The Application of Time, Location and Narrative Elements in Information Graphic Design--Taking the Information Sorting on the Development Process of the Honeysuckle Pattern as an Example

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Abstract. The Honeysuckle pattern is a decorative pattern of plants, which is formed by the mutual influence and interaction between Chinese and Western cultures. It is a traditional plant pattern that was introduced into China along with the Silk Road and Buddhist art. Its formation promoted the development of plant patterns in China, brought positive impact on the historical changes of China's decorative patterns, and has also contributed a lot to China's brilliant and splendid decorative pattern art. This paper aims to explore the development process of Honeysuckle pattern from the following three expression elements and perspective of information graphic design: time, location and narration. It combines traditional graphic information with modern information graphic design to explore the cultural value and charm behind this classic pattern, thus trying to make information graphic design more possible.

1. The practical significance of using information graphics design to express the development context of Honeysuckle pattern

As a special design method, information graphic design has outstanding advantages and functions compared with other visual design methods. On the one hand, information graphic design can make boring data and complex content vivid, so as to convey information in a more interesting, clear and effective way. In information graphic design, the complicated and long information will firstly experience a process of being analyzed, sorted, organized, and recombined, and then it will visualize the information, which connotes using simple text language, color matching and icons to form an intuitive visual information language. In this way, it can finally provide viewers with clear and concise
information; on the other hand, information graphics design expresses the interrelationship and intrinsic characteristics of information by putting all the information in one or several information graphics. Therefore, the viewer can feel more profound meanings based on the understanding of information graphics.[1]

The honeysuckle pattern is the most popular plant pattern in Wei, Jin, Southern and Northern Dynasties in China. Its shape consists of multiple rows of leaves running through the stem and veins. It is a kind of decorative pattern with curly branches and tendrils. The honeysuckle pattern is a foreign pattern that was introduced into China along with the Silk Road and Buddhist art culture. The honeysuckle pattern captures the excellent part in Chinese and Western culture just right, which makes it unique in the decorative pattern. It carries a strong national culture meaning. The process of birth and formation of honeysuckle pattern has been affected by many factors, such as the traditional art culture and the foreign art culture. It is precisely because of such complex formation factors and formal characteristics that this pattern itself contains complicated and lengthy information and meaning. This paper applies information graphic elements to sort out the development of honeysuckle pattern, it can not only make a wide range of unordered information content clear and visible, and accurately transfer the basic external modeling form of honeysuckle patterns, but also explore the origin and formation process of honeysuckle pattern's development. This will also help a lot to search the connection between the development of different patterns in different cultures and regions. This paper bases on the relationship between the graphics to visually demonstrate the process of honeysuckle pattern gradually internalizing, and further discusses how the traditional culture inherit and develop under the interaction and collision with each other, so to have a deeper understanding on the study of traditional patterns, and have some new forms of exploration for information graphic design.

2. The application and expression of time, location and narrative elements in information graphic design

Information graphics design has a variety of expression ways, and each way has its own advantages. It can be either static or dynamic, either two-dimensional space display or a multi-dimensional experience, either a graphical representation or in the form of statistics and graphs. These different forms are not opposite to each other, but complementary and coordinated with each other. Therefore, a variety of elements and visual forms can be flexibly and vividly used in one information graph, so that it can be visually and clearly displayed to the audience. For the information graphic design of the honeysuckle pattern's development process, designing from the three aspects of time, location and narrative elements can present a large amount of information content in the form of a graphic, thereby achieving the effect of illustrating by the figure.

2.1 The application of timeliness in the design of honeysuckle pattern information graphics

Information graphic design with timeliness refers to determine the information graph of the process change by time series and basic logic clues. In this process, time series is used as a clue, and then the information graph is used to demonstrate people the change and development of information subject in a certain period of time. In the design, special nodes and associated factors are selected, and the information content is concatenated according to the progress of time. All the constituent elements involved need to be transformed into graphics to express.
“A good information graphic should not only express information clearly and systematically, but also mobilize every graphic element, or even multiple graphic elements to represent data.” [2] With the aid of graphic elements, the information can be conveyed more uniquely and accurately. This is first reflected in the fact that information graphics can make the information in data visible. It uses time data to sort out complex information, and transform the boring text language into an intuitive and clear graphic language, which would greatly get viewers interests in reading; Secondly, the various data and text are extracted into concise graphs to highlight the key points of timeliness, and then the information related to all stages is presented, which can enable the audience to learn knowledge with the passage of time and make it more convenient for the audience to understand the information in the process of development and formation in time series.

