

# Theoretical Research on Packaging Design of Cultural and Creative Products

Jing Dong

Dongchang College, Liaocheng University, Shandong, China

63865604 @qq. com

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**ABSTRACT:** In today's society, with the development of political pluralism and economic globalization, many emerging cultural products are enriching and developing China's cultural market. In this case, the cultural and creative products came into being, and the packaging and design of cultural and creative products have become a research direction of modern society. Cultural and creative products have always been committed to the prosperity and development of China's cultural industry, bringing some different cultural vision to people's production and life. It can arouse people's resonance to gather some kind of thoughts and feelings in a creative product, so the packaging design and theoretical research of this product have witnessed a deeper exploration.

## 1. Introduction

Since the beginning of the founding ceremony of the People's Republic of China, the semi-colony of our country has come to an end, the people have stood up, and various cultures have continued to rise; Then, with the advent of reform and opening up, our country has had a broader cultural market, and various cultures have continued to develop with a hundred schools of thought contend and a hundred flowers bloom. People attach more importance to the development of cultural and creative products, and have higher requirements for the packaging design of cultural and creative products. The theoretical research on the packaging design of cultural and creative products reveals the emotional experience and visual effects that various products bring to users under different or specific conditions, and it has become a cultural demand of the development of human society.

## 2. Classification of cultural and creative products

In the long historical background of our country, cultural and creative products are constantly developing in the collision and blending of various cultures with rich contents and there are six categories: traditional cultural products, museum products, art derivatives, animation movie derivatives, specific theme souvenirs and tourist souvenirs. Cultural and creative products were initially derived from overseas while in the domestic institutions, there seems almost no establishment of cultural and creative specialty. It has been rising in the recent years, so now there will be a lot of colleges and universities holding the cultural and creative products competition, the cultural and creative products in our country are gradually developed under such a background. As shown in Table 1:

Table 1 classification of cultural and creative products

First kinds	Traditional cultural products
Second kinds	Museum products
Third kinds	UCCASTORE Exclusive Merchandise
Fourth kinds	Animation film derivatives
Fifth kinds	Special theme comm commemorative products
Sixth kinds	Souvenirs

### 3. Better Embedding Cultural and Emotional Symbols in Cultural Creation Products

In order to make the cultural and creative products stand out among the traditional industrial products in our country, the cultural and emotional symbols are usually implanted into the cultural and creative products. Designers often need to brainstorm, so as to better grasp the design standards of cultural and creative products. In the process of designing cultural creative products, designers need to constantly adjust the design scheme and try various design styles, and have a reasonable conception of the design elements of the whole cultural creative products. Better embedding of cultural and emotional symbols in cultural creation products is convenient for users to have a better understanding. As Table 2 shows:

Table 2 content of cultural and creative products

Content of cultural and creative products
Embedded culture
Emotional symbol

### 4. Design Flow of Cultural and Creative Products

#### 4.1 The process of creative product design is the process of symbol transfer

The process of cultural creative product design is a process of symbol absorption and transformation. Through the processing of the crafts, materials, cultural symbols and shapes of the traditional culture carrier, it is more in line with the modern society's aesthetics, so people don't get too distant. The process of product design focuses on creating a kind of product which carries people's emotion, and brings people's life different colors and emotional experience.

#### 4.2 The process of product design is the process of emotional isomorphism

In other words, on the basis of traditional culture, we should take the essence, discard the dross, and pass on the cultural value idea which is beneficial to the development of society. We must carry on the emotion isomorphism to the cultural creation product design process in the outstanding traditional culture stratification plane.

### 5. Principles of Packaging Design for Cultural and Creative Products

#### 5.1 visual culture in packaging design

The packaging design of cultural and creative products must embody the cultural connotation and cultural roots of the products visually. In the design of the packaging of cultural creative products, we should not only crave for the external aesthetic effect, but also highlight its cultural connotation, which is closely related to the core connotation of the packaging design of cultural creative products. The connotation of the packaging design of cultural creative products includes vertical and horizontal two parts. The first part is the vertical depth, further excavating the cultural connotation that cultural creative products need to display; the second part is the horizontal differentiation, constantly exploring the cultural attributes of the cultural products to be expressed. The combination of these two parts, cultural products on the packaging design of color, shape and material selection should be conducted as good as it gets, as far as possible to create the ideal visual effect. The purpose of packaging design of cultural and creative products is to highlight culture visually. It is not only necessary to concentrate the cultural content of expression through design, but also to pursue the coordination of colors so that the overall effect of packaging design of cultural and creative products becomes more saturated and presents the cultural connotation and the cultural image.

## **5.2 The concept of packaging design meets the needs of consumers**

A unique packaging design is bound to go deep into the hearts of the people, to achieve visual impact and aesthetic feeling. With the continuous accumulation of material wealth, people are increasingly seeking spiritual satisfaction. Unique packaging design contains a certain cultural content, cultural products with the packaging design to show a unique emotional appeal and values. The idea of packaging design of cultural and creative products should meet the needs of consumers, first of all, it should play the role of urging consumers to consume rationally; secondly, it should embody a vivid visual effect so as to avoid too great a difference between products and packaging, misleading consumers' choice. The packaging designer of cultural and creative products should design the packaging design needed by consumers from the perspective of consumers.

## **5.3 The creativity of packaging design is in line with the demand of cultural and creative products**

The packaging design of cultural and creative products should not only have novel ideas, but also meet the needs of consumers. The originality of packaging design should be in line with the aesthetic requirements of consumers, and truly express the demand of consumers for cultural and creative products. On the basis of inheriting traditional culture, the originality of packaging design of cultural creative products should satisfy the demand of cultural creative products and keep the consistency of image content. China should attach importance to the packaging design of cultural and creative products, and continuously develop and cultivate a new generation of design talents, which is conducive to meeting the creative demands of consumers on the packaging design of cultural and creative products.

## **6. Conclusion**

With the continuous development of China's economy, culture has a broader space for development, which is beneficial to the construction of our spiritual civilization. At the same time, the development of cultural and creative products has become a new kind of cultural products vigorously promoted in China, and has been recognized by consumers. The packaging design of cultural and creative products gathers all kinds of culture and emotion, shows the broad and profound Chinese culture as well as the designer's unique and ingenious design technique, which should be respected by the whole society. In the material society which is extremely rich today, people pay more attention to the spiritual level of demand, the whole society set off a strong cultural atmosphere. Therefore, the theoretical research on the packaging design of cultural and creative products has been favored by the public, and will continue to develop and pass on.

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