Graphic design practice of an image for the Chinese character for “鼓 Drum”

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April 18, 2019

Abstract

Basic shape is one of the most important components of the learning design process. Using Western design thinking to understand shape, color and composition layout and attempting to reinterpret the application of traditional calligraphy from a design point of view—whether it is the expression of form or the meaning of content—are both important aspects of design thinking. The writing patterns of traditional calligraphy and the design creation of modern experiments may have different biases. If the artistic value of “the brush and ink of the time” is compared to the science and technology of innovation as the main appeal, the expressiveness of the traditional writing mode is obviously difficult to achieve. Using science and technology as an option for design creation is a difficult way to proceed; however, technology, ideas and thinking can still be in sync with the cultural issues of an entire era. This is also the test of the times to which contemporary creations are subjected. There are infinite possibilities for development, and it is worthwhile to explore these possibilities together with artistic aspirants. On the other hand, if we follow the well-beaten path of the status quo, the creativity of traditional calligraphic art will wither, it will deviate from the larger environment of the era in which it operates, and it will inevitably be neglected and pushed out by other art categories. The design and creation process uses the traditional calligraphy characters and drums as the theme, assisted by digital tools in the creation, and finally transforms the traditional calligraphy visual form into an expression of the art of science and technology.

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Abstract

The drum is a percussion instrument used to express the rhythm of music, and it is one of China’s cultural assets. The Chinese character for “drum” has the artistic characteristics of the pictographic structure. Therefore, the graphic design of the character often attempts to compare the image features with the brush strokes of calligraphy, showing a dynamic rhythm and a special visual tension. The creation of the design uses the character for drum as the theme and, through the comprehensive discussion of the technical level and the thinking method, explores the visual "image" and rich "meaning" of the drum, ultimately combining the relationship between the two to form visual imagery. The association of calligraphy with dots, lines and strokes incorporates the morphological application and creative techniques of abstract expressionism and develops digital images of calligraphy with the rhythm interaction of drum music. Finally, the traditional material is combined with the digital drawing process, and specific execution steps are also proposed, which can be used as a reference for design practice.

Keywords

Drum, Chinese character, shaping, image design, design practice

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