

Product Packaging Design Strategy Against the Background of Cultural and Creative Industry*

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Abstract—With the rise of local brands and the strengthening of the construction of intangible cultural heritage in recent years, the packaging design of cultural and creative products has become a major part of the design field. How to promote featured products according to regional culture and make creative design of product packaging with regional unique art culture is an important part of product promotion.

Keywords—cultural and creative products; packaging design; tie-dye; illustration; regional characteristics

I. INTRODUCTION

With the advantaged climate and geographical environment, the edible rose industry in Dali, Yunnan develops rapidly. At the end of April and the beginning of May every year, Yunnan's edible roses are in full bloom. Yunnan people are good at making flower cakes, which can be originated to the Qing Dynasty more than 300 years ago. The flower cake is made of the finest roses. Because of its unique flavor, it has always been a court dessert, deeply loved by Emperor Qianlong. In the folk, such tradition and skill of making cakes has been passed down to the present day. Rose flower cake is a classic dessert with Yunnan characteristics. It is also one of the representatives of Yunnan mooncakes. Other foods made from roses are also popular with consumers.

II. DEVELOPMENT OF PACKAGING DESIGN FOR PRODUCTS WITH YUNNAN CHARACTERISTICS

Dali is a famous tourist city with numerous historical sites and traditional culture of Bai nationality. It receives 567 million domestic tourists and 6.6769 million overseas tourists annually. The special souvenir represented by rose flower cake is in great demand, and Dali's rose flower cake production store also amounts to dozens. In order to stand out from many similar products, in addition to improving the production process of the product itself, it is more necessary to create a relatively well-known and popular brand. Packaging design is an important part of the branding process of products. A package that can be remembered by consumers and bring psychological pleasure will naturally lead to continuous consumption behavior. This is also the

goal of the brand to pursue and explore. The connotations of packaging design are to pictograph and symbolize the traditional culture, taking its "shape" and extending its "meaning".

III. ANALYSIS OF THE CURRENT SITUATION OF FOLK ART DESIGN

A. Obstacles to the Development of Folk Art

Due to the slow development of folk art, people pay less and less attention to folk art. The death of many old artisans and some artisans seeking another profession, coupled with the modern young people's lack of understanding of traditional folk art, have led to the situation that folk art has no successor. However, the trading mode of folk art is generally to wait for orders in the store, and there is no modern commercial operation. Such traditional form of trading also makes it slowly fade out of the public's sight.

B. Analysis of Product Brand and Image

"Hua Xin Ji (花莘记)" flower cake is a food institution in Dali. It uses the traditional rose nectar brewing technology with hundreds of years' history of the Bai to make flower cakes by hand. When it entered the market, it was favored by local residents and foreign tourists. In order to carry on the more advantageous propaganda and development to the enterprise culture and the flower cake characteristic, the company carried on the creative design to the overall enterprise image and the packing. Therefore, it creatively added folk tie-dye patterns with Yunnan characteristics in the packaging design.

China's time-honored tie-dye art has cultural characteristics. The traditional tie-dye process takes blue and white as the main color element. In different design concepts of craftsmen, it presents infinite aesthetic feeling and artistic charm in harmony between blue and white through immersion and rinsing. Iridescence is the soul of tie-dye art, which can enhance the outline of the pattern and then attract the visual subject. The reasonable application of tie-dye in packaging design not only enriches the cultural connotation of products but also meets the needs of the times. It not only inherits the national culture, but also is an effective way to promote and protect the intangible cultural heritage. It also effectively increases the value of the product and highlights the brand. In modern packaging design, tie-dye art needs to

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maintain its own characteristics, to ensure the function of packaging items as well as the aesthetic of packaging and decoration. On the other hand, tie-dye technology is the accumulation and practice of tie-dye skills for thousands of years. In modern packaging design, tie-dye art fully reflects the artistic characteristics and cultural connotation. Packaging design can promote the inheritance and development of tie-dye art, so that people can feel the original ecology and simplicity of tie-dye art.

IV. PACKAGING DESIGN STRATEGY FOR PRODUCT

A. Selection of Color and Pattern of Packaging

The essence of tie-dye art and modern packaging design is to integrate the national culture, historical culture and

intangible culture into the packaging design, and integrate its unique artistic charm and cultural connotation, so as to better reflect the importance of packaging design.

B. The Expression of Traditional Illustration Art

The packaging design of Hua Xin Ji flower cake combines unique tie-dye elements with modern design. At the same time, hand-drawn illustrations contain commercial nature and assume the function of information dissemination. Illustration is widely used in package design. On the one hand, illustration can clarify the personality of the brand image, with the effect of beautifying goods. On the other hand, the illustration in packaging plays a direct role in attracting consumers and spreading the brand concept. (See "Fig. 1" and "Fig. 2")



Fig. 1. Package design 1 for Hua Xin Ji.



Fig. 2. Package design 2 for Hua Xin Ji.

The whole package integrates the special tie-dye and iridescence and folk craft illustrations with traditional regional characteristics. The overall performance is summarized as follows:

Using illustrations to express traditional culture: The Bainianshou of Bai nationality with regional characteristics

is used as illustrations. In the design, the cultural elements are precisely refined and transformed into exquisite illustrations with artistic personality, which play a role in the precise positioning of the brand.

Using symbolic graphics to express traditional culture: The original pattern elements in the culture are redesigned,

and the pattern is arranged in an orderly and aesthetically pleasing manner with the principles of formal beauty, which is applied to the background pattern in the packaging design to enhance the visual effect and the visual memory point.

V. CONCLUSION

Traditional tie-dye effect is combined with modern layouts. In Chinese culture, traditional patterns have different expressions in different regional cultures, but they all have beautiful meanings. The traditional pattern combined with the design subject and applied to the modern design layout can reflect the beauty of tradition.

The packaging of flower cake series of "Hua Xin Ji" follows the design style of tie-dye and traditional illustration, which can realize the integration of overall effect and regional artistic characteristics in Dali. Thus it stands out in numerous brands and is favored by consumers.

The packaging design of cultural and creative products has various forms, among which the hand-drawn illustrations have the characteristics of strong cultural, artistic, emotional and commercial integration. It is of great research significance to endow cultural and creative brands with rich emotion and vivid personality, and to spread culture and inherit history with artistic language.

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