



The Significant Development of Chinese Traditional Ink Painting as a New Concept in Visual Communication Design

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Abstract

Traditional Chinese ink painting has an important milestone in the development of Chinese art history. Recently, most of the new concepts of visual communication design in China was influenced by cultural elements especially the Chinese traditional ink painting. However, how to strengthen the application of Chinese traditional ink painting as a new concept of visual communication has become a challenge. This study aims to investigate the significance of Chinese traditional ink painting as a new concept of visual communication design. A total of 20 respondents were involved in this survey acknowledged as design expert such as designer, professional painters, art artist and scholar. The results highlighted the significant of Chinese traditional ink painting in the development of new concept of visual communication design for better aesthetic appearance as well as for industry relate growth in China.

Keywords: Chinese traditional ink painting, visual communication design, aesthetic appearance, and Chinese cultural art

1. Introduction

The development of Chinese cultural art has been resumed since thousands of years ago. The Chinese cultural art such as Chinese traditional painting is an important part of today's art world and a representative painting style in China (Xiaodong, 2019). It was flourished since the Tang Dynasty, with a unique style and strong aesthetic concept. Chinese painting is one of the oldest continuous artistic traditions in China. The concept of Chinese paintings began with figure painting to keep vivid pictorial evidence of important events, such as hunts, battles, and procession followed by landscape painting. Moreover, most of Chinese painting is also closely related to the Chinese calligraphy and pottery attempt to express the Chinese cultural life as well as an idea. In addition, it does not to capture the actual physical appearance of a subject but an essential character or quality. After the twentieth century, Chinese painting began to evolve into new styles with Western impressionism. The New Culture Movement in 1917-1923 was adopt the Western painting technique with oil material.

Chinese traditional ink painting is a unique art and is rich in culture as well as philosophical history. Ink painting is a form of painting, which is drawn by the concentration of water and ink in a certain proportion into a concrete picture. The basic material for Chinese traditional painting is ink. Chinese ink paintings come in a variety of styles, which is some of them are monochrome and very brightly color. Chinese traditional ink painting commonly uses brushes and ink to paint on paper. Today's society is open, civilized, and diversified. Chinese traditional culture has attracted more and more attention from people all over the world. In the development of ink painting so far, "modern ink painting" has appeared in the public's vision.

According to Mozhai Foundation (2022), modern ink painting from the early 20th century embodies the heroic story of constant renewal and reinvigoration of Chinese civilization through rebellions, revolutions, and reform in the political and cultural. More recently, the ink painting created with the multiplicity of forms has become the face of both literally and figuratively. In addition, more designers favor to integrate the Chinese traditional ink



painting character into their design works, which has also become a design trend. The integration of Chinese traditional ink painting character into visual communication design is not only the inheritance and development of Chinese traditional culture ink painting, but also brings innovation to visual communication design (Wang, 2023).

Recently, most of the new concepts of visual communication design in China was influenced by cultural elements and an integration of Chinese traditional art especially ink painting becomes meaningful. With the development of modern art, the application of Chinese traditional ink painting characters in modern visual communication design is gradually developing (Liu, 2015) and the use of ink painting characters in visual communication design can make the design contain the beauty of simplicity and simplicity (Zongtai, 2020). Feng (2020); Zheng, 2022), the character of Chinese traditional culture cannot be ignored, in the current traditional cultural elements should be applied in the visual communication design, so that often can produce the effect of ideal effect, not only can fully show the connotation but also highlighting the beauty of the artistic conception of Chinese traditional culture, in the Chinese culture. Furthermore, during the design process, the designer should fully consider the personalized needs of users and pay attention to the spiritual attributes. So that the design not only convey the design concept but also the interaction with the people, that will be reflected for better aesthetic appearance and meaning.

Chinese traditional ink painting has been revolutionary and used as a new concept in visual communication design due to the new media technology development. However, how to strengthen the application of Chinese traditional ink painting characters in visual communication design has become a challenge due to its high artistic value and it worthy to further investigation. Hence, in this study aims to investigate the significance of Chinese traditional ink painting as a new concept of visual communication design.

