

# The Influence of Tang Dynasty Costume Color and Style on Modern Graphic Design

Xiaoyi Bai\*, Zhaoyu Wang

*School of Design, Xi'an Technological University, Xi'an, Shaanxi, China*

*\*Corresponding Author.*

**Abstract:** The purpose of the study is to explore the profound influence of dress color and style on the modern graphic design in the Tang Dynasty, especially in the field of visual communication design. During the Tang Dynasty, with the prosperity of economy and culture, a unique color system and artistic style were formed. This system was not only a direct embodiment of the social fashion at that time, but also became a valuable heritage of the design of later generations. The pattern design of the Tang Dynasty, such as moire and phoenix pattern, reflects the rich natural elements and symbolic significance, and its complexity and detail provide an important source of inspiration for modern design. Through research, it is found that although the application of Tang Dynasty color in contemporary design has experienced the change of style and materials, its core concept — the pursuit of beauty and harmony, and the importance of cultural inheritance, still retain and permeate into the current design results. The rich cultural symbols and technical characteristics of the Tang Dynasty, including dress color and traditional art forms, not only played a pivotal position in history, but also showed new vitality in the development of modern design. Therefore, the significance of this study is to reveal and emphasize the indispensable influence of Tang Dynasty art on modern design, and aims to provide practical theoretical guidance and practical reference for future design innovation.

**Key words:** Tang Dynasty Color; Traditional Style; Modern Design; Artistic Influence; Cultural Inheritance

## 1. Introduction

In the five thousand years of splendid cultural history of China, the Tang Dynasty, as a very influential dynasty, played an indispensable role

in its color and traditional art forms [1]. The Tang Dynasty not only achieved unprecedented prosperity in politics and economy, but also its innovation and development in art, especially decorative art, provided rich nutrients for the design concepts and artistic styles of later generations. As an important visual communication tool, color embodies rich symbolic meaning and complex emotional expression in the art of the Tang Dynasty, and its theoretical system can be borrowed from color psychology and color semiotics. Through the analysis of the use of color in the Tang Dynasty, we can find its profound influence in design aesthetics, cultural communication and social identity [2].

## 2. Color Art Characteristics of the Tang Dynasty

### 2.1 Colorful Colors of the Tang Dynasty

As a glorious era in Chinese history, the Tang Dynasty not only made remarkable achievements in the fields of politics, economy and culture, but also showed its color art [3]. The gorgeous and diverse colors of the Tang Dynasty not only reflect the prosperity of the society at that time, but also highlight the rich cultural connotation and technological progress behind it. In order to deeply explore the causes of the color in the Tang Dynasty, it can be analyzed from multiple dimensions, including the richness of materials, the improvement of skills, and the universality of cultural exchange.

The color richness of the Tang Dynasty stems from the diversification of its materials and techniques. In terms of dyes, the Tang Dynasty not only introduced natural dyes from Central Asia and South Asia through the smooth flow of the Silk Road, but also promoted the development of local

plant source pigments. These natural dyes, such as indigo and madder, give Tang's works a unique visual appeal and durability. Moreover, the continuous innovation of textile technology in the Tang Dynasty has greatly improved the expression of color in the material. For example, the complex kesi technology combined with various dyeing methods can enrich the level and texture of color, thus realizing the perfect combination of color and pattern.

## **2.2 The Specific Expression of the Costume Color in the Tang Dynasty**

The Tang Dynasty is a bright era in Chinese history, and its color art is particularly significant in the costume performance, carrying rich cultural connotation and social style [4]. The color of Tang Dynasty costumes is not only a single visual enjoyment, but also a combination of political, economic, cultural and other factors of the society at that time, showing a high degree of confidence and inclusiveness, which can be fully reflected in its colorful colors.

The colors adopted in the Tang Dynasty costumes were diverse and rich, reflecting the characteristics of the integration of the open national style and culture at that time. The colors of the Tang Dynasty can be mainly divided into basic colors, auxiliary colors and neutral colors, among which the basic colors such as red, yellow, blue, and white are the core colors, which are often used in the clothes of emperors and nobles, showing power and wealth. For example, the book of "clothing with color" explains the importance of Tang Dynasty costumes to reflect social status according to color. At the same time, the meaning of different colors also has its attention. Red symbolizes happiness and auspiciousness, while yellow is the color representing imperial power and holiness, which was particularly prominent in the etiquette system at that time.

