
An investigation of the use and cultural connotations of “Red” in Graphic Design

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Number : p151418

Date:2017

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Abstract

With a long history, the traditional Chinese color culture comes as an important part of China's cultural heritage. In the long-term development and changes of Chinese civilization, the traditional color culture as an important component thereof dates back thousands of years, has been closely intertwined with China's politics, economy and culture, and plays an important role in shaping a unique color culture. Plus, various colors have been widely used in modern society, and, in particular, the color is an indispensable element in modern graphic design. In the great traditional Chinese color culture, "red" is a typical representative, having been popular among the Chinese people since ancient times. As a fully passionate color, "red" exudes an original artistic temperament and

brims with a noble, festive atmosphere, which, for the creation of modern graphic design, is undoubtedly a source of enlightenment and inspiration as well as a provider of profound spiritual connotation. Additionally, it shows the corresponding national culture psychology and national characteristics. This paper falls into four chapters to discuss "red":

The first chapter discusses the origin of the historical culture of red. Its first section mainly summarizes the formation of color and its important role in human culture and life; the second section discusses the historical origin of red mainly from the primitives' blood worship, fire worship and sun worship; and the third section figures out the development routes of "red" in the Eastern and Western cultures, describes and analyzes the cultural connotation of "red" formed in the historical precipitation, and, from the influences of "red" on Eastern and Western cultures, discusses the application value of "red" in modern graphic design.

The second chapter analyzes the cultural connotation of red. Its first section analyzes the cultural connotation of red from the influence of "red" on the ancient Chinese color concept - "Five-color System"; and the second section elaborates in detail the symbolic connotation of "red" in the development of Eastern and Western cultures.

The third chapter analyzes the design and application of "red" in modern life. From clothing, food, housing and transportation, the second section expounds upon the different practical designs of "red" in modern life and its impact on human life in general.

The fourth chapter analyzes in detail the application of "red" in modern graphic design, and introduces the concept of modern graphic design as well as the value of color therein.

Key words: red; cultural connotation; modern graphic design; application

1. "red" cultural source

1.1 The formation of color

What is color? "In the art of color," from the Johannes Itten <El arte del color/The art of color > writes, "color is a concept that has existed since the primitive era, the original colourless light and its relatively colourless, dark term." "Modern science research data show that more than a normal person to receive the information from the outside world is input by the visual organs in the brain, and from all the visual image of the outside world, such as shape, space, the location of the object boundaries and differences are reflected by the color light and shade relations". As one of the expressions of culture, color is becoming an indispensable visual sensation and plays an important role in social life.

Color has been playing an important role in human life and productive labor since ancient times. When the color is connected with the human, it has no emotion, it becomes a means of expression. Color as a visual form of culture, like the air we breathe, has an omnipresent effect on the human life. "Color is a visual language, emotion, symbol, lenovo, mental functions such as" air even with various cultural background and understanding difference, the color will still human closely together, it is an important part of

human culture, also is the core part of modern graphic design.

In the long-term social practice, the human beings gradually formed the cognitive resonance of color, including perceptual tendency and rational cognition. When human inner experience and external environment collide, different colors can bring people or gorgeous, joyful, or sad, evil and many different psychological feelings. After a long period of accumulation, this resonance gradually becomes the cultural attribute of color. We all live in some kind of cultural form, and colour is an important component of culture, has important implications for cultural inheritance and innovation, especially in today's consumer culture and commercial culture. \

1. 2. The historical origin of "red"

Since ancient times, the red color gives people the visual impression of brightness. It has a visual psychology effect of liveliness, warmth, and positivity. The color has been widely applied to many fields in the development of China. The application of the red color in the Chinese history can be traced back to the Peking Man period of the primitive society, on their clothes, ornaments, and buried articles. The cavemen used the red mudstone and hematite to dye the materials. They created all kinds of potteries, like the kettles and basins which mostly are made of the terra-cotta and

coarse terra-cotta clay. Some even got stained red on the surface. According to Ernst Grosse in his book "The Beginnings of Art", the red is beloved by all peoples, including the primitive folks. The red color is one of the oldest colors in this world. In the primitive society, people knew the color and worshiped it. During the primitive period, the living conditions were tough. People back then did not have many capabilities to resist the dangers. The red color thus inspired them as a mental strength of mysteriousness, which promoted the worship of itself by the hominid. From the very beginning, the worship of the red color by the hominid came from the worship of blood, the sun, and fire, then turned to the worship, love, and awe of the color.