2. Background of Study

Ink painting is widely acknowledged as the foundation stone of Chinese culture with its modern expressions, although seldom drawing freely from its ancient principles (Zhao, & Lee, 2018). With the continuous development of Chinese traditional ink painting, it has gradually become known to the public. Modern information technology is highly developed and the significance of Chinese traditional ink painting still progressing in knowledge. At present, there are many fields of design has been done with an integration of ink art character especially in the new visual communication design look. In addition, due to the design exchange, the traditional Chinese ink painting has always been a popular among the Chinese designers.

2.2.1 Chinese Traditional Ink Painting

In thousands of years of China's development history, the style of Chinese traditional ink painting has formed a unique artistic style, which has been passed down from generation to generation and carried forward. Chinese traditional ink painting is the most popular among painters (Zou, 2020). He believes that the Chinese traditional ink painting has created wonderful literary works with simple lines and strokes and render with inner spiritual colors. Chinese traditional ink painting contents of spiritual inheritance of Confucianism, Buddhism and Taoism, which essence of Chinese traditional culture (Fan, 2020). In addition, the Chinese traditional ink painting also pays attention to the purpose of charm, "ink" is the mainstream aesthetic concept and always refers to the expression of emotions.

Chinese traditional ink painting is referred to as "Guohua" and it is a traditional form of painting in China (Harrist, 2019). Chinese traditional ink painting is a unique art and is rich in culture as well as philosophical history. The basic material for Chinese traditional painting is ink. Ink refers to the ink method and technique that is, how to use the different ratios of ink and water to express the art. Ink art plays an extremely important role in the process of the birth and evolution of Chinese art. Chinese traditional ink paintings come in a variety



of styles, which is some of them are monochrome and very brightly color. Color is a key factor in determining the quality of a painting. Most of the ancient people regarded that the blue, yellow, red, white, and black as the central colors, and believed that these colors could reflect the main state of people. Furthermore, ink painting is also act of adding points, lines, and colors to a plane by human beings to produce a certain visual effect (Zhu & Zhu, 2022). It also drawn by the concentration of water and ink in a certain proportion into a concrete picture.

Chinese painting is presented in two main categories produced in the literati style known as a) "Xiěyì" or "Shuǐ-Mò". Both are practiced by amateur and scholar artists with expressionistic brushstrokes executed as an expression of personal style and creativity; and b) the "Gōngbì" style meaning 'meticulous', which uses highly detailed brushstrokes with precise lines that represent the shape and form of things in a much more ornamental way. Chinese traditional ink painting is a particularly fascinating art style with a long history and enduring aesthetic power (Hu, 2023). Chinese traditional ink painting includes a variety of methods and styles. Skillful brushstrokes, harmonious integration of ink tones, and careful use of space all add to the aesthetic appeal and expressiveness of Chinese traditional ink painting. The techniques and aesthetics offer insights into cultural values, spiritual connections to nature, and the balance of control and spontaneity in artistic expression (Niu, 2001).

Chinese traditional ink painting holds an important place in the framework of East Asian art (Dōshin, 2019). Its influenced has spread beyond national borders, with artistic ideals and techniques spreading to neighboring countries such as Japan and South Korea, and today Chinese ink painting continues to inspire artists and designers around the world (Sinelnyk, 2021). The study of Chinese traditional ink painting is laying the foundation for understanding China's cultural and artistic history and fosters respect for the country's rich traditions (Li, 2015). After entering the 21st century, the trend of ink painting is still developing rapidly, and "modern ink painting" was born (Hearn, 2013). Recently, the Chinese traditional ink painting has been gradually introduced into various fields of visual communication design in modern society. The Chinese traditional ink painting in the modern society is focusing on the coexistence of tradition with combination of innovation approach. According to Li (2015); Fan (2020); Zheng (2022), modern design needs to combine with regional, national character, and cultural traditions to establish a multivariate culture pattern that has become important in design work.

At present, more and more designers integrate the ink painting character into their design works, which has also become a design trend. The integration of traditional ink painting into a new form such as visual communication design is not only the inheritance and development of Chinese traditional culture of ink painting but also brings innovation to visual communication design (Wang, 2023).

