

Study on the Application of Infographics in the Communication of Intangible Cultural Heritage in China

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Abstract

China's intangible cultural heritage at the national level amounts to more than 1,500 species, and it is also the country with the largest number of items on UNESCO's intangible cultural heritage list, so the intangible cultural heritage of the country and mankind is very much treasured and cared for. However, with the development of the times, many intangible cultural heritages are facing a dilemma due to the problem of a single form of communication. However, at the same time, the efficient and convenient way of information visualization provides innovative ideas and new opportunities for the visual communication of Chinese intangible cultural heritage. This paper examines the formal characteristics of infographic visual expression on the theoretical basis of books and related papers and analyzes the application cases and advantages of infographics in the communication of Chinese intangible cultural heritage in the context of the present era. It aims to explore a fast and novel visual presentation method for the communication of Chinese intangible cultural heritage through infographic design methods, to promote the inheritance and development of Chinese intangible cultural heritage in the new era.

Keywords: Intangible Cultural Heritage of China, Artistic Communication, Infographic

1. INTRODUCTION

China's intangible cultural heritage consists of ten categories: folk literature, traditional music, traditional dance, traditional drama, traditional opera, traditional sports, games and acrobatics, traditional arts, traditional skill, traditional medicine, and folklore [1]. China's intangible cultural heritage carries the development history of a nation and is the crystallization of national wisdom. As of 2021, there are 1,557 national intangible cultural heritages in China, and as of 2023, China has 43 items on UNESCO's intangible cultural heritage list, ranking first in the world in terms of the total number of items [2]. This reflects that the state and society attach great importance to the rescue and protection of intangible cultural heritage. In the information age, dissemination is an important way to safeguard ICH. However, ICH is widely dispersed due to geographical limitations, and its cultural essence, such as traditional skills, is mostly passed down by oral

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transmission, which makes the dissemination of ICH difficult, and new forms of dissemination need to be found. In this paper, we take the case of China's excellent intangible cultural heritage infographic design as the scope of analysis. It explores the necessity and advantages of using infographics to disseminate and express intangible cultural heritage. To help the intangible cultural heritage to be more efficiently and conveniently disseminated and inherited.

2. THEORETICAL BACKGROUND

2.1 Overview and Development of Infographic

Infographics are visual representations of information, data, and knowledge. Infographics are usually used to convey complex information efficiently and clearly, such as various kinds of labels, maps, news, technical documents, teaching materials, etc [3]. After fully understanding the logic of the information, the information is systematically sorted out and visualized using a combination of graphics, pictures, and text to present the information clearly to the reader, which is a form of communication that transforms complex information into easy-to-understand visual information. Depending on the different characteristics of the information expressed, infographics are designed in the form of charts, diagrams, maps, icons, and illustrations. Through the layout of the sparse and dense, the appropriate use of color, optimization of the design of graphic symbols, and the presentation of thematic information, which directly affects the user's cognitive judgment and the efficiency of the information taken, it is easy for the audience to understand.

Typical of the early works was the first use of line graphs to show the difference between imports and exports between Britain and other countries in 1786 in the “HousCommercial and Political Atlas” by W. Playfair, the father of statistical graphics in Britain [4]. In Figure 1, to show the differences in imports and exports between the United Kingdom and other countries. Nowadays, infographics are used in newspapers, textbooks, news, and many other visual aspects. Its ultimate purpose is the significance of disseminating knowledge and information or being a way of teaching and learning.

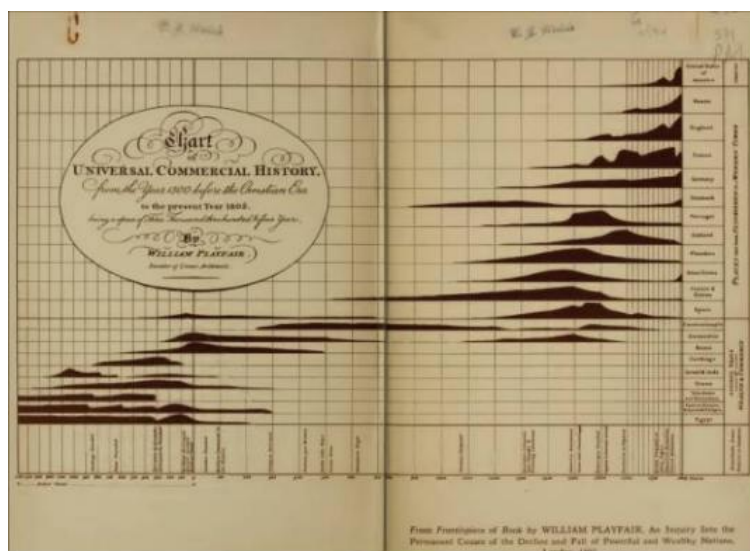


Figure 1. “HousCommercial and Political Atlas” inside page

2.2 Features of Infographic

Visuality. The establishment of the visual image is based on grasping the main structure of information and using visual elements to simulate and present text content. infographic design with these characteristics can be analyzed, structured, and reorganized through visual language to achieve the effect of efficiently

