

Innovative Application of Traditional Patterns in Product Packaging Design

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Abstract: The packaging of goods is aimed at promoting sales, and modern packaging design has gradually transitioned from a focus on practical functionalism to meeting the emotional needs of customers. This means that while ensuring basic functions such as product protection and information display, it is also necessary to further deepen the cultural value of the product. Introducing traditional patterns into product packaging presents a brand new visual expression and ethnic emotional resonance, thereby forming an emotional and cultural sense of identity in the minds of consumers and promoting product sales.

Keywords: Package Design; Traditional Patterns; Innovate.

1. Introduction

In today's global economic integration and informatization, as a form of commercial art, product packaging design not only has the function of conveying product information and shaping brand image, but also is an important carrier for cultural dissemination and dissemination. Especially in China, the traditional patterns rooted in our own national culture contain rich historical, philosophical, aesthetic and other values. However, in the trend of modernization, how to combine traditional patterns with modern product packaging design to maintain its original cultural connotations and meet the aesthetic requirements and trends of contemporary consumers is an urgent problem that needs to be solved in the design industry today.

2. The Artistic Characteristics and Cultural Value of Traditional Patterns

The uniqueness of traditional patterns lies in their distinct national and regional characteristics, as well as their profound symbolic significance. Ethnicity reflects the cultural origins and ethnic characteristics of patterns, reflecting the aesthetic concepts formed by various ethnic groups over a long period of time. The regional characteristics also reflect the close connection between patterns and their place of origin, reflecting the role of local cultural traditions and natural environment in the creation of patterns. Symbolism is a major feature of traditional Chinese pattern art, which conveys profound cultural heritage and philosophy through the combination of patterns, colors, and other elements.

From the perspective of cultural heritage, traditional patterns are not only witnesses of history, but also the crystallization of a country's cultural wisdom. It carries the historical memory of a country, serves as a bridge connecting ancient and modern times, and is the key to maintaining cultural inheritance and promoting cultural development. Emotionally speaking, traditional patterns can inspire people's sense of pride and belonging to their ethnic culture, strengthen their cultural identity, and enhance mutual understanding and respect among different ethnic groups. This profound emotional connection makes its application in

contemporary design more meaningful and valuable.

3. The Application Significance of Traditional Patterns in Product Packaging Design

3.1. Improve the Effectiveness of Product Information Transmission

The creative application of traditional patterns to adapt their content and form is an important factor in improving the effectiveness of product packaging design. In the process of integrating traditional patterns, it is necessary to think about how to deeply dialogue and blend the visual expression of patterns with the connotation and external design form of the product. It is not only a perfect visual combination, but also a transmission of the cultural connotation of the product.

If traditional patterns are closely integrated with the connotation of the work, complementing each other, it enhances the information conveyed by the work. For example, applying traditional patterns to modern product packaging can effectively convey its cultural connotations and historical value. In addition, the matching of design forms requires designers not to simply copy traditional patterns, but to creatively deconstruct and reconstruct patterns in order to harmoniously unify with the appearance design of contemporary products and create product images that combine classical charm and contemporary aesthetic characteristics.

3.2. Enhance Brand Recognition

Packaging design based on traditional patterns can not only visually distinguish products, but also arouse consumer curiosity and exploration of brand culture, thereby strengthening emotional connection with the brand. As brand awareness gradually increases, this design strategy can effectively enhance the awareness of the enterprise and increase its market share. In the current context of global economic integration and homogenization, creatively using traditional patterns for brand identification is not only a modern interpretation of traditional culture, but also an important manifestation of brand differentiation strategy. Only in this way can we stand invincible in the fierce market

competition and achieve sustainable development.

3.3. Enhance the Aesthetic Appeal of the Product

The creative use of traditional patterns can enhance the artistic and aesthetic value of products, making general items aesthetically valuable works of art. The essence of this change is to use the rich colors and unique composition of traditional patterns to give product packaging a profound visual beauty and cultural heritage. Traditional patterns are a long-standing art that contains rich cultural symbols and aesthetic connotations. Its main characteristics are complex patterns and bright colors. Applying it to packaging design can greatly improve the visual effect of the product. Combining patterns with modern design is not only a visual effect, but also a cultural and artistic exchange.

