

Application of Visual Design in Intangible Cultural Heritage

Xiang Chen

Anhui University of Finance and Economics, Anhui, China

Abstract

The development of the information society in the 21st century, make the visual design become an important force to promote the dissemination of information, with the popularization of information dissemination tools and the improvement of people's aesthetic consciousness is applied to the field of the genetic, intangible visualization to further deepen the protection system of intangible and solve intangible in the inheritance of many practical problems plays an important role. from the perspective of cultural heritage and creative design, visual design relationship between intangible visual elements, combined with the actual case, put forward the application of visualization in the genetic strategy, mainly from the intangible font, color, graphics and other visual elements, the intangible symbol, visual and interactive translation, make intangible through graphic design, new media video and a pp interface communication channels in real, complete and intuitive form for the audience, realize the effective inheritance and protection of intangible cultural heritage.

Keywords

Intangible Cultural Heritage; Visual Design; Inheritance.

1. Introduction

As an important part of the Chinese civilization, the intangible cultural heritage is the spiritual link throughout the inheritance of the civilization, and it is the values and aesthetics passed down from generation to generation. The inheritance of intangible cultural heritage is a living form of human-oriented inheritance. Under the impact of modern economic society, the inheritance of intangible cultural heritage has been impacted by many challenges, resulting in many precious non-lost original vitality and even lost. How to make the intangible cultural heritage stand out in the era of "information explosion"? In recent years, a number of studies have shown that visual design plays an important role in information dissemination. The inheritance of intangible cultural heritage is based on information. Information visual design can compress and integrate a large amount of information to the audience in the form of images, so that the visual information is more intuitive and concise, and easy for people to understand. Given the important role of visual design in the dissemination of modern information, many universities and institutions have launched relevant courses to improve people's information processing capabilities, such as the Harvard School of Design and the Tokyo University of the Arts. Through the implementation of the published documents and laws, as well as the relevant theoretical research, the state and many scholars have made remarkable efforts in the inheritance and protection of the intangible cultural heritage, and revitalized the intangible cultural heritage that is on the verge of extinction.

However, despite the corresponding policy and theoretical support, there are still many precious unprotected. Intangible cultural heritage refers to traditional cultures such as skills, experience and customs passed down from generation to generation. Generally, it is located in economically backward and relatively closed areas. Under the boom of economic development, few young people stay in the original areas to inherit the ancient and complex intangible

cultural heritage, making the intangible cultural heritage face the danger of fault between inheritors and lack of skills.

In the context of the development of information and new media, Visual design is being applied to the field of information communication, Integrating advertising, new media, APP design and other forms of communication, With easy to identify, simple and convenient, efficient communication and prominent focus, The visual design based on virtual information breaks through the limitations of traditional cultural protection facilities and cultural heritage resources, So that the virtual display exhibition line can be infinitely extended, the content is infinitely expanded, The amount of information provided far exceeds the protection of traditional cultural heritage, The sustainable development of the protection and utilization of intangible cultural heritage is of great significance [1], Intangible cultural heritage should conform to the development of The Times, combined with existing technologies, Visual design of the intangible cultural heritage in an innovative form, It is an inevitable choice of non-genetic inheritance and development.

2. Visualization Design under the Non-Genetic Inheritance Domain

Based on intangible visual design refers to the graphics, text, color, structure and appearance and other visual language for festivals or folk activities, knowledge system, skills and other practice or culture of accurate creative for modern graphic, visual, symbolic expression [2], in short, refers to the complex, abstract information through design arrangement in simple, intuitive form to the audience, let the audience in a short time to complete the information receiving and processing. In terms of visual object uptake, the borderless nature and multilingual confounding of intangible cultural heritage carriers determine the necessity of visualization as a way of interdisciplinary communication [3]. Through the intangible visual elements design, new media communication, photography, and 3D scanning technology and other forms of visual expression, the complex intangible elements to a simple and attractive form to the audience, so that different cultural levels and different categories of groups in diversified ways of understanding, contact with the intangible. To achieve this purpose, it is necessary to master the relevant theories, and to be able to flexibly use text, graphics, color, film and television dynamic image performance skills and other visual expression means. With the popularization of information dissemination and design tools, information recipients and communicators will continue to decompose the intangible information symbol and reconstruction, after the design of intangible information in mobile APP, new media, print advertising information communication field got diversification, visual design plays an increasingly important role in people's daily life, people will constantly feel the visual design for people bring fast, simple and convenient experience.

