Research on the Expression Form of Digital Illustration in Shanxi Vinegar Culture

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Abstract
Digital illustration is widely used in life and is becoming more and more popular among the public. It is often seen in the digital practice of traditional culture. As an important regional cultural symbol of Shanxi, Shanxi vinegar culture carries the heavy traditional cultural characteristics of Shanxi merchants. The modern form of inheritance of vinegar culture is conducive to promoting Shanxi's regional culture, enhancing public recognition of Shanxi's overall image and promoting the sustainable development of the vinegar industry. As the most dynamic illustration art in the visual arts, it can not only reproduce the vinegar culture and history through the scenes, but also spread and promote the illustration content of the vinegar culture through the product carrier, making it more in line with the needs of the new era.

Keywords
Illustration art; Shanxi vinegar culture; Expressive form

Introduction

Illustration art first appeared in publications, which refers to the hand-painted and digital pictures that explain words. Nowadays, with the popularity of domestic and foreign markets, illustration art is not only used in publications with pictures but also used in commercial design, public welfare publicity, cultural publicity, historical and cultural digital reproduction, and other fields. Under the background of digital protection of history and culture, as an excellent traditional culture in Shanxi, there are many problems in the inheritance of Shanxi vinegar culture, such as too scattered literature history, too professional and boring production process, too old vinegar products, etc. Using the new digital means to demonstrate the historical literature and production procedure more concisely and easily, so as to fit the demand of the fast-paced market in the new era, it's also a new

form of visual expression form of inheritance of Shanxi vinegar culture. Digital illustration has not only the same scene display function as traditional painting but also aesthetic, practical, popular, visual, intuitive, and creative functions. We can use more techniques, styles, visual effects, and communication effects to make the theme of vinegar culture more vivid and easier to be accepted by the public.

The Visual Expression Form of Illustration Art in Shanxi Vinegar Culture

In today's historical and cultural protection environment, Shanxi vinegar culture, like other intangible cultural heritage, is an important basis to show our cultural confidence. In the process of the protection of Shanxi vinegar culture, the modern value connotation extracted can be recreated through the color, element, line, and other forms of digital illustration, so that the digital illustration of vinegar culture has national characteristics and regional customs.

The Content Expression of Shanxi Vinegar Culture Digital Illustration

The performance of digital illustration art has the characteristics of image and narrative and can integrate the elements of cross time and cross space to show surrealism. Shanxi vinegar culture has multi-disciplinary research value, including national history, literary creation, art education, tourism economy, and other contents, which provides rich soil for the drawing of digital illustration.

Use the digital illustration to show the history and legend of Shanxi vinegar culture. The historical development of Shanxi vinegar culture, like most traditional Chinese culture, has been recorded in many pieces of literature. In the process of vinegar development, from "Li Luo" in Li Yun of the book of rites, "Ji Ren Zuo Ji" in Zhou Li Tian Gong, "kujiu" in Wu Yuan Lei Kao to "zuo, today's vinegar" in Qi Min Yao Shu, the development of vinegar is also accompanied by the process of productivity in Chinese history. Digital illustration is based on the development process of vinegar history, which reproduces the scenes recorded in various documents, combined with the main characters in different documents, the wearing of dynasties, the consumption of the times, and so on. In addition to the mainstream literature, there are many versions of the legend of Shanxi vinegar. First, the legend of King Zhou of Yin, tells the story of Taiyuan offers up a sacrifice of Fen Liquor to royalty. The wine had a sour taste because of the long journey, but the imperial envoy risked his life to offer it to King Zhou, but he was rewarded by King Zhou. It is also said that vinegar was named after "acyl" because of King Zhou's praise. Second, the legend of vinegar made by Yu Gong is derived from the allusions of the teeth can't live without lips. Yu Gong was quite easy when facing great danger. He was addicted to delicious food and invented "zuo" - the second name of vinegar. Thirdly, Emperor Wen of the Han Dynasty changed the name of "xi" to "cuo", which tells the story

of how to be a good son and how to serving our mother from the perspective of filial piety. It can be seen that most of the folk legends of vinegar start from simple values, emphasizing the popular will, noble character, and filial piety. The drawing of digital illustration combined with the folklore of the origin of vinegar culture can better promote traditional culture and virtues. At the same time, the legend story as the theme of illustration art can form a series of stories, through children's picture books, four-frame comics, and other forms, for young children vinegar culture education promotion. We can also trace the origin of Shanxi people's nickname "Lao xi er" through the way of interesting vinegar culture, and tell about the past and present life of vinegar, which also plays a key role in the publicity of Shanxi image. In addition, there are some myths and characters about the legend of vinegar, the most famous of which are the God of vinegar and the wine fairy. In the design of digital illustration, we can take the myth of vinegar as the blueprint, design and draw the God of vinegar and the immortal of wine, and use different styles of illustration, such as Chinese style illustration and fashion illustration, to design the virtual image of the immortal in a fashion and creativity way.

