Application of Computer Technology in the Design of New Year's Pictures in Beachhead

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Abstract. Computer technology, with its unique ability and characteristics, is blending with various industries of the current society. Even in the painting of this traditional need to draw skills of the industry, the computer also by virtue of its powerful processing technology and function and have a place. Tantou New Year pictures are the only hand-made woodblock watermark New Year pictures in Hunan Province, which are produced in Longhui Tantou Town, Shaoyang. Longhui Tantou New Year Pictures, formed during Li Shimin's time in the Tang Dynasty, has a history of more than 1,300 years. With the help of computers brought by The Times [1], the design of beachhead New Year pictures is more conducive to the protection and inheritance of beachhead New Year pictures. In this paper, the advantages of computer technology as a breakthrough point, to explore its application in the design of New Year pictures.

Keywords: Computer Technology, Beach New Year, Design, Application

1. Introduction
Tantou New Year wood-block prints are the only hand-made wood-block watermark New Year prints in Hunan Province, which have their own style with strong local characteristics of southern Chu. Tantou Town is located in the southeast of Longhui County, Hunan Province, where the people are simple and honest and the customs are unique. In history, there once appeared paper-making village, carving village, color paper, flowered paper, powder paper lane and New Year painting street. Handicraft industry is very developed, and the division of labor is clear and matching each other. Very popular beaches ancient WuFeng ablaze, folk ritual activities, used to worship the ZhiMa variety, its production process and subsequent beaches is intrinsically inheritance between the woodcut New Year pictures, it how to bless the New Year celebrations for good harvest, exempt from ancient folk customs of evil [2], reflect people's best wishes to life and spiritual. Today, Tantou New Year wood-block prints, which have survived more than 300 years, have traveled far and become the collections of major museums in many countries, including Britain, the United States and Japan. In 2006, LonghuiTantou New Year paintings were listed in the first batch of national intangible cultural heritage lists, which mainly focus on the festive harvest of the New Year and the ancient folk customs of avoiding disasters, and reflect people's good wishes and spiritual sustentation for life. Then in the design and protection of the beachhead New Year pictures, the role of computers is beyond doubt.
2. The Necessity of Application of Computer Technology in the Design of New Year's Pictures in Beachhead

In recent years, the beachhead New year painting is facing the dilemma of protection and inheritance, and its design is not easy. People in this industry must master the application of computer technology in order to design high-quality works. If we still use the traditional hand-drawn design, we will not be able to meet the development needs of the times, or even separate from the times. Based on this, the beachhead New year painting designer must first realize the application advantage of computer technology, then make clear the use method, highlight its application value in an all-round way, improve the processing effect of the picture [3], at the same time, make the design scheme more vivid and flexible. The application of computer technology in the design can effectively use all kinds of graphic carriers and fonts, enrich the design content and design form, form a new design scheme to meet the needs of different users, and show its artistic characteristics. In short, the application of computer technology in the design process is extremely necessary, requiring designers to improve their professional quality, ensure design ability, and integrate it into the design of beach New year paintings. Then master the application skills of computer technology, and finally design a variety of works to meet the application needs of different customers.

3. Analysis on the Characteristics of the New Year's Pictures in the Beach of Hunan

3.1. Regional characteristics

Beach New year paintings, whether manufacturing technology or painting themes, retain the original ecological folk culture characteristics. Beach New year painting from paper to finished products are produced in one place, need seven printing, seven hand-painted, from the processing of local materials to the production process of steaming paper, glue, brush powder, face and other processes, all maintain a delicate and simple local flavor of the region [4]. The beachhead is located in Hunan Shaoyang Longhui, because is located in the southwest Hunan hilly area, and the city is far away, the subject matter is relatively single, the New year painting is mostly mysterious, simple theme. New year artists take local materials, the subject matter is the beachhead daily folk life to see and hear into the New year painting. In the design, through the grasp of the regional characteristics of New year Pictures, it can enrich the dynamic visual language and use the contrast language to promote the audience to understand the geographical characteristics of New year Pictures clearly.

3.2. Artistic characteristics

The beachhead New Year painting color bright moist, uses the high purity Dan red, the tender yellow and the product blue three primary colors, the color contrast strongly matched into the interest, and cooperates with some product green, the rose and so on color, causes the overall picture to form the warm cold coordination. For example, in "getting married to a mouse "(see figure 1 below), almost using tile gray creates a humorous visual effect. The character shape is simple and exaggerated, the manner is vivid, the image depiction adopts the personification technique, causes it to be vivid and interesting. As a whole, the beachhead New Year picture atmosphere wash practice, brimming with rough, bold sentiment [5], with a strong artistic aesthetic value.

![Figure 1. Marry a Mouse](image-url)
3.3. Technical features

Beach New year painting unique process manufacturing skills make it have never moth-eaten, water does not fade the mystery, the main reason lies in the production process of paper selection and brush powder two links. The earth paper used in the New Year's Picture of the beach is made of bamboo from the local tender bamboo, which is finished by soaking, cleaning, soaking, stepping on the pit, copying paper and baking. Its paper seeps without stagnation, penetrates without paste. Before printing New Year's Pictures, brush a layer of white powder on the earth paper, the raw material is Xiashan pass, Shaping generation of white cement, plus the local spring water is particularly improved, pigments from pure natural minerals or plants, so that the watermark on the New Year's Pictures colorful and dignified, moist and bright, thick and bright, there is a sense of relief, after the water does not roll without wrinkle [7]. The production beachhead New year painting has a complete and mature printing process. Each process has a unique skill, which combines together to form a wonderful flower of Chu Nan art. The investigation of the production technology can provide support for the production method and process skill extraction of its creative design.

