



An analysis of practical teaching cases from the perspective of traditional culture promotion and innovative design

—Display practice of teaching practice cases in the field of digital media art

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Abstract: The construction of the course practice teaching link has made great achievements and excellent results, but it is the eternal theme of practice teaching to insist on teaching reform, do well in the course case construction and improve the quality of practice teaching. Therefore, we should constantly sum up experience, have the courage to explore, have the courage to practice, and further build a better practice teaching link, strive for greater achievements, more excellent results.

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In modern society, the impact of foreign culture is increasingly powerful, and the color of national culture is gradually forgotten in people's life. The research and survey show that the propaganda of national culture is too weak. At present, the rise of the digital age has created a social network platform, on which emoticons exist as a way for people to communicate and express their emotions, and they are loved by people. Therefore, we think of using emoticons as a carrier, focusing on ethnic culture, supplemented by modern technology, and combining the two. To reshape people's understanding of national culture.

Teaching process display

1.Explain content: Cultural identity of ethnic minority images (stimulate students' interest) Look at pictures or videos.

Many students will be attracted by the strange ethnic images, which triggers their spirit of exploration, so that they can find out what kind of ethnic groups they are attracted to, and have a preliminary understanding of Yunnan's ethnic minorities. Then the teacher guided the students to think about "What is the conflict between different nationalities caused by ignorance?" Students usually answer questions such as language barrier and different customs. The teacher advises that "to understand each other's culture is to increase understanding and avoid conflicts from the perspective of others. You can be a guide to lead others to understand different ethnic groups. Everyone brainstorming consensus that "national is the world".

2.Through drawing exercises, the design performance and innovation of cartoon characters were trained. Teacher's proposition: Please add five

facial features to the post-it note, so that the circle has four expressions of joy, anger, sorrow and joy.

According to the expressions drawn in the first step, artistic generalization, exaggeration, humor and constant adjustment of contrast are carried out.

The character's bones, muscles, proportions, angles, etc. should be modeled after the expression of the post-it notes. Finally, select the costumes, props and small scene elements of the characters.

3. The phenomenon of art communication in social media (combined with my own experience in spreading information through social accounts)

The teacher asked, What are the common art forms that people use on social media? Please talk about the role and significance of art in the dissemination of information.

The students discussed and spoke "short video", "live", "post bar", "microblog", "instant messaging"... It's all social media that we use, there's language (sound and text) there's graphics, there's even video, and it all requires art.

The teacher asked, "When you use instant messaging (QQ, wechat), how many people use emojis to convey information? In what context do you use graphic language to convey information?"

Students are able to draw on their own experiences. The teacher gave some guidance, such as: "The book Understanding Media divides media into cold and hot attributes, and the cold and hot attributes of graphics and text in the information transmitted are also different..." You can guide theoretically and recommend reference books.

4.Guidance and discussion on the modeling of Yunnan Ethnic minority images Take "Bai Nationality Girl Golden Flower" as an example

The students took the Bai girl Golden Flower as the theme character and conducted research on the Bai culture.

Students state their research content: "For the Bai people, apart from language and dress, it is one of the most remarkable characteristics that distinguishes them from other people. There are many kinds of Bai nationality costumes, which can be divided into two main types according to their living environment: Bai nationality costumes in the dam area and Bai nationality costumes in the mountainous area. According to their living areas, they can be divided into Dali, Heqing, Jianchuan, Yunlong and other different areas of Bai costume. Since ancient times, Dali has been famous for its good at growing flowers. The Bai people have a special affection for flowers, so that they become "obsessed with flowers and cultivate flowers". Therefore, both men and women of the Bai people like to decorate their clothes with flower patterns. Such a preference extends to the dignitaries and down to the common people, without the slightest difference. They borrow things to express their feelings and yearn for a happy and beautiful life. The rulers of the Kingdom of Dali in Song Dynasty had a special love for camellia. Nowadays, some Bai villages have the tradition of "every family integrates embroidery and cross-stitch". In Dali, all kinds of exquisite embroidery with bright colors and distinct textures are widely used in daily necessities such as clothing, headwear, shoes and hats, back wrapping, sewing bags, pillowcases, curtains and so on. The cross-stitch embroidery on them is vivid, all showing the essence of Bai women's skills."