3. Visual Design Functions in Non-Genetic Inheritance

In the era of visual experience and information fragmentation, how to make information to attract attention, the nongenetic problems to be solved, visual design make information can visual presentation to the audience, its intuitive, simple, concrete, accuracy, interesting advantages, can establish a clear visual language logic, combined with visual design in the advantages of information transmission, the role of visual design in the inheritance of analysis, in the current social development trend of visual design in intangible heritage has the following three aspects.

3.1. Transformation the Existence Form of Intangible Cultural Heritage

Intangible usually exist in the form of abstract and concept, increases the difficulty of the audience to obtain information, visual intangible transformation form of important methods,

can abstract, concept of intangible through photography, 3D scanning technology means of visual design of intangible environment and intangible art process, to obtain information audience to provide intuitive and convenient visual reading experience, make intangible "visible" "touch" to "take away". Since the camera, both static photos and dynamic image, in information dissemination tools popular today have become the intangible records and the new form of expression, changed the rely on people memory and text print inheritance record method, beyond the boundary of the writing record way, by the genetic carrier and the identity of people from all countries. Xi'an university of technology, for example, the intangible cultural heritage digital protection research team combined with photography, animation, visual communication and other professional realized xi'an intangible cultural heritage bamboo skills multi-level and diversified protection, the bamboo technique of production steps, style and finished products are recorded in detail, to make steps record requirements not miss any detail, so can better show intangible appearance, and style record is to show the diversity of intangible, each intangible under the lens, can let the audience intuitive feel the charm of intangible heritage. The transformation of this intangible cultural heritage form is the requirement of social development and people's excavation of their own historical and cultural connotation. The intangible cultural heritage baptized by modern technology exists in a visual form, which is of great modern significance for both the recording, preservation and the inheritance of the intangible cultural heritage.

3.2. Enrich the Expression Language of the Intangible Cultural Heritage

Under the social background of the high degree of information development, any single form of communication, its voice is weak, it is difficult to achieve the desired effect, therefore, the intangible heritage should use the trend of social development, using the visual expression and design techniques of media resources, to enrich the expression of intangible language, broaden the communication channels of intangible heritage. Photography technology, V R technology, and network media are all a means of visual design. The popularity of photography technology and equipment, increased the use scope of the audience, such as smart phones that is the design way, constitute a new film entertainment interactive system, users can receive information through mobile phone APP, to upload the video reward, attention, but also can download and forward, this convenient interactive way widely recognized by young people, make more people involved in the heritage of the great project. The rapid development of high technology has promoted the progress of 5G technology. With the help of high-tech and 5G technology, the V R industry has realized the visual dissemination of intangible cultural heritage. In 2019 China-asean drama week held in Nanning, Guangxi, the venue on a shadow play and V R technology to build a game, by the attention of the masses at home and abroad, in "Tian Ji horse racing" shadow play, the audience just sit in simulated saddle chair, through V R glasses and controllable game handle, let the audience realize "immersive" story experience, in the experience of the game and the story, let the audience in the visual, hearing, touch and even smell feel intangible exudes charm, to the audience with immersive experience.

4. The Current Application Status of Visual Design in Intangible Cultural Heritage

With the development of the society, the intangible cultural heritage has gradually been paid attention to by the governments around the world, and the governments are also gradually guiding people to establish the protection consciousness of the intangible cultural heritage. Before the emergence of information visualization, the text-based information transmission mode also brought people great visual impairment and reading fatigue. With the gradual popularization of information visualization and information transmission, the dilemma of single information expression in the past is broken, and people will constantly feel the simple,

convenient and efficient information acquisition mode brought by visual design. Therefore, the visualization of intangible cultural heritage will become the mainstream way of current and future information transmission of intangible cultural heritage [4]. In recent years, intangible Cultural Heritage has made remarkable achievements in related industries with the help of new media communication. The TikTok APP search for related topics of "# Intangible Cultural Heritage #" has received 6.34 billion page views, more than 48 million videos and more than 200 billion views. It can be seen from these data that the development of the new media industry has injected new vitality into the inheritance of the intangible cultural heritage, making the intangible cultural heritage no longer appear distant, and can be close to people's life. For example, the well-known CCTV "A Bite of China" documentary and Beijing SATELLITE TV's traditional cultural reality show "inheritors" received a large number of ratings as soon as they were broadcast, integrated into the intangible cultural heritage of new media, promoted the benefits of the new media industry, and also promoted the inheritance and development of intangible cultural heritage. At present, local governments have also begun to fully explore the local intangible cultural heritage resources, and combine the intangible cultural heritage with new media, break through the geographical restrictions of non-genetic inheritance, and allow more people to participate in the inheritance of the intangible cultural heritage. Obviously, visual design can provide a huge impetus for the inheritance of intangible cultural heritage under the background of the information society. Applied elements based on intangible cultural heritage to new media short videos can not only improve the cultural connotation of media videos, but also promote the inheritance of intangible cultural heritage. However, in the production of intangible cultural heritage videos, there are some problems such as lack of integrity and shooting techniques. At present, the mainstream video A PP has time restrictions on most of the uploaded works, so it is difficult to fully show the connotation and significance of intangible cultural heritage in a relatively short time. In the process of intangible cultural heritage design and visualization, some media forcibly add or modify the intangible cultural heritage in order to improve the ratings of the program, and confuse or distort the reliability and authenticity of the intangible cultural heritage from a subjective standpoint, resulting in the "activity" of the non-loss. Therefore, the new media in the application of the genetic bearing is still in the primary stage, have larger development space, for example, in the network media exist "to context" intangible transmission, one-sided report of intangible heritage, lead to intangible missing integrity, the visual design lost the intention of the design, mixed the intangible authenticity, left a bad impression to the audience, therefore, need for designers and intangible heritage build platform for cooperation, and joint universities cultivate both excellent design skills and innovation ability of talent to promote the intangible heritage.

