

future, with the continuous progress of digital technology and the constant change in market demand, more and more unique schools and styles will appear in the field of graphic design in China, bringing more creativity and opportunities to commercial advertising in China. Post-modernism also has some influence in the field of graphic design in China. This style emphasizes anti-tradition, disassembly and reorganization, and encourages innovation and breakthroughs. Postmodern graphic design works tend to have a strong impact and expressive power that breaks through the shackles of traditional forms and shows the unique thinking and creativity of designers.

**Conclusion.** The innovative use of traditional cultural symbols in commercial advertising carries a unique cultural value and contributes to the inheritance and development of traditional culture in modern society. The research method, combining practice and theory, confirmed the real effect of calligraphy and graphic design in advertising and provided a reliable theoretical basis for advertising creativity. The use of calligraphy and graphic design as cultural elements in advertising not only shapes the perception of the brand by consumers, but also increases the competitiveness of the brand in the face of fierce competition in the market. The use of digital technologies has opened up new opportunities for the development of calligraphy and graphic design, created more opportunities for advertising creativity and facilitated the integration of traditional art forms and modern technologies.

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## YAN ZHENQING'S CREATIVITY AND ITS INFLUENCE ON CONTEMPORARY CHINESE CALLIGRAPHY

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Yan Zhenqing was a famous calligrapher in the Tang Dynasty. His calligraphy art has far-reaching historical influence. Its calligraphy not only has extremely high artistic value, but also embodies the unique charm of Tang Dynasty culture.

Yan Zhenqing's calligraphy works have extremely high artistic value and historical significance. In the contemporary Chinese calligraphy circle, Yan Zhenqing's creations have had a profound impact on the development of calligraphy art. At present, the research on Yan Zhenqing is still extensive and has deepened to a certain extent in recent years. Many scholars are committed to studying Yan Zhenqing's calligraphy artistic characteristics, creative concepts, artistic achievements and its influence on the development of calligraphy in later generations. However, the research on Yan Zhenqing's creation and its influence on contemporary Chinese calligraphy has not been in-depth.

The purpose of this article is to analyze Yan Zhenqing's creation and determine his influence on modern Chinese calligraphy.

**Material and methods.** The materials for this study were Yan Zhenqing's calligraphy works and compositions of contemporary Chinese calligraphers. The main methods are

historical-chronological, methods of stylistic and comparative analysis, systematic and formal analysis. This study also used complex methods for analyzing the material under study.

**Findings and their discussion.** By analyzing Yan Zhenqing's family background and calligraphy learning path, we can know that the reason why he became a calligrapher has a lot to do with his family. His ancestor Yan Teng was proficient in calligraphy and was of great help to him [1]. His creativity is reflected in his works. From his works such as "Manuscript of Nephew Memorial", "Pagoda of Many Treasures", "Fighting for Seats" and other works, we can see that Yan Zhenqing boldly innovated in the art of calligraphy and broke through the traditional calligraphy norms. His regular script and running script are the most prominent, so some people learn from these two calligraphy styles of his. Since the emergence of "Yan Zhenqing's calligraphy style", both regular script and running script systems have been developed and become a model for learning in the past dynasties [2]. Yan Zhenqing's calligraphy style has great influence on Contemporary Chinese calligraphers have also had a profound impact. His works play an important role in the contemporary Chinese calligraphy world. In contemporary calligraphy exhibitions, his style is mainly studied, inspiring the creative inspiration and expression of contemporary calligraphy students. , Yan Zhenqing's calligraphy style is on a gradual upward trend, and the style develops from single to diversified [3]. Contemporary calligraphers can improve their own creative level and artistic accomplishment by learning and drawing on Yan Zhenqing's calligraphy skills and artistic concepts. Scholars have had a positive impact, enabling beginners to gain inspiration on the road to learning calligraphy, stimulating contemporary interest in learning the art of calligraphy, and making contemporary Chinese calligraphy develop rapidly. Yan Zhenqing's creativity has contributed to the development and inheritance of contemporary Chinese calligraphy.

**Conclusion.** To sum up, Yan Zhenqing's creativity is not only reflected in his calligraphy art, but also in his understanding and promotion of calligraphy art. His calligraphy art has had a profound impact on contemporary Chinese calligraphy and has become an object of study and reference for contemporary calligraphers. It also inspired new thinking among contemporary calligraphers. In contemporary China, Yan Zhenqing's calligraphy art still has important value. We must deeply study and study Yan Zhenqing's calligraphy art, inherit and carry forward his creativity and artistic concepts, and promote the prosperity and development of contemporary Chinese calligraphy.

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## **ARTISTIC TRADITION AND MODERN PORTRAIT PHOTOGRAPHY OF CHINA: CONTINUITY AND DEVELOPMENT**

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Through comprehensive research, this work aims to provide a theoretical framework and practical guidance for understanding and promoting national artistic and cultural traditions in Chinese portrait photography. From the point of view of modern portrait photography, the focus of the research is the prospect of using the latest technologies, the inheritance of artistic aesthetics, the role of photojournalism in shaping the image of national heroes, the modern interpretation of ethnography and historical and cultural photography, the avant-garde direction of the development of portrait photography. This study reveals the importance