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# A Case Study on Analysing Traditional Colours and Patterns of Peking Opera of Visual Image and Cultural Code

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# ABSTRACT

Peking opera is one of the Chinese dramas. Also known as "Xiqu", China attaches great importance to the inheritance and development of Peking Opera. But the content of Peking Opera performance is difficult to understand, and the slow accompaniment and singing method are different from the rhythm that modern people love. In addition, the audience does not understand the knowledge and background content of Peking Opera, which is also the reason for the decline in the number of Peking Opera audiences. Peking Opera audiences have knowledge of Peking Opera, and the audience only Knowing the appearance of Peking opera, but not the connotation of Peking opera. Therefore, it is very important to understand the traditional Chinese culture of Peking opera and analyze the reasons that affect the cognition of Peking opera.

This article analyzes the problems related to the visual image of Peking opera in traditional Chinese culture from the colors and patterns of Peking opera, and understands the role, characteristics and significance of the colors and patterns of Peking opera in the traditional Peking opera culture for the purpose of research. The research scope is to analyze the value of Peking Opera from the perspectives of vision, art and culture. The research method is to conduct in-depth research through relevant papers, network materials, books and news-related materials. Use the theory of visual elements and the methodology of brand culture code design(CCBD) to analyze the visual image of Peking Opera, the meaning and characteristics of Peking Opera colors, and the pattern elements that appear in Peking Opera. This research analyzes the analysis and understanding of the traditional Chinese culture of Peking Opera, focusing on the Peking Opera colors and pattern elements that appear in Peking Opera. Understand the characteristics and theoretical knowledge of Peking Opera colors and pattern elements. Color is no longer just a sensory cognition, but to a certain extent becomes an auxiliary guide and standard. The graphic elements of Peking opera reflect China's political ethics, moral values, values and religious views to express specific meanings. Through visual element theory and cultural code element theory to understand the value of Peking opera color and pattern elements in Peking opera system. I hope to make the same contribution to the understanding and development of Chinese culture. Hope to see these theories in many other studies in future applications.

KEY WORDS: Peking Opera Visual Image, Peking Opera Colours, Peking Opera Patterns, Cultural Code

# INTRODUCTION

Peking opera is one of the Chinese dramas. Also known as "Xiqu", it is also known as one of the three national quintessences of China along with Chinese medicine and traditional Chinese painting. Peking opera is a traditional Chinese cultural art, developed with Beijing as its center, and it occupies an important position among the more than 360 kinds of operas in the country. China attaches great importance to the inheritance and development of Peking Opera. On May 20, 2006, Peking Opera was listed as the "National Intangible Cultural Heritage List" and on November 16, 2010, it became the "List of Representative Works of Human Intangible Cultural Heritage". Peking Opera was designated It is a masterpiece of "intangible cultural heritage" and has become a world-class "intangible cultural heritage" (China Intangible Plant Net 2011). However, with the modern social life, changes in the social environment, the rapid development of the Internet and the continuous changes in people's appreciation habits, modern people are gradually moving away from Peking Opera. According to statistics, 15,700 Chinese Peking Opera performances were performed in 2018, a decrease of 3% from 2017. The number of people dropped by 5.6% and revenue dropped by 10.5%. On the other hand, the number of performances in the concert and theater market increased by about 10% (China Performance Industry Association 2019).

The content of Peking Opera performance is difficult to understand, and the slow accompaniment and singing method are different from the rhythm that modern people love. In addition, the audience does not understand the knowledge and background content of Peking Opera, which is also the reason for the decline in the number of Peking Opera audiences. Peking Opera audiences have knowledge of Peking Opera, and the audience only Knowing the appearance of Peking opera, but not the connotation of Peking opera. Therefore, it is very important to understand the traditional Chinese culture of Peking opera and analyze the reasons that affect the cognition of Peking opera.

To resolve problems relating to the Analyze the visual image of traditional Chinese culture Peking opera based on the colors and patterns of Peking opera, and understand the role, characteristics and significance of Peking opera colors and patterns in traditional Peking opera culture.

First, the analysis and research of the visual image of Peking opera, the meaning and characteristics of the colors of Peking opera and the pattern elements appearing in Peking opera. The scope of the research is to analyze the value of Peking opera in terms of vision, art and culture.