(1) Blood worship - "the red represents the blood, which is the origin of lives and where the souls lie." (, Back in the ancient times, the hominid lived in a harsh environment. The natural hazards could always take their life away without a blink. They had no power to resist any of them. They were always forced to watch the short circle of life - with blood always involved. They hence believed that the red blood had some mysterious supernatural power and was the color of life. They believed that the red color "had the mysterious power to expel the demons and expiate the sins of the dead. They will apply the red powder that represented lives to the dead bodies so it

could decrease the pain of the soul of the deceased. They also dusted red powder inside the tomb to show their condolence and pray for their rebirth in the afterlife. Besides, in the hope to reduce the number of death, the hominid prayed to the gods by offering them animals or even human blood. All of them manifest the worship of blood by the hominid.

(2) Fire worship - the "fire" can expel the darkness and coldness. The hominid took the "fire" as an existence of the "holiness" and "god". They could never survive without fire. The "fire" is the most powerful tool for survival. It promoted the development of production in the primitive society. "Fire" can bring brightness and warmth. It also can help to cook the food. The hominid thus outgrew their time of "living the life of a savage" and got further developed in terms of their brains and body and more protected from diseases. The red campfire could scare off the animals. People believed that the "fire" was a strong natural power because it could drive the demons away and banish disasters. So, the red "fire" had become the target of worship and awe, and gradually, got replaced by worship of the color of it.

(3) Sun worship - in ancient times, the sun brought warmth and brightness, thus being regarded as a mysterious and strong power. In the Neolithic Period, human began to develop the agriculture and

husbandry. They gradually noticed the most direct relationship between their fruits of labor and the sun. The sun rises in the east and sets in the west, the fact of which drove the hominid to believe that the sun could empower the death back to life and bring the power of rebirth to everything. Also, they believed that the sun could drive the ghosts away. Only with the sun can they all hide their heads. Thus, the hominid began to worship the sun and called it the "sun-god". Red is the color of the sun. People then turned to worship the red color. The hominid based their worship of the red color on the living and practical experience, and the desire to conquer the nature.

1.3 the development of "red" in the eastern and western cultures

1.3.1 the development of "red" in China

In the years to years ago the late paleolithic, along with the development of social productivity, the original color adornment art of human activities began to start producing, hazy color aesthetic consciousness also began to bud, they undertake decorate beautification with red, and gradually produces the worship of the "red". For tens of thousands of years, "red" has been developed in both east and west. "Red" in Chinese civilization is one of the birthplaces of mankind. The earliest "red" color application in Chinese history can be traced back to the "cavemen" period. From the year before the Beijing zhoukoudian cavemen have begun to

use red mudstone dye and hematite powder daub on the body, with dyed red shell, Shi Zhu, teeth body adornment, decorate beautification and "red" has been with the evil spirit of multi-layer meaning. "Legend has it that the shennongshi taught people how to grow grain so that people could not be bothered by hunger. Later generations would call him" yan di ". The historical material said: "yan di, fire, its color red." The place where yan emperor governs is called "chixian county", so China has the "chixian state of the state". "Red" has since been a spirit, a belief in the land of China. Strong in the spring and autumn period and the warring states period, "red" became the biggest characteristic of chu culture, in the south chu tombs buried with, whether it's lacquer, dress, coffin, give priority to color is red, and paintings on the walls of this period is the main red on the use of colour also. Western zhou dynasty, the famous "five colours" system, it is a service to the feudal system of the zhou dynasty, the "five colours" system regulations, green, red, white, black, yellow for "seriously", respectively in the east, south, west, north, the five geographical azimuth, symbolize the supreme power, as one of "positive color" red became the royal aristocrats, endowed with profound cultural connotation, has the symbol of imperial power, noble identity, only the nobility to wear "red", "red" as the colour of people to reach.

During the qin and han dynasties, red was widely used in various traditional art works of the imperial palace, such as the silk painting unearthed in the tomb of the han dynasty in changsha. (FIG.