4. Application Requirements of Computer Technology in Beach New Year Painting Design

4.1. The expression of the work

The application of computer technology in the design process has become inevitable. In this process, designers are required to strengthen the processing of works, master the correct processing skills, and form effective design methods. In the process, we need to clarify the basic requirements of their own design, determine the style of the work, some are designers and issues to pay attention to. Based on the basic requirements of design, designers use computer technology to complete the work processing, make the work more hierarchical, more clear structure, bring strong visual impact, but also should be integrated into the connotation, not to give people a sense of chaos, Reflect the creativity of the work. In the process of work processing, we should integrate aesthetic feeling and individuation as effectively as possible, and connect with reality [8], highlight the professional quality of designers, show their own style, so as to achieve the best design effect.

4.2. Dealing with the relationship between picture and space

In the process of beachhead New year painting design, designers should also effectively use computer technology to coordinate the relationship between space and the picture of the work to make it more unified. In addition, designers should correctly handle the relationship between the picture and space. In particular, the gap and layout of the design works are extremely important factors. We should ensure the degree of density between the works, and properly control the arrangement of the pictures, so that the pattern is more distinct, thus bringing good visual effects to people attract attention [9].

5. Application of Computer Technology in the Design of Beach New Year Pictures

The computer technology plays an extremely important role in the design of beach New year Pictures. It can effectively process the image with the help of computer software and hardware [10], so as to achieve better design effect. Then the application of computer software is further analyzed.

5.1. Application of Computer Software

In the process of design, the application advantage of computer software is more obvious. Compared with the traditional hand-drawing method, it is not only more convenient, but also helpful to stimulate the designer's creative emotion and produce more inspiration. In view of the shortcomings of the work timely make up, modify and optimize. The more common design software is Flash, Photoshop and so on, the Photoshop application is relatively extensive, mainly applies in the advertisement design and the publication printing and so on many links, has played the extremely important role, its powerful function also deeply loved by the designer. In addition, there are many good painting design software, as shown in figure 2 below.
5.2. Image Processing in Software Application

It is very important to judge the picture processing in the process of design. It directly affects the effect of graphic design works and also shows the content of design works. Therefore, in the process of picture design, designers also need to use computer software [8], combined with the overall characteristics of the work, the use of the most appropriate means of expression, not limited to Photoshop software, but to choose the most appropriate types of software to avoid the phenomenon of blurred picture.

5.3. Image and Space Processing

In the process of ordinary design, the processing of picture and space directly determines the final work. A qualified beachhead New year painting designer should first determine the design style of the work, and then add the visual elements with great impact to it. Make the position of the work more clear. Or through multi-space typesetting design, the work is placed in a more suitable area, bringing good visual effects. For example, the combination of picture elements, the arrangement of various positions in the picture and the setting of structure should set aside a certain position for themselves, and determine the proportion of the picture in space, and choose the appropriate arrangement, such as horizontal or vertical arrangement.

6. Application of Visual Information Design Based on Computer Technology in the New Year Painting Design of Hunan Beach

6.1. Visual design

Visual design refers to the subjective form of eye function. And in the visual design, we can design the color and character image of the beachhead New year painting to improve the [2] of design effectiveness. Specifically, the common colors of beachhead New year paintings are red, yellow and blue, which can be introduced into the design of visual information, and the computer's grasp of pictures and colors is far stronger than that of the naked eye. For the design of elements, we can use the Internet database to select the geographical environment, visual chart and so on related to New year's Pictures in the computer, and design the elements to give the image more visual characteristics and meet the aesthetic needs of modern people. In the story processing of beachhead New year painting, we can combine the artistic features of plank New year painting with the points, lines and surfaces of visual design through the form of graphic and abstract painting, and use different design elements to present different artistic expression effects and provide inspiration for illustration design. From the artistic level, through this way, whether composition, or design, can achieve a perfect combination. In visual information design, visual design is the basis of other designs, so we pay more attention.

6.2. Information design

Information design is to visualize abstract data to convey information to the audience. The so-called "informationization" mainly refers to the separation of the content in various forms according to the characteristics of the information content, and it is displayed in different forms, such as symbols, colors, and so on, to transmit the information connotation to people. The information visualization design of beachhead New Year's Pictures makes the traditional beachhead New Year's Pictures break the
limitation of two-dimensional static, and develop to multi-dimensional, dynamic, interactive and virtual direction beyond the space-time limitation of traditional New year's Pictures. In essence, the process of visual informationization of beachhead New Year's Pictures is to simulate the factors of its internal folklore and external art form, reduce the use of abstract and boring data symbols in the protection of traditional cultural heritage, emphasize the connotation and implication of classical culture and keep its unique charm.

7. Conclusion
As mentioned above, the design of beachhead New Year pictures based on computer technology has more possibilities, and these possibilities are more convenient in operation. To a certain extent, the application of computing technology helps the beachhead New Year paintings to better integrate with the current era and better reflect the unique colors, lines and other elements of the beachhead New Year paintings. It not only plays a role in the design, but also plays a certain role in its innovation and protection.

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