

Research and Practice of Artistic Creation Based on Regional Culture and Folk Art Elements

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Abstract: From the perspective of modern design, this article explains the historical origin and inheritance of characteristic elements of regional culture and Fujian and Taiwan folk art in environmental art design. Using the characteristic elements of Fujian and Taiwan folk art in environmental art design, it focuses on borrowing some symbolic element symbols for innovation, infiltrating the design language with regional characteristics into modern design works, and solving the problem with the current development of design globalization. In particular, the growing loss of regional culture and its manifestations has created a high-quality living environment with more regional characteristics and cultural heritage. Respectively from building a teaching reform platform to create an artistic design innovation base for regional culture; Strengthen the organic combination of production and learning and build a practical teaching system of art design that serves the local society; Promoting regional cultural research and establishing unique artistic design research brands will elaborate on the research and practice of artistic design teaching reform based on regional culture in three aspects.

Keywords: Artistic Creation , Regional Culture, Folk Art Elements

1. INTRODUCTION

Contemporary artistic creation, with the continuous development of society, the prosperity of cultural exchanges at home and abroad, and the development of people's thoughts, feelings, and aesthetic concepts, "regional culture" has received renewed attention. Due to a strong awareness of the inheritance of cultural characteristics of different ethnic regions, a variety of aesthetic levels have also emerged in the field of art. People gradually realize that only regional culture seems to retain the essence of culture and embody the cultural significance brought about by cultural differences. They feel that foreign Western culture cannot meet deeper and spiritual cultural needs, while the diversity of regional culture and the distinctiveness of cultural characteristics precisely possess these characteristics, and thus feel the diversity of regional cultural forms, it is precisely the best embodiment of the value of today's Chinese cultural form.

In my opinion, in today's art and painting creation, how to respect regional cultural differences and attach importance to the value of culture is worth pondering and exploring. As the environmental space art design industry of life, it faces higher requirements. Design must be rooted in the local and ethnic soil. Therefore, relying on regional culture and starting from the perspective of modern design, we should reexamine various elements such as Fujian and Taiwan regional culture and art, and analyze their role in modern environmental art design, to create a high-quality living environment space with more national characteristics and cultural heritage.

The exploration and practice of reexamining and studying the application of regional folk art elements not only provides a living space for Fujian and Taiwan folk art, but also promotes Fujian and Taiwan folk art and regional culture. The first is the combination of content. As mentioned above, Yongzhou regional culture has been constantly enriched and developed in the vicissitudes of the past dynasties for thousands of years. Each part of it has its distinctive historical background and cultural characteristics. When it is combined with art design and education, it must summarize and refine the cultural

content. It is a proper attitude and method to take its essence and discard its dross. As a traditional culture with a long history and unique characteristics, it has great inheritance and promotion value in the context of modern society and is a favorable factor to remember and continue historical civilization, enhance national cultural self-confidence, and activate the vitality of national innovation and creativity.

Integrating and applying regional cultural elements into cultural and creative products can present regional culture in novel forms and promote the inheritance and promotion of regional culture in a way that is more easily accepted by the audience. Especially in the current era of vigorous development of the cultural tourism market, the application of regional cultural elements in the design of cultural and creative products can highlight and effectively expand the scope of dissemination of regional culture, providing important support for the corresponding cultural inheritance and promotion. Looking back at the Chinese art community in the 1990s, in the exploration of creative themes and painting language, great attention has been paid to social and cultural contexts. The personal living environment and events in social life are very important for artists to choose which painting style to recreate and refine. Through Luo Zhongli's hometown group paintings "Hiding from the Rain" and "Crossing the River", and Wang Yidong's paintings "Auspicious Smoke" and "Bride", contemporary painters from the north and south have representative regional styles, and they strongly feel that the regional culture and style, as well as the background of the production of the works, are inseparable from the environment in which the painter lives.

2. THE PROPOSED METHODOLOGY

2.1 The Application Value of Regional Cultural Elements in Art Design

What we can see from our works is our love for the spirit of traditional folk culture. The characteristics of the regional culture of Fujian and Taiwan are diverse and rich. It relies on the precipitation of regional culture for people's daily life and

communication in various places. The legal norms of society and customs formed over thousands of years are based on the compliance with regional culture. People's value orientation and aesthetic formation come from the understanding of regional culture. Environmental space is an activity place that carries people's daily life, so the concept of environmental art design is inevitably influenced by social laws, local customs, and people's aesthetic values. The environmental space used for people's life, study, work, entertainment, and commerce is inseparable from regional culture.

