

Research on Modern Packaging Design Combined with China Language and Culture

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Abstract. With the rapid development of commodity society, the market competition has become fierce. A wide variety of dazzling products compete for every inch of land in the consumer market, while the rules of the market game of survival of the fittest test the ability of merchants to innovate every minute. In particular, all kinds of group companies and multinational companies that appear at the same time with supermarkets focus on establishing the overall image of enterprise group products, good business reputation and reputation, and improving their competitiveness. How to make modern packaging design have deeper cultural connotation and national connotation has become the content and focus that modern packaging designers should pay close attention to. As an important means of inheriting national civilization, the deconstruction and reconstruction of Chinese characters provide new development opportunities for modern packaging design. Based on this, traditional textual elements are an important component of China's traditional culture. With the improvement of contemporary people's living standards, there are higher requirements for product packaging design. In order to meet the needs of social development, modern packaging design can seek inspiration from traditional Chinese textual elements. This article starts with traditional Chinese characters and modern packaging design, exploring the application of traditional Chinese character elements in modern packaging design.

Keywords: Chinese characters; Language and culture; Modern Packaging Design.

1. Introduction

Today's society is an era that pays more attention to design. Design is not only an act to meet the practical and functional needs, but also an act of cultural creation, which plays an extremely important role in constructing and beautifying the world of human existence and life. There are many traditional cultural elements in China, which are irreplaceable by other artistic design elements [1]. How to understand and grasp the application of China traditional cultural elements in packaging design is a problem that needs to be considered at present. Tradition is an inherent behavior or habit that human beings gradually recognize and follow in the long historical evolution in the past, which is extensible and inherited. Applying traditional cultural elements to packaging design, we can try to express the cultural flavor of products with modern design techniques, and at the same time, we can raise traditional culture to a new height [2]. Packaging design culture is both national and contemporary. After thousands of years of accumulation, the splendid traditional culture of China is deeply rooted in the hearts of everyone in China, which exerts a subtle influence on our aesthetic and creative views, plays an important role in promoting the development of modern packaging design in China, and provides inexhaustible creative materials for packaging designers [3]. People's aesthetic and value orientation often develop and change with the development of society. Consumers are no longer simply satisfied with the basic attributes provided by products, but the pursuit of artistry of product packaging is more demanding, and the requirements for product personalization and differentiation are getting higher and higher. In the face of unprecedented fierce competition and consumers' "picky", we need to calm down and think deeply and take action [4]. Actively demonstrate the feasibility and urgency of traditional cultural elements in packaging design, and better expand the application space of traditional cultural elements. Only in this way can we have a place in the fierce and cruel competition. Consumers will remember the whole series as long as they are interested in one individual in the merchant series. If a product in the series is recognized by consumers, then the excellent overall brand image and word of mouth will be established in the hearts of consumers [5]. Just like two sides of a coin, on the contrary, consumers will lose confidence in the whole series of

products. New life style and life concept form new consumption values, and new cultural consciousness leads to new popularity and new personality consciousness. In this cultural context, packaging design needs to be updated, innovative and innovative to meet people's consumption psychology and consumption patterns and adapt to new consumption trends and trends [6]. In the era of knowledge economy, packaging can not only cater to and adapt to, but also package for packaging's sake. We should start from the concept of "ego packaging", attach importance to the cultural sentiment and value contained in the new image of packaging, and promote the new image culture of packaging design. In the market, China traditional characters can be seen everywhere in modern packaging design [7]. It can be seen that the appropriate application of traditional Chinese textual elements in modern packaging design can make products more competitive in the market and also play a more effective role in promoting traditional Chinese culture. The trend of integrating traditional elements into modern packaging design is becoming increasingly popular. However, how to properly apply traditional Chinese characters to modern packaging design and keep up with the trend of the times has become a hot topic in the current design industry.

2. Chinese Character Elements and Their Application in Packaging Design

2.1 The Application of Modern Packaging Design to Traditional Chinese Culture

China traditional culture is profound and has a long history, in which there are many elements that can be applied to packaging design. Oracle Bone Inscriptions and bronzes in the Yin and Shang Dynasties, painted pottery, silk paintings and stone portraits in the Han Dynasty, calligraphy, painting and porcelain in the Tang, Song, Yuan, Ming and Qing Dynasties, paper-cutting, New Year pictures, traditional costumes and decorative patterns, etc., which have been continuously passed down among the people, have accumulated into China's heavy artistic style and become the basis for China's modern packaging design to build its own national characteristics [8]. Traditional culture involves a wide range of contents, such as painting, calligraphy, architecture, folk customs and so on, which all have Chinese national characteristics. Everyone in China has a plot about the traditional culture of the Chinese nation in his bones. Implicit and restrained conduct, knowing white and keeping black thoughts. It is with these traditional cultures that we have unique insights and aesthetic feelings about things [9]. For Chinese traditional culture, the integration of traditional culture into modern packaging design has always been the darling of modern packaging design. After so many years of baptism, it is still a keen choice for consumers. Among them, the most important is the traditional writing elements in China. The formal beauty of words is thin and straight, or dignified and beautiful, which is really a good art. Of course, we can further decompose and reconstruct the original characters according to the needs of creation, so that the lines of Chinese characters conform to the aesthetic value of our packaging design works in form and make them more artistic [10].

