

## Globalization or deglobalization: Innovative poster design under the background of multicultural integration

LIN ZHU <sup>1</sup>

### Abstract

The research background of this creative paper is: At present, the global shutdown caused by the covid-19 epidemic has caused some countries and populations to reverse the process of globalization. That is, the deglobalization of the economy, the uni-polarization of culture are always occurred. However, according to the author's thinking, globalization and multi-polarization are irreversible trends and illustrate through actual innovative design cases. Hope to provide references for everyone through this kind of works and prove that globalization and multi-polarization are the correct development direction. Since posters are an art of information transmission and a popular propaganda tools, the author wants to use poster design to express my creative theme. In the process of creating this work, the author first considered the design elements of the poster and used the principles of plane composition in Western design theory. To design the concept of "harmony with difference" by use the composition of lines. The design of traditional Chinese New Year paintings with Western lines is used to express the integration and exchange of Chinese and Western culture. In the end, the author hopes this poster design can express an idea: It is an inevitable demand for the development of the world's multiculturalism to adopt a fusionist attitude towards the study and application of culture. Confucius in the East has a view of "moderation", and Aristotle in the West also has a view of "the golden mean", and even the content is the same, so the national is the world.

**KEYWORDS:** Poster design, Cultural diversity, Chinese and Western cultures, Harmonious with different

<sup>1</sup> Dr., Lecturer ,CIBA ,Dhurakij Pundit University



## Introduction

The importance of this creative work comes from the background of the covid-19 epidemic. Because of the covid-19 epidemic, various countries and individuals have seen new situations such as “distance”, “exclusion”, “uni-polarization”, and “deglobalization” that are different from the previous ones. But from the perspective of previous history: “Globalization”, “Integration”, and diversification are the major trends in human development. It can be said that it is not globalization that caused the covid-19 epidemic. On the contrary, it is because human society and economy are not connected enough, and culture and customs are not integrated enough that the covid-19 epidemic is raging. The author just wants to use the design description and display of this creative work. Only by making full use of the respective advantages of Chinese and Western cultures and integrating them can we create better works. Therefore, in the research scope of this work, the line composition in the Western flat composition law and the line drawing technique in the Eastern Chinese New Year pictures are selected. At the same time, the two techniques are compared, analogized, and parallelized, and the design works that are both beautiful and integrated are finally obtained. In the end, a design that is both beautiful and integrated. The expression of the design works constitutes the external frame structure of the word “□” in the form of repeated western lines. And the key “I” vertical stroke was constituted by the new year painting which based on eastern white-drawn lines. The two merged to form the word “中” which means “moderation” in eastern culture or “the golden mean” in western culture. Therefore, cultural integration must be based on seeking common ground while reserving differences, and finding similarities in differences, to achieve the integration of different cultures. The author wants to use the poster design to express the beauty of the integration of Chinese and Western cultural design. For other aspects, which including but not limited like technology, economy, and culture, have similar situation.

## Concepts or principle theories

Posters are an art of information transmission, and posters are also called posters. It is a large painting posted on a street wall and hung in a shop window, attracting the attention of passersby with its eye-catching pictures. In a sense, the 20th century was the century of political propaganda. The poster as a means of propaganda at that time also