1) the lacquer paintings of the han dynasty were also heavily used in red, and the whole color was very popular. Influenced by the "five color system", the han dynasty was also "red" and the imperial robe was made of "red". Tang period, the red became the most "espcially" favored by the royal

family, the laws can only use red palace, the palace roofs, houses, and in all the house is a piece of red colour such as rail, marina to dye the resplendent and magnificent royal style. During the song dynasty, red was not only the exclusive favorite of the imperial palace, but also became popular among the people. Ming dynasty period, the red is widely used in folk art life, by common people endowed with the symbol of auspiciousness in connotation, the common people happy about today "red 'traditional folk custom, has appeared in the Ming dynasty. During the qing dynasty, red had gradually penetrated into all corners of ordinary people's life, and the most representative was "mahogany furniture". In the royal family, emperor kangxi of the qing dynasty and emperor yongzheng were fond of mahogany furniture. "red" was seen as a symbol of

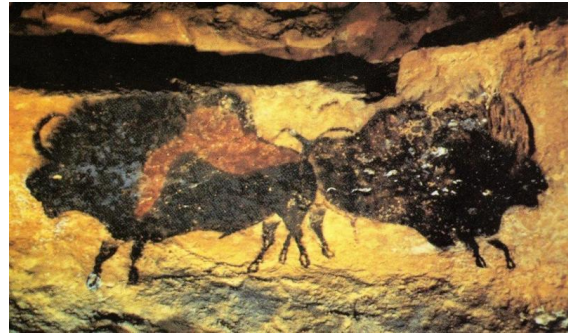
power and dignity, and many of the furniture in the palace was famous and expensive mahogany furniture. Recently, the "red" became a symbol of "revolution", the whole of the Chinese revolution is all about "red", from the red flag, red, red star, red scarf, red to the "red China", the red in a certain sense has become the national emotion and the symbol of national spirit of the Chinese nation's cohesion.

In "red" in the development of Chinese civilization, "red" after several years of dynasties in the Chinese nation and edification, always occupies the important position, it gradually into the soul of the Chinese people, become a cultural symbol carrying Chinese feelings, is the Chinese nation for thousands of years civilization color a shining pearl.

1.3.2 understanding of "red" in the west

Red is one of the oldest colors in the world, and the earliest "red" art archaeological discovery in the west has been a long time ago in the rusk cave paintings in the southwest of France. Original 馱 class cloth touch cave, wild boar, yak with hematite powder

animals such as the attitude of the painting in the cave wall around, if give priority to color with red, brilliant color, vivid, it is also the earliest primitive



(Figure 2 Back to back bull bisons in the Nave)

human aesthetic consciousness for the "red". (figure 2)

In western civilization, red has always been the exclusive color of the aristocracy and the rich, and it is a symbol of the color of "dignity". In the early middle ages, red as a symbol of "fashion", in the west is the palace of nobles clothing special color, become the symbol of power and position luxury life, is the colour of dust to ordinary people. In the fine print of Louis xiv, the king wore red trousers and bright red became the highlight of the picture, highlighting the king's noble and powerful position. (figure 3) during the Renaissance, "red" is regarded as the most beautiful clothing color, the nobles were married will wear red, many noble wear red at the wedding dresses, the groom will be wearing red pants, to explain the "red" exalted status in society.



(figure 3 king louis xiv fashion)

In Europe at the time, purple was the noblest of red, and the king would wear a purple cape when he was shaking.

The cardinal was wearing a purple dress, which was the symbol of high power at the time. As a symbolic color, "red" is also widely used in the west of the cathedral, color frescoes and Byzantine art.

"Color is a direct means of influencing the life of the mind," said Kandinsky 《in the European painting of modern painting》. In western painting, red is also one of the most popular pigments in the world. Red, as a passionate color, is a symbol of vitality, desire, beauty and life, which have become the inspiration for painters. In painting, red has a strong visual impact, which has been endowed by the painters with rich cultural connotations and mysterious color charm. It is their heart and emotions that Chen da has been released. Such as tide of western painting "beast" colour master Matisse's



(figure 4 tableau de henri mathis)

painting is to "red" color force to an extreme, his painting "the harmony of red" is the whole picture are covered in red (figure 4), scattered, each item in the picture seems to be random, but in fact, the painter is space, shape and color of picture

made elaborate on the rhythm, all items are red as a whole. The picture shows a world of passion with vivid red shore, red as the highlight of the picture, painting the painter's passionate spiritual world.

