Research on the Application of Computer Technology in the Dissemination and Promotion of Folk Art Culture

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Abstract. Art culture is the traditional culture of the Chinese nation, such as paper-cut, which is the most ancient folk customs, one of the most distinctive folk art, it has a long history, enduring. It is the treasure of Chinese folk art, and also a treasure in the world art treasure house. The art culture passed down from generation to generation reflects the profound traditional thoughts and ancient culture of China. Folk art is inherited and distributed in a wide range of areas in China, and has diversified skills and styles, forming a relatively stable art form and self-sufficient modeling and expression system. The paper cutting is applied to modern computer design, endowing modern computer design with inherent traditional cultural characteristics.

Keywords: Folk Art, Computer Technology, Graphic Creativity, Arts Culture

1. Introduction
Folk art is a kind of primitive culture. It is the source of all art forms and the foundation of art creation. Art culture is one of the most popular traditional decorative arts in China, and it is also an important part of folk activities⁴⁻⁵. The rich folk customs provide a broad space for the free creation of paper cutting, which is gradually recognized, liked and used in our life. Folk art, closely combined with local customs and habits, contains the basic quality of national spirit and national psychology, and is an organic part of national traditional culture⁵⁻⁶.

2. The meaning of folk art culture
Folk art is directly from the lives of the people, by the people, and widely popular in the masses of the people, for example: New Year paintings, paper cutting, lanterns, embroidery, printing and dyeing, kites, national costumes, but also directly from the hands of the masses, they are not only decorative and enriched people's life, but also expressed the people's psychology, desires, beliefs, and moral values, down from generation to generation, development, become a beautiful rich Chinese national characteristics of art form, expressed the people's longing for a better life and ideals, extremely rich romantic festival color⁵⁻⁶.

Folk art is an artistic style created by working people to meet the needs of their spiritual life and applied and circulated among them. It exists in the deep living soil of laborers and is not restricted by
utilitarian thought and value idea. It embodies the most basic aesthetic idea and spiritual quality of human art and has distinct artistic characteristics and life interest.

![Paper-Cut Art](image)

**Figure 1.** Representative of folk art culture -- paper-cut art.

### 3. The meaning of modern computer graphics creativity

Modern computer graphics creativity means that computer designers use novel and unique creative thinking and expression methods to design computer graphics, so as to accurately express the theme of computer design. In short, it is to transform conceptual language into graphic language. Graphic originality is a form of computer design, advertisement to spread information as a fundamental principle, with creative thinking as the guide, to seek a unique, novel expression form and content is described in this paper, with unique graphic images to attention, produce infection, convey information, so the graphics creativity is the advertisement computer design works which visual center. Excellent advertising works express the theme of computer design accurately and clearly with their unique and novel graphic language, so it can be seen that graphic creativity is the soul of computer design elements in advertising computer design works.

#### 3.1. Application of folk art culture in modern computer graphics creativity

Chinese art culture is an important part of Chinese traditional folk culture. As a maternal art, it has flourished with the development of modern art, gradually integrated into the international stage and become one of the modern popular fashion arts. In order to seek the inheritance and development of folk art, it urgently needs to combine with the creative ideas of modern computer graphics, to show people a new look, in order to adapt to the development of modern society, and jointly create advertising computer design works full of Chinese characteristics.

In the element expression of this group of Chinese posters, Chinese shadow puppetry is chosen as the basic element. Shadow play, is a shining light skins or cardboard silhouette to show the folk drama of the story, combined with the form of drama, music and other artistic means, it forms with a long history, is also the earliest introduced into western traditional Chinese art, also to the development of the invention of movies and animated film play a leading role. Today, shadow puppetry culture is transitioned from a traditional form of performance to a decorative art form, which excessively conforms to the brand spirit of "modern interpretation of Chinese elements" in Love Affair China.

In the visual communication computer design, the form of symbol is the visual image expression of meaning. When the image is intended to depict something, the image becomes the "painting" of that thing. When the image only represents certain content, but cannot reflect the typical visual characteristics of this content, it becomes a certain symbol. Meaning itself is abstract and intangible, but can be expressed and transmitted through language and image symbols.
3.2. Art promotion and application of computer technology
In China's traditional folk art, art culture is the most widespread art form, but also the product of agricultural civilization. China is now in the rising stage of industrial development. Through the study and creation of traditional folk art culture's graphic plane characteristics, graphic ideographic characteristics and image decoration characteristics, we can show the graphic context with Chinese characteristics.

The independent cultural connotation of art culture is different from other modern computer design. Computer design elements of Chinese folk art have been widely used in modern plane. Figure is a kind of silent art language, it has no national boundaries. China's folk art culture belongs to China and the whole world. Its unique visual image conveys the ups and downs of computer designers' thoughts, the fluctuations and outpouring of their inner feelings, and shows the unique aesthetic consciousness of computer designers. In the process of graphic creative computer design, we can learn from it and apply it together, and it will certainly achieve unexpected results.

3.3. Expand the thinking and creativity of modern computer graphics and computer design
Chinese folk art has a profound tradition and a long history. The diversified forms of folk art and culture as well as the differences and individualization of local customs and cultures constitute the diversified pattern of Chinese traditional folk art. The folk art of this unique art category, containing a large number of totem symbols of cultural and historical value, is a kind of in the original ecological culture phenomenon, for this has yet to be "white" the origin of culture, the most precious place is that it had not been "elite culture" pollution, and provide us with a lot of original folk culture information, for us to learn the Chinese culture provides abundant resources.

4. Conclusion
Learning folk art can exercise the ability to discover, to see ordinary things with unusual ideas, and to exercise the ability to summarize and organize. This kind of cultivation of creative thinking can enable computer designers to think more deeply and extensively in computer design, expand the way of thinking, and enrich the connotation and profound thoughts of computer design. Our folk art is an inexhaustible treasure for us to learn professional knowledge. Its aesthetic ideas, creation principles, modeling methods and decorative colors can greatly enrich our learning of professional artistic language and ideological content. We should grasp the spiritual essence of folk art, turn the connotation into accomplishment, and learn to express naturally in computer design. The spirit of folk art is combined with its own professional language to make it show different spiritual characteristics.

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