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## DYNAMIC EXPRESSION OF BAMBOO WEAVING PATTERNS IN CONTEMPORARY GRAPHIC DESIGN

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*This article aims to explore the dynamic expression and application of bamboo weaving patterns in graphic design, focusing on the regularity and decoration of traditional bamboo weaving patterns, and exploring the innovative value and application potential of these patterns in contemporary graphic design. Through in-depth analysis of bamboo weaving patterns, this study will reveal how bamboo weaving patterns transcend their traditional decorative functions and transform into design elements with modern and dynamic effects. In addition, the research will also explore how to combine bamboo weaving patterns with modern design concepts, and how to make them play a greater role in the field of graphic design while maintaining their cultural characteristics.*

**Key words:** bamboo weaving, bamboo weaving patterns, graphic design, dynamic expression.

### INTRODUCTION

The formation of bamboo weaving patterns is fundamentally derived from the weaving technology of bamboo weaving. The orderly or disorderly intersection and overlapping of strips form a unique bamboo weaving pattern. There are hundreds of patterns formed by weaving techniques. Bamboo weaving patterns are one of the visual expressions of bamboo weaving craftsmanship. Different weaving methods will bring about differences in patterns. The most distinctive feature of bamboo weaving patterns is "weaving". The special texture effect formed by weaving bamboo is the most eye-catching aspect of bamboo weaving patterns. In graphic design, there are many works with this kind of visual effect. Some directly use bamboo weaving itself, some indirectly show the weaving effect, and some express emotions through bamboo weaving itself, etc. These cross-field attempts are new explorations in the design and application of knitting patterns.

### PURPOSE

The purpose of the article is to study the regularity and decoration of traditional bamboo weaving patterns, and to explore the various possibilities of bamboo weaving patterns from the perspective of contemporary graphic design.

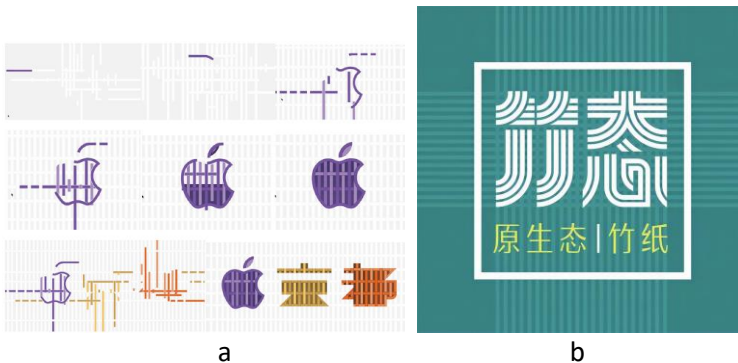
### RESULTS AND DISCUSSION

1. The expression of bamboo weaving patterns in logo design

The logo is a distinctive part of the brand image design and has profound symbolic meaning. Usually, designers will choose words or patterns to convey the



cultural connotation of the company. In logo design, designers often use techniques such as disassembly, deformation, reconstruction, and combination to visualize and symbolize logos. With the development of the times, people's pursuit of art design is no longer limited to pure visual experience, but more of the cultural nature of works, focusing on the integration of modern design and tradition. Therefore, integrating traditional bamboo pattern elements into logo design can not only make the work a unique style, but also attract the attention of the appreciator, shorten the distance between the logo and the appreciator, and make the appreciator resonate. As shown in Fig. 1a, the logo of the Japanese Apple Store Kyoto uses the local traditional craft of bamboo weaving as a visual presentation. The bamboo weaving is directly integrated into the logo, presenting the bamboo weaving process in a dynamic form and integrating the traditional cultural imagery of Kyoto. The unique charm of traditional Japanese bamboo weaving is expressed using concise and concise visual language. In terms of color matching, traditional Japanese colors with low brightness and saturation are used to show the rich Kyoto style. The logo vividly expresses the pattern of bamboo weaving, using changes in color to express the interweaving and interweaving dynamic visual effects of bamboo weaving. The bamboo weaving pattern is directly applied to the two-dimensional field, expressing the unique characteristics of bamboo weaving as a pattern. Decorative and culturally representative, straightforward and concise, exquisite and beautiful.



**Fig.1.** a - the logo of Japanese Apple Store Kyoto store;  
b - "Bamboo State" font design

## 2. The expression of bamboo weaving patterns in font design

Text is the most common visual symbol in human daily life and has the function of efficient and fast communication. Font design can have an impact on people's psychology and emotions. The most commonly used font design method is to perform special processing on the thickness, curvature and font structure of the strokes, as long as some representative words in the brand name are designed. In font design, bamboo patterns have also been widely used. As shown in Fig.1b, the



font design of the "Bamboo State" brand is based on the bamboo weaving pattern. In the design of the word "Bamboo State", visual designer Pan Hu mainly drew on the back pattern in the bamboo weaving pattern and combined the straight lines of the bamboo. The or curved shape has been modified and deformed many times to give the "bamboo" font a sense of beauty such as balance, symmetry, and rhythm.

