the reality. It inspires people to promote their own to achieve the highest value. Even if people get the most satisfaction, People are never satisfied while it shows the possibility of an infinite development of free life.

The modernism bases on to traditional rebelling, then the modernism is to developing the good and discard the bad of modernism, it in the modernism rational and indifferent foundation, esteems to the nature and tradition, and return of history, therefore the contemporary art culture has abandoned modern culture the progressive view of unidirectional straight line that recognized the difference, advocated multi-dimensional, presented for condition that quite the same as opening containing, as swallowed anything and everything uncritically. The inheritance rise of culture to some altitude, with the life or death strong and weak dependence department of the nationality and French structuralism anthropology believes that the behavior and standard of humanity are, the origins and development processes of various cultures by the deep structure of culture is decided has its similarity, but from the essences and essences of different culture has the respective distinctive quality, i.e., the cultures of different nationality have entrusted with each national bright vitality and powerful vitality. Every progress of human society and every sublimation of human civilization are deeply engraved with the imprint of cultural progress. The cultural spirit of a nation is not only an intangible bond of national cohesion, but also an intrinsic driving force for the continuous development of a nation. In the figure one, we show the systematic approaches of the cultural inheritance.

![Figure 1. The Systematic Approaches of the Cultural Inheritance.](image)

The Proposed Methodology

**The Cultural Inheritance Principles.** Art communication refers to the process of moving, changing, spreading and reaching publicization or socialization of the art information in time
and space. Art communication is a process, but also a complex organic system. With the development of the social productive forces and social science, the spread of art from the original state to the modern media forms of evolution. In general, the cultural form of any historical stage of any society is not a single both the west and the east have a mainstream ideology and the existence of mainstream culture which will hold the following characteristics and features.

- **Compulsory.** The mainstream culture is based on state power, there is a country to force the work backing, carries on the standard and guidance to various subcultures in the part that its resists, thus guarantees the healthy development of the stability and society of country.
- **Dominance.** Mainstream culture is a strong culture of a country. It has the active intervention of the government and broad participation of the members of the society. It plays a dominant role in the cultural system, influences and guides the development of other cultures. It reflects the development direction of a country's culture and the fundamental nature of culture.
- **Authoritative.** Mainstream culture on behalf of the state, reflecting the ruling class ideology, advocated by the government, the value of social members to guide, ideological education and behavior norms, the existing social order has played the role of support and maintenance.

Under this situation, reexamines the Chinese traditional culture the characteristics and essence, and develops Chinese nation outstanding culture to strengthen the China's socialist modernization to be significant regarding the inheritance. Because art always exists and exists in history in history, the existence of history shows its relative independence. This relative independence makes the artistic structure complete the structure of basic artistic structure in unique vocabularies. For example, the classification of art is the most independent academic expression of artistic structure and the genre category, the language category, and the category of detail in the category refer to this more subtle aspect of independence. Based on this, the cultural inheritance can be achieved in the listed methods.

- **Heritage content.** Inheritance content mainly refers to the Chinese outstanding traditional culture. The cultural heritage of any nation has its merits and demerits. The content of the Chinese culture should be the best and the best, including the ethical spirit, cultural symbol, national art, social system, knowledge system, festive customs and life of Chinese culture.
- **Heritage site.** The so-called heritage field is disseminators and recipients of network cultural relationship established, it can be expressed as specific natural space, as well as complex social and cultural space, but more is a combination of natural space and social space.
- **Security System.** The so-called security system refers to the protection of cultural transmission system, laws, policies, measures, as well as the civil heritage mechanism, also includes the operation mechanism and monitoring and evaluation system.
The Vision Interactive Model. With the arrival of the "era of the reading pictures", visual communication design is continuously injected with new life nutrients, and profound changes are taking place constantly. At the same time, with the development of the times and consumers for visual effects and spiritual pursuit of the continuous improvement of the traditional visual communication design concepts and research scope has been unable to meet today's real needs, and today's visual communication design has become an interdisciplinary of the profession, which requires designers to involve a broader and the broader knowledge scope.

