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Packaging Design of Wuqiang New Year Pictures

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Abstract: Through in-depth exploration of the twelve zodiac paintings in Wuqiang New Year paintings, this paper draws on the respective images and characteristics of the zodiac in Wuqiang New Year paintings, and combines them with traditional Chinese auspicious patterns to form a beautiful new pattern that can express wishes and auspiciousness, which is applied to packaging. Use the beautiful meaning of auspicious patterns to endow Wuqiang Zodiac New Year pictures with beautiful meanings, give better consumption positioning to Zodiac New Year pictures, seize the traditional custom that people need to express good wishes to others and themselves during festivals, promote the sales of Wuqiang Zodiac New Year pictures with a more accurate and clear consumption positioning, and achieve a better inheritance of Wuqiang New Year pictures.

Keywords: Wuqiang New Year paintings; Auspicious patterns; Packing design; Product positioning.

1. Introduction

The art of Chinese New Year pictures is an extremely important form of folk art. Through continuous development and improvement in various eras, over a thousand years, they have formed their own representative New Year painting styles in different regions of China, with Wuqiang New Year pictures being one of them. With the continuous attention paid by the country to the protection of traditional culture, Wuqiang New Year pictures have received more and more attention in recent years, but they have also encountered some practical problems and have not found good innovative methods in the form of inheritance. In today's rapidly developing tourism industry, there is no overall brand packaging design for Wuqiang New Year pictures. New Year pictures belong to cultural products, but the packaging is too rustic to stimulate market consumption, causing the inheritance of Wuqiang New Year pictures to slow down. Here, the source of this topic, the current design situation at home and abroad of this topic, etc. should be clarified. The description is simple and clear, reflecting the existing research foundation of the subject.

2. Organization of the Text

2.1. Subject analysis

2.1.1. Project background

The design work of this project takes the twelve Chinese zodiac New Year pictures in Wuqiang New Year pictures as the main design object, designs a new set of patterns, applies them to the packaging, and forms a brand. The image of the Chinese zodiac in the New Year pictures is transformed to incorporate it into the traditional auspicious patterns, and the name of the new pattern needs to contain homonyms of the names of the Chinese zodiac and conform to the original meaning of the incorporated auspicious patterns. Using such a set of patterns to package the twelve zodiac New Year pictures has a more specific meaning of blessings, more in line with the customs of the festival, and makes the New Year pictures more festive and auspicious.

The design difficulty lies in first matching the auspicious words of the twelve zodiac signs with traditional patterns, and second, maximizing the integration of New Year pictures and auspicious patterns while maintaining the regional characteristics of New Year pictures. Moreover, it is the systematic and holistic grasp of the twelve new patterns. Next is the creation of a brand, which should give new connotations while well reflecting the regional culture of the New Year pictures themselves. Finally, the design of packaging structure. The packaging structure of cultural and creative products should comply with the concept of green design.

2.2. Topic category

As an important object of development and inheritance in Hengshui, Wuqiang New Year pictures have received publicity and assistance from the government and social intellectuals, but relying on external forces is not far enough. Wuqiang New Year pictures need to form their own brand culture to achieve their own development. Product packaging is the most direct and effective way to embody brand culture. Therefore, carrying out a good packaging design for Wuqiang New Year pictures can better form and reflect the brand culture, so that the public can better understand it. This can enable Wuqiang New Year pictures to have a broader market, bring more economic benefits to Hengshui for Wuqiang, promote the cultural tourism industry in Hengshui, and promote the better development and inheritance of Wuqiang New Year pictures.

Packaging is mainly divided into ordinary packaging and gift box packaging. On the one hand, New Year pictures are used as seasonal auspicious items for the New Year. In order to add a festive atmosphere and conform to customs, working people need to purchase them. Because they are purchased by working people for their own posting, the packaging materials and structures should not be too luxurious and expensive, and they can be used for two purposes, increasing the added value of packaging, catering to the virtues of simplicity and thrift of working people. The packaging structure is similar to that of a document bag, with a plain cardboard on the front for printing and illustration, and a transparent PVC plastic film on the back for revealing the product itself. Because the buyer is purchasing the New Year picture itself, they need to show the consumer the inherent quality and printing quality of the product. In order to better reuse the packaging, an easy to tear indentation is designed on the packaging. After tearing along the indentation, it can be folded into a red envelope shape. On the other hand, due to its beautiful meaning and the development of Hengshui cultural tourism industry, the gift

nature of New Year pictures has gradually increased. When pictures were used as gifts in those years, their packaging needs to have a set of boxes.

3. Design process

From surveys conducted through books, interviews, and the Internet, it is found that the sales industry of Wuqiang New Year pictures is mainly distributed around the Wuqiang New Year picture museum units, with a relatively small scale and considerable limitations. In terms of research on Wuqiang New Year pictures, most of them are local artists and universities in Hengshui, with relatively small influence. The current purchasing population can be divided into two categories: one is the rural area of Hengshui, where the customs of New Year paintings are relatively complete; On the other hand, intellectuals with a high level of artistic appreciation within the community, such as local college teachers in Hengshui, have a very limited purchasing population and limited purchasing volume.

This design topic is about the packaging design of the twelve zodiac signs of the Wuqiang New Year picture, with the brand name "Wuwang". The design of a logo needs to be simple and clear, with a clear meaning, so that consumers can easily identify and understand it. Therefore, a text-based logo is used. Because this design expresses good wishes, the word "wish" is used. The word "wish" can be either a hope for one's future year, a wish, or a wish to express one's wishes to others. "I" and "Wu" of Wuqiang are homophones, which means to express my wishes and also express Wuqiang's wishes to everyone.

