

Original Research Article

## Research on the Integration of Visual Communication Art Design and Traditional Culture in the New Media Era

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**Abstract:** The integration of visual communication art design and traditional culture in the era of new media is an important way to promote and inherit excellent traditional Chinese culture. It can create a strong traditional cultural atmosphere in society and has important significance for cultural and humanistic development. In addition, the way people obtain information has changed in the era of new media, so the integration of traditional culture in visual communication art and design has a more profound impact, which is of great significance for the overall social and cultural development and the creation of a strong cultural atmosphere. Therefore, in the era of new media, visual communication art design should focus on the integration with traditional culture.

**Keywords:** The era of new media; Visual communication art; Traditional culture; Fusion research

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Visual communication art refers to the use of visual communication to convey artistic information, allowing the public to obtain more information when viewing objects or pictures, changing the traditional single way of information communication. Especially in the era of new media, conveying information through pictures, symbols, expressions, and other means is a common way for people today. Therefore, the integration of visual communication art and traditional culture in the era of new media is in line with the characteristics of information acquisition for people today. By viewing pictures, objects, and other content, more information can be obtained, and more traditional culture can be understood, achieving the inheritance and promotion of traditional culture.

### 1. The significance of integrating visual communication art design with traditional culture in the era of new media

#### 1.1. It is an important way to promote traditional culture

The integration of visual communication art design and traditional culture in the new media era is an important way to promote traditional culture. Because there are many netizens in China, using the Internet to obtain information is one of the main ways for people to obtain information today. The new media is based on the Internet, so the integration of visual communication art design and traditional culture in the new media era can enable more people to understand our traditional culture, inherit and promote our traditional culture, and create a strong cultural atmosphere in the whole society. In addition, the integration of visual communication art design and traditional culture can bring a better visual experience to the public. By watching works of design art, people can feel the charm of traditional culture, closely integrate life and traditional culture, provide rich resources for visual communication design in the new media era, and create favorable conditions for the promotion of traditional culture, achieving the integration of visual communication art design and traditional culture in the new media era, playing a complementary role. So in the era of new media, the integration of visual communication art design and traditional culture is an important way to promote and inherit traditional culture.

## **1.2. Enriching visual communication of artistic information and content**

The integration of traditional culture and visual communication art design enriches the information of visual communication art design. Because traditional culture is an important component of art, many traditional cultures are manifestations of art. Therefore, integrating traditional culture in visual communication art design can enrich the content. For example, when promoting traditional culture and visual communication, traditional clothing, traditional dance, and architectural content can be added, providing rich resources for visual communication art design, expanding the ideas of visual communication art, and achieving the integration of visual communication art design and traditional culture in the new media era. This reflects the importance of visual communication art design and cultural integration in the new media era. Therefore, in visual communication art design in the new media era, traditional cultural resources should be fully utilized, Enriching visual communication of artistic works and creative ideas.

## **2. The current situation of the integration of visual communication art design and traditional culture in the era of new media**

In the current era of new media, the application of traditional culture in visual communication art design is becoming increasingly widespread. There are many contents of traditional culture applied to visual communication art design, and significant results have been achieved. However, when it comes to the integration of traditional culture and visual communication art design, many people used to rely on online materials or directly download them for use, lacking innovation awareness. They also did not design traditional culture materials based on the characteristics and types of visual communication art. This has led to the phenomenon of disharmony, unattractiveness, and asymmetry between traditional culture integration and visual communication art design, seriously affecting the quality and effectiveness of visual communication art design. In addition, with the improvement of people's aesthetic ability in the era of new media, the integration of traditional culture and visual communication art design requires continuous innovation in forms, updating concepts, and exploring scientific and effective integration solutions. Only in this way can the integration of visual communication art design and traditional culture be achieved in the era of new media.