In the arrangement and construction of dot line structures, Chinese characters form prominent contrasts between large and small, thick and thin, and long and short. At the same time, they also have a complete visual experience outside the shape of Chinese characters, forming a contrast between large and small, square and circle; Form a contrast between the rhythm and rhythm of gathering and dispersing, sparsity and density in the overall relationship. Semi cursive script pays attention to charm, and it is not easy to use semi cursive script to design reasonably and naturally. However, semi cursive script seems so appropriate and appropriate for the decorative art of character design in Baijiu packaging. For example, "Jin Liu Fu" has uneven strokes, relaxed characters, and matching font sizes, making it extremely pleasing. Ethnic packaging design has a clearer cultural message, and appropriate calligraphy art should be selected based on product characteristics and conveyed styles.

2.2 Cultural Connotation of New Image Appeal of Packaging Design

Design is based on people's needs as the fundamental starting point and the satisfaction of people's needs as the ultimate goal. AMSIow, an American humanistic psychologist and behaviorist,

summarized human needs into five levels in his representative work "Transcendental Motivation": physiological needs, security needs, belonging needs, love needs, respect needs and self-realization needs. Consumer interest has become the key factor of consumption behavior, which strengthens the autonomy and randomness of consumption ability. Under the condition that the material function of goods is generally guaranteed, people's consideration of commodity selection is more focused on the satisfaction of emotional needs and cultural taste. The graphic language in packaging design is also an extremely important reason to show the cultural sentiment of the new image of packaging. Packaging graphics are different from pure painting, it should not only be perfectly combined with packaging modeling, but also be coordinated with the nature of products. There are two kinds of graphics in packaging design: figurative and abstract. In figurative graphics, realistic visual language highlights truth and distinctiveness, exaggerated visual language has humorous taste, and figurative visual language has profound meaning, which strengthens the characteristics of the depicted object.

From reading text to illustration art, images have played a dominant role over words, leaving them with a residual interpretive effect; From the invention of the radio to the development of film and television art, the impact of images far surpasses the auditory sensation of speech. Movies no longer attract audiences with storylines, but rely on visual shock and enjoyment to sell on stage; Moreover, the development of digital technology has enabled many previous imaginations to be realized, visualizing the ideal realm and stimulating and meeting the growing visual needs of the vast audience with every possible impact. Images add joy to reading, while words add meaning and imagination to reading. The transformation from images to words, and then from words to images, turns reading into a continuation of thinking. Although there have been many written narratives of past life, to this day, graphics are more attractive and alluring than words.

By borrowing traditional colors in modern packaging, we can render the products through what people call color psychological set, and better sell the products to consumers. In the process of inheritance, China's traditional culture has formed a relatively strong color feature of China culture. For example, people often use warm red to represent happiness. In the packaging of new year products, designers often borrow a more festive overall red style to set off the festive atmosphere and attract consumers' attention to the products. In the modern packaging which combines the elements of traditional characters, people should be able to imagine which category the items belong to when they see the packaging. Therefore, a full understanding of China's traditional characters is not only based on the font, but also on the understanding of the text elements, and through a correct and reasonable understanding, it is applied to modern packaging design. One thing to note is that we can't fundamentally break away from the essence of traditional writing elements, and we can use it casually and deal with it casually. At the same time, we must find its unique characteristics in artistic conception.

3. Suggestions on the Application of China Traditional Culture in Modern Packaging Design

3.1 China Traditional Cultural Elements and Their Application in Packaging Design

Traditional materials pursue the artistic conception of 'great cleverness if clumsy', which is both concrete and abstract, and their packaging taste has the aesthetic characteristics of polysemy. Traditional materials in packaging design rely on scientificity and practicality, conveying brand charm and product characteristics appropriately. Traditional materials are often sourced locally, with significant green and environmental protection effects, highlighting their unique aesthetic taste, and becoming a unique landscape in modern product packaging design. Since humans discovered the expressiveness of materials, materials have become the language of design expression, becoming the best conceptual medium for designers to carry out packaging design. The beauty expressed by packaging materials is also implicit, and the use of different materials will produce different temperament. People's tactile sensation of texture can instantly spread throughout their entire body, forming an overall feeling and impression of it, and triggering rich psychological reactions. So

product packaging should pay attention to the visual and tactile sensations of the materials. This is of great practical significance for improving product awareness and realizing sales. Material is actually the reflection or refraction of light in the environment, and the color, texture, transparency and texture of the object itself are all expressed by material. "Graphics and characters depend on color matching, and the same color will cause different habitual associations of people in different regions, so the success of packaging design depends to a great extent on the aesthetic tendency of felt color produced by regional customs"; China's traditional colors are highly decorative. In today's numerous folk expressions, although there are various kinds of arts, and the reasons of nationality, region and folk customs are complicated, resulting in the differences of folk-art aesthetics in different regions, red (red), yellow, blue (cyan), white and black are the main colors in the application of colors, and they are combined with green, purple and orange. Rulers have always used five colors to standardize the clothing hierarchy, obey the social etiquette system, unify the color decoration of social order, and become a color culture with only five colors.

