



UDK 744+766:7.012/13

DEVELOPMENT OF MODERN LOGO DESIGN USING ELEMENTS OF CHINESE CULTURE

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In this paper, they are divided into patterns, words, colors and so on the elements of Chinese culture according to the visual performance elements. The paper analyzes the combination of the traditional culture Chinese elements and modern enterprise culture from the contemporary symbol outstanding works and personal logo design. Discuss with the meaning of the contemporary logo design on the inheritance, innovation and development of traditional culture; and the culture characteristics of the logo design.

Key words: Chinese traditions, culture elements, logo design.

INTRODUCTION

Logo is a kind of transmit symbol with symbolic meaning, using the brief image to express its meaning, and with the help of the people' symbol recognition ability, imagination and other thinking ability to convey a specific message. Logo has a strong information transfer function, and in the as far back as ancient times, figure symbol was the medium used to convey information, which is before the characters being used many years. In today's information-explosion society, under the influence of the acceleration of industrialization progress and the trend of internationalization development, the corporate logo or brand logo has been injected with the concept of enterprise and brand, becoming the visual forms of the enterprise or brand image, and existing in all aspects of people's life.

PURPOSE

The application of the modern Chinese logo design is the embodiment of the national cultural elements. The symbol is the symbol of the enterprise



or brand, and the development of the enterprise and brand plays an important role in the cultural communication. It has expanded the new category of cultural development in both depth and breadth. The purpose of this study is to analyze the fusion of Chinese traditional culture and logo design, and to show the results of brand image and cultural inheritance, cultural development and innovation.

RESULTS AND DISCUSSION

1. The Chinese Traditional Culture elements.

1.1 The patterns. From the perspective of visual expression, this paper can be divided into several aspects: patterns, words, colors, and other traditional culture elements. The patterns of primitive society mainly included the patterns of human, animals as well as plants, water patterns, fire patterns, woven patterns, abstract patterns and primitive religious patterns. The classical pattern refers to the pattern that has been preserved from the ancient inheritance, which is supported by bronze ware, lacquer ware, clothing, tile, porcelain and so on. In the Chinese folk, people also created many folk patterns, like embroidery, printed cloth, paper cutting, New Year pictures, and decorated patterns and so on.

1.2 Chinese character. Chinese characters are by far the longest continuous use of words, and the earliest unearthed cultural relics related to characters were more than 7700 years ago, which were the only inheritance character each character's system in ancient times, and Chinese characters were the official characters in Chinese history. Chinese characters are hieroglyphs, and traditional calligraphy is written by calligraphy with typical oriental cultural implication.

1.3 The Colors. The use of color in the Chinese nation can be traced back to the Paleolithic age of primitive society (3 million years ago to about 10000 years ago). Chinese prefer warm colors, especially red and gold.

1.4 The Other Traditional Cultural Elements. Traditional Chinese cultural elements are diverse, and some are familiar traditional visual symbols, or a style, or a kind of behavior, or an idea. For example, traditional architectural modeling, Chinese painting, seal cutting, drama, martial arts, knitting, wine making, diet, tea ceremony, religious belief, philosophy and so on.

Based on the research we have developed modern symbols using Chinese cultural elements (fig. 1, fig. 2).

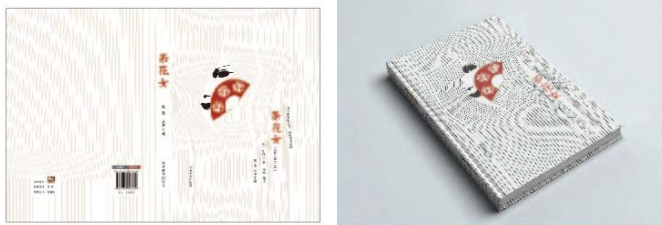


Fig. 1. Cover design of the children's book (author Liu Jiangxin, 2016)



Fig. 2. The logo design of the store (author Liu Jiangxin, 2015)

CONCLUSIONS

First of all, is a kind of the designer's culture responsibility, which is not single, but diversified, forming a unique style, different from other culture, having a strong national spirit, turning the spirit into the visual symbols, extending the design concept as well as strengthening the visual infection. Secondly, the Chinese ancient culture at the present times is developing and changing constantly, and in a new era of constant communication between the world's cultures, tradition will bring contemporary logo designer's different feeling, helping them really understand and inherit our ancient civilization. Thirdly, the application of traditional culture in the modern enterprise and brand logo design is another way to promote the culture development and spread the culture to the world. In a word, the integration and integration of Chinese traditional culture and logo design is a new process of inheritance, development and innovation for both brands and culture.

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РОЗРОБКА ДИЗАЙНУ СУЧАСНИХ ЛОГОТИПІВ ІЗ ЗАСТОСУВАННЯМ ЕЛЕМЕНТІВ КУЛЬТУРИ КИТАЮ

Проаналізовано візерунки, написання слів, кольори та інші елементи традиційної культури Китаю відповідно до елементів візуальної продуктивності. Досліджено можливості поєднання елементів традиційної та сучасної культури з метою розробки дизайну логотипів підприємства або персонального логотипу. Обґрунтовано значення сучасного дизайну логотипу щодо спадщини, інновацій та розвитку традиційної культури на прикладі культури Китаю, визначено культурні особливості дизайну логотипу.

Key words: китайські традиції, елементи культури, дизайн логотипу.