The teacher gives guidance and adds useful materials for modeling and expression in Bai culture:

Bai tie-dye is a kind of craft that combines art, abstraction and practicality by using folk patterns and further rendering and artistic processing of traditional tie-dye craft. The raw material of tie-dyeing in Bai nationality area of Dali is pure white cloth or cotton and linen blended white cloth, and the dye is indigo solution of natural plants such as riau blue, radix isatis and mugwort grown on Cangshan Mountain. The process is divided into design, drawing, sewing, immersion dyeing, unstitching, rinsing, whole inspection and other procedures. During production, the white cloth is tied with thread according to people's favorite pattern pattern, and then dipped into the dye VAT to dye. So repeated, each time the color of a deeper layer, that is, "blue before blue", soaked to a certain extent, take out the dry, remove the valerian knot, there will be a blue background white flower pattern. These patterns are often made up of dots, irregular shapes and other simple

geometric shapes.

Wood carving of Bai nationality in Jianchuan County, Dali Bai Autonomous Prefecture, Yunnan Province has a long history and is exquisite and perfect. It can be regarded as a wonderful flower in the art of carving in the colorful national culture. The wood carving of Bai nationality is strictly selected, most of which uses high-quality green bark and mixed wood as raw materials. The best wood is the Yunnan Mountain ash, which is unique in Yunnan. The cutting method is sharp and sharp, the grinding is smooth, the paint is bright and harmonious, and the contrast is strong and unified. Bai nationality wood carvings are mostly used for the beautification of furniture and buildings.

The Bai people have three kinds of tea, which they call "Shao Dao Zhao". This is a kind of guest and host to express feelings, good wishes, and full of dramatic color of tea. At first, drinking three courses of tea was only used by the Bai people as a wish to the younger generation when they were studying, learning arts, doing business and getting married. The scope of application has been expanding day by day, and it has become the custom of drinking tea when the Bai people welcome guests. In the past, it was usually served by the elders in the family or clan. Nowadays, there are younger people who offer tea to their elders. When you make three courses of tea, the way you make them and the ingredients you use are different." The philosophy of "one bitter, two sweet and three aftertaste of life" has now become a tea ceremony for weddings, festivals and guests of the Bai nationality. "Three courses of tea" song and dance performance has also become a Dali tourism retention program.

Longtou Sanxian is mostly made by folk wood carvers and is best made by the Bai nationality craftsmen in Jianchuan County, which is famous far and wide. The faucet is not only decorated with colored paintings, but also carved with decorative patterns on the frame, making the three strings of the Bai Nationality leading faucet not only a folk instrument for playing, but also an exquisite handicraft for viewing and collection. The three strings of the leading faucet are composed of a common sounding box, a head, a rod, a shaft, a horse and a string, etc. The body of the leading faucet is different in size, with a total length of 90 cm ~100 cm. Small body length of 70 cm ~80 cm.

The Farewell Whip and eight Angle drum are usually held on the festive festivals and the traditional festivals of March Street and around Sanling, and the number of men and women is even. The men use eight Angle drum (eight Angle drum with one side of skin, embedded with copper coins and copper bells at the edge) or two flying Yan (two sets of bamboo boards, tied with ribbons, one set in each hand) as props, while the women use Farewell whip (about one meter long bamboo stick, embedded with copper coins worn with wire at both

ends) as props Several, bamboo sticks with paper flowers, dance sound) as props, the same stage performance.

Bouza is a traditional folk handicraft of Bai nationality in Jianchuan. Every Dragon Boat Festival, children will hang a string of bouza on their chests to drive away evil spirits and show the pursuit of a better life. A string of bouza consists of 3 to 8 pieces such as lion, tiger, hydrangea, eight trigrams, fish, boy, sachet and rabbit. Hydrangea is a symbol of good luck, monkey said clever, eight diagrams for the treasure..... They all have beautiful meanings. Bouza production technology is exquisite, the selection of colorful cloth, according to the design of the first sewn into the prototype, and then filled with wormwood and other spices, and then carefully processed thorn Xiang. Its shape is simple, colorful, with strong decorative effect.