2.2.2 Visual Communication Design

Chinese communication has long been called a high context communication (Fang, & Faure, 2011). Chinese communication characteristics are described as a product of the collectivist-oriented Confucian cultural values in the following famous five-point model (Gao & Ting-Toomey, 1998). In the process of the development of modern art, visual communication design is an important part that cannot be ignored, but it can also fully show the state of modern culture (Feng, 2020). Visual design, also known as "visual communication design", is translated from English to "Visual Communication Design". It is a combination of the basic elements (text, graphics, illustrations, colors, etc.) of the two-dimensional plane in a manner consistent to communicate information (Cai & Su, 2022). Visual communication design is a design that uses visual symbols to convey information. Symbols are a medium for humans to exchange and understand information. Because people obtain information through different senses, including various systems such as vision, hearing, and taste. The nature of visual communication design has gradually been transformed into a modern



design form to convey visual information, rather than limited to the past art application forms. According to Iedema (2003), the trend of globalization becomes more and more enthusiastic, and the various forms of modern art are constantly blending. With such a close connection, visual communication design has more practical significance and value in contemporary times (Kelly, 2015).

Visual communication design is a multi-disciplinary design method, which combines art, communication, and information communication design. At the same time, in the process of visual communication, it needs specific visual elements to convey the designer's design concept and design ideas, not only the carrier of art and the designer's expression of emotion (Zongtai, 2020). Since the 21st century, with the continuous development of science, technology, and economic society, the economy has had a profound impact on the development of culture (Cai & Su, 2022). In the fast-developing society of modern times, fast-paced work and lifestyle have brought people's lives into another mode. The development of graphics is diverse, and people's appreciation of works of art is not only through words. Pictures, video animations, and other elements are integrated. Create visual artworks with high aesthetics through continuous innovative artistic creation. Visual communication design is a concept developed from "graphic design" (Rodríguez & Davis, 2015). From a professional point of view, the essence of design is visual communication design. Visual communication design pays more attention to the purpose and function of design, which also meets the needs of modern market design. The current society is an era of information flooding. Visual communication design plays an important role in the current information dissemination field and integrates with social development (Wang, 2017). Its purpose is to broaden people's horizons and promote the development of people's thinking patterns. Since the 1960s, visual communication design has only become popular in Western countries. As an academic concept closely related to cultural communication, it was highly valued in the world design conferences held at that time, and visual communication design can better express the art of design.

In today's environment, visual communication design is critical to shaping our views, influencing customer behavior, and communicating messages that resonate with audiences (Yuan et al., 2022). Designers are increasingly using old artistic techniques and cultural allusions in their work to bridge the gap between the past and the present (Aizenberg & Van Den Hoven, 2020). Modern visual communication design emphasizes the use of cutting-edge technologies such as motion graphics, augmented reality, and interactive design to create immersive and memorable experiences (O'dwyer et al., 2021). Researchers and practitioners can gain insight into the dynamic connections between design, technology, and human interaction by investigating the latest trends and practices in visual communication design (Dwivedi et al., 2023). In addition, understanding enables designers to push the frontiers of creativity, adopt new tools and approaches, and communicate effectively in a visually overloaded world. Improving the commercial value of visual communication design works has always been a very concerning issue in the development of the industry.

2.2.4 New Approach of Chinese Visual Communication Design based on Traditional Ink Painting

Visual communication design is the use of vision to convey a variety of information to people. In order to ensure the effective embodiment of information transmission, the choice and design of visual symbols are very important (Pettersson, 2002). With the continuous strengthening of the construction of national cultural soft power, features with traditional cultural characteristics enter the field of visual communication design as representatives of Chinese cultural heritage, fully demonstrating their cultural value, artistic value, and commercial value, highlighting the mainstream characteristics of the times and profound traditional cultural connotation of visual communication design. To fully reflect the characteristics of Chinese traditional ink painting in visual communication design and enhance the effect of information communication, it is necessary to realize the deep



integration with the purpose of visual communication design based traditional ink painting and strengthen the artistic sense of visual communication design while realizing the inheritance of traditional Chinese culture.

