

# The Embodiment and Application of the Beauty of Artistic Conception in Modern Design under the Background of the Internet

WANG Ying  
Guangdong Songshan Polytechnic College  
Shaoguan, Guangdong, China, 512100

---

**Abstract:** Land subsidence is a significant problem in many rural areas, and its management requires accurate and timely monitoring of the subsidence-prone areas. In this paper, we propose the design of a digital display platform for rural subsidence space optimization from the perspective of national space. The proposed platform leverages remote sensing data and machine learning algorithms to monitor subsidence-prone areas, identify the causes of subsidence, and develop strategies for land management and soil conservation. The platform can contribute to achieving sustainable development in rural areas by improving agricultural yield, enhancing the ecological environment, and promoting sustainable land management.

**Keywords:** embodiment and application, artistic conception, modern design

---

## 1. INTRODUCTION

Ink painting is one of the traditional Chinese painting arts and an important cultural essence of China. The artistic conception of ink and wash is a concentrated reflection of the characteristics and philosophical ideas of ink and wash painting, and it is also an important manifestation of the difference between ink and wash painting and Western painting. Modern graphic design emphasizes the transmission of information, with the design object mainly being physical objects. There are differences in expression techniques between the two, but in the creative process, ink art has reference significance for modern graphic design.

Graphic design, also known as visual communication design, uses "vision" as a means of communication and expression, creating and combining symbols, images, and text in various ways to create visual expressions used to express ideas or messages. Modern graphic design not only provides aesthetic enjoyment visually, but also emphasizes conveying a message, concept, or emotion. In China's thousands of years of development history, there are many excellent examples of packaging techniques, materials, and aesthetic forms that have been passed down to this day. The packaging structure of trees, beans, and rice provides people with clever packaging techniques. The leaves, branches, and epidermis of plants are not only natural food packaging materials, but also excellent materials for anti-corrosion and disinfection.

These traditional packaging methods have also become a unique form of continuing traditional culture. There are also various ceramic and wooden packaging, which give people a strong traditional atmosphere. In addition, since ancient times, various interests of Chinese people in "wrapping" have also been applied to the packaging of goods. The main materials for wrapping and folding are paper and various natural materials, such as zongzi leaves, lotus leaves, etc. The Chinese people endow different materials and colors of paper with unique spirituality. While wrapping, folding, and color contrast, they also give people friendly greetings and good wishes, giving the packaging a strong local flavor. This can be seen in many traditional packaging in China, such as gifts during the Chinese New Year, pastries, Mid-Autumn mooncakes, and labels and packaging on traditional wine containers, all of which emit strong emotional factors. Implicit

"is one of the ways to express the beauty of artistic conception.

From an artistic perspective, 'implicitness' is a simple, comprehensive, and more memorable omission method adopted without damaging the authenticity of things and reducing the impact on their image. There are many examples of using implicit means to express artistic conception in Chinese landscape painting. Among them, Qi Baishi often uses implicit means when drawing shrimp. If the shrimp is already in water, it should be painted, but he does not draw some waves to represent water. Instead, he chooses not to draw anything, giving people infinite imagination space. In the ancient Song Dynasty, the "Tai Bai Xing Yin Tu" created by Liang Kai fully expressed the temperament and talent of the "poetic immortal" with just a few strokes.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Beauty of Traditional Chinese Artistic Conception

Since ancient times, China has highly valued the creation of "artistic conception", considering it as the highest level of aesthetics, and using the presence or absence of "artistic conception" as an important standard to measure Chinese ink painting art. Ink and wash art utilizes methods such as lines, ink, and color to express the "qi" and "rhyme" inherent in the screen, creating strange artistic effects. It highly summarizes and concentrates real life, breaks through the boundaries of time and space, cleverly utilizes the relationship between virtual and real, and gives people a wonderful artistic realm and infinite imagination space. Graphic designer Wang Xu believes that the greatest inspiration for him from ink and wash art lies in the artist's handling of space and the interrelationships between objects in space. He said, "I really appreciate the ancient people's handling of the relationship between fish and water in ink painting. They didn't draw water, but people still understand fish swimming in water." This reflects the painting philosophy of ink painting, which is "planning white when black," "combining virtual and real," and "there is a wonderful realm everywhere without painting," as well as traditional Chinese philosophical thinking.

