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ELEMENTS OF CULTURAL HERITAGE IN VISUAL IMAGES OF MODERN GRAPHIC DESIGN

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The paper analyzes the application of elements of China's cultural heritage in visual images of graphic design. Current products of modern graphic design with the application of Chinese cultural heritage are listed and systematized in view of the process of urbanization in China. Recommendations are offered for the identification and integration of elements of Chinese cultural heritage in the development of graphic design products in accordance with modern design trends.

Key words: *urban signage, graphic design, Chinese cultural heritage, style, design trends.*

INTRODUCTION

After many years of reform, openness and development, urban construction has made significant progress, the level of urbanization and the number of urban residents has increased. Whether from the point of view of economics or from the point of view of human resources, cities tend to repeat planning and design, which leads to a decrease in the recognition of cities and the inability to emphasize their individual characteristics. The lack of recognition of identity among the inhabitants of many "immigrant" cities has prompted the use of graphic design products, using graphic, textual and symbolic visual elements of Chinese cultural heritage to perform promotional functions and establish the recognition of urban identity.

PURPOSE

The purpose of this study is to analyze the existing elements of China's cultural heritage in the visual images of graphic design to develop distinctive visual images that meet current design trends.

RESULTS AND DISCUSSION

Kevin Lynch proposed in "The Image of the City" that "cities should have stylized and iconic features that can be clearly identified by people, meeting not only the functional and visual aesthetic needs of the environment but also affecting people psychologically through the combination of environment and culture" [1]. Therefore, cities, under the metaphor and symbolic meaning of culture, endow the environment with unique thoughts and emotional connotations, forming a colorful urban image. However, in the wave of economic integration and globalization, the ongoing process of the "urban era" in China has led to serious issues of eclecticism



and layering, where both the external environment and internal cultural identity are being disintegrated to varying degrees. Among the visual elements of urban identity, advertising posters and signs are the most common.

Various logos (Fig. 1) and explanatory signs in special cases, as well as public service signs in commercial areas and tourist attractions are components of advertising signs. These types of signage serve a public service purpose, based on promotional functions, and the content of the signage is also a reflection of local culture, showcasing a city's values. They are an essential part of the construction of a city's spiritual civilization, and poster design is also an important means of promoting a city's image and identity.



Fig.1. Logo of metro (Hefei Department, 2016)

The image of famous buildings within a city is often the most prominent symbol of that city and represents its historical and cultural significance (fig.2a).

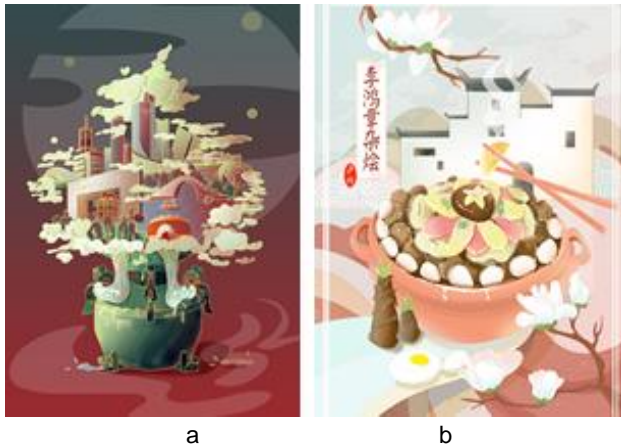


Fig.2. a - Posters with architectural landmarks as the theme (Jiang Linziton, 2022);
b - Local cuisine of city (Jiang Linziton, 2022)



This type of signage design tends to focus on iconic structures such as museums, historical buildings, parks, theaters, which receive significant attention from the public. These buildings carry the memories of each generation and have a strong sense of identification and recognition [2].

Compared to architectural images, the local cuisine (fig.2b) and celebrities are also important elements of a city's external promotion. Additionally, the origin of the city's name and the geographical, historical, and cultural background it embodies can also serve as design elements for city signage. These elements represent the unique cultural heritage of each city. By incorporating artistic elements while ensuring the functionality of signage, the design concept of city signage is highlighted, reflecting the cultural development level of a city [3].

CONCLUSIONS

The application of elements of cultural heritage in visual images of modern urban graphic design strengthens the sense of identity of residents. However, if many urban graphic designs are filled with a chaotic accumulation of regional elements, this is a form of visual violence. Therefore, in addition to the combination of traditional and regional elements, the emphasis in design should be better focused on how to convey the deep cultural connotations and emotional response of consumers and how to use international language to express the cultural essence and emotional value of the nation and region in order to strengthen the urban identity of the residents.

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МИХАЙЛЮК О., ЛІНЬЦЗІТОН Ч.

ЕЛЕМЕНТИ КУЛЬТУРНОЇ СПАДЩИНИ У ВІЗУАЛЬНИХ ОБРАЗАХ СУЧАСНОГО ГРАФІЧНОГО ДИЗАЙНУ

У роботі здійснено аналіз використання елементів культурної спадщини Китаю у візуальних образах графічного дизайну. Перелічено та систематизовано актуальні продукти сучасного графічного дизайну із застосуванням китайської культурної спадщини з огляду на процес урбанізації в Китаї. Запропоновано рекомендації щодо ідентифікації та інтеграції елементів китайської культурної спадщини при розробці продуктів графічного дизайну відповідно до сучасних тенденцій дизайну.

Ключові слова: міські вивіски, графічний дизайн, стиль, китайська культурна спадщина, тенденції дизайну.