

# Research on Fashion Design Based on Pattern Elements of Xi'an Banpo Painted Pottery

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**Abstract:** China is a large country in clothing demand. With the improvement of living standards, consumers gradually pay attention to the design taste and cultural heritage of clothing and brands when purchasing clothing. Taking China's valuable artistic and cultural elements as the innovation point of clothing design has great development potential. Xi'an Banpo painted pottery has a development history of thousands of years in China, and it is also the representative of Yangshao culture. It has a wide variety of patterns and rich styles. It can be divided into abstract simple geometric images and specific natural things, including triangular patterns, broken lines, diamond patterns, reticulated patterns, human face fish patterns, fish patterns, deer patterns and so on. This paper interprets the content of Banpo painted pottery patterns, and discusses the color analysis and application of patterns, the decorative parts and composition of patterns, and the implementation methods of pattern application. Taking the pattern elements of Banpo painted pottery in Xi'an as the foothold, this paper makes relevant research on its application design in fashion design, so as to provide reference for the use of traditional patterns in fashion design industry, Broaden the field of fashion design based on the design needs and economic value of traditional culture.

**Keywords:** Banpo painted pottery; clothing design; Pattern

## 1. Introduction

China is a country with a large population and great demand for clothing. Therefore, it is also a large country in clothing manufacturing industry. In recent years, with the improvement of living standards, people's lifestyle has gradually changed, and the consumption concept of clothing has also changed. In the early years, fast fashion brands with the theme of "fashion", "trend" and other words were very popular with consumers. This brand often relied on the new products of the current season published by leading companies in the garment industry, fashion conferences and fashion journals as the template, but it quickly "learned" and imitated with extremely low production cost. Although it attracted the attention of consumers with labels such as low price and trend and stimulated their willingness to buy back, However, the quality may lose its guarantee, and the cultural connotation value contained in the original works may be lost in the process of blindly imitating. Nowadays, the consumer market is gradually aware of the consumption trap of fast fashion brands. Factors such as clothing itself and brand design taste and cultural heritage gradually account for a larger proportion in consumers' consideration, and become a highly potential development direction [1].

## 2. Research Background of Xi'an Banpo Painted Pottery and its Pattern Elements

### 2.1. The Historical and Cultural Background of Banpo Painted Pottery

Painted pottery is China's precious cultural heritage with a long history. Painted pottery appeared in China more than 7000 years ago. After more than 5000 years of rise and fall, it has left a thick ink and heavy color in the long river of history; Especially the pattern of painted pottery is a precious pearl of ancient Chinese culture and art. Painted pottery is widely distributed in China, covering almost all provinces. Banpo village in Xi'an is one of the excavation sites; Banpo village is located on both banks of the Weihe River, with fertile land. It is an excellent place for human survival and reproduction. According to archaeological findings, the site originated in the stage of matriarchal clan society, and the race flourished and developed; with residential areas, kilns, burial grounds and trenches for defense,

painted pottery comes from these kilns for firing pottery. It is integrated into the production and life of Banpo people in the form of cooking utensils, eating utensils, water containers, storage utensils and tomb products, and becomes an integral part of them; From the excavated tools, Banpo people live on primitive agricultural production, fishing and hunting, and gathering. These survival means have a profound impact on the element types of painted pottery patterns [2].

At the same time, Banpo village also belongs to Yangshao cultural site. Yangshao culture, named after Yangshao village, the earliest place of discovery, originated more than 5000 years ago and lasted more than 3000 years in the long river of history. It is one of the important prehistoric cultural relics in China. It has very rich cultural connotation and broad distribution range. A large number of painted pottery have been unearthed in the excavated Yangshao cultural sites, which is one of the important reference standards in the process of cultural Archaeology of this type of sites. Compared with the previous period, the preparation process of painted pottery in Yangshao culture was greatly improved, especially in the two steps of blank making and kiln firing, which enriched the color types of painted pottery [3].