In modern times, the hierarchical system has long disappeared, but the concept of color hierarchy still has a greater or lesser impact on packaging design. The traditional Chinese color matching method of pursuing high brightness and strong contrast, with positive colors as the top grade and gray colors as the lowest grade, should be referenced and absorbed in modern packaging color design. One thing to note when combining traditional Chinese textual elements with the times is that one cannot blindly pursue design trends. Trends are fleeting and may have a negative impact on product sales before the product is launched. If you want to follow the trend in selling goods, you need to seize the time when the goods are sold and the production volume of the goods should not be too large to avoid hoarding. This not only ensures the sales volume of the product, but also adapts to the trend.

3.2 The Multiple Dimensions of New Image Culture in Packaging Design

Modern packaging design is constantly impacted by various social and cultural phenomena and concepts, adding new cultural connotations to traditional consciousness and original social functions. The development of modern material and spiritual civilization also makes modern design culture increasingly diversified, which brings new development opportunities to the innovative image of Chinese packaging design, and the cultural dimensions of the new image of packaging are also becoming increasingly diverse. The idea of "unity of heaven and man" is the essence of ancient Chinese culture, the most profound source of traditional Chinese culture, and the concentrated embodiment of the Chinese national spirit. It is reflected in the value orientation, thinking mode, social psychology, and other aspects of the Chinese nation, and is a philosophical concept recognized and adopted by both Confucianism and Taoism. Ancient Chinese artists have always been committed to the creative idea of putting the whole as the beauty. Since Confucius, the Chinese have formed a relatively complete theory of the beauty of neutrality.

Therefore, the formal beauty of nationalized packaging is a comprehensive expression of the combination beauty of archaize modeling and folk natural material form, material, graphics and words. Nationalization of packaging design is to find a language to interpret national psychology, and show the essence of the nation in a visual form, and strive to form as much commodity power and promotion power as possible with distinctive image power, or directly or indirectly display the function of commodity cultural value. That is, with modern products, consumption, marketing competition and cultural image as the background of the times, through the soft function of image culture-emotional characteristics, people can resonate emotionally, thus meeting people's psychological and physiological aesthetic needs. Traditional packaging materials are indeed rich and colorful, and reflect the aesthetic concepts of the oriental nation. Traditional packaging materials have always been loved by people and sought after by designers because of their cordial and natural characteristics. As shown in Figure 1.



Figure 1. Traditional material packaging

In recent years, folk blue printed fabric has become the first choice for designers as a weaving packaging material. This packaging material is green and white, with simple patterns, a strong local atmosphere and simple folk customs, to symbolize the integrity of merchants and the purity of products.

The application of traditional Chinese cultural elements in China has significant resource advantages. Firstly, the public's familiarity and understanding of local culture can escalate into a positive feeling and impulse, which can effectively stimulate direct purchasing behavior among the public. The second is to use local materials, which are more direct and specific. Using materials locally can reduce production costs and business risks. At the same time, it is also the inheritance and promotion of traditional Chinese culture, making it more widely recognized and accepted by the audience. To a large extent, it enhances the public's awareness and understanding of national cultural traditions. The successful application of traditional Chinese cultural elements in packaging design can clearly highlight identity and brand, and can also make products exude rich cultural charm, shining brightly in foreign countries. Once a good packaging image is successfully launched, the national culture and humanistic charm reflected by it is difficult to resist. It is bound to be sought after and appreciated by consumers. Injecting traditional cultural elements into product packaging not only serves as a window to showcase national culture and better promote it, but also has profound significance for the development of China's packaging industry and the consolidation and expansion of market share.

4. Conclusions

Modern packaging design is the product of the perfect combination of culture and technology. Integrating China's traditional writing elements into modern packaging design is the inheritance and innovation of China's traditional culture, a popular trend of packaging design, a manifestation of China's traditional culture, and a means to enhance the cultural function of packaging design. The aesthetic process is complex. Generally speaking, it includes several stages: feeling, perception, representation, imagination, emotion and understanding. Whether it is perceptual knowledge, rational knowledge or collective unconsciousness, it depends on specific folk customs and receives specific information. We should inherit and promote it with a scientific and pragmatic attitude. By grasping the true essence of spirit through its form, traditional graphics are integrated into new design concepts

and methods, resulting in new variants and forms, and their connotations are naturally revealed in modern graphic design. Therefore, modern packaging design should be adept at applying traditional Chinese cultural elements to design, constructing the main style of modern packaging design in China through traditional cultural elements, so that China's modern packaging design can establish its own image globally and have its own seat in the global arts and crafts industry.

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