

Xinyang Maojian Series Packaging Design with Natural Tea Garden Theme

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Abstract: Xinyang Maojian is one of the top ten famous teas in China and one of the cultural characteristics of the Central Plains. Its main producing areas are located in Shihe District, Pingqiao District, and Luoshan County in Xinyang City. However, there is still a certain gap in the influence of Xinyang Maojian compared to other famous teas, and there are also certain shortcomings in itself.

Keywords: Xinyang Maojian; Packaging Design; Natural Tea Garden Theme.

1. Overview of Xinyang Maojian Series Packaging Design

Xinyang Maojian was created by Han tea farmers and has excellent quality and distinct local characteristics. It was formerly known as "Yumaofeng" and belongs to the green tea category. The packaging design of Xinyang Maojian series is based on the theme of natural tea gardens, with series packaging design as the main topic. It also includes the image design part in the early stage, mobile advertising series design that matches the series packaging, and hand gift series design. The natural, quality, and expressive characteristics of Xinyang Maojian are the main direction and positioning of the overall design. The early-stage image design mainly focuses on logo design, text specifications, color specifications, illustrations, and auxiliary graphics, laying a solid foundation for the overall series design; The main series of packaging mainly includes small packaging, large packaging, and convenience packaging design, including container design, bag design, and outer packaging box design. The internal and external sizes are unified, forming the overall series of packaging design; Mobile advertising design is coordinated with series packaging from two aspects: image advertising and commercial advertising; Hand gifts are also an important component of the overall design, mainly focusing on image promotion and cultural aspects to form a good way of communication with consumers.

2. Reasons for Packaging Design of Xinyang Maojian Series

2.1. Topic Background and Preparation

Xinyang Maojian, also known as "Yumaofeng", belongs to the green tea category and has a history of over 2000 years since its cultivation. As early as the Song Dynasty, Xinyang Maojian was praised by the famous poet Su Dongpo as "the first Xinyang tea in Huainan", as recorded in Shen Kuo's "Mengxi Bi Tan", Only the three tea farms of Guangshan, Shangcheng, and Zi'an produced over 1.01 million kilograms of tea annually, indicating the flourishing tea culture at that time, which led to the formation of a lifestyle where 'people cannot live without tea for a day'. Xinyang Maojian entered modern society and was awarded the World Tea Gold Medal

and Medal for its beautiful appearance and strong taste at the World Expo held in February 1915 when the Panama Canal was opened. It can be seen that from ancient times to present, Xinyang Maojian has excellent quality and distinct characteristics in terms of planting, drinking, and sales. With the development of the times, consumers have increasingly high requirements for various aspects of packaged products. The packaging design of products not only serves as a container for storing products, but also represents a symbol of regional culture. However, Xinyang Maojian also has shortcomings in cultural exploration and brand image promotion. The homogenization of packaging design is severe, and further efforts are needed to demonstrate Xinyang Maojian's excellent quality, distinctive characteristics, and cultural expression.

From now on, we should focus on strengthening brand awareness in design, emphasizing a deep understanding of Xinyang Maojian tea culture, identifying deficiencies and emphasizing characteristics and individuality. At the same time, we should consider the application of modern consciousness and technology and systematization of design, and view the problems in packaging design based on systematic solutions. In the process of Xinyang Maojian series packaging design in this project, Taking Chinese natural tea gardens as the theme, we strive to solve the above thinking problems.

2.2. Design Purpose and Significance

The pursuit of high-quality life is an important feature of modern society, and our clothing, food, housing, and transportation have undergone significant changes compared to before. This has given us rich cultural connotations, such as what tea to drink and how to drink it. At this time, drinking tea has become a high-quality lifestyle and one of the main contents of life.

It should be noted that tea is not only a commodity, but also a concrete manifestation of culture. It has representativeness and dissemination power, and is one of the manifestations of Xinyang's regional culture and also a channel for its cultural dissemination. If we can strengthen research on local regional culture in packaging, it can not only drive the development of local economy and culture, but more importantly, make tea packaging design more perfect.

This project will start from the serialization of Xinyang

Maojian packaging design, with a natural tea garden as the theme, emphasizing the distinct characteristics of Xinyang Maojian, adapting to modern aesthetic awareness, and combining packaging materials and techniques from a cultural perspective to further improve the quality of packaging design. The current tea packaging is rich and colorful, and new design concepts are also pouring in. The typification of Xinyang Maojian series packaging design is also one of the main specific problems that must be solved.

