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Integration of Local Cultural Symbols and AI Technology: Innovative Practices in the Form and Packaging Design of Local Products

Shaoqiu Ma [1, a], Zhijian Xiao [1, 3], Jin Chen [2]

[1] Zhejiang DongFang Polytechnic, Wenzhou, Zhejiang, 325000, China
[2] Zhejiang Nanfang Nippon Printing Co., Ltd., Wenzhou, Zhejiang, 325000, China
[3] Wenzhou Lingang Packaging Co., Ltd., Wenzhou, Zhejiang, China
[a] 27423677@qq.com

Abstract: This paper focuses on the integration of local cultural symbols and AI technology, exploring their innovative application in the form and packaging design of local products. Firstly, it clearly defines that local cultural symbols include material and intangible categories, which are transformed into digital language manageable by AI through excavation and digital translation. Then, it sequentially illustrates that AI technology achieves creative divergence and precise optimization in form design through generative design and parametric modeling, and meets diversified needs in packaging design through intelligent typesetting, dynamic visualization, and personalized customization, with specific cases to verify their practical value. Finally, it analyzes the challenges faced in the integration process, such as cultural distortion and imbalance between technology and humanity, and proposes feasible optimization paths to provide dual impetus for promoting the brand upgrading of local products and rural revitalization.

Keywords: Local Cultural Symbols; AI Technology; Local Products; Form Design; Packaging Design; Innovative Application; Digital Translation; Human-machine Collaboration.

1. Introduction

Local cultural symbols are living carriers of regional civilization, embodying the historical accumulation, life wisdom, and aesthetic genes accumulated in a specific region. AI technology, with its data-driven and intelligent generation characteristics, can endow traditional design with efficient, innovative, and era-appropriate momentum. The in-depth integration of local cultural symbols and AI technology, and their application in the form and packaging design of local products, can not only solve the pain points of local products such as "excessive rusticity, low added value, and weak communication power" but also realize the creative transformation and innovative development of traditional culture, thereby providing cultural and technological impetus for rural revitalization. [1]

2. Excavation and Digital Translation of Local Cultural Symbols

The effective application of local cultural symbols starts with their accurate excavation and scientific translation, which is the basic prerequisite for AI technology to empower design.

2.1. Multi-dimensional Excavation of Local Cultural Symbols

Local cultural symbols include material and intangible categories, with distinct regional uniqueness and prominent cultural recognition. For material symbols, they include architectural texture elements such as the horse-head walls of Huizhou architecture, the swallowtail ridges of southern Fujian ancient dwellings, and the arch structures of northern Shaanxi cave dwellings; artifact form elements such as Yixing purple clay teapots, Jingdezhen blue and white porcelain, and Miao silver ornament patterns; natural imagery such as the bamboo charm of the Jiangnan region, the poplars of the northwest, and the kapoks of Lingnan; and folk props such as paper-cut window decorations, shadow puppet shapes, and New Year painting patterns. Intangible symbols include regional color elements such as the loess yellow of northern Shaanxi, the ink gray of Huizhou, and the ethnic colors of Yunnan; craft texture elements such as embroidery stitches, pottery throwing marks, and wood carving textures; and folk symbolic meanings such as pine and crane for longevity, fish leaping over the dragon gate, and variant forms of the character "fu" (blessing). [2] In the process of excavating local cultural symbols, it is necessary to combine investigation with literature combing to select core symbols that are both culturally representative and compatible with design, so as to avoid symbol abuse and superficial cultural expression. [3]

2.2. Methods of Digital Translation of Symbols

Digital translation builds a key bridge between traditional symbols and AI design, whose core is to convert concrete symbols into computable digital language. The specific operation paths are as follows: first, deconstruction and reorganization, that is, decomposing the shape elements (such as points, lines, surfaces), color systems, and composition rules of symbols to extract core genes, such as the hollowing logic in paper-cutting and the interlocking branch structure of blue and white porcelain; second, parametric definition, converting symbol elements into quantitative parameters such as line curvature, pattern repetition rate, and color RGB values, and establishing a symbol database; third, semantic association, endowing symbols with cultural semantic labels such as "auspicious", "natural", and "retro", and then building

a matching mechanism between symbols and product attributes. For example, when digitally processing Yunnan tie-dye patterns, the blue-white gradient parameters and smudge boundary characteristics can be extracted and converted into texture models recognizable by AI, providing basic materials for subsequent design work. [4]

