

The Expressive Technology and Impact on Pattern Design of Cases and Bags **about** Socio-cultural Awareness

Lixin Wang^{1,2,}, Xuerong Fan², Chunxiao Li¹*

¹ Collage of Resources and Environments, Shaanxi University of Science & Technology, Xi'an, 710021, P.R.China

² Key Laboratory of Science and Technology of Eco-textile, Ministry of Education, Jiangnan University, Wuxi, 214122, P.R.China

Abstract: Nowadays, economic and cultural are globalizing. Chinese social and cultural awareness, social psychology and consumer characteristics have been greatly changed. And a new popular socio-culture has had a tremendous and immeasurable impact on social products design. These ideas can be reflected in the cases and bags products, in addition to formation and new materials change with closely ties to the development of science and technology, these new changes are more performance-based on the pattern design and the expression technique of cases and bags. Particularly, clothing culture, consumer awareness, environmental-protection awareness, screen culture and internet culture have had a tremendous impact on the design of cases and bags in style, color, technique of expression and so on. This study studied on the relationship between the socio-cultural awareness and products design, and researched on the influence of the socio-cultural thoughts to product cognition, aesthetic feeling and consuming behavior.

Key words: expressive technology; impact; socio-cultural awareness; cases and bags

Culture is the attribute on human own; it represents the fundamental characteristic distinguished from other creatures and the transcending of nature and instinct. The so called culture awareness has a lot to do with mode of thinking and psychological pursuit. Culture awareness that lays in tradition, custom, ethics, value and standard is always known as a part of the social superstructure. Value awareness is based on the system of value, which has become motivation and starting point of action. Therefore, culture awareness not only plays an important role to establish value awareness, but also has great influence upon appreciation views and consumption consciousness.

1. Religion Culture and Art Creation Effected by Traditional Culture

During the evolution and development of society, various cultures with geographic and nationality are particularly important for building culture awareness and artistic creation. Generally speaking, the

* Corresponding author, E-mail: wlx6525@163.com, phone: 15191814517.

common subculture consists of national subculture, religion subculture and geographic subculture.

1.1 Artistic Image Influenced by Religion Subculture

In the long history of human beings, as a widespread social phenomenon, the religious phenomenon links to other social ideologies closely and has deep affection on the way to act and understand world. In terms of the relation between religion and art, religion always takes art as an expression way for beliefs, and the theme and object of art has a base on religious life. For example, the Romanesque church used to provide rest area for palmer in Western Europe in middle Ages, and the gothic churches could offer refuge to believers at the center of city. Religion penetrates every corner of art, such as music, painting, sculpture and literature. Particularly, religion effects and reflects people's appreciation and values.

The development of religious culture is not isolated; religion is world outlook, outlook on life and methodology. It becomes important model to build culture life. At the same time, for its self-development, religion constantly adapted itself to the changes of social structure and development of different civilizations, which is represented by Buddhism in Asia. Buddhism spreads from India to China, in the process of shaping its culture circle, it rebuild a Chinese style with a combination of Confucianism and Taoism. As we all know, the spirits of Confucianism, Buddhism and Taoism compose the development trend of ancient Chinese culture from the Wei-Jin. We could see from the Goddess of Mercy who is tender and noble, the Maitreya with happiness, and the Four Heavenly Kings always mentioned as symbol for luck.

Human's pursuit of flying started since ancient times, our ancestor created beautiful angels, Apsaras and fairies to fly in the sky and bring us gospel as well as to punish evil. In Asia culture circle, Dunhuang Apsaras fly with the skirt and colorful ribbon that sway in wind. (As Fig.1-1 shows) With the development of Buddhism going Generalisierung and Secularization, Apsaras are no longer restricted in religions only. They become femininity gradually, just as the heavenly maiden we know. Celestial Beauty Scattering Flowers----a symbol of lucky, millennium are adopted into designing for various patterns on folk bags.



Fig.1-1 Dunhuang Apsaras



Fig.1-2 a Caisson of Mogao Grottoes

The pattern in Fig.1-2 is found in a caisson of Mogao Grottoes. It is obvious that the pattern has very low color purity, which emphasizes integral feeling. In terms of the using of lines, from outside to inside, the heavy lines turn to thin lines gradually. That makes visual guidance and extensibility. There're some lines that are made of many small patterns, which are used widely and specially. It is these special lines that give feelings of solemn and serious to appreciators, and match the believers' admiration and sincere. All of these have great impact on pattern design after.

1.2 The Pattern Creation in Folk culture

Custom comes from a kind of group behavior that shaping during the long history of living and working together. Custom is deeply affected by belief and habit, it always continues between generations. Both the pursuit of happiness and the hunger for good wishes are reflected by custom activities. For example, the children's Hutou shoes get from grandma, expressing care and love for the young; the bellyband with luck scribe to bless and protect; the sachet that girls give their lovers. The love token among the people is always a pair of shoes or insoles with a character calls Zheng, which means justice to bless the lovers.

