

Study on the National Style in Packaging Design

Huimin Liu
Yantai Gold College
Yantai, China

Abstract—China's packaging design shows not only traditional culture, but also a comprehensive design that coexists with the times. It is necessary to discover and research Chinese own culture, develop its cultural value, and creatively integrate it into the company's product design to enrich the cultural meaning of the product and enhance the value of the product. While absorbing and drawing on foreign design concepts and methods, China packaging attaches importance to and inherits the outstanding cultural traditions of its own nation, and it is good at using rich traditional Chinese elements to make products with both contemporary and global languages, containing the traditional Chinese spiritual wisdom. Packaging design is a comprehensive art and a materialized cultural carrier. The national style in China's packaging design is the Chinese style formed with the Han nationality as the main body. It is both an art and a cultural carrier. Only by fully understanding the dialectical relationship of inheritance and development in the design of packaging national style can it be possible to create a packaging image with a distinct national style.

Keywords: *packaging, national style, traditional culture*

I. INTRODUCTION

Today's packaging design is not only a design that gives external protection to the product, but also a design behavior that integrates the cultural connotation of packaging for innovation and continued use. It penetrates the professional positioning and cultural taste of packaging design, takes the "green revolution" as the lead, and researches on the "moderate, healthy, recyclable" green efficiency of packaging materials and forms. China's long history and culture have made packaging design unique packaging works in all historical periods, but national culture is a cultural feature and style that has been inherited in different eras of packaging design, and it shines brightly. It is a necessity to not only inherit Chinese national culture in packaging design, but also learn from the advanced design concepts of the west in order to make design works that go with the world. National style is the style and manner displayed in terms of ideological content and artistic form. The integration of national style and international style requires the proper handling of the relationship between internationalization and nationalization, and the correct relationship between the old and the new. The design creative point can't be left on pure visual form, but must be deeply rooted in the essence of national culture. While absorbing the essence of western design, it is necessary to study and develop Chinese outstanding and traditional

design works. Therefore, it is necessary to study and understand the traditional culture of the Chinese nation, understand the national style, transform it into cultivation, and then reveal it naturally in the works. The design that reflects the Chinese national style is necessary.

II. THE ORIGIN AND GENERAL SITUATION OF NATIONAL STYLE

National style is the artistic characteristic of a nation in the long-term development. It is a nation's social structure and economic life because of their personal origin, life experience, cultural upbringing, ideological and emotional differences. And because of the particularity of the theme formation and the habit of expression methods when creating, different works form different styles. And this style often shows the attributes of the era, nationality and class. The national style in packaging design is made up of factors such as customs, artistic traditions and other factors. Different nations have different color emotion and different color psychology. The color psychology of each nation is not isolated. It is determined by various factors such as the entire culture and psychological structure of the nation, and the living environment of the social era. After a long period of continuous development, China's national color psychology has evolved to form its own unique complete system. This color psychology in China has undoubtedly left a great influence in its various art forms, especially in packaging design.

III. MAIN MANIFESTATIONS OF NATIONAL STYLE PACKAGING DESIGN IN CHINA

A. *Physical structure*

The packaging structure is in order, and the structure of any packaging is the unity of purpose and regularity. For the structure of the package, a reasonable structure can reduce costs. Due to the influence of traditional arts and crafts, national style packaging mostly draws on the shape of gourds and ceramics in folk and folk culture to design containers and packaging image, making it have the aesthetic inheritance and rich national cultural significance.

B. *Application of folk graphics and patterns*

Graphics and patterns are important elements in packaging design. In traditional Chinese culture, graphics and patterns often carry the cultural concept of a tribe or

clan, and play a role in communicating ideas and transmitting information. The graphics and patterns are a reflection of collective values, which coincides with the expression of the graphic language of modern design. It also contains extremely rich colors of national life. The folk arts and crafts graphics are extremely decorative, concise and simple, naive and vivid, with a deep folkloric background and life colors. In folk art, dyeing and weaving techniques, art paper-cutting, facial painting, color painting, and shadow puppets graphics are widely used in traditional packaging design. Patterns are a kind of decorative technique commonly used in packaging design. They also best reflect the artistic effect of national styles and they are all typical patterns with national styles.