reached its peak. Among them, the two world wars, the Soviet Revolution and Construction, and the Spanish Civil War were the peak periods of political poster creation. Especially in the first 50 years of the 20th century, it was the golden age of propaganda posters. To be precise, the popularity and development of posters also originated in the West, and the understanding of plane composition originated from the development of natural science and philosophical epistemology. In the twentieth century, the micro epistemology based on the latest development of quantum mechanics, people pay more attention to things the internal structure, this deepening of the macro-cognition and the micro-cognition, also affected the development of the laws of plastic art. The concept of composition can be said to have seen its shadow in Western paintings as early as possible. For example, Cubist painting, Russian Constructivism, Dutch Neoplasticism, they all advocated abandoning traditional realism and expressing in abstract form, and later the continuous improvement and development of the German Bauhaus School of Design, forming a complete modern design the teaching system of basic training has established the status and function of composition design concepts in modern design training and application. As the basis of design, plane composition has been widely used in industrial design, architectural design, graphic design, fashion design, stage art, visual transmission and other fields. Plane composition is the arrangement and combination of visual elements on the plane of the second element in accordance with the beautiful visual effects and the principles of mechanics. It is a method of creating images and studying the arrangement of images and images based on rational and logical reasoning. It is the product of the combination of reason and sensibility. The composition of points, lines, and surfaces are the design rules and methods of plane composition theory, which is a Western design form. On the whole, western lines composed of geometric figures eventually formed graphic designs and posters. Correspondingly, Oriental New Year pictures are one of the most representative forms of artistic expression in China. New Year pictures are an ancient folk art in our country. Like the Spring Festival couplets, they originated from the "door god". According to the "Shan Hai Jing", when Tang Taizong Li Shimin was ill, he often heard ghosts crying and howling in his dreams, and he could not sleep at night. At this time, the generals Qin Shubao and Yu Chigong volunteered to stand on both sides of the palace gate with their whole bodies clothed. As a result, the palace was safe. Li Shimin thought that the two generals had worked too hard, and he was overwhelmed, so he ordered the painter to paint their mighty images on the gate of the palace and called them "door gods." (Jin, Zhuo L, 2016). In the



Eastern Han Dynasty Cai Yong's "Doctrine" records, the folks of the Han Dynasty have posted "Shen Tu" and "Yu Lei" statues on their doors, which evolved into wood-panel New Year paintings in the Song Dynasty. Later, the folks rushed to imitate, and after several changes, they formed their own unique style, which is now the New Year's painting. The earliest surviving New Year picture in China is the Song version of "The Sui Dynasty's Slender and Slender Picture". (Guan,Nan W, 2016). Folk New Year paintings are a larger art category in Chinese folk art. It has gradually developed from the early nature, worship and beliefs in gods to the festival customs activities of exorcising evil spirits, praying for disasters, joy and celebration, and decorating and beautifying the environment. His thoughts, emotions and desire for a better life. Folk New Year pictures have a long history, have many production areas, are very popular, popular and popular, and have a large audience, and they have had a prosperous development. Whether it is the subject matter, engraving technology, or artistic style, it has its own distinctive characteristics. It not only had a profound impact on other categories of folk art, but also merged with other paintings to become a mature painting, which has the characteristics of both elegance and popular appreciation. The Chinese New Year picture in the oriental design, the technique of drawing in the process of drawing, also uses line design to depict things. Line drawing is a technique of Chinese painting. When depicting figures and flowers, ink lines are used to outline objects without color, which is called "single line flat painting". It originated from the ancient "white painting", so the line drawing technique in Eastern culture also uses lines to express the emotion of design. Therefore, both the Western line constructivism and the Eastern line drawing are using the minimalist design element language of "line" to describe the characteristics of things and scenery and reflect the designer's emotions. This is the common ground, cultural blending and commonality.

Comparison	Superior Perform	Composing form	Type	Tools	Suit for
Western Lines	Plane	Combination	Straight	Pencil with ruler	Frame
Eastern Lines	form	Individual play	Curve	Brush pen	Contents

Table 1: Comparison between western and eastern line

Source: The author's own analysis, 2021

### Process of working

In the process of creating this poster design, the author first conducted an in-depth study of Chinese and Western line design and found out their commonalities and differences. Starting from the common point (both using lines), analyze the differences between the two at the same time and use them. In the West, the lines used in the plane composition are all composed of geometric figures, but the Eastern lines are more composed by the technique of line drawing. Therefore, the work presents a form of expression with Western lines as the framework and Eastern lines as the content. When designing western lines, I chose the main elements of the line composition design of the plane composition theory in the Western design theory, and first used the Illustrator software to draw the repetitive line composition in the western plane composition. At the same time, the lines are drawn through common design methods such as stacking, emission, and gradient. In addition, the Chinese character "Harmony but Different" was designed using the composition of Western lines. For the whole work, a tough and minimal external structure was laid. Then choose the white-drawing technique of Chinese New Year pictures in Eastern painting as the content design. First, outline the outline of the door god through the traditional Chinese painting technique of line drawing, optimize the proportion according to the external structure, then use the traditional Chinese watercolor technique for coloring, and finally digitally scan the finished product. In the end, the two designs were combined to form a creative cultural poster design with the western structure as the skeleton and the eastern outline as the content. This work highlights the composition color of the western line-minimalist black and white tones. The color of Chinese New Year pictures uses its own color tones. Through the author's ingenious design and design, this poster design is formed with the diversity, commonality and fusion of world cultures.



