Application of Human Culture in Art Design

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Abstract
Art design runs through all aspects of human society. Good design gives people a comfortable and pleasant visual experience. With the development of economy and society and the improvement of people’s living standards, the public and society pay more attention to the artistic design level of each occasion. Moreover, human culture is also one of the hotspots of public concern. In order to strengthen the relationship between human culture and art design, humanistic ideas are integrated into the artistic design of various scenes, so that the scene environment can be optimized or even sublimated. The article focuses on the application of human culture in art design. Firstly, it analyzes the differences and unity between human culture and art design, and analyzes the necessity of applying human culture in art design. Then explore the application value of human culture in art design, and deeply analyze the multiple principles that need to be followed in practical applications. Finally, it puts forward the application strategy that can be put into practice, and points out the problems that human culture needs to pay attention to in the application of art design, in order to make the art design get more development direction.

Key words: Human Culture, Art Design, Visual Experience

1. Introduction
Culture belongs to the category of social history. In the path of social development, culture contains the sum of the material world and the spiritual world created by mankind (Yan and Chen, 2018; Li and Luo, 2018). Culture also represents the progress and quality of historical development in this era. Contemporary social culture tends to be global and diversified. With the development of the economy and the continuous improvement of the social living standards, people have put forward higher requirements for various levels of art design, such as subway decoration, library layout, interior design and so on. All kinds of art design mainly through the art design concept and means, to beautify the real environment, so as to meet the aesthetic needs and practical needs of the community. In order to further improve the level of various artistic designs such as the environment, it is necessary to integrate human factors into environmental factors, and to bridge the gap between the public and the environment with human culture as a bridge, so that people have a sense of identity and dependence on the environment. The combination of human culture and art design is the need of the development of the times and the development stage of the inevitable experience of inheriting thousands of years of culture (Liu, 2018; Zeng, 2016; Sun, 2018). Human culture contains many aspects, and the content in different fields is different, so its influence on environmental art design is also complicated. Therefore, we should explore the mystery between human culture and art design, in order to reasonably combine the two to produce better results.

2. The Relationship between Human Culture and Art Design
2.1. Differences between Human Culture and Art Design
First, the areas of human culture and art design belong to different areas. According to the category of art design, it is a specific scientific discipline, that is, art design belongs to science. Therefore, when considering the relationship between human culture and environmental art design, priority should be given to the relationship between science and culture. Obviously, the rigor and technicality of science shows that there is a difference between it and the consciousness of humanity. Therefore, the difference between science and humanity determines that art design and human culture may not be completely consistent, and there is a certain degree of difference. Second, from the perspective of the pursuit of the values of human art and art design, art design pursues the sustainable development of various space environments and realizes and builds them through the means of space art. Humanistic culture essentially requires the inheritance of the “people-oriented” spiritual culture, and the two have only partially intersected in the goal and means of realization (Shi, 2019). Third, human culture is a manifestation of the inheritance of history. The inconsistency of different cultural heritage paths determines the blending of multi-source culture, and the styles of different humanities and cultures in environmental art design are full of differences.
2.2. Consistency of Human Culture and Art Design

Under the new era of society and the new era, the mission of the era of art design is to focus on the design of space and means, to express the beautiful shape of architecture, ecological environment, decoration, etc., to create a good learning, work and living space for people, to achieve various The harmonious development of the space environment and its own human activities (Liu, 2018). In the context of the whole society advocating the concept of humanism, the integration of human culture in design has become a key requirement of design. Both of them embody the humanistic concept, and this concept makes the design works richer and fuller of spirit, which enhances the artistic value and vitality of the design works. At the same time, the effective dissemination of culture requires material as an important carrier, and cultural connotation and humanistic spirit need to be implemented and embodied through materialized forms (Chen, 2017).

2.3. The Necessity of Applying Human Culture in Art Design

From the modern successful environmental art design works, we can find that from the perspective of expression techniques, modern environmental art design works need to be integrated with the current human factors in order to achieve success (Sun, 2018; Gao, 2018). Art design works need to reflect the beautiful shape of the environment healthily, and need to reflect the sustainable development of the ecological environment. In this process, we must integrate human culture, consider the real needs of people, and make the works created more powerful. In the design process of modern environmental art design, it is necessary to apply human culture, and it is necessary to reflect the space design concept based on people, which needs to reflect people’s value pursuit. Only works that incorporate human culture are successful, and their artistic added value can be higher. If in the modern environmental art design, the people-oriented spirit is neglected, the humanistic connotation of the work is neglected, and the humanistic care is lacking, such a work must be a failed work (Wang, 2018). Only in the process of creating environmental art works, applying human culture, realizing the effective interaction between human culture and environment, and actively spreading the cultural connotation of humanities, can we continuously enhance the taste of environmental art design works and enhance their value.