## **2.2. Pattern Types and Contents of Banpo Painted Pottery**

Different types of patterns drawn inside and outside Banpo painted pottery are cleverly combined with different ways of use and different shapes of pottery itself, which not only has high artistic appreciation value, but also reflects people's spiritual world at that time to a certain extent, which is conducive to us to explore the survival mode and cultural belief of our ancestors. The patterns of Banpo painted pottery can be divided into two categories according to the expression methods. One is a simple and abstract geometric pattern composed of points, lines and surfaces, such as reticulated pattern (Fig. 4), triangular pattern, diamond pattern, broken line pattern, etc; The other is a kind of concrete natural patterns, including animals, plants and other natural things, especially fish patterns [3]. The following is an overview of the shape and content of several important patterns.

### **2.2.1. Geometric Pattern**

According to relevant data, the geometric patterns drawn on painted pottery originated from the pattern imitation of woven fabrics such as cloth, knot, straw mat and bamboo woven container [2]. For example, some colored pottery is often decorated with continuous regular and inverted triangular lines (Fig. 1), which may be an imitation of the bifurcated weaving pattern of bamboo strips; With the subsequent changes, the lines in the middle of the regular and inverted triangles gradually widened, forming a broken line pattern around the pottery (Fig. 2); In the end, it changed into a continuous regular parallelogram and triangle divided by parallel lines, in which the triangle is filled with black, and a blank triangle opposite to its direction is dug out in the black triangle (Fig. 3). The combination of virtual and real is very artistic, which is also the interpretation of the way of dealing with the world of later generations.

### **2.2.2. Fish and Deer**

Fish pattern (Fig. 5-6) is the most widely used pattern in painted pottery animal patterns, which is related to Banpo people living near the water and taking fishing and hunting as the main way of survival. The use of fish pattern runs through the whole development process of Banpo painted pottery. The early fish patterns were more abstract. After observing the fish, the lines were extracted, and the shape of the fish was briefly outlined with a straight line, including the head, trunk and tail. It was relatively simple. It was a continuous state of multiple fish, which still belonged to the category of geometric patterns; Then, the use of fish patterns gradually seems to be a concrete transition. The single body or most fish are described in detail. On the basis of the previous work, the specific description of the eyes, teeth, fins, scales and other parts can see the characteristics of different fish, which are fine, ingenious and lifelike. The use of deer patterns is also related to the hunting of Banpo people as the main way of life. The drawing of deer patterns is similar to the fish patterns in the later stage. Various postures are depicted with smooth lines, mostly from the front and side angles, and the antlers, four hoofs, tail and other parts are described in detail. It has strong expressiveness. Over thousands of years, you can still feel the frightened or relaxed look of the deer.

### **2.2.3. Human Face Fish Pattern**

The human face fish pattern (Fig. 5) is composed of human face and fish pattern, which are mostly drawn inside the round bottom pottery basin. Although this pattern is related to the concrete natural pattern, the human face depicted has a strong mysterious color. Some people believe that the human

face fish pattern is the symbol of totem. In the primitive society, people often repose their spiritual beliefs through the primitive way of totem worship. In addition, Banpo people live near the water and make a living by fishing and hunting. Naturally, they will repose their desire to obtain sufficient food on the fish. Therefore, in the process of artistic creation of painted pottery pattern drawing, people draw people and fish together. You have me and I have you, which is the symbol of totem worship of Banpo people.



Figure 1: Shows triangular pattern, broken line pattern, triangular broken line pattern, net pattern, human face fish pattern, fish pattern and deer pattern

### 3. Significance and value of pattern elements of Banpo painted pottery to fashion design

The application of Banpo painted pottery patterns in the process of fashion design is not only the display of brand design style, but also the embodiment of designer culture and taste. Nowadays, facing the impact of many clothing brands at home and abroad, how to create a brand with unique characteristics and strong competitiveness has become a problem for many practitioners. Many enterprises do not understand what is a "brand" and how to make a "brand". Blindly following the trend of design is difficult to really gain a foothold in the market. Only brands with their own design ideas and design elements can get considerable development [4]. After thousands of years of development, Banpo painted pottery has seen its artistic representativeness in China's history. It has a wide range of pattern types, from simple and abstract to specific and detailed, including geometric figures to natural things such as animals and plants. There are many elements that can be extracted, which is very conducive to building a unique brand. As the "master knife", the designer can not only enrich the cultural heritage, but also improve his professional level and design taste through practical exercise in the process of understanding and extracting the patterns of Banpo painted pottery.