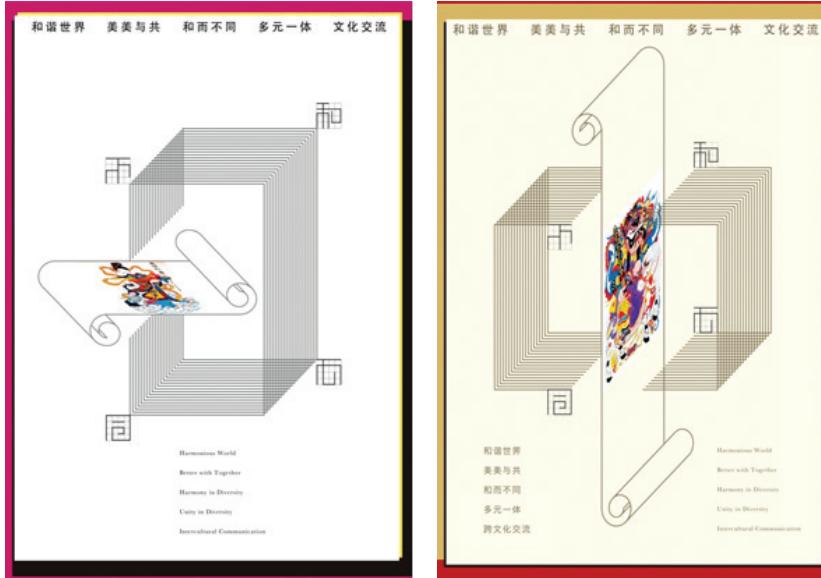


Figure1: harmony in diversity- Innovative poster design

Source: The author's own creative work, 2021

## Analysis

In order to better carry out innovative designs, the author especially analyzed the composition of Chinese and Western lines: The use of lines in the composition of the Western plane is to express the block surface of the object, to achieve the sense of space and three-dimensional modeling pursued by Western paintings, and the purpose of faithful objective objects. Bound by objective images, this line is rigid, rigid, and lacks change. Lines are used in Chinese painting to shape the shape, expressing structure, texture and three-dimensionality. But it is different from Western paintings, with distinctive national characteristics. The aesthetics of form in the western plane composition usually requires different arrangements of points, lines, and surfaces to achieve different shapes and different arrangements will bring different visual feelings. Its composition mainly includes repetition, approximation, gradual change, variation, contrast, assembly, emission, peculiarity, space and contradictory space, division, texture, and trompe lapping, etc. Therefore, the composition of the lines in the western plane composition constitutes different perspective space effects through equidistant dense arrangement, sparse arrangement, and the changes of virtual and solid lines, which are rich in geometry, abstraction and form. When the East uses lines

to paint, it is more to depict the outlines of people and external objects. In terms of characters, there are the so-called eighteen descriptions; in landscape painting, there are dozens of kinds of chaos and hooks, etc.; they vary in shape and quality. For example, the outline of figure painting, Chinese figure painting uses simple line outline as a modeling method, borrowing the thickness of the line, length, straight and square circle, priority, virtual reality and density, setback rigidity and softness, intensity and dryness in the shape of the vivid application and organic combination , Which expresses the sense of quality, volume, dynamics and space of the body, which is different from the western methods of expressing objects in arrangement, structure, and geometric forms. This method is called "line drawing". Whether it is a meticulous figure painting or a freehand figure painting, they are all composed of lines. Therefore, the line-drawing figure painting can not only exist independently but is also the basis of the Chinese New Year's figure painting. Chinese New Year pictures are paintings based on lines. Its material materials are the traditional ink paintings we use today. The painting tool is mainly a brush. The painters use the flexible brushwork of the brush to create charming, ever-changing points and lines on the rice paper, expressing various objects and expressing their different ideas. Emotions, so that the lines of Chinese paintings breed the rhythm of life, and its charm is breathtaking. In addition to the ancient Chinese social customs and national aesthetic taste, the tracing of the cause of the "line art" in ancient China is really due to the special material media used by the Chinese---brush, ink, and paper. These material media are unique to China, which makes "line art" not only possible to exist in China, but also to achieve greater development. There are many kinds of Western paintings, and the tools and materials used are also diverse, which are different from Chinese paintings. I will not list them all here. The lines in Western paintings play the role of bounding shapes. They are attached to the form and subject to the object image. It is a non-primary modeling factor. Its lines serve as the auxiliary foundation for the existence of shapes, such as some contour lines or the structure of the representation object. Western painting focuses on shaping the shape, and relies on the color fastness, so the line will not be pure. Although there are also line modeling situations in Western painting, such as Angel, Dürer, Matisse, Schiller, etc., the function of line is mainly used to define the outline. In terms of overall analysis, the author designed this creative work to combine the drawing methods of the Chinese and Western lines and analyze it by color: the main color of the line is black and white, which highlights the minimalist color black and white in the Western plane composition theory. The background color yellow represents Western culture, and