In the new era, the formation of visual symbols is in a state of diversified development (Ma, 2017). The integration of modern design and traditional Chinese culture is bound to be difficult. The design concept of visual communication design needs to take more traditional Chinese elements into account, especially the personalized needs of users (Widyokusumo & Wijaya, 2017). At the same time, in the its also should fully consider the personalized needs of users, and pay attention to the spiritual attributes of products, so that the designed products not only convey the design concept to users in one way, but also the design process, and should pay attention to the interaction between people and products, that is, to reflect the interactive design concept (Zongtai, 2020). In the process of integrating Chinese traditional ink painting character into visual communication design, designers should first think, then study the cultural connotation of Chinese traditional ink painting from ancient times to the present, and finally brainstorm. The process of design is not just to use some of the elements in the design, but to understand what its source, philosophy, and thought are, digest and become our nourishment, as the source of creativity, fusion, and innovation, and use Contemporary language expresses the essence of traditional culture.

3. Material and Method

The data were obtained by questionnaire survey. A total of 20 respondents participated in this survey acknowledged as design expert in various profession includes designers, professional painters, art artists and scholars. The respondents were selected according to their knowledge to the questions. The selection of respondents based on several criteria such as the interviewees must have rich design experience, knowledge and have worked in the related design industry for more than five (5) years. The data obtain in this study is analyzed by using the SPSS and presented in the descriptive form.

4. DATA ANALYSIS AND RESULTS

A total of 20 respondents namely designers, professional painters, art artists, and scholars, were participated in the survey. Table 1.0 lists the gender of the respondents. The result shows that 30 percent of respondents are male and 70.0 percent female involved.

Table 1.0: Respondent's gender

Respondent gender	Frequency	Percent (100%)
Male	6	30.0
Female	14	70.0
Total	20	100

Table 1.1 shows the respondent's designation or position in their job. The result identified that among them there are eight (8) categories as designers followed by nine (9) scholars, two art artists, and only one (1) a professional painter. Meanwhile, Table 1.2 shows the respondent's years of experience. The result indicated that 30 percent have less than three (3) years of working experience followed by 65.0 percent of the respondents have experience between 3-10 years and only 5.0 percent have more the 21 years.

Table 1.1: Respondent's designation/ position

Respondent designation/ position	Frequency	Percent (100%)
Designer	8	40.0
Scholar	9	45.0
Art Artist	2	10.0
Professional Painter	1	5.0
Total	20	100



Table 1.2: Respondent's years of experience

Respondent's year of experience	Frequency	Percent (100%)
<3 years	6	30.0
3-10 years	13	65.0
>21 years	1	5.0
Total	20	100

Table 1.3 shows the significance of Chinese traditional ink painting. The result state that 100.00 percent of the respondents agreed that the Chinese traditional ink painting has been well developed and spread as well as very significance toward further development in visual communication design.

Table 1.3: Significance of Chinese traditional ink painting

Significance of ink painting	Frequency	Percent (100%)
The significance of Chinese traditional ink painting for new concept of visual communication design	20	100
Total	20	100

Table 1.4 shows the application of Chinese traditional ink painting character into a new concept of visual communication design. The result state that 85.0 percent of the respondents agreed that the application of Chinese traditional ink painting character into visual communication design and only 15.0 percent of respondents is not agreed.

Table 1.4: Application of ink painting character to visual communication design

Application of ink painting character to visual communication design	Frequency	Percent (100%)
Agree	17	85.0
Not Agree	3	15.0
Total	20	100

Figure 1.0 shows the significance improvement of visual communication design based on Chinese traditional ink painting character. The result indicates that the respondents have different opinions on the improvement for a new concept of visual communication design exploit form Chinese traditional ink painting characters. 75.0 percent of the respondents agreed that the Chinese traditional ink painting character is needed for a new look of visual communication design in first of questions. Then, 50.0 percent of the respondents also agreed on the beauty of the overall picture and composition as well as white space design is needed to be exploited in new concept of visual communication design in question 2 and question 3. Meanwhile, in the question 4 reveals that only 40.0 percent of the respondents agreed that the design works should conform to the public aesthetic.

