

The Application of Contemporary Pattern Design in Visual Communication Design

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Abstract: As time goes by, traditional pattern has gradually integrated culture connotation and symbol meaning. In modern designing, traditional forms have been given new meanings, new applications and are unique to Chinese design. Based on Inheriting Traditions, modern pattern making joins contemporary aesthetic sense and designing concepts, it develops in a many-faceted way. Not only pays attention to aesthetics, but also stresses practicality and personalized customization, and proactively adopts modern design technologies to create a distinctive style. In the future, patterndesign will continue to be traditional and modern together, focus on sustainability, use digital technology, and to suit emotional needs to cope with new trends in design development.

Keywords: Traditional Patterns; Contemporary Pattern Design; Visual Communication Design; Innovative Development

1. The Historical Evolution of Pattern Design

1.1 The Origin of Traditional Pattern Design

The source pattern designs can be traced back to more than 6,000-7,000 years ago, that is to say, in China's primitive society. At that time, pattern design was mainly influenced by all kinds of elements in nature and people's reverence for nature and religion. The most of them were in repetition and symmetry forms, which shows very peculiar kind of beautiful. Over the course of time, these patterns started being imbued with a lot of cultural meaning as well as symbolic meaning. Like patterns with the Yin-Yang philosophy and the Five Elements starting to emerge because they were also about balance and harmony^[1].

In the long span of Chinese history for a long time, the development and evolution of traditional patterns has never ceased. Each period has its own patterns reflecting the

aesthetics of that time as well as the cultural characteristics and social customs at that time. For instance, the cloud-and-thunder patterns of the Shang and Zhou dynasties, the Kui dragon patterns of the Spring and Autumn and Warring States periods, the cloud patterns of the Han Dynasty, the peony patterns of the Tang Dynasty, and the lotus patterns of the Song Dynasty all reflect the cultural and social features of their respective eras.

Traditional patterns have been extensively applied in religion, clothing, architectural decoration and so on in ancient China. As for religion, like the lotus patterns of Buddhism and the cloud patterns of Taoism, they are used to express people's religious belief and feelings; as for clothes, we use traditional dragon and phoenix patterns, cloud-and – thunder patterns, to show people's status and position; as for architecture, we use traditional bat patterns, longevity character patterns to express auspiciousness and joy.

In designing today, we see even traditional patterns given renewed application. for example, in the fields of graphic design, packaging design, product design, etc., designers have reinterpreted and innovated traditional patterns, giving them life in modern society. In modern design applying these traditional patterns can not only show the unique design of China, also allow people have a better understanding and appreciation of the beauty of Chinese traditional culture.

1.2 The Development Trend of Contemporary Pattern Design

Pattern design in this day and age is impacted by numerous background factors and all those backgrounds impact the situation of pattern design. First of all: globalization wave has led to the diversification and fusion of cultures: This gives pattern designers an endless well of inspiration and can also cross cultural and geographical boundaries to draw inspiration and elements from cultures traditional and

current around the world. secondly, the progress of scientific and technological progress, especially the development of digital technology, has caused a huge change to pattern design. Computer-Aided Design (CAD), 3D Modeling and Virtual Reality (VR) are very advanced tools that give designers unlimited possibilities when designing patterns making it easy to quickly and easily create complex and delicate patterns and to edit and enhance them easily^[2].

In addition, people's desire to design personally is getting more strong. pattern design is a unique visual language, it has become the best way to meet people's needs for personalized expression and beauty. By designing new patterns, designers can better express brand ideas and cultural implications as well as individual traits, at the same time they can satisfy the market's need for diversity and personality. At the same time, we cannot avoid the growing environmental awareness, which makes sustainable design become an important direction of contemporary design. Under this kind of context, the design of patterns should need to consider factors such as the selection of materials and the production process and life of products to reduce the impact on people and the environment to achieve harmony between design and the environment.

background factors at the same time also promote to apply the pattern to the visual communication design. First, pattern design is an important carrier for culture to be passed on. By researching and re-designing traditional patterns, traditional culture can be protected and promoted, and at the same time, it can inject new spirit of the times, to achieve cultural innovation and development. Second, pattern design is also an important part of visual communication. A cleverly designed pattern can make it look very nice and help people notice better; it makes what we want to say get noticed more easily. And additionally pattern design is part of brand image. By making the uniqueness of the pattern design, the personalization and recognizability of the brand can also be formed, improving the market competitiveness of the brand.

