The Application of Red Culture in Packaging

-- Take Ji’an Wafer Cake as an Example

Xuanchen Shi, Dingwen Wang, Shibang Zhang

School of Wuhan, textile University, Wuhan 430000, China.

Abstract: In contemporary society, our younger generation is in a critical period of awareness of the core socialist values, the awakening of positive energy, and the red culture is also in a new stage of development, which has enriched people's ideals and beliefs to a great extent. In order to realize our social ideals, we are united as one. Times are moving forward, but red culture has not withdrawn from our lives, but has been widely used, such as the movie Wolf Warrior, Operation Red Sea, etc., all of which have proved to us the success of red culture with successful examples. As a student in the field of design. It is hoped that the red culture can also be equally brilliant in the packaging design of products. In the current market products, there are only a handful of successful cases in the design of red cultural packaging. In the process of product packaging design, we discussed how to rationally innovate the red cultural elements from concept to extraction to implementation to application, and enhance the market value of the entire product through packaging. Through the extraction and application of red cultural elements, a unique brand positioning can be established, consumers' consumption psychology can be grasped, and market demands can be well understood, and finally the development of red cultural economy will be promoted.

Keywords: Packaging; Red Culture.

1. Introduction

Enhance our cultural self-confidence. Regional culture is also a kind of cultural self-confidence. It is an important way for local people to inherit the will of their ancestors, and represents important cultural characteristics and spiritual outlook. Regional culture is also a unique spirit, a unique style, and an important part of national culture. As a regional culture, Ji’an red culture naturally has the characteristics of regional culture, and it also plays a positive role in promoting cultural self-confidence. Regional characteristics breed regional culture. Different regional characteristics have different regional cultures, and local products are an important propellant of local economic development. Local products are a kind of material implementation of regional culture. With the improvement of economic level and knowledge, people's requirements for consumption are also increasing. People are no longer satisfied with basic living materials, and they will also prefer to buy themselves. Therefore, it is the only way to improve the culture and connotation of products. The product industry must also be aware of changes in people's consumption preferences. The market is not only because of the basic attributes of the product, but also to highlight the cultural characteristics of the brand, so the reform of product packaging for red culture is a necessary way to go.

I take the application of Ji’an cultural elements in the packaging design of wafers as the research object, draw the essence we need from Ji’an red cultural elements, and reorganize them into one A brand new visual symbol, breaking the inherent image of red culture in people's hearts, giving red culture a new form and bursting new vitality. This not only helps to reflect the representative regional characteristics in Ji’an wafer packaging, but also highlights its profound cultural heritage. A commodity with cultural heritage and a shape that conforms to consumption aesthetics is more conducive to grasping consumers' consumption psychology. Ji’an red culture is a representative cultural property in red culture, and it is also a trace left by an era. I believe it is a very sensible and correct way to integrate Ji’an red culture into product packaging. For the geographical analysis of Ji’an, the development here is not advanced, but due to cultural reasons, the resources for sustainable development here can be considered very abundant. Ji’an's commercial development is in a relatively backward stage, and it is not favored by capital. Therefore, Ji’an's local products are not valued, resulting in no brand concept, inability to open the market, and shoddy packaging. Under the influence of these series of problems, I analyzed the current situation of Ji’an wafer packaging through market research. Finally, the various aspects are discussed in depth. The packaging of Ji’an wafers must be made to create a local brand image that can be recognized by the broad market on the premise of maintaining cultural advantages. This packaging reform is particularly important for the development of the local red economy, and at the same time, it will also have a sustainable and broad space for development under the background of cultural self-confidence. The red cultural packaging industry in Ji’an will have a new driving force for development.