## **2.3 The Application of Color Contrast and Harmony in the Art of the Tang Dynasty**

The characteristics of color art in the Tang Dynasty were formed under the background of large-scale social and economic changes and cultural integration. The use of color not only reflected the cultural atmosphere of ethnic integration at that time, but also showed rich and diverse aesthetic pursuits. From the historical point of view, the Tang Dynasty was the heyday

of China's feudal society, with relatively stable politics, economic prosperity and frequent trade exchanges, which made the cultural exchanges between the East and the West increasingly frequent, and thus enriched the color system of the Tang Dynasty. In this specific historical period, the use of color not only stays at the aesthetic level, but also integrates function, symbol and meaning, usually expressing emotion and image with sharp contrast.

To be specific, the color distribution in the art works of the Tang Dynasty often adopts bright colors, with basic colors such as red, yellow and blue, supplemented by rich decorative colors. The use of this color is often shown as a symbolic interpretation. For example, red is usually associated with positive emotions such as auspiciousness and happiness, while yellow symbolizes dignity and power. Taking the Tang Dynasty murals as an example, the color use often reflects the high artistry and technology. The picture uses strong contrast colors to create a dynamic movement. Through the alternation of light and shade and temperature, the sense of spatial hierarchy and three-dimensional sense is created.

## **3. The Traditional Art Form of the Tang Dynasty**

### **3.1 Style and Structure of Tang Dynasty Clothing**

As a glorious period in Chinese history, the costume style and structure of the Tang Dynasty not only reflected the social customs and cultural characteristics of that time, but also had a profound influence on the later generations. The overall style of Tang Dynasty clothing was famous for its beauty, leisure and diversity, which was closely related to the acceleration of urbanization, the prosperity of foreign trade and the frequent cultural exchanges. The change and the structure of clothing style are all derived from the reflection of the social and cultural atmosphere, which can be regarded as a "cultural symbol" to some extent, showing the multi-dimensional information such as status, gender and social status through the clothing style.

In terms of style, the Tang Dynasty costumes show a distinctive "front" design, which is

often used for men and women's dresses, showing luxurious cloth and exquisite embroidery techniques. The obvious "loose" characteristics also make the clothing in the air permeability and comfort have reached a higher level, loved by people. Take "brocade robe" as an example, its unique luster and color collocation, with contrasting "bright red", "purple" and other colors, making it an indispensable symbolic costume in the Tang Palace. This kind of color diversity not only represents the aesthetic trend of the Tang Dynasty, but also reflects the complex social structure and class diversity at that time.

### **3.2 Clothing Patterns and Patterns of the Tang Dynasty**

In the Tang Dynasty, Chinese costume patterns and patterns not only reflected the cultural characteristics of the society at that time, but also reflected the high development of technology and the integration and collision with the culture of the Western regions. As an important part of the traditional Chinese costume culture, the patterns and patterns of the Tang Dynasty start from the diversified aesthetic concepts, and fully demonstrate the unique charm of The Times [5].

The pattern design of Tang Dynasty costumes is very personalized and creative, and the common elements include flowers, animals, geometric figures and so on. Among them, flower patterns, such as peony and orchid, are often regarded as a symbol of wealth and auspiciousness, showing the pursuit of a better life in the Tang Dynasty. However, the animal patterns are mainly dominated by gods and beasts such as dragon and phoenix. These patterns not only carry the beliefs in the national culture, but also highlight the symbolic meaning of the royal power. For example, as a symbol of the imperial power, the dragon often appears on the clothes of the emperors, symbolizing the supreme position.

With the opening of the Silk Road, the costume patterns of the Tang Dynasty were also influenced by foreign cultures. The use of various exotic patterns, coupled with exquisite embroidery techniques, makes the clothing style of the Tang Dynasty more diverse and unique. In this process, the elements of different nationalities permeate each other, forming a unique costume culture of "combining Chinese and Western elements". For example, patterns from Persia were introduced into China through

silk, creating novel artistic effects in costume design. Their unique geometric form and color use greatly enriched the visual effect of Tang Dynasty costumes [6].