As Fig.1-3 shows, the character of Fu looks new and unique, it adopts size, shape, thickness, degree of curve, short or long, white or black, and false or true to express the wise of folk art. Moreover, these active form are not isolated, all of them are available controlled. The interior tissues and crumb structure are various but unified. Magpie is the main material of folk pattern; it is a symbol of the best going and happy life. Look at the two magpies in Fig.1-4, the one at the upper left is watching the other in the lower right, showing the joy of life. In attention, the shoot in the middle connects these two magpies skillfully, which emphasizes the integral feelings as well.



Fig.1-3 Fu Paper-cut

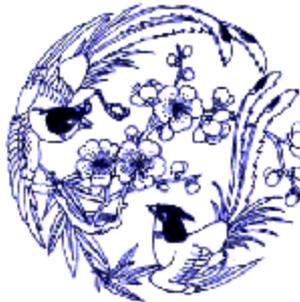


Fig.1-4 the Happy Two Magpies

Generally speaking, folk art always uses moral and association as important ways to complete art creation. Partial tone and symbolism are common skills to arouse emotional resonance. Dragons and phoenixes as the noblest mascot are representative of folk art. The various types of dragon decorative art in China's traditional folk art are colorful, such as kirigami, embroidery and carvings.

All of the religion and folk patterns above are still the main contain of pattern design in the modern world. But they have new visual effects and vivid artistic life because of new describing ways and advanced technology.

We live in a globalization time; globalization has become hot topics related to our life and development of the whole world. It not only exists in the field of economy, but also spreads to politics and culture. But the culture combination and the creation of global culture not mean the death of nationality. On any conditions, the globalization and nationality are co-existing. The existing and development of modern design still will be based on our traditional culture.

2 The Changes of Social Culture Awareness and Symbolic Consumption in Modern World

With the development of society, culture awareness has changed. Popular culture affects the consuming trend and direction of social products obviously. Actually, the society guided by popular culture must inspire the industrialization of culture. Various experience economies become popular among urban residents. They join in sport games, concert, beauty competition; they go to expositions and theme park of fashion; they also go to theater to see Hollywood blockbuster and when talking with friends,

they say a lot about golf, famous brand and topics on the collection of artwork. All of these activities are to show off their superiority feelings in modern way of life. In the process of this way to product and spread consumption culture, they taste and pursue different values and meanings.

Recently, the mass consumption culture in our cities is a cultural which is close to life and original. It relies on means of modern mass media, the pursuit of positional goods become a new trend. Following the stylize of life style and the increase of self-awareness, we well plan our life style to package life and to show our unique taste. The modern consumption culture in cities can be understood as a result from the collision of various culture spirits and values in culture model change. In a way, it reflects the restlessness of our urban residents when facing the change of basic life style.

Consumption in modern society has no longer paid attention to value-in-use only, but mostly turns into symbolic consumption, such as desire for wind, star-pursuing, and consumption on famous brands. Of course, urban culture will become the culture to consume symbols. Symbolic consumption lies in various kinds of consumption, the popular of symbolic consumption guides designers to adopt symbolic language more often as well. Culture awareness like this affects designing of fashion bags. From colors and materials to styles and patterns, all of these are stepping into popular culture consumption and fashion hall. For example, LV always uses the united logo as pattern, which increases the rate and time of focus. The result will increase the chance to show off and meet self satisfactoriness successfully.

Of course, patterns express various meanings by other different ways, such as the pure world on landscape and nature scenery, the redefinition of fashion by stars, and the fun showed by cartoon, all of these are essence in modern design of bags and cases. The patterns that deal with our daily life influence both material world and spiritual world. In a way, the diversity of symbolic meaning reflects the main contain of social culture awareness.

3 New Content for Pattern Designing

Designing of pattern in the process of bags and cases design is an important part after style, color and material once more. It mostly depends on characteristic patterns to increase artistic quality and fashion quality of bags and cases. Pattern has been playing a more and more important role on establishing the style of bags. Designers follow creation and feelings to pursuit beauty in form, which are different from simple reappearance. They always adopt exaggeration, variation, symbolic, metaphor and so on, following the form rule of decorative pattern to suit for the unique need of designers.

In terms of the use of the patterns on materials themselves, designers always use the mixture of patent leather, finishing upper leather, stone washed leather, and textiles to show the fashion of grace and pop. The unique hair side painting or snuff double-color, beautiful color painting, original crocodile skin, brush-off and imitative second-hand soft leather become new favorite in the field of material and pattern

designing.

