

On the Applied Strategies and Expressions of Traditional Festival Culture in Tea Packaging Design

Shang Duanwu

City College, Wuhan University of Science and Technology, Wuhan, Hubei, 430083, China

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Abstract: Objective It studied the Applied Strategies and expressions of traditional festival culture in tea packaging design. **Methods** It analyzed the current phenomenon which structure and form tended to be the same, design style was too similar, design cycle in the decay in festival tea packaging design, discussed the targeted strategy of traditional festival culture in the modern tea packaging design. **Conclusion** It concluded the application strategy and expression technique of traditional festival culture in tea packaging design, including the use of auspicious patterns, calligraphy art words, the folk paper-cut art design elements, etc.

1. Introduction

With the diversified development of world culture, Chinese tea packing design tend to be diversified and personalized, especially festive tea packing design reflects the and the personality of the Chinese nation corresponds to the good taste and aesthetic pursuit, and based on the traditional festival culture of modern tea packaging design has become the important carrier of spreading Chinese excellent traditional culture.

2. Chinese traditional festival culture

Chinese traditional festivals have various forms and rich and colorful content, which is the indispensable important component of traditional culture of the Chinese nation. Ancient Chinese festivals, such as the lantern, the tomb-sweeping day, dragon-boat festival, Chinese valentine's day, Mid-Autumn festival, the chongyang, laba, Spring Festival, are China's eight major traditional festivals. which are mostly revenent to astronomy, calendar, mathematics, and oaher solar terms. The most national flavor festival is the Spring Festival. The Spring Festival is a new, family festival, festival project covers put up Spring Festival couplets and New Year pictures, worship ghosts and gods and ancestors, setting off firecrackers and fireworks, kill pig to kill sheep, decorating, dancing and shou sui greetings, temple fairs and other activities, is still the people happy, broad participation "series" festival folk-custom, reflects the people look forward to prosperous in the New Year, good crop weather, the good wish of happy life.

Chinese traditional festival culture contains the history of the Chinese nation formation, and the idea of settling down, belief, psychological and personality, way of thinking, aesthetic taste, moral sentiment, and many national cultural connotation of the deep structure of value orientation, which concentratly reflects the most prominent and most characteristic of a national customs, has the profound historical and cultural connotation. Along with the change of The Times, the traditional festival culture in modern tea packaging design should be given new connotation and significance, fully embodies the profound traditional culture of China, to meet the psychological needs of people in town and aesthetic demand.

3. The exist problems of traditional festival culture in modern tea packaging design

With the improvement of people's life level and aesthetic ability, it is generally very concerned about the traditional festival of commodity packaging, packaging has become the key to influence

the consumption. Therefore, the festival tea packaging design must possess inventive modelling ability in structure, shape, and design style, design concept and festivals unique grasp consumer behavior rule, etc. And tea gift should be integrated, content and the form of its communication, the characteristics of nationality and times, improve packaging taste, which can convey a good friendship. But from a wide variety of festivals of tea packaging design work, there are many problems.

3.1 The tea packing design become the same structure and form

The current festival tea packing design, the square is undoubtedly the main packaging forms, red is the main tone, traditional auspicious patterns are the main decoration. Although the pattern is more and more elegant, the design of the bold innovation performance on tea packing design form is quite limited, modelling methods tend to be the same. Thus led to the overall form different products of different festivals on the degree of differentiation is not obvious, the product itself characteristic expression is not clear and concise.

3.2 Tea packaging design style is too similar

On the color, currently on the market many festivals of tea packaging design has chosen red, red in the festival market especially preferred by consumers, has the incomparable advantage, explaining the various design concept. In the modern consumer market, red has broaden the commodities and has expanded the role of the market in the festival tea packaging design. But the designer should be reasonable use of red, must pay attention to the colour and the unity of the product attributes, product style, because red abuse can cause varying degrees of visual fatigue to consumers. Reasonably use of red can be first to consumers a strong visual impact, cause consumer good lenovo and emotional, more convenient, visually convey festival the grade of the goods, also can arouse the purchase desire of consumers directly with emotion.

