

# Traditional Chinese Painting Elements and Modern Packaging Design

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**Abstract.** Traditional Chinese painting art is one of the Chinese national cultures, the integration of traditional Chinese painting art and modern packaging design is a direction of nationalized design. How to inherit China's excellent national cultural heritage, use traditional Chinese painting elements in modern packaging design, it is worth thinking about. Traditional Chinese painting is also an artistic treasure of China, which is the essence of Chinese cultural development; it has a high cultural value and highlights the cultural and artistic image of the country, it is a combination of symbolic elements of China and invaluable treasure of the; country and it has rich traditional art value. Packaging has become an indispensable part of the development of modern society, food; clothing, articles for daily use, etc. need to be packaged for decoration and interpretation. In order to enhance the creativity of packaging design, traditional Chinese painting elements can be incorporated into it, which can enhance the novelty of packaging design, can also realize the inheritance of Chinese traditional culture. This paper analyzes and explores the application of traditional Chinese painting elements in packaging design.

**Keywords:** traditional Chinese painting, packaging design.

## 1. Introduction

Modern packaging design is the result of the civilization of human society development, the combination of science and technology and art, and the carrier of human spiritual culture and material culture, it is based on the masses of life, culture-based, production-oriented, and developed along with history. Design and culture are always close and inseparable. In today's economic globalization, every country is faced with the need to protect both local culture and national culture, namely how to solve the relationship between nationalization and internationalization. Traditional Chinese painting art as a part of Chinese traditional culture, how Chinese designers find new directions of packaging design from Chinese painting art, for this purpose, this article explores the practical application and practical significance of traditional Chinese painting to modern packaging design.

## 2. Overview of Traditional Chinese Painting Elements

China has a long history and culture, and multinational culture has formed a Chinese culture with rich cultural connotations and artistic value. Traditional Chinese painting is an important carrier of Chinese culture, with the continuous development of Chinese painting art, its influence in the international community is constantly improving, traditional Chinese painting has become a cultural card of China in the international community; it symbolizes typical Chinese culture and has rich cultural and artistic value. Landscape flowers, birds, peony, calligraphy art, etc. can be used as the object of traditional Chinese painting, and fully apply Chinese painting elements in patterns, colors and texts, and apply it to modern packaging design to meet consumer needs from different levels, enhance the innovation and literacy of packaging design. Applying the representative elements of Chinese culture can enhance the Chinese characteristics of design and reflect the profound cultural implications.

### (1) Expression technique of traditional Chinese painting

The traditional Chinese painting is different from Western painting in its technique of expression. The technique of expression of Chinese painting does not pursue focus perspective, but pursue cavalier perspective, which needs to express the effect of distant view. Therefore, first of all, for its

expression space, it can show the breadth and depth of space, and this is also of great significance for modern design. Secondly, for artistic skills of the traditional Chinese painting, it mainly uses virtual and real combination make the traditional Chinese painting have a unique expression in time and space. Third, for the imagination of traditional Chinese painting, the imagination of traditional Chinese painting is infinite, and the traditional Chinese painting has broken through the imagination of time and space, and this is the simplest direct manifestation of the artistic spirit. Therefore, in the traditional teaching of Chinese painting, teachers should pay attention to these explanations on the expression techniques and basic elements of traditional Chinese painting, so that students can truly use the expression techniques of traditional painting, it is also a manifestation of the modern design that expands the creative performance space and the skill of the design work.

#### (2) Realm expression of traditional Chinese painting

The pen and ink of traditional Chinese painting must exist by depending on form, and in the basic keys of traditional Chinese painting, "the combination of form and spirit" is one of the important factors to judge the quality of traditional Chinese painting, which also shows that form is important content of traditional Chinese painting. However, for traditional Chinese painting, its "form" exists for the performance of "God", and this is the realm expression. As far as the expression of traditional Chinese painting is concerned, its expression is not restricted by its form, it is extremely focused on the spirit likeness and charm, and its main emphasis in the realm is to express the subjective feelings that the author needs to express in the painting. Moreover, the pursuit of traditional Chinese painting is a realm of similarity and dissimilarity, namely not pursuing the similarity of the work means that the performance of the work and the real thing need not be consistent, and pursue romantic charm. For modern design, modern design must emphasize its meaning, and only in this way can it can expand the space of modern design performance and the theme of broadening the design, and reaches the high level of modern design, and then designs a unique and classic work.