To this end, the designer hopes to further enhance the excellent quality of packaging design, enhance the cultural image of Xinyang Maojian, expand the market influence of Xinyang Maojian through series packaging design and other auxiliary designs, and strive to compete with China's top tea, enhance the market net value of Xinyang tea industry, enhance Xinyang Maojian's market competitiveness, deepen brand awareness and local cultural dissemination, Let our Xinyang Maojian go further and do our best to contribute to the development of Xinyang or the field of Xinyang Maojian packaging design.

3. Xinyang Maojian Series Packaging Design Process

3.1. Creative Conception and Positioning

The design process includes creative conception and design positioning, the artistic expression of the design, and the pursuit of style. Throughout the entire design process, each stage has relevant issues and knowledge points that should be paid attention to, and the understanding of the design theme should be strengthened to solve core problems as the main line of the entire design.

Xinyang Maojian has a long history. In the book "Tea Classic" written by the tea sage Lu Yu of the Tang Dynasty, Xinyang Maojian was listed as one of the eight major tea producing areas in China. In fact, in general, China is a large tea garden, and specifically in Xinyang, tea is everywhere in Xinyang. Xinyang Maojian is the main tea product of Xinyang, and planting, picking, tasting, and delivering tea have all been integrated into the lives of Xinyang people. With the development of history, Xinyang Maojian is gradually moving towards the distance, so Xinyang Maojian has become a business card of Xinyang.

Taking the natural tea garden as the theme of the overall design, the quality of packaging is reflected as the main direction of design, summarizing the significant characteristics of Xinyang Maojian, and combining modern lifestyle and understanding of local culture, to showcase the authenticity of Xinyang Maojian as the overall creative idea. On this basis, we will consider the application elements, color effects, and related performance techniques. At the same time, we will make efforts in selecting containers, box shapes, and packaging structure processes, as well as auxiliary design. We will identify excellent quality, freshness, and simplicity as the main issues that should be solved in the overall design and artistic expression. Optimize the best design plan from different design perspectives, including four parts: basic image design plan, series packaging design plan, mobile advertising design plan, and hand gift design plan.

1. Basic image design scheme

The basic image design section includes: logo design, text design, color specifications, auxiliary graphics, application graphics, and basic composition methods. These are the main application elements of the overall design, and the design

positioning and thinking are determined based on the design theme and main design direction (as shown in Figure 1, Figure 2, Figure 3, Figure 4, Figure 5). The basic image part will lay a solid foundation for the overall design from both design methods and application elements, so the coordination and unity of design content is also the main problem that the basic image part should solve.

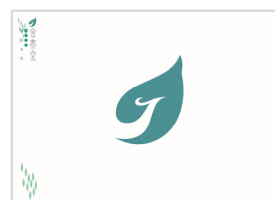


Figure 1. Marking



Figure 2. Combination of logo text

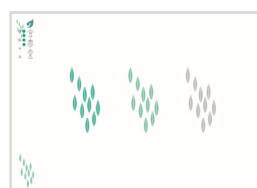


Figure 3. Auxiliary graphics

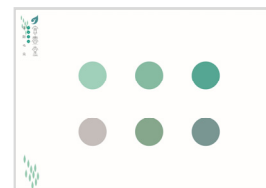


Figure 4. Auxiliary Color

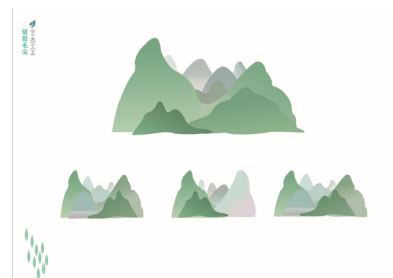


Figure 5. Main Figure

2. Series packaging design scheme

The series packaging design includes: mainly container design, box design, and internal packaging design. There are also changes in size packaging and capacity, as well as auxiliary designs that complement the main packaging. The container packaging mainly adopts glass transparent bottles to directly present the quality sense of Xinyang Maojian; The outer packaging box has two bottles and four bottles, with a rectangular shape and a simple and elegant design as the main form; Auxiliary designs that complement the main packaging, such as signage, instructions, gifts, and handbags, further unleash design imagination based on the overall design positioning and direction.

3. Mobile advertising design plan

The mobile advertising design section includes: brand image series advertisements and product promotion series advertisements, which are the continuation of the main packaging. Brand image series advertisements mainly promote brand influence in a concise and clear form, while product series advertisements directly promote sales with more detailed content. The overall advertising has a unified direction and design positioning, while the series of advertisements also showcase different content and focus.

