

On the Inheritance Function of Packaging Design to Yi Ethnic Cultural Tradition

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Abstract: Yi traditional culture is an important part of Chinese traditional culture. The effective inheritance of Yi traditional culture is conducive to the inheritance and development of Chinese traditional culture. It is analyzed and applied to modern packaging design. We should solve the problem of survival of packaging, so that the packaging of ethnic minority local products can radiate cultural charm and play a positive role in spreading culture, so as to obtain an effective market position and become more competitive in the international market. Analyze the application of traditional national elements in packaging design, and design representative national characteristics packaging. The five-color culture in the color culture of the Yi nationality, combined with the national characteristics of its culture, discusses the current application of the five-color culture in the packaging color design of the Yi nationality. The national spirit is the cultural root, and the Yi color is used as a design element in the packaging color design to find the thinking advantage and unique style that our national traditional culture is beyond the other nations.

1. Introduction

As the main form of visual communication, modern packaging design has gone through the industrialization society to the information society. Great changes have taken place in both design concept and function. The commonly used rules in packaging design in the past have gradually formed a new development trend because of the influence of new thoughts and new concepts [1]. In today's economic globalization, with the enhancement of cultural exchanges between china and the world, a large number of western design consciousness and works have entered our vision [2]. Especially in the minority areas, it is an indispensable part of the local economy. Culture plays an important role in society, which plays a role of social integration and social guidance. However, the package of local products of Yi nationality in liangshan is lack of national cultural connotation and has no appeal and vitality [3]. We should solve the problem of packaging survival, so that the packaging of ethnic minorities' special commodities can radiate cultural charm and play a positive role in spreading culture, thus obtaining an effective market position and becoming more competitive in the international market [4].

The Yi nationality is an important member of the Yi family of the chinese nation family consisting of 56 ethnic groups. The traditional Yi culture is also an important part of chinese traditional culture. It conducts research on the inheritance of traditional Yi culture. It has strong practical significance. Packaging design is a product of design categories created by certain artistic expressions of colors, graphics, shapes, and text. The color elements are particularly distinctive [5]. Yi is a nation with a long history and culture. They have their own culture, language and characters. Nasu's clothing has formed an independent national cultural system with its strong national cultural tradition and distinctive national characteristics. The fiery red color, delicate lantana pattern and fire pattern in their packaging design also reflect the traditional culture and ancestor worship of this nation [6].

2. The Current Situation of Yi People's Packaging Design

2.1 Rough Packaging Materials and Excessive Decoration

At present, due to the lack of machinery and equipment in Liangshan area, the overall cultural level of the Yi people is relatively low. Most Yi people do not use machinery and equipment. Most areas still remain in the stage of manual cutting or simple machine manufacturing, which has caused rough packaging materials. In the Liangshan Yi area in Sichuan, the Yi people still live a farming life from the late May to the ninth. The raising of domestic animals and the cultivation of crops are the main economic sources. They have lower aesthetic requirements and do not have a realistic understanding of the packaging of native products. The packaging is over-decorated without aesthetics. Not enough understanding of Yi culture. The local Yi people have no independent control over market transactions, lack initiative, and are relatively passive and passive. Liangshan Xide has many small craft workshops to make Yi people's characteristic lacquerware. The outer package has no sense of design and national characteristics, and the overall package has not reached the mechanical level of high precision. Form is the most powerful factor in the vision of a tangible object, and it also carries important information of the product. Traditional culture has various forms of expression and corresponding morphological genes. The cultural value of the Yi people lies in the simple spiritual needs of the Yi people, and the worship and respect for nature. It is this unique personality that is different from other peoples, which has aroused the great enthusiasm of the non-Yi people for their understanding of Yi culture. There are many ways to spread culture, but the most intuitive way of communication is through the packaging of Yi products. Therefore, the packaging of Yi products is more culturally valuable, and the preservation of Yi culture is more delayed. At the same time, the trueness of cultural transmission, Natural, broad purpose. The analytic hierarchy process model is shown in Figure 1.