2. The Characteristics and Styles of Contemporary Pattern Design

Nowadays' pattern design isn't about just

copying the patterns from a long time ago, it's instead based on inheriting and upholding the traditional culture then combining it with modern aesthetics as well as design ideas to create novel patterns which carry the nation's characteristics yet also fit in with modern aesthetics. Contemporary patterns emphasis the expression of the connotation of traditional culture. it's both about how things look nice and how the designs tell stories and spread ideas like the good values we all want and the special things that make our country special^[3]. Modern design technologys and tools have improved pattern design greatly. Graphics design to 3D design, static patterns to moving patterns, contemporary pattern design has a diversification trend. Respecting the traditions and tries out some new design elements and presentation means, it might combine traditional pattern designs with modern art forms; it may also use advanced technological media like laser engraving and digital media, to create traditional pattern designs in brand new ways.

Contemporary Pattern Design is not solely focused on beauty, it stresses on being practical too. In order to make the patterns when using patterns the environment for using the patterns, material and the process of making pattern will be considered to be both decorative and practical. As for colors, contemporary pattern design is more courageous and flexible. It can not only use traditional color matching but also carry out innovation according to modern aesthetics. In terms of composition, it pays more attention to the sense of rhythm and balance of the patterns, so the whole picture looks harmonious and has hierarchy. As consumers' demand for personalization is on the rise, contemporary patterns also pay more attention to personalized and customized services that cater to the individual demands that different consumers may have. In the process of inheriting and developing traditional culture, contemporary pattern design actively absorbs the innovative spirit and innovative spirit of modern design, and continues to explore and try, to form its own unique style to present national characteristics And to be in line with modern aesthetics.

3.The Correlation between Contemporary Pattern Design and Visual Communication Design

On multiple levels, they are interdependent and interact with each other, jointly forming an important part of the modern design field.

3.1 Composition of Visual Elements

Pattern design is an important element of visual communication design. Through the combination of basic elements such as graphics, colors, lines, etc., they form visual symbols with certain meaning and aesthetic value. These symbols exist in visual communication design, which attracts people's attention quickly and can represent certain information and feelings.

3.2 Carrier of Information Transmission

The role of Pattern design in visual communication is not only to decorate, but even more importantly, to serve as the role of transmitting information. Designers use patterns to change ideas that aren't obvious, or that don't make sense to most people right away, into something that's easy to understand using pictures, so the information gets across better.

3.3 Culture and Emotion Communication

When it comes to pattern design, there are usually rich cultural background and feelings behind the pattern, which allows us to cleverly use the patterns in visual communication design and express some particular cultural image, value, emotional atmosphere etc., making the design more attractive.

3.4 Construction of Brand Recognition

Pattern design is an important part of brand design. Designing pattern design can help shape the brand's image. Through the use of different designs in pattern design, it can help the brand form its own set of visual image system, and also help the brand to form a memorable point, which can enhance the brand's competitiveness.

3.5 Reflection of Design Style

Pattern design is an important reflection of the designer's personal style and aesthetic orientation. In visual communication design, the selection and application of patterns can reflect the designer's design concept, creative thinking and technical level, thus becoming a window for the designer to display his personality and professional ability.

3.6 Interdisciplinary Integration

In a sense there is some kind of relationship between contemporary Pattern Design and Visual Communication Design, the relationship of it with other disciplines. take pattern design as an example, which could integrate knowledge from diverse fields like psychology, sociology and ecological science, and produce fresh design works with more depths and expansiveness.

To put it simply, the relationship between contemporary pattern design and visual communication design is multi-level. Pattern Design provides colorful visual languages and expressions for visual communication design. But also Pattern Design is a vehicle for the transmission of information, emotions, culture and brand. It is part of visual communication design^[4].