Second, regarding the visual image of Peking opera, the meaning and characteristics of Peking opera colors, and the pattern elements that appear in Peking opera, we will conduct advanced research through relevant papers, network materials, books, and news related materials. For the visual image of Peking opera, the meaning and characteristics of Peking opera colors, and the characteristics of Peking opera The importance and meaning of the pattern elements that appear are related to the analysis.

Third, by referring to Albert Young Choi "Brand Culture Code Design Methodology", analyze the visual image of Peking Opera, the meaning and characteristics of Peking Opera colors, and the pattern elements that appear in Peking Opera.

This research analyzes the analysis and understanding of traditional Chinese cultural Peking opera, focusing on the analysis of Peking opera colors and pattern elements that appear in Peking opera. That is to say, through the use of visual element theory and cultural code element theory to analyze the visual image of Peking opera and analyze the colors of Peking opera And pattern elements. To understand the role and characteristics of Peking opera colors and pattern elements in the cultural background of Peking opera. To understand the cultural significance of Peking opera. To understand the theoretical knowledge of Peking opera colors and pattern elements. Through the visual element theory and cultural code elements, to understand the colors and characteristics of Peking opera The meaning of pattern elements and their role in Peking opera. Understanding of Peking opera culture and prospects for the future of traditional Chinese culture.

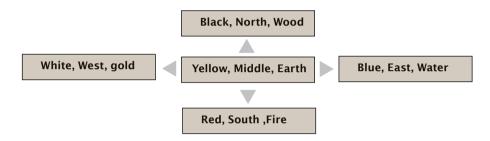
### **PEKING OPERA BACKGROUND**

Chinese Peking Opera began in the middle of the Qing Dynasty (1790 years) in the late Qianlong period. In the 1990s, Chinese culture was opened to the outside world. Peking Opera was presented to the world as a representative of traditional Chinese culture and art. the colors of Peking Opera are influenced by traditional Chinese philosophical theories. Five colors of black, yellow, white, red and blue are used as the basic colors. The pattern elements of Peking Opera include animal patterns, plant patterns, and patterns with good meaning. brand awareness refers to the audience's ability to recognize and recall a brand (Keller 1993). Whether a specific brand is stored in the memory of consumers, and the ability to recognize or recall a specific brand belonging to a certain product category (Aaker 1996). Peking opera as a traditional Chinese art , Can be said to be a representative cultural brand of Chinese culture. People not only need to understand the appearance of Peking Opera, but also the content and cultural value of Peking Opera. In the contemporary environment, how to understand the culture and meaning of traditional Chinese Peking Opera colors and the elements of Peking Opera Troupe is the key content of this article.

#### ANALYSIS OF PEKING OPERA COLORS

The study of color by human beings is, in a sense, the study of the development history of human civilization. Before the formation of human society, people's cognition of color is more derived from the sensory cognition of nature. This is the primary stage for humans to extract and accumulate color experience from nature. With the expansion of the scale of human development and the formation of human society, people's cognition of color has gradually integrated into the cultural connotation of a specific social stage. Color is no longer just a sensory cognition, but to a certain extent becomes auxiliary guidance and norms. The cultural concept of social life. China's traditional "five-color view" has also developed under this background of human culture. The performance of Peking Opera colors is mainly reflected in costumes and facial makeup. Peking Opera uses colors to express specific ideological connotations and character relationships. Characters of different ages, status, and dignity use specific color systems. These color systems are exactly in the traditional colors of ancient China. Base of ideas developed on the basis of. The color of Peking Opera is mainly influenced by the traditional Chinese "five-color view" theory, which is mainly based on the five colors of black, yellow, white, red and blue. The traditional Chinese "five-color view" is a theory of human cultural background. It interprets all things in the universe, such as nature and humans, as the composition of five active elements: fire, water, wood, gold and earth. The five elements are distributed around the earth, and earth is yellow in the middle. , Fire is red in the south, wood is black in the north, water is blue in the east, and gold is white in the west. In this way, the five elements are distributed. Refer to Table 1 five-color view description(see Table 1).

