A Study on the Development of Folk Art in Digital Age

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ABSTRACT: Chinese folk art is the treasure of traditional Chinese culture, but in digital age, with the change of social environment, cultural consciousness and aesthetic idea, the development of Chinese folk art encounters the bottleneck. To further analyze the status of the current development of folk art, promote the inheritance and development of folk art, this article first puts forward the existing problems in the development of the folk art, and development prospect of folk art in digital age, and finally puts forward concrete implementation approach of the model. The results show that in order to promote the development of folk art in digital age, it is necessary to get rid of the shackles of traditional ideas and promotes the inheritance of folk art by the way of new media communication, let more people know about folk art. Specifically, the promotion of the long-term development of folk art in digital age can start from establishing digital museum of folk art, mixing with modern art style, and innovating the form of folk. The results of this paper have some reference value for the development and inheritance of folk art in digital age.

INTRODUCTION

Folk art refers to the art created by the Chinese people, and it aims to beautify the environment and enriching the activities of folk customs. Folk art is an important factor that makes up the various traditions of folk art and the source of all art forms. The forms of folk art are colorful, such as paper cutting, embroidery, sculpture, painting, ceramics, New Year pictures, festival lanterns and so on. In recent years, with the rapid development of digital multimedia and network, all kinds of digital arts are beginning to emerge gradually, and are accepted by more people gradually, it marks the digital art becomes more mature. In this context, the development of folk art faces a series of challenges as well as opportunities. On the one hand, the folk art in China has been transformed from hand-made to specialization, and the geographical factor is no longer the reason to restrict the development of folk art. On the other hand, in digital age, everything is established on the basis of electronic information, because the high speed information transmission is convenient, the Chinese folk art has certain deficiencies in the production efficiency and forms. To promote the better development of folk art, in today’s digital age, the public should make digital reform on traditional folk art, which can make use of the Internet, carry on technical treatment on craft production of folk art, protect and inherit the tradition craft of folk art, and promote long-term development of folk art in digital age. Therefore, it is important to study the development of folk art in digital age.

2. Literature review

In recent years, scholars at home and abroad have conducted a lot of researches on the development of folk art, and there is no unified understanding of the research results. Li Changhong (2013) argues that there are great difference between local custom and folk color of folk art works, but the content, style and theme of folk will be updated with the change of creator’s ideas and folk custom, and presents a different trend of development, people should realize the contemporary development tendency of Chinese folk art, take efforts to protect, inherit folk art which is closely related to human survival and development, let folk art become the most brilliant art in China. [1] Shao Zhuchun (2013) thinks we should make extensively propaganda and popularity of folk art works, but the content, style and theme of folk will be updated with the change of creator’s ideas and folk custom, and presents a different trend of development, people should realize the contemporary development tendency of Chinese folk art, take efforts to protect, inherit folk art which is closely related to human survival and development, let folk art become the most brilliant art in China. [1] Shao Zhuchun (2013) thinks we should make extensively propaganda and popularity of folk art in all kinds of schools as soon as possible, making the forms of local folk art be accepted and cognized in schools, so as to develop the audience of folk arts, only widely recognized and accepted by
the audience, can folk art realizes its long-term development goals. [2] Chen Binglong (2013) believes that with the continuous development of social environment, changes of cultural consciousness and aesthetic idea, Chinese folk art faces the difficulties of inheritance and development. Therefore, we should combine folk art with schools education, public life and modern art to promote the development of folk art. [3] David (2013) proposes that with the continuous development of economic globalization, a great number of foreign artworks have been rapidly pouring into China, which has brought unprecedented impact on folk art. In order to promote the development of folk art, the future development should build a reasonable platform and cultivate more folk artists. The development of folk art should be guaranteed by the continuous improvement of mechanism. [4] Sun Zhihong (2014) makes detailed analysis on the development of Tianjin folk art, she thinks that the contemporary Tianjin folk art is rooted in "new folk" which dominated by citizens and cities, so under the premise of keeping the basic style of traditional folk art, the folk art should better adapt to the need of modern society and urban citizens, make proper adjustment and transformation timely on itself, and maintain the vigor and vitality for a long time. [5] Li Hongming (2014) studies the living inheritance of folk art on the horizon of intangible cultural heritage, puts forward that in today’s market and art design environment, to improve communication system of living inheritance of folk art, we must try to get rid of the shackles of traditional ideas and use the theory of sociology and economics principle, through the way of new media communication, promotes the living inheritance of folk art, let more and more people in the society can understand the necessity of living inheritance. [6] Jin Yuli (2014) believes that the current transformation of folk art is an inevitable trend, and the development of folk art should be closely combined with modern society while adhering to the nature of "folk". [7] Luo Haiying (2016) thinks, in the condition that the country promotes the urbanization and the traditional village culture are disappearing rapidly, to cultivate people especially teenagers’ cultural identity on folk art, enhance their cultural confidence and consciousness, is of great importance for the development of folk art. [8] Through the review of the above literature, we can see that the researches on the development of Chinese folk art in digital age mainly start from the traditional perspective and lacks innovation. With the arrival of digital age, various kinds of mechanical crafts have brought great impact on the development of folk art, the transformation and upgrading of folk art has become the inevitable path for its development. Therefore, this paper makes systematic analysis on the development of folk art in the digital age and puts forward relevant development strategies.

