

# Exploration on Application of Traditional Tea Culture Elements in Packaging Design of Agricultural Products

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**Keywords:** Traditional Tea Culture, Agricultural Products, Packaging Design

**Abstract:** Nowadays, as People Pay More Attention to Health and Keeping in Good Health, More and More People Choose Healthy Agricultural Products to Maintain Their Health. under This Background, Ecological and Organic Agriculture Has Ushered in a New Broad Development Space. Applying Elements of Traditional Chinese Tea Culture to the Packaging Design of Agricultural Products Can Combine the Packaging of Agricultural Products with Traditional Tea Culture, Not Only Enhancing the Cultural Details of Agricultural Products Packaging, But Also Enhancing the Historical Sense of Tea Culture and Promoting the Publicity of Tea Culture. Each Social Public Will Have Different Understanding of the Packaging Design Style of Agricultural Products. in Order to Meet the Diversified Needs of the General Public for the Packaging Design of Agricultural Products, the Analysis of the Integration of Chinese Tea Culture and Modern Agricultural Product Packaging Design Will Play a Positive Role in Improving the Packaging Design Level of Modern Agricultural Products in China.

## 1. Introduction

After a Long History of Development, Chinese Tea Has Formed a Unique Tea Culture. Drinking Tea Has Become an Excellent Tradition and Good Habit of Chinese People, and Chinese Top Ten Famous Teas Are Well-Known At Home and Abroad [1]. At the Same Time, with the Development of Market Economy, Tea, as an Indispensable Drink for People's Life, is in Increasing Demand. Nowadays, the Development of Commodity Economy is Increasingly Mature, and Both the Quantity of Commodities and the Marketing and Promotion Mode of Commodities Are Gradually Improving. Affected by This, the Commercialization of Various Products Has Been Continuously Promoted. under This Background, the External Packaging Level of Products is Also Improving [2]. People's Requirements for Commodities Are Constantly Improving, and They Have Higher Expectations for Both Product Packaging and External Image. How to Optimize the Modern Packaging Design is Worth Our Active Exploration. Therefore, Good Product Packaging Design Can Effectively Deepen the Impression of Consumers, But Also Provide Important Value for Product Promotion. Chinese Traditional Cultural Elements Provide Materials for the Packaging Design of Agricultural Products, Which Can Effectively Enhance the Connotation of Packaging Culture, Highlight Tea Culture, and Stimulate Consumers' Purchase Desire. Therefore, the Packaging Design of Agricultural Products Should Be More Integrated into Traditional Chinese Cultural Elements [3]

## 2. Analysis of Outstanding Problems in Modern Packaging Design

### 2.1 Lack of Deep Excavation of Cultural Connotation in Packaging Design

At present, in the process of product packaging design, many enterprises are more market-oriented and blind. When consumers are more interested in a certain kind of packaging, they copy and ignore the effective integration of product cultural connotation [4]. At present, the market potential of agricultural product packaging industry is huge, and there are many business

opportunities. It plays an important role in the process of transforming tea products into commodities. Agricultural product packaging forms are various and colors are different. At the same time, with the development of market economy and the increase of demand, agricultural product packaging design has made great achievements. The application of traditional cultural elements in agricultural product packaging design, It can enhance the cultural attribute of agricultural product packaging and embody the cultural connotation of tea. At the same time, too much investment in packaging will gradually evolve into the cost of the product, thus greatly increasing the marketing pressure of the product. Therefore, when we implement product packaging design, we should not only fully consider the corresponding connotation and characteristics of digging and integrating culture, but also combine the relevant market demand and consumer psychology. Although the appearance looks glorious and gorgeous, it lacks cultural connotation and artistic details, does not form a unique view on agricultural product packaging, and lacks necessary cultural details [5]. However, at present, the tea market is developing at a very fast speed and there are chaotic situations and problems.

## **2.2 Most Enterprises Lack Awareness of Brand Protection in Packaging Design**

At present, many enterprises do not have the awareness of brand protection and lack sufficient attention and necessary cognition in product packaging and brand design. When many enterprises design products for external packaging, they mainly do it through design advertising companies. However, these outsourcing companies usually do not set up absolutely independent design schemes and ideas for each one. This will make many distributors or agricultural products manufacturers use the method of exchanging price for quantity. The products that may have been originally entrusted to several packaging enterprises are now only entrusted to two or three enterprises. In this way, each enterprise will distribute a large number of products, and distributors or agricultural production enterprises will drive down the prices in this way. Good packaging design can remind consumers of the content and characteristics of products, so agricultural products must do a good job in product packaging design if they want to realize their own brand development and construction [6]. In the process of designing agricultural product packaging, designers use appropriate Chinese traditional cultural elements, which is more easily recognized by consumers. In most cases, they resell product packaging design schemes and ideas to multiple enterprises, so that there are many enterprises in the market with similar design and packaging styles, which will limit the development and optimization of the whole packaging design work. In addition, in order to obtain orders, packaging enterprises deliberately lower prices and fight price war, which is not conducive to the healthy development of the industry.