The new pattern design mainly includes two main elements, on the one hand, traditional auspicious patterns, and on the other hand, portraits of the twelve zodiac signs in the Wuqiang New Year painting.

On the one hand, in the design of new patterns, traditional auspicious patterns are mainly used for the application of new patterns such as "meaning" and "shape." Regarding meaning, "meaning must be intentional, meaning must be auspicious," which is the soul of traditional auspicious patterns that can be passed down and still popular among the public today, "Give the" meaning "of auspicious patterns to new patterns, causing emotional resonance among people. Regarding shape, traditional auspicious patterns have a rich theme background, diverse forms, but high recognition, and strong visual effects. Appropriate use in new patterns can effectively improve the appearance of packaging.

On the other hand, the use of the zodiac figures themselves in Wuqiang New Year paintings in the new map case mainly lies in "shape" and "color". The use of shapes is intended to preserve the recognition of Wuqiang New Year pictures in the new design. Regarding color, color is one of the most important elements in packaging, and the visual effect is the most intuitive. Moreover, the twelve zodiac figures in Wuqiang New Year pictures have a systematic color structure of three primary colors, red, yellow, and blue. Using such a color system in new patterns to enhance the relevance of new patterns and zodiac images is also to enhance recognition. Volunteers design 12 new patterns.

3.1. Design position

The target audience for this project design can be roughly divided into two categories: on the one hand, Hengshui local people, mainly concentrated in rural areas, purchase during festivals, mainly for their own posting; The other type is those who come to Hengshui for tourism or business trips for a short stay, and need to buy souvenirs or buy them as gifts to send home to relatives and friends. Therefore, the style of this packaging needs to meet the aesthetic needs of the general public. The selection of main colors retains the characteristics of the New Year picture itself and regional characteristics, and the selection of auxiliary colors needs to be warm and festive, suitable for the festive atmosphere and gifts for people. The style of the graphics should remain traditional and classical, and should not be divorced from the products of the New Year pictures themselves. The choice of font needs to have a cultural atmosphere and strong recognition characteristics. There are two target audiences, and packaging is also divided into two categories, namely, plain and hardcover Figure 1.

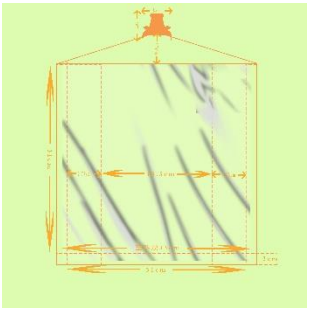


Figure 1. Packaging structure

3.2. Final effect

The main display carrier of the design pattern in this project is packaging. Ordinary packaging is printed using ordinary coated paper, which is the most common paper used for packaging, suitable for printing traditional patterns, and does not create a sense of disjunction on the New Year picture product itself. When the packaging is folded twice into a red envelope, the coated paper is easy to fold and form. During the display, twelve packages will be hung on a vertical surface, arranged in three rows and four rows in accordance with the order of the zodiac, because traditional Chinese beauty is generally structured, symmetrical, and rigorous, and neat hanging appears atmospheric to avoid clutter Figure 2.

In addition to packaging as the main carrier for display, there are also displays of derivative calendars for Wuqiang New Year pictures. The derivative calendars for Wuqiang New Year pictures will have a total of 12 calendars in the form of a calendar containing the months of a year, so that there will be 12 calendars for 12 years. The coil binding method is used to facilitate page turning, and it is also the most common binding method for wall calendars, which is inexpensive and durable.

In addition to physical display, it also includes the use of WeChat red envelope covers to achieve the purpose of an online promotional display. The appearance of WeChat red envelope covers in 2021 caused a stir, as their use of the Internet and traditional Chinese red envelope customs enabled them to have strong brand communication capabilities. The cover investment of WeChat red packets is one yuan, and the ordinary official account applied for by individuals can be purchased when the number of subscribed fans reaches 100. The red packet cover issued will not expire. When students receive and send red packets, it is equivalent to the spontaneous internal dissemination of unlimited users. Students from Hengshui University are all over China. Giving

red envelopes on the cover of Wuqiang New Year pictures to students will greatly increase the spread of Wuqiang New Year pictures. The cover of WeChat red envelopes is given by personal official account, and the official public of Wuqiang New Year pictures museum is placed in the personal official accoun No. 1 entrance, achieving a more direct promotional method.



Figure 2. Seal

4. Conclusion

Packaging design is developing rapidly and playing an increasingly important role in this modern age of beauty. The purpose of this project is to determine the consumption positioning of the Xiao Nian portrait of Wu Qiangsheng, and to give it a new auspicious meaning. Different packaging structures have been made according to the seasonal and gift characteristics of the New Year picture and different purchasing groups. Establish brand awareness and serial packaging awareness for it, aiming to play a positive role in the cultural aspects of the inheritance and development of Wuqiang New Year pictures, as well as in the economic aspects of Hengshui cultural tourism industry. Finally, I would like to explain that due to the limitations of my own experience and ability, as well as the rush of data and time, there is not much expansion in many aspects of ideas and articles, such as how to create creative derivatives for New Year paintings and use them more in daily life. The author also needs to urgently explore and continue to make progress.

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