Research on the Design of Yao Costume Pattern Elements in Cultural and Creative Products

2020, Vol.1 No.4
© Art & Design Research 2020
DOI: 10.37420/j.adr.2020.017
https://masonpublish.org

Yajuan Wang*
College of Arts, Guilin University of Technology, Guilin, China
*Corresponding author, e-mail: 594858922@qq.com

Abstract

China is a multi-ethnic country, the Yao nationality is a nation with a long history. Yao's clothing is simple, the decoration and color are bright, and the Chinese dress is full of unique national charm. This paper mainly studies the design and application of Yao's clothing patterns in cultural and creative products. Through the research on the characteristics, colors and patterns of Yao's costumes, the colors and shapes are extracted, and the graphics are redesigned to make them become new symbols, which can be used in cultural and creative products, so that more people can understand and pay attention to Yao's clothing culture and promote the excellent dress culture of the ethnic group.

Keywords

Yao Costume; Yao Pattern; Cultural and Creative Products; Innovation and Inheritance

As we all know, China is a multi-ethnic country, each ethnic group has its own unique clothing culture. Yao nationality is a cross-border ethnic group with a long history in Southwest China. The Yao nationality has been recorded in the *Book of Later Han* and other records. The research on Yao nationality has become an important topic of ethnologist, folklorist and anthropologists. Yao clothing culture has its unique characteristics, inheritance, innovation, and such traditional clothing in the expression of patterns and symbols, and modern fashion design also has a certain relationship. This paper takes cultural and creative products as the combination point, to explore new forms of artistic expression.

Research Background

At present, Yao nationality has been listed in the national intangible cultural heritage list. Strengthening the protection of Yao's clothing culture is not only in accordance with the national

policy, but also an important measure for the sustainable development of national culture. Therefore, it is an important task for contemporary scholars to take various measures to protect and inherit Yao's clothing culture and carry forward the excellent traditional culture of Yao nationality.

This paper mainly studies how the Yao costume design elements combine with modern cultural and creative products, analyzes the implication, color and structural characteristics of Yao costume pattern elements, and carries out the combined design from the perspective of function and decoration of cultural and creative products. Through the in-depth study on the color, pattern patterns and modeling features of Yao costumes, this paper explores the rich and colorful traditional costume culture of Yao nationality, and then analyzes the deeper clothing cultural characteristics of Yao nationality, showing the unique ethnic customs and aesthetic taste of Yao people, so as to provide valuable reference for the inheritance and innovative application of Yao clothing.

Research Purposes and Methods

With the development of China's modernization, the influence of traditional culture on social development is becoming less and less, and the phenomenon of homogenization is becoming more and more serious. Based on the characteristics of Yao costume patterns in Guangxi, this paper discusses how to integrate the elements of Guangxi Yao costume with modern cultural and creative products through theoretical research, on-the-spot investigation and case analysis, so as to show the national characteristics, inherit the excellent national culture, and enhance the core competitiveness of local cultural and creative products, so as to find out a feasible way modern fashion features and effective ways to inherit regional culture.

Finally, this paper will extract the patterns and colors of Yao costumes, break them and redesign them. Then, the extracted patterns will be used in cultural and creative products to sell in Yao areas, so that tourists everywhere can feel the charm of Yao clothing culture, so as to achieve the purpose of promotion and cognition.

This paper uses the "CPI" research method, through the preliminary research, analyzes the Yao's history and clothing characteristics, through a series of innovative design and publicity packaging, let more people know and understand the Yao nationality. Through the comparative study, we can understand the change of Yao's clothing and the current situation, arouse people's attention, protect the national traditional culture is urgent. Through looking for a new combination point, find out the elements of national clothing can be combined with modern design point, reform and innovation, get popular love. "CPI" specifically refers to cognition, protection and innovation.

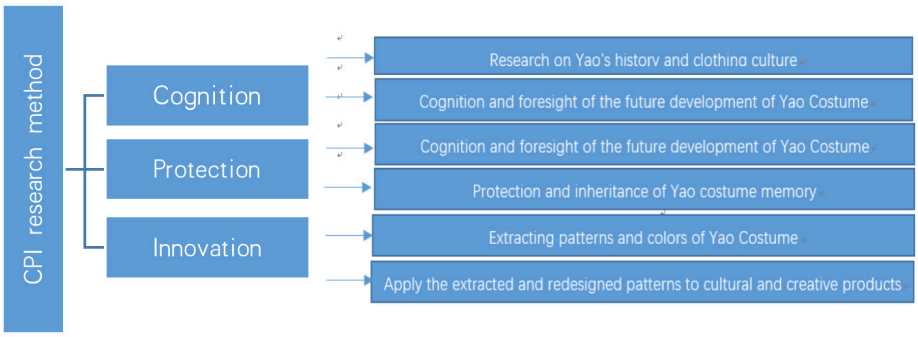


Figure 1 Mind map of CPI research method

Yao Costume Background

The Characteristics of Yao Costume

Yao people love beauty very much. They have formed a unique understanding of beauty, which is shown in their own national costumes. Yao people live in a vast area, distributed in 107 counties and cities in 6 provinces and autonomous regions. Because Yao people live in mountainous areas for a long time, their clothing characteristics are closely related to their living environment. They are resistant to rot, dirty and warm. They are suitable for long-term wear. Their background color is mostly dark blue or black, and their decoration is colorful. They are mostly distributed in collar, lapel, cuff and foot opening.