2.4. Characteristics of Humanistic Art Design

Humanistic art design refers to the integration of regional characteristics, history and culture, customs and customs into the design, so that the scene can highlight the characteristics of humanistic care. In the integration of historical culture, regional characteristics and other factors into the indoor environment, we must pay attention to its authenticity and vividness, focus on the state of history and culture, regional characteristics, and display its characteristics as much as possible, and then use the art processing method to reproduce it to achieve a harmonious unity of humanities and art design. In addition, we must meet the needs of people, live in harmony with nature, and respect nature. In the classical interior design of the environment, we must fully respect the history and culture, and realize the combination of the green design concept and the humanistic art design, so that it can be best reflected in the indoor environment.

3. Analysis of the Application of Human Culture in Art Design

3.1. The Application Value of Human Culture in Art Design

From the analysis of the relationship between human culture and environmental art design, the two have a dialectical and unified philosophical relationship, which have their own uniqueness and mutual dependence and mutual influence. Humanities and culture need to be continuously inherited and carried forward to be able to develop effectively, and art design can be used as a carrier for the development of human culture. Art design needs to continuously combine the background of the times and the needs of the realities, the ideas and means of innovative design, and realize the sustainable development of the ecological environment. The human culture just meets this demand.

Nowadays, the process of urbanization construction in China has been accelerating, and the concept of environmental protection and resource conservation has gradually gained wide recognition and practice from the masses. People’s demand for environmental art design is no longer satisfied with the ornamental and practical, but also reflects the profound connotation of the times and human values. Practice has proved that only environmental art design works that combine human culture can be widely recognized by the masses of the society, and to the greatest extent satisfy people’s needs for living environment. Therefore, designers must constantly update the artistic concept and pay full attention to the design and application of human culture, so as to design outstanding works of people’s satisfaction and ecological harmony (Wang, 2018).
3.2. Principles of Application of Human Culture in Art Design

(1) The principle of difference. Both human culture and regional environment have their own uniqueness, and the value of environmental art works is precisely because of the design principles of difference, it can reflect a variety of art design styles, so that environmental art design in different places has significant features. As far as the development of human culture is concerned, influenced by the development history of different regions and different nationalities, there are significant differences in human culture. Therefore, in the environmental art design, it is necessary to give flexible application of human cultural materials with different differences. In addition, people are increasingly pursuing personalized and customized design works. Therefore, environmental art design should make full use of the differences in human culture, so as to design distinctive works of art, so that the added value of the work can be effectively improved.

(2) The principle of applicability. The application of human culture to environmental art design must follow the principle of applicability. The core purpose of environmental art design is to achieve the coordinated and sustainable development of human society and ecological environment. To improve the level of environmental art design, we must give full play to the value of human culture, and fully satisfy people’s physiological needs and psychological needs on the basis of protecting the environment and conserving resources. Therefore, in the actual design, the cultural elements must be rationally selected to ensure that the purpose of environmental art design can be fully realized. The principle of adaptability requires designers to comprehensively and deeply analyze the real needs of people’s environment in the new era. At the same time, combined with the geographical location, climate characteristics and human landscape of different regional environments, the use of appropriate art means to collect and apply materials, in order to achieve the purpose of combining science and culture.

(3) The principle of particularity. Human culture belongs to a systematic concept, and its content is very rich, so the humanities have cross-cutting characteristics (Yan, 2018). For example, literature and art have complementary and mutually influential relationships. Both have special features, but also have the same points and consistency. Faced with this comprehensive cultural concept, environmental art designers must follow the principle of specialty in the design of works, and strictly distinguish the difference between human culture and other interdisciplinary fields. And from the extraction of the scientific value system and design concepts to avoid interference with environmental art design, for example, ergonomics also plays an important role in environmental art design, and there are interdisciplinary parts between ergonomics and human culture, but the impact on environmental art design is significantly different. Therefore, from the perspective of constructing a scientific design theory system, the level of art design must be effectively improved.

(4) The principle of independence. On the basis of clarifying the importance of human culture, art designers should uphold the principle of independence, respect the position of environmental art design, and give in-depth study of scientific design concepts and technical methods. Although art design will be influenced by many factors in the process of practice, these influencing factors cannot be regarded as the decisive factors of art design, and the main position of art design is abandoned, leading to the phenomenon of unknown primary and secondary. Designers must adhere to scientific design concepts and principles, and constantly explore and learn the theoretical knowledge and advanced technology of the professional field, so that the value of environmental art design is continuously enhanced.

