

Application of Yi Traditional Woven Patterns in Packaging Design of Regional Specialty Products

Xiang Jiaxiang

Huaihua University, Huaihua, Hunan, China

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Abstract: In the development history of China for thousands of years, the production of textile is one of the traditional crafts in China. The earliest textiles in China appeared in the stone age of 5,000 years, which shows the development history of textile technology in China. Brocade is the earliest mature silk weaving flower in China. With the development of the times, its style and organization are changing. This paper will study the application of the traditional brocade patterns of the Yi nationality in the packaging design of regional specialty products, and pass on the traditional culture of our country.

1. Introduction

The traditional brocade patterns of the Yi people not only represent the products themselves, but also represent the traditional culture and national spirit of our country. In today's society, there is a close relationship between economy and culture, and the two rely on each other and promote each other. At present, the traditional brocade patterns of the Yi people have become China's intangible cultural heritage, safeguarding the diversity of China's national culture, and fully reflecting the national cultural characteristics of China. It can be seen that the application of the traditional brocade patterns of the Yi people to China's cultural development and even the economy. The importance of development.

2. Classification of traditional brocade patterns of Yi people

At present, in the traditional brocade patterns of the Yi people, according to the style, they can be roughly divided into the following types, first, flowers. This type of traditional brocade pattern of the Yi nationality has been designed with plants and flowers as a prototype, and has been widely used, mainly in utensils and handicrafts. In this type of brocade pattern, the focus is on the floral plant structure and the dynamic structure, which can fully express the Abstract art in the flower, mainly using geometric figures and lines to express the image of the flower. People apply the image of plants and flowers they observe in their labor to the brocade patterns, some of them use the flowers as the main body of design, and some apply the floral patterns to the lace design.

Second, animals. The Yi people love animals very much, so animal shapes are widely used in brocade patterns to express their love for animals. Most animal models use line representation methods, such as diamond patterns, to fully express the local characteristics of the animal. The Yi people think that the spider Sam is a smart and auspicious representative, so this image has been widely used in the brocade pattern. In addition, there is also a reptile in the Yi nationality, which is also represented by a diamond structure. Two diamonds of different sizes are combined with each other to form a brocade pattern.

Third, the natural landscape. Natural landscapes are common patterns, including sun, moon, stars, clouds, water, and snowflakes. They combine natural scenery with patterns, which can be used to express deeper meanings. When applying the natural landscape, it mainly emphasizes people's worship and respect for nature, so it does not need to be too realistic and can express their emotions. Figure 1 shows the application of animals in the traditional brocade patterns of the Yi people.



Figure 1 The application of animals in the traditional brocade pattern of the Yi nationality

3. The demand for traditional brocade patterns of the Yi nationality in the packaging design of regional specialty products

The demand for traditional brocade patterns of Yi people in product packaging design mainly includes the following points: First, the demand for packaging functions. The main function of the package is to protect the goods so that they can be stored and transported to facilitate consumer use. With the rapid development of the commodity economy, consumers' demands for packaging have gradually increased, not only to meet the protection of goods, but also to have certain cultural connotations. The basic functions of packaging mainly include the following, such as protecting goods, facilitating storage and transportation, carrying, protecting the environment, increasing consumers' desire to purchase, and promoting goods. Therefore, in the process of applying the traditional brocade patterns of the Yi people, it is necessary to fully reflect the above basic functions. Second, the packaging quality requirements, in the actual packaging, some businesses in order to save costs, the use of simple bags of goods, this packaging method not only affects the aesthetics of the goods, but also can not effectively protect the goods, reducing the overall quality of the goods. Third, low-carbon environmental protection needs. In the process of actual product packaging, environmental protection concepts need to be applied, including low-carbon design, green packaging, lightweight packaging, and non-polluting packaging. The entire product packaging needs to be developed in a natural, original and non-polluting direction to achieve low carbon environmental protection.