From the point of view of design elements, many designers during festivals tea packing design, excessive application of some traditional Chinese elements, lead to abuse, reusable phenomenon occurred frequently, it's not good to show the features of the goods. Should be paid attention to when it is applied in the specific design elements and the unity of the commodity packaging style, not to busy artificially piled up some irrelevant design elements.

3.3 The tea packaging design cycle in decay

With the continuous improvement of people living standard and consumption ability, the "local tyrants type" consumption propensity is ballooning. The first is the Chinese pay attention to gifts, used to think that the value of the gift of tea is a symbol of their own identity. From another level enterprise in order to increase the sales of tea, achieve the goal of differentiated competition, often to take shortcuts, difference is not formed by the tea itself, but through the way of luxury festival tea packing design. So, the luxury comparisons ethos of festival tea packing design more and more serious, form is greater than the content of the excessive packaging phenomenon can be seen everywhere. For example during the Spring Festival priced at eight hundred yuan a box of fine beauty tea packaging, the packaging contain handbag, size double deck wooden box, cartons, plastic sealed double plastic bags and other packaging film; But tea less than half a catty, loose tea with ten yuan to buy a similar quality. In the obvious that nearly ten times the price of the multilayer luxury packaging. Commodity is more and more luxury and luxury packaging in increase the economic burden of consumers but also easy to cause a series of social problems.

4. On the strategy of the traditional festival culture in the modern tea packaging design

Designers in the traditional festivals of tea packaging design, should strive to breakthrough some problems, such as, the structure and form, design style, design concept, also should grasp the good festival consumption behaviors. To be specific, the designer needs to make efforts in the following five aspects:

- (1) Highlight the festival culture, combining inheritance and innovation. Combining the history

inheritance of traditional festival culture and innovation of modern tea gift design, can agitate the new design inspiration. On modelling technique, design pattern to bold innovation, to different products, different brand, distinguish between different enterprises.

(2) To grasp the time characteristic, to combine tradition and fashion, Chinese and western. Era characteristics is to be reckoned in the field of packaging, in addition, the popular fashion elements in traditional festivals such as style, popular colour of tea packaging design should pay enough attention.

(3) To update the design concept, practice newthinking just us green design, humanized design, low carbon design at the same time, combine technology and science and technology, realize the sustainable development of economic and social. In festival tea packaging design, designers should deal with packing material as far as possible to save, and make enterprise can recycle to use again. In addition, the designer should lose no time to improve their design capabilities, firmly grasp the pulse of the progress of science and technology, and strive to apply high and new technology to the traditional process of reform and innovation, as effectively as possible extension of the product life cycle, help enterprises to realize low carbon business competitive success and sustainable development.

(4) Pay attention to emotional appeal, combine the perceptual and the rational. Traditional festival tea gifts to buy and use have been accompanied by a strong emotional color, so as to solve the rational demand in general merchandise, more should always know consumers are looking for emotional appeal in this commodity.

(5) Pay attention to individual differences, combine with changes. Although the psychological needs of consumers are usually in common in the traditional festival tea, so the tea gift packaging design should have some standard specification; But at the same time, should pay attention to both personality and preferences of different types of consumers, combine with changes festival tea packing design.

5. The traditional festival culture element in modern tea packaging design and the application and performance

Our traditional festival culture contains a number of excellent traditional elements, these traditional elements can provide festival tea packing design with abundant material and ideas. In the process of the development of tea industry in China, tea with elegant style in conformity with the character of Chinese folk customs. From the current our country traditional festival culture elements in the tea packing design's concrete application and performance, mainly involves the following categories:

5.1 The auspicious pattern

In modern festival tea packaging design, in terms of graphics applications, auspicious patterns are the most widely used, it as an important part of Chinese festival culture, reflects the people's customs, cultural landscape, auspicious wishes and aesthetic temperament and interest, still are very popular among people. About the festivals of all kinds of tea packaging, almost all can see elements of traditional auspicious patterns. On every festival, whatever the article, through the thick beaming. The lucky design theme is extensive, belowing choose a few examples instructions its concrete application in the festival of tea packaging design.