2. Research on the cultural connotation of "red"

2.1 The Chinese nation is the source of the red consciousness

"It is not hard to find that the value of color in the process of human culture is reflected in the aesthetic cultural significance of human spiritual needs. Therefore, reveals the cultural connotation in the different historical period give people the visual aesthetic perception is the first "of understanding color culture since ancient times," red "is the Chinese people's favorite colour, it in five thousand, the Chinese nation's traditional culture, coruscate gives the dazzling brilliance.

2.1.1 "red" in traditional Chinese "five-color system"

The Chinese nation has a long history of 5,000 years. It has created a splendid culture of generation and inheritance, preserving the magnificent cultural heritage, which includes the traditional view of color in China. In early years ago, the western zhou dynasty of China has established the system of "five colours", it is the world's oldest color theory system, is based on the specific people and

society in ancient China formed by the psychological structure of a color vision system, the color is limited to very clear pattern was more out of the psychological needs of rulers, and it gives the pecking hierarchical and profound cultural connotation, will also be "red" praise highly to the special status.

The southern dynasty liang huang kan yun: "is a green, red, yellow, white, black, five square positive color also. Not call five parties three also, green, red, blue, purple, yellow is also "in the system of" five colours ", put forward the "seriously" and "three" concept of the two kinds of color, "seriously" is "red, yellow, black, white, green," the five kinds of color, other colors are called "three", "seriously" is a symbol of honour and authority, "three" is a symbol of low social status. In the traditional color of developing system of "five colours", color as a symbol level difference distinguish also become another important feature of the ancient Chinese colour is applied, in China at that time, but the "five colours", exclusive, positive color is the most honourable Color, "in the feudal society, positive color only allow the ruling class to use, the underprivileged can only use color such as white, blue, black, qin and han dynasties" wei court taking five color ", the common people can only wear "cloth" of civilians, "mound", thus known as "white", "age" :, in the long feudal society in China, the color of hierarchical abnormal

outstanding all the time, so the system of "five colours" is put forward for the Chinese feudal hierarchy of service, make the color gives the junior levels of cultural connotation.

The establishment of the "five colours system" is not only promoted the slavery in the hierarchy of solid chow period, but also promote the prosperity and development of the art of ancient color science, promote the formation of color view of the Chinese nation. "Red" as an important part of Chinese national traditional color culture, also as a member of the "seriously", symbolize the supreme power and status, "red" under the influence of the "five colours system" gradually established the position of honour and beyond, in ancient China is the most widely used after black and white color.

2.1.2 the harmonious beauty of "red" under traditional aesthetic thought

"The aesthetic principle of color harmony should include two basic expressions: one

One is the physical and human physiological correlation of color; Another is the psychology of color and color perception is very related to the inner level, it must be based on the aesthetic feeling of the color and the psychological experience of the reaction. 'whether it's in Chinese traditional aesthetics with Confucianism, Taoism, Buddhism, and the core of its philosophy spirit is "harmony"

ideas "gas and the most profound influence on Chinese thought esthetics thought is been around for thousands of years of Confucian aesthetic thought, influenced by the traditional concept of" five-color system "color," seriously "and" three "gives the junior level by Confucian aesthetics thought connotation, the symbol of red and yellow become the most ancient Chinese advocating color, but yellow has always been the emperor's, use scope is limited by strict, so the red gradually permeated various fields of the Chinese nation, with its warm, bright red, vitality, warm heart, rooted in the visual perception of people filled the common people cannot use yellow regret, in order to achieve a psychological" harmony ".

Then, in this a few reasons that promote gradually caused the expansion of the "red" culture, people will be heart for good in the "red", it has become the Chinese that "special" feelings, enrich the color of the Chinese nation culture.