conveying information [5]. The piece "Paths to the White House" presents alternative possibilities for the 2012 US election. Figure 2 The work uses blue to represent Obama's victory, red to represent Romney's victory, and the importance of states is measured by population, arranged from the top of the decision tree down. Its design elements are concise and clear, and the arrow representing pointing and the tick icon representing votes all enable the intention to be conveyed.

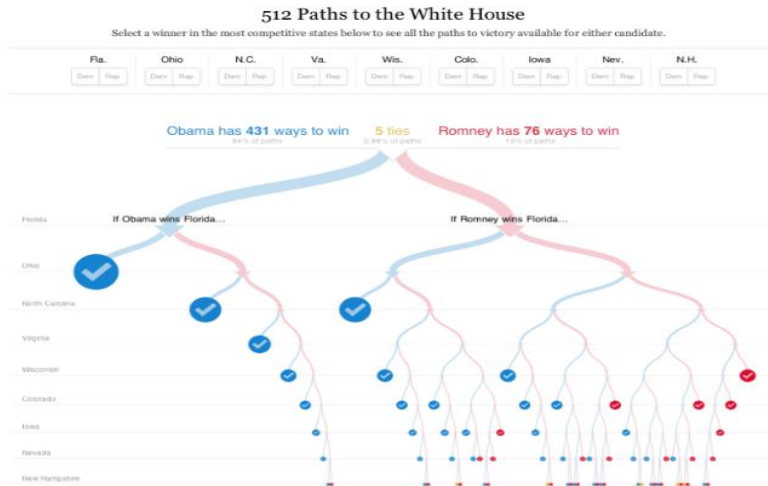


Figure 2. Paths to the White House

Logicity.The first prerequisite for infographic design is the collection of data, the information collected through planning, through meticulous logical analysis to refine the information hidden in the visualization story, according to the theme requirements and then determine the correct view. Simple infographics can be presented in a single visualization view, while complex ones need to be planned in multiple views, and the important information contained in the data should be presented in a primary and secondary order to express the corresponding visualization information [6]. The infographic design of the work "Yan'an Lu Yi (Lu Xun Academy of Fine Arts)" was created by Shen Jiayi and others from the Lu Xun Academy of Fine Arts, as shown in Figure 3. With the help of icons and symbols, the designer shows the migration of more than 40 Lu Xun Academy of Fine Arts representatives for 10 years. Through the comparison of graphics, colors, and pictures, the logic of the long history of events is illustrated simply and clearly.

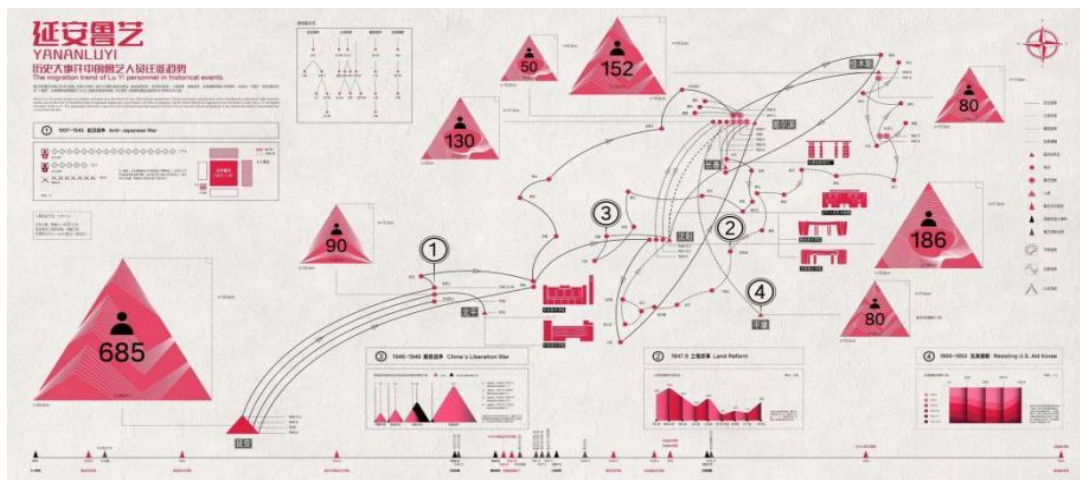


Figure 3. Infographic design for "Yan'an Luyi"

Artistry. The visual language of infographics should be artistic based on real data, which is a must-have feature for an interdisciplinary subject of information and visual communication [7]. Catering to the public's aesthetic pursuit, the designer stimulates the audience's interest in reading through the stable composition of the picture, reasonable information typesetting, appropriate color matching, shape design, color application, pattern selection, etc., and plays a more effective and extensive role. The role of information dissemination. South Korean designer Sung Hwan Jang, in Figure 4 his gourmet chart design, magnifies the "illustration" image of sandwich food and intersperses the production process and materials in the work in the form of illustrations. understand its meaning.



