

# Research on Traditional Cultural Factors in Modern Packaging Design

Shoulei Xu

Yunnan College of Business Management, Kunming, Yunnan, 650106, China

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**Abstract:** Modern packaging design is an inevitable outcome of social development. It is a more scientific and aesthetic design developed through the infiltration of traditional culture and art. The paper discusses the value and aesthetic significance of Chinese traditional art and its relationship, and has certain reference value and effect on the national style and development of modern packaging art design.

## 1. Introduction

Elements precipitated from Chinese traditional culture are widely used in modern design, bringing more inspiration to the design field. The application of traditional elements in packaging design is a cultural heritage and one of the ways to bring Chinese culture to the world.

Chinese traditional art has accompanied the origin of mankind and the development and creation activities of the Chinese nation. It has gone through a long road from ancient times to the present. It covers a wide range of aspects of people's social material and spiritual and cultural life. The more modern and aesthetically pleasing modern packaging design developed through the infiltration of traditional arts and crafts and painting art directly reflects people's life and aesthetic taste. It is the carrier of material life and spiritual aesthetics [1]. However, due to the development of modern packaging design, the design of packaging has gradually become internationalized. However, the different regional cultures of each country have led to the differences in the theme and focus of packaging design due to the cultural heritage of the country. Because of its long history and culture, and the inheritance of its grand material and spiritual wealth, in the modern packaging design, the use of traditional Chinese elements is the extraction and application of the essence of folk art, turning the old and the general into a figurative, artistic conception. Inheritance is carried out using modern design techniques. The traditional elements have a certain cultural and historical significance in modern packaging design.

## 2. The Traditional Chinese Elements in the Package

From ancient times to today, packaging has existed as an accessory to goods, and it is an important means of realizing the value of goods. The term "packaging" has a variety of terms that can be understood as meanings such as dressing and decoration. The understanding of the word "包" is derived from the words, meaning that the fetus is placed in the abdomen, and the word "installation" is interpreted as the meaning of placement and loading, and also the meaning of decoration. This can be said to be the origin of packaging design [2].

Packaging refers to the general term for containers, auxiliary materials and materials used for the purpose of protecting the transportation of goods during the circulation of goods, and also according to certain requirements. It also refers to the operation of the technology adopting the above process. Of course, you can't simply understand that packaging is simply wrapping the product. It's not just a visible container. Starting from the exchange of goods, it can be said that there is packaging for goods, and modern design packaging has become an indispensable part of the production and sales of goods, and is also an important means of competition for businesses.

Chinese paper-cut culture is the most representative art form of Chinese folk. From the perspective of archaeology, the time of paper-cut art is also very popular. Paper-cutting is the use of scissors to cut red paper into various patterns, giving it a more modern design. It is a picture of the

main image of the deformation and its image is exaggerated and takes into account the beauty of the image gallery. The color requirement is red paper, the color is simple and complicated, and at the same time pay attention to the proportional relationship, so the picture relationship is pleasing to the eye, and the content is also in the form of auspicious blessing. Therefore, this seemingly traditional art form is also designed by the designer. Gives modernity and is widely used in modern design.

Chinese folk painting art is also an artistic form of Chinese folk representation and one of the most traditional art forms in Chinese folk art. The New Year painting is a dictionary of Chinese regional culture. Its picture style is simple and has a lively atmosphere. Although the picture seems to be simple, the color is bright, which brings inspiration to modern design [3].

Chinese calligraphy is a kind of art in Chinese ancient culture with high artistic appreciation. Although calligraphy is calligraphy with monochrome ink, it has a very rich and varied art form. In terms of color, the ink on calligraphy can be divided into six colors. In writing, the ink has rich color changes on paper, giving it a unique artistic expression and artistic appeal. Today, calligraphy appears in the form of independent theme words in packaging design, and many designers incorporate the art of calligraphy and calligraphy into the design, adding more design imagination and cultural heritage to their works.