5. Application Strategy of Visual Design in Intangible Cultural Heritage Inheritance

With the change of social culture, people's aesthetic orientation and thinking concept turn to vision, interaction and multi-dimensional space. The cognition, understanding and interpretation of culture and art cannot leave the expression of visual image information. Any expression that conflicts with this will be unsustainable [5]. Intangible cultural heritage has been summed up through the continuous inheritance and practice of several generations. It is a solidified history, reflecting the essence of national culture, and is an important material library for the development of new media. Intangible cultural heritage stories, skills, colors, patterns, materials and the cultural connotations contained in the intangible cultural heritage all bring a steady stream of inspiration to the design. The intangible cultural heritage symbols are interpreted, reconstructed through design and processing, and can be displayed in new media and mobile phones. The visual intangible cultural heritage is favored by young groups.

In the continuous exploration of intangible cultural heritage visualization, many interesting intangible cultural heritage designs have been integrated into people's lives. With the popularity of mobile phones and the prosperity of we-media, visual design has become an important means of non-genetic inheritance. Therefore, the application of visual design in the field of intangible cultural heritage is worth in-depth research.

5.1. Application of Intangible Cultural Heritage Visual Elements in Graphic Design

Graphic design is to combine graphics, text, colors, illustrations, signs and other ways of symbol communication, so that it becomes a mass production of printed matter, so that it can have an accurate visual communication function, and at the same time to the audience to design the works that need to achieve visual psychological satisfaction [6]. In the inheritance of the intangible cultural heritage, the graphic design is an artistic design way to convey the intangible cultural heritage information through the concrete and abstract intangible cultural heritage. First of all, creativity is the most important point in graphic design. When displaying the form of graphic design of intangible cultural heritage design, we should break the traditional thinking mode of design, combine the fonts and colors in the visual elements of intangible cultural heritage with an innovative thinking, and explore its internal value. In the creative design of intangible cultural heritage, the target group of the audience and the media of the audience should be considered. Graphic design based on intangible cultural heritage is designed to convey information to the public. Due to the cultural differences of different groups, if the information transmitted cannot be understood by the public or it is ambiguous, then the design will not be recognized. Second, the composition is an important way to highlight the whole picture center, the intangible visual elements in contrast, balance and symmetry, in addition, the appropriate white processing is the traditional Chinese painting principle, in the overall picture can coordinate graphics, words and illustrations between visual elements, make the interface composition of the more with the beauty of Oriental verve and harmony, free layout will make the interface becomes more elegant, fashionable, fresh, and extremely Chinese visual effect, achieve the intangible theme echo of visual feeling [7].

5.2. Application of Intangible Cultural Heritage Visual Elements in New Media Video and Audio

Information society brings people more convenient information communication channels, people on computers, mobile phones and other information carrier tools more and more high, make people, people and things more closely, new media as a new way of information dissemination, compared with the traditional media, new media has the transmission speed, wide and more simple, the way of design, this way of communication broke the information in the spread of regional and age restrictions, make it an important way of intangible transmission. Based on the production of the intangible cultural heritage based on dynamic video and audio new media, the cultural connotation is the key factor. The most representative core elements of the intangible cultural heritage are extracted and visually redesigned in combination with the hot spots and aesthetic needs of modern media. In 2016, the architectural scene elements in the popular animation Big Fish & Begonia are based on Fujian tulou, which is listed as a world cultural heritage. The architectural elements in Fujian tulou are extracted and applied to the scenes of film and television animation, which not only improves the cultural connotation of film and television, but also has the traditional cultural characteristics of the Chinese nation.

