



ПЛАТФОРМА 1
МИСТЕЦТВОЗНАВЧІ ТА КУЛЬТУРОЛОГІЧНІ ЧИННИКИ ДИЗАЙНУ

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**COMPOSITIONAL PATTERNS AND APPLICATIONS OF
TRADITIONAL CHINESE EMBROIDERY IN
CONTEMPORARY VISUAL COMMUNICATION DESIGN**

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This study explores the application of traditional Chinese embroidery compositional patterns in contemporary graphic design and analyses their value in the fields of brand image, packaging design, digital media, and visual navigation in the urban environment. Based on the analysis of literature and visual data, the main compositional features of traditional embroidery patterns are summarized and their role in visual communication is assessed. It is found that symmetry, repetition, layering, and emphasis not only enhance the artistic expressiveness of the design, but also contribute to the modernization of traditional cultural elements.

Key words: Chinese Traditional Embroidery; Visual Communication Design; Compositional Scheme; Symbol Translation; Cultural Innovation.

INTRODUCTION

Chinese traditional embroidery as an important intangible cultural heritage carries rich historical memories and cultural imagery, and its compositional schemes not only embody national aesthetic ideas, but also provide unique visual resources for contemporary graphic design. With the continuous development of design practice, how to rationally use traditional embroidery composition elements in modern context to realize cultural heritage and innovation has become an important research topic.

PURPOSE

This study aims to analyze the application potential of traditional Chinese embroidery compositional methods and explore how they can be adapted to the diverse needs of modern graphic design. The focus is on the differences in pattern layout, structural organization and visual rhythm of different embroidery genres in order to reveal their innovative possibilities in contemporary design contexts. This study not only attempts to establish a bridge between traditional and modern design, but also hopes to provide actionable strategic suggestions for the



contemporary translation of embroidery elements through practical analysis. Through the analysis of actual cases, it explores how to reasonably introduce the principles of embroidery composition in design to enhance the cultural depth and artistic value of visual expression.

RESULTS AND DISCUSSION

Through systematic combing of literature and comparative studies of various embroidery genres, it can be seen that traditional Chinese embroidery presents the following four prominent features in pattern arrangement and composition: symmetry, repetition, layering, and focus [1]. These features not only form a unique visual rhythm of the pattern itself, but also contain rich connotations of regional culture and aesthetic habits. When reasonably translated into modern design, they can achieve good visual and cultural effects in multiple fields such as print, digital media and public environment.

This study selected eight representative embroidery types and summarized them in terms of their typical motifs, core compositional techniques, symbolic meanings and application directions (Table 1). Four common compositional styles in Chinese embroidery are summarised, such symmetrical layout, multi-layered superposition (or multi-layered composition), repetitive or rotational arrangement, and diagonal balance, which both enhance the visual aesthetics of the motifs and contain deep cultural connotations. Among them, symmetrical layout relies on the central axis or mirror structure, and is often used to highlight elegance and harmony (e.g., lotus, phoenix, flowers and other elements in Suzhou and Cantonese embroidery, which show delicacy and good fortune). Multi-layered superimposition creates rich spatial levels and dynamics by overlapping multiple patterns (e.g., the interweaving of goldfish and water patterns in Shu embroidery, which shows prosperity and dynamism). Repetitive or rotational arrangement relies on the successive repetitions of geometrical units or the radial layout around the center to convey ethnicity and culture. They can both enhance visual aesthetics and contain deep cultural connotations. Repetition or rotary arrangement relies on the continuous repetition of geometric units or radial layout around the center to convey national and regional imagery (such as the Miao embroidery “birds facing the phoenix” to symbolize the unity and prosperity, the octagonal and lozenge-shaped repetition of Xiangxi Tujia embroidery highlights the stability and cultural qualities). While the diagonal balance is to maintain the visual balance of the integration of tension and momentum (such as the Wu School of embroidery will be the plum, bamboo along the diagonal layout, both to retain the (e.g., Wu embroidery places plum and bamboo along diagonal lines, which not only retains the traditional symbol of purity and resilience, but also integrates the structural beauty of modern design). The application of these embroidery elements in modern design not only strengthens the visual highlights of the works, but also helps to form a distinctive cultural recognition in the highly competitive design market.