2.2 the symbolic meaning of red

"Color as the expression of culture, symbol is an effective means." The symbolic connotation of color is the human specific cultural language, which connects color with specific spiritual needs, enriches the "visual function" of human inner world. In the practice of long-term accumulation of human society, different colour can make the person produces different psychological feeling and

lenovo, produce or luxuriant, joy, or sad, guilt and so on the many kinds of different psychological feeling, for every kind of colour, humans also gradually formed a certain degree of emotional cognitive resonance, the resonance connotation into a different symbolic meaning of colors. "Because the creation of human culture is consistent with the pursuit of beauty, all the symbolic meanings of colors are not divorced from the nature of aesthetics. Therefore, from the point of today's design culture, the symbol of color strength also brought to the attention of the designers, they put the meaning of the symbol and color charm shows consideration together, trying to give new life to work." in the modern graphic design, color spirit character of the biggest is often through the symbol of color to achieve, so the color of form and design intent is more accurate, true and accurate. The use of color for symbolic design work, in the deep content can use colors to appreciate in the abstract painting work spirit connotation, symbolism in the hand of stylist make color has a new vitality, and become a special means of creative found a more perfect for colour is the external form of inner character.

"A visual representation of a color can transcend the color itself and thus produce a symbolic representation of color." "Red is the first human understanding and emotional communication with it one of the color of" kiss, as early as in primitive society, it is the "life",

"blood" and "fire", the symbol of red and human origin makes its popularity is other colour. It is one of the most rich symbolic color of the Chinese nation, in ancient China, red symbol of the special connotation is often more important than the visual aesthetic, it is the ordinary people in the spiritual world of the nature of the soul. Any kind of colour character is the symbol of the positive and negative, red is not exceptional also, on the one hand, red symbolizes warmth, courage, hope, vitality and enthusiasm, and the other side, red is a bloody, dangerous, killing, a symbol of sin and ban.

In the ancient things Fang Wen statement, red is a symbol of the supreme power and status, since the colour of dress symbolic connotation, red is the colour of the sign of authority, can only wear red palace noble. In ancient China, red is regarded as a kind of color that can ward off evil spirits, and all children wear red. Historically, red has been transmitting the information of passion, vigor and victory, "almost all of the country and people all like decorated with red, especially in male adornment, it is more outstanding, because red is full of pride and excitement", so in Europe, after the victory of war victorious general decorated with red continues the customs of the body to the Roman empire. In the west, red is the most common color of war and hunting, symbolizing bravery and victory. Red is a

symbol of the ban and dangerous, often as a warning signals, transportation, security, fire alarm button, emergency brake switch, operating room door lights are red, the international general ban sign is red. In modern times, "red" became the symbolic color of "revolution", and the red "revolutionary" spiritual meaning was seen from red flags, red army, red stars and red badges. In modern society, red becomes the symbol of "love" and "romance". Valentine's day, lovers often send "red roses" to express their love.

In China, red is "auspicious", "happiness", a symbol of "good", it has become common people for a better life in the spiritual, at the feast the red is the leading role of the people in the line of sight forever, hanging red light, in red, safflower, red couplets, red "f" word has always been the custom of the Chinese nation the same, red has become synonymous with the Chinese people in the heart of "happiness". In the continuous interpretation of the Chinese nation, red has gradually become a symbol of the Chinese nation, which is regarded as "China red" by the Chinese people.

In modern graphic design, work spirit is often through the color of color in the connotation to reflect, the symbol of "red" is the symbol of the rich connotation, undoubtedly provides a rich and colorful modern plane design spirit.

3. The application of "red" in traditional culture and contemporary life

Chinese people always love red, and the red color is a symbol of good things such as auspiciousness, happiness, enthusiasm and energy. To capture the details of the Chinese people use red in real life, "red" visible through generations exerts influence, both in the physical form and spiritual culture, is deeply embedded in the soul of the Chinese people, in the Chinese traditional culture and contemporary life is widely used.

3.1 "red" design in contemporary life

Human survival of the world is colorful color world, with the development of modern science and technology, the change of life, people in various ways to express the working and living environment is comfortable, convenient and aesthetic pursuit, "everyone is eager to have a colorful life, in the human life, color as a social element, is closely related to the daily life of the people", the colour is like the air of freedom, and ubiquitous, affect our life all the time, people used to all the surrounding colors, our life cannot leave the color. In the modern society, participate in the design of the life in the form of color vision performance is more and more rich, when the color is endowed with a specific cultural connotation, catered to

the people's feelings and good wishes, it will pop up in the design life.

