



УДК 766:74.01/09:003.62

THE MODERN TRENDS BROUGHT ABOUT BY THE APPLICATION OF CHINESE TYPOGRAPHY IN POSTER DESIGN

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This paper explores the modern trends emerging from the application of Chinese typography in poster design. It provides insights for designers and the design field by analyzing the application forms and cases of Chinese fonts, as well as the visual, cultural and technical design trends generated by the use of Chinese fonts for poster design.

Key words: *graphic design, modern trends, Chinese typography, modern fashion poster design.*

INTRODUCTION

In the fast-paced and visually driven modern society, modern fashion poster design has emerged as a vibrant and influential form of visual communication. It serves not only as a marketing tool for fashion brands to showcase their latest collections and styles but also as a platform for cultural expression and trendsetting.

As the world becomes more interconnected, the demand for unique and culturally rich design elements has grown exponentially. Chinese typography, with its long-standing history spanning thousands of years, is a treasure trove of cultural symbols and aesthetic values. Rooted in the profound traditions of Chinese calligraphy, it encompasses a wide range of fonts, from the elegant and classical to the bold and contemporary, each carrying distinct cultural connotations.

The application of Chinese typography in modern fashion poster design represents a fascinating intersection of the ancient and the modern, the East and the West. This integration not only enriches the visual language of fashion posters but also injects new vitality into the design field. By combining the unique forms and meanings of Chinese characters with the innovative concepts of modern design, designers can create posters that are both visually stunning and culturally resonant.

PURPOSE

The primary objective of this research is to conduct an in-depth exploration of the multifaceted impact of Chinese typography application within fashion poster design. By comprehensively analyzing a wide array of design cases, this study aims to identify the various techniques and methods designers use when integrating Chinese typography into fashion posters.



RESULTS AND DISCUSSION

The application of Chinese typography in modern fashion poster design has led to a remarkable transformation in visual aesthetics. Designers have successfully exploited the unique structural and calligraphic features of Chinese characters. For example, in many high-end fashion brand posters, the use of traditional Chinese seal-script fonts, with their complex and ornate strokes, creates a sense of luxury and heritage (fig. 1). By carefully arranging these characters in a modern layout, such as using asymmetric composition, it breaks the traditional sense of symmetry and balance, adding a touch of modern dynamism. This combination of ancient and modern elements has attracted many consumers who appreciate both traditional culture and modern fashion, indicating that the integration of Chinese typography can significantly enhance the visual allure of fashion posters [1].

Culturally, the use of Chinese typography in fashion posters has effectively enriched the cultural connotations. Through the selection of characters with specific meanings related to Chinese traditional values, such as «harmony», «elegance», or «fortune», posters can convey deep-seated cultural messages. For instance, some posters promoting traditional Chinese festivals incorporate relevant festival-themed characters in creative font designs, which not only celebrate the festival but also introduce Chinese culture to international audiences (fig. 2). However, this also brings challenges. When translating these cultural-laden characters into different languages for international promotion, the accurate conveyance of cultural meanings may be lost. Thus, finding a balance between maintaining cultural authenticity and ensuring cross-cultural understandability becomes crucial [2].



Fig.1. Visual Aesthetic Transformation



Fig.2. Cultural Connotation Enrichment



Fig.3. Technological Integration and Innovation

With the development of digital technology, the application of Chinese typography in fashion posters has also witnessed new trends. Digital tools enable designers to manipulate Chinese fonts in more innovative ways. For example, through 3D modeling and animation software, Chinese characters can be transformed into three-dimensional or dynamic forms (fig. 3). In some avant-garde fashion brand campaigns, animated Chinese characters are used to tell brand stories, providing a more immersive and interactive experience for consumers. Nevertheless, over-reliance on technology may lead to a lack of human - touch in



design. Designers need to strike a balance between technological innovation and the retention of the unique charm of Chinese typography.

CONCLUSIONS

The application of Chinese typography in modern fashion posters has significantly transformed visual aesthetics. By combining the unique structural and calligraphic features of Chinese characters with modern design concepts, it has created a novel visual language that attracts consumers with a taste for both tradition and modernity. This not only enriches the visual expression of fashion posters but also provides a new perspective for designers to break through traditional design limitations.

Technologically, the integration of digital tools has opened up new possibilities for the innovation of Chinese typography in fashion posters. From 3D-modeled characters to dynamic animations, these technological advancements have enhanced the interactivity and immersive experience of posters. Nevertheless, designers should be cautious about over-reliance on technology and ensure that the human – touch and unique charm of Chinese typography are retained.

The positive market response to fashion posters with Chinese typography elements indicates the great potential of this design approach. It serves as a powerful tool for brands to differentiate themselves in the market. However, when applying Chinese typography, brands need to consider regional cultures and consumer preferences to ensure that the design aligns with their overall brand positioning.

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ЯЦЕНКО М., ВАН Цзюньцін СУЧАСНІ ТЕНДЕНЦІЇ, ВИКЛИКАНІ ЗАСТОСУВАННЯМ КИТАЙСЬКОЇ ТИПОГРАФІКИ В ДИЗАЙНІ ПЛАКАТІВ

У статті проаналізовано сучасні тенденції, що виникають внаслідок використання китайської типографії в дизайні плакатів. Проаналізовано форми використання китайських шрифтів та конкретні приклади їх застосування, а також віртуальні, культурні й технічні дизайнерські тренди, які розвиваються за рахунок використання в дизайні плакатів китайської типографіки.

Ключові слова: графічний дизайн, сучасні тенденції, китайська типографія, дизайн сучасних модних плакатів.