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MODERN POSTER DESIGN BASED ON CHINESE DONGCHANG TRADITIONAL NEW YEAR WOODBLOCK PRINTS

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The Chinese Dongchang Traditional New Year Woodblock is one of the typical representatives of China's traditional folk art. It draws on many materials, including content from real life, historical figures, opera stories, and mythological legends. Its expressions center around auspicious themes such as good fortune, emolument, longevity, and happiness. It holds significant value for the inheritance and development of Chinese folk art. This conference paper explores modern design based on the Dongchangfu Traditional New Year Woodblock. The goal is to blend modern design concepts with traditional craftsmanship, creating products that reflect local culture while appealing to contemporary aesthetics.

Key words: intangible cultural heritage, Chinese Dongchang traditional New Year woodblock, graphic design, modern poster design.

INTRODUCTION

Shandong Liaocheng Dongchangfu woodblock New Year painting, one of China's traditional folk arts, combines profound historical-cultural heritage with artistic value. Originating in the Ming Dynasty (1368-1644), this craft has evolved over nearly three centuries. These New Year's pictures not only feature exaggerated and colorful styles but also embody symbolic representations of annual celebrations, demonstrating profound artistic significance. The production process is intricate, involving multiple steps such as material selection, design, engraving, printing, and coloring. Each stage demands meticulous craftsmanship from the artists 1. . As an intangible cultural heritage, Dongchangfu woodblock prints now confront the dual challenge of modernization while preserving traditional essence. To maintain contemporary relevance, it must transcend conventional formats by integrating modern design principles, thereby creating expansive opportunities for cultural innovation.

PURPOSE

In line with contemporary design trends, this paper aims to develop cultural and creative products based on Liaocheng's intangible cultural heritage and enhance their aesthetic appeal through modern design forms. The innovative redesign of Dongchang Traditional New Year Woodblock Printing and its poster



could generate substantial economic benefits for the local tourism sector while effectively promoting the dissemination of the city's distinctive regional culture.

RESULTS AND DISCUSSION

The Chinese Dongchang Traditional New Year Woodblock Printing has a long historical lineage. As one of China's intangible cultural heritage items, it has garnered attention from governmental cultural authorities. However, due to the fast-paced development of modern life, the general public has limited awareness of this traditional art form. Dongchangfu woodblock New Year paintings uniquely integrate festive imagery with door god depictions, serving both aesthetic purposes and ritual functions of exorcism and blessing.

The compositional structure of Dongchang woodblock prints demonstrates remarkable distinctiveness, featuring scattered perspectives and fully saturated layouts. Technologically constrained by traditional methods, these works exhibit bold, rustic lines created through exclusive woodblock engraving followed by direct printing, without employing supplementary painting techniques. The chromatic characteristics of Dongchangfu woodblock New Year paintings are characterized by bold chromatic choices with vivid hues and stark contrasts. It establishes rich chromatic patterns. The strategic use of intense contrasting and complementary colors further creates a distinctive visual signature. As shown in Figure 1, the woodcut process produces prints with a color palette richer than most regional woodblock New Year paintings, exceeding eight distinct colors. These works employ direct application of high-purity primary colors, resulting in spectacularly vibrant compositions that generate strong visual impact and effectively capture viewers' attention. The jubilant and luminous color scheme specifically aligns with Spring Festival traditions, successfully fulfilling celebratory demands while amplifying the festive atmosphere [1]. Figure 2 illustrates a representative finished New Year painting exemplifying these aesthetic qualities. Dongchang woodblock paintings demonstrate thematic diversity encompassing door gods, stories, folk auspicious stories and New Year dolls, etc., which are the crystallization of the collective wisdom of the people. As a quintessential art form from Shandong's folk painting tradition, these works carry profound auspicious symbolism for blessing rituals, serving as tangible manifestations and concentrated expressions of Chinese cultural heritage.