### **3. Significance of Application of Traditional Chinese Painting Elements in Modern Packaging Design**

With the rapid development of modern science and technology, people's living needs and aesthetic needs are improving, under such premise; the packaging quality of goods is getting more and more attention, the packaging of products is no longer just protective. People's simple need for matter has turned into a spiritual need, in the process of consumption, purchased grades, colors and product appearance can reflect the cultural level, special aesthetic taste and even the social status of the purchaser, when we carry out packaging design, we should pay more attention to the contents of the spiritual level, the application of traditional Chinese painting in packaging design should be a reflection of the spiritual aspect, it is a kind of traditional culture, is the carrier of the Chinese nation's spirit, the expression of aesthetic concepts, the specific display of the customs of the nation, and the formation of modern Chinese packaging design features cannot be separated from their own national culture.

The cultural heritage of traditional Chinese painting art is profound, which provides inexhaustible resources for modern packaging design, there are also many things that can be used, borrowed and learned. The information traditional Chinese painting conveys is not only the artistic value of the painting itself, but also But an artistic conception and object image conveyed by traditional visual symbols, The connoisseur often enters the deep art world through the perception and understanding of the visual structure, It makes the meaning and situation contained in the symbol appear again, flows in the appreciating psychological space, and gives people infinite reverie space.

When we design modern packaging, we can apply the charm of traditional Chinese painting art to the design according to the characteristics of products and the personality of brands, and try our best to render the internal relationship among traditional visual symbols, culture and modern products, so as to make the product packaging designed have the corresponding cultural background,

so as to promote the products and guide the consumption, and even become an important means and media to promote Chinese traditional painting culture. Modern packaging should fully reflect the art and culture of traditional Chinese painting in various ways or techniques, and highlight their commodity characteristics, and then modern packaging design can fully convey regional, national and spatial information, and fully reflect the cultural connotation and artistic conception of packaging through the application of visual characteristics in traditional Chinese painting art.

#### **4. The Fusion of Traditional Chinese Painting Elements and Packaging Design**

##### (1) Fusion of traditional Chinese painting elements and consumers' demand

Packaging design first focuses on the application of color elements, color is an important means to highlight and beautify products, and become an important factor whether consumers like packaging design or not. Traditional Chinese painting is to use simple elegant style to reflect the artistic conception of the painting and the artist's own artistic charm through the way of pen and ink. If people use heart to understand, traditional Chinese painting often gives people a superior charm and artistic style. The art of Chinese painting has accumulated a lot of cultural heritage since ancient times, which makes it have an incomparable and powerful artistic vitality and artistic influence beyond time, it is precisely the artistic atmosphere and artistic elements sent out by these essences brings rich art resource to packaging design. These resources will make the packaging design more and more rich in quality and art means for the visual design that pays more and more attention to the packaging design of the goods, moreover, it can make the color and shape of the packaging reflect the unique taste of elegance and aesthetic, which greatly meets the needs of the spiritual level of consumers.

##### (2) Fusion of traditional Chinese painting elements and product content

In the packaging design of the product, the artistic conception of traditional Chinese painting lies in its pure intrinsic and original artistic conception, we often express the connotation and theme of things through some clear visual elements to achieve the unity of content and artistic conception. Traditional Chinese painting in the materials selection of the packaging design should be closely related to the information about the goods, the closer this connection, the more accurate and reasonable the information diffused through this connection will be, better play the advantages brought by the traditional Chinese painting elements. Traditional Chinese painting art has formed the unique natural, popular, simple and honest characteristics in the long history of China, the main source of its characteristics is the living environment and the psychological conditions of the people, it is closely connected with life, and the meaning of its graphic elements is more acceptable to the public. In painting, the change of visual elements is based on the virtual and real change, in the design of packaging, in order to reflect the virtual and real change; it can be processed on the graphic layout of the packaging design through the "white space" often mentioned in traditional Chinese painting. Use this technique to make the packaging design reach a wonderful visual experience. For example, our tea packaging uses traditional Chinese painting to reflect the charm of tea culture, which can better convey the atmosphere of tea, which is more acceptable.