Fig. 1 Big picture of Ji’an wafer packaging
2. The application of Ji’an red culture in packaging

Red culture is a common product of Chinese history, culture and aesthetic art, and has a special cultural complex and aesthetic memory for consumers. It is not meaningless to apply the pattern of Ji’an's red cultural elements to the packaging design of wafers, but I have extracted and summarized Ji’an's historical memory points after consulting a lot of materials. This is also my focus in this packaging design. From the design of the packaging, all the designed patterns are drawn from the corresponding real objects through illustrations, such as the Jinggangshan Martyrs Monument, etc., as well as our profound text memory points, such as "a single spark can start a prairie fire". On the one hand, it is to awaken the special cultural and aesthetic memory of consumers; on the other hand, it contains the cultural connotation full of positive energy carried by Ji’an cultural packaging. The graphics of the packaging are in the form of illustrations, which are novel and without losing the sense of form. The design of the packaging is also an important aspect of packaging. The difference in packaging materials is also a standard for measuring the quality of the product. This aspect must also be grasped. After all, under the current quality of life, products of average quality have been used by most of the Consumers abandon first-choice status.

The packaging I designed is generally harmonious inside and outside, which complement each other and reflect the cultural temperament and distinctive regional charm. In fact, from the beginning, I chose a variety of schemes for the combined application of packaging patterns, and finally integrated a series of regional buildings of the red culture, extracted the main features, and designed a set of illustrations that are rich in the characteristics of Ji’an red culture. The illustrations have a fresh look and feel, and the overall look is relatively simple, which is the first visual experience of the packaging. The two forms of illustration and text reflect the unique element design of the red culture packaging design, which can not only highlight the characteristics, but also use these elements to convey the characteristics of Ji'an culture and promote the red culture. While consumers experience shopping, they can be attracted by the shape of the packaging design, and at the same time, they can resonate with their hearts. In addition to conforming to the aesthetic feeling and playing a basic protective role for the product, the product packaging design and shape not only promotes the product, but also spreads the Ji’an red culture and inherits the national red culture. Cultural output provides a strong impetus and is a very meaningful step.

3. The application of Ji’an red culture in packaging color

Design usually consists of three elements: color, image and text. Among these three elements, color is also a crucial step. The first impression occupies a very high position in the minds of consumers. For the things people encounter for the first time, the primary sensory communication of vision is color, followed by images, and finally words. There is a supportable theory for the design language of color, that is, for a product, the product can appear in people's minds in the form of color within seven seconds, which also reflects the importance of color in the design language. Color is the most vivid and dynamic input in human vision. Color is very easy to attract people's attention in packaging design, and it is also the most eye-catching in visual elements. Nowadays, people's living standards are constantly improving, and the types of commodities are rich and varied. Even the same commodities are very different. The step of product selection is the key to whether the product brand can open the market. In this case, the color of the packaging is the first thing consumers compare and identify in the purchasing decision process. The color of Ji’an red culture is undoubtedly representative of red. Red is the red with the blood of the ancestors, symbolizing the red revolutionary spirit. Blue is the contrasting color of red. The contrasting color is used in packaging design. It is the most eye-catching combination of colors and can stand out in a series of products for the first time. The use of these two colors can not only establish a brand image, but also highlight Brand features of the packaging.

Fig. 2 Inside and outside packaging and renderings of Ji’an wafers

Fig. 3 Ji’an wafer illustration packaging
Nowadays, under the social background of the continuous development of the cultural and creative industry, food packaging design should actively draw inspiration and use various aesthetic methods for creative design, so as to realize the continuous driving force of development and enrich the visual language of food packaging design. Commodity packaging is inseparable from our lives. My country’s packaging industry started late, and there is still a gap compared with developed countries. However, in recent years, our packaging industry has developed rapidly through the introduction of technology and independent research and development, and the gap with developed countries has become wider. Smaller and smaller, especially with the development of the Internet, the share of online express logistics in the market has skyrocketed, which has also brought new opportunities to the packaging market. At this time, the packaging industry is also developing in diversification, constantly exploring the added value of products that packaging can contain. The packaging design of Ji’an wafers this time is integrated with the red culture, and it also undertakes many functions such as enhancing the brand image, improving the commercial value, promoting the red culture, and promoting cultural self-confidence. An excellent product packaging design highlights the cultural connotation of the product, launches the brand image of the product, makes the product packaging stand in the market, go to the world, and introduce our cultural design works to the world.

**Fig.4 Ji’an Pancake Cultural and Creative**

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