Milk fan: It is a famous specialty of Bai nationality. The practice is to use goat milk in a pot, point acid water (or alum), so that it is semi-solid, with chopsticks to pick up, dried milk fan, can be eaten raw, can also be fried."

Creation proposition after class: Create character emoticons according to the ethnic minority cultures they have researched, either dynamically or statically. There is no limit to the technical means, and it is required to comply with the specifications for making emojis.

Explanation of homework after class: For the problems exposed in the first course, students' failure to extend knowledge points or understand the artistic transformation of traditional cultural symbols will be further strengthened in the homework review process. The knowledge points that need to be advanced or in-depth can be guided again, and timely feedback and guidance can be given according to the specific homework situation of students.

Case application works display

1.Introduction and award certificate of "Bai Nationality Girl Golden Flower" emoji works

The "Bai Girl Golden Flower" emojis respectively integrate the Bai nationality's leading Sanxian, Sandao tea, octagonal drum, traditional handicraft buza, characteristic food milk fan, dance whip, tie-dye and wood carving, etc., allowing users to understand the traditional culture of the Bai nationality while using the emojis. In this creation, I used ps. procreate drew a sketch of the emojis and the cultural characteristics of the white ethnic group. After communicating with the teacher and revising, I drew the completed emojis, and finally made them into GIF format with ps. The emoticons should not only reflect the characteristics of Bai nationality costume in the characters, but also combine the ethnic characteristics of Bai nationality in the expression.

2.Brief introduction of "Zhao Zhao" emoji works and award certificate

The "Zhao Zhao" emojis respectively integrate the modeling features of the Shibao Mountain grottoes and the tiger culture elements of the Yi nationality in the Nanzhao Kingdom period in Dali, Yunnan, and modernize the history and culture of Nanzhao Kingdom in Dali area in the process of social communication. To explore the modern expression of historical figure modeling needs to have the basis of in-depth research on the unique national traditional culture and enhance the interest of expression through the setting of two roles.

3.A brief introduction to the emoticon works of Flower-Waist Dai Girls

In the design of the unique ethnic minority emoticons in Yunnan, the author first recorded and sketched the ethnic customs, costumes, living utensils and living environment of the Huayuan Dai in the process of investigation. Diversified recording can help to condense and extract the creative characteristics. The second is the induction, such as the induction of colors and patterns obtained from the waist Dai clothing. Finally, the representative movements of the characters are recorded, such as the analysis and record of the movements after watching the Hua Waist Dai dance performance.

Through the process of sketching, I have a new understanding of the national image of Hua Waist Dai and a deeper understanding of the Hua Waist Dai. The most attractive "Dai Ya" among the Huayuan Dai is selected to make the emojis. The two main colors of the Huayuan Dai are red and black, which are the main colors of the emojis, so as to preserve the characteristics of the Huayuan Dai. Some of the memes mainly highlight the elements of the flower-waisted Dai ethnic dress, such as hats and headdresses. On the basis of national images, hot words such as "call" and "Zhaxin" are added, as well as Yunnan dialect words such as "ganfuan" and "Hanbululu", which have local characteristics, highlighting the ethnic characteristics of the emojis.

4. An introduction to the works of A Thin Girl Emoji

In the design of the emoji package of Yunnan's unique minority image, the selection of the content of the emoji needs to be close to the emoji characteristics of the public's daily life, but also needs to focus on the combination of ethnic characteristics of culture, for example, the difference between the Yi branch of the A-hosi and other Yi branches is reflected in the clothing modeling and cultural content, such as the "A-hosi jumping moon" in the A-hosi ethnic group "In this unique cultural background, how to make modern people accept the expressions and convey the unique

cultural characteristics is the focus and difficulty of creation. The expression of "red and hot" is not only close to the blessing words of the public during festivals, but also can highlight the characteristics of Yi fire culture.

Summary based on the above case analysis

After class, students concluded that "every good work needs us to constantly polish with time. Nothing can be achieved overnight. Only by constantly overthrowing the original things can we get new things." "We use memes to express our moods and states more vividly and accurately than words. Being born in Yunnan should make full use of local resources and [4].

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combine ethnic culture and emoticons, which allows us to publicize and understand some ethnic characteristics while using emoticons."

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