

Creation and Application Strategies of Modern Art and Design in Folk Art Colors

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ABSTRACT

With social development, this study explores how modern art and design can draw on and apply folk art colors. By incorporating the color expressions of folk art, works gain individuality and cultural depth, influencing this integration of application methods on the innovation of modern art and design.. Analyzing the characteristics of folk art colors and design trends enriches visual forms, respects and inherits excellent traditional culture. To meet national needs and social progress, we should fully explore folk art's shapes and colors, understand excellent traditional Chinese culture, and use modern design methods for art creation. This paper proposes strategies to integrate both, enhancing the cultural connotation and visual representability of modern art and design.

Keywords: Modern Art and Design; Folk Art; Color Application; Creation Strategies

1. In-depth Study on Folk Art Color Culture

As the progress of the times, modern art and design faces the challenge of cultural diversity. As an art form deeply rooted in local culture, folk art not only enriches the expression of modern art and design, but also provides a new perspective for design innovation. This paper discusses how to effectively integrate folk art colors into modern art and design and achieve the dual goals of cultural inheritance and innovation.

In-depth study on folk art color culture: Explore the cultural connotations and symbolic meanings of folk art colors (e.g., red for celebration and auspiciousness, yellow for nobility and splendor, blue for tranquility and freshness). Investigate the application rules of folk art colors (e.g., complementary, analogous, and similar colors and other combinations). **Extraction and reconstruction of color elements:** Extract representative color elements from folk art (e.g., the traditional “five primary colors”: black, white, yellow, red, and green) and reconstruct them with modern design concepts.

2. Characteristics of Folk Art Colors

Bright colors and strong contrast: the folk art color is famous for its distinctive regional characteristics and profound cultural connotation. Art works usually use high saturation, high purity of the color, giving people a strong visual impact. This choice of color reflects the folk artists' love for life and the pursuit of beautiful things. In China, such as Yunnan's batik and Shaanxi's paper-cutting, they all show the diversity of regional culture with their unique colors. These colors not only have a visual impact, but also carry a rich emotional and symbolic significance.

Bold and free color collocation: the folk art is not strictly restricted by the rules of color collocation in traditional painting theory, usually using bold collocation methods such as contrast colors and complementary colors to form a strong visual effect. In folk New Year pictures, the collocation of contrast colors such as red and green, yellow and purple is very common. For example, the costumes of Green Willow New Year pictures are often red with green. Although this collocation is not

considered very harmonious in traditional paintings, it is particularly vivid and lively in folk art.

Symbolic and allegorical: the folk art color often has a rich symbolic meaning, each color is endowed with a specific cultural connotation and implication, reflecting the folk artists' good wishes for life and hope for the future. For example, red: a symbol of festival, auspiciousness, prosperity, often used in weddings, festivals and other occasions, such as red lanterns, red couplets, red wedding clothes. Yellow: a symbol of wealth, harvest, often used to show the harvest scene or wealth, such as golden wheat, yellow flowers. Blue: a symbol of tranquility and peace, often used to show the natural landscape or pray for peace patterns, such as blue lake water, blue sky, etc.

Regional differences in color: the folk art works of different regions also show obvious regional characteristics in color, which is closely related to the local natural environment, cultural tradition and life style. For example: northern characteristics: the color is relatively strong, thick. For example, northern Shaanxi's paper cutting, Shanxi's dough figurines, etc., often use bright red, green, rhubarb and other bright colors, reflecting the warm and forthright character of the northerners. Southern characteristics: the colors are relatively delicate and soft, such as Suzhou's embroidery, Yangzhou's lacquerware, etc., the elegant pink, light green, light yellow and other colors are often used, reflecting the delicate and gentle character of the southern people.

Decoration of color: the color of folk art works is not only used to express the image, but also has a strong decorative nature. Through the combination and collocation of color, it creates a festive, lively and auspicious atmosphere. For example: in the folk ceramics, wood carving, embroidery and other crafts, color is often used to decorate patterns, so that the work is more colorful. For example, Jingdezhen's porcelain often paints a variety of color patterns on the white background color, which is both decorative and rich in artistic sense.

Inheritance of color: the application of folk art color often has a certain inheritance, and many color collocation

and symbolic meaning are formed from generation to generation, and become a cultural tradition. For example, in the embroidery and clothing of some ethnic minorities, the application of colors has strict regulations and traditions. These colors and collocation methods have been passed down from generation to generation and become an important part of national culture.

3.Color Application of Modern Art and Design

The color application of modern art and design is one of the key factors for the success of design, the application mode and trend of color: the basic principle of color, i.e., hue, lightness and saturation: hue is the primary characteristics of color, such as red, yellow, blue, etc.; lightness refers to the brightness of color; saturation is the brightness of color. By adjusting these three, a rich variety of visual effects can be created. Color contrast and blending: contrast colors (e. g., red and green, blue and orange) produce strong visual impact for highlights; while adjacent colors (such as blue and green, yellow and orange) create a harmonious and dynamic effect. The application of cold and warm color: cold color (such as blue, green) gives people a quiet, cool feelings, warm color (such as red, yellow) appear warm, enthusiastic. Reasonable collocation of cold and warm colors can create a different atmosphere.

Common color collocation method: monochrome color matching: based on the different colors and shadows of one color, simple and not error-prone. Use similar color matching: use adjacent colors on the color tray, using a design that does not require strong contrast. Complementary color matching: using the relative colors on the color wheel, such as blue and orange, can produce a high contrast effect. Split complementary color matching: select a color and its complement with moderate contrast. Three color matching: choose the three colors on the color plate, pay attention to balance.

