



# Interpreting the Method of “Graphic Design” in the Birth of Modeling

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## Abstract

The content of this article includes the book “the birth of modeling” written by the famous Japanese design master Kohei Sugiura to talk about “the method of graphic design”. “The birth of modeling” uses the element of “symmetrical modeling” to create in graphic design. “The design of addition” in “the birth of modeling” is applied to the creative idea of graphic design. The design concept of “memory of life” in the birth of modeling. The interpretation of Asian culture in the birth of modeling. What are the excellent graphic design examples of Kohei Sugiura’s “the birth of modeling”? And how these excellent graphic design examples promote our life, and what impact they have brought to ancient and modern times, at home and abroad. The design concept of graphic posters in the birth of modeling has affected people's spiritual needs and business marketing, as well as our living habits and social habits. However, every country has different cultures and traditional natural elements that affect the development of graphic poster design. This article focuses on the application and concept of Asian culture in graphic design in Kohei Sugiura’s “the birth of modeling”.

## Subject Areas

Art and Design

## Keywords

Kohei Sugiura, Life Memory, Additive Design, Symmetrical Shape, Graphic Artist Designer

## 1. Introduction

### 1.1. Background and Significance of the Topic

Kohei Sugiura’s book the birth of modeling has a wide influence, and the de-

tailed analysis of traditional culture is worth our in-depth study and research. As a famous Japanese design master, Kohei Sugiura's design concept has formed its own set of guidelines. In the vast universe of all things in the world, there are many existing civilizations, and there are countless that can help us better use and design [1]. Through the book "the birth of modeling", Kohei Sugiura helped us understand the more traditional culture and more world civilizations so as to lead us to find out more thoroughly and clearly about design. Kohei Sugiura's design concept is also vividly displayed in the book "the birth of modeling". Through this book, we can not only understand Kohei Sugiura's design concept in detail, but also understand the detailed interpretation of Asian culture [2].

In the design profession, the type of graphic poster belongs to publicity, which is suitable for promotion. China's graphic design needs to explore more of its mysteries, and the extensive and profound Chinese culture has a long history, which needs us to better inherit and carry forward. Therefore, learning from Kohei Sugiura's teacher is the most direct way. Therefore, I will take [talking about the method of "graphic design" in the birth of modeling] as the topic, and conduct in-depth research and analysis [3].

## **1.2. Current Situation Analysis and Summary**

For graphic design, the domestic market has developed both in terms of demand and system. But compared with the foreign graphic design market, it is far from enough. At present, the development time of domestic graphic design is shorter, and the system is not very perfect. There are few such large companies, which is unfavorable for designers [4]. Although they can have a job to support themselves, they will encounter bottlenecks in the past few years, and there is no way and company to improve itself. Relatively speaking, graphic designers spend more time-fighting price wars and lack time to think about creativity. This requires the benign progress and elimination of the market, step by step toward standardization. On the whole, graphic design is developing in a good direction, and I believe it will be better and better.

## **1.3. Overview of Domestic and Foreign Development**

For graphic design, it is also a form of artistic expression. Of course, some are also subject to market demand. Looking at the development status and history at home and abroad, it is obvious that western art was formed earlier and accepted by the public. Compared with the market, it is undoubtedly more perfect and standardized abroad [5]. At present, global graphic design, whether artistic or purely commercial. Western designers and companies occupy the highest point of the graphic design market and lead the trend in the graphic design market. The trend of graphic design also follows the development of foreign countries. Therefore, it is not difficult to find that there are large companies and graphic designers in foreign countries. In contrast, domestic designers are more like cartographers [6]. There is no good soil for the market and people's ideas so China's graphic design industry can develop healthily. However, with the conti-

nuous development of China's economy and the attention and protection of creative intellectual property rights by the state, our graphic design market has made great progress in recent years. For the development of graphic design in China, we face it with a positive attitude. The future of graphic design development is to change the concept for everyone in the country [7]. Only by starting from our local culture can we walk out of an independent path and reach the highest point of graphic design so that talents will continue to appear and the market will flourish.

