

Aesthetic Expressions and Visual Experiences in Dunhuang Mural Paintings in Cultural and Creative Brands

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Abstract. Through a comprehensive embroidery of the aesthetics of the art of painting, learn how the artists are curved and interesting to describe the life of the time, from the perspective of the composition, see how the traditional artists interpret the deep cultural significance and aesthesia of the Buddhist art story painting. By observing the rich visual experience and emotional resonance created by the composing elements, the composer provides a realistic creative method for the artistic design. At the same time, a new perspective for understanding the core elements of Eastern American art and the close relationship between the art composition and the emotion of the viewer. In the clash of traditional culture and modern literary design in China, dig out the real meaning of communicating excellent traditional culture.

Keywords: Formal Composition; Dunhuang Mural Color; Aesthetic Expression; Visual Experience; Cultural Creation.

1. Historical Value and Formal Composition of Dunhuang Frescoes

1.1. Historical Value of Dunhuang Murals

The contents of the wall painting reflect the artistic styles and aesthetic interests of various historical periods, for example, the early paintings depict the early stages of Buddhism in China, showing the fusion of Hindu Buddhist stories and Chinese culture. In the subsequent periods of history, especially during the Uttar Pradesh, the Wall paintings presented strong traditional Chinese culture and philosophical characteristics, reflecting the prosperity and cultural prosperity of the Chinese dynasty. After Han Chang made the western region, China's diplomatic expansion grew, and also reflected the important role of cultural exchanges in the Silk Road. The elements and images in these wall paintings both have strong Chinese characteristics and have been influenced by cultural influences from Central Asia, India, Persia, etc. Thus, it has also become an artistic exchange from the perspective of the ancient Chinese cultural walls, through the exchange of artistic information and traditions that can be learned from the backgrounds of Chinese culture, the cultural and cultural values of ancient China.

1.2. Comparison of Eastern and Western Concepts of Art Composition

There are obvious differences between the Eastern and Western concepts of composition. The Eastern concepts strongly adjust the physicality and balance, originating from the influence of Eastern philosophy, such as the Chinese "shadow" concept and the Japanese "and" idea, emphasize the balance and complementarity between things. Often cleverly applied white, blend the image with the void, create space for the viewer to think and imagine, while the virtual combination method is also common in Eastern composition, by arranging the image of the entity in the vacuum, highlighting the depth of the painting and the sense of space.

In contrast, the Western concept of composition emphasizes symmetry and transparency, creating a realistic sense of space and proportion through linear vision and logical structures. Lines and geometry forms occupy an important place in Western composition, through the application of lines and geometric graphics, create a clear structure and order, emphasizing geometrical proportions and precise linear expressions. In addition, Western compositions focus on realism and individuality, focus on the details and sense of authenticity of the individual image, and create a strong sense of visual reality through the concrete reproduction of objects.

1.3. Characteristics and Forms of the Composition of the Stunning Wall Painting

With its unique way of composing and expressing it, the artistic, cultural and religious information is merged into one of the most important examples of Eastern aesthetics and art. Each painting is like an open book waiting for us to read.

China's traditional painting forms, Tangshan wall painting, inherited the Han's upper inheritance, such as clouds, mountains, and other elements; and decorative pattern treatment has traces of Han bricks; and even color use, color processing, line use, and so on are influenced by the Han. This shows that art appreciation cannot be separated from tradition; it must become all outward, fitting to the viewer's appreciation, life, habits, and so on, in order for the art to be properly distributed. Chinese and Western cultures have already interacted, and we can continue to absorb the development of foreign cultures while enriching the culture of the native nation.

2. The Use of Color and Aesthetic Meaning in Dunhuang Murals

2.1. Oriental Aesthetics in the Colors of Dunhuang Murals

From symbolic significance and cultural heritage to emotional expression and mood creation, from harmony to the balance of natural concepts and the spirit of religion, color plays an important role in Eastern art. China is a country with a long color culture, starting from the Yellow Empire, people began to use yellow as a symbol, through the dynasties of Dai, Wu, Tong, Zhou, Qin and others, the emperors more according to the description in the "Chinese Five lines", the blue, white, red, and black four different colors. Clearly different from the West is the color symbols of the Chinese ancestors built on the self-rational concept of the whole of China.