### **3.3 Cultural Connotation and Aesthetic Concept of Tang Dynasty Clothing**

The Tang Dynasty was an important period of cultural prosperity and artistic innovation in Chinese history [7]. Its clothing not only reflects the multicultural integration of the society at that time, but also carries the rich cultural connotation and unique aesthetic concepts. The costume design of this period shows the exquisite craft, the diversity of color and the variability of the form, forming a distinct characteristics of The Times.

The Tang Dynasty clothing presents a very high degree of art in the use of color. Compared with the simple and elegant of the previous generation, the clothing of the Tang Dynasty generally used bright and rich colors. This unique color collocation not only represents the pursuit of beauty of the society at that time, but also reflects the emphasis on personality and status. Studies show that the color of Tang Dynasty costumes is usually closely related to social class and status. For example, purple is regarded as a royal color and is only used by members of the royal family, while other classes are dominated by cyan and yellow. Therefore, the use of color not only enriches the cultural connotation, but also reflects the hierarchy of the society at that time.

## **4. The Influence of Color and Traditional Style on Modern Design in the Tang Dynasty**

### **4.1 Innovation in Color Application in Modern Design**

Under the background of increasing globalization, the Tang Dynasty, as a splendid dynasty in Chinese history, its unique cultural heritage and artistic style have exerted a profound influence on modern design. Especially in the combination of color use and traditional style, a novel design idea has been formed, which is worth in-depth discussion [8]. In this process, color is not only influenced by visual art, but also carries rich cultural symbols and social psychology expression.

The use of color in the Tang Dynasty highlights the diversity and inclusiveness. During this period, the cross-cultural exchanges from the Silk Road greatly enriched the color system of the Tang Dynasty, forming a rich combination of colors including “zhu”, “royal blue”, and “emerald green” and so on. These colors not only have high aesthetic value, but also contain profound social background and religious belief. Research shows that through the application of modern design jewelry, clothing, home furnishing and other fields, such historical relics enable designers to freely integrate traditional colors in their creation and create innovative works with both historical sense and modernity [9].

The combination of color use and shape and pattern in the Tang Dynasty also provided a new source of inspiration for modern design [10]. For example, the wall murals of the Tang Dynasty and the common cloud long patterns and peony patterns in the ceramic art not only presented bright color contrast, but also enhanced the visual impact through the complex sense of layers and three-dimensional sense. This design concept has been successfully applied in modern graphic design and product design. By breaking the single color block of traditional design and using multi-dimensional color layout, it realizes a higher level of visual performance and aesthetic enjoyment [11].

#### **4.2 The Fusion and Reproduction of Traditional Styles in Modern Design**

When discussing the influence of the color and traditional styles of the Tang Dynasty on the modern design, it is worth noting that the cultural background of the Tang Dynasty provided a rich soil for its unique aesthetic style [12]. For example, the art works of the Tang Dynasty show a bright and harmonious feature in the use of color, especially the color scheme shown in the murals, carpet weaving and pottery. The application of color in this period, such as “vermilion”, “sky blue” and “silver gray”, not only reflected the prosperity and openness of the society at that time, but also was a valuable model of color research in archaeological discoveries.

In the field of modern design, the reproduction and integration of the traditional styles of the Tang Dynasty reflects people’s respect and inheritance of historical and cultural heritage [13]. Taking graphic design as an example, by

analyzing the artistic techniques of the Tang Dynasty, such as “symmetrical layout” and “detail decoration”, it can create a visual effect with both traditional aesthetic feeling and in line with modern aesthetic appreciation in the use of graphic elements. In the application of modern textile design, the tang Dynasty color scheme and pattern profile are gradually adopted, thus forming a new type of cultural integration phenomenon.

#### **4.3 Enlightenment of the Colors and Style of Tang Dynasty Clothing to Modern Design**

The Tang Dynasty was a period of highly prosperous culture and art in Chinese history. Its unique style not only showed a distinct personality in the traditional art forms such as painting, architecture and sculpture, but also provided profound enlightenment for the emergence and development of modern design [14]. The Tang Dynasty aesthetics emphasized the use of color, the balance of proportion and the richness of styles, which still play an important role in the practice of contemporary design field.

The Tang Dynasty showed a very high aesthetic requirement in the use of color. This period is characterized by bright and strongly contrasting color combinations, forming a unique concept of “artistic conception” and “artistic charm”. For example, the use of mural colors in the Tang Dynasty, with the richness of red, blue, green, yellow and other colors, greatly enhanced the visual impact, and had a profound impact on the modern graphic design and interior design. In the design, the color concept of the Tang Dynasty is often borrowed to realize the transmission of emotion and the construction of brand image through the contrast and coordination of colors [15].

