



Research on Packaging Design of Codonopsis Ginseng in Weining, Guizhou Based on Regional Culture Perspective

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Abstract. From the perspective of regional culture, this paper discusses the extraction and application methods of regional cultural elements in the packaging design of Guizhou Weining Codonopsis. It analyzes the significance of regional culture in product packaging and summarizes the regional culture of Guizhou. It further analyzes the shortcomings of the existing packaging design of Weining Codonopsis, and after market analysis and user survey, summarizes the design strategy and completes the design practice.

Keywords: regional culture; Guizhou Weining Codonopsis; packaging design; design strategy

1 Introduction

Regional culture is the traditional culture accumulated in each region, and regional culture in each place has its own characteristics, carries national history and spirit, and has the value of inheritance and development. Incorporating regional cultural elements into product innovation design can not only enhance the historical and cultural and artistic value of the product, but also help spread and develop China's outstanding traditional culture. Therefore, in product packaging design, designers should analyze and extract key regional cultural elements and integrate them into the design.

2 Definition of relevant concepts

2.1 The concept of regional culture

Regional culture refers to the aggregate formed by the interaction of human history and natural environment within a certain geographical space^[1] It varies according to a variety of factors, such as religious beliefs, geographical features, and economic characteristics. In modern design, the desire to integrate regional culture into contemporary product design is becoming more and more urgent.^[2] The designer should combine various sensory information and build a collection of information in an orderly manner.^[3]

2.2 Product packaging design

It is to design the product structure and packaging graphic decoration according to the characteristics of the product and the preferences of the audience. On the one hand, it can further increase the attractiveness of the product to consumers, and on the other hand, it can also bring consumers a better psychological experience.^[4] American designer Donald Norman mentioned in his book "Design Psychology": "The essence of design is not creativity, but the communication between designers and users."^[5]

2.3 Importance of regional culture in product packaging design

First, cognitive value. Some typical regional cultures have been widely known, and integrating them into the product design can further deepen people's awareness of the product.^[6] Second, emotional value. Giving products an intrinsic emotional value to meet the emotional needs of consumers. Symbol aesthete Susan Lange once said that "art form is a symbol that expresses human emotions by abstract means".^[7] Third, aesthetic value. Regional cultural elements into the product design, on the one hand, increase the external artistic beauty of the product, on the other hand, enhance the internal aesthetic value of the product, so as to create a richer aesthetic experience for consumers.

3 Regional Culture of Weining, Guizhou

3.1 Natural environment

Weining, Guizhou, is an autonomous county under the jurisdiction of Bijie City, Guizhou Province, with the full name of Weining Yi Hui Miao Autonomous County. It is located in the northwestern part of Guizhou Province, and is bordered by Yunnan Province to the north, west, and south.^[8] The county has a unique climate, high altitude and high altitude. Its unique climatic conditions, long sunshine at high altitude and large temperature difference between morning and evening, make it a high-quality ginseng production base.^[9]

3.2 Folk culture

Weining is a multi-ethnic region, including 19 ethnic groups such as Han, Yi, Miao, Hui, and Buyi, with a total population of over 1.4 million people.^[10] Yi villages, Hui tunnels, and Miao villages are widely distributed, and each year they celebrate their own traditional festivals, such as the Torch Festival of the Yi and the Eid al-Fitr of the Hui.

4 Packaging status of Codonopsis in Weining, Guizhou

The root of Weining Codonopsis is long and slender, full of aroma and rich flavor, and has high medicinal and scientific value.^[11] In the very early days, Wei Ning Codonopsis was little known. Until it obtained the national GAP certification in2012, it attracted many buyers to Weining. There are some problems in the packaging of current Weining Codonopsis products.

4.1 Too much similarity in packaging

Codonopsis brand and its types are more, but the packaging materials and styles are very similar - square carton packaging, mostly using ordinary monotonous yellow and green colors as the main color of the packaging, not only the lack of creativity, but also in the market to show the effect is not good, the lack of memory points.

4.2 Lack of cultural identity

Lack of cultural molding of the product itself. Often use party ginseng photos and text simple combination, ignoring the graphic connotation of understanding and re-conceptualization.