Color is not just a part of the picture; it is also a medium to convey the essence and emotion of Eastern aesthetic thought. By exploring the mystery of stunning wall painting, we can better understand the depths of the esthetics of the East.

2.2. Color Analysis of Dunhuang Murals

Colors are often deeply symbolic in Dunhuang murals, representing different cultural, religious and philosophical concepts. For example, gold symbolizes divinity and light, blue symbolizes serenity and wisdom, and red symbolizes passion and strength. The use of these colors carries on the values and belief systems of ancient Eastern cultures. These colors are not just decorations for the murals, but also carriers of culture, religion and emotions. Through the symbolic use of color, Dunhuang murals profoundly convey the values, belief systems and spiritual ideas of ancient Eastern culture.

It is impossible to overstate the impact of color on the creative subject and its substance, emotion, and symbolism. Objectively, there is a widespread psychological impact. "Spring grass, spring green waves, send the Nippon; what's wrong?" the ancient poem asks. Green here accentuates the author's melancholy. This is a symbolic act. Although there are other colors in nature, the writer's creative goals desire to emphasize this green in particular. All of the elements in the usage of color should be related to the same concept; this will increase the influence and strengthen the intention.

2.3. Color Conveys Emotion and Creates a Mood

Colors are like poems of feeling in the realm of Dunhuang murals, creating a magical world with their charming brushstrokes and exquisite palettes. A touch of color, like a magician's wand, may transform the darkest emotions into a magical world. Warm reds and oranges, like raging fires, elicit desire and strength in the subconscious. We feel as if we are experiencing exuberant life as we gaze at the blooming flowers and the sunset over the mountains. The soothing blue and greenish tones, which evoke the tranquillity of a lake, appear to transport us into a strange dream. Being in this sea of colors generates sentiments of serenity and warmth, as if we've arrived at a place where we can relax and let our worries drift away.

2.4. Visual Experience Analysis

The political and economic environment of the time is shown in each narrative in the mural paintings of Dunhuang, and the artists provide fascinating interpretations of the images. The Dunhuang paintings' composition typically uses curves and lines, echoing Eastern art's search for organic fluidity and flux. Each of the murals in Dunhuang organically combines the many visual components to create a beautiful stability and harmony. The viewer's attention is led through the images by the curves' flow, which gives them rhythm and vitality. A tremendous sense of space is added by the layers and perspective. This aesthetic harmony exudes a strong sense of tranquility and harmony and is congruent with old Chinese aesthetic concepts.

3. Cultural Inheritance and Innovation of Dunhuang Mural Painting

3.1. The Role of Dunhuang Paintings in Cultural and Creative Industries

We need to learn from the crystallized and matured art of more than 1,000 years ago. Enrich our creative means. As to how to inherit and develop more specifically, the new era should have new content, new creative methods and techniques. Learning the art of Dunhuang is to create new art, rather than the worship of ancient art into a shackle on our creation.

Cultural and creative products reveal the process of historical and cultural changes and development, and artistically demonstrate people's pursuit of beauty and their aspirations for beauty. Cultural and creative products are intertwined with customs, ballads and legends, and integrated into social life and cultural forms, and we continue to draw nutrients from the soil of traditional culture, which is constantly being deconstructed and reshaped, and endowed with more vigorous life and vitality.

3.2. Practical Methods and Reflections on Dunhuang Frescoes in Cultural and Creative Branding Designs

The cultural and creative industry plays a variety of functions in the transmission of traditional culture, the creation of new culture, and the promotion of economic development for Dunhuang murals. It connects the past with the present and provides a wealth of materials and inspiration for cultural dissemination, creativity, and progress. The mural components of Dunhuang can be utilized in a variety of culturally innovative product designs. In design practice, we can begin with brand identity and logo design, package design, cultural theme series items, education and exhibits, digital art and virtual reality, cooperation and cultural exchanges, cultural and creative tourism experiences, and so on. When embarking on a cultural and creative project, we should first conduct a thorough and systematic examination of the culture, beginning with its origins, treating ourselves as inquirers, posing questions, locating resources, conducting adequate cultural and creative market research, and integrating all external material and the spiritual inner spirit of the graphic and textual into the cultural resource base in order to provide a continuous stream of living Dunhuang murals have progressively become part of the brand culture during the process of cultural and creative brand design and will be exploited as an intangible asset. Both to the traditional cultural heritage to bring a new way, but also to the creative industry to bring vitality.

References

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