

# Artistic Research and Redesign of Backprint Style

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**Abstract:** The pattern is one of the most distinctive traditional art patterns and characteristic symbols in China. It represents the cultural heritage of a long history and a good beginning and a good end. It takes the pattern of the dynasties as Decorative patterns, As an aesthetic pattern, through the artistic perspective of decoration, the aesthetic characteristics of the pattern and its connotation elements in the aesthetic form of historical evolution are analyzed. On the basis of determining its characteristics, the aesthetic means of deconstruction, reorganization, change, conversion and re-decomposition are used to design new aesthetic forms such as group plans, homes, etc. This paper studies the cultural heritage of the pattern, so as to inject new life into the redesign of the pattern and adapt to the development trend of the times.

**Keywords:** Backprint pattern, Art research, Backprint redesign.

## 1. Introduction

When it comes to Chinese decoration, there are not only many styles, but also a long history. Decorative art is the main part of China's traditional culture, which has spanned almost 5,000 years and directly affects all aspects of China's life. Back print, one of the most common traditional patterns in China, refers to various traditional patterns that form a "back" font through horizontal and vertical folding. Its simple and simple modeling method determines that the back print has strong vitality, and the regular and orderly contour frame also improves the visual tension of the graphics. At the same time, Huiwen is an auspicious group case of China's fine tradition. It means that it has a long history, endless life, peace and auspiciousness, stop at the best, the lines are coherent, and the group case continues to stretch, indicating auspicious depth, and also means wealth and noble, with strong vitality.

## 2. Artistic Characteristics of Back Prints

The shape of the back grain is square, which means that the longevity is auspicious and the sun is long-term. The two-way pattern can produce a neat and uniform visual effect, so it is often used in patterns such as spacing and locking lines. The most common pattern in cotton weaving is combined with the shape of a four-way connection.

### 2.1. Square back mono type

SquareTurn roundThe monomer form is the most common and common type of echo structure. The echo of this type is a square-shaped monomer through a center.SpotA line is formed by extending outward in a capable and neat horizontal and vertical rotation mode, and then it is independent of a composite monomer and intermittently shaped.Go on uninterruptedly Or a continuous arrangement in four directions to build a continuous and repetitive dynamic feeling with the extension of the curve., With the single square, the continuous pattern shows the spatial flow of the texture.

### 2.2. Reduction combination type

The combined pattern of the stroke refers to the compound texture after subtracting the back stroke, which is mainly

manifested in the number of turning circles of the word. Through this type of backprint, the number of turning circles of the loop line is reduced, so that the decorative style of the pattern is measured from the close contraction of the past to regular and concise, and the whole is more inclined to

### 2.3. Positive and negative "~" type

The positive and negative "~" pattern turns the backprint of one of the subtractive pen combination monomer into the form of "~" after the reverse, and transitions the structural method of the subtraction pen combination to a diversified way of implementation. The decorative style of the pattern has also changed from an ancient and solemn sense of solemnity to a smooth and lively sense of flexibility.

### 2.4. A series

A continuous loop pattern is formed by an uninterrupted line loop platform, and the line structure is relatively regular and rigorous. This type of pattern composition is a neat clue with many changes, which makes the spatial dynamic feeling created by the lines more flexible and smooth, so that the viewer forms a repetitive and continuous decoration experience. The back grain strengthens the visual effect tension of the stripes with a regular and orderly contour structure, but on the cornerstone of the simple composition frame, it has also evolved into various variants with different styles. The change of the pattern reflects the social life and aesthetic thoughts of the period from the side, and also carries quite rich humanistic content.

## 3. Application of Backprint Patterns in Various Products

### 3.1. Application in cosmetic logo

The basic design concept of GIVENCHY's Givenchy brand logo, at first glance, LOEWE is very similar. It uses the letter "G" for symmetrical combination deformation, but it is actually different. Givenchy's brand logo element is called a backprint. Yes, it is the paperback pattern that has been popular in China's copperware, architecture and decoration for thousands of years, butthis paperback pattern is not the other paperback pattern.In China, the design of the paper backprint is inspired by weather phenomena such as clouds and fog, thunder and lightning to show good luck. In Greece,

this pattern also appears in buildings and is called "Greek backprint", which is inspired by the famous ancient river in ancient Greece, which is a wise and elegant embodiment of the Western literary narrative system. From this unique meaning, "Greek backprint" has been poking on the aesthetic points of Western countries since its birth, and has been applied by designers to the luxury brand design of retro and elegant style. By the 1940s, designer Hubert de Givenchy became popular in the French fashion industry. At that time, many celebrities would symbolize themselves with a set of fashions specially designed by him. For no other reason, the fashions designed by Hubert and Givenchy are too elegant. Because it was so popular, in 1952, Hubert and Givenchy simply founded his own brand, Givenchy, in his own name. When designing the brand logo, the elegant "Greek backprint" naturally became his first choice (nonsense, his surname is G okay). Givenchy integrated his own design concept into it. The combination of the four letters "G" is an elegant "Greek pattern" deformed body, and GIVENCHY Givenchy has become synonymous with elegance in the fashion industry.

