The Inspiration of Folk Fine Arts based on Common Theoretical Model to Modern Art Design

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Abstract
Cultural connotation and humanity idea are the core thoughts that folk fine arts pursue, which may provide endless ideological and artistic content for modern art design. Meanwhile, along with the rising of big data technology, folk fine arts is required to keep upgrading in virtue of modern art design. However, it will take some time to realize the integration of current folk art and modern art design, during which process exist the deficiency of fund allocation, incompleteness of supervision system and shortage of relating management, and other related issues. In this end, this Paper further utilizes the common theoretical model to explore the intercommunity between folk fine arts and modern art in-depth and the supporting function of folk fine arts by modern art. Finally, in accordance with relevance theory and existing issues, the Paper brings forward specific reference suggestions, in the hope of offering a certain reference for promoting the integration development of modern art design and folk fine arts.

Keywords: Folk Fine Arts, Modern Art, Design Concept, Common Theory, Model.

1. INTRODUCTION

1.1 Literature review
In recent years, domestic scholars have carried out more and more studies on folk fine arts and modern art design and have acquired a certain results. Yuan Hao Xin, et al. think that the idea and rule of creation of folk art are the important supplement of modern art design, and advise that modern design should integrate Chinese traditional folk fine arts, absorb the essence of folk fine arts and explore towards nationalized approach. In addition, the construction of Chinese modern art system may help realize the inheritance and development of Chinese traditional fine arts in modern art (Yuan and Liu, 2008). Xiao and Peng bring forward the “redevelopment” concept, which requires to start with folk fine arts and explore the currently existing issues and challenges, and accordingly in-depth dig the cause for disappearance and the trend, etc., so as to interpret the application value of folk fine arts in reality. Specifically speaking, in-depth dissect the art creation techniques of folk fine arts, explore the overall regression trend of modern art design, and discuss the valuable demands of folk fine art (Xiao and Peng, 2013). Then, Shang and Ma start with the connotation of folk fine arts and analyze the cultural value, cultural connotation and design origin of folk fine arts. It is thought that colors are the primary factor for consideration during modern art creation, and the major method for embodying the artistic charm; only the organic combination between fine arts modeling and fine arts colors may help perfectly exhibit the creation of design works in modern art (Shang and Ma, 2015). Later, Yuan Lei bring forward that folk fine arts is both the power for the continuous creation and development of Chinese art and the essence of Chinese traditional culture, which are both required to be continuously inherited (Yuan, 2015). Folk fine arts is not only the important symbol of Chinese traditional culture, but also the important component of the diversified modern cultural models in China currently. In addition, it's very necessary to realize the organic integration of folk fine arts with modern art design. Li Zheng brings forward that folk fine arts is the miniature of Chinese traditional culture, and major component of folk culture as well, therefore featuring important philosophy value. The styles related to folk fine arts, including art design, layout and composition and color matching also attract the favor and love of the people (Li, 2013). Through above studies, we may conclude that the studies on folk fine arts and modern art design mostly focus on the simple study on the relation between both of them, which is short of in-depth and systematic analysis and analysis on empirical model, which offers a certain guiding direction for this Paper.
1.2 Objectives of the study

In recent years, accompanying with the attention paid to Chinese traditional culture, more and more folk cultures are brought into the protection list of intangible cultural heritage in folk. As the major component of Chinese traditional culture, the function of folk fine arts in modern cultural art should not be overlooked. Since Chinese scholars carry out less study on the integration of folk fine arts with modern art presently, more energy inputting into the study on folk fine arts will promote the inheritance and development of the artistic forms of folk fine arts, and accordingly help master the spiritual characteristics of Chinese folk fine arts from a perspective of internationalization, which will feature significant meanings for finding out more valuable things in current academic world in China. Therefore, this Paper mainly integrate art, society, humanity and history for folk fine arts into modern art by a combination perspective, rebuilding the modern art concept and fostering more valuable artistic talents for the society.