red represents Chinese Eastern culture. The auxiliary color adopts bright yellow, mainly used to highlight key words. And about graphics design using the composition of lines to repeat the design, design a square, and then the graphic in the middle of the square is designed as a scroll New Year picture, which together form a large font “中”, and four small fonts “harmony with different”. In addition, in terms of text, we are adhering to the design concept of not as shown in the figure and try to minimize the text. At the same time, the style content of short Chinese idioms is used to highlight the meaning of the entire poster. The fully expressed poster wants to tell the meaning: the central idea of harmonious world, common beauty, harmony with difference, pluralism and cross-cultural communication.

Western line	Repetition	Similar	Gradual change	Variation	Contrast	Buildup	Emission	Division	Texture	Paralepsia
Eastern line	Ancient hairspring	String	Floating Cloud	Leech	Nail head	Mouse tail	Mixed trade	Wooden Peg head	Olive	Earth-worm

Table 2: Comparison between western and eastern line in techniques view

Source: The author search from website, 2021

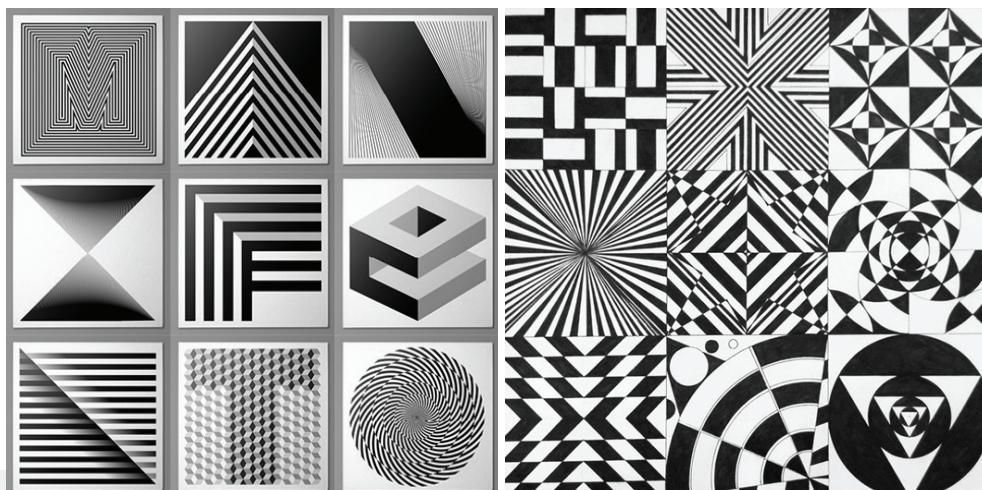


Figure 2: Western Planar composition- Line composition

Source: The author's own creative work, 2021



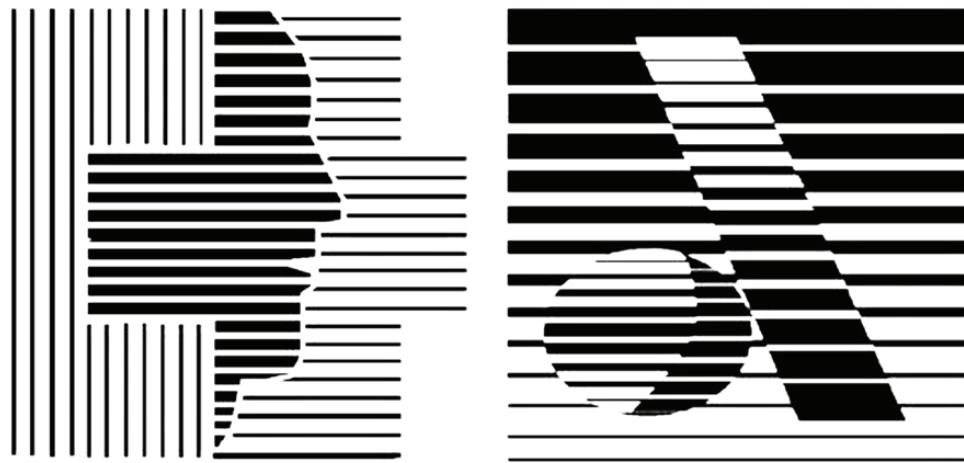


Figure 3: Western Planar composition- Line composition

Source: The author's own creative work, 2021



Figure 4: Orient Chinese New Year Pictures- Line drawing

Source: The author's own creative work, 2021



Figure 5: Orient Chinese New Year Pictures- Line drawing

Source: The author's own creative work, 2021

## Conclusions

The author analyzes and compares the western composition lines with the eastern outline lines and finds specific practice then find out: Western lines emphasize appearance, reproduction, and rationality. But eastern lines are emphasizing emotion, spirituality, and artistic conception. Western lines show a variety of effects through a single line through a variety of changes. Eastern lines directly show an ever-changing and endless posture using a single line. The most important thing is that the western lines play the role of the boundary shape, which is a kind of auxiliary and foil to the subject; while the eastern lines not only use lines to define the shape, but also express different feelings, subjective thoughts, interest and charm in