

Study on the Influence of Mural Art on the Spread of Chinese Traditional Culture

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Keywords: Mural art, Chinese traditional culture, Spread

Abstract: With the rapid development of China's politics and economy, people's material living standards have gradually improved, and people's demand for culture has gradually increased. As an outstanding cultural achievement in China for thousands of years, Chinese traditional culture has also received more and more attention. However, with the development and progress of society, the media communication environment of Chinese traditional culture has also undergone tremendous changes. This paper puts forward an optimized design scheme for the influence of mural art on the spread of Chinese traditional culture. Through the essence of Chinese traditional culture, it analyzes the performance of traditional culture in mural design from the perspective of mural design composition, design ways and design concepts. Through the research of this paper, we can clearly understand the importance of the combination of mural art and traditional culture, and then clarify the relationship between mural art and traditional culture. The analysis, extraction and sublimation of the elements of Chinese traditional culture to the final application in the visual presentation will highly refine the complex, colorful and diversified mural art, and present the wonderful content organically, by classification, combination and stylization, so that the cultural and artistic connotation can be effectively improved, better inherited, and also enrich the content and connotation of Chinese traditional cultural design.

1. Introduction

Ancient Chinese mural art rose in the Han and Jin Dynasties, flourished in the Tang and Song Dynasties, and extended to the Ming and Qing Dynasties[1]. Ancient murals are precious wealth in China's historical and cultural heritage, and have historical significance and research value in many aspects of society, religion, architecture and art[2]. Temple murals are a kind of traditional Chinese murals. This painting form gradually developed with the emergence of Taoism and the introduction of Buddhism. It flourished in the Han and Jin Dynasties, flourished in the Tang and Song Dynasties, and declined in the Ming and Qing Dynasties. It is an important chapter in China's colorful national art history[3]. Many famous painters in ancient times, such as Gu Kaizhi of the Eastern Jin Dynasty and Wu Daozi of the Tang Dynasty, have done murals in temples[4]. In recent years, in the field of design, although there have been many "Chinese designs", most of them still stay in the practice of finding materials from ancient cultures and directly using collages, simply extracting elements and symbols for combination[5]. This kind of design cannot carry on the value in the cultural tradition, but destroys the original artistic context and causes cultural ambiguity[6]. In the context of Chinese traditional culture, if we want to explore new expression possibilities and show the cultural value and life wisdom carried by design, we must first study the social and historical environment and cultural spirit behind it. Know what is and why.

The Chinese word "empathy" is often used in all kinds of arts, as well as in mural art. Specifically, it refers to the use of empathy, first of all, to move subjective feelings to things, and in turn, to set off subjective feelings with infected things, so that things and people are integrated, which can better express the strong feelings of people[7]. The ancient Chinese were very good at integrating themselves into the nature, hoping for a further relationship between the human environment and the nature. They sought to naturalize man-made places and integrate with the

nature as much as possible[8]. It communicates itself with the beauty of natural landscapes through various ingenious “virtual and real” ways and techniques. Therefore, the aesthetic pursuit aimed at simulating and approaching natural mountains and forests emerged[9]. From the perspective of the design composition, design ways and design concepts of murals and the essence of Chinese traditional culture: “shape”, “meaning”, “image” and “spirit”, the mural design is combined with traditional culture.

In the mural design, the way of time and space shuttle can be used to enhance the narrative of the screen. Through the montage way, the scene and paragraph can be cut and combined to select and choose the materials, so that the mural performance content is clear, and achieve a high degree of generalization and concentration[10]. The subject matter and content, material selection, size, figure layout, scale, fluctuation and change of murals have been repeatedly considered and deliberated. In the design and application of murals, the murals should be perfected as much as possible. At the same time, murals have also played this important role in the history of human civilization. Relying on traditional culture, mural art plays a more important role in the public environment. This paper mainly explores and studies the ideas and ways of mural design under the concept of traditional culture. In the process of designing murals, traditional culture expresses, processes and functions murals through the way of scene representation, and murals use artistic processing techniques to express, spread and influence traditional culture. Its innovation lies in:

This paper constructs a centralized embodiment of Chinese traditional culture with mural art as the carrier, optimizes the key features of the design image, and realizes the expansion of the communication effect of Chinese traditional culture.

