

Canvas bag design with red cultural characteristics

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Abstract: Over the years, canvas bags have become more and more popular with women because of their bright colors, innovative styles, cheaper prices than other bags and so on. Canvas bags are environmentally friendly and natural. There are many kinds of canvas bags in the market with the natural and leisurely mood that leather does not exist. The style of canvas bags is changeable. Some luxury brands have also produced some canvas bags. But there are few canvas bags with Chinese characteristics on the market. October 15, 2017, General Secretary Xi said that the cause of literature and art is an important cause of the Party and the people, and the front of literature and art is an important front of the Party and the people. In the article, General Secretary Xi Jinping stressed that 1. To realize the great rejuvenation of the Chinese nation, it needs the prosperity and prosperity of Chinese culture; 2. To create excellent works worthy of the times; 3. To adhere to the people-centered creative orientation;

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Nowadays, there are many kinds of bags on the market, but there are few innovations. Some canvas bags designed by international brands also use some simple letters or the only elements of our company, which can not give people a fresh feeling. And in this case, there is a lack of canvas bags with Chinese style.

1. Design of canvas bags on the market

After careful analysis of the shape, style and use of various bags, I decided to design a red spiritual style, but use canvas bags, which people often use in life and easy to accept. Canvas bags have one-shoulder bags and two-shoulder bags. I designed two single-room canvas bags and three double-shoulder canvas bags to integrate the elements of Baise Uprising into the design, to make up for the blank of accessories with Chinese characteristics in the market, so that people have more choices when buying. It also provides an example for designers who want to integrate Chinese culture into design.

2. Evaluation of Design Effectiveness

In the design, the white uprising is used as the design element. In the design, the elements of Baise uprising and the popular style of bag design are combined to design the canvas bag with Chinese

characteristics. The Baise Rebellion Memorial Park, Baise Rebellion Monument and other elements are abstracted, given his current style, then printed on canvas bags, the positive spirit of Baise Rebellion and the current popular canvas bags are closely combined. The design of canvas bags also fully takes into account the people-oriented concept, and pays attention to the portability, environmental protection and economy of canvas bags.

3. Artistic treatment of canvas bags with red uprising elements

The canvas bags I designed use the Baise Uprising as an element. The design of Baise Uprising canvas bags gives people a feeling of enthusiasm, activeness, tenacity, enterprising and peace. These are the derivation of the spiritual connotation of Baise Uprising and the concrete embodiment of the contemporary environment. Seeing this line of canvas bags reminds us of the hard-won life of today, which was won by the revolutionary martyrs in spite of their sacrifices and successive struggles.

This series of canvas bags is also a reflection of the culture of socialism with Chinese characteristics. The use of blood-like red, full of passion, it makes today's adolescents more sober and calm. It embodies the "May 4th Spirit" of patriotism, progress, democracy and science. A series of canvas bag designs with modern style guided by people's spiritual concept arouse people's feelings, create a situation and atmosphere, and give people a spiritual motivation to strive for progress.

4. Summary

Through this design of canvas bags, I know more about the design of handbags, how to deepen the cultural connotation into the design of canvas bags, is my future direction of canvas bags design. It also reviews the history of the Baise Uprising, and understands that life now comes from hard work, which was forged by the revolutionary martyrs with their blood.

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