



# Study on the Performance of Regional Characteristic Visual Element in Packaging Design

Ruiyu Li<sup>(✉)</sup>

Hanyang University, Seoul, South Korea  
liruiyu940427@163.com

**Abstract.** Regional visual elements contains the unique historical and cultural atmosphere and regional feelings, can reflect the different regional cultural form and exotic customs, through the representative significance and typical regional visual elements to understand its profound local characteristics, as the design direction, regional visual elements as modeling reference, design with regional cultural characteristics of product packaging, to build product characteristics and brand image can play the finishing touch.

**Keywords:** regional characteristics · product packaging design · visual elements

## 1 Introduction

Product packaging design is an important means to build product characteristics and product image, the current product packaging design is mainly the visual elements as the medium, with the commodity itself as the theme, the public aesthetic basis and life, in the characteristic products and regional specialty packaging design, regional features, regional visual elements, strengthen the product image and product connotation through packaging design resonance, form a strong regional characteristic style, for product packaging and design provides the last blessing, with unique design style products to build quality brand image and regional feelings [1].

## 2 Visual Element Analysis of Regional Characteristics

Generally speaking, different countries, different regions and different provinces in the same country lead to different cultural forms due to the large differences in lifestyles and cultural customs. The differences in cultural forms are mainly reflected in the differences in characteristic cultures and customs, which most promote the emergence of local customs and customs.

The core problem of the analysis is that the visual elements of the regional characteristics are produced in the regional cultural form, which has the historical and cultural deposits of the region, contains the exotic characteristics, and is also the specific form

of expression of the regional customs and local customs, which can express the regional culture and local customs in the form of visual symbols. Therefore, introduced in the product packaging design features of the core purpose of visual elements and practical significance is through the form of visual symbol of the product regional expression, to add the unique features and regional humanistic feelings, this is an important form of product packaging design, the image of the product building and cultural marketing has special significance [2].

## 2.1 Graphic Symbol Analysis

Images are graphic symbols drawn using different ways of depiction, It is an important carrier that can convey and express information in addition to text, Through this carrier can represent and convey a large amount of information, therefore, In the packaging design of the products, Regional visual elements should take the performance of specific information as the core purpose, Specific information actually refers to the local customs, In the selection and design of visual elements, we should highlight the regional customs and history and culture as the main goal, For example, when we see coconut trees, we may think of Hainan, Seeing the Eiffel Tower would think of France, Hearing the voice of the cello, I can't help but think of the prairie, the yurts, In particular, some ethnic minority buildings, clothing, customs, culture, language have a strong exotic atmosphere, Tujia national costumes will be seen in some Tujia specialties, Some primitive tribes in ancient times also had unique totem symbols. It can be seen that the graphic symbols can carry some information, which can be displayed in the visual form of the product packaging through the symbol carrier, so as to strengthen the regional characteristics of the product.

## 2.2 Character and Symbol Analysis

Text symbols to the expression of information will be more concrete meaning more direct, but from the text attributes and form structure, also can be compatible with the features and functions of graphic symbols, for example, even if a person does not know yi, don't know what specific meaning but know this is yi words, that when he saw the words on a product, he can also feel the product carrying the regional flavor [3].

Specifically, the expression of text symbols is more direct to information, the packaging design of products on the one hand should take into account the aesthetic principle on the other hand, on the other hand, to achieve the effect of information expression, generally in the form of a combination of text and text, which is also the key content of product packaging design.

## 2.3 Color Analysis

Color with the help of human visual feeling, the specific meaning or emotional connotation to a color, and the color can cause the corresponding emotional resonance, in physics, the body see the color is in the form of light, its essence is light, based on the frequency of light wave vibration and the difference of color, we see something is a color, because the object will other rate of light absorption or scattered off, and the

object itself attributes the same light reflection, thus seen. This means that different colors have different physical connotations, that is, the vibration frequency of light. Generally speaking, the frequency of warm color light is lower, which will bring people a more comfortable sensory experience [4].

## **2.4 Modern Packaging Design**

Generally speaking, Modern packaging design will start from the overall visual effect, Through the cultural symbols combining pictures and pictures, with a unique shape and structure design, Dec of decorative selection, Show the characteristics and image of the product in the form of visual communication, 11 And looking, overall, Packaging design also analyzes the audience the product is facing, what group does the audience belong to, What is the general consumption motivation? What are their psychological needs, how about the aesthetic general, What are the psychological expectations of this type of commodity, Through the analysis of these elements, In a combination of the graphic design, Graphic and text design, Color collocation and other packaging design, Through the packaging design, The first step is to attract the relevant consumer groups, Let them choose among so many goods of the same kind, Enhance the core competitiveness of products.

## **3 The Performance of the Visual Elements in the Packaging Design**

The basic elements of vision can be divided into two forms, one is abstract, the other is concrete. Form, pattern, color, spatial structure are the basic elements of vision, while the regional elements are the regional characteristics information about local folk customs and history and humanity left over in the visual communication design [5].

### **3.1 Material Analysis of Regional Visual Elements**

Modeling elements have regional characteristics, modern packaging design materials can be divided into four types: paper, glass, metal and plastic, with the development of material science, there will be new polymer materials will be created, the future may also be used in product packaging, in these materials, many are regional characteristics, in modern packaging design, shape can convey regional characteristic information, for example, Jiangsu and Zhejiang area is rich in lotus leaf, in some food packaging design and modeling characteristics, in Anhui Huangshan is rich in bamboo, local wine appliance will use bamboo tube material as the main container. Material regional in the product packaging design in general there are few special design, but once the special design, regional characteristics will be very obvious, on the product packaging materials, the key or according to the characteristics of the product packaging of scientific, economic, healthy and reasonable, such as canned packaging design will not in order to show regional characteristics and metal or plastic class, but glass.

