

Research on the Integration of Regional Culture in the Packaging Design of Agricultural Products

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Keywords: Agricultural products, Packaging design, Regional culture

Abstract: The so-called regional culture refers to the cultural traditions with unique regional characteristics that have been precipitated through historical development in a specific area. Regional culture is a direct manifestation of human civilization such as local ethnic customs and living habits. Incorporating regional culture into the design refers to borrowing and absorbing the local regional culture, custom characteristics, historical precipitation, etc. in the design process, and the design works reflect strong traces of local culture. Regional culture has the characteristics of diversity, richness and artistry. Absorbing the essence of regional culture in the design can make the design work reflect a unique style. The packaging design of agricultural products is an important condition in the marketing and circulation of agricultural products. It not only protects the function of maintaining the original state of agricultural products, but also conveys the brand concept and product characteristics of the products. The integration of regional culture in the packaging design of agricultural products can not only reflect A unique design style can be developed, and it can arouse consumers' emotional identification with the product. Therefore, studying the penetration of regional culture in the packaging design of agricultural products has important practical significance.

1. Introduction

The Value of Integrating Regional Culture into the Packaging Design of Agricultural Products, Specifically, the significance of integrating regional culture into the packaging design of agricultural products is mainly reflected in the following aspects:

First of all, regional cultural resources are a treasure trove of materials for packaging art design. Whether it is traditional packaging design or modern packaging design, different cultural patterns are branded in different times, and the independence of regional cultural patterns in modern design is more prominent. Regional culture contains a large number of primitive morphemes. This local element has great artistic and cultural value in design. Applying it to commercial packaging design will increase the economic value of commodities. It can be seen that packaging design is a reinterpretation and innovation of ancient regional cultural resources in the modern cultural context.

Second, the spiritual elements contained in the regional culture can arouse consumers' emotional identification. Modern design is more inclined to rational and industrialized style. Although this modern style fits the high-pressure and fast-paced lifestyle of modern people, people's desire for warmth and care has not changed. The accumulation of history and culture in a certain area for thousands of years in regional culture not only contains rich national wisdom and cultural spirit, but also contains strong national emotions. The regional Silk Road culture, painted pottery culture, ancient architectural culture, shadow puppet art, paper-cutting art, etc. in Longnan have all enriched the spiritual life of the majority of people. People have strong emotional support for these art forms. Therefore, the packaging of agricultural products Incorporating regional culture into the design can arouse consumers' deeper emotional identity.

Finally, the spiritual tendency of regional culture is the most unique symbol of creative design. It can be said that the development of art design increasingly reflects the trend of localization, and the status and value of traditional culture are recognized by more and more people. The integration of regional culture in packaging design reflects the local culture, historical context, customs and customs. , And the creative design of the spiritual tendency of regional culture pushes the design to a higher artistic level. Only by basing itself on the local culture can culture drive the style, form its

own characteristics, and leave a deep impression on the products through artistic resonance with consumers. The locality, tradition, and diversity of regional culture have constructed a unique design language, returning to the visual authenticity of culture and history.

2. The Principle of Integrating Agricultural Product Packaging Design into Regional Culture

To integrate regional culture into the packaging design of agricultural products, the following principles should be followed:

First of all, show the regional cultural heritage. The formation of regional culture is a positive and vivid process. Integrating regional culture into the packaging design of agricultural products can give consumers a brand-new aesthetic experience and make them have a positive and positive impression of products. Packaging design is an important means of transforming agricultural products into commodities. In addition to protecting products from damage, it also conveys relevant information to consumers. Therefore, in the design form, all visual elements must be based on the core concept of accurately conveying culture. The recognizable form expresses the meaning of regional culture and follows the basic principle of design that form serves the subject. Secondly, it encourages consumers to form a deep experience of the product. The development of Internet technology has made all industries focus on satisfying consumers' in-depth experience demand for products. The rise of e-commerce has continuously increased the variety of products and the continuous upgrade of consumer demand, which also focuses more on the experience brought by products. Therefore, in the packaging design process, more added value should be given to the agricultural products according to the characteristics of them to meet the user experience function. For example, special packaging opening methods can be designed, or more packaging subsequent use functions can be designed to realize the interaction between packaging design and consumers. Finally, follow the ecological design concept. People are paying more and more attention to the protection of the ecological environment. Packaging design must not only integrate into the regional culture, but also follow the ecological design concept. From packaging concept to packaging molding, it must reflect the design concept of secondary utilization, including the low-carbon packaging of packaging materials. , Low-carbonization of decoration design, low-carbonization of structural design, etc., through the concept of ecological design, on the basis of meeting the functional requirements of packaging design and design aesthetics, improving the recyclable value of agricultural product packaging.