On the other hand, the application of Banpo painted pottery pattern elements in fashion design is also an excellent practical model of the integration of Chinese culture. It not only inherits the excellent artistic treasure inherited by China, but also can carry it forward in the process of fashion design and improve the national pride of thousands of Chinese people.

### 4. Application Principles and Strategies

#### 4.1. Design Application Principle

##### 4.1.1. Through Traditional Characteristics and Show Traditional Culture

In the design of clothing patterns, it is very important to fully retain the cultural connotation behind Banpo painted pottery patterns. The display of painted pottery patterns in the application of clothing is not only for the beauty of clothing, but also imperceptibly and shows the awe and understanding of traditional culture in daily life to a certain extent. Therefore, it should not dominate the guests in the design, only thinking about the design of clothing and ignoring the expression and Enlightenment of

traditional culture, with the development of the country, the national pride of our people is increasing day by day, and the content of traditional culture is gradually integrated into all aspects of life. Only by grasping the characteristics of the dissemination of traditional culture, can we better design and open a world in the design and clothing market.

#### ***4.1.2. Combine with Modern Aesthetics to Break the Traditional Restrictions***

Many traditional patterns in traditional culture are influenced by the times at that time, or show the daily life, religious belief and spiritual sustenance of the times or people at that time. The influence of the environment also makes there still exist some differences between modern people's aesthetics and ancient people's aesthetics. Therefore, it is not feasible to copy the traditional patterns directly according to the text. It is necessary to break and reconstruct the composition and then transfer them [5]. The direct transfer of its patterns or styles sometimes has a certain abrupt nature. When designers design clothes, they should fully consider the design effect of the whole clothes in combination with the color of clothes and patterns, the material texture of clothes, the location and layout of patterns, so as to maximize the application of traditional patterns in clothes without being cumbersome and abrupt. It is also dynamic and modern [6]. The whole pattern is decomposed and split, and then arranged and combined regularly or structurally. The radical type of basic pattern is created in an abstract and realistic way, which can obtain a good design effect.

#### ***4.1.3. Increase the Daily Nature of Clothes and Increase the Audience***

In the dress design integrated into traditional culture. We should not only focus on the T-stage or the clothes needed during the performance, but integrate them into people's daily wear. This can not only broaden people's daily aesthetic needs for clothes, but also penetrate the traditional culture into all aspects of people's life. We can design the neckline, hem, skirt and front of clothes [7]. Through the change of composition, we can make clothes that match the size and style of their clothing patterns. Clothing design can not only stay in one style, but also adopt different design concepts for different styles. In this way, the clothing can have a sense of cultural level, rich in profound traditional cultural images and people-oriented. The concept of fashion design based on history meets various needs in design [8]. Traditional patterns and costumes have been inseparable since ancient times and promote each other. Traditional patterns are often preserved according to costumes, and costumes are often colorful and different because of traditional patterns. They are mixed and expressed with each other, adding color to the long river of Chinese traditional culture.

#### ***4.1.4. Strive to Design Innovation and Break the Existing Shackles***



*Figure 2: Banpo painted pottery pattern combined with modern creative fashion design*

Innovation is the basis for designers to design. Only with certain innovative design can we break the constraints of the existing market and open up new audience sites. How to strive for innovation on the basis of traditional patterns is a problem that designers need to seriously consider. It needs to comprehensively consider from many aspects such as color, pattern and the form of designed clothing, so as to make it unique and different [9]. It can make it the most eye-catching existence in many fashion designs, and can make the design audience more, in line with everyone's aesthetic differences, and can be retained for a long time, so that people have the desire to wear and appreciate, such as catching up with the trend of creative clothing and combining Banpo painted pottery patterns with modern creative clothing. The rise of modern creative clothing has led to the rise of traditional culture [10], and the integration of traditional patterns into modern creative clothing can give people a new look and expression and aggravate their aesthetic feelings. And the common design can not make the design of Banpo painted pottery patterns become a trend, but should break the common ideas, break through new ideas, and cut in from a new angle, which will often obtain unexpected results.

