

## **Extraction and Application of Chinese Painting Elements in Packaging Design of Tourism Derivatives**

**Huang Wen**

Chongqing College of Electronic Engineering, Chongqing, 401331, China

woshishui@126.com

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**Abstract:** In China's historical development, many art forms with Chinese characteristics have been formed. These traditional Chinese art forms have their own unique artistic charm and charm, and Chinese painting is one of the treasures. Nowadays, with the development of society and the progress of science and technology, people's living standards have improved significantly. Tourism, as a form of recreation, has been sought after by more people. If the Chinese painting which pursues artistic conception and charm can be applied to the packaging design of tourism derivatives, it will surely be able to package tourism products better through its unique charm, bring more characteristics of traditional Chinese culture to tourism products, and inject traditional Chinese culture into tourism culture. It will not only help to better publicize tourism products, but also be able to publicize them. Help people better understand Chinese traditional culture. This paper mainly describes the extraction and application of Chinese painting elements in packaging design of tourism derivatives.

### **1. Introduction**

With the development of times, people's income level is constantly rising, and people's material living standards are constantly improving. With the satisfaction of material life, people are more pursuing the improvement of spiritual living standards. Tourism can bring people more spiritual enjoyment as well as material life. Therefore, in today's society, tourism has been loved by many people, more people choose to travel to spend their holiday time. China has a large number of tourist attractions, so the tourism market has a lot of competition. Therefore, how to stand out in the numerous competitions and occupy a place in the market is particularly important for tourist attractions. And the Chinese painting bred in Chinese culture is able to add color to the packaging design of tourism derivatives.

### **2. Development and Exploration of Packaging of Tourism Derivatives**

Now, people's material living standard is improving day by day, and the practice of traveling in people's life is also increasing, which has become a common leisure activity in people's life. In the process of traveling, more and more people choose to buy tourism derivatives, and these tourism derivatives should not only be a commemorative role, but also have some practical functions to bring people more role. However, nowadays many tourism derivatives packaging design is not careless, these tourism derivatives packaging design is rough, there are many shortcomings.

#### **2.1 Disadvantages of Packaging Design of Tourism Derivatives**

Packaging design of tourism derivatives is a design that integrates many cultures. In an excellent packaging design of tourism derivatives, we should show the local regional characteristics, and integrate the local cultural characteristics, folk customs and other cultures with local characteristics, so as to make tourism derivatives not only have several years'role, but also have a better appearance, so that they can have the value of ornamental collection and dissemination in addition to commemoration. The role of local culture. Good packaging design of tourism derivatives can spread culture while commemorating. In fact, it has become a work of art, so it has a greater role.

However, today's tourism derivatives packaging design is indeed a big problem. In most tourist attractions nowadays, the derivatives designed by them are mostly identical, and many places even have the same product design. In many places, the quality of products produced is very poor, the products are crudely manufactured and lack of creativity. Many tourist derivatives lack the spiritual connotation of products. Many tourist derivatives are only for economic benefit, and there is no new idea and spiritual connotation in them. Nowadays, tourism derivatives in many places are just like this. They are crudely manufactured, without spiritual connotation and even have little commemorative significance. Most of them are old-fashioned derivatives and have no new ideas. Therefore, at present, tourism derivatives not only have their own poor quality and no connotation, but also have the embarrassment of no market and no one to buy them.

## **2.2 New requirements for tourism derivatives nowadays**

With the development of the times, people's living standards have greatly improved. More and more people choose to travel to enjoy their leisure time. When traveling, many people will choose to buy some tourism derivatives. In fact, nowadays, people are no longer the original tourism, not only focusing on viewing the scenery and enjoying the beautiful scenery along the way, more people hope to experience the pleasure of tourism and satisfy themselves in tourism, that is, from material life to spiritual life. In this case, people are more pursuing experience, personality, and higher quality tourism. This requires that tourism derivatives also need to be updated to produce more creative and spiritual products, making tourism derivatives beautiful and memorable at the same time, the dissemination of culture, has a more practical role.

## **3. Development and Exploration of Chinese Painting**

In the history of China's development, it has formed the unique characteristics of Chinese culture, and in the development of Chinese culture, it has formed a variety of artistic features, among which Chinese painting is a unique artistic form. Chinese painting is generally referred to as brush painting, which expresses the beauty different from western painting through brush sketching on paper. Chinese painting embodies the unique aesthetic taste of China, and shows its unique beauty through its unique brush. The unique beauty of Chinese painting pays more attention to the beauty of artistic conception, constructs the elegant beauty of artistic conception, gives people visual impact different from western painting, and makes people have more imaginative space. In ancient times, Chinese art forms were loved by many people in the West and sought after by many Western artists. Nowadays, with the development of the times, in the new era, the cultural exchanges between the East and the West are becoming more frequent, and more cultural shocks have brought more changes to Chinese painting. In the new era, with the help of new technology development and cultural exchanges, Chinese painting also has a new and better development in the new era, and exchanges with Western culture. The two complement each other's strengths and weaknesses, bring more vitality to Chinese painting, making Chinese painting more adapted to the development of today's era.