3. Existing problems in the development of folk art

3.1 Degradation of product quality

After entering the 21st century, people's living standards gradually improved, and the handicrafts made by modern machines have brought great impact on products of folk art. In this context, some folk art and crafts manufacturers or individuals have been transferred to other industries due to the market environment, and gradually lose their passion to create. There are some folk art and crafts manufacturers continue to maintain the production of those products, and in order to reduce cost and increase profits, they use machines to make bulk-production, which lead to many folk artists no longer create artworks by hand, the folk art has also been gradually lost its unique quality. For example, hand-made hat, bamboo basket were loved by the people before, and the quality was very good, now people uses the machine for bulk-production basically, which reflects the obvious characteristic is its quality and craft materials are much weaker than before.

3.2 Low production efficiency

Most of folk art is traditional family-style mentoring system, which is limited in the inheritance of handicraft. Compared with the state-owned enterprises, the manual production efficiency is low and the individual difference is very big, so it cannot be produced in a large scale. In contrast, the bulk-production of modern art, strong reproducibility and other features occupy certain advantages. It can be seen that folk art has not kept up with the trend of the times in the context of rapid development of modern society. Take "Qinhuai Lantern Festival" of the Nanjing Confucius temple as an example. From the Spring Festival to the Lantern Festival, a large festival lantern display event will be held in the Confucius temple which attracts a large number of people. But, with the gradual development of society, the types of traditional handmade festival lantern are decreasing, and for its long production time and complicated manufacturing process, etc., cause many businessmen to sell other modern crafts. For example, cork picture, because the great impact of mass production of machinery in recent years, many wood painting crafts factories in Fuzhou have began
to close, old artists who engages in the production of cork picture were forced to put aside their own craftsmanship, the development of cork picture industry has stagnated. Despite the government's continuous supporting policies, it is hard to recreate the prosperity of cork pictures that rely on appreciation and collection.

3.3 The great impact of foreign culture

With the development of social economy, the traditional way of life has been gradually changed, and the public's aesthetic is more diversified. The folk art in the modern society is submerged in the voice of new era, the foreground of folk art is not optimistic, in the modern society, people pays less and less attention to folk art. At the same time, the impact of foreign culture on traditional culture forms has been increased, and a large number of emerging pop culture forms have exerted a great influence on folk art. As an example, New Year pictures are very popular in the past. However, with the popularity of TV, computer, mobile phone and other facilities, great changes have taken place in people's aesthetic ideas, New Year pictures in China are gradually declining, a large number of modern indoor decorations are popular. Similarly, the products of folk art such as paper-cuts and festival lanterns are unpopular, and many substitutes are continuously producing. For example, in cave dwellings in Northern Shaanxi, in order to keep the environment clean and tidy, they rarely stick paper-cuts in the room. Instead, all kinds of fine ceramic tiles are laid around Kang.

4. The development prospect of folk art in digital age

The folk art in digital age has broad market prospect. On the one hand, folk art is artistic. Most of folk art is to modify and beautify the daily life, based on the daily life. In digital era, folk art can take advantage of new media and new technology, to recreate elements of local folk art, with the help of characteristics of informatization and network, follows the characteristics of folk art, without changing the essence of art, on this basis, to create more folk art crafts with times characteristics and science and technology information. On the other hand, because of the differences in the natural environment of different regions, the elements of folk art works are different. In digital age, the authors of relevant folk art works can combine different regional characteristics, use computer technology, and innovate traditional works. At the same time, Internet advertising, the outdoor media, such as the traditional outdoor billboard and LED screens, can play a role in the publicity of folk art works and promote Chinese folk art to the world.

