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METHODS TO EXPRESS CULTURAL HERITAGE IN VISUAL DESIGN

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This article examines the strategies utilized by contemporary designers in conveying cultural heritage via visual design. It scrutinizes the incorporation of cultural heritage into design through the portrayal of cultural subject matter and regional traditions. Moreover, the article underscores the significance of inventive design techniques and the employment of color and texture to underscore the distinct attributes of cultural heritage. To proficiently articulate and propagate cultural heritage through design, designers necessitate a thorough comprehension of the cultural aspects, regional distinctions, and artisanal techniques inherent in cultural heritage, facilitating the seamless amalgamation of tradition and contemporary aesthetics.

Key words: *cultural heritage, city image design, visual design, graphic design, color, regional culture, visual communication design, brand design, identity*

INTRODUCTION

Cultural heritage is a vital connection to our past, embodying the creativity, beliefs, and experiences that underpin contemporary civilization. However, irreplaceable heritage sites, artifacts, and traditions around the world face an array of existential threats, from environmental degradation and overcrowding to armed conflicts and urbanization. Beyond physical preservation challenges, there are also barriers to facilitating understanding and cultivating appreciation for diverse cultural legacies among global audiences. Visual design communicates across cultures through elements such as images, colors, words and symbols. Therefore, it is possible to integrate elements of various cultural heritages by means of design in order to promote the sustainable development and dissemination of cultural heritage. In order to achieve this, it is important to know how to express cultural heritage through design.

PURPOSE

This article aims to examine instances of contemporary design aimed at preserving cultural heritage and to explore methods by which cultural heritage can be conveyed in visual design through cultural symbols, narratives, and motifs.

RESULTS AND DISCUSSION

According to the definition of UNESCO's "Convention Concerning the Protection of the World Cultural and Natural Heritage", cultural heritage includes



monuments, architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view. It encompasses tangible heritage (movable, immovable and underwater), intangible cultural heritage (ICH) embedded in culture, and natural heritage with cultural artifacts, sites [1].

Applying design thinking across various domains constitutes a fundamental aspect of innovative design. By melding traditional elements with modern styles, innovative design revitalizes cultural heritage, thus enhancing avenues for its expression and dissemination. Notably, innovative design assumes a pivotal role in conveying cultural heritage through visual design and visual mediums.

Visual communication design constitutes a form of art aimed at conveying particular messages through visual components such as logos, typography, painting, graphic design, illustrations, color etc. Grounded in visual perception, this field frequently entails representing images within a two-dimensional framework. The overarching objective of visual communication design is to effectively communicate, educate, and persuade the viewer. Moreover, it is commonly observed that the integration of textual elements enhances the impact of visual images.

Xie Xiaoyu and Wang Ye-Cheng [2], analyze the effectiveness and necessity of integrating cultural heritage preservation with innovative design through the lens of design innovation and the development of three methods of cultural heritage preservation. Other research [3], delves into innovations within the cultural heritage sphere of Jeju Haeul, Korea, advocating for increased product rejuvenation to foster design diversity and pique the interest of both domestic and international consumers, thereby bolstering the propagation of regional culture.

To illustrate the effectiveness and necessity of integrating cultural heritage preservation with innovative design, let us delve into specific cases of visual design.

As depicted in Figure 1 (a), the cultural heritage illustration poster design featuring Quanzhou Zan Hua from Quanzhou, China, portrays a type of hair accessory traditionally worn by women in the customary practices of Quanzhou's xunpu village, which is known as the "fairy among flowers". Quanzhou Hairpin (b), representing an ancient and distinctive cultural tradition of China, has been meticulously preserved in Quanzhou. By extracting stylistic elements and simplifying geometric shapes to convey the essence of the ornamental elements, as well as integrating gradient colors to achieve greater expressiveness of forms, the design of this poster imbues traditional cultural heritage elements with a contemporary design aesthetic.

As shown in Figure 2, Jianzhan, serving as an essential utensil within Chinese tea culture, holds the esteemed status of being a national intangible cultural heritage in China. Jianyang, Fujian Province is known as the "Capital of Jianzhan Kiln Jianjian" in China. To enhance the promotion of Chinese cultural heritage, the brand image design of China Jianjian integrates the architectural elements of the region with the stylistic elements of the cultural heritage itself. The color scheme is based on the "Da Guan Tea Theory", and "Cang Qing" and "Rabbit



Hair" texture colors are chosen as the standard colors of the brand, imbues the logo with a heightened sense of regional and cultural identity.



a



b

Fig.1. Hangzhou Asian games poster design:
a – illustration poster design of Quanzhou, China;
b – photo of Chinese celebrities wearing Zan Hua Hairpin

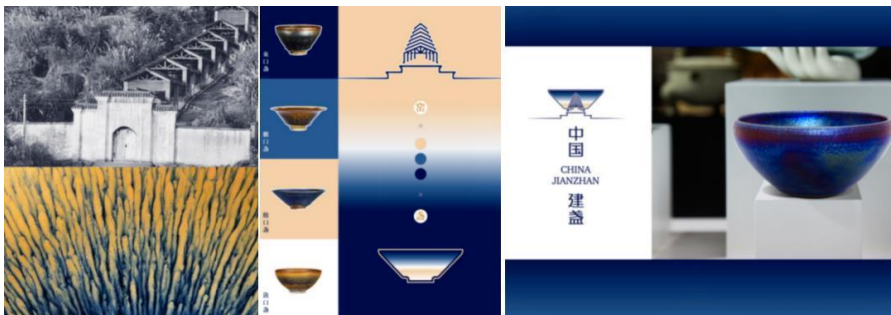


Fig. 2. China Jianzhan brand design



Innovation and sustainable dissemination of cultural heritage through design has become increasingly evident in numerous design cases in recent years. On the one hand, cultural heritage, serving as a conduit for cultural styles, offers designers boundless wells of inspiration. On the other hand, designers make new creations of traditional cultural heritage through design, thereby facilitating cultural dissemination and fostering cultural re-creation. As stated, "Cultural objects; especially in the past, were hand-made, they have functions and appearances known to society, and have meanings attributed by the society" [4]. Given China's rich tapestry of cultural heritage encompassing diverse styles, crafts, and narratives, designers have employed various design methods such as branding, illustration and other forms of design to breathe new vitality into a certain type of cultural heritage. Moreover, they have also enriched the ways and means of expressing cultural heritage in design through a large number of design practices, which provides a good reference for communicating cultural heritage through design.

CONCLUSIONS

The analysis underscores the nuanced integration of cultural heritage within the realm of visual design, in which the essence and stylistic elements of cultural subject matter and regional culture are imbued into design expression. Oftentimes, the color palette and texture of the cultural artifact itself are leveraged to accentuate the vibrancy and intricacies of the cultural heritage. China, in particular, exhibits a wealth of cultural heritage expressions through design, highlighting the need for designers to possess a comprehensive understanding of cultural attributes, regional nuances, and technical processes. By adeptly amalgamating traditional elements with contemporary styles and modern lifestyles while honoring the inherent attributes of the culture, designers can effectively convey and perpetuate cultural heritage through design, thereby contributing to the sustainable dissemination of regional cultural legacies. Hence, the effective expression and dissemination of cultural heritage through design necessitates the harmonious fusion of traditional elements with modern aesthetics and lifestyles.

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