With the development of the times and the progress of technology, more attempts have been made to combine the elements of Chinese traditional culture with new things. Now, the development of Chinese culture has also brought about a new round of development of Chinese traditional culture in the new era, which has caused a new round of Chinese traditional culture fever. More and more people like Chinese traditional culture. At the same time, China's traditional culture has also made great progress in the world, and more people want to know and touch with Chinese traditional culture. And the way many people understand Chinese traditional culture is by visiting China. If we can integrate Chinese painting with tourism derivatives to promote Chinese culture, we will surely achieve better results.

#### **4. Extraction and Application of Chinese Painting Elements in Packaging Design of Tourism Derivatives**

There are many scenic spots in many parts of China. These scenic spots have their own long or short history and unique characteristics. These scenic spots also have many stories in history. At the same time, many scenic spots will have strong regional characteristics. In the production of tourism derivatives, in order to better show the regional characteristics, make the design more abstract and concrete. In this respect, Chinese painting has its own unique advantages. The unique artistic characteristics of Chinese painting, focusing on artistic conception, can make the design of tourism derivatives have more typical characteristics. Correct use of Chinese painting elements can help tourism derivatives to better show the characteristics of regional culture, while making tourism derivatives more beautiful and practical.

In order to make the elements of Chinese painting better integrated into tourism derivatives, we need to use better strategies.

(1) The integration of traditional Chinese painting art and tourism consumption demand. Packaging design should pay attention to the application of color elements. As an important means to highlight and beautify products, color has become an important factor in whether packaging design caters to consumers. Traditional Chinese painting reflects the artistic conception of the painter's picture and the artistic charm of the painter himself by the simple and elegant style between black, white and grey in the way of brush and ink, which often gives people a superior charm and artistic style. Traditional Chinese painting art has accumulated a large amount of cultural heritage from ancient times to present, which makes it have a tremendous artistic vitality and artistic influence beyond time. It is precisely because of the artistic flavor and artistic elements emanating from these heritage that it brings rich artistic resources for packaging design. These resources will enrich the packaging design in terms of quality and artistic means, and at the same time make the packaging color and shape reflect the unique taste of elegance and aesthetics, which greatly meets the spiritual needs of consumers.

(2) The integration of traditional Chinese painting and product content. In the packaging design of products, we often express the connotation and theme of things through some clear visual elements to achieve the unity of content and artistic conception. The material selection of traditional Chinese painting in packaging design should be closely related to the relevant information of commodities. The closer the connection, the more accurate and reasonable the information disseminated, and the better the advantages brought by traditional Chinese painting elements can be brought into play. In the long history of China, the art of traditional Chinese painting has formed the unique natural, popular, simple and rich characteristics of the land of China. The origin of the characteristics is mainly due to the living environment and the psychological conditions of the people. It is closely related to life that the implications of its graphic elements are more acceptable to the public. In painting, the change of visual elements depends on the change of reality. In the packaging design, in order to reflect the virtual and real treatment, we can make a large space by highlighting the main body and omitting other elements on the layout of the graphics and texts of the packaging design. Use this technique to make packaging design achieve a wonderful visual feeling. For example, our tea packaging uses traditional Chinese paintings to reflect the charm of tea culture, which can better convey the ambience of tea and be more acceptable.

(3) Integrating regional cultural characteristics into tourism derivatives. In derivatives, more visual symbols with local regional characteristics are integrated, which makes the products more regional, more connotative and cultural characteristics and commemorative value.

(4) Pay attention to the integration of story. In tourism derivatives, attention should be paid to the integration of story, through the integration of elements of Chinese painting, and through the expression of different stories of Chinese painting in derivatives, which makes the product more practical and more popular.

(5) Innovation and new development of traditional elements of Chinese painting in packaging design of tourism derivatives. With the development of the times, people's aesthetic concepts

naturally have different changes, so in order to meet the needs of the new era, we need to innovate the elements of traditional Chinese culture, according to the development of the times, inject the elements of the times into traditional Chinese painting, thus more suitable for today's aesthetic.

## **5. Conclusion**

Through the elements of Chinese painting, with the help of Chinese painting to express emotions and different aesthetic feeling, the spirit of different cultures of Chinese scenic spots is integrated into the packaging and development of tourism derivatives, which makes tourism derivatives have more spiritual connotation and different regional cultural characteristics. Thus create more economic and social benefits.

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