The research framework of this paper is as follows:

The first section is the beginning. It mainly describes the research background and value of the subject, and puts forward the research purpose, way and innovation of this paper. The second section is the research way, which mainly adopts the subject optimization design way of montage. The third section is the research part. In this part, the experimental research is carried out in the data set to analyze the performance of the system. The fourth section is conclusion and prospect. This part mainly reviews the main contents and results of this study, summarizes the research conclusions and points out the direction of further research.

2. Methodology

2.1 Analysis of Traditional Cultural Elements in Mural Art

The emergence and development of Chinese traditional culture are closely related to its communication, which depends on the media. Chinese traditional culture has different main media communication modes in different times, and different media communication has different impacts on the development of traditional culture. With the rapid economic development, people's material and cultural needs are gradually increasing. People begin to pay more attention to Chinese traditional culture, and the number of traditional cultural information received by the audience is also gradually increasing. In recent years, traditional media, such as newspapers and television, as well as new media, such as the Internet and mobile phones, have increased their communication content and diversified their communication forms. All kinds of media transmit traditional cultural information to the audience, and the audience is also choosing their favorite media form to receive information. At present, traditional culture mainly uses traditional media forms such as newspapers and television and new media forms such as the Internet as the media carrier. These media forms show the types and contents of China's diversified traditional culture in the process of spreading traditional culture, and play an irreplaceable role in building a unique cultural atmosphere and system with Chinese characteristics. In the art of murals, whether it is the subject matter of murals or the artistic effect that murals want to express, most of them are related to traditional culture. As the carrier of the development of human civilization, mural art absorbs nutrition from traditional culture and resonates with the needs of the times. It reflects the artistic design style of different times and produces new mural art forms. The mural will also become the carrier of urban culture

and be widely used and will continue to develop.

The content depicted in the mural is divided into patterns, types of people, animals, plants, costumes, vehicles, buildings, etc. They are composed of a large number of colors, lines and other elements, as shown in Figure 1. The art complex is formed through layout, the shape of murals is formed by lines, and the color effect is pleasing to the public with the skill of color application, and finally the art form of murals is displayed.

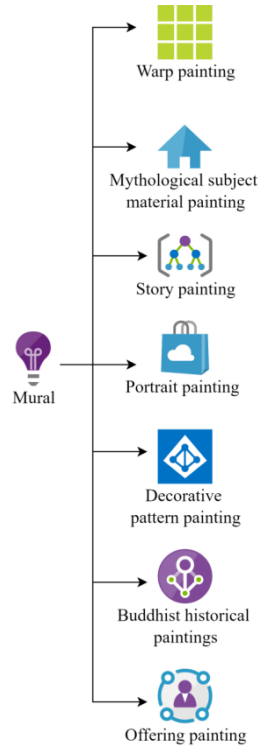


Fig.1 Examples of Elements in Murals

The network structure indicates that the murals and elements are related to each other, but there is no inclusion or subordination relationship. For example, the providers of murals are composed of basic elements such as lines, colors, and shapes. At the same time, the providers can reflect the main content of clothing, makeup, accessories, and so on. The main content is also composed of basic elements such as lines, colors, and shapes. There are common elements and characteristics between them, which are interrelated and mutually affected. As shown in Figure 2.