"Red" is one of the most popular colors of human beings. It has been found that "red is favored by men and women alike: all men and women have red as their favorite color. Only man and woman say red is "I don't like the colour of" gas "red" give a person with warm warm feeling, is the symbol of auspicious festival, Chinese people have the "red" is rooted in our traditional culture, and daily life, it into the "food and clothing live line" of people, become one of important color visual elements in the design life.

"Clothes" : clothing is the "food, clothing, shelter, the line" the most important elements of life, in the modern society, color as an important means of clothing decoration, for clothing inject unlimited vitality, and improves the clothing aesthetic feeling and taste. Red is the commonly used color of clothing, especially in women's clothing and children's clothing use the most, both men and women, young and old, give people the feeling of enthusiastic and bold, youthful vigor. Since ancient times in China, red is a symbol of good fortune, joy, good life, at the feast, the Chinese still like to choose the red clothes, as the festival of the deck, with the best wishes of the holiday season. In a modern wedding, the bride and groom will wear a red dress, which symbolizes the blessing of a happy marriage.

(figure 5)

"Food" : as the saying goes, "people eat for the day". "Food" is the basic condition of human existence, and the role of color in food packing is self-evident, "psychology research shows that:" visual sense of the person in the first seconds, observe the object color feeling of the form of ". Therefore, color is the most visually striking visual element in food packaging, which is responsible for beautifying packaging and promoting the sales of products. According to investigation, bright warm color fastens, especially red, orange, yellow can cause appetite most. Therefore, a lot of food packaging is to use red to give priority to tonal, let a person see is full of appetite, stimulation attracts consumer's eyeball. Dining-room commonly use the red, yellow and other warm colors that stimulate appetite easily, give a person with sweet and delicious taste association. Red in China since ancient times is a favorite color, red can produce pleasant feelings, more than the traditional Chinese food is given priority to with red package, the Chinese people love food (figure 6) purposely choose red as the mass-tone attune of the packaging, the packaging form using packaging characteristics of ancient Chinese, give a person kindness, highlights the strong Chinese traditional characteristics, accord with the tone of the Chinese traditional food.

"Living" : "living" is a big problem of human existence. As people's living standards improve, interior design is gradually being taken seriously. Color in interior design is one of the most appealing and expressive factors, reasonable colour collocation can change the visual effect of the indoor environment, also can adjust the size of the space, create a comfortable interior atmosphere and emotional appeal, red is a symbol of auspiciousness in China, in the indoor environment of Chinese, the red dot often brings warm festive holiday atmosphere, has been one of the color of the Chinese people like red, because red has a happy and auspicious meaning. In order to express the mood of people, people usually choose red lanterns for celebrating the New Year or the wedding of one of the essentials (figure 7) to hang in the home, not only the color, more add a few minutes for indoor environment warm warm atmosphere and auspicious festive lasting appeal.

"Line" : the car has gradually become people necessities of life, in the past most consumers when buying a car is considered a car brand, price, performance, fuel consumption, after-sales service and other factors, but now more and more consumers have the colour is listed as one of the primary factor, the color has gradually become the important elements of personality and fashion. Red car represents passion, vitality and spirit of adventure, give a person the

feeling of a swashbuckling, noted ferrari (figure 8), you will immediately think of "red", it's vibrant red coat is poised to hide under the passion of the power, let a person produce excited excitement, at the same time a large area of red lenovo can let a person produce strong immediately, is a provocation of speed limit, is a symbol of danger and temptation.

Nowadays, with the rapid development of The Times, the color is no longer the patent of the artists, it appears in every corner of contemporary human society life. In the future development of human society, color will play an inestimable role for the benefit of mankind.

(figure 5 red dress)

(figure 6 red box)

(figure 7 red peper
light)

(figure 8 red car)



4 The application of "red" in modern graphic design

4.1 color and modern graphic design

4.1.1 overview of modern graphic design

"Refers to the visual graphic design as a means of communication and expression, through a variety of ways to create and combine symbols, images and text, to convey ideas or information of visual performance". Graphic design "can be traced back to around the year before in the history of lars corker cave (murals, as well as three to four million BC, was born in written language, both are important milestone in the history of graphic design, and for other related areas based on the graphic design is also very important for gas" after one thousand years long history of development, in Europe, in the late century began gradually to separate in the field of graphic design from fine arts, became an independent discipline. "China in the true sense of the modern plane design is held in shenzhen" graphic design in China "was established in the exhibition, (3)" in the early years of the nineteenth century, China's modern graphic design also along with the high-speed development of China's economy into the fast development period. The elements of graphic design are

summarized as follows: text, graphics and color are three basic elements, among which the color is the power of pervasion, which plays an important role in graphic design.