Yao men's clothing is relatively simple compared with women's clothing. The upper body is generally divided into two types: the right lapel and the pair lapel. The top is usually tied with a belt, which plays a fixed role. According to the different branches, the length of trousers varies from foot to foot, and some to knee. Most of them are blue and black, with the exception of white trousers and Yao. There are great differences in women's clothing among different branches of Yao nationality, and there are many changes in women's clothing. Some of them are short without collar, and their lower body is wearing skirts of different lengths; some of them are as long as knee, with waist girdle and trousers; there are exquisite embroidery patterns at the collar, lapel and cuff. Most of Yao women's costumes have shawls, which not only protect the skin, but also a delicate decoration. There are many kinds of head ornaments of Yao nationality, and their shapes and colors are different according to different branches. Most of them wrap their heads with long ribbons and tie their heads in layers. They are flat or round, or high or low, showing triangle, round and irregular shapes. They are matched with Yao brocade, ribbons or silk ears, which are full of ethnic customs.

The Patterns and Colors of Yao Costumes

Before the use of Chinese characters, Yao people often used graphic symbols to record the important events of their own nation. After the evolution, they became the "recording symbols". Many patterns of Yao nationality are geometric forms. Through the arrangement and combination of patterns, they not only constitute the characteristic symbols of Yao nationality, but also can be regarded as the origin and life course of Yao nationality. Most of the Yao's clothing patterns come from nature, such as life tree pattern, wave pattern, sun pattern and so on. The Yao people's reverence for nature is also reflected in their clothing patterns. The Yao people's reverence for nature and their vision for a better life in the future are reflected in the clothing with embroidery and batik.

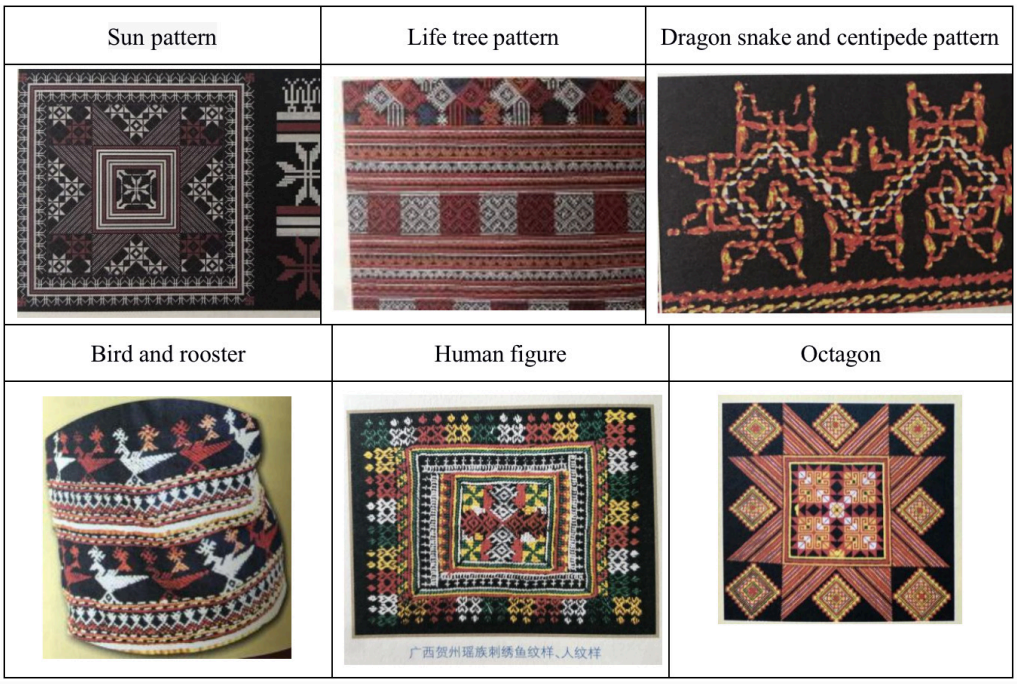


Figure 2 Representative patterns of Yao nationality

Yao clothing patterns are very rich in themes, mostly from customs, nature and life. The patterns in Yao costumes mainly include the following categories: nature as the theme: mountain, water, cloud, etc.; animal as the theme: dragon, snake, dog, frog, butterfly, bird and cock; and plant as theme: flower, tree, etc. These figures are the condensation of Yao people's wisdom, bearing the concepts of national customs, religious culture, myth worship, etc., and are the deeper spiritual connotation conveyed in the process of inheritance and continuous evolution of national history and clothing culture. They represent the integration of spiritual appeal and material representation of the people of Yao people, and materialize the nature through continuous evolution for patterns, the Yao people like to geometry the concrete things. Most of the patterns used are composed of abstract lines. The patterns of Yao clothing patterns are extremely condensed symbolic forms.

