

Research on Regional Expression of Visual Elements in Modern Packaging Design

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Abstract: product packaging design is a branch of modern design. We should absorb nutrition from national traditional culture and unify localization and internationalization. The regional expression of commodity packaging design endows commodity packaging with unique artistic charm and aesthetic value, which can promote the inheritance and development of regional culture. As a part of regional culture, local specialties are developing better and better under the drive of tourism, and all this is attributed to economic development. As a branch of graphics, the formation of regional visual elements comes from the precipitation and accumulation of regional culture. Modern packaging design takes visual elements as the media, products as the main body, and life as the foundation, among which regional characteristics have a great impact on packaging. Through the elaboration of the concept of visual elements and modern packaging design, this paper focuses on the analysis of regional cultural factors in packaging, and explores the regional expression of visual elements in modern packaging design.

1. Introduction

Packaging design interacts with consumers with its unique way of communication and communication, which is a kind of visual cultural phenomenon and also an embodiment of modern social lifestyle. Therefore, packaging design is actually creating and disseminating a new culture [1]. As an important part of traditional culture, regional culture occupies an important position in traditional culture, but many outstanding regional cultures are facing the situation of disintegration, overturning or even disappearance. Regional visual elements have their own historical and cultural background, reflecting the cultural form in the regional environment and representing the local customs [2]. The overall westernization of packaging design affects the sustainable development of modern design in china. Designs lacking the connotation of national culture have no appeal and vitality. Different places have different means of production, living habits and cultural characteristics, which opens a regional gate for the current packaging design [3]. Regional specialties are the epitome of local culture as the most unique and representative items of the place. By applying visual elements with regional characteristics to product packaging, consumers will directly understand the characteristics of the product, associate with the cultural background related to the product, and be able to more directly and clearly remember the product information, thereby inspiring the desire to purchase [4].

Modern packaging design is the product of an era, and its creation is based on traditional packaging design. Modern packaging design is not a stable state, it just has a relatively stable style at a certain stage [5]. The artistic treatment of these local unique materials as the basic elements of packaging can give people the transmission of regional information and culture, which is most easily accepted by people [6]. The visual elements of product packaging design are mainly text, graphics and color. Secondly, the packaging materials and shapes are also included. With the increasing use of product packaging in people's lives, people have begun to have a deeper understanding of packaging design, and packaging has gradually integrated into the daily life of the public [7]. Modern packaging design is the trend itself, which is constantly changing with the development of society, technological progress, and human development [8]. In life, there are few product packaging designs that can truly select suitable regional elements and correctly express them according to their own characteristics [9]. Through the elaboration of the concept of visual

elements and modern packaging design, this article focuses on the analysis of regional cultural factors in packaging and explores the regional expression of visual elements in modern packaging design.

2. The Concept and Present Situation of Regional Visual Elements and Product Packaging Design

2.1 Regional Visual Elements and Concept of Product Packaging Design

Modern packaging design aims to protect the safe circulation of products, facilitate consumption and promote sales. Product packaging design is the product of modern economy and the medium of comprehensive information transmission for enterprises. Good packaging design can help enterprises establish a good image, improve the added value of products and enhance market competitiveness [10]. Product packaging design is also a manifestation of modern social culture, a part of traditional culture and a material carrier of culture. Modern packaging design is actually a product of transition from traditional to modern, which will change with the development of society and the changes of human aesthetics and concepts. The important purpose of product packaging design is to improve the technology of arts and crafts industry and to make products integrate into modern life and give full play to the functions of convenience, comfort and emotional comfort. As shown in figure 1, the inner structure design of porcelain bowl packaging.



Fig.1 Internal Structure Design of Porcelain Bowl Packaging

Traditional national visual elements, which embody the spirit of traditional Chinese culture, are recognized by people all over the world and represent the image of the country and the nation. In different countries and regions, due to differences in political economy, religious beliefs, lifestyles and customs, people have created visual elements with extremely regional characteristics. In order to create works with Chinese national characteristics, modern product packaging design must be perfectly integrated with Chinese national elements. The stronger the national and local characteristics, the more attractive and impressive they will be.