C. Unique etiquette and custom culture

In China's rich traditional culture, a unique etiquette culture has been bred, focusing on ethics, advocating morality, emphasizing family and friendship. And its courtesy calls for reciprocity, so it also attaches great importance to the packaging of gifts. At various traditional festivals such as Dragon Boat Festival, Mid-Autumn Festival, Spring Festival, etc., the humanistic, local and natural flavors of gift packaging design meet the emotional needs of consumers.

D. Chinese calligraphy and painting art and the application of golden stone carving

Chinese painting has a wide range of subject matter and diverse styles. The rich folk painting arts, such as murals and New Year pictures, also have strong oriental art decoration beauty and distinctive national style. Chinese characters are derived from images, which are very decorative and can express the characteristics of goods well. The seal script is simple and elegant, the clerical script is stable and dignified, the cursive script is unrestrained and smooth, the Song font is neat, and the bold font is extremely powerful. The engraved seal has a unique decorative effect integrating writings, paintings and carvings.

E. Use of natural materials

The application of natural materials in packaging is in line with the people-oriented philosophy. People-oriented is the cornerstone of traditional Chinese design thinking. Modern society advocates environmental protection, energy conservation, and return to nature. People like the simple and natural style. In addition, the easy-to-recycle and easy-to-handle properties of natural materials have great practical significance in promoting "green packaging" today. Natural materials such as bamboo, wood, mat, grass, and leaf are widely used in traditional packaging containers, and can be bundled with silk ropes. The ropes can also be used to compile all kinds of symbolic and typical knots to enrich the packaging image.

F. Aesthetic inheritance of color application

In the design of national-style packaging, it is necessary to make more use of the ancient habits of certain colors,

such as red, yellow, green, and gold, which are popular in the folk, symbolizing auspiciousness and joy. Like ink-shrouded washing painting colors, Chinese literati have always praised highly the natural simplicity of Zhuangzi, which is "nothing in the world can compete with the simplicity". Due to the reasonable layout of black, white, and gray, and the pursuit of ink modeling, the artistic realm of abandoning shape and pleasing shadow as well as abandoning quality and chasing spirituality has been achieved, so that the color rhythm of the picture appears to be very harmonious, reaching a simple but elegant realm. This culturally rich color has been widely used in packaging designs with Chinese traditional culture. The decorative strong folk color is different from the monotony of the literati's ethereal atmosphere. The traditional color habits of Chinese folks are related to the replacement of the view of unity of heaven and human in Chinese philosophy, that is, the pursuit of harmonious unity between people and people, people and nature. The national traditional "red + green" group, which was once regarded as inelegant by the ancestors and descendants, has been welcomed by the court and the commonalty since the Song Dynasty and spread among the people. Song Poems once wrote, "Time can leave people behind, while making cherry to become ripe and plantains mature at the same period." The rich metallic color and the Chinese's love of gold and silver are also reflected in the packaging design. These metallic colors, which were only used for royal and religious purposes, have now entered the lives of ordinary consumers.

IV. NATIONAL STYLE INHERITANCE AND DEVELOPMENT

While the national style is inherited and developed, two issues should be paid attention to. The development of society, the emergence of new technologies, the advent of new materials, the rise of new trends, will definitely have an impact on the characteristics of national styles and bring about change. The new style should be formed in the process of inheriting tradition, absorbing foreign cultural nutrition, abandoning its obsolete and backward factors, and constantly enriching and improving itself. Therefore, in the process of designing national style packaging, it is necessary to follow the principles of "making the past serve the present, making foreign things serve China" and "taking the essence and discarding the dregs" and combine national tradition with the spirit of the times so as to design packaging works that have both national style and market economy development. On the other hand, it should also be noted that for the purpose of promoting the sale of goods, national style design is not the only means. It should be considered according to the specificity of the product and the specific situation of the sales area.