Is represented by TikTok APP mobile short video with its information highly concentrated, rich content, suitable for mobile viewing, high production efficiency and wide audience, popular advantages, in the rapid development of video technology, mobile terminal popularization, fragmentation of reading mobile Internet era, lead the wave of visual spread [8]. TikTok documentary "veteran" to record and narration Fuyang oil paper umbrella making skills

inheritance, hang embroidery inheritance Zhao Yijun and Wuhu iron painting heritage three crafts heritage and performance and production and recording of intangible survival environment, and then in the editing and dubbing, fully demonstrated the intangible production skills and intangible traditional cultural connotation, let the audience fully realize the intangible, make intangible image more close to people's life, enhance the people's identity and belonging of traditional culture, let intangible real "go out".

5.3. Intangible Cultural Heritage Visual Elements are Applied in the a Pp Interface Design

By obtaining the characteristics of intangible elements, simulate the intangible production scene, technical process, realize the implementation on the A PP scene in now, at the same time with the characteristics of intangible representative of the interactive elements, guide the user to quickly receive and search information data, make the user by browsing data quickly build in the brain information frame, foil intangible real scene atmosphere, realize the emotional interactive experience. The amount of information presented by the size of an A PP interface is related to whether users can cause visual impact on users when using the A PP and meet the visual aesthetic experience. The visual elements of the A PP interface mainly include the design of various visual elements such as the theme, graphics, logo and color. The graphic and logo design is used to extract the basic elements of the intangible cultural heritage, and used to highlight the local characteristics of the intangible cultural heritage, making the intangible cultural heritage both interesting and intuitively pass the non-genetic to the audience, and forming the visual cognition of the audience in a subtle way. Color collocation adopts the intangible color, make the user in the interface, can establish the connection between the intangible and the user, the intangible image, color is the first impression of the APP, directly affect the APP image display and text information visibility, readability, in the design process should follow the particularity, prominence and purity change principle [9].

Designers through their own understanding of intangible heritage history, technology, works and intangible heritage, and the optimization of intangible symbols, in the form of artistic intangible elements reconstruction, make the audience through the designer scene representation feel with strong national cultural characteristics, can effectively guide the visual flow to artistic intangible, through the visual display, subtly enhance people to their own cultural identity, realize the effective inheritance of intangible cultural heritage and protection.

6. Epilogue

In the information age, visual design provides effective methods for the transformation, storage and dissemination of information. With the development of society and the improvement of people's aesthetic consciousness, it is gradually applied to the research field of intangible cultural heritage protection. It is an important means to reflect the cultural characteristics of the Chinese nation and plays an important role in the inheritance and development of intangible cultural heritage. In the process of transformation of intangible cultural heritage, we should pay attention to the "living" protection of intangible cultural heritage, let the intangible cultural heritage conform to the development of The Times, use information technology for digital protection, extract the core cultural elements of intangible cultural heritage, design a modern form of intangible cultural heritage communication, and set the direction of future inheritance and development of intangible cultural heritage. The inheritance of the intangible cultural heritage should not only be rooted in the tradition, but also be brought forth into a new one, and the creative transformation and innovative development of the intangible cultural heritage should be realized through visual design.

Acknowledgments

Anhui University of Finance and Economics Graduate Scientific Research and Innovation Fund Project (ACYC2020527).

References

- [1] Qin Jingyan. Research on Information Visual Design Methods in Cultural Heritage Protection [D]. Tsinghua University, 2006.
- [2] Guo Xiaoye, Zheng Zehui. Research on Visual Thinking, Abstract Concept Vision and Its Design Application [J]. Art and Design Research, 2019 (2): 80-85.
- [3] Niu jinliang. Digital Technology Empowerment Logic for Intelligent Communication of Intangible Cultural Heritage [J]. Journal of Social Sciences, Hunan Normal University, 2020,49 (05): 150-156.
- [4] Wang Chaoyang. An Information Visual Design Study in Traditional Culture [D]. Shanxi University, 2019.
- [5] Jiang Xiaowei. On the Visual Design and Development of Xifu Intangible Cultural Heritage [J]. Packaging Engineering, 2020, v.41;No.426(12):239-247.
- [6] Wang received. The World History of Modern Design [M]. China Youth Press, 2002.
- [7] Zhang Aipeng. A Translational Inquiry into the Visual Design of the Intangible Cultural Heritage [J]. Packaging Engineering, 2018,039 (020): 121-125.
- [8] You zhen wu.-- takes the "CCTV News TikTok" as an example [J]. Media, 2021 (02): 49-51.
- [9] Zhang Ying, Yang Liang, Shen Yanfang. APP interface design and mobile interactive experience design [J]. Modern Electronic Technology, 2020, v.43;No.574(23):190-194.