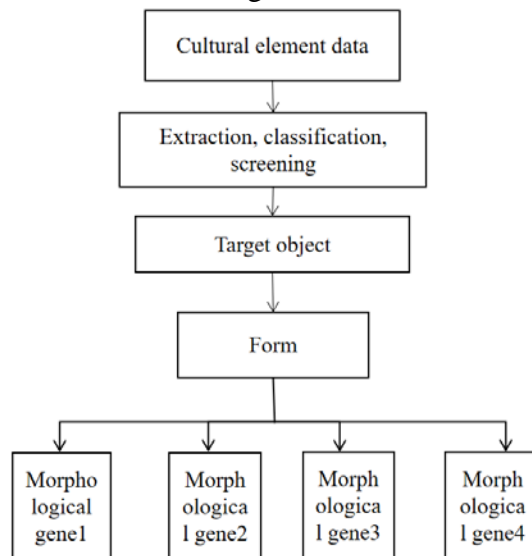


Fig.1 Analytic Hierarchy Process Model

2.2 False Appearance of Cultural Dissemination in Packaging

It is necessary for the local people to adapt to the self-development of the modern living environment. This is particularly important for the people who develop in the perspective of humanity. Culture is not only the meaning system that people as the subject of value rely on to survive, but also the art that people as the spiritual theme rely on to understand and express themselves. Packaging design is based on the principle of reflecting the characteristics and culture of ethnic minorities, spreading national culture and promoting national spirit. Blindly codifying the cultural characteristics of the times and fashions into the local minority products, hoping to obtain immediate economic benefits. This false phenomenon of cultural transmission has become an ideological problem that needs to be solved [8]. In the development history of packaging design in

China for thousands of years, there are many excellent packaging examples for reference. For example, in the traditional Chinese Dragon Boat Festival and Mid-Autumn Festival, the packaging materials of rice dumplings and moon cakes are mostly natural environmentally friendly materials such as paper, bamboo, and leaves, which give the packaging a strong rustic flavor. This characteristic makes it a specific design language in modern packaging design. This is also the national soil for packaging design innovation, and a new form given by the new aesthetic concepts of the new era.

3. Inheritance of Yi Cultural Tradition

3.1 Yi Culture is Reflected in Packaging Design as National Soft Power

Cultural soft power refers to the factors or components that can exert certain force on the outside and the inside of the culture, that is, it has certain cohesion and driving force on the inside and certain influence and Inspiration on the outside. Professor Joseph Nye of Harvard University put forward the concept of soft power. He believed that soft power comes from the attraction of culture and ideology. The strength of a country depends on the “hard power” of science and technology, military and cultural ideology. From its formation to today, Yi nationality's color has given birth to its unique individual color, with strong implication and directivity, which completely depends on the spirit and emotion given by Yi nationality to Yi nationality's color. In China, the “17th National Congress of the Communist Party of China” proposed “improving the cultural soft power of the country” and put cultural soft power at an unprecedented strategic level. The cultural soft power here includes ideology, cultural undertakings, and cultural industries. In the principle of packaging design, the combination of exquisite craft products and high-quality packaging design can only achieve the purpose of improving the high-end and high-quality of native products. To truly establish a national brand, to achieve the purpose of spreading national culture, the establishment of a cultural industry, and the development of leading talents are top priorities. The development of history and culture cannot escape the specific natural conditions of human beings in time and space, and human beings cannot be separated from the geographical environment at any stage of development. Yi people rely on their unique living environment to create a unique Yi culture. The phenomenon of intentionally commercializing their own culture to cater to the vast number of consumers in the tourism market has occurred, resulting in the neglect and loss of deep cultural connotations and the commercialization of Yi people's packaging design. In packaging design, under the guidance of the Five Elements Theory, Yi's “Five Colors” have formed a fixed, scientific color matching system rich in traditional Chinese culture. It permeates all fields of the whole Chinese historical process and is still alive in our real-life art. The addition of color in an object makes it able to convey multiple languages. “Human coloring to objects” changes the nature of the objects being colored, and conveys various thoughts, feelings and emotions silently or vocally. Color becomes language, thought and emotion [8]. With the re-proposal of the cultural connotation in packaging design, folk packaging design has become the focus of modern packaging design. Folk packaging design, emphasizing the decorative effect of packaging, is of great significance for promoting the diversification, personalization and richness of product packaging design, and can strengthen the recognition in the international design market. The comparison table is shown in Table 1 below.