## **2. Introduction to the Design Concept of Kohei Sugiura**

Kohei Sugiura's interpretation of Japanese and Asian culture can be simply understood as "additive design". The cultures of various countries are broad and profound, have a long history, and are different from each other. However, Kohei Sugiura used his own design concept to chain and takes care of the cultures of various countries. Kohei Sugiura's interpretation of design in his book the birth of modeling includes "modeling", "life memory", "symmetrical modeling", "two is one" and "additive design". About Asian culture and local Japanese culture, these cultures and designs that cross time and space memory are called "life memory" [8]. [These beautiful shapes are based on the long-standing "memory of life", transcending the theme and national boundaries, interlocking and taking care of each other.]

## **3. Analysis of the Birth of Modeling**

### **3.1. Analysis of the Design Concept of the Birth of Modeling**

Kohei Sugiura integrates Western European design expression techniques into Oriental philosophy and aesthetic thinking and endows the design with a brand-new Oriental cultural spirit and concept. In the design, it is intended to create a new form rather than a superficial, old, subtractive design. Through this book, Kohei Sugiura tells us that there is not only a fixed formula design method for design. We should have the courage to break the traditional thinking mode, find our own creative ideas, and set off an innovative design path that belongs to our own country and local culture [9]. The design has the characteristics of diversification, innovation, diversification, creativity, cross region and cross time and space. Design is not a fixed equation. Design is not only closely related to our life, but also closely related to local culture, nature, our sensory feelings, local customs, national characteristics, even Yin-Yang and five elements, the development of social history, the progress of human civilization, and everything in the universe [10]. Design can be not only subtractive, but also additive. These are no exception in graphic design.

### **3.2. Design Analysis of Natural Elements in the Birth of Modeling**

The birth of modeling is divided into 12 chapters. The first chapter introduces "Eyeball Earth Sun Moon". The shape of body resonance, pupil and rainbow

shape will remind people of the sun and its light [11]. The second chapter introduces some auspicious shapes, such as cranes, turtles, clouds, dragons and dogs. The fourth chapter introduces the vine pattern, ivy, small palm, lotus pattern and plant pattern. Chapter 10 introduces the narration of hands and dogs about time and space.

## 4. Analysis of Element Design Concept of the Birth of Modeling

### 4.1. Creative Design of “Symmetrical Shape” Elements in Graphic Design

“Symmetrical shape” in the book refers to the symmetry between right and left, the relationship between Chinese characters and hand shape, and the symmetrical relationship between the left and right hands, and most Chinese characters are the same. The shapes of the crane and turtle show the fluidity of yin and Yang in the Tai Chi diagram of Chinese culture, which complement each other, and also show the ideas of change and transformation revealed in Tai Chi. At the engagement ceremony, the combination of “harmony and butterfly” is also a symmetrical shape [12]. And the continuity of two sides and four sides in Chinese culture. Symmetrical modeling duration produces deep-seated alternation and fusion (Figure 1).

### 4.2. Analysis of Creative Ideas of Applying “Additive Design” to Graphic Design

Under the general trend of modern design development, graphic design usually uses the design language of subtraction. As the name suggests, subtraction design is rational; everything is simple, less is more, stripping superfluous, discarding secondary. The opposite design method is “additive design”, which is rich, “two is one, one is two”, multifaceted, complex, in-depth exploration, expansion and self-appreciation. Kohei Sugiura explored the culture of his country in depth, presented and introduced the content of the book in detail in a multi-character typesetting way (Figure 2).



**Figure 1.** Picture of the world of Korean masquerade. (Source: WeChat official account “design360-2017-07-02”).

### 4.3. Analysis of the Design Concept of “Memory of Life”

The cultures of different regions in Asia have experienced historical precipitation; some have long dissipated; some have been preserved, and have been inherited by future generations. These enduring excellent cultures that have experienced a long history and have been preserved are called “memories of life” [13]. These symbols, characters and shapes used in modern design actually have deep historical origins. They seem simple but actually have experienced a complex evolution process, and are hidden in the deep accumulation of national culture, which is difficult to express in words. But complex and good design can reflect the complex relationship of social, historical and cultural evolution, and form the memory of life (Figure 3).