Figure 4. Information visualization design-sandwich by designer Sung Hwan Jang

3. Advantages of Infographics in the Communication of Intangible Cultural Heritage

The information data materials contained in many handicrafts of intangible cultural heritage include geography, history, events, crafts, materials, techniques, etc. Presenting and disseminating the text data directly to the public is very difficult. For example, the recording means of traditional non-heritage are mainly text, pictures, images, etc., which are mostly applied to the introduction of the cultural background of the brand. Due to the limitation of text length, the content is generally short and boring, with less publicity and influence on the brand [8]. If the text alone, the audience can't produce images, concrete concepts, and impressions, can't mobilize the interest of the public to read, and thus can't achieve the purpose of cultural popularization and brand dissemination. In recent years, infographics have been increasingly used in the communication of intangible cultural heritage. Infographics are not only rational and logical but also have an emotional sense of design. Infographics can solve huge and complex logical data information, and the very interesting visual expression is also in line with modern people's pursuit of freshness. Infographics's highly summarized, compressed information features, greatly reduce reading time, catering to the information age, and people's habits of rapid access to information. Infographics can be presented on paper or through multimedia, which is the most powerful help for the dissemination of intangible cultural heritage. The use of infographics for promotion is also more likely to get consumer feedback, in the construction and development of intangible culture, the interpretation, dissemination, and promotion of art and culture can

play a positive role in promoting the better development of culture.

4. A Case Study on the Application of Infographics in the Communication of Intangible Cultural Heritage

4.1 Traditional skill

Textile intangible cultural heritage refers to the intangible cultural heritage of traditional skills, techniques, and traditional knowledge related to textiles. Textile is one of the earliest crafts developed by human beings, involving many technical aspects such as spinning, weaving, dyeing, etc. After a long period of inheritance and development, a rich and diverse textile culture has been formed [9].

In the infographic "Heavenly Works - Textile" designed by Wang Xiaoya and other students from China Academy of Art, as shown in Figure 5, the evolution of the loom from ancient times to the present day is shown in a three-dimensional way with textile tools as the center of the display and the integrated presentation of information is accomplished with the form of symbolic language. The chronological development of textile tools is shown as the main panel, and the geographical distribution, connections, evolutionary changes, inventors and improvers of textile tools, as well as weaving methods and textiles extended from textile tools, are shown as illustrative sub-panels. The main and sub-panels are interrelated, linking information on time and geography, inventors and improvers, tools and objects, objects, and weaving methods. The annotations combined with the illustrations show the general development process of textile tools in different regions, the comparison of the development process of looms between regions, and the circulation and change of looms around the world. Both aesthetically pleasing and clear illustrations of the rich course of development are provided.