3.4. Conveying Product Values

The creative use of traditional patterns in product packaging plays an indispensable role in conveying the quality and value of the product. Traditional patterns have a solemn and elegant temperament, which is not only a symbol of cultural heritage, but also a manifestation of handicraft skills and high quality. Combining patterns with product packaging design can give the product a high-quality and upscale image, increasing consumer trust and love. The artistic characteristics and uniqueness inherent in traditional patterns can greatly enhance the visual impact of products, making them stand out among numerous products. It can not only catch the attention of consumers, but also convey the unique value and spirit of the product. For example, using classic patterns in the packaging of a product can give people a sense of elegance and thick historical atmosphere, reflecting the brand's respect for traditional culture and pursuit of quality.

4. Innovation in the Application of Traditional Patterns in Product Packaging Design

4.1. Intentional Expression Innovation

The creative application of traditional patterns and the contemporary expression of their underlying images is an important development direction in cultural and creative product design. This design approach emphasizes not only simply copying and reproducing traditional patterns, but also integrating their cultural connotations with modern design language to create a new product that combines cultural connotations and contemporary aesthetics. In this process, designers need to have a profound understanding of the aesthetic needs and cultural background of the target audience, find points that resonate emotionally with consumers, and create product images that combine visual charm and cultural connotations. The ideological and cultural connotations contained in traditional patterns are the source of inspiration for designers to create. The history, philosophy, stories, and other contents contained in the pattern are the new perspectives and forms of expression that designers explore in the process of modern interpretation. For example, reinterpreting symbols, patterns, and other elements from ancient myths and legends into modern art forms can not only maintain the original cultural charm, but also bring new vitality to them.

4.2. Integration of Modern Design Techniques

By utilizing modern design elements such as symmetry and rhythm, traditional patterns are incorporated into packaging, not only retaining the original cultural charm but also showcasing the freshness and vitality of modern design. In modern design, symmetrical and balanced methods are often used to create harmonious and orderly visual effects. Applying this technology to the design of traditional patterns can make the expression of patterns more stable and harmonious, and improve the overall visual effect. For example, applying traditional symmetrical or nearly symmetrical graphics to the packaging of a product can create a harmonious visual aesthetic, making the entire product packaging appear more exquisite and upscale. Secondly, "sense of rhythm" is an important concept in contemporary design, which generates a dynamic aesthetic effect through the arrangement and variation of various visual elements. Integrating appropriate rhythm into traditional patterns can make packaging patterns lively and interesting. For example, changes in the size, density, and color of the pattern can bring a rhythmic feeling to the product, making the packaging of the product more attractive to people.

4.3. Breakthrough in Two-dimensional Static Space

With the diversification of media, the use of traditional patterns in product packaging is gradually breaking away from flat and static surfaces, and moving towards a more dynamic and three-dimensional trend. This innovation is not only an inheritance and promotion of traditional culture, but also a new interpretation of product packaging design. Combining traditional patterns with dynamic elements like music boxes can create a completely new feeling. For example, in the design of the appearance of a music box, traditional patterns can be applied to the shape of the music box. As the music box is played, the patterns will also change with the changes in the music, providing users with a visual and auditory enjoyment. This design not only enhances the artistic appeal of the product, but also gives it a distinct ethnic characteristic.

5. Conclusion

Market environment, information technology, and other factors can have varying degrees of influence on human aesthetic behavior, and the formation of this influence depends on human subjective understanding of traditional culture. Different eras and countries have their own cultural and aesthetic values. In today's society, the modern interpretation of ethnic elements has attracted more attention. Traditional cultural elements are precious cultural symbols of various countries and a source of continuous inspiration for people in packaging design. In the process of cultural innovation, we should base ourselves on the origin, redesign traditional patterns with our own cultural genes, actively and reasonably absorb nutrients from traditional culture, adhere to local language, find a starting point for our works through high cultural consciousness, and combine it with the market and aesthetic needs of contemporary audiences to create product packaging that conforms to modern aesthetic concepts.

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