

Exploring the integration and innovation of modern transformation and new media promotion based on the traditional Chinese art of tie-dyeing

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Abstract. In today's environment, traditional culture is spread in very diverse ways, especially intangible cultural heritage is getting more and more attention, we pass on our own country's material cultural heritage to more people, focusing firstly on the visual way of communication, wanting to promote the transformation and integration between traditional culture and the new era and new media, breaking the confinement between, helping not only the audience as well as more We want to promote the transformation and integration of traditional culture with the new era and new media, break the confinement between them, and help not only the audience but also more people understand and pass on our traditional culture and taste its charm. This paper focuses on the modern transformation and empowerment of tie-dye skills, through a series of implementable transformations of tie-dye skills, such as the greening of dyes, the enrichment of colors, the novelty of styles, and the affordable prices to break the original industry barriers and fill the industry gaps. At the same time, we will use the new media platform to promote our products domestically and internationally. This study aims to promote the policy of "creative transformation and innovative development", and hope that through understanding the excellent Chinese culture, strengthening cultural self-confidence, inheriting and carrying forward the excellent Chinese traditional culture, and adhering to the strategy of sustainable development, more people will learn about the tie-dye technique and let tie-dye go to China and the world.

Keywords: transformation of non-foreign heritage; cultural communication; new media; cultural confidence.

1. Research significance

Tie-dye craft is the treasure of Chinese traditional culture, and inheriting traditional culture is also the spiritual power of national development. The choice of innovative transformation of the tie-dye craft allows for both a deeper excavation of traditional culture and a new development and innovation of traditional culture. The choice of tie-dye technology is also due to its unique technical approach and peculiar artistic effect, which also makes the process of innovation have a better orientation and more space.

Adhering to the policy of "creative transformation and innovative development" is conducive to building a firm foundation of cultural confidence in the midst of change. As the world landscape is undergoing a great change that has not been seen for a century, Chinese culture should have the great responsibility to change with the times, change for the times, change for the times, change for the times, and change for the times, which is the national responsibility of Chinese culture, but also the global responsibility of Chinese culture.

2. Purpose of the study

By using new media platforms to disseminate and integrate with modern costumes, we can better attract the attention of the public and make them willing to accept this innovative concept, so that they can better understand the tie-dye culture, and then promote tie-dye to all levels of society and better promote the excellent Chinese traditional culture.

3. Current status of domestic and international research

The basic work of Chinese excellent traditional culture protection still needs to be improved in the production and life of the transformation and application of still exists in shortage, some still exist in the form of the phenomenon of light content. The heritage of excellent traditional culture is of great significance to the continuation of the Chinese cultural lineage, the overall improvement of the cultural literacy of the people, the maintenance of national cultural security, enhance the national cultural soft power, and promote the modernization of the national governance system and governance capacity.

3.1 Domestic Status

Classical and new life coexist. Tie-dyeing is an ancient Chinese folk craft, a treasure of traditional Chinese culture, which has been recorded in the ancient book "Qi Min Yao Shu" more than 1400 years ago, and has been incomparably glorious in the course of two thousand years of history, although it was once left cold and forgotten midway, but it harbors infinite vitality. Due to the simplicity of the tie-dye process, it is very convenient to realize personal artistic creativity and facilitates the diversification and individualization of aesthetic needs, therefore, the traditional tie-dye process is unique and distinctive in modern fashion design, adapting to people's pursuit of personalized taste. At present, there are still a small number of ancient tie-dye craft stores, and some craftsmen also want to pass on our intangible cultural heritage, but how to make more people notice this craft and be willing to pass it on is also a problem, and our content is dedicated to making more young people notice this culture through creative transformation and innovative development, so that they will be interested and hobby to understand this craft and have more possibilities to pass it on. The possibility of passing on this craft.

Modern tie-dye combines technology with traditional tie-dye techniques to create colorful patterns that can be surprisingly old-fashioned or amazingly abstract. In order to meet the needs of modern people for fashionable and personalized life, more and more fashion design newcomers are using modern tie-dye art in their collections for avant-garde creation. Because of its unique visual image, strange texture effect and in-depth interpretation of popular art, modern tie-dye fabric is widely used in four seasons fashion apparel, thus breaking the monotonous situation that print and dye fabric has long dominated casual apparel and greatly enriching the design language of casual apparel.

For Chinese traditional culture to go to the world depends on the artistic charm of its own national art, it is especially important to discover, study and inherit traditional culture and move the world with its own characteristics. At the same time, international fashion is also paying attention to Chinese ethnic and folk culture and personality, which makes the best opportunity between our traditional tie-dye art and the international fashion.