#### **5. Conclusion**

Through the discussion of the art form and color application of the Tang Dynasty, this paper studies the color characteristics and traditional styles of the Tang Dynasty as a glorious era of Chinese history on the modern design, and emphasizes the rich cultural connotation and artistic value behind it. The bold experiment and application of the art in color in the Tang Dynasty shows

the open cultural exchange and prosperous economic background of this era. The unique visual language created through the introduction of foreign elements reflects the diversity and inclusiveness of the society at that time. Especially in the costume design, the use of color in the Tang Dynasty showed the confidence and beauty, reflected the interweaving of social status and personality, and further deepened our understanding of the evolution of history and culture. At the same time, the application of color contrast and harmony in the art of the Tang Dynasty not only triggered the viewer's profound thinking visually, but also promoted the designers' continuous exploration of color and form in the process of pursuing beauty. Research shows that the Tang Dynasty, with its outstanding artistic achievements and rich cultural deposits, has become the source of inspiration for modern design. Especially in the current globalization, the color concept and artistic style of the Tang Dynasty are more valued and used for reference by contemporary designers. Through the re-creation and integration of Tang Dynasty elements in the modern design practice, it not only inherits the ancient aesthetic essence, but also gives new life to the traditional culture. This process undoubtedly promotes the dialogue and interaction between tradition and modern culture. Finally, it is not only the study and reflection on the art form of the Tang Dynasty, but also the thinking on the development of the Chinese traditional culture in the contemporary society. The use of color and traditional styles in the Tang Dynasty not only injected vitality into the artistic creation at that time, but also brought new life in modern design, providing valuable reference and inspiration for the design innovation and cultural inheritance in the future.

### References

- [1] Zhu Yiwen, Zhou Shiyu. Research on the influence of traditional color view on modern graphic design color. *Ginseng (bottom)*, 2023, (06): 95-97.
- [2] Li Shuyan. The influence of Chinese traditional art color on modern graphic design. *Grand View*, 2023, (06): 24-26.
- [3] Chen Jingjing. The application of traditional Chinese traditional colors in modern packaging design. *Journal of Yancheng Normal University (Humanities and Social Sciences edition)*, 2023, 43 (02): 86-91.
- [4] Yang Xue, Hao Ruolin. On the penetration and fusion of traditional color elements in modern design. *Fine Arts Education Research*, 2022, (09): 96-97.
- [5] Wang Shaojun. The restoration of traditional aesthetics and the expansion of drama style —— Theory of modern opera creation. *Opera Art*, 2023, 44 (01): 122-127.
- [6] Zheng Bo. Innovative application of Chinese traditional color in modern environmental art design. *Foshan Ceramics*, 2022, 32 (10): 90-92.
- [7] Li Dan. Penetration of traditional color elements in modern environmental art design. *Modern Wen Wenchuang*, 2021, (20): 85-86.
- [8] Xue Yang. Research on the application of Chinese traditional color in modern visual communication design. *Tomorrow Fashion*, 2023, (02): 101-104.
- [9] Liu Yan. Exploration on the integration of Chinese traditional colors and modern decorative painting. *Colors*, 2023, (10): 128-130.
- [10] Chen Ximeng. The influence of modernist design on the space and color of Japanese folk dwellings in the middle of the 20th century. *Color*, 2021, (07): 40-41.
- [11] Cao Qun. The application of Chinese traditional art color in modern graphic design. *Footwear Process and Design*, 2022, 2 (07): 65-67.
- [12] Zhu Yingping, Xia Yixin. On the influence of costume culture on modern costume design in Tang Dynasty. *Heilongjiang Textile*, 2021, (04): 29-31.
- [13] Li Yuxi. Innovative thinking on the integration of traditional Zibo rain point glaze and modern ceramic art form. *Art*, 2022, (08): 47-49.
- [14] Xia Jinfeng. Research on the art form and aesthetics of modern ceramic decoration design. *Foshan Ceramics*, 2023, 33 (10): 99-101.
- [15] He Qingluo. Discussion on the application of traditional art color in modern visual communication design. *Tomorrow Fashion*, 2023, (22): 82-84.