IV Міжнародна науково-практична конференція
«АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО ДИЗАЙНУ»
Київ, КНУТД, 27 квітня 2022 р.

УДК 655.24

CHINESE CHARACTERS: MODERN APPROACHES IN DESIGN

DUBRIVNA Antonina[1], BAO Pingping[2], WANG Luyang[2], XIAO Bingkun[2]
[1]Kyiv National University of Technologies and Design, Kyiv, Ukraine
[2]Qilu University of Technology, Jinan, China
dubrivna.ap@knutd.com.ua

In the paper was analyzed the features of Chinese characters as communicative symbols that have unique cultural characteristics. The relevance of their application in graphic design to optimize the transmission and reception of information is emphasized. Approaches have been identified that would help increase artistic characteristics in graphic design projects.

Key words: *type design, character, graphic, text, image.*

INTRODUCTION

With the rapid development of society and the rapid development of science and technology, various new and cutting-edge technologies brought by high technology have opened up an infinite and broad prospect for modern graphic art and design. However, in tire process of exploring new design forms, people often do not pay enough attention to the importance of fonts and ignore the creativity of characters. More and more graphic design works, from the graphics and color have a certain visual impact but often because of the text content processing and design carelessly, so that the design works lose their own charm. As the symbol of recording language, text uses its form and pronunciation to express meaning, so "text itself is creativity" Chinese characters are the only pictographs with the most complete system and the most rigorous structure in the world today. Every Chinese character is a picture with profound connotations Chinese character's suggestion, pictograph, form and sound understanding, translation, and pretended method are all capable of comprehending the source of heaven and earth and analyzing the mystery of the universe.

PURPOSE

To analyze modern aspects in the graphic design of Chinese characters, to emphasize their cultural and communicative significance, to identify new approaches to their application in the development of printing products.

RESULTS AND DISCUSSION

In China, characters, as communication symbols and cultural carriers, present unique cultural characteristics. The modern paramount task of the development of Chinese graphic design is the integration of the Chinese type as the embodiment of national culture in the needs of the digital age. It can be seen that type design has gradually become a new industry in today's society. Efficient approaches to integrating basic type learning into broad type creativity, perfect the

IV Міжнародна науково-практична конференція
«АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО ДИЗАЙНУ»
Київ, КНУТД, 27 квітня 2022 р.

blending of text practice with graphic design, and provide a wide space for text creativity. Text is a relatively abstract visual symbol expression in form. Therefore, designers should demonstrate unique thinking method of character design, correctly use the formal beauty law of visual elements with character design characteristics, and use modem design theory to discuss and analyze the unique stroke structure, spatial arrangement, structural reorganization. And then design In line with the use of demand and visual aesthetic of the artistic text. The traditional teaching methods focus on the rational aesthetic feeling of characters, such as writing structure and stroke [2]. It is very important to understand the basic history of the development of Chinese and previous characters, as well as the structure of characters, stroke characteristics and writing techniques, and, in particular, to combine theoretical knowledge with relevant primary design practice [1]. Need to focus on developing the ability of creative thinking, broaden the vision and work closely with the market. The application of type design has enriched the connotation of graphic design.

At the beginning of type design, the visual effect it brings to people is shocking. At the same time, type design also conveys the concept of graphic design works, and adds a lot of color to the graphic design. Type design is segment of the graphic design aria, have produced different effects, such as typography, color, size and so on. For the audience to show, a different visual effect reflects a different sense of beauty. Using type design of adds vitality to graphic design, changes the previous concept of graphic design, promotes the progress and development of graphic design, and makes it more in line with people's aesthetic standards and social needs. If there is no application of type design, graphic design cannot achieve today's status, therefore, the application of new approaches in depicting of Chinese characters.

CONCLUSIONS

Good type design can not only let the audience appreciate the content of the theme of the printing product, but also bring people a pleasant visual experience. Thus, many advantages of using modern approaches to the image of Chinese characters are highlighted, which optimizes the transmission of information, increases the degree of perception of content and enhances the expressiveness of the artistic characteristics of the design project.

REFERENCES

1. Han J. Chinese Characters. Cambridge University Press. United Kingdom. 2012. 168 p.

2. Yan Chao. Exploring the importance of type design in Graphic Design. Modern Pedagogical Education. Shaanxi Normal University. 2015. №1. P.19-23.

ДУБРІВНА А., БАО П., ВАН Л., СЯО Б.
КИТАЙСЬКІ ІЄРОГЛІФИ: СУЧАСНІ ПІДХОДИ В ДИЗАЙНІ

Проаналізовано образотворчі властивості китайських ієрогліфів як комунікативних символів, що мають унікальні культурні особливості. Підкреслено актуальність їх застосування в графічному дизайні для оптимізації передачі та прийому інформації. Визначено підходи, які сприяли б підвищенню художніх характеристик у проектах графічного дизайну.

Key words: *type design, character, graphic, text, image.*