### 4.4. Interpretation of the Design Concept of “Asian Culture”

Asian culture is broad and profound, such as Yin and Yang five elements, Tai Chi eight trigrams, understanding of gold, wood, water, fire, earth, earth, fire, water, wind and air, two-way continuity, four-way continuity, Buddhism, Taoism, symmetrical graphics, auspicious allegorical patterns, murals, honeysuckle



Figure 2. Graphic design works (Source: WeChat official account “design360-2017-07-02”).



Figure 3. Religious symbols (Source: WeChat official account “design360-2017-07-02”).

patterns, lotus seat, Xumi mountain, Tibetan Buddhist culture, Chinese characters, official script, traditional Chinese ancient clothing, ancient Egypt, ancient India The image in the myth is reflected in the design of Kohei Sugiura. The cultures of different regions in Asia are interlinked. Everything in the world is inseparable from the universe. The cultures of different regions in Asia are interlinked. Kohei Sugiura uses mutually opposed and interdependent elements to achieve visual balance in design, and reflects the connotation of Oriental philosophy, creating, developing, utilizing and developing on the basis of our existing traditional culture. And beyond the concept of time and space, people feel the vitality of his design, and have made great contributions to the inheritance of culture.

## 5. Application of Excellent Graphic Design Examples of Kohei Sugiura's the Birth of Modeling

### 5.1. Example Analysis of Excellent Graphic Design Applied to Book Design

“Symposium” British and American literature series. This set of eight volumes focuses on the core of Britain and the United States around eight themes. Each volume is printed in different colors, with text and illustrations printed on a pure spot color background. When all the books are arranged on the bookshelf, the spectrum of eight colors will appear. There is a four column grid structure hidden on the cover, which claims that the cover is also text. Illustrations and quotations related to each volume are freely arranged on the grid (Figure 4).

Basic book series. Translation of a series of postmodern papers on scientific theory and philosophy. Each volume, including the cover, front and back pages, is printed on special sandy paper with special opaque ink. The text is also printed in one color, not black ink, to match the color of the cover. When the cover of the book is lined up one by one, a series of pictures will appear on the spine of the book. This is one aspect of the pursuit of economic rationality in printing technology, but it is also the practice of the overall idea of Kohei Sugiura's design core, that is, “the whole always resonates with the part” (Figure 5).



Figure 4. The plane design (Source: WeChat official account “design360-2017-07-02”).



**Figure 5.** The plane design of book series (Source: WeChat official account “design360-2017-07-02”).

## 5.2. Analysis of Design Examples of Excellent Graphic Design Applied to Real Life

There are many forms of modern graphic design, so the application range of graphic design is very wide, especially in our life. First, it can be used in publications, such as “books, magazine covers, newspapers, newspapers, picture books, drawing books, calendars, wall calendars,” and other editors. Second: in the publicity of business needs, advertising includes “signboard publishing, poster application, leaflet application, neon advertising commercial illustration publishing, film and television illustration in film and television media, game publicity, greeting cards, calendars, TV advertisements, manuals, graphic forms, product packaging illustration publishing application, animation illustration publishing application,” these commercial designs can be applied.

## 6. Conclusion

Traditional culture always gives us the first impression of being old-fashioned, backward, cumbersome and other characteristics, and contemporary young people often don't pay much attention to and like the art forms in traditional culture. The emergence of this phenomenon makes us reflect that contemporary young people should not only revive traditional culture but also pursue their own changes as traditional culture itself, meet the needs of the times and closely

follow the trend of the times. Promote modern young people to easily accept Chinese traditional culture and become the disseminator and beneficiaries of Chinese traditional culture. Make excellent Chinese traditional culture and art to the world. The original design idea of graphic design is that the work itself has: guidance, inspiration and presentation of information, which is a targeted communication. This time, by studying Kohei Sugiura's "the birth of modeling", is another interpretation of traditional culture, and also another reflection on modernity and tradition, thinking about how Chinese culture can be revived and carried forward in the world in China with the rapid development of the modern economy. Chinese traditional culture is broad and profound, which is an indispensable part of world culture. As a new cultural carrier, graphic design is of great significance to carrying forward Chinese traditional culture and reviving cultural prosperity.

### Conflicts of Interest

The author declares no conflicts of interest.

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