different painting forms. Based on the above research and summary, the author finally used Illustrator software and Chinese painting digitization (photoshop) to design this poster with both sensory beauty and cultural connotation. The author wish that this poster design can promote better cross-cultural communication skills for mutual understanding and common progress. The key to cross-cultural communication lies in advocating a new concept of cultural development, establishing an inclusive value and code of action, and finding common ground from different cultures, and integrating different cultures together. Solve problems and seek development under the newly formed integrated culture, to realize the diversified integration of world culture. In this special period, the importance of this article is highlighted: For human society to continue to develop sustainably and healthily, it is necessary for each region and culture to learn from each other's strengths and reduce their weakness. The future will be better if western and eastern can be harmony with difference.

## References

Dong, Lei Z. (2013). On the Application of Traditional Elements in Modern Environmental Art Design. *Applied Mechanics and Materials*. 375-363.

Guan,Nan W. (2016). Analysis of the Influence of Chinese Traditional Culture on the Design Basis of Chinese and Western Combination. 53-54.

Jin, Zhuo L. (2016). Analysis of the Application of Chinese Traditional Culture and Art Elements in Modern Graphic Design. *Art Magazine*. 279-280.

Minda, Z. (2014). Ink of the New Melody - A Brief Discussion on the Traditional Aesthetic Appreciation of Ink Painting Applied in Graphic Design. *Art and Design*. 31-33.

Ming, Z. (2014). The application of traditional cultural elements in indoor and outdoor design. *Art Fashion Weekly*. 206-207.

Sakkalis V., Oikonomou T., &Tsiaras V. (2011). Graph-theoretic Indices of Evaluating Brain Network Synchronization. Application in an Alcoholism Paradigm. 210-212.

Yan, W. (2014). Research on the Application of Chinese Traditional Painting Elements in Modern Print Design. *Journal of Northwest Normal University*. 321-322.

Zao, Zao J. (2014). The Reference and Inheritance of the Traditional Culture of Graphic Art Design in the New Era. *Art Fashion Weekly*. 89-90.

Zeng,Long L.(2015). Analysis of the Influence of Chinese Traditional Culture on Graphic Design. *Studies of Fine Arts Education*. 58-59.