4. Analysis of the Application Strategy of Human Culture in Art Design

4.1. Pay Full Attention to the Role of Human Culture

Applying human and cultural factors to environmental art design can effectively meet people’s psychological and physiological needs for environmental design, thereby strengthening the humanistic connotation of environmental art works and bringing people closer to the environment (An, 2018; Wang, 2017). Environmental art design mainly creates art from the aspects of color, shape and function, so that people can have an intuitive feeling about the environment. Environmental art design is a systematic whole composed of many artistic ideas. The whole environment is decorated by various small works of art to lay the tone and atmosphere of the overall environment. Applying human culture to the design of environmental art works can make the environmental design more connotative and trigger the emotional resonance of the viewer. Therefore, environmental art designers must pay full attention to the role of human culture in the practical application of the finishing touch. For example, in the environmental art design of a northern city, designers focus on the overall concept and the composition of the elements. Excavate the traditional culture and regional culture of the region, and conduct a comprehensive understanding of the development process and background culture of the region through field visits, questionnaire surveys, and literature collation. With the design concept of time and space, the rational application of ancient celebrities is rationally applied to enhance the cultural connotation of environmental art design and enhance the local people’s sense of identity and belonging to environmental design.
4.2. Innovation Inherits Excellent Traditional Culture

As an ancient civilization of five thousand years, China has accumulated rich cultural achievements in the long-term historical development process. However, in the era of increasing global integration trends, many designers have gradually neglected the inheritance and innovation of excellent traditional culture. The pursuit of Western design style has not made the environmental art design works truly integrated into the big environment, which makes it look nondescript. In recent years, the rise of the “Chinese style” has caused many people to pay full attention to the revival of Chinese studies. Therefore, environmental art design should also combine the background of the times, so that environmental art works can be used as a carrier to inherit and carry forward excellent traditional culture, and improve the connotation and level of environmental art design under the premise of meeting the development needs of the times. For example, the environmental art design of a southern city fully combines the environmental characteristics of the southern smoke and rain towns, and restores the landscape in “Peach Blossom Spring”, and fully combines the advanced design techniques of the West to fully display the beautiful landscape that is not praised. This not only enables the inheritance of excellent traditional culture, but also enables people to enhance their recognition of environmental art design while enjoying the beautiful scenery.

4.3. Coordinating Modern Culture and Traditional Culture

On the basis of giving full play to the advantages of traditional human culture, we must also pay attention to the relationship between modern culture and traditional culture, so as to create a good environment for the innovative use of modern human culture. Environmental art design is the product of the times under the comprehensive development of politics, economy and culture. Therefore, developed countries have obvious development advantages in the field of environmental art design. Both design concepts and design techniques are more advanced and mature. With the development of information technology, the trend of global integration has not only strengthened, but the integration of Chinese and Western culture has become more and more obvious. Therefore, the application of Chinese environmental art design to human culture must fully integrate the social development trend of the current era, and on the basis of maintaining particularity and individuality, the flexible use of humanistic cultural materials with common characteristics. Therefore, the environmental art design is in line with the international community, improving the modern development level of environmental art design, and designing a poster for the combination of modern culture and traditional culture.

4.4. Improve the Level of Integration of Cultural Resources

When applying human culture to design environmental art, we must pay attention to the collection and arrangement of cultural resources. Therefore, we must effectively improve the level of cultural resources integration of environmental art designers. In environmental art design, designers must first formulate scientific and rational plans in combination with design objects, and conduct in-depth analysis of design solutions. Clarify the ideas and methods of environmental art design, determine the types and contents of human materials that need to be collected, and then collect and summarize the humanities materials needed for environmental art design according to the actual situation. And to construct the development of regional culture, mark important nodes, select practical information as material, and supplement and improve the design. In the process of collecting humanistic materials, it is necessary to carry out protective mining and development of historical culture, so that artistic environment design is the carrier of traditional culture, and human culture is effectively protected (Wu, 2016). For example, in the environmental art design of a certain ethnic area, the designers give innovative reform and application to the cultural symbols of humanities under the premise of protecting traditional cultural resources. Designers transform the traditional single way of thinking, through the surface of humanistic cultural symbols; profoundly excavate their cultural connotations, so that regional culture and traditional Chinese culture can be combined to form a systematic cultural development. Then combined with the actual needs of environmental art design, the simplified analysis of the vein structure, so that the redundant part is eliminated, to ensure that the environmental art design materials can meet the cognitive laws and aesthetic needs of the new era, thus achieving higher value environmental art design.