2.2 Regional Visual Elements and Problems in Product Packaging Design

For local characteristic commodities, regional packaging is undoubtedly an important way for them to occupy the market. It can not only highlight the profound regional culture, but also bring strong visual effects to consumers and promote their purchase behavior. Regional characteristics have a strong degree of identification, which is narrower and more unique than nationality. Applying this specific regional national folk custom style and local historical legacy culture to packaging design can not only show local cultural customs, but also form distinct personality characteristics, which is a favorable weapon for commodity to occupy the market. The addition of distinctive national visual elements will make the product packaging design more national, friendly and representative. In the primitive society, in terms of clothing, food, and transportation, people could only use natural objects to carry food, water, and other activities [11]. In terms of packaging design, in order to differentiate their products from competitors, many merchants reflect the origin, trade name and other information on the packaging, which already has some functions of modern packaging. Some packaging designs even have incorrect regional symbols, which not only deviate

from regional characteristics, but also hinder the long-term healthy development of local products to a certain extent.

3. Application of Regional Characteristics in Packaging Design

On the premise of formal beauty, modern packaging needs to completely protect commodities and facilitate transportation. In packaging design of tourism products, designers can combine some important local scenic spots, cultural characteristics and specialty types for development and utilization to highlight regional cultural characteristics. Modern packaging design needs to proceed from the visual whole, and conceive from the aspects of design of shape and structure, selection of packaging materials, visual communication of packaging, etc. The traditional patterns of some ethnic minorities have distinctive regional colors and profound cultural connotations. The full application of these elements in modern packaging design can enhance the cultural value of the commodity itself, reflect the particularity and diversity of brand culture, and enhance the overall effect of packaging design. Regional expression of color in modern packaging design can find inspiration in traditional folk art, color in regional architecture, plants and animals, and color contained in craft clothing, national architecture and fairy tales. With the increasingly significant role of modern packaging design in the commodity economy, more and more energy and funds are invested in packaging design by brand. We want to gain more attention in brand competition by packaging design, so as to gain benefits.

For consumers, whether a special product package conveys the creativity that makes consumers bright in front of their eyes has become the main condition for consumers to stay. When choosing color, we should pay attention to the subjectivity of color, first determine the main color, and then carry out the relevant color matching. Different colors can cause people's different visual reflection, thus causing different psychological activities, enhancing the appeal of works, and enhancing the value of recognition and memory. Visual elements refer to the basic elements such as shape, texture, color and space that constitute the visual object, including concrete and abstract aspects, reflecting the relationship between the whole and the part [12]. The application of Chinese traditional visual elements cannot be separated from the understanding of Chinese traditional culture. As a carrier of cultural symbols, product packaging design not only embodies regional characteristics, but also embodies national spirit and culture. From traditional packaging to modern packaging, they have in common convenient transportation and easy storage. The difference is that modern packaging also needs to beautify the packaging to attract consumers' attention in the form of visual packaging. Designers can highly summarize and refine the regional elements to establish the unique regional cultural image and brand personality of products. With unique regional cultural symbols, products can leave a deep impression on the consumer audience, thus enhancing market competitiveness.

4. Conclusion

With the improvement of China's comprehensive strength, traditional culture has received more and more attention. As an important part of traditional culture, regional culture occupies an important position in traditional culture. Product packaging design is a branch of modern design. We should absorb nutrition from traditional national culture, unify localization and internationalization, and show the local culture and national characteristics of Chinese nation to the world. People's understanding of packaging is influenced by the cognitive process and presents unique, aesthetic and cultural characteristics. Compared with other elements, visual elements with regional characteristics are more interesting and meaningful. When inheriting traditional elements, they should be innovated in inheritance, so that they will be given new vitality and look for a culture that belongs to Chinese design. To create a design culture, designers need to integrate the cultural achievements and cultural spirits of the times, as well as traditional cultural accumulation. We must keep up with the times, strengthen international exchanges, take the best of them, remove the dregs, and move towards the world with a broader mind. With the rapid development of society and economy, combining packaging with regional characteristic culture can make modern

packaging design have deeper meaning and rich visual experience.

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