The current research in China is on the innovation of craftsmanship and its use in various products, especially in creative products. It can be seen that there are already studies that propose a heritage protection for cultural heritage and measures. For example, the establishment of a database, the development of various development policies, the training of talents, and the introduction of tie-dye culture into digital communication. For the inheritance, protection and development of tie-dye culture domestic developments have been made.

3.2 Foreign status

The art of hand-dyeing in Southeast Asia is characterized by batik, with beautiful colors and patterns, which became popular in the 17th century. Tie-dyeing is represented by Thailand, Cambodia, Bali, Sumatra and other countries and regions, and the techniques of rolled performance tying and sewing around tying are the most popular, and are used in shawls, corsets, belts and other clothing materials. African hand printing and dyeing art is most vivid with plant, animal and character patterns. South Africa Madagascar is characterized by two-color tie-dyeing. Indian hand-printed and dyed art can compete with our tie-dye industry. Japanese hand-printing and dyeing art has been introduced

since the Tang Dynasty, and the characteristic deer-valley has become the main technique of tie-dye products, and Japanese tie-dye products have maintained a vigorous life until modern times.

The more high-end brands, they also look into technical innovations. Technically, for example, some designers have given a whole new expression to tie-dye, both in terms of design and fabric, and the technological innovation has allowed designers to be completely liberal in their choice of fabrics, whether classic denim, cotton or silk or leather, nowadays they are all covered by tie-dye, and although the choice of fabrics is not very mature, the results presented are often more artistic and look more fashionable .

Foreign countries have conducted profound research on the art of tie-dyeing techniques, and they have advanced the development of ideas, techniques, and fabrics to various degrees, and have conducted many teaching studies, and have conducted environmental evaluation tests in the direction of the wastewater produced by the tie-dyeing process, and also use media to study tie-dyeing techniques.

4. Background of the study

Tie-dye is one of the traditional Chinese hand-dyeing techniques and a national intangible cultural heritage. Tie-dyeing is not only a skill, but also an art. An ancient book records the process of tie-dyeing like this: "handful of kneading with thread knotted, and then dyeing, both dyeing, then untie its knot, where the knot is the original color, with then into the dyeing carry on, its color splendid." As early as in the Eastern Jin Dynasty, the tie-dyeing process was already mature. With the change of dynasties and the development of handicrafts, the tie-dyeing process began to spread widely. The unique artistic effect of tie-dyeing is also difficult to reach by modern mechanical printing and dyeing process, which is the charm of tie-dyeing process.

However, with the rapid development of technology today, the mass production of machines gradually replaces the manual production, and the traditional tie-dyeing process gradually fades out of people's view. At present, all tie-dye in the market is also made of chemical dyes, which is inexpensive but does not meet the strategic needs of sustainable development in China, so we want to pursue the direction of environmentally friendly green development.

With the advent of the era of information fragmentation, people acquire a large amount of information every day and are more willing to learn and understand new things, while the ancient traditional handicraft of tie-dyeing is gradually forgotten and people's enthusiasm for learning is fading. However, it is the responsibility and goal of each of us to inherit and carry forward the excellent Chinese traditional culture, realize the creative transformation and innovative development of traditional culture in contemporary times, continue to tell the good Chinese story and improve national self-confidence.

General Secretary Xi Jinping once pointed out that it is necessary to firmly establish cultural confidence, promote the creative transformation and innovative development of excellent Chinese traditional culture, inherit revolutionary culture, and develop advanced socialist culture. The policy of "creative transformation and innovative development", with "creative transformation and innovative development" as the key meaning, is the way to cultural confidence in the new era.

The excellent Chinese traditional culture is a unique "strategic resource" that can be created through modernization to give a powerful energy and promote national rejuvenation. Therefore, in order to have sufficient cultural confidence and innovation ability, we must awaken the excellent traditional cultural genes in Chinese culture, and at the same time give it a modernized soul. General Secretary Xi proposed at the national propaganda and ideological work conference that excellent traditional culture contains the "deepest spiritual pursuit" and "deepest cultural soft power" of the Chinese nation, which can unite and build a strong Chinese spirit and Chinese power.

In the era where everyone is a media, new media platforms undoubtedly provide new ideas for the inheritance and development of traditional culture. Many new generation groups have started to pay attention to fashion clothing and learn fashion dressing on new media platforms. Therefore, we hope

to use the new media platform to combine the characteristics of the new generation and the needs of the times, and make innovative integration of tie-dye with some traditional clothing and creative products to create a new fashion, so that more and more people can understand the tie-dye craft and discover the artistic charm of it.

