

On the Utilization of Hubei Intangible Cultural Heritage in Design Research

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Abstract: Under the background of economic globalization, cultural diversity becomes more and more important. As an important part of Chinese culture, Hubei's intangible cultural heritage has a profound historical heritage and unique artistic value, strengthening the design research of intangible cultural heritage elements is very crucial, and this paper discusses the research on the application of Hubei's intangible cultural heritage in visual communication design.

Keywords: Art and design, Intangible cultural heritage, Applied research, Traditional art.

1. Characteristics of Intangible Cultural Heritage in Hubei

Traditional cultural elements in the long river of history are the achievements of civilization created by people according to the environment at that time combined with their own needs, and these achievements have been passed down through different ways, all of which are called traditional culture. Integrating Hubei intangible cultural heritage elements into visual communication design can not only promote traditional culture, but also inject new vitality into modern design.

Hubei's intangible cultural heritage is rich and diverse, and these cultural heritages have strong local characteristics, reflecting the history, culture and people's way of life in Hubei. Utilizing these elements in visual communication design can make the design works more humanistic connotation and regional characteristics. Hubei's intangible cultural heritage is characterized by rich diversity, distinctive regional characteristics, living inheritance, close integration with life, as well as integration and innovation. These features add unique charm to Hubei's cultural heritage, and also provide a rich source of material and inspiration for modern visual communication design.

As far as the diversity of intangible cultural heritage is concerned, it covers many fields, and this rich intangible cultural heritage shows the deep historical heritage and colorful local characteristics of Hubei region. At the same time, these cultures also have distinctive regional characteristics. Some traditional skills, such as carved paper-cutting, shadow carving, etc. also have strong local characteristics. Then in the inheritance of culture, the intangible cultural heritage of Hubei is characterized by living inheritance. Many traditional music, dance, theater and other art forms still have a broad mass base in the folklore and have been well inherited and developed. At the same time, some traditional skills have been effectively protected and passed on. In the process of cultural inheritance and development, new creative elements are constantly being absorbed, new artistic styles are being formed, and the fusion of tradition and modernity is also being realized.

2. Utilization of Hubei Intangible Cultural Heritage Elements

The methods of utilizing Hubei intangible cultural heritage elements in visual communication design mainly include the following aspects: The cultural significance and artistic characteristics behind the traditional skills and traditional drama can be understood by studying the production process and the way of performance. Therefore, when using the elements of intangible cultural heritage in Hubei, first of all, we need to dig deep into its cultural connotation and explore the historical and cultural background behind it. Only with a deep understanding of the cultural connotation can Hubei intangible cultural heritage elements be better integrated into the visual communication design.

Innovative application on the basis of retaining the essence of traditional culture, combining Hubei intangible cultural heritage elements with modern visual communication design. Use simple deformation, reorganization and simplification to combine traditional culture with modern design. At the same time, it is also possible to try to combine Hubei intangible cultural heritage elements with other regional cultural elements to form cross-cultural integration and innovation. In visual communication design, Hubei intangible cultural heritage elements can be expressed in various ways. In addition to traditional graphic design and pattern use, they can be presented through three-dimensional modeling, installation art, digital media and other ways of expression. At the same time, it is possible to consider combining Hubei intangible cultural heritage elements with other design elements, such as with brand image, packaging design, advertising and publicity, in order to form a unique design style.

When using Hubei intangible cultural heritage elements, it is necessary to pay attention to details and quality. The use of traditional elements needs to be finely polished and processed to harmonize with modern design styles. At the same time, it is also necessary to pay attention to the quality and texture of the design to enhance the overall sense of beauty and value.

When using Hubei intangible cultural heritage elements in visual communication design, it is more important to consider the market demand and audience preferences. For different audience groups and market positioning, it is necessary to

design works that meet their aesthetics and needs, in order to enhance the relevance and attractiveness of the design, and to combine market demand and audience preferences.

3. Value and significance of the research

It is of great value and significance to conduct research on the use of Hubei intangible cultural heritage in visual communication design. First of all, this kind of research helps to carry forward the excellent traditional Chinese culture and enhance cultural self-confidence. By integrating Hubei intangible cultural heritage elements into modern design, more people can understand and recognize these valuable cultural heritages, thus promoting cultural inheritance and development. Secondly, this research can provide new ideas and sources of inspiration for modern visual communication design. The combination of tradition and modernity can make the design works more creative and personalized, and satisfy people's increasingly diversified aesthetic needs. Finally, this kind of research also helps to promote the development of Hubei's cultural industry. By deeply integrating elements of intangible cultural heritage with tourism, cultural creation, e-commerce and other industries, the economic value and market prospects of the intangible heritage industry can be enhanced and the sustainable development of the local economy can be promoted.

It also has a far-reaching impact on the study of the value and significance of intangible cultural heritage to cultural inheritance. As an important part of human civilization, intangible cultural heritage has far-reaching historical heritage and unique cultural value. Its study not only helps to understand the diversity of human history and culture, but also helps to promote cultural inheritance, economic development, social harmony, artistic exchanges, educational functions, scientific research, environmental sustainability and international exchanges. It is also a precious carrier of the traditional culture of various ethnic groups, which contains rich historical memories, national customs, skills and wisdom. Through its research and protection, it can effectively pass on and carry forward the excellent traditional culture of nationalities, and maintain the sense of identity and cohesion of national cultures. At the same time, it is also of great significance to the development of cultural diversity in the world.