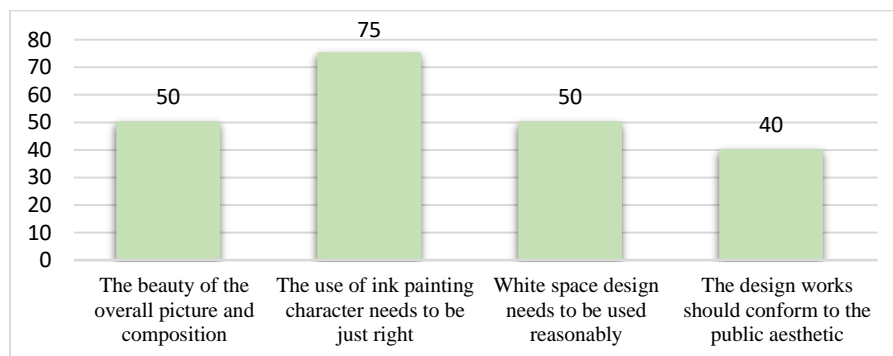


Figure 1.0: Significance improvement of visual communication design based on Chinese traditional ink painting character



Table 1.5 shows concept for a new visual communication design based on Chinese traditional ink painting. There are two (2) concept proposes for the new look of visual communication design based on Chinese traditional ink painting character. The result states that nine (9) of the respondents said that the new concept of visual communication design based on Chinese traditional ink painting should from concreteness to abstraction, abstraction and concreteness or copying each other. In addition, it also concretes images and feelings, which are then processed by reason into more advanced abstractions. Meanwhile, 11 of the respondents said that the abstraction should come from the designer's perception of nature, which is accumulated and turned into some abstract symbols in the mind, and then expressed through some symbols.

Table 1.5: The concept for a new visual communication design based on Chinese traditional ink painting

New concept of visual communication design based on Chinese traditional ink painting	Frequency	Percent (%)
From concreteness to abstraction, abstraction, and concreteness or copying each other as well as concrete images and feelings, which are then processed by reason into more advanced abstractions.	9	45.0
Abstraction comes from the designer's perception of nature, which is accumulated and turned into some abstract symbols in the mind, and then expressed through some symbols.	11	55.0
Total	20	100

4.1 Discussion

The ink art has always been displayed in the form of painting gradually improved in the historical development process. Ink painting has always been associated with Chinese traditional art. Chinese traditional ink painting has lavished cultural and philosophical history, which is known to be one of the most significant cultural heritages in China. The Chinese traditional ink painting is the direct expression of the true feelings of the creator through ink and brush technique. The effect will be showed of beauty such as shapes, line, form, balance, harmony etc., that can reflect to the people's interest. According to Zontai (2020), the use of Chinese traditional ink painting character as a new concept of visual communication design can make the design contain a simple and minimalist, better appearance, and function as well as reflects to the modern elements.

Chinese traditional ink painting is a unique cultural and aesthetic value are mainly divided into figures, flowers, animals, and landscapes with a variety of styles monochrome, and brightly colored. The Chinese traditional ink painting is based on the full application of brush performance and always attached great importance to the line of the brush and ink (Xiaodong, 2019). The artistic conception is reflected in the expression of emotion, which is also the most difficult point of ink painting. According to Zhou & Shen (2023), ink and brush refer to the general techniques used in Chinese painting, emphasizing the dominance of the brush, the ink following the brush, and the mutual dependence of the two to perfectly depict objects, express artistic conception, and achieve a combination of form and spirit. The first feeling of those famous ink paintings is emotional touch from the heart. Recently, the Chinese visual communication design is facing the challenge of globalization. By exploit the Chinese traditional ink painting character as a new concept of visual communication design will improve the design quality, better expression and function as well as preserve the cultural heritage. In addition, the introduction of a new concept of visual communication based on Chinese traditional ink painting character will be forced the cultural significance. Xiu et al., (2020); Wu et al., (2022), belief that the exploit the Chinese traditional ink painting character and techniques has shown the innovative and cross-cultural appeal.



5.0 Conclusion

The traditional Chinese culture has always been paid attention to by the world. In the long historical development, the inheritance of traditional Chinese culture from generation to generation has significance. Chinese traditional ink painting has been considered a rich and important art form of Chinese culture. The expression technique of Chinese traditional ink painting has a great influence on visual communication design. In addition, it can be a source inspiration for designers during the design process. Furthermore, the results of this study also recommended for the designers to exploit the Chinese traditional in painting character into a new concept of Chinese visual communication. The use of character in new concept of Chinese visual communication design is a great value and positively can improve quality, enriching the aesthetic experience and conveying the function for today's people. The next study should identify the Chinese traditional ink painting character that can be exploited as of new concepts of Chinese visual communication design for better aesthetic appearance.

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