## **3. Strategies for the Integration of Visual Communication Art Design and Traditional Culture in the Era of Integrated Media**

### **3.1. Applying visual communication art in promoting cultural themed activities**

The integration of visual communication art and traditional culture in the era of new media needs to be carried out when carrying out cultural theme activities, because when promoting cultural theme activities, promotional brochures or leaflets will be designed, or promotional images will be made to spread online. Therefore, when creating these images and leaflets, attention should be paid to the artistic effect of artistic communication, attracting more people to pay attention to cultural theme activities, understand cultural theme activities, and participate in cultural theme activities. Especially in today's new media era, with the development of media forms, people rely on the Internet to obtain information. Therefore, the production of promotional pictures of traditional cultural theme activities on the Internet must pay attention to the visual communication effect, which is an important way to attract people's attention to the activity. For example, in image design, traditional cultural content can be integrated, such as traditional clothing, traditional cuisine, customs and

performances, etc. These are all materials for the integration of traditional culture and visual communication art design works. Using these materials can attract the attention of the masses, improve their attention, promote the integration of visual communication art design and traditional culture in the era of integrated media, create a good environment for the promotion of cultural themed activities, and create a strong cultural atmosphere to promote social and cultural development.

### **3.2. Utilizing visual works to promote the content of traditional culture**

Use image works to promote traditional culture, let more people understand traditional culture, and combine the characteristics and trends of the new media era to spread image works, so as to enrich the content related to traditional culture on the Internet, and realize the promotion and utilization of traditional culture. For example, when the Loong Boat Festival is coming, we can use image works to promote the traditional culture related to the Loong Boat Festival, such as integrating the pictures and elements of Zongzi into the design of image works. Alternatively, in the design of visual works, cartoon characters or related scenery of Qu Yuan can be added, which can promote traditional culture and enable more people to understand and inherit it. Or, on Labor Day, we can design images related to Labor Day, spread images and traditional culture related to Labor Day on the Internet, so that the masses can be influenced by the tradition, establish correct labor concepts, let the masses understand our traditional culture through vision, and realize the integration of visual communication art and traditional culture in the new media era. In addition, traditional culture is reflected in multiple aspects of life, so using visual works to promote traditional culture can make people feel the connection between traditional culture and life, actively participate in the learning of traditional culture, achieve the inheritance and promotion of traditional culture, and create a strong cultural atmosphere in society to promote cultural development.

### **3.3. Collecting Traditional Cultural Works to Promote the Development of Visual Communication Art**

Collect excellent traditional cultural works and use them to promote the development of visual communication art. Winning works can be used for exhibitions or advertising, and rewards will be given to the winners. By inspiring creators to unleash their thinking and imagination in this way, boldly designing their works, and promoting the integration of visual communication art and traditional culture in the new media era. Just like when carrying out cultural promotion and design for the Spring Festival, excellent works can be solicited from the whole society to clarify the main content of the works. Next, we will screen the works uploaded by the author to see which ones can highlight the culture of the Spring Festival and provide a better visual experience. Through the viewing of image information, we can obtain more information related to the Spring Festival and achieve the combination of visual communication art design and traditional culture in the new media era. In addition, excellent works can be exhibited in advertising spaces within the city, or creators can be rewarded to encourage them to participate in activities and boldly create. By promoting excellent traditional culture through new media, visual communication art design can be achieved, changing the single way of traditional art communication design, allowing the public to obtain more valuable information through visual means, feel the charm of traditional culture, and create a strong cultural atmosphere to promote cultural development in society.

## **4. Conclusion**

In summary, the integration of visual communication art design and traditional culture in the era of new

media helps to promote and inherit China's excellent traditional culture, while also conforming to the way people obtain information today. Therefore, in the era of new media, visual communication art design should pay attention to the integration of traditional culture, use traditional elements, poetry and other content for visual communication art design, make design works rich in traditional cultural content, promote and inherit excellent traditional culture, promote cultural development, and create a strong cultural atmosphere in society, improve people's cultural life, and innovate methods for promoting traditional culture.

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