4. Case Analysis of the Application of Contemporary Pattern Design in Visual Communication Design

1.Brand logo design: The "Swoosh" logo of Nike is simple and dynamic, conveying the brand's spirit of vitality, sports and progress. Through the treatment of the fluidity of lines and the exaggeration of shapes, the designer has made this logo one of the most well-known brand patterns in the world.

2.Advertising design: Coca-Cola advertises the use of much red and wavy form. These pattern designs reinforce the brand image, and at the same time reflect the vitality and sense of happiness of the product. Similar to Coca-Cola's 'Share a coke' campaign where they add personalised labels and patterns on the bottles to connect the brand with emotional ties to the customer

3.Packaging design: The traditional cloud patterns or lotus patterns of tea packaging design, they are beautiful and at the same time represent the tradition and nature of a product. For example, the tea brand "Chatime" adopts Chinese traditional cultural elements and integrates the Chinese cultural heritage with modern design techniques to develop package designs with both traditional heritage and modern appearances so as to improve the market competitiveness of products.

4.Cultural promotion design: The logo design of the 2022 Beijing Winter Olympics and Paralympics integrates Chinese traditional

patterns with modern design elements. With the theme of "Winter Dream", the Olympic logo adopts traditional Chinese cloud patterns and snowflake patterns, and combines with modern graphic design techniques to form a visual symbol that not only has Chinese traditional characteristics but also is full of modern sense.

5. UI design: Social media application Instagram Interface uses simple icons and colors to enhance the modern feeling and usability and easy of use of its application interface design. As Instagram which the Camera icon shows the photography and sharing function with very simple form and color match.

6. Fashion design: clothing brand Zara uses modern geometric pattern and abstract pattern to design. They make these clothes look nice and let people know that this brand is fashionable and avant-garde. By innovating on patterns, Zara was able to attract young people who love fashion.

These examples show that the use of contemporary pattern design in visual communication design is various. To make things get more beautiful and also make people's emotions and the meanings of the designs get deeper, it is an extremely important part of visual communication design. Designers use patterns well so that design works can be highly recognizable and distinctive, making it better for brand recognition and catching people's eyes to make it easier to express something and convey some emotion.

5. The Challenges and Future Development of Contemporary Pattern Design

Modern day pattern design is an age full of trials & chances. inheriting and carrying forward the tradition of traditional culture, designers should combine the modern aesthetics and design ideas to make pattern works that not only keep the characteristics of a nation but also meet the requirements of modern aesthetics. At the same time, also need to cope with the market demand, and meet the needs of different cultures and aesthetic tastes. Moreover, as design software, production technologies continually develop, designers need to constantly learn new technologies to better bring their design ideas into existence. For sustainability, we need to think if the

production process and materials have an effect on the environment. And how do people copy pattern design? This is the copyright problem of pattern design. designers must guarantee that their own creative works are not infringed upon and at the same time be respectful to the intellectual property of other people.

As digital technology develops, pattern decoration will have more interactivity and movement effect, giving people a more abundant visual enjoyment. For example, the process that is achieved by pattern design to interact with the people through AR. Pattern design will be more and more integrated with other art and disciplinary forms of other arts such as joining hands with architecture, fashion, product design and other fields to design. interdisciplinary exchange and integration will make it even wider in terms of future opportunities of pattern design and also much more scope for applications. As the increase of consumers' demand of personalization and customizations, pattern design will give more attention on personalized and customized service for satisfying the particular need of each consumer. for example, the designer could make it so that particular customers have their own special pattern. Pattern design will still be a means of cultural communication, exhibiting the cultural charm of China as well as other countries and regions in the form of design works to the world. it will also benefit in promoting cultural exchanges and integration, and improve the public's understanding and recognition towards different cultures. in the future, the pattern design will focus more on environmental protection and sustainability, choose environmentally friendly materials and low-carbon production methods, which are less harmful to the environment. designers will consider environmental protection more. And they will take the idea of sustainable development into the process of designing patterns. through the continuous search and breakthrough of today's pattern design, it is certain that contemporary pattern design can face more challenges, seize more opportunities of the future, and give people a more colorful experience.