### 3. The application of bamboo weaving patterns in VI design

VI design is also a type of visual communication design. VI is the visual identity system of the enterprise and an important part of the corporate image design. "Weave & Mutual" (Fig.2) integrates weaving into the VI design. The lines are intertwined, arranged front and back, and closely combined with each other. Four colors are juxtaposed and mixed to present colors with different appearances, showing the convergence of a team during cooperation. People with different expertise are bound to each other, closely overlapped, and revolve around each other to achieve ideal goals together. The bamboo weaving pattern is directly used in the design of the VI system. Through the overlapping of lines and changes in color, a clearly identifiable font is formed, and is used in the design of book covers. And when presenting, the woven lines are hollowed out, so that one of the lines can be extracted, which spatially highlights the essential characteristics of the weaving and improves the interactivity of the book cover. It is another application of the woven texture.



**Fig.2.** "WEAVE&MUTUAL" VI system design

### 4. The expression of bamboo weaving patterns in poster design

Posters are a medium for conveying information, and they are an important way of visual expression for designers to use their imagination and realize their own artistic value. Bamboo weaving has a long history. Adding bamboo weaving patterns to poster design can achieve a strong visual impact through reasonable use. This can not only inherit and promote traditional craftsmanship, but also make posters more artistic. For example, Yuji Koiso's two series of posters, "HANAKAGO" and "Sukima", both used bamboo weaving as the main body of the posters. "HANAKAGO"(Fig.3. a) is more like applying traditional Japanese bamboo weaving utensils directly to posters. The entire picture has a white-painted painting



form and an old texture effect like a gongbi painting. It conveys the bamboo weaving pattern formed by the traditional and ancient weaving method. Presented straightforwardly. The "Sukima"(Fig.3. b) series of posters are more contemporary and experimental. In the posters, the bamboo strips are summarized as straight lines, and the basic weaving method of triangular hole weaving is used to form the bamboo weaving pattern. The bamboo weaving patterns are layered and interwoven, thus forming a unique mesh effect, and modeling is used to interpret the spatial effect formed by bamboo weaving. The transparency of the space and the decorative nature of the pattern are perfectly integrated. The looming text in between complements the bamboo pattern that takes up most of the picture. The poster not only expresses the visual characteristics of the traditional bamboo pattern but also has a contemporary experimental nature because of the metallic lines.



a



b

**Fig.3.** a - Yuji Oiso, "HANAKAGO 2015" series of posters;  
b - Yuji Oiso, "sukima 2016" series of posters



## CONCLUSIONS

The application of bamboo weaving patterns in graphic design is not only a modern interpretation of traditional craftsmanship, but also an innovation in design language. Through digital technology, the texture and structure of bamboo weaving are transformed into graphic elements, and the bamboo weaving pattern achieves dynamic visual effects in poster design. Secondly, the flexibility and diversity of bamboo weaving patterns make it an ideal element for Logo design. Integrate bamboo weaving elements into the Logo design, and extend it to the application of colors, materials, etc. through simplified or abstract techniques to form a complete visual language and give the brand logo unique cultural attributes and memory points. In addition, the application of bamboo weaving patterns also reflects the exploration of environmentally friendly materials and is in line with the concept of sustainable design. Overall, the dynamic expression and application of bamboo weaving patterns in graphic design not only demonstrates its broad applicability and far-reaching influence in the design field, but also provides new possibilities for the modern transformation of traditional crafts and promotes cultural development. Inheritance and innovation.

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## **ДИНАМІЧНЕ ВИРАЖЕННЯ БАМБУКОВОГО ПЛЕТІННЯ У СУЧАСНОМУ ГРАФІЧНОМУ ДИЗАЙНІ**

Дослідження спрямоване на вивчення динамічного вираження та застосування візерунків плетіння з бамбука в графічному дизайні, зосереджуючись на регулярності та оздобленні традиційних візерунків плетіння з бамбука, а також досліджуючи інноваційну цінність і потенціал застосування цих візерунків у сучасному графічному дизайні. Завдяки поглибленому аналізу візерунків плетіння з бамбука показано як візерунки плетіння з бамбука виходять за межі своїх традиційних декоративних функцій і перетворюються на елементи дизайну з сучасними та динамічними ефектами. Крім того, дослідження також демонструє як поєднати візерунки плетіння з бамбука з сучасними концепціями дизайну та як змусити їх відігравати більшу роль у сфері графічного дизайну, зберігаючи при цьому їхні культурні особливості.

**Ключові слова:** бамбукове плетіння, візерунки бамбукового плетіння, графічний дизайн, динамічна експресія.