

Research on the Application of Cultural Communication in Art Design

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Abstract. From the moment of the birth of human civilization, design and writing have become the two most important ways of cultural dissemination. However, for thousands of years, the role of writing in cultural dissemination has been widely recognized, while the role of design in cultural dissemination has been neglected. With the rise of visual design, the role of design in cultural communication has become increasingly prominent and recognized, and it has gradually moved towards the center of the stage of cultural communication, taking on the responsibility of cultural communication together with words. As an important branch of contemporary design, artistic design and design essentially means cultural dissemination. Cultural dissemination injects soul and gives life to artistic design and design works. Any artistic design and design work that does not have cultural connotations is essentially meaningless. On the surface, art and design works are a combination of colors, images, text, etc., but it is precisely between different combination styles that different designers express their deep cultural identity and the cultural communication content they want to express. Different forms of art, design, and design are all taking advantage of the positive effects brought about by cultural dissemination, while also exercising the responsibility of cultural dissemination.

Keywords: Cultural Dissemination; Internal Relationships; Application Research.

1. Introduction

1.1. Culture and Cultural Communication Connotation

The concept of culture presents a colorful and complex appearance, and all material and spiritual civilizations created by humans can be collectively referred to as culture, which is integrated with human history. Culture itself has the attribute of dissemination, and any social interaction activity is a process of cultural communication between subjects. It can be said that the meaning of cultural existence is dissemination, and the process of dissemination promotes the continuous evolution and inheritance of culture itself.

1.2. Art Design and its Connotation

The history of art and design can be traced back to the moment of the birth of human civilization, but as a discipline that has been systematically studied and defined, it has only just begun in the 20th century. Art, design, and design, as an important carrier of human civilization development, have gone through thousands of years but gradually blossomed like a rising sun. With the rapid arrival of the information age, art and design with images as the main content, supported by computer technology, internet technology, and media technology, is gradually becoming one of the main ways for contemporary human communication of culture.

The human world is filled with various art and design works, and every day they are being invaded by various art and design works that carry different cultural concepts. Art and design works are not only exquisite images or beautiful colors, but also cultural silhouettes recognized by the designer's inner world. The more excellent art and design works are, the more profound they can reflect the cultural characteristics of an era, a society, or a nation, and they are often accepted by more people due to their outstanding representativeness, thus becoming excellent works that can be passed down.



2. The Commonalities between Art, Design, and Cultural Dissemination

2.1. Sociology

Culture is created by humans, and in addition to possessing natural attributes, humans more reflect their social attributes. Although culture also includes the material civilization generated during the process of human transformation of nature, the culture mentioned usually refers to the creative products of humans in reflecting social attributes. Art design is one of the ways in which human culture is created and inherited, and has been deeply branded with social attributes since its birth. As the most fundamental meaning of cultural existence, cultural dissemination itself relies on human social attributes, and only in the process of expressing social attributes can people generate true cultural dissemination.

Creativity and creativity are also one of the most significant commonalities in cultural communication and artistic design. Art and design belong to the category of design, and the essence of design is creation. This is the most fundamental design principle that any designer should follow, and also the bottom line of a designer's moral integrity. Culture itself does not possess creativity because it is created, but cultural dissemination possesses creativity. People completing social activities through cultural dissemination is also a recreation of culture, and the process of cultural evolution based on dissemination is essentially a creative behavior.

Intentionality and purposefulness can be said to be the most obvious commonality between art and design and cultural dissemination. Art and design designers need to express their inner cultural identity through art and design works. One of the criteria for evaluating an art and design work is the ideas and cultural expressions it contains. Therefore, it can be clearly seen that the essence of art and design is to express and express, and its purposefulness can be seen. The purpose of cultural dissemination is also very obvious. The ultimate goal of any form of cultural dissemination is to be accepted and recognized, and all cultural communicators hope to find a resonance in their cultural dissemination activities.

3. The Characteristics of Cultural Communication in Art Design and Design

3.1. Popularity

Although art and design belong to the category of art, the most important application is to convey a certain value concept to the public, and the cultural connotations contained in art and design works are also aimed at facing a large audience. The public welfare culture contained in public service advertisements faces the entire society, and calls on the public to recognize the values and ideological spirit in public service advertisements. Consumer product advertising is aimed at potential consumers, spreading the corporate culture, popular culture, fashion culture, etc. carried by the product. In addition, from the perspective of artistic design and expression forms, its popularity characteristics are also very obvious. Nowadays, people are surrounded by various art and design works, and they are constantly accepting the culture spread from different art and design works.