2. FUSION THEORY ON RELATION BETWEEN MODERN ART DESIGN AND FOLK FINE ART

The application of folk fine arts plays an important role in Chinese modern art design, which mainly consists of the following aspects: firstly, folk fine arts plays an important role in the establishment of yin and yang concept or other conversion relations, and overall art concept. In modern art design, integration of composition of folk fine arts and color matching have subsidiary function (Wang, 2015). E.g. in modern paper-cutting model design, integration of yin and yang paper-cutting methods play important role. From the aesthetic perspective of art, the effective application of yin paper-cutting methods of folk fine arts in the design of creative art works, integrating the image spacing and simplifying the form help promote better completion and refining of artistic form. By completely applying the physical form of folk fine arts, promote the upgrading of modern art innovation. It is known by teasing the theory that there's a certain measuring relation between modern art design and folk fine art; if selecting a piece of fine arts works in specific search database, and use letter "z" to represent this piece of image, and letter "O" to represent the characteristic set featured by this piece of image; the color contrast between both is represented with "S(O)", then, the formula is defined as "S(O) = ∑k∈ZDKO", wherein "DKO" represents the difference of space existing in two different characteristics of two pieces of images; "OK" represents the specified image characteristics transferred by extraction module, and "OZ" represents the similar characteristics screened out from search platform database by extraction module from image "Z". Meanwhile, for the color contrast comparison methods adopted by characteristic extraction module, the nature of ranking lies in the deformation and arrangement of the defined formula, i.e. the formula after deformation and arrangement is as follows:

\[ S(O) = \sum_{i=1}^{n} f_{kz} dzs(c_k, c_z), \]

in this formula, "n" represents the number of colors included in the specific characteristic image, and the characteristics of two different images are separately represented by "ck" and "cz", and "f_{kz}" represents the overlapping ratio between these two color set and their corresponding characteristics. The influence of above aspects on modern art design and folk fine arts has a great significance.

Secondly, the complete application of such characteristics as primary color, vision and complementary color of folk fine arts may help realize the artistic form and aesthetic psychology of modern art design, favorable by the people (Zhang, 2015). In modern art design field, the complete integration of artistic essence of folk fine arts may perfectly exhibit the essence of modern art. Thirdly, in modern art design, through in-depth integration of folk life, the application of color aesthetics of folk fine arts in modern art design features significant practical meaning. The integration through this method is benefit for changing the people's awareness of traditional folk fine arts in present modern art design, urging the people to attach importance to folk fine arts other than blind worship of western art (Zhu, 2017). In addition, the integration of folk fine arts and modern art design contributes to the absorbing of the essence of folk coloring system by designers, so as to enrich modern art design and creation. In other words, the integration of such factors as design creation and image-text form of folk fine arts into modern art design may completely embody the cultural value of modern art design (Hu and Ning, 2016).

However, the development of folk fine arts works in current stage is facing various issues. Firstly, most regions are short of the funds for R&D and innovation of folk fine arts. The shortage of these funds brings various trouble in the realizing of R&D and innovation & optimization of various excellent folk fine arts works, and finally make many folk fine arts works being disappeared or lost. Secondly, at present, the marketing market of folk fine arts works has never been really opened, whose market is only limited to domestic or county-level scope, and the overseas market hasn't really been opened. Although in recent years, all levels government authorities have greatly supported and promoted the creators to positively participate in competitions and have acquired several excellent awards, the marketing channel of folk fine arts has never really been opened (Zheng, 2017). On this basis, lots of excellent folk art works are difficult to generate the effective economic benefit.
3. EMPIRICAL ANALYSIS ON INTERCOMMUNITY OF FOLK FINE ARTS AND MODERN ART DESIGN

3.1 Analysis on intercommunity module of folk fine arts and modern art design

In order to verify the influence of folk fine arts on modern art design, correlation analysis methods is adopted for analyzing the intercommunity of these two in spirit. Modern art design is generally the all-round reflection of the combination of traditional culture, modern art thought, and currently fashionable material basis and spirit pursuit. As shown as Figure 1, starting from 0 o'clock, within the time period of "t₁" and "t₂", when "θ≤θ₁", there's a direct ratio between "dB/dt" and "t", and coefficient "β" refers to the relevance between these two; when "θ≤θ₂", "β" is descended to "β-λx"; further, under the circumstance of coefficient "c₁", there's a direct ratio between "f₁(x)" and "B(t₂)". Thus, the connotation influence "B(t₂)" contact between modern art and folk fine arts starts to present positive impact, which completely embodies the integration and intercommunity between both of them.

