

## Application of Traditional Culture in Packaging Design

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**Abstract:** This article further summarizes and analyzes the practical application of traditional culture, traditional graphics, traditional colors and traditional materials in packaging design by exploring the relationship between traditional elements and packaging design. At the same time, this paper puts forward how to display Chinese traditional culture more perfectly, to pursue innovation while not losing the embodiment of traditional style, to make the cultural inheritance more full of vitality and modern sense, and to achieve the real blend of traditional culture and modern packaging design concepts.

### 1. Introduction

Chinese traditional culture has rich and varied artistic expression methods and forms. From oracle bone inscriptions to Li Jie cursive script, from Neolithic painted pottery to bronze in yin and Shang dynasties, from vessels and silk paintings in the warring States period to stone reliefs in Han dynasty, from paintings in Tang and song dynasties to porcelain in Ming and Qing dynasties. As well as paper cutting, wood engraving new year pictures, architecture, decorations, costumes, masks, shadow puppets and so on, which are widely circulated among the people. All of these fully embody the traditional Chinese culture, which has nurtured the traditional artistic style of the Chinese nation in thousands of years of history and is the crystallization of thousands of years of civilization of the Chinese nation [1].

The packaging design of Chinese traditional elements is to endow the traditional rhythm with words, graphics, colors and materials, and to complement the whole with certain arrangement design. Starting from the traditional national culture, Chinese packaging design should be endowed with new cultural significance. Traditional packaging forms of various nationalities in our country are diverse, and cultural progress directly affects the development of packaging, especially gift packaging. Traditional boxes and boxes made of nanmu and camphor wood, which are used to store pens, ink, books, paintings, inkstones and other items, are just a kind of exquisite gift packaging. Understanding the relationship between traditional culture and art and modern packaging design will make its application in modern packaging design more extensive and in-depth. Refine and apply Chinese traditional connotation and cultural elements into modern packaging design works, create diversified design trends, and seek traditional elements belonging to one's own nation in the packaging design of economic globalization. Give full play to the influence of traditional culture, reasonably integrate tradition and modernity, do not lose self, create your own brand and seize market share. These are the development trends of domestic packaging design today [2].

### 2. Application of Traditional Culture in Packaging Design

In today's social and economic tide, commodity circulation speed is fast, and elimination speed is also extremely fast. If a product wants to succeed in marketing, it is not enough to rely solely on its own excellence. In product packaging design, traditional folk art can be skillfully used as a design element of commodity packaging, combined with modern science and technology, and integrated into the expression form of modern design. Furthermore, the use value of traditional folk art has been further improved, and the packaging of commodities has a strong sense of the times and the nation, showing the individual characteristics of commodity brands and having a positive role in promoting the circulation and sale of commodities.

In the process of nationalization packaging design, metaphor, symbol and association are often used as indirect expressions. With the help of an image to express another thing related to it, and with the help of some common understanding or thinking of the audience, the performance is mainly focused on visualization, popularization and vividness. Like dragons and phoenixes, they symbolize the Chinese culture, while red symbolizes auspicious and festive events. They symbolize the standardization of ideas and some kind of mass consensus. Lenovo, on the other hand, stimulates and induces the audience's thinking identity to concentrate in a certain direction through certain image expression. For example, zongzi and dragon boat are associated with dragon boat festival and peace. China's cultural and artistic elements are characterized by implication, which is reflected in packaging and decoration as a kind of connotative beauty. In the process, only the appropriateness of metaphor, the typicality of symbol and the inducement of association should be paid attention to so as to achieve the ideal performance effect.

### **3. Application of Chinese Traditional Elements in Packaging Design**

#### **3.1 Application of Traditional Art Forms in Modern Packaging Design**

Paper-cut art, shadow play art, printmaking, calligraphy and traditional Chinese painting are all traditional Chinese arts with profound life flavor. By refining its elements, it can produce certain commonality in modern aesthetic consciousness, thus conveying a spiritual connotation in packaging design. Calligraphy art plays a vital role in modern packaging design. Many packaging design works have made full use of the decorative beauty of Chinese calligraphy art and achieved good results. Due to the combination of book body application, many packaging designs appropriately convey the characteristics of design content.