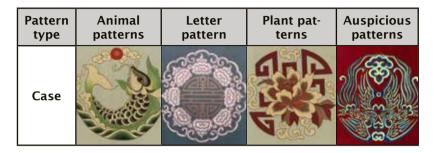
Table 1. Peking Opera Colors of "five-color view"



Because of the concept of "five-color view", the colors of Peking opera cannot be appreciated solely from the perspective of pure art form. Instead, we should analyze the implied meaning and explore the relationship between the cultural content carried by visual symbols and traditional Chinese culture. "Five-color view" is the sensory perception of nature. Soil is yellow, flame is red, water is blue, wood is black, and gold is white. People's perception of color.

### ANALYSIS OF PEKING OPERA PATTERN ELEMENTS

In traditional Peking opera, the pattern element is a form. The pattern element is used to reflect the contrast between the characters and the role. The pattern element mainly reflects the distinction of the character's identity and personality. The pattern elements of traditional Peking opera inherit the patterns and composition of ancient Chinese mural art and folk art, forming unique artistic characteristics. The pattern elements of Peking opera reflect China's political ethics, moral values, values and religious views to express specific meanings. The pictorial elements of Peking opera can be understood as a procedural and symbolic exaggerated and generalized art system. The pictorial elements use allegorical, analogy, and symbolic expressions to express the meaning of ideology. Peking opera pattern elements are mainly divided into four categories: "animal pattern elements, plant pattern elements, auspicious meaning pattern elements, and text pattern elements". Refer to Table 2 Peking opera pattern element classification(see Table 2).





The pattern elements of traditional Chinese Peking opera, whether in design or method, refer to the identity, personality, and gender of the characters, and use allegorical and symbolic techniques to shape the form. The "dragon" design element of the animal design elements referred to in Table 2 is the most common design element in Peking opera. "Dragon" was a symbol of imperial power in ancient China, indicating the dignity of identity. The auspicious meaning of the design element is "cloud". The manifestation of natural objects as "waves" reflects the respect of Chinese feudal society and feudal thoughts for nature. It has the meaning of blessings and prayers. Plant pattern elements are "pine trees" and "peony flowers", which have the meaning of longevity and wealth. Text pattern elements can be understood as text symbols, such as "囍", "卐" and other text pattern elements.

# VISUAL IMAGE ELEMENT UNDERSTANDING

The most developed sensation in human sense is vision, which is the natural sensation of human beings. Seeing is from the cultural angle of appreciation. Visual Perception: "Humans understand visual elements through vision, the functional perception of the eyes and the function of the brain. If consumers understand and recognize the different elements of the brand "Sland Touch Point" design, then the visual elements are visual culture Code.

Tim Brown, CEO of IDEO, a world-class design company, said: "Designers start from a people-oriented thinking point of view and appropriately combine what is possible techni-

cally and economically to create products and services that today's people like to use." Express meaning, express language through language words. Analyze from the perspective of layout, color, pattern element direction, and construct the most effective method and strategy to deal with the visual elements of Peking Opera. Content reference Table 3(see Table 3).

Table 3.	Visual	image	element	und	erstand	ling

Layout	Color	Pattern element
• Communication of visual effects • Communication of information concepts • Communication of im- age content	<ul> <li>Information recognition</li> <li>Feature enhancement</li> <li>Visual differentiation</li> </ul>	•Cultural and historical informa- tion transmission •Symbolic element communica- tion

According to Table 3, "Layout" refers to the method of processing and organizing visual elements according to the use of space in a designated space. In terms of visual elements, layout is to shape the relationship between image, font, color, and graphic elements. The speed of information transmission and the degree of information understanding can be adjusted. "Color" is an effective way for people's visual elements to carry out emotions. In terms of expressing and guiding emotions, color can play a more logical role than form. The use of color in Peking opera to communicate information affects people's visual elements. "Visual Literacy" is the ability to interpret and judge the image by observing the image and its constituent elements. "Pattern element" conveys feelings, culture and history. It is the basic figure of symbolic elements. The model with symbolic elements as the theme implies culture And history. Patterns made with basic patterns as models convey information.

# ANALYSIS OF THE VISUAL IMAGE ELEMENTS OF PEKING OPERA

Our eyes analyze the relationship between the three basic design elements, and then determine the meaning and characteristics of the visual elements. According to how such content is expressed, the information will be different. The visual elements of Peking Opera colors and patterns are mainly reflected in costumes and Peking Opera facial makeup.