Modern graphic design focuses on publicity, and both commercial and cultural graphic design works require

conveying certain information to the audience, that is, enabling them to understand. The subtle transmission of necessary information through image information allows creators and audiences to communicate and exchange in a time and space, which puts forward requirements for the selection of image information. Elements that are too abstract and artistic are clearly not applicable. Ink and wash elements have profound cultural connotations, including philosophical ideas, and can express the author's emotions. Therefore, when choosing ink and wash elements, it is necessary to deeply analyze the essential meaning of the selected elements, make the elements match the theme, and accurately convey the information that graphic design works need to convey.

For example, in Zhang Yimou's new work "Shadow", a large amount of ink and wash elements are used in the poster promotion, especially in the poster of the movie title. A simple "shadow" character written with a brush, which not only conveys the movie title, but also renders the mysterious color of the movie through the transformation of the brush strokes. Combined with the words "Zhang Yimou's works", the audience unconsciously creates a preconceived desire to see it, the publicity effect is very effective. In the analysis of an expression, the first step is to explore its cultural origin. In the analysis of cultural origins, writing is also a fundamental and most effective means of excavation. It is no exaggeration to say that a written culture can establish a kind of thinking and dominate an artistic style.

To study the artistic conception of traditional Chinese poetry, the first step is to excavate it from our Chinese characters. Chinese characters originated from hieroglyphs and are fundamentally different from the widely used pinyin script in the modern West. Ideographic writing places more emphasis on the vividness of expression, while Pinyin writing emphasizes the standardization of expression. It can also be said that hieroglyphs emphasize conveying emotions and meanings, while pinyin scripts emphasize inductive descriptions. In today's globalized commodity economy, packaging and goods have become integrated. Packaging, as a means of realizing the value of goods and their use, is playing an extremely important role in the fields of production, circulation, sales, and consumption. Today's packaging no longer only meets the needs of material functions, but also provides people with spiritual needs based on meeting material functions. The issue of artistic conception beauty in packaging design art can be summarized as that of packaging design art.

## 2.2 The Beauty of Artistic Conception in Modern Packaging Design

As is well known, painting expresses object images through colors, dots, lines, and surfaces, music expresses object images through melody and rhythm, and the artistic image of packaging design is generated through its various constituent elements and unique small space composition, with its own formal beauty principles. The packaging design formed by the interweaving and fusion of different constituent elements has different artistic forms, and different artistic forms have different artistic beauty. The changes in form, the comparison of material texture and functional structure in the constituent elements are conveyed through visual information, and the goal is to create a harmonious and unified artistic conception in the emotional world of packaging design. For this logo, Mr. Kan Daiqiang has put a lot of effort into it. He not only needs to fully understand the Eastern concept, but also needs to apply it to the design to design such an excellent work.

The patterns in this work imply meanings that can be pondered for a long time and are rich in a strong Eastern cultural atmosphere. At the same time, when discussing the process of creation, Mr. Kan Daiqiang also told us three experiences: conception - the idea comes first, and the action takes the spirit; Innovation - connecting the past and the future, breaking through the old and creating new; Flexible use - suitable for the body, flexible and vivid. This can not only showcase the artistic conception in landscape painting, but also further arouse people's attention to Lao Zhuang's philosophical ideas. The application of ink and wash elements in modern design, while maintaining the expressive form of Chinese ink and wash art of "freehand brushwork in form", is not limited to the traditional black and white system of ink color, but also focuses on expressing the color sentiment and hazy charm of ink and wash.

In some advertising works, the ink and wash forms that are rich in color expression have become clear and bright under the careful treatment of modern digital technology. The design style is simple and concise, the form is beautiful, and the artistic conception is fresh, achieving a supreme artistic conception of "stillness, emptiness, and emptiness", fully demonstrating the inherent spiritual temperament of the work, and leaving a deep impression on the audience. The fusion of Eastern traditional culture and Western modern design makes these works highly visually appealing and culturally significant, creating a design language that is internationally recognized in the high unity of national and global identity.