5. Problems that Human Culture Should Pay Attention to in the Application of Art Design

5.1. Pay Attention to the Influence of Interdisciplinary or Value Concept of Human Culture on Art Design

In art design, many subject concepts and value systems will affect them. We must pay attention to the distinction between human culture interdisciplinary and the different influence of value concept on art design, in order to effectively achieve the goal of successful application of human culture in art design. For example, subject ergonomics that intersects with human culture has an impact on environmental art design, but the impact of this discipline and human culture on environmental design is different. We must recognize this difference and find a better way to realize the application of human culture in art design. It is necessary to continuously deepen the influence of human culture and interdisciplinary on art design in the differences to promote the deepening of
art design (Yao, 2018).

5.2. To be Able to Maintain the Independence of the Development of Art Design Itself

Humanities and culture have a wide range of contents and their contents are complex, and their influence on environmental art design is complicated. In the process of environmental art design, many disciplines and fields will have an impact on it. Therefore, we must pay attention to distinguishing human culture from other fields, so as to be able to distinguish the influence of different value systems and values on environmental art design. For example, the influence of ergonomics with human culture on environmental art design and the influence of human culture on environmental art design are different, which requires us to distinguish. At the same time, we need to deepen the influence of human culture and other fields on environmental art design in different ways through different methods. In turn, the theoretical connotation of environmental art design can be continuously excavated, and the theoretical basis for the practical operation of environmental art design can be laid, thus promoting the sustainable development of environmental art design.

5.3. Pay Attention to People’s Subject Aesthetic Value Orientation

In the indoor environment art design, you can first understand the direction of interest of people who use the main environment, and satisfy their aesthetic needs by investing in them, and achieve the perfect integration of the design environment and people’s aesthetic mood (Zhang, 2018). The complexity of the indoor environment design is mainly reflected in the design should integrate the design itself with the actual needs of people, that is, internal factors and external factors in the coordination design. Internal factors are materials, technologies, and processes in environmental design, while external factors are human needs, space, and environment. With the continuous development of the times, people are increasingly pursuing individualization, and the richness of individuals is slowly transformed into the richness of things. People’s pursuit of novelty and individuality of things will eventually be transformed into the form of things, that is, things are the carriers of people’s needs. Because people’s subject aesthetic value orientation is not the same, users’ differentiation and individualization become more and more obvious. Designers can’t think of it as their own personal performance stage when designing interiors. Indoor environment design can’t be a self-expression of designers. Designers often have different ideologies and aesthetic values from users, which require designers to pay more attention to the user’s aesthetic value orientation when designing. The aesthetic value orientation of users is influenced by culture, life experience, age, gender and occupation, so these factors should be considered comprehensively in the actual design process. Only in this way, the final effect of the design can be in harmony with the user’s aesthetic orientation, so as to obtain the maximum recognition of the customer.

5.4. Fully Embody Human Values and Continuously Adjust the Expression of Artistic Design According to Cultural Differences

In the process of artistic design, the humanistic value of human culture should be fully embodied. The harmonious development of human beings and nature should be promoted, which can not only meet the physiological and psychological needs of the present, but also promote the sustainable development of the environment. In this process, we must fully consider the spatial coordination between people and the environment. By continuously improving the technology of environmental art design, environmental art design works can meet the requirements of people’s comfort and adaptability, and promote the harmonious development of people and nature. At the same time, when designing environmental art, it should be integrated into the humanistic spirit that people need now. The design of environmental art design works should study people’s cultural needs and combine with local culture. Continuously improve the humanity and artistry of environmental art design works, realize the combination of science and culture, and thus enhance the value and use value of environmental art design works.

No matter what kind of art works have their forms of expression, and in different nationalities and regions, people’s humanities and cultures are also very different. Therefore, in the process of environmental art design, we must adjust the expression of design according to different humanities and cultures. By analyzing the characteristics of environmental art design and human culture, we study the differences and commonalities between the two, so as to realize the environmental art design works and individualized creation. The environmental art design can not only reflect its uniqueness, but also reflect its humanity. In turn, the added value of environmental art design works is enhanced.
6. Conclusions

All in all, art design and human culture belong to two completely different fields, but in the context of interdisciplinary interactions, the two also have very close ties. The integration of human culture in the design works can highlight the humanistic attributes and cultural connotations of the works, and the humanistic culture can also be spread widely through the use of design works. At this stage, people put forward higher requirements for the artistic design of various scenes. They not only pay attention to combining the physiological characteristics and psychological characteristics of people, so that the environment has profound cultural values. Therefore, designers need to combine the characteristics of the times and the development of the industry, scientifically apply human culture in design, improve the integration level of cultural resources, and promote the stable development of China’s art design industry. It’s hoped this article can provide reference for researchers in related fields.

References