##### (3) Fusion of traditional Chinese painting elements and packaging culture

Modern packaging design has undergone changes of times, and its connotation is also constantly enriched and developed, this development may be the updating means and performance method in line with the times. It may also be a new cognition of traditional techniques. Through the absorption of the connotation of traditional artistic elements, it is not only a new rich means, but also a new inheritance and protection of traditional culture. Although traditional Chinese painting and design are two separate disciplines, however, the dependence and recognition of the new design category on the traditional art painting discipline is constantly evolving, whether it is the visual expression in the design discipline or the spatial design performance, they are full of dependence and enterprise on the traditional art discipline. If the visual design of traditional Chinese painting and packaging is ingeniously integrated in the packaging design, it will promote the continuous improvement of the two disciplines in their respective fields; moreover, it can better support the content of the future art

discipline. In order to create an internal close relationship between traditional Chinese painting and modern packaging, we need to grasp the connotation and essence of packaging design, and apply traditional Chinese painting art to packaging design, so that packaging can reflect the unique connotation and product conception of the product itself, and it became an important medium to guide consumers to buy.

## **5. Commonalities between Traditional Chinese Painting Elements and Packaging Design**

Packaging design is closely related to painting. Chinese painting and design are derived from the art of our nation and are part of Chinese traditional culture and have common roots. Compared with Western painting art, Chinese paintings are mostly flat, which provides a reference for packaging design, traditional Chinese painting, as one of the traditional Chinese painting arts, has something in common with the elements of the packaging design. The image of traditional Chinese painting is composed of poems, books, picture and seals, while the basic elements of packaging design are words, logos, graphics, colors, and so on. Poem is to the elements of the text in the picture, the book is the calligraphy, it can be understood as the form of the font in the packaging picture, the picture is the painting, it is the figure mentioned in the painting, and the seal is equivalent to the sign of packaging picture. The two are completely different in art form, but they have striking similarities. The composition concept of traditional Chinese painting has commonalities with the layout of the packaging. The composition of traditional Chinese painting is characterized by the use of scatter perspective to organize the picture. According to the structure of the picture, the method of virtual and real combination is used to arrange the picture, and the blank of the picture is skillfully processed. The layout in the package also needs to deal with the virtual and real relationship of the picture.

## **6. Use Characteristics of Traditional Chinese Painting in Packaging Design**

Modern packaging design requires our packaging design not only maintain the traditional characteristics and personality of our nation, but not all products are represented by traditional Chinese painting. We should define its packaging form and its nationality according to the connotation and culture of the product. Therefore, when designing modern packaging, it is necessary not only to conform to the aesthetic psychology of our people, the design is required to conform to the aesthetic psychology of different countries and different nationalities. Therefore, when applying the excellent traditional visual art, we should not only be satisfied with the simple copy, but should draw on the basis of absorbing its visual expression techniques and artistic features, and then combine the characteristics of the current goods, give it the proper modernity; it makes the design have national characteristics and a sense of the times at the same time..

## **7. Conclusion**

To sum up, integrating traditional Chinese painting elements into packaging design is conducive to enhance the quality and quality of packaging design, different traditional Chinese painting elements can show different connotations, improve the utilization rate of traditional Chinese painting elements, show the charm of packaging design and improve the quality of packaging design by the advantages of traditional Chinese painting. Calligraphy, representative plants or things can be applied to the packaging design. According to the product attributes, the added elements of the traditional Chinese painting is determined, the traditional Chinese painting elements can be integrated into the packaging design to enhance the creativity of the packaging design.

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