Zhu Gekai, a scholar who studied the development of the honeysuckle pattern, first proposed that "the honeysuckle pattern" is a symbol of the "tree of life" in ancient Egypt, which has a symbol sign of a leaf pattern evolved from grape leaves, palm leaves or sage leaves. The leaves are sometimes continuous with leaves; sometimes grow along the undulating lines of the vine, also with some grapes, pomegranates and unknown fruits interspersing with each other in it. This is known as the 'honeysuckle pattern'. [3] Shen Aifeng proposed the pattern similarity characteristics of palm, date, and honeysuckle, and demonstrated that the honeysuckle pattern is influenced by the pattern of palm and date in ancient Greek. These exotic patterns have allopatric styles. The honeysuckle pattern absorbs their pattern structure and vein form, with its leaves curled. On this basis, the decorative patterns with exotic plant infiltrated into ancient China with the spread of Indian Buddhist culture after the Han Dynasty, and gradually transformed by Chinese culture, beginning to blend in with the auspicious theme of Chinese national aesthetics, and finally formed a new variant. It has had a profound impact on Chinese traditional graphic arts. [4] The honeysuckle pattern captures the characteristics of traditional patterns, and with the development of the ancient Silk Road culture, it has been applied to frescoes, sculptures, utensils and coffins. People try to use such graphic decoration to express the pursuit and realm of religious thought. The shape structure of the honeysuckle pattern is similar to that of the ancient Egyptian life tree and the ancient Greek palm pattern, but it is different from their expression forms, that is, the structure is more arranged, smooth and beautiful. Before the Han Dynasty, most of China's decorative patterns were animals and geometric patterns. In the Wei and Jin Dynasties, honeysuckle patterns with curling structure appeared in China, which brought new expression ways of traditional patterns. With the influence of the Silk Road and Buddhist culture, the honeysuckle pattern evolved into a simple, thin pattern, with some standardized stylized features, a Buddhist style that tends to be rational, and a blend of traditional cloud pattern with a sense of fluidity. With the continuous evolution in the historical development, the composition of the honeysuckle pattern has become more diverse, and there have been many changes in the leaves and arrangement. During the Northern Dynasties, more variants appeared, such as the combination of grape and lotus, making it vivid and agile. During the Tang Dynasty, the honeysuckle pattern gradually developed into the famous roll grass pattern of Tang, which was further transformed on the original structure of the honeysuckle pattern. As an early graphic symbol, the honeysuckle pattern represents the essence of Buddhism. This simple traditional graphic has undergone stages of graphic refinement, spiritual symbolism and meaning changing over time, making it a unique traditional pattern.

Therefore, to design the development and formation process of honeysuckle pattern with time elements, it is necessary to grasp the timeline from the plant patterns in ancient Egypt, ancient Greece,
ancient Rome, ancient India, to the development of Chinese cloud patterns into honeysuckle patterns. Making use of the timeline to connect the information of the honeysuckle pattern, the reliability and authenticity of the graphic features need to be determined. First of all, it is necessary to make all the forms of the honeysuckle pattern expressed with representational graphic, and then summarize the factors that contribute to the development of the pattern, such as the Silk Road of the Han Dynasty, Buddhist thoughts, and exchanges between ethnic groups, political changes, and so on. In the end, characteristics of these times need to be further studied and understood, and abstract graphic design can be expressed by these constituent elements. (Figure 1)

2.2 The application of location element in the design of honeysuckle pattern information graphics

The location relationship information graph is a space-like information graph, which is a map-like information graph design that scales or abstracts the distance, height, and area of a certain spatial region into a certain spatial view effect from a geographical point of view, such as maps and schematics, often represented by illustrations, models, and so on. The spatial information needs to display the graphic of the regional space, it is necessary to enhance the division of the location area

Figure 1

Figure 2
clear, intuitive and accurate in the design, so that the viewer can intuitively find out the place they are looking for. The division of space can embody the distribution elements in colors and modules to realize. Many positional information graphs use distinct and contrasting colors to distinguish different locations. Color is a sensitive visual element, the visual effect it brings to people can help people to transfer and express different emotions and feelings. When people are watching things for a few seconds, usually it is the color that gives people more feelings. Therefore the color elements in the information graphics should not be underestimated. Color can help to effectively distinguish information graphics, its classification effect is the most obvious function, and also the easiest one to achieve. In an information graphic, the proper use of color helps readers to find the information they need more quickly, and can create a sense of fluidity and order for the visual effect, which is easier for readers to see and remember, and finally it can bring people some spiritual feelings through the transmission of information graphics. In the design process, both of the monochrome and multicolor can be used. If multicolor is applied, it is necessary to carefully and accurately study the information content to make an effective distinction to reduce the difficulty and complexity of reading text and graphics.

Taking the development of the honeysuckle pattern as an example, the formation of the honeysuckle pattern is deeply penetrated by the artistic styles and cultural thoughts of ancient Egypt, ancient Greece, and ancient India. Therefore, several regional spatial factors need to be analyzed and studied during the design process. When designing the information graphics of the honeysuckle pattern, it needs to ensure that the color can reflect the theme which it expresses. Each graphic symbol and data chart must ensure the consistency of the color, and also the authenticity of the spatial position needs to be kept.