5. The development strategies of folk art in digital age

5.1 Establish digital museum of folk art

Aiming at the poor development of folk art, folk art works can be promoted and developed better through the establishment of digital museum of folk art. At this stage, our government should carry out policy support to establish the digital museum of folk art all over the country. In the digital design of the museum, in addition to see the display of actual objects, people can also appreciate the traditional craft of folk art through multimedia technology. In the museum, it can also set up some game zones to stimulate people’s creativity and imagination. To be specific, activities of folk custom in our country can be transplanted into digital museum of folk art to promote the inheritance and development of folk art. It can also make design on display of digital activities according to the characteristics of local art culture. For instance, through the form of digital animation and video, the paper-cut, woodcut New Year pictures, clay sculptures can be moved to digital museum of folk art, with high-tech means, to let more people to experience the fun of folk art at any time.

5.2 Incorporate modern art style

Folk art is a shining pearl which originates from long-standing Chinese folk culture, as the most widely part of China's artistic treasures, exists in our everyday life. In digital age, people inherit the folk art, the culture, and also learn to integrate the cultural elements with modern design, and then innovate the traditional folk art. It is possible to integrate modern art into folk art, with the expression of modern art, to interpret the connotation of folk art from different angles and to show the cultural connotation of folk art. This can not only improve the aesthetic function of folk art works, but also can sublimate the traditional culture. In short, Chinese folk art has a profound connotation in culture and history, so the when designers design the folk art, at the same time, they should consider changes of consumers' aesthetic ideas in different age, combine the requirements of times with the creative art in digital age, and show a kind of special charm, inject fresh blood to the folk art works.

5.3 Innovate the form of folk art
The change of the digital age is caused by the subversion of people's way of life, and with the change of demand, demand continues to push forward the digital age. Therefore, the digital age not only changes the way people produce and live, but also changes the form of folk art. In this context, the expression of folk art should be innovated. In the traditional folk art of our country, there are folk graphics with various forms and changes, which show the broad and profound connotation of folk art. In digital age, according to the creation direction of the artistic value of art works, the designer should choose patterns match up with practical situation to make shape design in the design process, and use information technology efficiently at the same time, to fully display the artistic conception the work itself wants to express. For example, in the process of folk art design, starts from the historical perspective, you can select some pattern or material with Chinese unique cultural characteristics, then use high-tech means to process, fully displays the cultural characteristics the work itself contains.

5.4 Apply elements of folk art to product design

Under the situation of rapid development of the current economic society, the quality and level of people's daily life is higher and higher, the pursuit of artistic value of creation of folk art also ascend along with the improvement of living standards. Moreover, folk art is submerged in the voice of various new times in modern society, the foreground of folk art is not optimistic, and people pays less and less attention to it in the modern society. Therefore, the current folk art should be integrated into the product packaging, which is beneficial to the revival of folk art, and can be spread with the sale of goods, and is good for the sale of goods, people can also understand the distinctive features of the folk art by packing. For example, the folk art can be applied to the design of shopping bag, and designs creative shopping bag. At the same time, some exaggerated patterns in folk art can use modern information technology to make abstract simplification, extract some patterns as design elements, and make deformation evolution.

6. Conclusion

The folk art contains rich connotation of Chinese traditional culture, which has a very important cultural position, its philosophy thought and art form all needs the Chinese people's inheritance. This paper analyzes the existing problems in the development of folk art, and summarizes the development prospect of folk art in digital age. The results show that the folk art has the characteristics of practicality, regional and manufacturability. The problems exists in the development of folk art are mainly the decline of product quality, low production efficiency and severe impact of foreign culture. The development prospect of folk art in digital age presents as new opportunities for the expansion of the scale of overall market and industry transformation. In digital age, we could promote the development of folk art by the establishment of digital museum of folk art, integrate folk art into the modern art, and innovate forms folk art, etc. Because this paper focuses on analysis of the folk art’s development in digital age, it suggests that we can make further research from the perspective of improving the international reputation of folk art, improving the level of product’s brand and improving their competitive strength in the future.

7. REFERENCES

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