Peking opera colors express specific ideological connotations and character relationships. Characters of different ages, different statuses, and different personalities are specific color systems. These color systems are formed on the basis of ancient Chinese traditional color concepts. Through these colors, you can feel To the specific expression of the color concept of Peking Opera. For example, the color of the emperor's clothing is yellow, the color of the prince's clothing is white, and the color of the marquis's clothing is red. In addition to the color has a direct relationship with the status of the character, it has a direct relationship with the character. For example, the upright person is red or green in the clothing opera masks, rude or cunning people are black or white in costumes or Peking opera masks. In Peking opera, the character and status of the characters are expressed through color, and the sensory and psychological hints of color provide a role in the visual elements.

The pattern elements of Peking opera have inherited the patterns and composition of ancient Chinese mural art and folk art, forming their own unique artistic characteristics. Peking opera emphasizes "comprehensiveness", and "virtuality", which are reflected through clear and strong rhythms The image of Peking Opera characters. This makes the elements of Peking Opera Troupe have a strong contrast. Chinese traditional political ethics, moral values, values and religious views are combined with pictorial elements to express specific meanings. For example, the "dragon" pattern element is that the clothing of the emperors of the Ming and Qing dynasties is embroidered with a dragon pattern element. The dragon has four feet and five feet. Noble identity and power. The "phoenix" pattern element is the phoenix, which in ancient China is a bird with auspiciousness. The phoenix is decorated as a symbol of aristocratic women. At the same time, it is matched with the peony pattern element, which embodies the extremely noble identity of women and represents power significance.In summary, refer to Table 4 for the analysis of the colors and visual elements of the characters in Peking opera(see Table 4 and Table 5).

Table 4 is based on the color, pattern elements and layout of the visual element theory to analyze the representative characters of Peking Opera and the character image of the heroine "Mu Guiying" of the Song Dynasty of China to understand the expression meaning of the colors and pattern elements of Peking Opera. "Mu Guiying" China's Song Dynasty period, the social atmosphere and social background of China at that time. It symbolizes the rebellion of Chinese women who have been suppressed for a long time, and opposes the characteristics of traditional Chinese women. The characteristics of the characters are expressed through color, based on red The color expresses the character's passion, bravery, and loyalty. The secondary color is yellow, which symbolizes the identity of the character. Red reflects the social background of the spirit of resistance of Chinese women. As a representative of traditional Chinese female characters in Peking Opera, the patterns use floral pattern elements to reflect the softness and beauty of traditional Chinese women. The plant pattern elements mean beliefs and the status of the characters. The auxiliary pattern elements use auspicious pattern elements to express prayers to the Peking Opera characters And blessings. The layout and typesetting are symmetrical, and the composition is the most common pattern in Beijing opera costumes. This composition gives people a serious, regular and generous visual experience, and is a perfect form of visual balance(see Table 4).

MA	Layout	Color	Pattern element
	symmetrical	Red, Yellow	Floral pattern
	• This composition gives people a serious, regular and generous visual experience	<ul> <li>Red: color expressest the character's passion, bravery, and loyalty.</li> <li>Yellow: which symbolizes the identity of the character.</li> </ul>	• Reflect the soft- ness and beauty of traditional Chinese women

Table 4. Visual Element Analysis of Peking Opera Character "Mu Guiying"

Table 5 Analyzes the character image of the representative of Peking Opera and the male protagonist "Bao Qingtian" of the Song Dynasty in China based on the color, pattern elements and layout of the visual element theory, and understands the color and pattern elements of Peking Opera that express the meaning. "Bao Qingtian" is a Chinese Song dynasty with a Chinese character Representatives of the social atmosphere and social background at that time. It symbolizes the characteristics of a clean, just, unattached, selfless Chinese office official. The characteristics of the characters are expressed through colors, with black silk and white as the main colors, expressing the characters' ability to judge black and white and their desire for fairness. Black is the meaning of mystery, integrity and justice. It expresses the character's style of doing things. The pattern uses dragon pattern elements to reflect the character's upright character. The "dragon" pattern element means belief and the status of

the character, and embodies the symbol of the character's power. The layout and layout are symmetrical, and the composition is the most common pattern in Peking Opera costumes. This composition gives people a serious, regular, and generous visual experience, and is a perfect form of visual balance (see Table 5).