### 3.2 Geographical and Aesthetic Design of Graphic Elements

Appearance is always people understand something the first attention, “visual consumption” is an important type of consumption, the people when choosing a product will first focus on the packaging and appearance of the first feeling, and some consumers will pick up the goods to observe, in further observation, consumers in addition to check the specific properties and parameters of goods, the importance of graphic elements will be more significant. From the visual communication effect of graphic elements, the performance of the regional characteristics is very significant, therefore, graphic elements is very important in the product packaging design, in the design of graphic elements, the first to dig what the graphics can represent the regional characteristics, then its region through artistic means of amplification, make its characteristics in a reasonable range of more significant.

In our country regional characteristics of the most significant graphic culture elements, is the traditional national graphics, different nationalities have different cultural background and customs, thus forming different national culture, the culture will contain many special graphics, at the same time the graphics of the culture identification is very high, so in the design of graphic elements, the regional characteristics of regional cultural connotation to have full understanding, understanding on art processing and modification, in order to achieve performance, enhance the purpose of product regional characteristics [6].

Has already emphasized, graphic elements relative to other elements to play an important role in regional characteristic culture, although it expresses the information is more abstract, but in fact, regional culture itself is highly abstract, so the expression of graphics will be more direct, at the same time, some regional culture graphics itself has obvious beauty and popularity, it will further strengthen the overall effect of graphics on product packaging design.

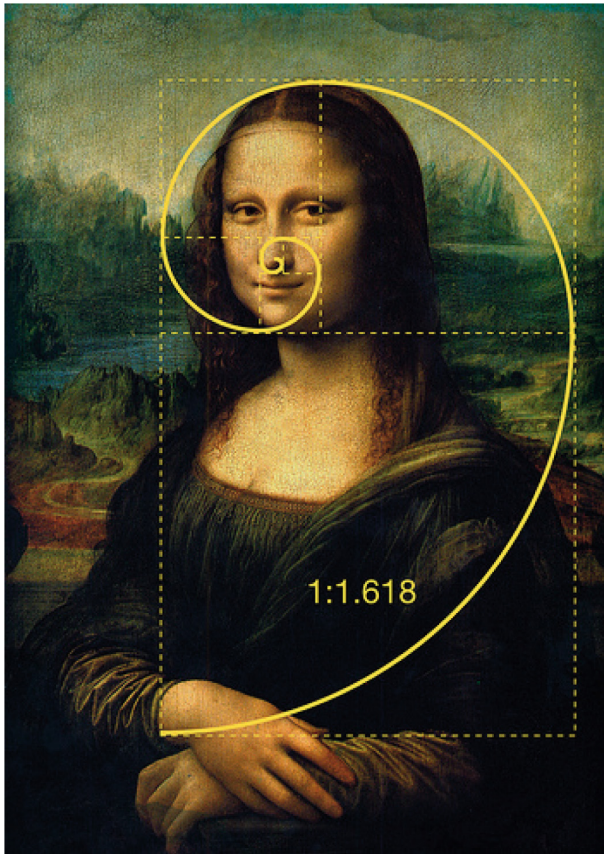
In addition, the proportion of graphics and design need to pay attention to an element is aesthetic feeling, the golden division ratio is generally regarded as one of the most typical of aesthetic best proportion, the golden division refers to a mathematical proportion between graphics or things, the whole in two, refers to the smaller part and larger part of the ratio is equal to the ratio of the part and the whole, with mathematical expression is as follows.

In a graph or thing, the whole part is divided into two parts. Let the smaller part be  $x$ , the larger part be  $y$ , and the whole part be  $g$ :

$$\frac{y}{x} = \frac{g}{y} = (\sqrt{5} - 1) : 2 \quad (1)$$

The proportional form can be reduced to 1:1.618, with the final result equal to about 0.618. The world's famous painting, the Mona Lisa, has a golden division ratio (Fig. 1).

When good graphics materials with significant regional characteristics and artistic processing of the materials, in order to consider aesthetic consideration, golden segmentation can be used for scale design, and the notification of transmitting regional characteristics information also highlights the aesthetic feeling of the graphics.



**Fig. 1.** The Mona Lisa (Images are taken from the Internet)

### 3.3 Regional of Text Elements

In the packaging design of products, generally used in the text elements include: basic text, data text, description text, advertising text, The function of these words is mainly to directly explain the properties of the product, This is also an indispensable part of the product packaging design, but, Within the category of written symbols, There is also another scenario, Is special text symbols, For example, in addition to the basic attributes and parameters of the products, the packaging of characteristic products in ethnic minority regions explains, Text symbols from the minority can also be used as a link of packaging design, but, The effect of the written symbols here has been removed from the original meaning of the words, What it produces is actually the efficacy of the graphics, And the regional characteristics and regional culture of this effect are very strong. For example, in a product packaging, with a character of yi nationality, many people can only probably know that this text is yi words, but completely don't know the specific meaning, but it does not affect the text symbol transfer regional characteristic

information, therefore, some text symbols can also be on the product packaging in the form of text show the function of the graphics.

## 4 Conclusion

Nowadays, As the country moves towards modernization, The culture of each ethnic group has a unique historical charm, Diversified development, Some regions have more famous customs and culture and profound history, Easy to human attention and affection, This love is a kind of love based on the national feelings and the yearning for exotic customs, In the packaging design of the product through this regional element of the product “packaging”, Can promote the marketing of products and product image building, of course, The performance design of the visual elements in the product packaging should also combine the quality and attributes of the product itself, generally speaking, The attributes of the packaging and the product cannot be contradictory, There is a mutually supportive relationship between them, Packaging is an external performance, And the product itself is an intrinsic essence, In addition to the distinctive packaging, Its quality should also be guaranteed.

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