

Research on the Application of Retro and Nostalgic Style in Product Packaging Design

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Abstract: The reflection and application purpose of the retro nostalgia style in the modern packaging design are based on the simple explanation of the retro nostalgia mood. Several important factors and combinations are often used in the packaging design. In this article, the retro nostalgia and the alcohol tea packaging method and reflection are illustrated by the application specific examples. The extensive application of retro and nostalgia in the design of executable packaging can strengthen the cultural significance of commodities, improve the visual communication effect and explain the new trend.

1. Introduction

Modern society supports technological change and innovation. In this realistic background, various new ideas and new trends emerge in endlessly. People's life is full of new things and inventions. However, in people's hearts, there is a sense of nostalgia. At the same time, in order to repair the lack of our own emotions, we are eager to find spiritual resonance in the context of the development of high-tech culture. In fact, nostalgia is a common feeling of people, different groups have different feelings. For young people, for example, nostalgia is a way to communicate with curious and unknown full elders. It can be said that nostalgia is an effective way to solve the identity crisis. This is especially evident in packaging design. Look at the current product packaging design. It's modern and fashionable. It's just the flash of bread[1]. It will soon be replaced by innovative packaging design. On the contrary, the retro and nostalgic color of packaging design is rare, which has a long-term market place, or even can not be replaced. Benchmark as the introduction of traditional culture, nostalgic ethnic groups from nutritional drawers, visual graphics in nostalgic style of packaging design, color language, as well as national characteristics of art form as logo, which is the design goal of performance, and promote competition and sales more easily to understand.

2. A Brief Introduction of Retro and Nostalgic Packaging Design

When life is fast, work is pressure, heart is emptiness, nostalgia is a social phenomenon. People have been absent from people, things, things since the past. At the same time, more art forms with strong nostalgia and simple atmosphere make people find the inner difficulty and joy to some extent. It's the requirements of old photo records and high-end restaurants, or traditional blackboard boards, retro style cosmetics and food supermarket corners and farmers' restaurants and cafes, whether these places reflect deep nostalgia. Nostalgia is no longer a simple mood, but a hidden element of huge business opportunities[2]. That is the new trend of modern design marketing strategy. As a result, more and more packaging designers begin to use people's memories in the past and look forward to returning to their true feelings. These packaging design in the visual intimacy, let people think of an innocent happiness and simplicity[3]. Moreover, it can not only meet people's psychological needs, but also understand the external form of packaging, making it easy to accept. However, it greatly shortens the psychological distance between people and producers and plays a good role in the rise of Shanxi.

3. The Influencing Factors of Retro Nostalgia Style

The importance of nostalgia is self-evident. As a designer, in the actual packaging design process, we should focus on the theme of nostalgia, focus on packaging, and promote the emotional resonance between products and consumers[4]. Generally speaking, retro and nostalgic styles convey the emotion of packaging design through the following four aspects.

3.1. GRAPHIC ELEMENTS

China has a long history and profound cultural heritage. With the development of the times, a variety of patterns have been formed, such as fish patterns, zebra patterns, dragon patterns, and fish fighting treasures. These Geely patterns have strong decorative characters, providing a continuous stream of modern packaging design[5]. Source of inspiration . In the specific application process, the designer is deep. The cultural background and moral significance of these classical models, it is necessary to find the product configuration and choose the consistent mapping elements, the consistent cultural background of product production, and the consistent mapping. At the same time, maximize the value and significance of the product.



Figure 1 Environmental protection bag with retro and nostalgic style

3.2. FONT ELEMENTS

China is one of the three earliest birthplaces of ancient Chinese character in the world. Large seal script, small seal script, official script, cursive script, regular script, song style and other fonts have unique artistic charm, and continue to develop on this day. Simple and elegant nerd, direct and elegant Bible, script of handwriting, beautiful and beautiful block script, rich form and meaning, with beautiful artistic value[6]. image is the appropriate font and the rapid transmission of product information. In addition, it not only emphasizes the characteristics of China, the mobilization of the unique artistic charm of the text, the taste of the antique art of product packaging makes people sweat, and strengthens the quality and level.

3.3. COLOR ELEMENTS

Color is one of the most active and sensitive elements in vision. It has a strong visual impact, especially the retro style, which can affect people's psychological and emotional response to color. For example, the red color commonly used in ancient sacrificial activities gives people the feeling of joy and enthusiasm[7]; the yellow color used by the Royal aristocracy gives people the feeling of elegance and majesty; the blue color commonly used in ancient bronze conveys seriousness and simplicity; the ink color of ancient landscape painting, the delicate style, the unique and strong retro style packaging design, which is applicable to these colors, product packaging, and Nostalgic atmosphere, emotional interaction with consumers.