FR.	Layout	Color	Pattern element
	symmetrical	Black	Dragon pattern ele- ments
	• This composition gives people a serious, regular and generous visual experience	• Meaning of mystery, integrity and justice	• Means belief and the status of the character

# BASIC ELEMENTS AND CHARACTERISTICS OF CULTURAL CODE THEORY

Albert Young Choi (2018) Brand Culture Code Design Methodology "Everyone is based on cultural norms and values such as art, literature, tradition, belief, language, habits, region, history, religion, lifestyle, etc., and has a unique spirit And material characteristics. The cultural code Cc' is the code to create culture". Therefore, a brand must create a unique cultural code and distinguish it from other brands. In order to strengthen the brand association and build the basic component of the cultural code. As follows, refer to Table 6(see Table 6).

Culture Code Components	Distinguish	
Art	The creation of aesthetic value	
Culture	Express ideas and art with language	
Traditional	Historic preservation and inheritance of social heritage	
Belief Faithful mental attitude		
Language	Voices and words used to express ideas or express feelings	
Habit Keep guarding for a long time, the society is widely friendly and tacky		
Region Regions or economies with the same characteristics		
History Records of events or people in the past		
Religion	A cultural system that resolves human troubles to the fundamental purpose of life through gods or absolute power	

# Table 6. Basic elements of culture code

According to the book "Brand Culture Code Design Methodology" by Albert Young Choi (2018), "Culture codes can be divided into four types: general cultural codes', recommended cultural codes', active cultural codes', and 'inactive cultural codes'. Four types. According to the degree of relationship and understanding of cultural codes, cultural codes are retained, developed, disappeared or merged by consumers". The basic cultural codes are classified and explained as follows. As follows, refer to Table 7(see Table 7).

## Table 7. Cultural code classification

Classification	Criteria for Classification	
General Culture Code	A social group understands and trusts Culture code.	
Proposed Culture Code	Cultural code recommended for a social group.	
Active Culture Code	Can easily recognize the culture of a social group. here's a culture code that doesn't change easily.	
Inactive Culture Code	It's hard to recognize the culture of a social group. culture code that you can easily change.	

The cultural meaning of a brand is expressed in symbolic form. Consumers buy and attach to brands because of their symbolic meaning. Today, Peking opera is an active cultural symbol, and Peking opera has become a symbol of traditional Chinese culture. Consumers understand Peking opera and its cultural value, all The ultimate goal of the proposed cultural code is to develop into a universal cultural code and establish Peking Opera as an active cultural code. The cultural brand serves as an inactive cultural code in the culture of the target social group, as a suggested cultural code , Difficult to be recognized by the audience, and easily changed by the audience. Brands with inactive cultural codes and suggested cultural codes are regarded by the audience as their own cultural codes, so the brand will develop into the audience's general cultural code. After that, if the universal cultural code is established as an important cultural code in the cultural norms and values of society and its members, and is familiar to other cultures, then the universal cultural code will develop into an active cultural code social group that can easily identify its culture.

# ANALYSIS OF PEKING OPERA CULTURAL CODE

Aaker (1991) "In order to maintain the long-term value of the brand, it is necessary to establish an association to test the usefulness of the brand. A brand is anything related to the brand in memory." Among them, the basic cultural code and the classification of cultural codes are used to build or enhance the brand Basic approach. For example, Peking Opera is a cultural brand with traditional Chinese values. Art (color, pattern elements), culture (history, fashion), tradition (Chinese history), belief (emotion), language (China), habits (Chinese environment), Specific content analysis of region (China), history (cultural background) and religion (none).

When categorizing these contents as cultural codes, the active cultural codes and general cultural codes of Peking Opera are clear. Therefore, it is Inactive cultural codes are unnecessary. It is Inactive cultural codes have strong brand associations, and traditional cultural brands are difficult to survive. In this way The cultural code of the brand and the basic components of the cultural code can be organized and classified. The active cultural code of the Peking Opera cultural brand is analyzed as Chinese traditional cultural style, and the general cultural code is analyzed as traditional cultural history and traditional cultural background. Cultural codes can be analyzed through visual element theory, so brand association

becomes possible. In addition, Peking Opera judges the cultural and historical background and the meaning of Peking Opera characters through color and pattern elements. The basic color and pattern elements create a sensibility and information based on Peking Opera as a system The image of the center. Through the value of color and pattern elements, it is possible to identify the "activity culture code" of traditional Chinese cultural style, the "general cultural code" of traditional culture history and traditional cultural background, this is the brand element association of the colors and pattern elements of Peking Opera And Peking Opera brand culture. As follows, refer to Table 8(see Table 8).