Recently, the diversity of patterns and styles makes the bags with simple and concise appearance become new fashion and consumption hot spot. In recent years, to add some planar or 3D decorations become a main fashion trend, such as pearls, jewels, circular metal, bowknot, braided belts, embroidery, and lace. Some delicate elements are in limited place can emphasize unique effects. Because that is voices of fashion. (As Fig.3-1 and Fig.3-2 show)



Fig.3-1 3D Decorations



Fig.3-2 Embroidery



Fig.3-3 the Decorative Metallic Rivet

Formerly, the metallic rivet with fixed function and the metal zip fasteners have become new stars in the field of decoration, their unique decorative effects make them focus of fashion. (As Fig.3-3 and 3-4 show) Fringe at this season is new favorite, it turns particular extravagance from the gentle and grace in our mind. What's more, the irregular fold made of the bags and cases material themselves shape concavo-convex 3D pattern and 3D pattern different degree of light, which bring remarkable decorative

effects to bags and cases. (As Fig.3-5 shows) Thanks to the development of technology, the colorful patterns can be brought out perfectly on different materials. Colorful patterns are bringing fresh interesting to our life, showing glamorous focus in ordinary days!



Fig.3-4 the Metal Zip



Fig.3-5 the Irregular Fold

The fashion and popular of artificiality always develop with the change of our taste. What the consumers in our time want is the combination of comfort and beauty, which means to get both physical comfort and admiration from others at the same time. These years, the trend of personalization appears on consumption obviously, which shows time styles and values. Design and materials, or making and decorating, both need unique. In attention, to meet the consumer psychology to go back to nature, the design that emphasizes casual is more and more popular. Because of the popular of outdoor activities, lightness, comfort, vibration-suppressing effect, and fatigue-resistant become focuses in the field of bags and cases design.

Traditions are preserved perfectly in the modern world as an ideal world to wake up imaginary and bring comfort.

4 Rendering Techniques Fashion Tendency of Pattern Design for Bags and cases

With the development of technology and variation in fashion styles, especially under the change in the field of social appreciation awareness, displaying ways of pattern become more open and various. Patterns are more close to fashion trend. Whether effective drawing design or technique of expression for pattern, both refer to other art.

4.1 Filamentary Brushing

The main character of filamentary brushing is to use dense and neat lines for drawing. By this means,

we could show light and shade, quality, and levels, in order to increase the stereoscopic perception and expressive force. We can select brush or cosmetic pencil to perfect pattern. At the same time, the pattern drawn by this means can sketch different combinations of different colors, which brings full-bodied feelings of modern. (As Fig.4-1 shows) in attention, filamentary brushing is very suitable to describe animal hairs. the hairs after filamentary brushing can be more lifelike, textured effects. Especially, when used on smooth finishing upper of leather, filamentary brushing could make pattern sensitive and lifelike. (As Fig.4-2 shows)



Fig.4-1 Filamentary Brushing Color Lump



Fig.4-2 Filamentary Brushing Animal Hairs

4.2 Dry Brushing and Air Brushing

Dry brushing is to describe dull and heavy effect rapidly with the brush full of dry and strong paint. When drawing, we should use the brush steadily, rapidly and efficiently, in order to shape dry, classical, and rich beauty. (As Fig.4-3 shows) It is very suitable to show simplicity, individuality, and retro style.

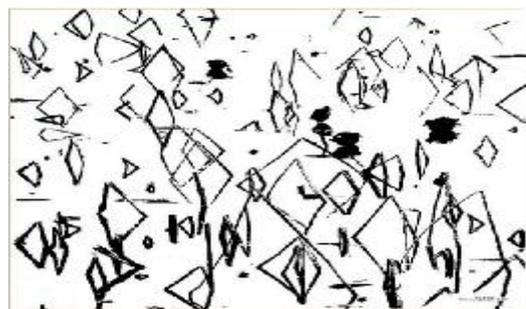


Fig.4-3 Dry Brushing

Air brushing is to use airbrush shooting the subtle grain of paint to show the light and shade of pattern. Usually, this method will be used to show realistic, gradient, and subtle changes of ground color. The rendering effect from airbrush is superior on moisten, gentle, and vivid. Perfect air brushing needs suitable color and moisture, too much will break artistic effects. Because air brushing materials are easy to take, air brushing has already become the main form on streets. The wall in city is the earliest canvas for graffiti, but now, the graffiti almost everywhere, such as on fast cars, the t-shirts, bags and shoes, even we can say that where there is fashion, there is graffiti existing.



Fig.4-4 Rubbing

4.3 Rubbing

When drawing, we should draw with white or light yellow on calligraphy paper, and the color must be thick. After drying, we need to draw ground color on the back using spread pen with ink, this is to contrast with the pattern on the front. The pattern made by this method will have the beauty of stone inscription, simple and unsophisticated, which is popular especially on this new vitality of tradition time. (As Fig.4-4 shows) Of course, in practice, we can adopt more than one method at the same time. The combination of various methods will make pattern more plentiful, in order to have unified and diversified effect, owning strong ornamental.

5、 Conclusion

Nowadays, with interaction of global economic integration, our social cultural awareness, social physiology, and the feature of consumption are changing, the new fashion culture has great impact on designing. The new changes are often showed on the design and showing ways on bags patterns. Especially, the effects of clothing culture, consumption consciousness, environmental consciousness, screen culture, and Internet culture are groundbreaking. Thus, the pattern design on bags and cases must change with social cultural awareness, reflect social physiology, and pursue hot topics, which bring vigorous and exuberant vitality.

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