5. Research Methodology

Mainly consists of four stages: First, a comprehensive understanding and analysis of the history and culture of tie-dye; Second: analysis of the market demand, through the "creative transformation and innovative development" to empower the transformation of intangible cultural heritage. A modern transformation of tie-dye can make people accept traditional culture more easily; 3: Combine production and marketing, and make a visual communication of tie-dye culture through new media platform, there are still many traditional tie-dye teaching videos on the market, but the idea of integrating tie-dye with design is rare. Four: Combining with the real market situation, we can put visual works on demand to form a complete system, such as ShakeYin, Racer and other new media platforms to spread the culture of intangible cultural heritage, using visual art works pictures, motion pictures or videos, or live broadcast to expand the influence. And timely in the placement to collect feedback from the market, can be timely on the production of goods, manufacturers should also be timely to collect audience feedback and submissions, the dissemination and production to adjust optimization and upgrade; five: in the domestic dissemination of the initial results, the later can be will use visual image works with English subtitles, the use of international communication platform, our creation of visual culture dissemination, cultural export.

6. Research process

conceptualize content innovation points, investigate relevant new media platform accounts, research and conceptualize content presentation, operation and other related research content. conduct user psychological survey interviews and interview sampling, research promotion methods, targeted good content style setting.

Perform product design, ideas transformation. In the major new media platforms for input content input, and find ways to expand the scope of dissemination, which accounts need to do a reasonable division of labor distribution, to maintain the frequency of updates, and timely dialogue with the audience, to collect user feedback, and then the process of timely adjustment and improvement.

7. Conclusions of the study

7.1 Innovation points

The innovation of traditional color can be broken in tie-dye art. The color of tie-dye in modern clothing design is not limited to the traditional plain blues, but is following the changes of popular colors. Natural materials have also become the source of thinking for the creation of color in tie-dye art in the present era. For example, the inspiration of the sea is used in the expression of tie-dye art, and the harmonious colors of the sea make the clothes more attractive.

Traditional tie-dye technology can be combined with modern fashionable style. The combination of tie-dye art and fashion style is in line with the demand of the times, when people are more interested in pursuing individuality and flair. The evolution from traditional to modern makes designers look for a newer and richer design element and method to reflect the individuality and avant-garde characteristics of contemporary fashion design. Modern tie-dye innovation should seize the changes of new elements and aesthetically follow the trend of the times, whether it is the innovative design of pattern pattern or the change of dyeing method, to make tie-dye art express a variety of different styles of clothing. This can help designers to develop the design thinking space to a greater extent, and can meet the diversified needs of modern people's life to a greater extent. At the same time, it can also

give a new artistic influence to tie-dye, so that modern tie-dye clothing can show a different contemporary fashion and new cultural style.

The process can be done with anti-dyeing treatment. In the tie-dyeing method can use modern technology to carry out certain anti-dyeing treatment on the fabric, and to a certain extent can realize the effect of having certain regular pattern pattern. For example, we can use splints, bundles and other anti-dyeing methods to tie-dye fabric according to the regularity of anti-dyeing, and we can also tie-dye directly in the fabric diagonal local anti-dyeing: we can also make the fabric form a protection zone through wooden strips or plastic films, so as to effectively organize the dyeing solution to soak through and dip-dye the fabric on both sides and hollow parts and other non-protection zones.

Combine the tie-dye technology modern social media. If traditional technology wants to break through the limit and enter the public's view, it must be combined with modern media and appear in people's daily life. In the process of propaganda, we can attract people's attention to traditional techniques by spreading the production process and interesting stories through videos on platforms such as Shake Yin, Racer and We Chat video number or through graphic communication such as Little Red Booklitttle and Zhihu.

7.2 Difficulties

The grasp of the pattern. Anyone can do a good job through practice and exploration. The difficulty is how to apply different techniques to different patterns, and then to make innovative ideas with purpose and design.

Batch production. Expensive and random patterns with uncontrollable quality of finished products in bulk are a major difficulty for tie-dye technology to become a practical technology for ready-made garments in the market, but hand tie-dyeing each piece uniquely is also its advantage.

Integration with new media. Short video impact of the times, want to attract viewers in the fickle network world to continue to pay attention to our audience has some difficulties.

7.3 Technical route

Pattern grasp. First there is the theme, then the idea of the pattern, and finally implemented to the production, do not do it at will. Production on the control of the pattern to be strictly cautious, especially non-abstract patterns, the use of good tie-dye skills.

To ensure that all dyes are environmentally friendly plant dyes, and to restore the traditional ancient dyeing method and push new ideas from it for the favorable implementation of green and sustainable development.

Integrate properly with new media. If you want to reflect the process of tie-dyeing in the form of simple pictures and videos, meaning the use of ordinary self-media communication is not enough, to integrate the fun to attract the public. Incorporate our design ideas and production process can be recommended through the video account to the small red book, public number and other graphic form to release. First in the domestic market there is put, the effect is good will gradually go international.

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