In the interaction design, establishment of metaphor interactive model is relates the key of user image model and designer image model is, through finding in two models product altogether has the characteristics, and reveals with the design language the characteristics, communicates with the user, thus enables the user to understand and grasp product the structure, function, usage-style and other information of rapidly. Experience design is the integration of consumer participation in the design. Designers in the visual communication design process, through a variety of design elements of the integrated use and arrangement, with a variety of production techniques and means to match, so that the design work and product appearance, showing a specific expression of atmosphere and context characteristics while in an attempt to make consumers feel a better experience in order to achieve the design works or products to effectively convey the information to be communicated with the effect of the content. Under this basis, the design features can be organized as the follows.

- **Brand metaphor.** Through the software interface standard words, standard colors, auxiliary graphics, standard layout, etc., allows users to quickly identify different brand applications.
- **Function metaphor.** The presenting in figures and diagrams user interface makes the user understand and control engineering software through visualization and embodiment graph. The boundary design intuitively, the user can use experience in the real life to distinguish the enlightenment of graph metaphor easily, understands the use and operating procedure.
- **Behavior metaphor.** When the virtual object and behavior have used the metaphor of object and behavior in the real world, application method of user fast control an application.
Metaphors are used to apply the cognitive experience of everyday life or past experiences to the interaction with the product. Through cognitive experience, the metaphor of the cognition has been formed, and the experience and analysis of basic interactive product have drawn the ontology and metaphor. Associating past experiences with interactive experiences to better understand and the manipulate interactions through the same or similar metaphors.

Figure 3. The Vision Interactive Model Demonstration and Illustration.

The Contemporary Art Design Developmental Trend. A reasonable design will also have practical and aesthetic properties of the double in essence this is the implication of the design of the reality and possibility. This possibility is the embodiment of the value of the times leading the way for mankind. Products are always accompanied by people's lives, in this sense, we may be able to say that the design of art should be duty-bound to shoulder the value of the contemporary design reflects the director. Design art is a kind of the cultural phenomenon. The cultural theme around contemporary human spirit and the value of the internal dimension, it is introverted, precipitation reflects the spirit of the times, embodies the ideal of establishing and maintaining the value of people in modern times. When the design meets the requirements of the material world, the art of design should listen to the inner world of the people, to meet the needs of the people who meet the needs of the increasingly updated. The symbol of the human ability to design art is like a symbol of the power of a small boy in the story of Hagel. Its value lies in the design and creation of human nature that can be forged and refreshed. So, in the face of such a great mission, there is no reason to participate in the worship of the contemporary design blindly, there is no reason to superficial and impetuous, and as aroused before expanding and promoting the ripple of human value ideal. Therefore, we list the suggestions.

- The modernism is to traditional rebelling, then the modernism is to developing the good and discard the bad of the modernism, according to denial of rule denial, before postmodernism definitely new artistic movement or arts and crafts movement affirmation to half century, return or inheritance to a certain extent.
- Artists tap the national and traditional arts resources, creating a lot of the rich ethnic and traditional flavor of the works, in order to seek their own works of art heavy feeling and cultural heritage.
- From the current design trends can be seen, both in the domestic market or the international market, with Chinese traditional decorative design patterns of art and
design, always attract more people's attention, not only can produce good economic returns, but also carry forward the national culture to promote China's art design to the international market.

**Conclusion**

In this paper, we conduct research on the cultural inheritance and vision interactive and applications on contemporary art design. "Experience design" as the appearance is changing the connotation of visual communication design, making visual communication design present the new characteristics, enabling the designer to have many design options and innovates, the product of design was also more targeted that can receive the approval of more consumer and enterprise. The continuous development of "experiential design" theory and the progress of science and technology indicate that the road of visual communication design is still very long and there are still a lot of difficulties to be faced. At the same time, the designers of the future have put forward higher requirements and the efforts to create excellent works, the people into a new experience and feelings. Under this basis, this paper proposes the cultural inheritance and vision interactive and applications on contemporary art design to serve as the countermeasure. In the future, more related research will be down.

**References**