The name of Chinese painting stems from the fact that it is different from foreign paintings such as Western oil paintings and is called Chinese painting, which is later called "Chinese painting." As an important embodiment of Chinese traditional culture, Chinese painting is a reflection of national consciousness and an aesthetic trend. Therefore, there is a saying of poetry and painting, in which poetry is calligraphy and painting is Chinese painting. Chinese painting is based on Chinese traditional culture, and it can reflect the Chinese traditional concept and aesthetic consciousness regardless of the image in the image object, or the cognitive methods and expression techniques in the observation.

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

#### **3.1 Application of Traditional Packaging Forms.**

The origin of Chinese packaging is very early. The packaging of ancient Chinese people is reflected in daily life. However, due to the limited technological development at that time, they are usually taken locally. The most commonly used materials are wood, bronze and coarse cloth. The main design concept is mainly based on practicality. Through the changes of history and the passage of time, people have summed up their experiences in labor practice and life, and their own thinking has been continuously improved. They have paid attention to the existence and use of the items used around them, and the demand for formal beauty has increased. . At this point, more and more design thinking has been applied to daily design, with some humanized packaging designs, and at the same time, the materials of design have become more and more abundant [4].

There are not many common tools used in ancient China, but each tool reflects the strong humanized design perspectives, such as the design of ceramics, the white porcelain of the Song Dynasty, and the four-ear cans. From its design, it is not only practical, but also has a sleek shape and a beautiful shape. It profoundly reflects the meaning of "natural nature" and "harmony between man and nature" of Chinese traditional culture. China's traditional feudal system is strict, and its design level is different. Chinese traditional packaging materials are also divided into court use and folk use. Due to the influence of the system, the style of court packaging is mostly gorgeous and extravagant, while the folk packaging is simple and natural. Most of the materials used by the people are natural materials that are close to the working people, such as bamboo and wood. And the simplicity of the style, the auspiciousness of the decorative style and the praying charm reflect the current situation of the working people of the ancient times and the expectation of a better life. In addition, due to the prevalence of religion in ancient China, the packaging of religion has its own unique style. Of course, this kind of packaging is given the religious mysterious style under the premise of practicality, and it shows people's religion in the packaging design. Worship mentality. But from a design point of view, religious packaging design itself has its own aesthetic value.

Modern designers draw on traditional packaging forms to better display the style of the work, and also have a traditional historical flavor, adding a strong simplicity to the current packaging design.

### **3.2 Application of Traditional Decorative Patterns.**

Chinese traditional patterns have a long history. Most of the patterns come from the folk. The design inspiration comes from the characters, animals and other forms. The design is exquisite, the imagination is rich, and the creative meaning is strong. It mainly reflects the status of people's life at that time and has symbolic significance. Good materials borrowed from modern designers. At the same time, Chinese traditional patterns have a variety of national colors, and the design layout is reasonable, the colors are harmonious, and most of the colors are filled with festive atmosphere. Some of the patterns use geometric patterns to make them more modern, and are often used in architectural decoration or folk items.

Due to the special artistic beauty of traditional Chinese patterns, modern designers have rationally applied them to packaging design, especially for product packaging designs with traditional Chinese characteristics, such as Mid-Autumn Mooncake Gift Box and Chinese Famous Wine. Through the design, the traditional Chinese motifs are modified, so that the traditional motifs can better display the packaging characteristics of the designer in the hands of the designer, and at the same time inherit the traditional simplicity and modern innovation, so that the packaging has a deep appreciation value.