Yao's costumes are colorful. According to Chinese historical records, there is a record of Yao's ancestors "color clothes" as early as the *Book of Later Han*. Up to now, Yao's Chinese clothing is still decorated with bright, yellow, blue, orange and green, with dark blue and black at the bottom, but the decorative patterns are bright and jumping. In Yao's clothing culture, color has become one of the strongest expression symbols of folk customs. The conspicuous color and the steady background color form a sharp contrast, that is, bold personality, and follow the complementary unity between things. It emphasizes the harmony between clothing color and ecological environment, and selects light and cool colors such as blue, black, green, etc. to form a colorful Yao clothing culture.

Analysis on the Design Process of Cultural and Creative Products

The concept of cultural and creative products refers to the cultural and creative products, which rely on the wisdom, skills and talent of designers, create and innovate cultural resources and cultural goods by means of modern design means, and produce high value-added products through the development and application of intellectual property rights. The culture is placed on some products, which can be made into products by giving them value, so that the public can feel the existence of culture, thus deriving more products to achieve the purpose of cultural communication.

This paper mainly studies the application of Yao costume cultural symbols in the design of cultural and creative products, which is full of rich symbolic meaning. First of all, find out the Yao's more representative patterns, and refine their colors, which are divided into main color, auxiliary color and emphasis color; secondly, select the Yao's more representative patterns for analysis, extract the original shape, and then break and reorganize the original Yao's patterns, so as to obtain new patterns; finally, it will be used in cultural and creative products, such as cups, notebooks, tapes, umbrellas, etc It can also be combined with clothing design, such as scarves, hats, brooches, etc.



Figure 3 Color extraction

Description:

Original picture	Line extraction design	Colouring	Determine the pattern
			
Pattern decomposition and combination redesign			
			
Application in cultural and creative products			
			
Silk scarf	Pillow	Notebook	Scented candles
			
Small hand bag	Hat	Key buckle	Slender silk scarf

Conclusion

In recent years, creative product design has attracted much attention because of the development of cultural and creative industries, among which the fusion of traditional culture and modern design has also become the boom of design. As an intangible cultural heritage, Yao costume culture combines nationality and history, costume culture and art, pattern color and innovative value. In this paper, the Yao nationality as the research object, through the modern design method, with a new way of interpreting traditional culture, the traditional cultural elements into the modern creative product design, to achieve cultural heritage and development. Combined with the resources

of Yao costume color, pattern, shape, pattern and so on, this paper analyzes the cultural connotation and application value of Yao nationality symbol type, extracts the visual symbol of Yao nationality pattern by using the "CPI" research method for subsequent design and use, combines and redesigns the extracted symbols, and uses the results of Yao nationality tourism memorial products to achieve the goal of national symbol and national cultural communication.

Funding

This paper is the phased research results of the General Project of the National Social Science Foundation in 2018 "Research on the Creative Transformation Path of Yao Clothing Culture in Tourism Cultural and Creative Products" [No. 18BMZ138].

References

Yu, S. J., & Liang, H. C. (2020). Yao costume. *Ethnic Arts Quarterly*, (01), 113-116.

Jiang, R. N., & Dong, J. H. (2020). Extraction and application of Yao costume culture factors in northern Guangdong. *Packaging Engineering*, 41(04), 341-346.

Xu, Y. (2020). Research on the design and promotion of ethnic cultural and creative products. *Sichuan Drama*, (04), 54-57.

Yu, S. J. (2012). Yao costume. Beijing: Beijing Science and Technology Publishing Co.Ltd.

Yu, S. J., & Meng, L. Y. (1992). *Guangxi Ethnic Costume Culture*. Nanning: Guangxi People's Publishing House.

Xing, H., & Li, Y. W. (2017). Yao Nationality Clothing Pattern. *Tomorrow Fashion*, (20), 41.

Tian, Y. (2012). Research on Hongyao Clothing Culture. PhD. Dissertation. CHN: Guangxi University for Nationalities.

Yu, S. J. (1994). The cultural connotation of Yao nationality clothing patterns. *Journal of Guangxi University for Nationalities (Philosophy and Social Sciences Edition)*, (01), 38-41.

Zhou, X. T. (2020). Research on the application of Yao costume patterns in the design of cultural and creative products. *Hunan Packaging*, 35(04), 58-61.

Hui, X., & Zhao, Q. (2020). Cultural and creative product design of She nationality cultural symbols. *Packaging Engineering*, 41(10), 354.

Sheng, Y. W., & Wan, X. M. (2019). "Yao Family Memory" Cultural and Creative Product Design. *Packaging Engineering*, 40(10), 311.