3.2. Nonlinear

For a long time, the main ways of cultural dissemination have been through language and writing. Under this method, cultural dissemination has typical linear characteristics, and the inheritance of various customs and etiquette systems reflects the singularity of the cultural dissemination method mainly based on writing. In addition, due to geographical limitations, the scope of cultural dissemination is relatively limited, and due to the characteristics of written communication, people often receive information passively and do not have the substantive nature of communication. But with the advent of the information age and the rapid development of electronic media technology, internet technology, and computer technology, information dissemination methods such as images, sound, and video are becoming the most common cultural dissemination methods at present. As an

important component of art and design, its biggest feature is to break the monotony of traditional cultural communication methods that mainly rely on text, making communication broader and more authentic. In the information age, the trend of cultural dissemination is network like, where anyone is both a producer and a receiver in the process of cultural dissemination. Everyone lives in a multidimensional space, playing a part in an incredibly complex network of cultural communication relationships.

3.3. Open

The arrival of the information age has deepened the level of cultural exchange in the world, and has also led to the convergence of various cultures, which is extremely evident in art and design. Taking the most widely spread advertising as an example, many multinational corporations' advertisements are global, accessible to people from various countries and ethnic groups, and able to understand the cultural connotations expressed in them. This cultural dissemination method has a high degree of openness and can be widely accepted and absorbed by different cultural groups. In addition, as a type of art category, art design itself has the artistic characteristics of being both refined and popular. With the progress of human society, people have shown increasing interest and desire for communication in this art form that has already penetrated into daily life. Designers are increasingly pursuing public understanding and recognition, and they also hope that their works can be widely spread. And this demand also determines that contemporary art design must have openness, be able to accommodate more ideologies and values, and also meet the inner needs of more people from different cultural backgrounds.

3.4. Intuitiveness

The cultural dissemination method mainly based on text has strong abstractness, and the textual descriptions of many things cannot be precise and vivid. In addition, the different understanding abilities, cultural backgrounds, value orientations, etc. of the audience group are highly likely to cause distortion in the cultural dissemination process. Art and design are primarily visual, and the biggest characteristic of visual perception is intuition. People can intuitively feel the cultural connotations that the author wants to express from the images and colors they see, and spread them in a very accurate way. However, this intuitiveness is also subject to certain limitations and influences. Everyone's understanding of the same picture is different, and their feelings for the same color combination are also different. Due to these differences, it is inevitable that the audience will have different results in understanding the cultural connotations in it. However, even so, intuition is still one of the prominent characteristics of artistic and cultural dissemination. Designers need to think from different perspectives during the design process, and consider the use of intuition based on specific design purposes and content, in order to find the best balance between artistry and intuition.

3.5. Multichannel

The multi-channel characteristic can be said to be one of the most prominent characteristics of the dissemination of art and design culture. Nowadays, art and design works can be seen everywhere in people's lives. If one day these art and design works do not exist in people's lives, people will be at a loss. The traditional means of communication are mainly newspapers, calendars, print advertisements, road signs, etc. With the advent of the information age, the online world that people are exposed to is also filled with various art and design works. People have become accustomed to selecting works that can meet their spiritual or material needs, or the goods and cultural products behind the works from a wide variety of art and design works.

4. The Application Strategy of Cultural Communication in Art and Design

4.1. Reasonable Use of Common Experience Domains

Culture is the life of art and design, and the mission of art and design is cultural dissemination. Cultural communication has a bidirectional nature, and only when resonance occurs between the communicator and the receiver, can cultural communication truly have meaning. Art and design, which carries the mission of cultural dissemination, also has the characteristic of bidirectional nature. Any art and design work needs to be understood and recognized. This kind of understanding and recognition often requires the use of a "bridge", which is the cultural experience shared by designers and recipients, known as the common domain of experience. In the process of cultural dissemination, the effectiveness of communication is directly proportional to the cognitive space that overlaps with each other. The more overlapping the cultural experiences of both parties, the easier communication and exchange between them, and the easier it is to resonate and identify with each other. In terms of cultural communication in art and design, if designers want their design concepts, cultural connotations, and artistic ideas to be accepted by people, they need to find ways to use elements that are easier to understand and communicate with each other to ensure smooth cultural communication. Designers need to clarify the target audience for the design work, analyze the cultural background, value orientation, aesthetic concepts, etc. of the target audience, select appropriate cultural content as a bridge, and improve the recognition of the work.