![Figure 1: The Measurement of Intercommunity between Folk Art and Modern Art](image)

Further, with regard to modern art design, simplicity and fashion are the basic connotation of the design, and the creative materials of folk fine arts have great inspiring function on further design, guiding the complete integration of modern art design and natural environment, which may explore the imagination space of modern art design. Through the application of material close to natural environment in modern art design, exert its natural feature and simplicity, which not only makes art works featured with simple aesthetic value, but also realizes the perfect integration between natural creation and modern art design. In specific application, "Δτ₁" and "Δτ₂" separately design two elements for folk fine arts and modern art design, and when conducting influence analysis, logarithmic processing is taken for "p(sᵐ)" and "F(s)"; and conclude the formula (1) and (2):

\[
Δτ₁ = \frac{1}{m} \sum_{m=1}^{m} p(s^m), F(s) \quad (1)
\]

\[
Δτ₂ = p(s^m), F(s) \quad (2)
\]

In above formula, we may conclude important information, i.e. when "Δτ₁" has a certain influence on "Δτ₂", the intercommunity between these two becomes more obvious, which is embodied in the application in reality.

In addition, folk fine arts gives the people the humanity value from creation materials, meanwhile offering modern art design more creativity. Set the optimal configuration as \( X_{\text{min}} = X_t \), total expense as \( E_{\text{min}} = E(X_t) \), and initialization energy section set as \( S = \{ E(X_t) \} \), \( i = 0 \), \( l = 0 \), \( k = 0.7 \) fcpe. If \( E(X_t) < E_{\text{min}} \), modern art plays an important role in the development of folk fine arts. In addition, this kind of creativity is exerted from multi-level and multi-angle. Wherein, folk fine arts contains strong traditional maternal culture, which is benefit for increasing the connotation in modern art design, and realizing better exploration in creation aspects. With folk paper-cutting art as the example, when creating innovative paper-cutting works, although paper-cutting creator didn't see the relevant animals, he/she could also present a vivid image of paper-cutting animals through imagination and the integration of composition of an image.
3.2 Analysis and discussion on the results

Through foresaid empirical analysis and formula verification, we may conclude the results shown in Table 1. From the table, we may conclude that in the intercommunity of these three, the ratio of folk fine arts among modern fine arts design is relative high, which completely embodies the importance of the former to the latter; and the latter also plays indispensable role to the former. Therefore, the increasingly prominence of the function of folk fine arts on modern art design could embody the value of traditional culture; and modern art design also plays an important role in the publicity of folk fine arts.

<table>
<thead>
<tr>
<th>Intercommunity</th>
<th>Ratio (%)</th>
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<tbody>
<tr>
<td></td>
<td>Humanity feature</td>
</tr>
<tr>
<td>Folk fine art</td>
<td>21.1</td>
</tr>
<tr>
<td>Modern art design</td>
<td>18.2</td>
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</tbody>
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4. REALIZING THE INNOVATION OF MODERN ART DESIGN BY REFERRING TO FOLK CULTURAL CONNOTATION

Through the teasing of above content, we may find that modern art design should be carried out through a reasonable methods while referring to the essence of folk fine arts, other than copy and intimation. Only combining the rich connotation of traditional folk fine arts and modern life and experience method, may promote the application of folk fine arts in modern art design, and accordingly carry forward the essence and cultural connotation. In modern art design, the items involving in folk fine arts are mainly embodied in two aspects: firstly, the charm of the things, and the atmosphere presented by the appearance, which offer spiritual nutriment for the expression of modern art design; secondly, the outline structure the thing possesses may offer an all-round and comprehensive experience for modern art design, and promote the further development of modern art design. Therefore, when referring to folk fine arts, modern art design should not only study its outline structure, but also pay attention to the atmosphere and cultural connotation presented by Chinese folk fine arts. Meanwhile, during the modern art design and creation process, it also requires the organic combination with outer overall environment, so as to confirm all-round integral shape, and from the integral shape, consider the comprehensive layout, so as to make the romantic charm of entire design being embodied.

5. CONCLUSION

In conclusion, there's difference between folk fine arts and modern art design to a certain extent, and however, there's also strong relevance between them, and two of them can reach the fusion state in nature. Folk fine arts possesses abundant source materials, which offer inspirational creative materials for modern art design, and offer thinking creativity for long-term creation; features purity and simplicity, close to human activities, and has high reference value for modern art design. Therefore, more people are required to correctly understand the charm of traditional folk fine arts, integrate modern art element into traditional fine arts, and find the fusion point of these two, applying the shining point of traditional folk fine arts into modern art design, and creating more excellent art function.

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