3. Innovative Application of AI Technology in the Form Design of Local Products

With functions such as generative design and parametric modeling, AI technology breaks through the limitations of traditional form design in thinking and achieves precise matching of "cultural symbols + functional needs". For the specific system of local cultural symbols and the logical framework of digital translation, refer to Figure 1.

![img](Architectural Textures: Huizhou Horse-head Walls, Southern Fujian Ancient Dwelling Swallowtail Ridges, Northern Shaanxi Cave Dwelling Arch Structures; Artifact Forms: Yixing Purple Clay Teapots, Jingdezhen Blue and White Porcelain, Miao Silver Ornament Patterns; Material Symbols: Natural Imagery: Jiangnan Bamboo Charm, Northwest Poplars, Lingnan Kapoks; Folk Props: Paper-cut Window Decorations, Shadow Puppet Shapes, New Year Painting Patterns; Local Cultural Symbols: Regional Colors: Northern Shaanxi Loess Yellow, Huizhou Ink Gray, Yunnan Ethnic Colors; Folk Meanings: Pine and Crane for Longevity, Fish Leaping over the Dragon Gate, Variant "Fu" Characters; Deconstruction and Reorganization: Disassemble shape elements (points, lines, surfaces), color systems, composition rules, extract core genes (e.g., paper-cut hollowing logic, blue and white porcelain interlocking structure); Digital Translation: Parametric Definition: Convert symbol elements into quantitative parameters (e.g., line curvature, pattern repetition rate, color RGB values), establish a symbol database; Semantic Association: Assign cultural semantic labels (e.g., "auspicious", "natural", "retro"), build a matching mechanism between symbols and product attributes; AI-Ready Design Database)

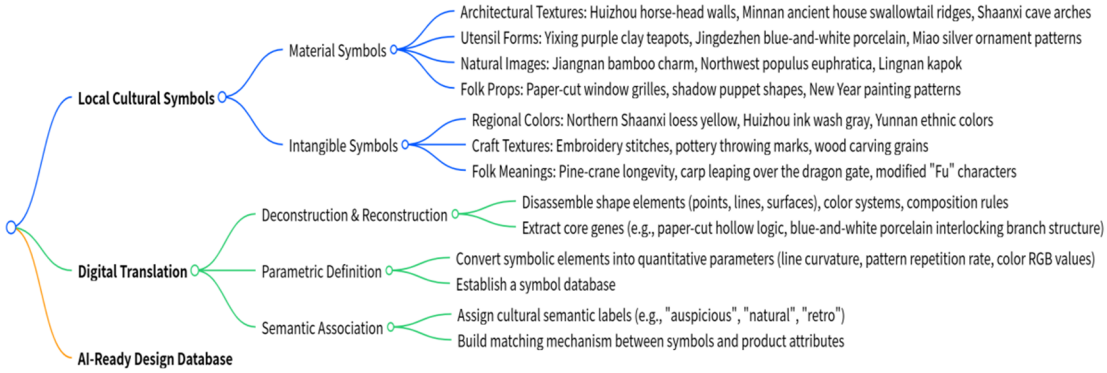


Figure 1. System of Local Cultural Symbols and Logical Framework of Digital Translation

3.1. Generative Design Empowers Creative Divergence

With deep learning algorithms, AI can quickly iterate form schemes of local products. After designers input core cultural symbols (such as shadow puppet shapes), product functional requirements (such as the comfort of holding tea sets), and target group preferences (such as the minimalist aesthetic preferred by young consumers), the AI model can automatically generate a large number of different form schemes. For example, when designing local cultural and creative table lamps, inputting elements such as "northern Shaanxi cave dwelling arch symbol + portable function + minimalist style", AI can generate various form schemes involving different proportional combinations and material combinations such as ceramics, wood, and metal. This not only retains the cultural genes contained in cave dwellings but also meets the needs of various modern usage scenarios. Generative design not only improves the efficiency of creativity but also breaks through the thinking set of manual design, thereby spawning unexpected innovative forms.