1) Fu, lu, shou, joy and wealth

This five big adornment theme, a large number of applications in all aspects of the festival. For example: the Mid-Autumn festival tea cake packaging design, "fu" as the theme, stick the packing theme "the ritual". "Fu" character in the form of paper-cut patterns is strewn at random have send, and do not break rhythm in festival tea packaging design.

2) The folk and folk pattern

Folk and folk pattern is: the people in the creation and widespread, with local style and unique national characteristics. Main folk patterns such as paper cutting, embroidery, blue calico patterns etc. Folk patterns mainly have the Lantern Festival is Dragon Boat Festival and the commonly used

"ruling", "egg", "leaf", "dragon boat" design, etc. For example, Chinese Taipei in the Dragon Boat Festival has the custom of "egg", people put eggs coated with various colors and patterns, a game of "egg", through this kind of entertainment, the festival atmosphere become more active.

5.2 The calligraphy art word

Writing is a very important visual elements, in the festival tea packaging design plays a vital role. It can transfer information, can be clear to the people convey commodity characteristics. Text development in our country to the calligraphy art is a leap of the word, people in writing consciousness of the pursuit of the rhythm of point, line, rhythm, tension and progressive state of momentum, also with the thought emotion. Chinese calligraphy is representative of the typical Chinese traditional culture, it is known for its unique charm. Nowadays, the application of calligraphy has been very extensive, the calligraphy art words in festival tea packing design nowadays are used quite widely.

Tea, as at the feast the essentials, whether a gift or to entertain guests, it accounted for in the festive goods are considerable. The calligraphy art word into the festival tea packaging design, to meet the personalized needs of consumers. We know, for example, yun nan puer tea enterprises in lunar festival approaches, "SAN yue SAN" for the elderly does not make widely known, low-key, simple personality characteristics, the tea packing design, specially selected, the color with low lightness, purity and with a few striking the calligraphy art word "spring" in March, already sedate conforms to the style of the folk custom culture connotation, won their favorite.

Thus, in terms of festival tea packaging design, use traditional calligraphy elements can add the color of the traditional culture of the festival commodity packaging, not only can enhance the visual effect, but also enhance the added value of the goods.

5.3 The folk paper-cut art

The folk paper-cut is a kind of folk art, is the most source and the essence of ancient national creation and aesthetic charm. The folk paper-cut art in the form of a rich variety, application is very flexible, become a rookie of traditional graphic design nowadays, heavily used in festival tea packaging design, etc. favored by the market. After investigation found that at present many brand festivals tea packing design are too similar, the lack of new idea, but the application of traditional folk paper-cut patterns to the festival tea packaging, can stand out, pass the strong style of traditional folk culture.

In the festival tea packaging design, the application of the folk paper-cut art is mainly manifested in two aspects. One is a subject of tea packaging design chooses folk paper-cutting themes, such as drama, allusion, symbol, etc. The second is to apply folk paper-cut hollow out the distinctive features of the festival tea packaging design. Such as tea packaging design can be clever apply paper-cut hollow out design "tea plucking people" modelling, so that consumers can intuitive feel the content of the goods, with paper-cut art shows the tradition and primitive simplicity, highlights the original product itself.

6. Conclusion

Chinese traditional festival culture elements into the modern tea packaging design, not only can improve the tea gift external visual shock, cultural appeal, tea brand, also can reflect artistic and cultural value and cultural significance in the tea gift, at the same time, reflect the inevitable requirements of nationalization in China, to our country outstanding traditional culture to inheritance and carry forward, which has an important significance. With frequent communication between Chinese and western culture, under the international background of China's tea packaging design should seek a traditional graphics and fashion in close connection with the development of the road.

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