3.4. OTHER ELEMENTS

Whether it is graphic, text or color, they are all cultural orientations, they are far away from the

era we live in, which is not a whole of retro elements. Retro packaging design, oil paper packaging in the 1960s and 1970s, popsicles and old popsicles in the 1980s and other classic paper packaging products are also nostalgic and effective materials[8]. These elements with traces of past life can bring people good memories. If they are applied properly, they will make the packaging design more conspicuous on the same homogeneous product packaging, so as to win the affirmation and favor of consumers.

4. The Embodiment of Retro and Nostalgic Style in Modern Packaging Design

At present, in the packaging of wine, more and more designers are in the elements of nostalgia, expanding and deepening, the common points of product and brand and exploration, stimulating the nostalgia of consumers, generating emotional resonance, and getting better publicity and promotion. The following are examples of retro nostalgia embodied in the purpose of tea packaging and alcohol use packaging.

4.1. RETRO AND NOSTALGIC STYLE IN TEA PACKAGING DESIGN

For a long time, drinking tea has been an inherent habit of Chinese people. For Chinese people, tea is necessary physically, psychologically and spiritually[9]. This shows the importance of tea. Throughout the current market, there are many kinds of tea quality and packaging. It is in the prosperity of the rise, it means that packaging structure and material uniformity to a considerable extent. It either blindly imitates other high-end gift box packaging, or directly replicates. The characteristic of tea is that it can not attract people's attention and purchase [9]. The application of retro and nostalgic elements brings new direction and creativity to the tea packaging design. In addition, historical legends, regional characteristics, production technology and tea technology greatly meet the psychological needs of consumers, stimulate their nostalgia, and deepen the awareness and understanding of tea consumers. Increased impact and brand awareness. Suitable for retro graphics, text, color, etc. Other retro and nostalgic elements such as graphics, characters and colors can fully represent the packaging materials and forms of tea, fully represent the characteristics of tea, arouse the resonance of consumers and tea customers, and promote sales. For example, "West Lake Longjing tea" is a very representative tea, which is often made into a high-end gift box to convey feelings. For the retro style packaging design, the designer is the long tea culture of West Lake Longjing, using the traditional stickers and combining the mature and stable psychology in the nostalgic atmosphere. In order to repay, the yellow yellow part of the modest light tea color and the antique ink color can be applied. Add retro style and improve the overall packaging design. Incorporate nostalgic elements, things and events. Some nostalgic elements, nostalgic things or events can stimulate consumers' deep emotions, make them physically and mentally happy, and have purchase behavior at the same time. For example, the packaging design of popular tea with a long history also has unique characteristics. The tea season for the use of handmade paper, straw board, loose paper, striped paper or other materials is gradually changing. The modern t-era, special paper and right-wing paper of paper, paper, special paper, right-wing paper, fiber cloth, carton box, wooden product box and other packaging materials are starting to be upgraded. On the way, the design of Pu fan's inner packing paper often shows strong regional color, and the retro style of tea set also includes the photos of Chinese painting style and the borrowing of popular patterns. Regardless of format, designers cannot simply copy and paste. In the process of using retro elements properly, they must follow the pace of the times, increase their influence, and create different characteristics and connotations according to the actual needs of different tea types and consumers' tea packaging to increase sales.

4.2. VINTAGE AND NOSTALGIC STYLE IN WINE PACKAGING DESIGN

Like tea culture, wine culture has a long history in China. In the packaging design of alcoholic drinks, the retro and nostalgic style can strengthen the quality of products, endow products with rich artistic connotation and establish a good brand image. The use of retro graphics. Graphics have a wide range of applications, such as packaging design, especially retro style high price patterns and

traditional lace patterns. Wine, such as "Chinese Dragon Wine" and "Longwei wine", has a clear artistic image, which not only gives cultural and artistic significance, but also strengthens the use of traditional totem symbol "brave", with obvious market effect. Selection of sandwich materials. Compared with those very fashionable modern wine packaging, high-grade materials such as ceramics can better reflect the rich history and culture of wine. For example, "JiuGuiJiu" packaging design, using ceramic technology. It is also a retro bag shape (it has a strong contrast with other glass and plastic packaging designs). The application of special terrain has clear cultural characteristics in every place. These unique carriers can strengthen the image and reflect the personality of alcoholic beverage packaging design. Oval bottle body and conservative bottle body stickers show the essence of Shanghai old wine integrating Chinese and Western culture. It's sharp and very different.

5. Conclusion

As an emotional nostalgia, including all areas of packaging design. This is a kind of retro and nostalgic style, which can not only properly reflect the characteristics of the product, but also its culture, shape, color and other representative strong historical factors. Therefore, more and more designers have formed a new packaging trend, and began to incorporate nostalgia elements into packaging design. But this does not mean that the packaging design can blindly use nostalgia elements, or nostalgia elements suitable for all packaging design. Only by correctly applying nostalgia and dealing with the delicate relationship between nostalgia and the pursuit of new trends can they complement each other and promote each other.

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