3.2. Parametric Modeling Achieves Precise Optimization

AI parametric modeling technology can achieve dynamic adaptation of form and function, solving the problem of imbalance between cultural nature and practicality in traditional design. Relying on product performance parameter databases (such as load-bearing capacity and ergonomic data), this technology can real-time optimize form schemes. Taking the design of local bamboo storage boxes as an example, AI takes bamboo weaving patterns as core symbols, adjusts the bamboo strip weaving density and box size ratio, improves the stacking stability and holding feel of the product while ensuring storage capacity, and can simulate the stress conditions of various scenarios to optimize the structure through finite element analysis, achieving the organic combination of cultural symbols, functional requirements, and production processes.

3.3. Case: AI-Driven Innovative Form Design of Traditional Bamboo Products

A bamboo product enterprise in Anji, Zhejiang, takes "bamboo weaving patterns" as the core cultural symbol and carries out innovative thermos cup form design relying on an AI design platform. It conducts digital deconstruction of traditional Anji bamboo weaving patterns such as "cross weaving" and "hexagonal weaving", extracting parameters such as the crossing angle of weaving lines and density rules. Then, inputting demand information such as "thermos cup anti-scald handle", "portable size", and "aesthetic of young groups", AI generates more than 200 form schemes. Among them, the "bamboo weaving wrapped handle" scheme is particularly prominent. This scheme adopts parametric

modeling of bamboo weaving patterns in the handle part, which not only retains the texture of traditional crafts but also optimizes the handle curvature through AI to improve the holding comfort. After the product is launched on the market, relying on the advantages of "cultural recognition" and "practical experience", its sales volume has increased by 35% compared with traditional styles, which undoubtedly verifies the practical value of AI technology in form innovation.

4. Innovative Application of AI Technology in the Packaging Design of Local Products

The key needs of local product packaging lie in "cultural communication", "product protection", and "market attraction". With functions such as intelligent typesetting, dynamic visualization, and personalized customization, AI technology achieves high efficiency, differentiation, and interactivity of packaging design.

4.1. Intelligent Typesetting and Visual Optimization

AI typesetting tools can automatically optimize the layout of packaging according to the characteristics of local cultural symbols. Designers only need to import symbol materials (such as paper-cut patterns and folk illustrations) and product information (name, specification, origin), and AI can intelligently adjust the position, size, and color matching of each element according to the actual size of the packaging and printing process constraints to ensure the balance of visual presentation and the clarity of information hierarchy. For example, when designing the packaging of rural local specialty rice, inputting content such as "northeast black soil colors (dark brown + golden yellow) + rice ear patterns + ecological certification marks", AI can automatically generate a variety of typesetting schemes, highlighting core selling points such as "ecological" and "local", and optimizing the readability of text and the recognition of patterns. In addition, AI can adjust the saturation and contrast of packaging colors through color psychology analysis to adapt to the visual needs of different sales scenarios (such as supermarket shelves and online live broadcast rooms).

4.2. Dynamic Visualization and Interactive Experience Design

Combined with AR and VR technologies, AI can achieve dynamic cultural communication effects carried by packaging. By designing an AI recognition entrance on the packaging, consumers can trigger a series of dynamic effects by scanning it, such as displaying the evolution process of local symbols (like the production steps of paper-cut patterns), playing short videos showing origin culture (such as the specific scene of tea garden picking), and allowing consumers to participate in interactive games (such as puzzle games to restore folk patterns). For example, in the packaging of Wuyi Mountain tea in Fujian, AI converts the "Dahongpao production process" into dynamic illustrations. Consumers only need to scan the packaging to watch the entire production process from tea picking to withering, shaking, and finally roasting, thereby enhancing the cultural added value of the product. At the same time, AI can optimize the design of dynamic content according to consumers' interactive data (such as stay time and operation path) to improve user participation.