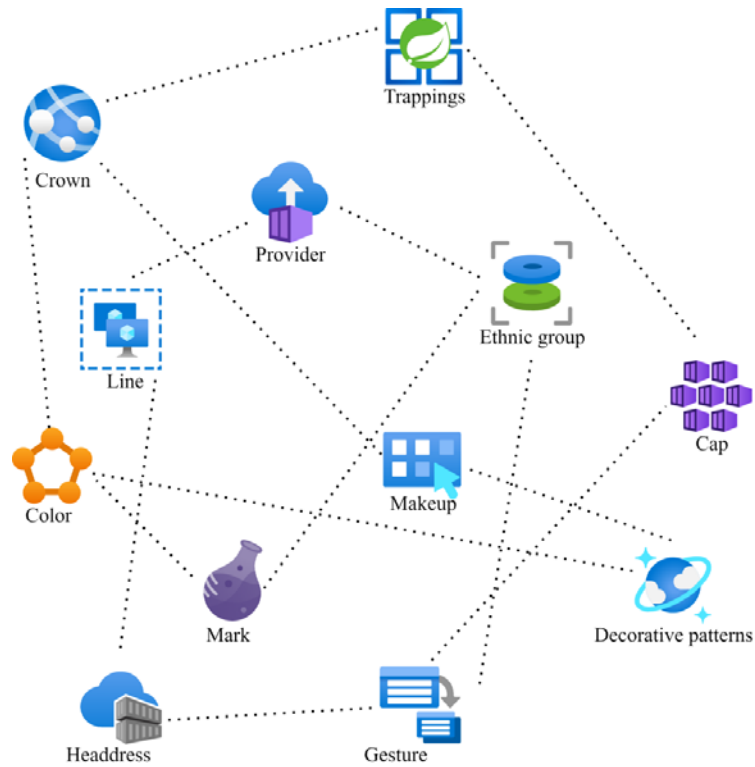


Fig.2 Mesh Structure

3. Result Analysis and Discussion

In the face of the communication opportunities of the current Chinese traditional culture, how to effectively disseminate the information of the Chinese traditional culture in the current media social environment, change its existing, relatively rigid communication mode, and carry out innovative communication, so as to better solve the problems in the process of the current traditional culture communication, has become the focus of the research of the current Chinese traditional culture communication.

“Art is a mirror of the times.” Mural painting has been developing from ancient times to today, almost with the development and progress of the entire human race. Throughout the art history and art history, murals are closely related to many factors such as times, regions and religions. The mural art in different times and regions reflects different social cultures and spiritual styles of human beings.

In mural design, traditional culture provides the basis for mural design. Modern murals with the color of Chinese traditional culture have more weight and value in form and art.

Traditional culture is related to the epochal nature of murals. The epochal nature of murals should be based on traditional culture, combine traditional culture with mural design, and create better murals. The elements of traditional culture are all inclusive and also integrated into the mural design. The mural History of Chinese Accounting includes the evolution of Chinese characters, architecture, clothing, books, furniture, etc. For five thousand years, the Chinese civilization has formed a traditional culture with a long history. In the process of creating murals, we should attach importance to the positive side of Chinese traditional culture and correctly grasp the basic characteristics of traditional culture. At the same time, modernity is also one of the basic characteristics of Chinese traditional culture. The integration of traditional culture and mural modernity shows the long and thick traditional culture and has strong vitality.

Mural painting exists as an independent artistic style and artwork. Whether from the design concept, or from the composition, content, color and so on, it shows its unique artistic charm. Mural art has a glorious and long history. In the long historical process, it presents a variety of styles and styles, and shows human's pursuit and yearning for beautiful things in a unique art form. At the

same time, with the development of society and the improvement of people's aesthetic consciousness, mural language not only inherits the traditional creation techniques, but also develops continuously in the art field. Under the traditional cultural background, modern murals still exist in modern murals with a unique attitude and unique artistic charm. In murals, decorative symbols with original colors are also used. These symbols not only have the decorative effect of mural art, but also reflect the characteristics of the development of original accounting, reflecting the integration of traditional culture and mural art.

4. Conclusions

This paper through the essence of Chinese traditional culture, it analyzes the performance of traditional culture in mural design from the perspective of mural design composition, design ways and design concepts. Through the research of this paper, we can clearly understand the importance of the combination of mural art and traditional culture, and then clarify the relationship between mural art and traditional culture. The supplement to the research on Chinese traditional cultural media communication opens a new research perspective, enriches the research results of traditional cultural communication, theoretically has a certain guiding significance for the communication of Chinese traditional culture, and provides some useful references for the development of contemporary public environment mural art. In the mural painting, the transformation of different spaces should be used for juxtaposing and crossing, and the collage and editing of different materials should be selected and chosen, so as to make the mural content clear and achieve a high degree of generalization and concentration. To achieve the artistic effect of combining parts and the whole. The research on mural creation in the traditional cultural background is a complex subject involving cultural disciplines, historical disciplines, mural design, graphic design, landscape environmental design, arts and crafts design and other disciplines. The design way of murals under the traditional cultural background is a basic exploration of mural creation based on the combination of practice and theory.

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