### **3.3 Application of Traditional Packaging Materials.**

In the traditional Chinese packaging history, each time the product packaging has its own unique design style and its style is formed by the influence and nourishment of the artistic tradition at that time, and unreservedly displayed on the packaging materials, in line with the current situation of the contemporary people. At the same time, the spirit of Chinese traditional culture also dominates the Chinese way of thinking. The harmony between yin and yang, the unity of nature and man, and the understanding of truth, goodness and beauty have had a tremendous impact on the packaging design at that time. It also acts on the design of modern society. Through the mapping of the social environment and thoughts at that time, the deeper understanding of the uniqueness of packaging materials at that time, modern packaging materials are diverse, but these modern materials have abandoned the simple and concise atmosphere of traditional Chinese materials. Therefore, modern designers can make practical improvements to the lack of modern packaging through the reference to traditional Chinese materials, which can enrich the content of modern packaging design [5].

### **3.4 The Use of Traditional Decorative Colors.**

The special thing about color is that it touches things for the first time in the distance. The first thing that comes into view is the color of the object. Similarly, when we observe the goods in the distance, the goods are still visually blurred, but the first thing that stimulates the eyeball is the color of the product is also the only known element, so that the color can set off the atmosphere of the whole product. For different periods, social cultures, and geographical factors, people have different color associations. Therefore, in the packaging design, it is very easy to use the element of color to reflect the geographical features. Chinese traditional colors have almost a common color culture, such as: red, representing the joy and emotion of the nation; cyan, representing the simple and solemn beauty of traditional instruments; yellow, the feudal period of China is the representative of the royal weight. Take alcohol as an example to talk about the use of traditional colors. Chinese famous wine "wine wine", its packaging uses the color blue of folk traditional blue and white as the main color, which symbolizes the long-term and elegant temperament of its brand; the packaging design of "Jinliufu" wine mainly uses large red, with a strong folk The art of paper-cutting gives the whole packaging design a deep sense of nationality and a strong sense of local flavor, filling the glory of the ocean. It can be seen that in the modern packaging design, the appropriate use of the appropriate color, can perfectly display the theme of the product, so that its packaging shows a unique national charm.

#### **4. The Application Principles of Chinese Traditional Elements in Packaging Design**

With the development of history, China's packaging design art has accumulated rich content. It is the information carrier that Chinese traditional culture conveys to the modern, and it has become a part of traditional culture that cannot be ignored. In modern packaging design, we can make full use of and draw on traditional cultural resources, and use the advantages of traditional packaging to showcase the unique national tradition and national spirit. However, how to inherit and carry forward the traditional culture better in the packaging design requires that it must not be a superficially simple application of the "shape", but to understand and deep into the marrow of traditional culture, with the understanding of "In order to continue the traditional culture, this will inject new vitality into modern packaging design. From the perspective of the shape of modern packaging design, traditional art can already be reduced to a certain degree, and it can be said that it has a certain modern sense.

As the artistic development of globalization has seriously stimulated the nerves of the traditional culture of the nation, this has not only become an opportunity for the inheritance of the development of the traditional culture of the nation, but also a new impetus for the creation of more creative national characteristics in modern packaging design. However, every designer needs to be clear and not inherited, not to be old-fashioned, to be old, to inherit and carry forward the advantages of traditional national art and culture. This requires designers to have a deep understanding of traditional national art and culture, and to make modern packaging design possible. At the same time of modernization, the traditional elements of China are transformed, reconstructed, and traditional Chinese art culture is preserved, and the unique charm of traditional art is preserved, which is transformed into a new creative point and inspiration for modern packaging design. This not only brings a regenerative creation of modern aesthetics to the reconstruction of Chinese elements, this new visual aesthetic image combines traditional patterns and modern graphic design, and has become modern. The creative form of packaging design is indispensable, and it is the only way to build a unique style of Chinese packaging design.

#### **5. Conclusion**

Packaging design has certain applicability and artistic appreciation. Excellent packaging design can not only enhance the popularity of goods, but also combine visual elements with itself through its unique artistic expressions to convey product information and artistic features. Consumers not only satisfy the aesthetic and artistic needs of consumers, but also achieve the purpose of promoting traditional art culture.

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