4. Application of traditional brocade patterns of Yi nationality in packaging design of regional specialty products

4.1 Application of traditional brocade patterns of Yi nationality in packaging design of food products

With the development of the times, people's living standards have gradually improved, and the requirements for product packaging have become higher and higher. At present, product packaging is not limited to practical use, but also needs to meet people's needs and different levels of consumption. When applying the traditional brocade patterns of the Yi people to food packaging,

you can start from the following aspects, first, the overall decoration. In this method, the traditional brocade pattern of the Yi nationality is required as the main content of the product packaging, and the visual impact force in the packaging is improved by the method of plane silhouette and exaggeration deformation, the decorative effect of the packaging is ensured, and the flower pattern is used to enhance the method. Nationality in packaging. In the process of partial decoration, the traditional brocade patterns of the Yi people are mainly used as accessories, and the product pattern or commodity text is taken as the main body to ensure the primary and secondary design. For example, it is possible to visually implement the segmentation of the packaging plane at the corners of the package. This design method can increase the flexibility of the entire package design.

Second, the color application in food packaging. Color belongs to a kind of visual experience. People can further understand things by feeling the way of color. Color can create an artistic conception and guide people to associate. As the core part of visual design, color needs to be designed according to the actual needs of the product. Color matching can determine the final effect of the package. Therefore, in the design, it is necessary to determine the use of color according to the attributes and requirements of the product, and highlight the characteristics of the product. In the traditional brocade patterns of the Yi people, there are black and white collocations and bright colors. Black and white and cyan can give people a sense of primitiveness and simplicity. The combination of bright colors gives people a strong national atmosphere. Usually these Yi people In the traditional brocade pattern, the color with higher purity and saturation is used for comparison, and the method of screen segmentation is used to give a strong visual impact.

4.2 Application of traditional brocade patterns of Yi nationality in packaging design of alcoholic products

The wine culture is the traditional culture of the Yi people, and it also has a long history. This article will study the application of the traditional brocade patterns of the Yi people in the packaging. Among the Dai people's wines, the most representative one is bitter wine. In the packaging of wine products, we should not only focus on the shape and characteristics of the design, but also apply the representative wine culture symbols to the packaging design. in. First, the national craft decoration is applied in it. The national craft has undergone certain changes with the development of the times. The traditional spiritual concept and modern elements are combined to form a new traditional craft form. For example, the use of brown purple sand to burn out the bottle, the use of quaint decorative totem on the bottle, can reflect the value of traditional culture, but also enhance the connotation of the entire design. Second, natural and environmentally friendly materials are used in it. In modern society, environmental protection has become a key concern of people. Therefore, improving the environmental protection of product packaging design can give the intrinsic value of packaging design while effectively protecting the environment. The traditional brocade patterns of the Yi people were originally inspired by the Yi women from nature. Each of the production processes was handmade. Therefore, the most effective way to apply them to product design is to combine them with nature. The packaging is combined with each other, using modern technology to apply the natural environmental protection concept, and finally form a unique packaging design.

4.3 Application of Yi traditional brocade patterns in gift packaging design

In the packaging design, the gift products need to focus on exquisiteness, high-grade and atmosphere. This is the basic requirement of gift packaging design. In this process, ethnic elements can be applied to them, and each set of gifts must be packaged. Maintain high consistency and apply national cultural elements on this basis. This social approach allows consumers to continue to deepen their impression of traditional Chinese culture in the process of purchasing gifts. In addition, you can work on the packaging style, depending on the packaged product, determine the color, pattern and texture used in the final packaging design. The traditional brocade patterns of the Yi people are usually black as the bottom surface, using diamonds or straight lines to construct various patterns and patterns, enhance the nationality of the whole package, and fully exert the national characteristics of the traditional brocade patterns of the Yi people. Table 1 shows the problems that need to be paid attention to in the traditional brocade pattern application of the Yi nationality.

Table 1 Issues to be noted in the application of traditional brocade patterns in the Yi nationality

Application	content	Issues to be aware of
Food Packaging Design	Correct choice of process, color	Health and Safety
Alcohol product packaging design	Apply ethnic crafts and national cultures to it	Focus on the intrinsic value of packaging
Gift packaging design	Design according to high-end principles	Guarantee the consistency of the traditional application of the Dai

5. Conclusion

Through the above analysis, it can be seen that the traditional brocade patterns of the Yi people can be used in product packaging design to realize the effective inheritance of traditional Chinese culture. This paper studies the three aspects of food product packaging, alcohol product packaging and gift packaging. Determine the application of the traditional brocade patterns of the Yi people in this process, and enhance the culturality in the design of Chen Pin packaging, and adopt this way to inherit the traditional culture of our country.

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