

embroidery skills. In particular, the systematic development and use of many embroidery techniques that were lost to people greatly enriched the content of embroidery, made the embroidery more beautiful, and the categories more diverse. Specifically based on “two-sided embroidery”, she also developed “two-sided completely different embroidery”, that is, embroidery products with completely different patterns, stitches and colors can be embroidered on the same fabric on both sides, making the world exclaim: “This can be called world trick.”

**Conclusion.** Embroidery is one of the most representative traditional crafts of the Chinese nation. Even in ancient times, it originated along with the rituals of sacrifice to heaven (bronze, jade), ceramics and fabrics, and it has changed endlessly from generation to generation. At present, traditional hand embroidery seemed to be leaving us in the wake of industrial production. However, looking around, it turned out that the embroidery was next to people. At present, Chinese embroidery techniques are spread almost throughout the country. Suzhou Su embroidery, Hunan Hunan embroidery, Sichuan Shu embroidery and Guangdong Guangdong embroidery have their own characteristics and are known as the four famous embroideries in China. The art of embroidery, which has evolved to the present day, is distinguished by its fine and intricate craftsmanship.

1. 中国传统刺绣工艺的多重文化遗产价值 [Electronic resource]. – Access mode: <https://www.ihchina.cn/> (date of access: 11/03/2023)

## APPLICATION OF CHINESE TRADITIONAL VISUAL ELEMENTS IN MODERN INDUSTRIAL DESIGN

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Traditional Chinese visual elements have a strong cultural heritage and roots in history. The artistic tradition of China is remarkable, and it offers a great resource for modern industrial designers seeking to incorporate unique and meaningful elements into their creative works.

**Material and methods.** The materials of this study are products with "Chinese style" designed by modern designers and exhibited at numerous design and modern industrial design exhibitions in various cities in China. We also analyzed the products of modern industrial design companies with traditional Chinese visual elements. The following methods were used in the study: historical and stylistic analysis, comparative.

**Findings and their discussion.** Application of traditional Chinese visual elements in modern industrial design with the development of modern industrial design, more and more designers have begun to apply traditional Chinese visual elements to the design, injecting unique oriental charm into products. The following is an analysis from the three perspectives of color, painting and Chinese characters:

Chinese traditional color: The theoretical model of traditional Chinese color (Figure 1.1) is different from the three elements of lightness, hue and purity in the West. It is expressed by positive color (Figure 1.2) and secondary color. The positive colors refer to blue, red, yellow, white, and black. Secondary colors refer to green, red, biscuit, purple, and yellow.

Chinese traditional colors are widely used in modern industrial design, the most typical of which are red and yellow, red represents lively and festive, and will be used in products related to festivals and celebrations. Yellow is a symbol of power and nobility, which appears in high-end products; black is also one of the traditional colors, it represents mystery and nobility, and is used to represent the packaging of luxury products; some colors such as cyan, white, and blue represent traditional culture spirits, and some represent elements of nature.

In general, the application of Chinese traditional colors in modern industrial design adds aesthetic elements, and embodies cultural value and significance. these traditional colors can be combined with modern elements to form a unique color language, making the product more attractive and brand image (Figure 1.3).

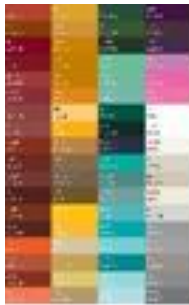


Figure 1.1.  
Chinese colors

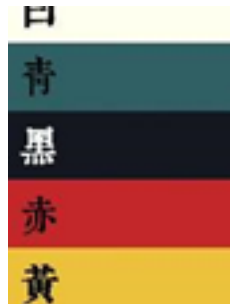


Figure 1.2.  
Positive color Figure



1.3.  
Packaging

Chinese traditional painting: The forms of traditional Chinese paintings include Chinese paintings, murals, lacquer paintings, New Year pictures, etc., which contain rich Chinese humanistic spirit and patterns with Chinese characteristics.

Taking murals as an example: In modern industrial design, the artistic elements of Chinese murals are integrated into product design to create products with Chinese characteristics (Figure 2.1). The patterns, colors and textures of Chinese murals all have unique beauty and artistic value, and have a strong visual impact (Figure 2.2). They can be applied to the appearance design and texture design of modern products to increase the texture and taste of products (Figure 2.3).

The modern interpretation of traditional Chinese painting is gradually being recognized by the world<sup>0</sup>. Modern industrial designers should actively integrate traditional patterns, realize the innovative application of traditional patterns, promote the development of industry, and radiate the vitality of traditional patterns (Figure 2.4).



Figure 2.1.  
Clock



Figure 2.2.  
Paper lights



Figure 2.3.  
Mountain plate



Figure 2.4.  
Decoration

Chinese character: Chinese characters gradually change from graphics to square-shaped symbols composed of strokes in shape, so Chinese characters are generally called "square characters" (Figure 3.1). Chinese characters have the characteristics of integrating image, sound and meaning. This feature is unique in the world's writing, so it has a unique charm.

Chinese characters have unique application value in modern industrial design (Figure 3.2). Chinese characters can be used to design the appearance and function of products, and endow products with unique cultural connotations and design elements

(Figure 3.3). In addition, Chinese characters can add cultural elements and design connotations to enterprises in terms of products and advertisements (Figure 3.4).



Figure 3.1.  
Table ornaments



Figure 3.2.  
Book lamp



Figure 3.3.  
Censer



Figure 3.4.  
Toy

**Conclusion.** The rich history of Chinese visual elements provides modern industrial designers with endless opportunities to incorporate elements that are relevant and meaningful to the audience. From color to painting, to nature, to patterns and text, designers can draw on traditional Chinese visual elements to create products that not only evoke a sense of history and heritage, but also maintain a sense of modernity and relevance.

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2. Zhao Xuejing. Visual Communication Effect of Graphic Design and Color Analysis of Traditional Chinese Art [J]. *Tomorrow's Fashion*. 2021(07):56

3. Sun Ji. On the Expression of Decorative Interest in Chinese Paintings[J]. *Decoration*, 2005(11):87-90.

## THE COLLISION OF CHINESE ELEMENTS IN BALLET "RAISE THE RED LANTERN"

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The Chinese ballet "Raise the Red Lantern" is a milestone dance drama, which represents China's preservation and development of traditional Chinese culture and art while accepting foreign art and culture. The dance drama is created based on a Chinese film and uses ballet as an artistic expression.

**Material and methods.** The work combines traditional Chinese folk dance, martial arts, opera and other local elements with the structural framework of ballet. The fixed stylized action performance becomes the emotional climax. With the help of, it broke the traditional creative techniques in form. We used the ballet "Raise the Red Lantern", the film "Raise the Red Lantern" and the traditional ballet as materials, and used the inductive method and contrast method to study the ballet works.

Fusion of dance language. If China wants to develop foreign cultures in its own country, it must use unique Chinese methods, learn from Western ballet forms and integrate traditional Chinese artistic elements. The traditional ballet vocabulary is centrifugal and radial, and the basic training focuses on the body [1]. Traditional Chinese opera and folk dance pay attention to upper limbs, eyes, body, method, and steps. The effective combination of the two can greatly develop the coordination of various parts of the human body. "Raise the Red Lantern" integrates Chinese classical dance, folk dance, opera, martial arts, etc. into the structural framework of ballet, and combines various dance types with modern dance, breaking the traditional traditional creative techniques in form.