4. Design scheme for hand gifts

The design part of the hand gift includes: three-dimensional brand image design, tea cup pad design, door curtain design, hand ledger tape design, refrigerator sticker design, notebook design, and small bottle packaging gifts. Companion gift

design is a complementary and important promotional method with packaging design. It focuses on the overall design positioning and more reflects the corporate image and Xinyang Maojian culture as the main direction of design.

3.2. Design Expression and Style

As a major producer and seller of tea in China, the quality and packaging design of tea vary greatly. Xinyang is located in the Central Plains region and has rich cultural resources, such as Gushi calligraphy, folk art, intangible cultural heritage, or local scenic spots and regional colors in Xinyang, which can serve as good starting points and starting points for packaging design. On the basis of elevating the appearance of packaging, Xinyang culture is also inherited and disseminated, giving packaging a deeper meaning. Among the numerous cultural resources in Xinyang, tea gardens and tea mountains are chosen as the main form of packaging design. Xinyang has many mountains, which are livelier and more elegant due to the undulating mountains.

Good packaging generally has excellent cultural expression, artistic quality of design, and distinct personality display. The project design is based on the theme of natural tea gardens, exploring the artistic expression methods of design in a visual way, and further seeking design highlights and solving existing problems. Starting from a deep understanding of the quality of Xinyang Maojian, combined with a cultural understanding, we will truly reflect Xinyang Maojian, with a sense of elegant and elegant quality as the main design art style as a whole.

1. Series packaging design style

The main direction of Xinyang Maojian series packaging design is to express elegant quality and realism, and to improve the overall quality of the design from various aspects, including transparent containers, showy box shapes, elegant green tones, matched text and auxiliary graphics, concise and standardized composition and precision production, as well as other auxiliary designs, coordinating different design elements to achieve a common goal.

2. Mobile advertising design style

Mobile advertising is an integral part of overall design and a continuation of series packaging design. Its artistic style should be consistent, which is a design principle that designers must follow. On this basis, they should pay attention to the differences between mobile advertising and other designs and the differentiation in series advertising design, further emphasizing the unique characteristics of mobile advertising.

The first set is a brand image series advertisement. The use of the four characters "Jing", "Jing", "Jing", and "Jing" implies "a clean tea drinking environment", "tea related history", "tea drinking etiquette", and "tea drinking realm". The homophones of the four characters do not agree, reflecting a relaxed and elegant realm. This makes it a brand image series advertisement (as shown in Figure 6).

The second set is a product promotion series advertisement. One side of water and soil nourishes one side of tea, and the tea mountain area in Xinyang has also nurtured a unique Xinyang Maojian. Create a series of product promotion advertisements based on the process of "water and tea," "tea picking," "tea making," and "tea tasting" (as shown in Figure 7).

3. Design style of hand gift

The design of hand gifts is generally applied in gift giving and product promotion activities, so hand gifts emphasize

more cultural and artistic expressions. However, hand gifts are also an important component of the overall design, and their artistic style should be consistent with the main design. This is a particular concern for us to form a visual connection and further serve product promotion activities, while also deepening consumers' understanding of this brand.

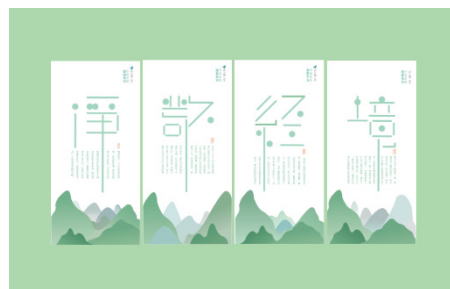


Figure 6. A brand image series advertisement



Figure 7. A product promotion series advertisement

4. Conclusion

Through this graduation project, the designer not only gained a deeper understanding of the importance of series design, but also gained a certain understanding of Xinyang Tea Garden culture. During the entire design process, certain efforts have been made, such as improving the design creativity, further strengthening the form and shape, and enriching the understanding of culture and artistic expression of design; And deeply realize that packaging is not only about protecting and selling goods, as well as expressing form, but also a carrier of culture and a regenerative form of culture and art. At the same time, systematic thinking and serialization of design should be further paid attention to; Although the project design has come to an end, based on the problems exposed in the design and the issues considered during the design process, further clarification of the direction of future design or learning efforts should be made. Design should not only remain superficial, but also focus on creative design, artistic expression, cultural connotations, and good thinking skills. Writing skills should also be further strengthened.

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