4.3. Personalized Customization and Adaptation to Small-Batch Production

AI technology has reduced the design and production costs of small-batch personalized packaging to a certain extent, meeting the differentiated needs of local products such as "one village, one product" and "one household, one specialty". Through the built AI customization platform, consumers can independently select local symbols on the packaging, such as local architecture and folk patterns, adjust color matching, and add personalized text such as holiday greetings. AI will generate real-time preview effects, which can be directly connected to flexible production equipment after consumer confirmation. For example, a bayberry grower in Wenzhou, Zhejiang, provides personalized packaging services to customers through an AI customization platform. In this process, consumers can choose local symbols such as "Yandang Mountain scenery" and "Ouju embroidery patterns", and AI can quickly generate exclusive packaging designs to achieve efficient delivery of small-batch orders. This model not only improves the uniqueness of the product but also enhances consumers' emotional resonance.

5. Challenges and Optimization Paths in Integration Practice

In the process of integrating local cultural symbols and AI technology, it is necessary to avoid problems such as cultural distortion, over-reliance on technology, and aesthetic homogenization, so as to achieve the unification of cultural value and commercial value. For the corresponding specific optimization paths, refer to Figure 2.

Core Challenges	Optimization Paths
Cultural Distortion Risk	Establish Cultural Consultant Mechanism
Imbalance Between Technology and Humanity	Adhere to Human-Machine Collaboration Concept
Insufficient Implementation Adaptability	Connect Design-Production Closed Loop
Weakened Regional Characteristics	Build Localized AI Models

Figure 2. Corresponding Diagram of Challenges and Optimization Paths in Integration Practice

5.1. Core Challenges

There is a risk of cultural distortion. When AI interprets symbols, it may only stay on the surface, resulting in design works lacking cultural depth, such as simply splicing folk symbols and ignoring the historical meanings behind them. There is also an imbalance between technology and humanity. If over-reliant on AI generative design, designers may lose subjective creativity, leading to works lacking humanistic temperature. There are also problems with implementation adaptability. AI design schemes may ignore production process constraints, such as the production accuracy of local handicrafts, and cost budget considerations, such as the printing cost of small-batch packaging, ultimately resulting in "good-looking designs but unable to be implemented". Regional characteristics may also be weakened. Universal AI

models may lead to homogenization in the design of local products from different regions, thereby losing regional recognition.

5.2. Optimization Paths

Firstly, establish a cultural consultant mechanism. Specifically, introduce folk experts and inheritors of intangible cultural heritage to participate in the design process, who will conduct cultural reviews of AI-generated schemes to ensure the accuracy and depth of symbol use. Secondly, adhere to the concept of "human-machine collaboration". Clearly define the auxiliary position of AI. In the entire process, designers occupy a dominant position, responsible for the selection of cultural symbols, specific definition of needs, and final decision-making of schemes, while AI mainly undertakes repetitive work such as creative divergence and parameter optimization, thereby achieving the organic integration of technological empowerment and humanistic creativity. Thirdly, build localized AI models. Fully combine regional cultural characteristics to train exclusive AI design models, such as "Jiangnan local symbol AI model" or "northwest folk custom AI model", so as to improve the accuracy of symbol matching and highlight regional characteristics. Fourthly, connect the "design-production" closed loop. Incorporate production process parameters (such as material constraints and printing accuracy requirements) and cost budgets into the constraints of AI design, and establish a linkage mechanism between design schemes and production links to ensure the practical feasibility of design schemes.

6. Conclusion

The combination of local cultural symbols and AI technology has opened up new paths for the form and packaging design of local products. This integration is not only a technological innovation but also an innovation in cultural communication methods. AI can endow local cultural symbols with modern design language, which not only meets consumers' various needs for cultural connotation and personalized experience but also provides strong support for the brand upgrading and market expansion of local products. In the future, with the continuous iteration of AI technology and the deepening of cultural excavation, we should adhere to the design concept of "culture as the soul, technology as the tool, and users at the center", strive to avoid problems such as the abuse of technology and superficial cultural expression, so as to promote local products to carry cultural memories, better integrate into modern life, and thus become a cultural card and a key highlight of economic growth in the process of rural revitalization.

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