The tree of life and the lotus are regarded as beliefs in ancient Egypt, which later influenced the decorative art of ancient Greece and ancient Rome as well. One of the pillars in ancient Greek architecture—the Corinthian column, is the source of honeysuckle pattern curled leaf style. The Corinthian column is also engraved with eucalyptus leaves. Ancient Rome and the Mesopotamia are geographically close. The continuous wars have also promoted the mutual influence on the art of the two places. Therefore, ancient Rome absorbed this pattern and art form in their culture, and later with the spreading of the Silk Road and the Indian Buddhist culture, as part of the Roman culture, the honeysuckle pattern was finally introduced to China, and became a model in the Chinese plant pattern at that time. In generally, these are several major spatial geographic elements of the development of honeysuckle pattern in foreign regions. In the design process, firstly, each regional space needs to utilize a representative color module, and secondly, each route and phase of the development of the honeysuckle pattern should be expressed by very clear and distinct colors which can show noticeable contrast so that the reader would clearly understand the externalization formation process of the pattern from the graphic, and finally it needs to combine the pattern's changes in the geographical position and in the graphic, the graphic is able to achieve the effect that shows overall development of the graphic characteristics of the honeysuckle pattern in different geographical locations macroscopically. (Figure 2)
2.3 The application of narration elements in the design of honeysuckle pattern information graphics

Narration, as its name implies, is to analyze the content of an event, including the influencing factors of the event, the environment of the character, the changes in behavior, and so on. It grasps key clues of the event, and connects the content of the information, so as to explain an event clearly from the perspective of the narrator. The biggest feature of narrative information graphics is to demonstrate the relationship between events. The narrative information graph and time information graph need the designer to have the logical thinking ability of information construction in design, to fully consider the overall framework of the information graph, and to clearly and accurately present the layout of the text and the graphic, as well as to draw intuitive chart elements, so that the entire information graphic design is natural, orderly, smooth and clear, and eventually to visualize a complex topic. [6]

In this design process, we must consider the overall layout framework of information graphics. Layout refers to the use of certain arrangement rules to arrange things like text, graphics, symbols and colors in an orderly and regular manner; To lay out the information of the honeysuckle pattern's development, it needs to regard all the constituent elements and the modeling structure figures of the pattern as microscopic symbol elements, and sort the complex information first, then arrange them properly by the order of points, lines and planes. By successfully laying out the information content, it can achieve a clear and concise visual effect.

Honeysuckle pattern is a typical example of traditional Chinese plant patterns. It has both exotic and traditional cultural flavors. And for its abundant information content, it can set visual processes and structural forms according to the story chain of things, and then use effective information to carry out design. The development of the honeysuckle pattern includes the developmental perspective of the traditional honeysuckle pattern, the cultural background, the external cultural factors and the major events affecting its development. These require the designer to rely on the elements of information graphic design to draw the representative styling structure of the honeysuckle pattern, and after making the abstract graphic element design for the formation factors in the development process of the pattern, it is necessary to have the screen lay out with different modules, so that all the information about the honeysuckle pattern becomes clear at a glance, but also
highlights the story clues and key elements. In addition, the shape structure of the honeysuckle pattern has undergone a transformation from a single figurative pattern to a rich and diverse curly swirl pattern, and its leaflets are arranged in different ways. Therefore, in this paper, the author also studied and classified the shape of the honeysuckle pattern, trying to let the viewer understand the rich and varied shapes of the honeysuckle pattern from a visual perspective. Numerous information of the maternal structure as well as the influencing factors of the honeysuckle pattern is displayed in the information graph. (Figure 3)

3. Conclusion

As the most popular traditional plant pattern in the Northern Dynasties in ancient China, the traditional thoughts and culture represented by the honeysuckle pattern are very profound. However, due to the great difference on the history period and the cultural environment, nowadays, people have had insufficient understanding of the ideological value implied by this pattern. Therefore, in the design and application process, it is necessary to fully reason and study the external factors and cultural factors of the formation and development of the honeysuckle pattern, strengthen the understanding and learning of the cultural context of the honeysuckle decoration pattern, thus to realize the mutual coordination and unity between traditional culture and modern designs.

In the design practice, elements of information graphic are reasonably applied, and the logical thinking ability is used to analyze and express the developmental context of the pattern; By using different information graphics to make graphic design for the expression of honeysuckle pattern's developing information in the three aspects of time axis, space axis and narration axis. This process requires designers to repeatedly reasoning, modify and practice when integrating the development of honeysuckle pattern information graphic design. In this way, the development of honeysuckle pattern can be designed and expressed more accurately and reasonably, and the reader can understand the pattern more clearly and be more impressed, also leaving the reader with visual effects and imagination space, which are quite different from other information graphs expressing ways.

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