## **2.3 Most Enterprises Fail to Fully Integrate the Characteristics of Internet e-Commerce Era**

Today, with the rapid development of the Internet, the development of any industry is inseparable from Internet technology. E-commerce has become the main channel and way of product sales. The domestic agricultural production enterprises generally have weak brand awareness and lack of understanding of brand packaging. It seems that the excellent consumers of tea will accept it, and forget the importance of a good and reasonable packaging for selling products and establishing brand image [7]. At the same time, the marketing ideas of commodities at this stage have new development and changes. With the wide application of Internet e-commerce in the whole product marketing process, now people understand a product more through Internet to see, at the same time, the external packaging of products is also an important reference factor for consumers to decide whether to buy or not. If these enterprises want to adapt to the characteristics of the e-commerce era, they must combine the consumption psychology of consumers in this era, innovate the working ideas of product packaging design, and optimize the external display of products. Even individual retailers can provide customers with a single print. Only the trademark address is different, the packaging design is the same. All these problems have to make us deeply feel the construction and urgency of tea brand. Tea needs brand packaging. At present, many enterprises have failed to effectively grasp and fully integrate the characteristics of this era. They lack necessary new ideas in the process of product packaging design and lack the characteristics of

the times in color matching.

### **3. The Rich Cultural Connotation and Function of Chinese Tea Culture**

#### **3.1 The Rich Cultural Connotation of Chinese Tea Culture**

China is the birthplace of tea and the first country to plant tea trees. China has a long history of tea culture development and rich cultural resources. The Classic of Tea is the first tea book in China, which not only embodies the profound traditional culture of our country. In the process of color application, traditional tea culture shows and outlines a more humanistic artistic conception. Through clever and reasonable color matching, people can be guided to effectively associate with specific tea culture life, and can be guided to feel quiet [8]. Chinese tea culture is the witness of Chinese history, which is consistent with the spirit of Chinese health preservation and enlightens the health preservation concept of the Chinese people; it promotes the common development with Chinese Zen, makes people cultivate themselves, coordinates the relationship between people and promotes the development of Chinese traditional culture; its tea culture features are different in different times, especially in the Tang and Song Dynasties, tea drinking was influenced by People from all walks of life attach great importance to tea drinking, which seems to have become an important activity in life. In the continuous popularization of tea culture, tea seems to have entered thousands of households. Chinese tea culture has a long history and has experienced thousands of years of development. Apart from many stories related to tea, it provides rich materials for the packaging design of agricultural products, including Chinese traditional paintings, carved figures, poems and songs, giving people a sense of great importance. At present, in the process of packaging design, the most classic tea culture patterns in tea culture can also be applied. Through skillful application and reasonable collocation, the integration and development of traditional tea culture and modern packaging design concepts will certainly be realized.

#### **3.2 The Function of Chinese Tea Culture**

The elements of traditional tea culture in our country have certain connections with Zen culture and Confucian culture. There are many philosophical thoughts in it. What it emphasizes is a rational aesthetic feeling and perception and comprehension of things, which reflects the traditional cultural consciousness of our country in a certain level. How can we effectively apply the color elements of traditional tea culture today when the requirements of packaging design are constantly improving, not only can we fully meet the new requirements of people for packaging design, but also can we effectively apply the color collocation in tea culture. We need to start with the new requirements for the development of packaging design. Therefore, we can say that the current packaging design work has become the main way for products and markets, consumers and products to understand each other. Therefore, under this background, good product packaging is not only a packaging form. The strong cultural content increases its added value, so that people can get spiritual satisfaction and aesthetic enjoyment, with good promotional function and high economic efficiency. Secondly, in modern society, people's social orientation is relatively weak and they pay attention to individual pursuit. The social function of Chinese tea culture is mainly to carry forward traditional virtue, display culture and art, cultivate sentiment, promote national unity and social progress. In the process of packaging design, the spirit of tea ceremony can be adopted. The whole package can be designed by means of symbols, meanings, associations and metaphors. The design elements can not only be limited to the contents of tea culture, but also absorb the essence from the tea culture.