As an important part of art, it has unique aesthetic value and artistic charm. Its research and dissemination can help promote artistic exchanges and cooperation, and promote the diversity and prosperity of world culture. At the same time, it also helps to discover and cultivate artistic talents and enhance the level of artistic creation and international influence. It contains rich educational resources and has unique educational functions. By integrating it into school education and social education, it can cultivate the younger generation's interest in and identification with traditional culture, and enhance their cultural literacy and comprehensive quality. At the same time, it can also help to cultivate the spirit of innovation and creativity and provide a steady stream of talents to support social development.

Such cultures contain a wealth of scientific knowledge and technical wisdom, the study of which can provide valuable information and inspiration for scientific research. For example, research in the fields of traditional medicine and traditional crafts can provide reference and inspiration for

modern medicine and engineering. At the same time, safeguarding and passing on ICH through scientific means can also help promote technological innovation and progress in related fields. Many intangible cultural heritages are closely related to the natural environment, such as folk music, dance, fine arts, etc., which often use natural landscape, flora and fauna, etc., as the subject matter of their creation. Therefore, the preservation and transmission of such cultural heritage can also contribute to the maintenance of ecological balance and environmental sustainability. By advocating the concept of green development, it can promote the building of an ecological civilization and the sustainable development of society. As an important part of the world's cultural diversity, intangible cultural heritage plays an important role in international exchanges. By carrying out cross-border cultural exchange activities, it can enhance understanding and friendship among peoples and promote world peace and development. At the same time, it also helps to enhance China's cultural soft power and international influence.

4. Looking to the Future

With the progress of science and technology and the development of society, the future visual communication design will pay more attention to the integration of technology and culture. As an important part of culture, the intangible cultural heritage elements of Hubei will play a more important role in future design. At the same time, with people's attention to traditional culture and increased awareness of protection, the inheritance and development of Hubei's intangible cultural heritage will also have higher requirements. Therefore, we need to constantly innovate ideas and methods, deeply study the characteristics and values of Hubei intangible cultural heritage, and explore more possibilities in its modern visual communication design. Only in this way can we make these valuable cultural heritages glow more brilliantly in the context of the new era. The future combination of visual communication design and Hubei intangible cultural heritage can be effectively explored and practiced in the following aspects:

In-depth excavation of cultural connotation: When Hubei intangible cultural heritage elements are utilized in visual communication design in the future, it is necessary to excavate their cultural connotation in a more in-depth manner. For example, field research and documentation can be used to understand the historical background, cultural connotation and artistic characteristics of Hubei ICH, so as to provide a more accurate source of inspiration for the design.

Innovative use of design methods: In visual communication design, innovative design methods can be used to combine the elements of Hubei intangible cultural heritage. For example, modern technological means, such as virtual reality and augmented reality, can be utilized to present the unique charm of Hubei intangible cultural heritage. At the same time, we can also try to combine Hubei ICH elements with other design techniques, such as illustration, animation, interactive media, etc., in order to form a more creative and personalized design style.

Explore diversified forms of expression: future visual communication design can explore more diversified forms of expression to present Hubei intangible cultural heritage elements. For example, three-dimensional modeling, installation art and other forms can be used to combine traditional elements with modern design to present the charm of Hubei intangible cultural heritage in a more vivid and

three-dimensional way. At the same time, we can also try to combine Hubei ICH elements with other industries, such as fashion industry and home design industry, in order to expand its application fields and market value.

Combine with market demand and audience preference: The future visual communication design needs to combine with market demand and audience preference, and use Hubei intangible cultural heritage elements in a targeted way. Through market research and audience analysis, we can understand the cultural background and aesthetic needs of the audience, so as to design works that meet their preferences and needs. At the same time, it is also possible to co-develop non-heritage cultural and creative products with market potential through cooperation with other industries, in order to promote the marketization process of Hubei's intangible cultural heritage.

Cultivate professionals: In order to better combine Hubei intangible cultural heritage with visual communication design, it is necessary to cultivate a group of cross-border talents with specialized knowledge and skills. Through the establishment of relevant disciplines, training courses and academic exchange activities, the cultivation and exchange of cross-border talents will be strengthened, so as to provide a talent guarantee for the future combination of visual communication design and Hubei's intangible cultural heritage.

Establishment of cooperation mechanism: The future combination of visual communication design and Hubei intangible cultural heritage requires cooperation and support from many parties. A cooperation mechanism involving the government, academic institutions, enterprises and social organizations can be established to jointly promote the protection and inheritance of intangible cultural heritage in Hubei. Through policy support, financial investment and technical support, a synergy is formed to promote the effective use and sustainable development of Hubei intangible cultural heritage in visual communication design.

5. Conclusion

In conclusion, the use of Hubei intangible cultural heritage elements in visual communication design needs to focus on in-depth excavation of cultural connotations, innovative use, diversified ways of expression, attention to details and quality, as well as combining market demand and audience preferences. Only by comprehensively considering these factors can the design works have the traditional cultural heritage and characteristics, and at the same time be adapted

to the aesthetic demand and development trend of the modern society.

The value and significance of intangible cultural heritage is significant and far-reaching. In the context of globalization, we should pay more attention to the protection and inheritance of intangible cultural heritage, and give full play to its role in cultural inheritance, economic development, social harmony, artistic exchanges, educational functions, scientific research, environmental sustainability and international exchanges. At the same time, we should also strengthen international cooperation and exchange, and jointly promote the prosperity and development of the world's cultural diversity. The future combination of visual communication design and Hubei's intangible cultural heritage requires effective exploration and practice in terms of in-depth excavation of cultural connotations, innovative use of design techniques, exploration of diversified forms of expression, combining market demand and audience preferences, cultivating professional talents, and establishing cooperation mechanisms. Only in this way can Hubei intangible cultural heritage be better protected and inherited in visual communication design, and at the same time can inject new creativity and inspiration into modern design.

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