5 User Survey and Demand Analysis on Packaging Design for Codonopsis in Weining

5.1 Analysis of survey data, as shown in tables 1

Table 1. Perceptions of the packaging of Wei Ning Codonopsis pilosula

Thoughts on Packaging of WeiNing Codonopsis	Satisfied: 47 (40.87%) General: 65 (55.28%) Dissatisfied: 5 (3.85%)
Opinions on Packaging of Wei Ning Codonopsis	Graphic design lacks modernity: 27 (23.08%) Uniform shape structure: 15 (12.82%) High packaging homogeneity: 20 (17.09%) No regional characteristics: 55 (47.01%)
Whether willingness to buy is influenced by packaging	Yes: 112 (96.15%) No: 5 (3.85%)
Weining, Guizhou What are the regional cultures	Yi culture: 64 (55.13%) Hui culture: 28 (23.08%) Hmong culture: 25 (21.79%)
Which of the following regional cultural activities in Weining, Guizhou are you more familiar with?	Mai Tai Festival: 30 (25.64%) Eid: 24 (20.51%) Torch Festival: 55 (47.01%) Neither: 8 (6.84%)

5.2 Summary and Analysis of Survey Results

Through the survey analysis, the vast majority of respondents believe that the packaging of specialty products will directly affect their purchasing decisions. Nearly half of the respondents believe that the packaging of featured products should emphasize the cultural characteristics of the region. In addition, Yi culture is favored in terms of regional culture.

6 Design Practice

This design practice is based on the special product of *Codonopsis pilosula* in Weining. In order to display it clearly and intuitively, the author collected information on the culture of the Yi ethnic group in Weining and the product itself, and then extracted and organized graphics and colors from these sources. On the basis of the extracted information, the design is re-conceptualized and finally applied to the packaging to verify the practical feasibility of the whole research process. The research process will be verified by applying them to the packaging.

6.1 Design Strategy

6.1.1 Carrying Yi culture

Through the research process and user surveys, it can be determined that Yi culture, as one of the characteristic cultures of the Weining region, has a special cultural value, which is used as an entry point for design, from which specific visual design elements are summarized. Through the product packaging as a carrier, to convey its symbolic connotation.

6.1.2 Following market preferences

According to the survey results, this practice will adopt a balanced typography of graphics and text; a design style characterized by the combination of traditional and modern styles; a structure based on square and barrel; a material based on paper and PVC; and a design color based on neutral colors.

6.2 Sample Extraction of Regional Cultural Legends

Based on the Weining Yi as the keyword, the typical torch festival, eagle totem and other representative totems of the Yi were selected to ensure that the results are typical.

6.3 Extraction of the main graphic elements of the package

The main graphic is selected as a combination of the representative eagle totem and party ginseng elements of the Yi ethnic group, and the eagle is the representative of god in the Yi ethnic group. Its totem and party ginseng leaves are highly refined and orga-

nized and combined with other patterns, and finally the main graphic is a packaging graphic with the eagle pattern as the main pattern, supplemented by other patterns.

6.4 Overall Logo Graphic Extraction

In the logo design part, the "fire" in the Yi torch festival is extracted with the symbols of "mountain" and ginseng leaf, which is a standard regional feature of Guizhou, and the brand name of Weining ginseng is used directly to symbolize the harmony between the nation and nature, emphasizing the style of ancient simplicity and nature.

6.5 Overall Color Extraction

The Yi tribe prefers the colors red, black and yellow. Black symbolizes the earth, the base color of everything; yellow represents human beings, the symbol of goodness; and red symbolizes the sky, representing blazing heat. In order to conform to the product positioning, the neutral colors black, yellow and white are mainly used, which are characteristic of Yi culture and also echo the color of Codonopsis.

6.6 Overall Material Extension Application

Finally, it is combined and adjusted for extension and application, finally realizing the finished product of packaging design. The modern design language shows the charm of regional culture of Guizhou Weining to consumers and fully conveys the application of regional culture in the package design of Codonopsis, as shown in Figure 1.



Fig. 1. Material extension application

7 Conclusion

By studying the use of regional culture in the packaging design of ginseng in Weining, Guizhou Province, it can provide certain design methods and case support for this kind of packaging design. Incorporating regional culture into packaging design can not only

reflect a unique design style, but also evoke consumers' emotional identification with the product. Therefore, it is important to study the role of regional culture in product packaging design to help product innovation and development.

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