From a macro point of view, the value of these embroidery compositions in contemporary visual communication practice is mainly reflected in the following three points:






1. *Strengthening visual impact and memory points.* Symmetrical or radiating compositions usually leave a deep first impression on the audience, and are suitable for brand logos, luxury packaging and other occasions that emphasize visual impact and identity positioning.

2. *Transfer deep cultural imagery and stimulation emotional resonance.* Patterns rich in meaning such as phoenixes, dragons and tigers, and flowers tend to give works a strong cultural temperament and emotional temperature, and realize a higher level of emotional connection through the metaphors and symbols of graphic symbols [2].






3. *Providing flexible layout adaptation and media extension.* Rotation, superposition, repetition and other compositional methods help the design elements to be efficiently transformed between different media, such as website interfaces, digital advertisements and new media interactive devices, making the design style unified and rich in changes [3].

Table 1

Example composition schemes of Chinese Traditional Embroidery

Embroidery type / region	Typical pattern	Main composition schemes	Symbolic meaning	Modern design application direction
Su Xiu (Jiangsu)	 Lotus and mandarin duck	Center symmetry: the central axis layout	A harmonious and happy marriage	High-end brand image, wedding theme packaging
Hunan Embroidery (Hunan)	 Tiger	Focus highlights: the color gradient highlights the main body	Power, protection	Sports element mascot, with impact force logo design
Cantonese embroidery (Guangdong)	 Phoenix and flowers	Multi-level composition: decoration	Good luck, noble	Luxury packaging, fashion accessories design



Shu embroidery (Sichuan)	 Goldfish and water ripples	Overlay arrangement: ripple interspersed	Rich	Dynamic digital background, product label design
Miao embroidery (Guizhou)	 A hundred birds are paying homage to a phoenix	Rotary layout: a spiral arrangement centered on the core	Prosperity and ethnic unity	Folk activity advertising, festival posters
Beijing Embroidery (Beijing)	 Peony and architectural silhouette	The combination of symmetry and architectural outline	Rich and elegant	Cultural tourism logo, souvenir design
Xiangxi Tujia Embroidery (Hunan)	 Star anise and diamond pattern	Modular repetition: the geometric units are arranged repeatedly	Stability, regional identity	Textile fabric pattern, modern wallpaper pattern
Wu Pai Embroidery (Suzhou area)	 Plum bamboo combination	Diagonal balance: divide the picture diagonally	Tough, high and clean	Modern posters, social media promotional banners

To summarize, the compositional essence and cultural connotation of traditional embroidery have important revelation value for modern visual communication. Reasonable integration of these embroidery elements into modern design can not only further enhance the aesthetic tension and cultural depth of the works, but also help the traditional craft gain new vitality and application scenarios in the contemporary design industry.



CONCLUSIONS

This study explores the potential value of traditional Chinese embroidery from the perspectives of compositional features and cultural meanings. By rationally applying schemes such as symmetry, repetition, layering, and focalization, designers can enhance both the artistic appeal and the cultural depth of modern works. Although pattern styles vary across different regions, embroideries uniformly condense nature-, society-, and spirit-related symbols, thus offering strong cultural recognition and emotional resonance.

In the context of contemporary design, the thoughtful integration of these compositional strategies not only boosts the visual impact and cultural identity of brands, but also drives the fusion of traditional craftsmanship with modern aesthetics. By leveraging new media and interactive technologies, embroidery elements can expand into brand identity, digital art, and public visual systems, ensuring continuous vitality for this cultural heritage.

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КОМПОЗИЦІЙНІ СХЕМИ ТА ЗАСТОСУВАННЯ ТРАДИЦІЙНОЇ КИТАЙСЬКОЇ ВИШИВКИ В СУЧАСНОМУ ВІЗУАЛЬНОМУНІКАЦІЙНОМУ ДИЗАЙНІ

У роботі досліджено застосування композиційних схем традиційної китайської вишивки в сучасному графічному дизайні та проаналізовано їхню цінність у сферах іміджу бренду, дизайну упаковки, цифрових медіа та візуальної навігації в урбаністичному середовищі. На основі аналізу літератури та візуальних даних узагальнено основні композиційні особливості традиційних візерунків вишивки та оцінено їх роль у візуальній комунікації. Виявлено, що симетрія, повторення, багатошаровість і акцент не тільки посилюють художню виразність дизайну, але й сприяють модернізації традиційних культурних елементів.

Ключові слова: китайська традиційна вишивка; дизайн візуальної комунікації; композиційна схема; трансформація символів; культурні інновації.