Use the digital illustration to show the process of vinegar production. In daily life, most people are familiar with the smell, taste, and color of vinegar, but they don't know how to make vinegar. The production process of Shanxi vinegar culture is complicated. Through the first fermentation of sorghum and the second fermentation of alcohol, and then sterilization treatment, we can form a long-term aging vinegar. In the protection of vinegar culture, the production technology of vinegar is also the core part. In the form of illustration, we create words under the theme of vinegar technology. including The process of cultivation, growth, harvest, and selection of vinegar raw materials, crushing, stirring, adding auxiliary materials, turning fermented grains and adding salt, sterilization of vinegar, and canning of vinegar products, etc. It is also a new digital form of cultural heritage to make vinegar production scenarized and easier to understand.

Draw the enterprise story of Shanxi's "time-honored" vinegar brand. There are many brands of Shanxi vinegar, most of which are established for a long time. In modern brand design, corporate culture and spirit are the core of the corporate visual identity system, which dominates Bi (corporate behavior system) and VI (corporate visual system). Digital illustration can be used to draw illustrations and show scenes for the creation history, corporate culture and philosophy, corporate slogans, and other contents of many vinegar brands in Shanxi.

The Color Expression of Vinegar Culture in Digital Illustration

The most important element of visual expression is color, which directly determines the style of digital illustration. In illustration art, color can be divided into two categories. The five-color concept and the unified color concept correspond to the traditional oriental color concept and the tradi-

tional western color concept respectively. In the history of thousands of years of art development in China, except around the Qin Dynasty, the concept of color is most colorful. The idea of five colors does not mean five colors, but a variety of colors. The origin of the idea is because of the ancient concept of five elements. The ancients believed that there were the basic five elements of the origin of all things in nature, and began to correspond to all things in life. The idea of five elements can be seen in daily clothing, food, chariots and horses, and residence, thus forming the five color theory of Oriental Art. This kind of color concept can be seen in Dunhuang murals, green heavy color paintings, the color of the palace museum buildings, and other artistic heritage. Therefore, the traditional Chinese style illustration is in line with the five-color concept, drawing the traditional culture through the multi-color form. In the Western illustration color, the dominant concept is the use of uniform color. In the teaching of Western illustration, monochrome illustration is even used as the training of students' illustration color system and practiced for a long time. Shanxi vinegar culture is divided into two parts: traditional vinegar culture and modern vinegar brand. The traditional vinegar culture can be displayed and visually expressed through the concept of five colors to highlight its heavy oriental classical temperament. The application of modern vinegar brand culture can be drawn with the concept of unified color to convey the feeling of fashion, youth, and happiness, which is suitable for the needs of young consumers.

The Element Expression of Shanxi Vinegar Culture Digital Illustration

In the digital illustration drawing, the element is the most prominent part of the theme. Shanxi vinegar culture has a long history. In the process of its development, its historical background, objects with characteristics of the times and key historical figures are all elements that can be used in digital illustration. From the production point of view, the raw material plants, production tools, craftsman image, clothing, and so on for vinegar production are all elements that can be expressed by digital illustration. From the perspective of inheritance and development, the new cultural research route of vinegar culture can be drawn by digital illustration in the form of a hand-drawn map, depicting the scenic spots, buildings, and services of cultural tourism. At the same time, vinegar culture and art education can also appear as an element of digital illustration, and carry out the reproduction of culture, the drawing of audience groups, and the digital display of educational content.

Composition Expression of Shanxi Vinegar Culture Digital Illustration

Compared with photography, realistic painting, film and television, and other art forms, illustration has the advantages of a diversified combination of time and space, surreal scene display, diversified technique processing, editability, and easy storage. In the process of drawing the digital illustration of vinegar culture, we can use some surrealist ways to design the scene, such as reverse perspective composition, large object and small character, focused composition, curve composition, and so on.