6. The Importance of Contemporary Pattern Design

The pattern design we see today is a path from

a long time ago in modern times. The modern interpretation of traditional elements does not only maintain the continuity of culture but also adds new vitality and creativity. This kind of design allows the transmission and popularization of traditional culture in contemporary society. And it is also a driver for cultural renewal. Pattern makes good use of pictures and other stuff visually so that telling people things is quicker and prettier. It turns complicated concepts and abstract notions into easily understood visual representations, making the brand image stand out, the product packaging eye-catching, and the ads more effective. In the fiercely competitive market, unique pattern designs can make products or services stand out among many competitors and help attract people's attention and stimulate their desire to buy. This will enhance the product or service's competitiveness in the market. The pattern design is the reflection of aesthetic, fashion trend of a certain society. Innovation and change constantly direct and create consumer aesthetic notions, impacting the direction of fashion trends. The integration of traditional elements with modern innovation on pattern design can be viewed as a way of intercultural communication, it promotes respect and understanding between different cultures as well as cultural exchange and assimilation. Pattern design could often awaken people's emotional recollections about traditions, their hometown or childhood etc., trigger emotional vibrations, and improve social cohesiveness and a sense of belonging^[5]. Nowadays patterns tend to be more sustainable. It can reduce pollution to the environment by using environmentally friendly materials and low carbon production, thus having a sense of responsibility for the future and being conscious of the environment. Pattern design is the designers creative and innovative ability. It is the unique insight of the designer, it shows his clever use of color, shape, composition, etc., and helps the advancement of the design industry.

So all in all, the importance of modern-day pattern design in visual communication is not just how it looks like, but how it's so important for carrying on culture, staying relevant in the marketplace, making people feel something, and being good for the earth.

7. Insights for the Future of Visual

Communication Design

The Combination of Cultural Inheritance and Modern Innovation: Contemporary pattern design should not only inherit and promote traditional culture but also carry out innovation on this basis, so that traditional patterns conform to modern aesthetics and design needs. By reinterpreting traditional elements with modern design techniques, design works that have both national characteristics and conform to the spirit of the times can be created.

Unity of Formal Beauty and Utility: Today's visual communication design, forms of beauty and functionalities are not separate and independent but instead coexisting together. Pattern design should care about being neat but also think its role in sightseeing, if it can transmit message clearly.

The integrative trend With the development of science and technology; visual communication design is no longer limited to the original graphic design field, but also combines with digital media, interactive design and other fields. pattern design also needs cross-discipline thinking, integrate new technologies, and new materials to look for more chances.

The Demand for Personalization and Customization: The current consumer want something more personalized and customized. Pattern design needs to take into account the personalized needs of different audience groups and provide more design solutions.

Sustainable development idea: Environmental protection and sustainable development is a big concern around the world, this applies to visual communication design as well: pattern design needs to think about how to show the idea of protecting the environment during making by using materials that can be used again and having pictures that can be used again too.

The Application of Digital Technology: Pattern design obtains new tools and methods with the arrival of digital technology. By using digital technology like CAD and 3D printing, it helps to make some complex patterns that can't be done with just manual things, which makes designing faster and better at the same time.

The Combination of International Vision and Local Characteristics: In today's global context, the visual communication designers need to have both global vision as well as local characteristics. pattern needs to absorb advanced patterns from countries, but also need

to pay attention to the unique features of local culture.

The Importance of Emotional Design: With the improvement of people's living standards, the requirements of consumers for design are no longer limited to practical level, but pursue emotional satisfaction. Design in Pattern is about expressing emotions so we need to express positive emotions.

In a word, there are cultural heritage, technological innovation, unity of form and function, personalized needs, sustainable development and so on in contemporary pattern design for the future of visual communication design. Workers in the field of visual communication design need to constantly seek change, constantly innovate, to meet the needs of future design development.

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