Nowadays, graphic design is almost everywhere in human life. Almost every day, people are exposed to various graphic design patterns, ranging from commodity packaging, poster posters, brand logos, books and newspapers to multimedia web pages.

4.1.2 the value of color in modern graphic design

Marx once said: "the feeling of color is the most popular in general aesthetic form", and design, use of color is to follow the product of social aesthetics, "in the modern graphic design, color to serve as a visual elements has become a spiritual sustenance of cannot be ignored, it can be used to attract people's attention or communicate feelings and thoughts, the function of color in visual communication, is often greater than the graphics and text message, communicated to produce special visual appeal to force. Color is abstract in its essence, but when combined with representational or abstract design patterns, it can produce different aesthetic effects.

Color plays an important role in modern graphic design. It is a visual symbol of human emotion expression, which can directly present the connotation of design to the audience in the first time.

In our design activities today, the language of art is used to describe the emotional and psychological state of the human being, and the connection between the color and emotion in the creativity. "Color in modern graphic design work both in the theme of life, and create a conforms to the spirit of the contemporary aesthetic psychological motivation, we in the appreciation of the beauty colors give the emotional and spiritual at the same time, are also feeling the visual brilliance colour is closely connected with modern life." Colour, as an important factor of the plane design and component, and other forms of design language there is a combination of aesthetic and practical in the information explosion today, color has become an important element of information expression, it not only give a person with beautiful feeling on the vision, but also as a way of language to convey information from the material, and meet the needs of the human spirit of subjective visual color beauty pursuit, for the design, is a kind of common aesthetic pursuit of great significance, it is specific to the work, is full of emotional colors of life energy, and condensing the wisdom of the inner logic. Spread in the Internet era, the development of modern graphic design become more incline to at concise, and colour is complied with the development of The Times, for it is the most direct, the most concise and most

abundant visual language in the modern plane design like stood a brilliant. "Color effects are not only visually, but should be psychologically understood and understood," said color master Johannes Eaton in color art. Color itself is no emotional psychology, but people after receiving the color to convey, will produce psychological activity, feel the emotional color, causing some kind of mood, this is the emotional interaction between human and colour. Red through repeated exercise in the long history of development in the process of the long-term artistic practice and gradually formed a relatively stable specification of art, its visual form and contain the cultural connotation has been deeply rooted in national culture and people's aesthetic standard. Therefore, the wide application of "red" in modern graphic design has undoubtedly made people feel an affinity, which is also a reflection of emotional interaction and cultural design requirements. A good design work, was able to get the public's recognition and love, its basic reason is the work itself between the audience and the emotional resonance, it convey in colorific, visual sex, emotional interaction aspects of content are recognised by the audience, color played an important role in it.

4.2 application characteristics of "red" in modern graphic design Red because of its strong visual vitality and profound

cultural connotation in the modern plane design is widely used, but any colour are not omnipotent joker, each color has its unique characteristics and law of application of if an improper will produce negative effects. Successful plane design should be correctly choosing color science and control color, avoid caused bad effect on the vision, color "red" in the modern plane design has its own application features.

Such as red in the modern plane design, the function of it as a signal color is often used by mistake, although red with strong visual expression is bold and unrestrained, but if the red as the text color in the visual effect of white and black background instead, and identification is very poor, would lose the basic function of text messages, images highlight part will disappear, so "red" in the design if used as the colour of the font to be cautious, can easily backfire, adverse visual effect. "Red" has a striking physical effect, so in many posters the visual effects of alerting can be seen, and this should be considered in design.