Ink and wash painting is a pure art of painting, which is the expression of the painter's main emotions and serves the spiritual level of the painter and the audience. The philosophical beauty of "virtual and real coexistence" makes ink and wash painting produce different ideological insights when people appreciate it, and even at different times and different moods, the same person will have different ideological resonance with the same painting. Therefore, ink and wash painting are used for "tasting". Modern graphic design meets the aesthetic needs of modern people. In a fast-paced lifestyle, few people can relax and spend time "tasting" a work. It is already rare to spend a few seconds on a graphic design work, which requires graphic design works to convey as much information as possible in the shortest possible time. In graphic design works, it is necessary to selectively choose ink and wash elements, consider the fit between the two, consider the relationship between form and content, and avoid blindly pursuing the application of ink and wash elements, otherwise it will only backfire.

## 3. CONCLUSION

Ink painting is a very excellent cultural treasure, with a profound artistic conception and a combination of reality and emptiness. It has been loved by literati and literati since ancient times and has been passed down as a "poetic and painting culture" to this day. In ink painting, one can glimpse the ancient people's research and interpretation of religious philosophy, as well as the painters' thoughts and emotions. There are countless literati who express their feelings for the mountains and rivers, and they have passed down one after another beautiful stories. Discussing the mechanism of the emergence of culture from a sociological theoretical perspective provides a new perspective for the study of culture. This perspective may also provide some inspiration for discovering more connotations and values of culture.

#### 4. REFERENCES

- [1] Xu Yingjie Research on the Application of "Poetic Context" in Modern Graphic Design [J]. Ethnic Forum, 2016 (1): 7
- [2] Yang Shuang, Zhang Jianhong, Lang Jiao. The Application of Literary Garden Artistic Conception Beauty in Modern Landscape Design [J]. Private Science and Technology, 2010 (6): 1. DOI: CNKI: SUN: MYKJ.0.2010-06-261
- [3] Yang Xiarou. Research on the Application of Zen Beauty in Modern Women's Clothing Design [D]. Guangdong University of Technology, 2019
- [4] Meng Di. Research on the Essence of Scholar Painting and Its Application in Modern Graphic Design [D]. Zhejiang University of Technology, 2017
- [5] Hu Wen, Wang Ying. On the Application of Artistic Conception in Print Advertising Design [J]. Literary Life · Literary Theory, 2012 (5): 34-34
- [6] Gou Mingxing. The Expression of the Artistic Beauty of Chinese Poetry in Modern Packaging Design [J]. Footwear Crafts and Design, 2022, 2 (14): 87-90
- [7] Li Chengwei. Research on the Application of Ink and Wash Artistic Conception Beauty in Modern Graphic Design [J]. Modern Communication, 2018 (8): 2. DOI: CNKI: SUN: XKJJ.0.2018-08-071
- [8] Fu Dongming. On the Application of the Artistic Conception of Chinese Landscape Painting in Modern Landscape Design [J]. Art Education Research, 2015 (4): 1. DOI: 10.3969/j.issn.1674-9286.2015-04.064
- [9] Wang Hongping. Analysis of the Application of Artistic Conception in Modern Design [J]. Journal of Taiyuan City Vocational and Technical College, 2013 (8): 2. DOI: 10.3969/j.issn.1673-0046.2013.08.080
- [10] Hou Fei. The embodiment of poetic imagery in modern spatial design [J]. Modern Horticulture, 2014 (16): 2. DOI: 10.3969/j.issn.1006-4958.2014.16.088
- [11] Zhang Jie. Exploring the expression of the beauty of ink and wash art in modern graphic design [J]. Art and Design: Theoretical Edition, 2010 (9X): 3. DOI: CNKI: SUN: YSSL.0.2010-09-012
- [12] Zhang Shujing. Discussion on the embodiment of traditional Chinese artistic conception beauty in modern packaging design [J]. Journal of Changchun University of Technology: Higher Education Edition, 2010 (3): 2. DOI: CNKI: SUN: CCLZ.0.2010-03-046
- [13] Li Shuke. Application of Domestic Ink Animation Design in the Context of Zen Ideology [D]. East China University of Science and Technology, 2015
- [14] Ding Qihao. The Expression of Landscape Conception in Landscape Design [J]. Yihai, 2021. DOI: 10.3969/j.issn.1673-1611.2021.09.024
- [15] Wang Mengnan. Analysis of the Application of Blank Space Art Techniques in Soft Decoration Design