Table 1 Five Color Theory Color Correspondence Assignment Diagram

five colors	Green	bare	Yellow	White	Black
Five elements	Wood	Fire	Soil	gold	Water
five orientations	East	South	In	West	North
the five flavours	Sour	Bitter	Sweet	Xin	Salty
Facial features	Eye	Tongue	Mouth	Nose	Ear

3.2 The Application of Yi's Packaging Design

The nationality of packaging design culture is related to the genesis of culture. Just because the

culture of the world does not come from the same source, of course, there is the problem of nationality. In the packaging design, we also need to “find the root”. The cultural origin of our Chinese nation cannot be covered up. Only the national one is the world's. Grasp the traditional national culture, regional characteristics and other design factors in the design of clever use, and in the use of the internal relationship of the expressed theme, to find our national traditional culture for other nations than the thinking advantage and unique style. Art always talks about inherent continuity. The generation and accommodation of an art form requires a specific historical and cultural background, including the lifestyle, customs, ethics, and aesthetic habits of a nation, which constitute a potential deep cultural structure. Deeply locked in the national psychology and spirit, it regulates and restricts the development of national culture and the involvement of foreign cultures. In addition to structure, materials, graphics, and text, color is also one of the very good traditional expression elements. Color is the most direct visual design language. If you stand far away from the product, color is the most sleepy, and it first enters the audience's sight. For example, since ancient times, China is the nation that pays most attention to color. The national color has formed a complete system through development and changes. People use color to distinguish different levels and classes, and color to represent geographical location. The individuation and diversity of Yi nationality's color culture and their spiritual and cultural sense of belonging have become important factors that dominate minority regions. Yi people's color can be directly spread through packaging design. After the audience accepts the color orientation of packaging from visual emotion, what attracts the attention of the audience should be to endow the cultural connotation of packaging to enhance the quality of packaging and enhance the audience's purchasing desire. The color in packaging design should be matched according to its attributes, but the color of the screen tends to be general, and designers often do the opposite, using unconventional colors to make their products stand out from similar products. Therefore, the “five colors” of the Yi nationality can also play such a role in non-ethnic packaging. As for China 's rich national color resources, we cannot stop at simple plagiarism in form. Instead, we must deeply understand the underlying cultural spirit through its appearance. Only by paying attention to the packaging color design practice of such national culture, can designers be inspired from national culture. Get inspiration, inspiration, and extract the essence from it. Cultural industry is an important carrier for the prosperity and development of socialist culture under the conditions of a market economy. The revitalization of the cultural industry is to meet the diverse, multi-level, and multi-faceted spiritual and cultural needs of the people. Only by adhering to the cultural characteristics of the Yi people, developing economic leaders, and creating unique cultural brands can we truly enhance the market competitiveness of Yi cultural goods. At the same time, public relations and other strategies are used to carry out brand publicity and promote the sustainable development of the national cultural industry. This awareness of its own national cultural value will undoubtedly help to cultivate national self-confidence, protect and inherit the enhancement of national cultural awareness, and We will comprehensively promote the common prosperity of national cultural undertakings and national cultural industries.

4. Conclusion

The analysis of the application of Yi elements and aesthetics in packaging design has brought us a lot of enlightenment, not only the requirements for the designer's own artistic cultivation, but also the combination of science and humanistic spirit in contemporary packaging design. From the simple and basic functional demand to a profound humanistic thought, it can give consumers some humanistic care, and make products and packaging better serve people together . It emphasizes the Chinese traditional style of packaging design, and the innovation of packaging design should be rooted in the soil of the nation. We should strive to excavate traditional cultural heritage, fully absorb its essence, combine the characteristics and requirements of modern packaging, and design packaging works with strong traditional Chinese culture and strong flavor of the times. We also need designers to care for consumers and care about the evolution of the trend of international design trends, so that we can design works with certain creativity and influence so as to bring our traditional people into practice. Art between the visualization, popularization, and then play the role

of assimilation, to achieve strong appeal effect and promotion effect. The internationalization of the market puts forward higher and newer requirements for the packaging of Yi nationality's special commodities. Therefore, in order to inherit and develop the Yi culture, the Yi spirit should be explored and pursued at a higher aesthetic level, i.e. recalling the traditional cultural complex of the Yi people, paying attention to the charm of brand culture, and firmly grasping the development strategy of industrial integration. Culture conveys national harmony, the concept of national survival, and the simplicity of the nation. Only by further developing the cultural dimension of Yi people's commodity packaging and grasping the cultural spiritual connotation of Yi people can packaging design be better. Culture plays an important role in society. It plays a role of social integration and social orientation. The packaging design of the Yi people continues to have both a consistent context and inheritance, as well as changing innovations. It is independent and unified. The style, rich ideological connotation and strong national characteristics show a unique, deep and charming national tradition and visual culture, which have become an integral part of packaging design. The highest realm of packaging design, that is, constantly reopening new books, returning to the higher universe, nature, big society, all human beings are one, humans are one, all gods are one, and people and gods are one. In the great harmonious existence, the Yi culture is a fusion of all things in the world to survive, and it is the only choice to integrate cultural meaning in packaging color design.

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