3. Strategies for Integrating Regional Culture into the Packaging Design of Agricultural Products

3.1 Selection of Packaging Materials

My country's traditional packaging materials include paper, metal, ceramics, lacquerware, bamboo, wild rattan, wood, etc., from types to colors are very rich and diverse, each material has different material characteristics and applicability, showing different Visual effects. Agricultural product packaging designers should choose appropriate packaging materials according to the characteristics of agricultural products to ensure the storage and transportation of agricultural products; and packaging materials can also stimulate designers' inspiration and express their design language through the most expressive materials. The types of agricultural products include plants, animals and other primary commodities produced by various agricultural industries such as plantation, breeding, forestry, animal husbandry, and aquaculture. Take the paper packaging of agricultural products as an example. Different paper quality will reflect different texture effects. Rough or delicate, or light or heavy, or soft or blunt. Consumers can have different feelings about products through different paper packaging. Regional packaging materials can better carry the spiritual connotation of agricultural products and give more products to the product. More cultural spirit. Of course, the choice of materials should follow the above-mentioned ecological design principles, and try to choose natural materials to achieve true green packaging. For example,

bamboo, grass, rattan, straw, reed, cotton and linen, etc., these materials have a distinctive regional colour, without too much modification, just a little processing can be used as packaging materials, but retain the texture and touch of regional materials. It is also harmoniously integrated with the commodity characteristics of the agricultural products themselves, completing the emotional connection between agricultural products and consumers. And the natural packaging materials are reproducible, concise, and sustainable, so they are worthy of vigorous promotion and use. For example, the application of hemp cloth, hemp rope, kraft paper, etc. for wine products can give wine products a unique and simple fashion beauty.

3.2 Incorporating Traditional Pattern Elements into Visual Communication Design

After thousands of years of precipitation, the graphic patterns in my country's traditional culture have formed a unique artistic style. The rational application of traditional pattern elements in the visual communication design of agricultural product packaging is an important way to display regional culture. For example, the painted pottery culture in Longnan area is one of my country's intangible cultural heritage, and painted pottery patterns have various forms of cloud, water, and back patterns. These painted pottery patterns are applied to packaging design to increase the classic flavor of the product; another example is the dragon and phoenix. The patterns express the meaning of auspicious and good luck and can add a festive feeling to agricultural products. There are also ink paintings, paper-cutting, lacquerware, etc., which are all representative of traditional Chinese elements. Taking the Longnan area as an example, designers can choose the scenic spots and cultural elements of various ethnic groups in Longnan, absorb and innovate them, and use modern expression methods, new materials and new technologies to design more in line with consumer aesthetic needs. Product packaging. In addition, local folk culture elements can also be incorporated into the packaging design. The Longnan area is located at the intersection of Qin, Long, Bashu, and a corridor for the migration of the Han and Tibetan Diqiang people, with various forms of customs and culture, such as Qiqiao Festival, New Year Festival, and Wenxian Pond Gezhou and other festivals are regional and ethnic festivals. These customs and cultures have a strong rustic flavor and reflect the spiritual outlook of the local people. Designers can extract the characteristics of these folk cultures through patterns, colors, and text. The regional culture is displayed in the packaging of agricultural products.

3.3 Packaging Shape and Structure Design

The shape and structure design of agricultural product packaging should fully consider the natural attributes of agricultural products, and design a container with a reasonable structure in accordance with scientific principles, which can protect agricultural products from damage and provide a carrier for visual design elements. Modeling design is body design. Based on the principles of aesthetics, the designer designs a container model that has both artistic beauty and packaging functions through changes in form and colour. The aesthetic sense of form reflects the aesthetic taste of the designer and the aesthetic characteristics of the times. Therefore, the designer can imitate or reconstruct the natural shape of the region based on the physical attributes of the agricultural product itself and follow the rules of artistic aesthetics, and enrich the shape of the agricultural product packaging with regional culture. Language. The main function of the packaging structure design is to provide packaging support for the protection and preservation of products to meet the increasingly diversified consumer needs of various consumers; the appearance of the physical packaging structure can more intuitively attract the attention of consumers, not only promote the role of the product and deepen the brand personality. In addition to meeting its basic functional requirements, the structural design of agricultural product packaging must also incorporate regional and cultural characteristics of the modeling elements to reflect the distinctive geographic belonging of the packaging, get rid of the single constraints of traditional packaging structures, and highlight the regional packaging materials and structural features. Innovative, deepen the expression language of packaging structure. Of course, the packaging of agricultural products is still one of the business activities of enterprises. Therefore, packaging design should also fully consider the influence of marketing methods, sales media and other factors, taking into

account the artistry of the packaging, while taking into account its economy and practicality.

4. Conclusion

In short, the packaging design of agricultural products not only has the function of protecting the primary commodities of agricultural products from damage, but also can comprehensively reflect the psychology of consumers and promote the circulation and sales of products. Therefore, the packaging design of agricultural products is very important. The Longnan area is bordered by Shaanxi and Sichuan. The regional culture includes the cultural integration of various ethnic groups for thousands of years. Longnan culture not only has the rough and unrestrained Qinlong culture, but also has the delicate and gentle Bashu culture, plus it The infiltration of the cultures of various ethnic minorities such as Tibet, Di, Qiang, Hui, and Mongolia has made Longnan culture present diverse forms. The intangible cultural heritage of Longnan area includes Wudu Gaoshan Opera, Xihe Qiqiao Festival, Chigezhou in Wenxian County, and the making of mud toys in Zhulanzhai in Chengxian County. These are very valuable regional cultural resources and are used in packaging design. The inexhaustible material library and the integration of regional cultural elements into the packaging design process of agricultural products can highlight the visual language creativity of packaging, enrich the visual form of packaging, and reflect the true “Longnan characteristics”.

Acknowledgment

2019 Gansu Project on the Improvement of Innovation Ability in Higher Education: The Research on Cultural Inheritance and Innovation of the Packaging of Agricultural Specialty in Longnan City Based on Rural Revitalization Strategy (2019B-227).

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