"Red" in a lot of colour collocation also should pay attention to the "more", "force" here refers to the red theme, that is "red" in the application of the design work need to consider the application area of the problem, the same red, the effect of the different application area will vary widely. Sometimes red if as center color

performance, has focused on the role of, produce strong visual impact, such as: "evergreen bush is red" the match colors, although red in large area of green area is small, but a single spark can have the effect that make the finishing point. This applies in the graphic design, but there are some design picture will choose such as proportion of red and other color placed in the picture, images can appear very mixed tongue, let a person produce visual fatigue. Canada's a color, a professor pointed out that: in the experiment "in the environment of the red, the heart of the people the rhythm of the pulse and pressure increase red makes a person so daring, but tends to make the behavior of the" beyond reason. Therefore, in the modern graphic design, only reasonable grasp the "red" application area, can effectively create the visual effect strong and eye-catching design.

And red must also comply with the design of the application of the theme of the need, for example the design of many recent holiday can choose red, but if is mourning or painful choose red as the theme of design may be not appropriate. So the application of "red" in the modern plane design is not everything. There's mastercard & design must according to the needs of the theme of the design according to the specific situation to choose color, good effect can be achieved. In the extensive use of "red" at the same

time stylist, should pay attention to "red" application characteristics of visual effect, more scientific and rational application of "red", know the pros and cons of different color use, only in this way can create excellent graphic design.

Conclusion

China's history and culture have a long history. In the long period of social development and change, color plays an important role in the philosophy, politics, economy, culture and art of China. , Baishi Qi said "on the origin of art" "red is the color for all nationalities are like", the Chinese have always love red, red in the eyes of the Chinese is the symbol of auspiciousness and vigor of beautiful things. In the development of the Chinese nation five thousand years of cultural history, gives birth to the distinctive color culture. The "red" has a distinctive national culture characteristic. It affects the color tendency and habits of the Chinese people, and to makes the color expression, in the process of economic globalization of China and the west both convergence, and has a distinct personality. Throughout the "red" in primitive nature worship, traditional Chinese color view in the Chinese traditional

culture and design life application, red has become the unique artistic and cultural connotation. In the field of modern graphic design, excellent design works are constantly emerging depending on the strong and distinctive color characteristics of "red" and the cultural connotation.

Based on the study of the application of "red" color elements in modern graphic design, this paper draws the following conclusions:

Throughout the origin of "red" history and culture, we have a clear understanding of "red" from the awe and worship of primitive ancestors

With a general observation over the historical and cultural origins of "Red", we have a clear understanding of its development from the "red color" being revered and worshiped by our primitive ancestors, to the "red color" in the noble and insurmountable "five elements and five colors", then, the jubilant and auspicious "red color" in folk culture. Being handed down from generation to generation, undergoing thousands of years, it has gradually formed relatively stable artistic norms in the long process of historical development and artistic practice; its visual forms and the cultural connotations contained have already been deeply rooted in the Chinese culture and people's aesthetic standards. As an

important part of traditional Chinese culture, the traditional color culture of China carries people's hope and longing for a better and happier life, and is a visual presentation of Chinese national spirit. Moreover, it provides a unique form of artistic expression for modern graphic design. "Red" is a much-loved color among Chinese people, which bears Chinese people's hope for happiness and contains strong national sentiments of the Chinese nation. Being an important part of traditional color culture, it has also become a powerful means of visual expression in modern graphic design.

Through the red "in the modern graphic design by analysis of different kinds of classic design case, see" red "in the traditional color culture is an important part in combination with the modern plane design has an irresistible charm, it carries with people for a better happy life longing and yearning, is medium The visual representation of the Chinese national spirit provides a unique form of artistic expression for the creation of modern graphic design.

In the combination of "red" traditional color culture and modern graphic design, we should take a dialectical and developmental view of the "red" traditional culture color. Should see at the same time, in the era of Internet communication and the

background of economic globalization, red gradually become an international visual language, on behalf of the Chinese and the design of cultural value, constantly meet people's spiritual needs, the designer shall transfer the traditional color culture into the modern design, the understanding on the basis of traditional culture, correspond diachronically with modern design thinking and the creation of "red", to show the features of nationalities in the contemporary culture.

The word "red" is full of historical and cultural connotations and national feelings of deep color is a precious cultural asset, contains rich cultural resources, so we try for the mining, sorting, inheritance, innovation and development of it. Along with the rapid development of China's economy, politics, culture, The "red" will become more and more people know and love, in modern design will produce more excellent design work for "red".

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