#### ***4.1.5. Promote Banpo Cultural Publicity and Improve Economic Benefits***

Costume design is not only to spread traditional culture or dress clothes, but also to promote the tourism publicity of Banpo site culture as surrounding commodities, so that more people can see Banpo culture and want to know more about Banpo culture, so as to drive the economic publicity of the whole region. As a silent publicity, it can be integrated into all aspects of people's life in the form of beauty, Complete the perfect connection with modern economic benefits. Banpo site is a traditional settlement, with 46 houses found, which shows that it had a very high living standard and artistic aesthetic level at that time [11]. It is also likely to be the origin of our history, so it needs to be better publicized and remembered. In the costume design of Banpo pattern, we should meet the aesthetic psychology of buyers or wearers to the greatest extent and maximize the economic benefits.

#### ***4.2. Design Application Strategy***

##### ***4.2.1. Color Analysis***

Due to the pottery making technology at that time, the main colors of Banpo painted pottery were earthy yellow, brown and black. Its overall tone was simple and elegant, rich in the details of Banpo culture at that time, and gave people the simple habit of living with primitive people to a certain extent. Due to the dark overall color, it can boldly highlight the design from other aspects, and take the color as its auxiliary and foil content. Earthy yellow and brown give people the feeling of being calm and warm, showing the color of the earth, which reflects the awe of the earth to a certain extent. They are stable without losing vitality. This is the unique feature of color, which not only contains the depth of the earth and the pregnant feeling of the earth [12]. It also contains the image expression of nature, sunshine and other aspects, which is the most direct expression of primitive life. Therefore, the color application of Banpo painted pottery in clothing design is an important part that can not be ignored.

##### ***4.2.2. Color Application***



*Figure 3: Application of painted pottery color in clothing*

Because the colors of earthy yellow and Brown are dark and give people a warm and calm feeling, they can be designed in combination with the clothes made of weavable materials. In order to make up for the single expression of color, we can boldly use the expression of clothing outline in clothing design, use exaggerated design techniques to express the characteristics of clothing and the traditional culture of painted pottery patterns, or add color contrast or adjacent color system on the basis of the original color, In order to deepen the color level and make the design more innovative and contemporary.

#### **4.2.3. Pattern Decoration Position and Composition**

The pattern of painted pottery is more abstract in form. It depicts people's cognition of nature and life belief at that time with simple lines. The abstract lines enable its application in clothing to be displayed to the greatest extent. Sometimes it is not necessary to do too much reconstruction and design, and the original pattern can be arranged and combined directly. This is also the beauty charm of the pattern of painted pottery. The pattern of painted pottery is rich and colorful, It can be used in different parts of clothes.

#### **4.2.4. Implementation Method of Pattern Application**

Whether it is the direct use of patterns or integration grafting, its meaning is to enrich the clothing style. After the secondary processing of designers, the performance of patterns can be used in the neckline of daily clothes, the hem of skirts, or the whole clothes with a certain composition form regularly, so that the patterns can be flexibly changed and used in position and size, The colorful patterns of painted pottery patterns provide a large number of material references for clothing design. For more prosperous patterns, you can use simple black to increase the performance of patterns and slow down the design and color expression of clothing itself. If the patterns are relatively simple, you can boldly apply them in color and clothing style design, which is diversified and complementary.



*Figure 4: Application of painted pottery patterns in clothing*

## **5. Conclusion**

To sum up, there is still much room for improvement in the application of China's painted pottery patterns in clothing design. It not only shows the modern expression of the artistic spirit of ancient ancestors, but also integrates traditional culture into our daily clothes and food, making clothing design have higher artistic value and humanistic value. It is a high expression of artistic life, and the core of life spirit with infinite expression in form, Integrate the pattern art of painted pottery with clothing design to contribute to the clothing design with Chinese characteristics.

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