Color trends in modern art and design are saturated colors, using bold and strong colors to attract attention, but you should be careful to match with other colors to maintain balance. Dual-tone effect: through the contrast of the two colors, make the design more influential

and memorable. Playful color: Soft pink, bright yellow and other colors are widely used to create a vibrant and optimistic atmosphere. Bright and vibrant colors: Combine material design and Bauhaus style to give a dynamic look. Bold color emphasis: Highlight key elements through unexpected tones or positions. Color can not only affect the visual effect, but also trigger emotional resonance through psychology and emotional expression for people. For example, red usually symbolizes enthusiasm and vitality, blue represents calm and professionalism, and yellow conveys optimism and vitality. Designers can choose the right colors according to the theme and target tourists of the work to convey specific emotions and information.

Color superposition and gradient color superposition: By stacking translucent color blocks (solid color or gradient) on pictures or videos, you can enhance the atmosphere and attract users' attention. Gradient color: gradient color can be composed of a variety of colors, or can also be a single depth of the color change, can add a modern and artistic sense to the design. The application of "blending agents" in the design of black and white tones can enhance the pure sense of the picture and visual impact. They can not only play an important role in the minimalist design, but also can match with other colors to play a foil and balance role. The color application of modern art and design needs to comprehensively consider the attributes of color, collocation methods, psychological influence and design objectives, and is expressed through clever color combination and creation.

4. Creation Strategy of Folk Art Color in Modern Art and Design

In modern art and design, the folk art color has unique significance. According to the specific creation strategy, color contrast and harmonious application of folk art color often enhance the visual impact through strong contrast, such as red and green, yellow and purple, orange and blue and other complementary color collocation. In the modern art and design, we can use this contrast technique for reference, and combine the modern aesthetic concept, by adjusting the purity, lightness and

area proportion of the color, so that the work can not only maintain the vitality of the traditional color, but also meet the modern aesthetic needs. Color emotion and symbolic expression of folk art color often carries a specific emotion and symbolic meaning, such as red series color for festival and auspicious as a representative, and yellow for noble and brilliant, blue for quiet and pure and fresh. The emotional attributes of these colors can be utilized, combined with the design theme, to convey specific emotions and cultural connotations.

Modern interpretation of traditional color folk art color has distinct regional characteristics and national style, Chinese traditional red, yellow, blue, green and other bright colors. In modern design, you can through the digital technology for the traditional color, make it more delicate and rich, at the same time, traditional color collocation innovation and breakthrough folk art color collocation technique rich and diverse, through color, contrast color, similar color collocation, can create a different visual effect. According to these techniques, combined with the modern design concept and aesthetic trend, innovation and breakthrough. The flexible application of monochrome and multi-color In modern art and design, the application of monochrome can highlight the design theme or emotion, and enhance the visual attraction and cultural charm of the work.

Cultural inheritance and innovation Folk art color is an important part of traditional culture, and its unique aesthetic mode provides rich innovative thinking for modern design. In-depth study of folk art color, extract its essence, and combined with the modern design concept, create both culture and accord with modern aesthetic works, combined with modern technology and materials in modern art and design, can use advanced technology, such as digital design, 3D printing technology, new material application, etc., through the traditional color pattern applied to modern product design, the folk art color.

5. Application Strategy of Folk Art Color in Modern Art and Design

The modern interpretation of traditional colors in

folk art has distinct regional and ethnic characteristics. In modern art and design, we can learn from color collocation and adjust it through artistic means and modern aesthetic concepts, so that it not only maintains harmony and unity, but also has strong visual impact. The expression of color emotion and the transmission of folk art colors often carry unique symbolic significance. Inheritance and innovation of color culture folk art color is an important part of traditional culture, and its unique collocation reflects the aesthetic concept of the Chinese nation.

In modern design, designers can learn from color collocation, enrich the cultural connotation of their works, and promote the inheritance and innovation of traditional culture. The innovation of color collocation and the breakthrough of the color collocation techniques of folk art, such as contrast color, adjacent color, similar color, etc., have a unique expressive force. Combined with the modern design concept and aesthetic trend, these color collocation is innovated and broken through to create works with a unique style. At the same time, the application of monochrome folk art can highlight the design theme or emotion, and convey the profound cultural connotation. In modern design, the application of a single folk art color can adjust the overall tone, and enhance the visual impact and cultural atmosphere of the work. When applying the color of folk art, designers should dig deep into the cultural connotation behind it and avoid simple imitation. By combining color with cultural symbols, the works can better convey the values and aesthetic concepts of traditional culture, and the folk art color can be more widely used in modern art and design, which enriches the design language and promotes the inheritance and development of traditional culture.

6. Conclusion

The combination of modern art and design and folk art color not only enriches the form of expression of modern design, but also promotes the inheritance and development of traditional culture. This integration not only has important artistic value, but also provides a steady stream of innovation power for modern design.

The folk art color can stimulate the tourists' emotional resonance and cultural sense of identity. It can make the works more national characteristics and cultural connotations, so as to attract the tourists visually, and establish a connection with the tourists emotionally. The application scope has been greatly expanded in modern design from the traditional painting, paper cutting, ceramics and other fields to the modern clothing design, interior design, graphic design, product design and other fields. This cross-field application not only enriches the use scene of the folk art color, but also gives it a new vitality in the modern society. People's demand for cultural diversity and personalized design is increasing, which can not only meet the emotional needs of the public for traditional culture, but also adapt to the trend of modern aesthetics, making the design works more attractive and competitive.

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