4.2. Respect the Differences in Cultural Cognition

Regardless of the form of cultural dissemination, it should not be a self talk process that requires communication and exchange. This also means that in the process of cultural dissemination in art and design, designers should fully respect the cultural cognitive differences of the audience group, and fully consider the cultural taste, aesthetic taste, aesthetic standards, etc. of the audience group when endowing the work with cultural connotations and artistic ideas. The pursuit of self art cannot be the main focus in the design process, and it is necessary to fully consider the cultural backgrounds and aesthetic traditions of different audience groups. For designs aimed at younger age groups, it is important to focus on diversity in color selection, with more emphasis on bright colors in color matching, and try to highlight liveliness and passion in image design. When targeting older groups, attention should be paid to improving cultural style, avoiding being too vulgar. In terms of color selection, it is also important to focus on stable colors, and in terms of matching, it is also important to make every effort

Avoid multi tone combinations in quantity to avoid appearing messy in color matching, and the same goes for composition, striving for simplicity and broad meaning. In addition to targeting cultural differences among the target audience, designers also need to handle differences based on the main content of the design work, such as automotive advertisements, which mainly target male audiences. At this time, designers need to highlight the product value that men need based on different types and uses of cars, so that male audiences can feel personalized automotive culture.

4.3. It Combines Popularity and Elegance

Art needs to be both refined and popular. Any art that blindly pursues elegance will gradually be forgotten by people over time, and art that blindly pursues vulgarity will gradually lose its individuality and be abandoned by the world. Art and design belong to the category of art, and naturally, it is necessary to follow this basic principle of artistic survival and development, as well as the cultural dissemination of art and design. Contemporary art design is not only spreading culture, but also leading the direction of cultural development and guiding the correct value orientation. For designers, the culture in their works must not be as high and obscure as a lotus on a mountain top, nor as vulgar as slang in the market. This not only limits the development of this art itself, but also hinders its own cultural dissemination. With the improvement of material civilization, people's requirements for the artistic taste, cultural connotation, and value orientation of art and design works

are becoming higher and higher. Taking advertising as an example, advertisements that lack aesthetic concepts and taste are no longer able to impress consumers, let alone arouse their desire to purchase. Advertisements with deep meanings, rich content, high artistic taste, and aesthetic appeal are often more accepted by consumers, and the products they represent are also more easily recognized by consumers. However, overly elegant art and design works also have significant obstacles in terms of recognition. Although art and design also belongs to the category of art, there are significant differences between them and calligraphy and painting works such as oil paintings and traditional Chinese paintings, and the audience they serve is also different. Therefore, designers should fully consider the popularity and elegance of the works when creating, making the process of art and design culture dissemination smoother. Obstacles, because although art design and design also belong to the category of art, there are significant differences between them and calligraphy and painting artworks such as oil paintings and traditional Chinese painting, and the audience they serve is also different. Therefore, designers need to fully consider the popularity and elegance of the work when creating, so that the process of art design and cultural dissemination is smoother.

5. Conclusion

Culture is the life of art and design, and cultural dissemination is the mission of art and design. From the moment of the birth of art and design, it has been closely related to culture and cultural dissemination. From the perspective of attributes, cultural communication includes art, design, and design. Each design is a process of cultural creation, and this process of creation itself has the nature of dissemination. Any art, design, and design that does not have the nature of cultural communication is meaningless, and art, design, and design works that do not have cultural connotations also do not exist. In the process of art design and design, designers should clarify the internal relationship between cultural communication and art design, recognize the commonalities between cultural communication and art design, and explore effective strategies for cultural communication in art design and design based on this, and draw the inexhaustible power of this art development from culture, It also allows the internal driving force of cultural dissemination to drive the continuous development of art, design, and design.

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