



УДК 745.048:7.012

THE "LIVING" NATURE of TRADITIONAL PATTERNS: FORMATION LOGIC and FUNCTIONAL VALUE of DYNAMICS

ZHAO Axin^{1,2}, BEZUHLA Ruslana³

¹Kyiv National University of Technologies and Design, Kyiv, Ukraine

Shaanxi University of Science & Technology, Xi'an, People's Republic of China

²Beijing Technology and Business University, Beijing, People's Republic of China

³State University of Trade and Economics, Kyiv, Ukraine

346284351@qq.com, r.bezuhla@gmail.com

Traditional Chinese patterns inherently carry dynamic senses via the combination and interweaving of dots, lines and planes, derived from human life experience and the physical properties of depicted objects. This study analyzes typical patterns like cloud patterns and Majiayao painted pottery patterns, expounds their dynamic expression methods and dual aesthetic-functional value, and reveals the core logic of their dynamic formation. It further points out that these patterns provide creative resources for contemporary visual design, realizing their "living" inheritance in modern design practice.

Key words: Traditional Chinese Patterns; Dynamic Effects; Expression Methods; Design Value; Visual Communication; Living Inheritance.

INTRODUCTION

In traditional Chinese patterns, many figures inherently possess a sense of movement. Within these figures, elements such as dots, lines, and planes combine, rotate, and interweave, brimming with rhythm and cadence. In fact, the sense of movement in these patterns stems from people's own associations with life experiences and the physical properties of the objects depicted. Mastering the generation principles of the dynamic nature of figures allows their application in designs that require the expression of dynamic effects, serving both decorative purposes and guiding visual information [3].

PURPOSE

This paper aims to explore the inherent dynamics of traditional Chinese patterns and their expression methods and design value with typical cases, reveals the core logic of their dynamic formation, clarifies their dual aesthetic and functional value, and excavates the connection between their dynamic expression and viewers' perceptual experience. It also provides theoretical and practical references for the innovative inheritance of traditional Chinese patterns in contemporary visual communication design, and activates their "living" attribute to inject traditional cultural connotations into modern design creation.



RESULTS AND DISCUSSION

The "Living" nature of traditional Chinese patterns is manifested in their dynamic effect presentation techniques and design value. Bringing inspiration and innovative space to modern visual communication design methods.

In traditional Chinese patterns, there are often two-dimensional visual motifs that convey a sense of dynamic movement, their inherent sense of movement does not stem from random formal creation but from two interrelated core logic. On one hand, it is rooted in the association with human life experience — designers extract the dynamic characteristics of objects from daily observations and production practices, and translate them into visual language through the combination, rotation, and interweaving of basic graphic elements such as points, lines, and surfaces.

In terms of design value, traditional Chinese patterns with dynamic effects exhibit dual value in both aesthetic decoration and functional information transmission, which still has important enlightenment for contemporary design. Aesthetically, the rhythm and rhythm brought by the dynamic elements of patterns enrich the visual hierarchy of the design. Functionally, these dynamic patterns bear the function of information transmission and behavior guidance.



Fig.1.Chinese Cloud Patterns

Take Chinese Cloud Patterns (Figure 1) as an example. Based on human life experiences, clouds have physical characteristics such as rising, whiteness, endless transformation, lightness, ethereality, and blurriness. Drawing associations from the flow of air currents, the forms of Chinese Cloud Patterns exhibit a change from large to small, guiding the viewer's visual direction. This endows the figure with



a sense of orientation and influences the visual balance of the entire pattern design. Owing to such characteristics, Chinese Cloud Patterns naturally embodies a quality of mystery [1]. The separation between the clouds and the sky evokes endless thoughts, in the eyes of ancient people, clouds were symbols of auspiciousness and promotion, as well as creations of the sacred heavens. This has created a vast design space for the design of the modern version of the Chinese Cloud Patterns and the content it intends to convey.



Fig.2. Majiayao painted pottery basin

Another example is a Majiayao (The name of the region in China) painted pottery basin (Figure 2) collected in the Museum of Gansu Hui Autonomous Prefecture, which is covered with simplified linear patterns. These patterns depict two stones tied to the ends of a rope - a dynamic image derived from the Stone-Throwing Rope, a hunting tool used in primitive societies. The rotating and fluttering lines, along with the dot and line elements that move like shooting stars, immerse viewers in the scene, making it seem as if the painted pottery basin itself is spinning [2].

The Water Wave Patterns on this pottery piece, as another type of decorative pattern, leave a deep impression on viewers. In fact, many Majiayao Patterns are associated with the imagery of water, nearly every piece of painted pottery features swirling eddies that roll and turn. This is closely linked to the living environment of the ancestors, who resided near water sources. Meanwhile, the flowing patterns of water evoke associations with the life experiences of productive labor, conveying functional information about the painted pottery basin as a utensil.



From the perspective of visual communication, this confirms the information transmission and behavioral guidance functions of such patterns.

CONCLUSIONS

The dynamic visual design of traditional Chinese patterns lies in their ability to express dynamism in two-dimensional forms through design logic derived from life. Such dynamic patterns possess both aesthetic and functional values, providing inspiration for modern visual communication design. As a crystallization of the ancestors' perception of nature, life and all things, the dynamic expression of traditional Chinese patterns, with its unique techniques and multi-dimensional design values, offers valuable creative resources and design thinking for contemporary visual design, enabling the inheritance of traditional patterns' ideas and methods in modern design.

REFERENCES

1. Zhou Yue, Chen Si. Rotating, Flying, Rhythmic: A Typological Analysis of the Beauty of Traditional Pattern Line Movement. *Decoration*. 2019. № 2. URL: https://xueshu.baidu.com/ndscholar/browse/detail?paperid=15190av0f3730c201u1d0x50jk524766&site=xueshu_se
2. Lei Guiyuan. The Theory of Lei Guiyuan's Artistic Style. Shanghai: Culture Publishing House. 2016. 281 p.
3. Zhao Axin. Type Analysis Based on the Representation Forms of Traditional Chinese Pattern Designs. *Mass Literature and Art*. 2022. № 1. P. 41–43. URL: https://xueshu.baidu.com/ndscholar/browse/detail?paperid=1t0e0vm0tp15008000620v10gy361786&site=xueshu_se

ЧЖАО А., БЕЗУГЛА Р.

«ЖИВА» ПРИРОДА ТРАДИЦІЙНИХ ВІЗЕРУНКІВ: ЛОГІКА ФОРМУВАННЯ ТА ФУНКЦІОНАЛЬНЕ ЗНАЧЕННЯ ДИНАМІКИ

Традиційні китайські орнаменти за своєю природою несуть відчуття динаміки через поєднання та переплетення точок, ліній і площин, що походять із життєвого досвіду людини та фізичних властивостей зображуваних об'єктів. У цьому дослідженні проаналізовано типові взірці, як-от хмароподібні візерунки та розписну кераміку культури Мацзяяо, висвітлено методи їхнього динамічного вираження та подвійну естетико-функціональну цінність, а також розкрито основну логіку формування їхньої динаміки. Крім того, зазначається, що ці орнаменти слугують творчим ресурсом для сучасного візуального дизайну, забезпечуючи їхнє «живе» спадкоємство в практиці модернового проектування.

Ключові слова: *традиційні китайські орнаменти; динамічні ефекти; методи вираження; дизайнерська цінність; візуальна комунікація; жива спадщина.*