### **3.2. Application in clothing modeling**

In clothing design, backprint is a design trend. In Versace's 2021 autumn and winter LaGreca maze country, the new iconic pattern of Greek backprint is inspired by the dynamic show space and the new season's clothing LaGreca's series of clothing is based on retro-style clothing such as sweater vests from the 1970s, retro square scarves, disco In addition to clothing, it is also widely used in handbags, square towels and other products. Through the recombination and interpretation of the classic Greek pattern and Versace logo, it shows the strength and self-confidence, sexy charm and regretless self-awareness of modern women. In addition, the brand fashion of Balmain in the United States has also successively appeared with Chinese-style patterns. The product types include ordinary fashions and perfumes. The "Vent Vert" perfume in 1947 was the first successful perfume of Pierre Balmain, and it was also the most popular one in the late 1940s and early 1950s. Fragrant Water.

### **3.3. Application in font design**

China's traditional pattern art has a profound cultural background through the accumulation of long-term history. The integration and use of profound architectural design ideas and abstract "indices" and modern architectural design has now formed a development trend. In terms of expression, fonts and paperbacks are skillfully integrated, and at the same time, the paperbacks are refined to form a brand-new.

#### **3.3.1. Enhance text recognition and coordination**

The main function of Chinese characters is information, and because of the existence of similar characters, there is inevitably visual confusion. Therefore, while designing the combination of paperback pattern and English vocabulary and graphics, it is also necessary to fully consider not only the composition of the paperback pattern, but also the identity such as text g and graphic nine. Therefore, according to the above two points, the use of the "hook angle" of the paper pattern should also be paid attention to in the product design process. Reasonable composition is also a key reason to ensure the recognition rate. Because the pattern and the text convey two completely different visual effects to us at the same time, we should pay attention to the reasons why they are closely related when designing paper backprint and text.

Starting from the similarities in form, arrangement and pen operation, adjust the distance between each other to form visual recognition.

#### **3.3.2. In the case of combination, it conforms to the reading order**

The range of monomer elements and composite elements is relatively more limited, so letters or numbers should follow the reading habits of ordinary people from top left to bottom right in the case of combined arrangement. Due to the interference of the surrounding environment, in order to avoid recognition errors caused by "positive" and "negative", the most suitable reading angle for the human eye should be about 10-25 degrees, and the visual flow should also be followed when deconstructing or reorganizing the image.

#### **3.3.3. Extraction and deconstruction of positive and negative elements of paper echo**

Mr. Zhu Guangqian, a famous artist, once said, "Beauty is the dialectical unity between subjectivity and object; in reality, there needs to be objective conditions for the formation of beauty, and this prerequisite needs to be combined with objective factors such as people's social class consciousness, values and personal world outlook and life experience to form aesthetics." Traditional Chinese patterns are closely combined in shape and connotation. In composition and plastic art, they follow the aesthetic law of artistic conception. The symmetrical beauty, rhythm beauty and repetitive beauty of the pattern make the visual picture form a sense of balance. On the cornerstone of a full understanding of patterns, innovative design ideas are used for the characteristics of "shape". The "hook angle" and curve trend of the paperback pattern are obvious characteristics. From an aesthetic perspective, the art characteristics of the paperback pattern are analyzed and the form of development and the internal elements are refined. On the cornerstone of maintaining its characteristics, the "positive shape" and "negative shape" of the paperback pattern element are adopted in a simple deconstruction, integration and.

## **4. Redesign of Paper Backprints**

Taking China's modern excellent design art as a research template, by learning from the traditional culture of the Chinese nation and from the excellent soil rooted in the Chinese culture, we study the traditional pattern art and maintain its vitality. At the same time, we follow the new situation and development trend of the socialist market economy, and strive to open up another new way to promote its development. The integration with traditional culture has also created a mixed situation for the national traditional culture. In order to adhere to the needs of the national culture, the popularity and popularity are the key. Due to the relative tediousness and abstraction of the pattern, there is a lack of a relatively obvious Hui symbol that can be forgotten. This has a limited impact on the inheritance of Hui civilization, which has been refined and designed to design a national symbol with a sense of intimacy. At the same time, the artistic techniques of understanding, reorganizing, deforming, rotating and splitting the pattern are redesigned, such as a picture, creating a new art form, promoting the traditional culture and art of the Hui people, and constantly trying to develop more and better cultural opportunities, bringing new vitality to the art of the pattern, following the design concept of "the

## 5. Sum up

Huiwen is a geometric decorative pattern that carries the heritage of China's traditional culture. Because of its unique decorative beauty, it has been widely expanded and applied in China's modern architectural design. By integrating the human thinking and decoration methods represented by the backprints with the concept of modern architectural design, the designers show the vitality and vitality of Chinese traditional culture again and again through different cultural carriers, and carry forward the spirit and meaning of traditional Chinese culture. Traditional culture is the source and driving force for the development of modern creativity and product design. Combining traditional culture with the aesthetic requirements of modern consumers and creating a design that is in line with the present is an inevitable demand for the continuation of China's splendid traditional art, and also an important contribution to the national characteristics of China's design.

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