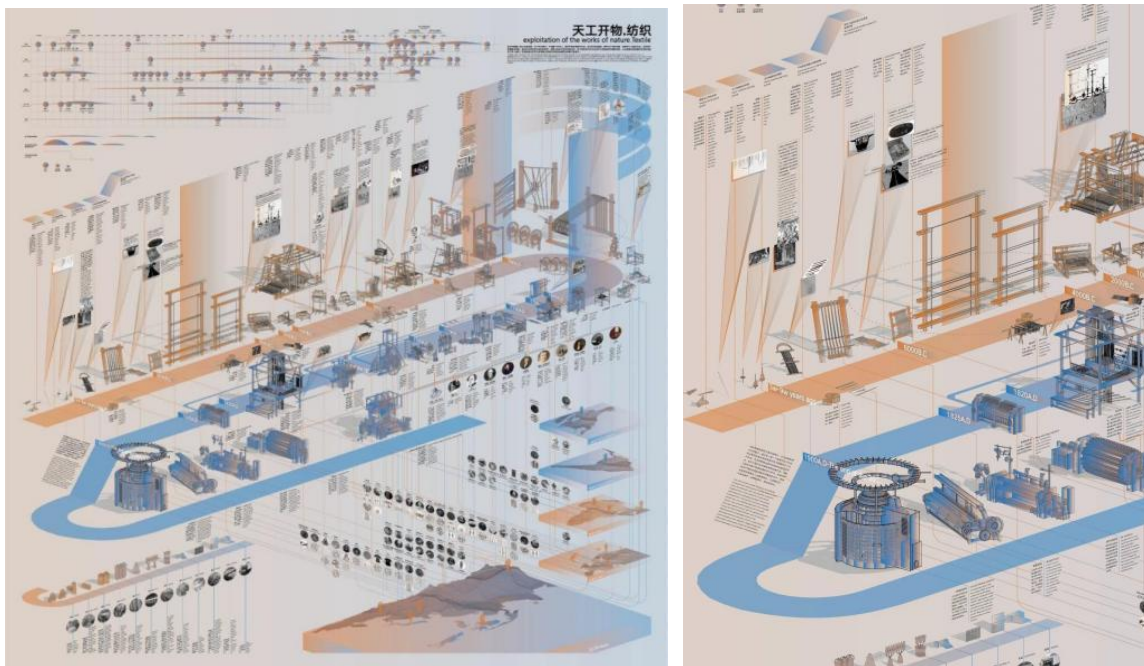


Figure 5. Infographic design for "Skyworks – Textiles"

4.2 Traditional art

Traditional arts aim at beautifying the environment and enriching folk customs and activities and are the arts of beauty that are applied and popularized in daily life. According to the classification and inclusion of categories in the List of Representative Items of the National Intangible Cultural Heritage, representative

works of traditional fine arts can be organized into the following categories: painting, sculpture, and arts and crafts [10].

The Nuo mask is an important visual symbol of Chinese Nuo culture, with the spiritual connotation of totem worship. It is used in the traditional culture of Nuo rituals, Nuo dance and Nuo opera, cohesion of the taste of religious art and Chinese folk art features, artistic characteristics are very distinctive. Guangzhou Academy of Fine Arts Son Mi works created by the "Nuo mask infographic design" shown in Figure 6, combined with the figure and shape design techniques, introduced the history of Nuo masks, the interpretation of the characters and symbols of the symbols, Nuo masks in the thousands of years passed down the idea of craftsmanship, traditional folk art knowledge in the form of simple and clear, from the point of view of infographics show to help the inheritance of intangible cultural heritage and innovation. Can be widely used in museums, cultural centers, and other places of publicity photo stickers to help people better understand and recognize the charm of Nuo mask culture.



Figure 6. Nuo Mask infographic design

4.3 Traditional opera

Chinese Drama mainly includes opera and drama, opera is China's traditional drama, after a long period of development and evolution, and gradually formed the "Beijing Opera, Yueju Opera, Huangmei Opera, Pingju Opera, Yu Opera" China's five major operas as the core of the Chinese Opera Hundred Flowers Garden [11].

Huangmei Opera was first popular in rural areas and then gradually developed in the cities by mountain songs rice-planting songs, etc. It has a simple and smooth singing style and is characterized by bright and lyrical expressions. Its singing is simple and fluent, and it is characterized by bright lyricism and rich expressiveness. In Figure 7, Roy Shueling's infographic design "Yellow Plum Opera in Pastel Ink and Color Scrolls (粉墨彩卷叙黄梅)" from Donghua University, the author used five parts of the Yellow Plum Opera, namely, the singing style, the line, the make-up and costumes, the musical instruments and the representative characters to create an infographic, and the contrasting low-purity colors of orange and green were chosen to match the elegant and natural style of the Yellow Plum Opera, and the drawing style was chosen to be simple and lovely hand-drawn style, which added new vitality and fun to the ancient traditional drama. The drawing style is simple and lovely hand-drawn style, adding new vitality and interest to the ancient traditional theater. The drawing style is simple and lovely, adding new energy and interest to the

ancient traditional theater. It clearly and more affectionately conveys the characteristics of Huangmei Opera to the public.



Figure 7. "Huangmei Opera" infographic design

5. CONCLUSION

Infographics design is an important way of conveying information in today's era by presenting a complex text system in a simple and interesting way through the distillation of textual information, the extraction of visual elements and the drawing of illustrations. Intangible cultural heritage should keep pace with the times and pay attention to the dissemination of information in the form of visualization. Whether it is the textual information popularizing the knowledge of historical background or the formal characteristics of artistic performances, the appropriate choice of infographic design method according to the display theme in the process of visualization and dissemination can convey cultural information more effectively and vividly, and make the audience more willing to accept it. Based on the artistic expression of infographic design, this paper analyzes the excellent infographic design cases of three types of cultures, traditional skills, traditional arts, and traditional operas, in China's intangible cultural heritage, to overcome the shortcomings of traditional intangible cultural heritage inheritance. Combining infographic design with the protection and inheritance of intangible cultural heritage can make intangible cultural heritage permanently preserved in the form of digital information, and it can also more intuitively display the historical lineage and development course of culture. It can also provide a development direction for the inheritance of intangible cultural heritage in the world.

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