In the teaching practice of art design, students' innovative activities mainly include using various types of innovative platforms for college students at all levels, such as provincial and university level research learning and innovative experimental projects for college students. Most projects focus on highlighting the regional cultural characteristics of Yongzhou and serving the local economy of Yongzhou. For example, for many years, we have been guiding students to use the bamboo resources and culture of Yongzhou for innovative design and research; At the same time, it also includes using various competitions at home and abroad to carry out design innovation and practice. Cultural and creative products are both cultural products and consumer goods, so it is necessary to consider the market when designing and producing them. It is necessary to be market oriented as much as possible, with the premise of meeting consumer needs, and comprehensively consider the overall market feedback and specific consumer needs. For example, the cultural and creative ice cream, which has been popular in the market in recent years, is precisely a product that meets market orientation and consumer demand.

The Summer Palace began selling lotus shaped ice cream in the summer of 2019, as shown in Figure 2. Integrating the characteristics of Yuanmingyuan with ice cream can not only relieve heat and relieve heat in summer, but also echo the lotus flowers in Yuanmingyuan through lotus shaped ice cream, fully experiencing the lotus beauty of Yuanmingyuan. Art is a creative labor. As the main body of artistic creation, artists' creative personality plays a decisive role in the creation of artistic works. However, the subjective factors of every artist are always very different. Everyone's social status and material conditions are very different, and everyone has their own different life experiences, cultural upbringing, and artistic personality. All these factors will inevitably affect and determine their position and artistic perspective to observe, recognize, evaluate, and express objective real life, it also inevitably affects and determines how they choose materials, how to create ideas, and how to use various artistic expressions to create images and express their feelings.

2.2 Art Creation is Influenced by Regional Culture, and it also Creates and Enriches Regional Culture

Today, folk art has received much attention because it inherits the roots of the traditional culture of the Chinese nation, is the fusion of primitive cultural symbols and traditional artistic language and reflects the most primitive artistic ideas in human labor and life. The application of traditional folk art in modern environmental art design can also be said to be the greatest source of all artistic creation. The more traditional and national art is, the more cosmopolitan it becomes. As a plastic art, folk art has ever-changing shapes, colorful styles, novel and unique ways of thinking, and a pure and simple aesthetic consciousness.

In recent years, the scientific research and teaching innovation of the teachers of the Academy of Fine Arts and Art Design has closely focused on "serving the local economy and highlighting local characteristics". By promoting the artistic perspective research of Yongzhou regional culture, they have established a unique brand of art and design research. The culture of female calligraphy is a beautiful business card of Yongzhou's regional culture. Using female calligraphy culture for artistic innovation, design, and research is one of our key tasks. The college has established two Ministry of Education and four provincial scientific research projects with the unique historical and cultural resources of Yongzhou, "Jiangyong Female Calligraphy", as the research object. Visual symbols are the most direct and basic cultural symbols, and often the main factor that activates people's understanding and feelings of regional culture.

The rational use of visual symbols in regional culture in the design of cultural and creative products can directly endow cultural and creative products with cultural connotations from the visual level, as well as stimulate and attract audiences through intuitive visual senses. The visual symbols in regional culture include three categories: graphics, colors, and text, which need to be reasonably used according to actual situations. Regional culture is a cultural form of ethnic minorities, which includes both material and spiritual culture and permeates all aspects of life. From daily living, customs, and life rituals, I can feel a nation's "humanistic atmosphere". Its philosophy, wisdom, consciousness, and realm have a subtle impact on human thought, and inspire countless artists to explore, discover, and promote the essence of the nation. As a social ideology, the art of painting is the product of the reflection of objective social and cultural life in the minds of artists. This reflection is not a completely negative, passive, and purely objective reflection, but a positive and dynamic reflection.

China has a unique national culture, and regional culture and its expressive forms of folk art are an important component of the unique culture. It is precisely because of these unique cultures that Chinese architecture is different from Western architecture, and Chinese architecture fully reflects the characteristics of our nation. In environmental design, introducing regional culture and its manifestation into Fujian and Taiwan folk art is not only the inheritance of China's excellent concepts, but also a dynamic development process. Each traditional art and skill reflect the characteristics of the times and is also a fashion full of tradition and realistic personality.

Her design "Women's Book · Impression" was successfully selected for the 12th National Fine Arts Exhibition, which is the first art design work selected for this exhibition in Yongzhou City to date. In addition, she also actively conducts design research on women's book jewelry, and many design works have been published in core journals such as Packaging Engineering. In addition, to cooperate with the policy of establishing a "historical and cultural city" in Yongzhou and vigorously developing the tourism industry, a new "Yongzhou Tourism Souvenir Innovation Design Laboratory" was established based on professional characteristics, and efforts were made to design, develop, and promote cultural and creative products with Yongzhou's historical and cultural characteristics.

3. CONCLUSION

Regional culture can provide an important source of inspiration for the design of cultural and creative products and

can also comprehensively enhance the added value of cultural and creative products. When designing cultural and creative products using regional culture, it is necessary to fully grasp the cultural connotation and characteristics, combine market orientation, user needs, product positioning, attributes, and other factors, and reasonably design high-quality cultural and creative products, considering economic, social, and cultural benefits.

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