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CHINESE POSTER: GENESIS AND DEVELOPMENT PROSPECTS

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The paper analyzes the genesis and stylistic features of the Chinese poster. The study includes a review of the elements of the visual language of traditional Chinese posters, as well as the prospects for the development of Chinese posters, taking into account globalization and innovation processes.

Key words: Chinese posters, graphic design, visual communication, genesis, digital transformation.

INTRODUCTION

Posters have long served as an essential form of visual communication in China, influencing public opinion, promoting culture, and spreading political ideologies. The importance of posters as a cultural tool can be traced back to the late Qing Dynasty, when Western printing technologies were introduced. Over time, posters in China took on various forms and functions, ranging from commercial advertising to revolutionary propaganda.

This article aims to explore the origins of Chinese posters, identify key design features that emerged throughout different historical periods, and discuss the future directions of Chinese poster art in an increasingly digital and globalized world.

PURPOSE

The purpose of this paper is to explore the origins of Chinese posters, identify key design features that emerged throughout different historical periods, and discuss the future directions of Chinese poster art in an increasingly digital and globalized world.

RESULTS AND DISCUSSION

It is important to note that despite the fact that the history of the development of Chinese posters has several stages, posters have always been very sensitive to the socio-cultural processes taking place in society. It is believed that the first Chinese posters appeared in the late 19th and early 20th centuries, under the influence of Western culture and technology. At the beginning of their appearance in China, posters were used for advertising purposes to promote goods on the market and increase sales. The posters were designed in the traditional Chinese style using bright colors and beautiful images.



During the propaganda period (1949-1976), significant changes occurred in the visual design of posters, as the social function of posters changed. Posters began to be used as a tool of political propaganda to popularize socialist ideas. Bright colors did not lose their relevance, but images of workers and social figures became key visual elements [2].

The expansion of the socio-cultural functions of posters occurred during the period of reform and opening up, which began in China in 1978. Posters again began to perform an advertising function, commercial advertising posters appeared. It should also be noted that during these period social and cultural posters emerged, and artists began to experiment with modern materials and graphic design. It should be noted that since the beginning of the 21st century, the relevance and demand for posters in Chinese society has increased significantly. Posters are used in culture, advertising, the social sphere and politics. Modern Chinese posters highlight current issues and problems of both Chinese and globalized society. Under the influence of innovative technologies, dynamic and interactive posters appear, and designers are increasingly using augmented reality (AR) and virtual reality (VR) to create innovative products. The above allows us to conclude that Chinese posters have significant potential for further development [1].

CONCLUSIONS

Chinese posters have undergone a remarkable evolution, from a tool for political propaganda to a diverse and dynamic medium for commercial and cultural expression. As the world becomes increasingly interconnected, Chinese poster art faces both challenges and opportunities for innovation. By preserving its rich cultural heritage while embracing modern technologies, Chinese posters are poised for continued growth and influence on the global stage.

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БЕЗУГЛА Р., ЯН Цзян

КИТАЙСЬКИЙ ПЛАКАТ: ГЕНЕЗА ТА ПЕРСПЕКТИВИ РОЗВИТКУ

У роботі проведено аналіз генезису та стилістичних особливостей китайського плакату. Дослідження включає огляд елементів візуальної мови традиційних китайських плакатів, а також перспектив розвитку китайських плакатів з врахуванням глобалізаційних та інноваційних процесів.

Ключові слова: китайські плакати, графічний дизайн, візуальна комунікація, генеза, цифрова трансформація.