According to the analysis in Table 8, the brand association active culture code of Peking Opera brand is traditional Chinese cultural style, and the general cultural code is the meaning of traditional culture and the color and pattern elements of Peking opera. The understanding and cognition of Peking opera brand can be understood through the common cultural code to understand traditional culture and The historical and cultural background conveyed by the color and pattern elements of Peking Opera. The Proposed Culture Code is the visual image of Peking opera, the analysis of the value of Peking opera, the understanding of Peking opera culture, and the prospects for the future of traditional Chinese culture. Therefore, it is Inactive cultural codes are unnecessary. It is Inactive cultural codes have strong brand associations, and traditional cultural brands are difficult to survive.

Cultural code classification		Visual culture code	
General Culture Code	Meaning of traditional culture and the color and pattern elements of Peking opera	Art	color, pattern elements
		Culture	history, fashion
Proposed Culture Code	The prospects for the fu- ture of traditional Chinese culture.	Tradition	Chinese histor
		Belief	emotion
Active Culture Code	Peking Opera brand is traditional Chinese cultural style	Language	China
		Habit	Chinese environment
Inactive Culture Code	N/A	Region	China
		History	cultural background

# Table 8. Analysis of Peking Opera Cultural Code

#### CONCLUSION

This research is about the analysis and understanding of traditional Chinese cultural Peking opera, focusing on the analysis of Peking opera colors and pattern elements that appear in Peking opera. Through the use of visual element theory and cultural code element theory to analyze the visual image of Peking opera, analyze the colors and pattern elements of Peking opera. Understand the role and characteristics of the color and pattern elements of Peking opera in the cultural background of Peking opera. Understand the cultural significance of Peking opera.

First, grasp the relevant theoretical knowledge about the colors and patterns of Peking opera appearing in Peking opera.

People's cognition of color comes more from the sensory cognition of nature, but the cognition of color in Peking opera is integrated into the cultural connotation of a specific social stage. Color is no longer just a sensory cognition, but to a certain extent, it becomes an auxiliary guide and standard. In traditional culture, the pattern element is a form. The pattern element inherits the patterns and composition of ancient Chinese mural art and folk art, forming a unique artistic feature. The graphic elements of Peking Opera reflect China's political ethics, moral values, values and religious views to express specific meanings

Second, analyze the color and pattern elements of Peking opera through the use of the theory of visual elements. Understand the role and characteristics of Peking opera color and pattern elements in the cultural background of Peking opera.

Layout, the relationship between the three basic design elements of Peking Opera color and pattern elements, and then determine the meaning and characteristics of the visual elements. The color of Peking opera expresses specific ideological connotation and relationship between characters. Characters of different ages, identities, and personalities have specific color systems. The clear and powerful rhythm of the pattern elements reflects the image of Peking Opera characters and the social background of the Chinese era. Layout In terms of visual elements, layout is to shape the relationship between colors and graphic elements. The speed of information transmission and the degree of information understanding can be adjusted. Third, analyze the value of Peking Opera as a traditional Chinese cultural brand through the use of cultural code elements, and the color and pattern elements of Peking Opera in the Peking Opera system.

The active cultural code analysis of the Peking Opera cultural brand is the traditional Chinese cultural style, and the general cultural code analysis is the traditional cultural history and traditional cultural background. The general cultural code is the meaning of traditional culture and the color and pattern elements of Peking Opera. The understanding and recognition of Peking Opera brands Knowing, we can understand the historical and cultural background conveyed by traditional culture and the color and pattern elements of Peking opera through common cultural codes. Peking opera judges the cultural and historical background and meaning of Peking opera characters through color and pattern elements. The basic color and pattern elements create a perceptual and information centered image based on Peking Opera.

This article focuses on the analysis and understanding of traditional Chinese cultural Peking opera, focusing on the analysis of Peking opera colors and pattern elements that appear in Peking opera. Through visual element theory and cultural code element theory to understand the value of Peking opera colors and pattern elements in the Peking opera system, therefore, this article takes This method is used to understand and analyze Chinese Peking Opera. I hope to make the same contribution to the understanding and development of Chinese culture. I hope to see these theories be applied in many other studies in the future.

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