Fig.1. Dongchang woodblock New Year printing woodcut process



Fig.2. Finished product



Poster design is an integral part of graphic design. From a certain perspective, it also constitutes a genuine form of artistic creation. This is because it not only adheres to the fundamental principles of other creative disciplines but also possesses its own distinctive compositional characteristics. Whether it pertains to the graphic compositional features or the content of the compositional creation, everything revolves around the development of creative thinking for the poster [4].

In the design process, the graphic elements from the Chinese Dongchang Traditional New Year Woodblock prints are extracted and simplified. Their color compositions are also analyzed, and the representative images are innovatively transformed [2]. The pattern is designed for modernization and innovation, and is used in poster design, which is in line with the current aesthetic trend. As shown in Figure 3, it is essential to modify the design of local or overall patterns without being confined to traditional forms. By employing modern design techniques and integrating contemporary aesthetic concepts, the New Year graphics can be extracted, enlarged, reduced, combined, decomposed, and reconstructed. These elements are then incorporated into modern poster design by considering principles such as size proportion, rhythm, and contrast between virtual and real elements, thereby infusing the characteristics of Dongchang woodblock New Year paintings into contemporary visual creations [3].

In the field of visual communication design, dynamic posters convey a higher volume of information compared to traditional posters and illustrations, making them more widely acclaimed. As shown in Figure 4, the combination of pictorial form innovation and traditional culture makes intangible cultural heritage bloom with unique brilliance. By blending traditional Chinese art with modern tech aesthetics, dynamic designs using motion, sound, and interactivity engage audiences more effectively than static visuals. Incorporating cultural symbols and narratives creates emotional resonance, preserving heritage while appealing to younger generations. This revitalizes fading traditions and bridges history with contemporary aesthetics. Dynamic posters, with universal visual language and cultural elements, showcase China's identity globally, boosting cross-cultural dialogue and soft power through visual storytelling.



Fig.3. Local element extraction transformation diagrams

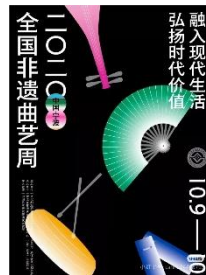


Fig.4. Poster of the National Intangible Cultural Heritage Art Week



By integrating pattern reconstruction, nature-inspired design concepts, material innovation, and cultural preservation with artistic expression, this approach successfully merges traditional elements with contemporary aesthetics. Such designs not only elevate the quality of national cultural and creative products but also facilitate the inheritance and evolution of traditional culture.

CONCLUSIONS

Research shows China's Dongchang New Year woodblock prints from Liaocheng hold deep cultural value. Though current poster designs lack innovation, their creative potential remains strong. Future studies will analyze these traditional patterns and regional symbols to develop modern design resources. By blending these cultural motifs with contemporary styles, aim to create products that showcase Liaocheng's heritage through fresh visual approaches.

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СЮЕ Іфань, КОСЕНКО Д.

СУЧАСНИЙ ДИЗАЙН ПЛАКАТА НА ОСНОВІ ТРАДИЦІЙНИХ КИТАЙСЬКИХ НОВОРІЧНИХ ДЕРЕВОРИТІВ ДУНЧАН

Китайський традиційний новорічний дереворит Дунчан є одним із типових представників традиційного народного мистецтва Китаю. Він спирається на багато матеріалів, включаючи вміст із реального життя, історичних осіб, оперні історії та міфологічні легенди. Його вираження зосереджені навколо сприятливих тем, таких як удача, винагорода, довголіття та щастя. Він має значну цінність для успадкування та розвитку китайського народного мистецтва. Ця робота досліджує сучасний дизайн на основі традиційного новорічного деревориту Дунчанфу. Мета полягає в тому, щоб поєднати сучасні концепції дизайну з традиційною майстерністю, створюючи продукти, які відображають місцеву культуру та водночас привабливі для сучасної естетики.

Ключові слова: нематеріальна культурна спадщина, китайський традиційний новорічний дереворит Дунчан, графічний дизайн, сучасний дизайн плаката.