The development history of packaging design is related to the cultural background of various countries. From a specific perspective, national style is actually fertile ground for packaging design. No matter from packaging materials and craftsmanship, or packaging technology and creativity, it is impossible to transcend its unique national cultural connotation. Especially against the long history and cultural

background of China, the inheritance and application of national style is particularly prominent. The diversification and internationalization of social culture has promoted the personalization of packaging design. Efforts should be paid to fully understand the problems of the inheritance and development of national style in packaging design. It is also necessary to strengthen the cultivation of traditional Chinese culture while mastering packaging design skills. The development of society, the emergence of new technologies, and the advent of new materials are bound to change the characteristics of national styles.

V. THE EMBODIMENT OF PACKAGING DESIGN ELEMENTS

In the rich connotation of traditional culture, various folk cultures have been produced, including festivals and food. Cultural packaging is not only concealed in the realm of the people's spiritual life, but also in the realm of the people's material life. It has distinct national and folk characteristics and regional characteristics. In today's modern packaging, the packaging design of food can bring people fashionable and novel cultural characteristics without losing their national characteristics.

A. Packaging patterns design

The layout of the product pictures, characters and background in the packaging pattern must focus on attracting the attention of customers and directly promoting the brand. Packaging patterns are more specific, stronger, and more persuasive to customers than brand names, and are often accompanied by immediate purchases. In traditional packaging design, it is required to leave a deep impression on consumers with its simple lines, patterns, and reasonable colors.

B. Packaging colors design

Thousands of years of history, ethnic factors, and living conditions have shaped people's special love for the traditional red and green colors. Red and green have also become powerful chips for designers to express national elements. Therefore, in packaging design, traditional colors can't simply be regarded as a tacky and backward sign. Instead, it embodies the national consciousness, cultural consciousness, and local friendship of the Chinese nation, making traditional culture and art more flavorful and modern, carrying forward traditional culture and showing a sense of national pride.

Colors play a particularly important role in packaging design. It is inseparable from the design and use of color to make products with visual characteristics that are clearly different from other products, more attractive to consumers, to stimulate and guide consumption and to enhance people's memory of the brand.

The color design of the package should pay attention to the following 6 points:

- Whether the packaging color can be clearly identified in the competitive product;
- Whether it is a good symbol of the content of the product;
- Whether the color is in harmony with other design factors and effectively represents the quality and quantity of the product;
- Whether it is accepted by the product purchase class;
- Whether it has a high degree of clarity and can serve as a foil to the text;
- How the effect of single package with that of multiple packages.

C. Packaging font design

The font itself is an artistic image with the characteristics of beauty and emotion. When designing, it is necessary to not only meet the differentiability and readability of the text, but also fully mobilize the artistic charm of the meaning of the text, that is, the use of decorative text in the form of packaging art. Looking at the packaging screen, the use of Chinese calligraphy, seals and letterpress printing fonts not only shows the style of oriental art, but also emphasizes the artistic conception and inner thoughts and feelings of the screen, giving people an ancient and simple beauty. Chinese calligraphy has a unique charm, such as the ancient grace, smoothness and magnificence of ancient script, giving people a pattern of flower-like decorative beauty.

VI. CONCLUSION

National style packaging design is mainly based on nostalgic and simple local style, incorporating Chinese elements, making consumers feel that the packaging products are friendly and warm; through design, it creates environmentally friendly packaging shapes of vivid images and returning to natural, while also fully integrating national cultural characteristics to show personalized packaging design. Designers should also increase the discussion and research on ecological packaging design, so that the big collective becomes more and more environmentally friendly. It is needed to revere the nature, respect national culture, and promote modern packaging design concepts to change people's lives. And it is also necessary to let all people living in the sun can feel and experience the inevitability and importance of ecological packaging design.

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