### **4. Application of Traditional Tea Culture Elements in Packaging Design of Modern Agricultural Products**

#### **4.1 The Application of Tea Culture Elements in Packaging Design**

In the process of designing agricultural product packaging, unique and novel appearance can bring a visual feast to the public. Therefore, designers should start with the characteristics of tea and

tea varieties, look for design inspiration from tea culture such as tea etiquette, tea customs and tea painting, and design the packaging of agricultural products into the shapes of ink stones and tea sets. The product market felt by people is also richer and more perfect. Therefore, under the background of the continuous improvement of packaging technology, people's expectation for the color of products is more obvious and prominent. Therefore, in the current product packaging design work, It is necessary to combine the specific changes of people's consumption psychology, reasonably optimize the color mix, and innovate the packaging design concept. Of course, with the increasing degree of marketization, enriching product connotation has become the development trend and direction of product packaging design work. By optimizing product packaging design work, the completion of product trading activities can be promoted. The application of ink and wash elements in the packaging design of agricultural products can reflect the elegance and serenity of tea culture, create the artistic conception of tea culture, and add extraordinary feeling to the products. Combined with the corresponding text, it can improve the sense of history and humanity of agricultural product packaging, reflect a new tea culture spirit, and strengthen the cultural taste of agricultural product packaging design. If photography can be fully and effectively applied in the process of agricultural product packaging design, it will greatly enhance the color and artistic beauty of agricultural product packaging, not only greatly enhance the added value of agricultural products, but also effectively promote and popularize tea culture.

#### **4.2 Application of Tea Culture Elements in Color Packaging Design**

As an artistic language, color has strong emotional characteristics. The difference of color can bring people different emotional experience, such as: red can bring people hot and hot impression. The color element in traditional tea culture is an important starting point to show the Chinese culture and spiritual content from a deep level, in addition, it reflects a high attitude towards life and the concept of dealing with the world. When designers use these patterns in the design of agricultural product packaging, they can reflect the artistic conception and implicit sense of tea culture, and at the same time enhance the cultural nature of packaging. In fact, both packaging design art and photography art contain rich artistic characteristics and connotation value. Therefore, through the use of photography technology to focus on the advantages of the whole agricultural products, we can help us to deepen our understanding of tea. At the same time, in the process of designing agricultural product packaging, color can be designed according to tea characteristics and types. For example, cool colors such as cyan or green can be used as the main color of green tea packaging, while warm colors such as red and yellow can be used as the main color of black tea packaging. For Chinese agricultural product packaging to improve its competitiveness and comprehensive strength, it is necessary to make rational use of Chinese excellent traditional elements, inherit and develop excellent tea culture, build its own brand and design unique brand packaging according to the varieties of Chinese tea.

#### **4.3 Packaging Design Form with Tea Ceremony as Its Main Spirit**

In tea culture, tea ceremony, as its essence, is closely related to Confucianism, Taoism, Buddhism and other thoughts and cultures. From various aspects, the spirit of tea ceremony in our country can include four words, namely “Qing”, “he”, “yi” and “Zhen”. The so-called “diet” refers to the tea drinking can achieve the effect of strengthening body constitution and improving people's living standard and quality. The packaging design of agricultural products based on calligraphy characters takes calligraphy characters as a component of packaging elements, which makes the packaging of agricultural products more artistic and ornamental, shows the vigorous and historical nature of tea culture, and promotes calligraphy art and culture. In addition, if the packaging design of agricultural products wants to be combined with the actual sales, it is necessary to integrate the corresponding tea culture connotation and give the products corresponding added value. Finally, the application of agricultural product packaging design and photography technology is an inevitable requirement to build a high-quality brand and enhance the comprehensive competitiveness of tea brand. The basic packaging design of tea can reflect the characteristics and quality of business operation, meet the material and spiritual needs of consumers, and finally achieve the purpose of

sales. With the development of current design technology, the connotation is constantly enriched and integrated with science, aesthetics and culture. Starting from the development and change of the times. We should not only pay attention to the individual consumption psychology of consumers, but also pay attention to the integration of differentiated consumption psychology. By giving the product new, more practical, more green connotation, and then meet people's needs, to meet the packaging work needs.

## 5. Conclusion

The application of traditional tea culture elements in the packaging design of agricultural products can enhance the cultural attributes of agricultural products, make consumers have the desire to buy, and show the historical, artistic and humanistic characteristics of tea culture. In this process, the packaging design of tea also put forward new requirements. If we want to do a good job in packaging design of agricultural products, we need to learn how to integrate and use for reference. Through the full and effective integration of various elements that can show the characteristics and connotation of tea into the packaging design process, and then achieve the overall improvement of its packaging level. As a large country producing agricultural products, on the basis of good sales of agricultural products, the packaging level of agricultural products should be continuously improved. Therefore, packaging designers should not only make the packaging of agricultural products have a perfect appearance, but also highlight Chinese tea culture. Only in this way can the quality of packaging design of domestic agricultural products be better improved, and the packaging of agricultural products in China can better go to the international market.

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