Taking modern tea packaging as an example, tea culture and calligraphy are symbols of the Chinese nation. The first “tea” character in Chinese characters appears, which is written in calligraphy font. It is just right to use calligraphy font as the visual element of tea packaging. Tea is the most natural thing. It has a long history and profound traditional details. Tea packaging uses this important traditional Chinese element to perfectly combine the fragrance and elegance of tea with the charm of Chinese calligraphy. Calligraphy is a splendid cultural treasure of the Chinese nation. It expresses feelings and forgets things. It has a detached image. The realm of calligraphy coincides with the transcendent and refined artistic conception conveyed by tea culture. Through refining the elements of this traditional folk art style, it can be reasonably applied to the rules of formal beauty, which is embodied in deepening and highlighting on the basis of conforming to the theme. In the process of commodity circulation, packaging has become an effective carrier of culture, arousing resonance [2].

#### **3.2 Application of Traditional Graphics in Modern Packaging Design**

Graphics are called Esperanto and are not restricted by any language. Product packaging design directly reflects the content of the goods and the concepts it is intended to express through visual languages such as color, graphics, text, etc. The Chinese nation has a long history and culture, which endows traditional patterns with rich living soil, unique artistic taste and cultural accomplishment. From ancient times to present, the traditional pattern has been enduring, not only because its shape has appreciation value, but also because it contains more and deeper auspicious meanings. Through the ages, the Chinese people have created brilliant national culture with diligence and wisdom and produced many auspicious figures. For example, dragon and phoenix, kylin, lion, tiger, turtle, moire, longevity, double money, Hui and so on. These auspicious patterns all express people's longing for a better future and joy in life. China's dragon and phoenix patterns have a long history. In modern packaging design, mooncake packaging is the one that successfully draws lessons from Chinese traditional dragon patterns. The dragon image is integrated with the Chinese traditional Mid-Autumn Festival. Its artistic language deeply attracts consumers. The Chinese auspicious figure “Tuanhua” pattern and the buckle in the Tang costume are also ingeniously integrated into the moon cake packaging, making it brimming with strong traditional

complex.

#### **4. Application of Traditional Color in Modern Packaging Design**

Color has the strongest visual impact. Different colors have different psychological implications and moral expressions. China has a unique color culture: red represents the joy of the nation; Yellow is a symbol of imperial power in China's feudal society. Cyan reflects the ancient and dignified beauty of copper watches ... Therefore, it is of great significance to study the collocation and use of traditional colors for product packaging design. At present, the packaging of domestic modern wines is mostly designed with the help of traditional elements in terms of materials, shapes and colors. For example, the packaging color of "Fen Wine" comes from the color tone of folk blue and white, with blue as the main tone, which shows the long history of wine and highlights the elegance and wide range of traditional elements. Therefore, in modern packaging design, in-depth excavation of traditional culture, clever extraction of traditional symbols, rational use of traditional colors, and proper expression of cultural connotation of colors can make the works emit more strong national artistic charm.

#### **5. Application of Traditional Materials in Modern Packaging Design**

With the improvement of people's living standards, consumers are increasingly yearning for green packaging and natural objects and their nostalgic feelings are intensifying. Packaging made of bamboo, wood, paper and other materials is more popular than metal and plastic. This kind of packaging with regional characteristics is easy to make people feel friendly. It not only reflects the folk characteristics and local flavor in packaging culture, but also shows the green and natural connotation of the product. Modern packaging design made of traditional materials will give people a feeling of returning to nature. For example, the paper wrapping design of Chinese New Year cakes, the design of wine bottles made of pottery clay or bamboo tubes, and the packaging forms such as small steamed buns all embody profound folk flavor. The re-integration of traditional forms and contents in the design is a true inheritance and transcendence of traditional culture, which is more in line with the aesthetic taste of modern people.

#### **6. Conclusions**

Drawing lessons from and carrying forward traditional culture is helpful to enrich the expressive ability of modern packaging design and make it have deeper cultural details and broader development space. Facing the tide of global design, as a modern packaging designer, he should learn to combine Chinese and western culture while being constantly impacted by foreign cultural design ideas. Designers should not only keep pace with the times, but also be good at absorbing elements of traditional culture. Designers will integrate the packaging design into the form of modern design, making the design conform to the aesthetic taste of modern people, making the packaging design unique and becoming the carrier of effective cultural transmission, enriching the packaging language while further sublimating the connotation of traditional folk art.

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