In addition to the parallel perspective rendering of real scenes, we can also draw some contents that can not be observed by parallel perspective through the angles of a top view and bottom view, and even make multiple perspectives at the same time. Secondly, we can also use vinegar production tools, shipping carriers, contemporary crafts, and other utensils as the main elements, and load the production scene, transportation scene, and historical development scene on the utensils, forming a wonderful style of a large object and small character. This composition can better explain the main use of utensils in the scene. Moreover, through the focusing composition, we can break the traditional form of full composition, make our eyes more focused, and add some words and arrangement in the blank space, which is more suitable for the propaganda and communication in visual design. Finally, the curve composition is suitable for the integration of a variety of scenes. Because of the content of vinegar culture, it can be combined with multiple development stages to form a scene. Through the curve composition, the dullness of straight-line composition can be broken.

The Expression Carrier of Shanxi Vinegar Culture Digital Illustration

The protection and promotion of Shanxi vinegar culture need a certain form and carrier. In the display of digital illustration, through the analysis of the field of commercial design and industrial economy, we can carry out the application of digital illustration through the carrier of brand integration design, product packaging creative design, corporate culture publicity planning, product development, and communication promotion.

The Brand Carrier of Shanxi Vinegar Culture Digital Illustration

In the commercial brand design, the vinegar industry combined with commercial illustration improves the objective limitations of traditional vinegar culture promotion, makes it have a variety of technical expression and carrier, and makes the brand performance more intuitive. Through the poster, IP image, packaging, books and picture books, and other physical carriers in the design of Shanxi vinegar brand, digital illustration can deliver the cultural concept, corporate culture, historical stories, and other contents of vinegar to the public more quickly. Vinegar culture posters can be drawn in the form of illustrations so that the public can see the scene of vinegar culture. IP digital image design can transform the brand design from passive to active by combining the historical figures, myths, craftsmen, and even vinegar-related objects and animals of Shanxi vinegar culture. It can create a social idol image with cultural background and trigger the economic effect of vinegar culture. The combination of digital illustration and packaging of Shanxi products can highlight the cultural heritage of vinegar, and let product packaging take the initiative to “tell” the story of vinegar. Besides, virtual carriers such as web pages, flash screen, and mobile phone interface in the brand UI category can also be added with digital illustration. The application of flat illustration in brand UI design can make web pages, flash screens, and other interfaces more graphic.

Communication Carrier of Shanxi Vinegar Culture Digital Illustration

The forms of cultural communication include traditional platforms and carriers of the new era. The traditional ways of communication are mainly in the form of paper media and advertising, while the carriers of the new era combine various dynamic influences, such as Animation, short video, digital museum, etc. The traditional communication carrier of the vinegar industry is to attract the audience through advertising, while the new communication carrier pays more attention to its creative form. On the new communication platform, we can combine the digital cartoon image with the story to create various kinds of animation stories, such as heuristic, promotional, art education, and publicity. At the same time, we can also publicize and protect vinegar culture through dynamic illustration graphics, and make WeChat expression packs in WeChat, QQ, and other chat platforms. Through different expression chat scenes, vinegar culture will quietly enter people's daily life. In the emerging short video platform carrier, we can use the form of digital illustration combined with photography and add illustration elements to the real scene for embellishment. For example, the combination of cartoon characters brewing vinegar and field scenes has a short time and novel form, which can strengthen people's interest in vinegar culture. In addition, in the existing vinegar culture base in Shanxi Province, combined with electronic screen and navigation equipment, we can promote a vinegar culture digital museum with an artistic atmosphere and economic value, and full immersion experience, so as to promote the perfect combination of a collective memory of vinegar culture and digital illustration technology image.

Conclusion

In the digital illustration of Shanxi vinegar culture, the visual presentation is the most typical, but its popularization needs the material carrier. In addition to the use of concrete expression in the rules of visual form, the ideological language at the aesthetic level needs to be refined constantly in the creation, not limited to scene repetition and repair, but more to be combined with modern style for re-creation. Digital illustration can reproduce the development process of vinegar culture by drawing its history, culture, production technology, production process and characters. But in the spread and protection of vinegar culture, the combination of industrial brands and cultural commonweal can promote the simultaneous development of economy and base and superstructure.

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