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## DIGITAL ART OF RURAL CHINA CULTURAL HERITAGE IN AGRICULTURAL PRODUCT PACKAGING DESIGN

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*This paper discusses the integration of rural cultural heritage into the design of agricultural product packaging through digital art techniques, highlighting the role of the combination of technology and cultural elements in enhancing brand identity design and market appeal. This study combines three key methods: digital art design of cultural heritage, digital art technology, and interactive narrative. Examples of the use of digital art of rural cultural heritage in the design of packaging of agricultural products are considered, aiming to provide innovative ideas and practical paths for rural revitalization and cultural inheritance of China.*

**Key words:** packaging design, cultural heritage, digital art, branding, Chinese culture.

### INTRODUCTION

The design of agricultural product packaging plays a crucial role in enhancing product value-added and promoting agricultural economic development. Rural cultural heritage, as a unique cultural resource, not only inherits and promotes traditional culture in the application of agricultural product packaging design but also enhances the market competitiveness of products. In recent years, the rise of digital art has provided new technical means and forms of expression for the innovative utilization of rural cultural heritage, injecting new vitality and creativity into agricultural product packaging design. The problem of modern graphic design with the use of information technologies is considered in the monograph [1].

### PURPOSE

This study aims to explore how digital art, as a medium, integrates rural cultural heritage into the packaging design of agricultural products. The research goal is to provide a framework that not only enhances the aesthetic appeal and market sales force of products but also plays a key role in innovatively applying cultural heritage and promoting local cultural identity.

### RESULTS AND DISCUSSION

Digital art design of cultural heritage, digital art technology, and interactive narrative offer dynamic possibilities for packaging design representing rural cultural themes, providing effectiveness in creating a strong brand narrative. The use of digital art to display cultural heritage in packaging involves technologies such as 3D



modeling and AR technology to revive representative buildings, traditional crafts, historical sites, and rich humanistic environments [2]. This approach not only enriches the packaging visually but also deepens consumers' cultural participation and understanding.

The application of digital art design of cultural heritage in agricultural product packaging revitalizes rural cultural heritage through digital means. This includes not only architectural cultural heritage, traditional handicrafts, and historical sites but also humanistic environments with profound cultural connotations. The in-depth exploration and innovative application of these cultural elements provide a rich and unique cultural resource for agricultural product packaging design (fig.1,2). Through the application of digital art design, these cultural heritages can transcend the boundaries of time and space, presenting themselves to the public in new ways, effectively conveying the product brand's local memory and cultural identity, and adding deeper cultural value and market competitiveness to agricultural products [3].



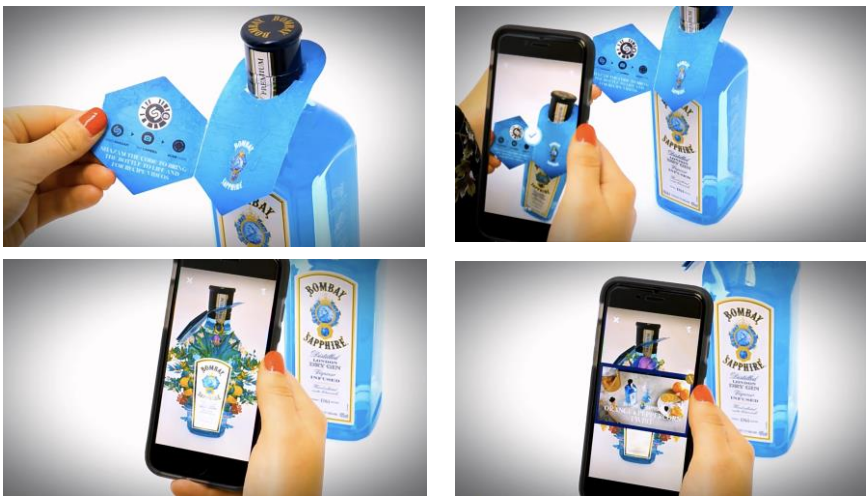
Fig. 1. Doi Chaang Coffee packaging, Prompt design [4]



Fig. 2. Yunnan Red Wine packaging, Baixinglong design [5]



Digital painting, graphic design software, etc., provide unlimited creative space for agricultural product packaging, accurately presenting the required cultural elements and visual effects. 3D modeling technology allows packaging design to break through the limitations of the plane, presenting cultural heritage elements in three-dimensional form, offering consumers a more stereoscopic and vivid visual experience. The introduction of virtual reality (VR) technology provides a new experiential dimension for agricultural product packaging design. Through VR technology, consumers can experience the production process of agricultural products and understand their cultural stories in a virtual environment, forming more profound memories and emotional connections. Augmented reality (AR) technology overlays virtual information onto the real world, providing consumers with interactive experiences. For example, consumers can scan patterns or QR codes on packaging with their smartphones to see dynamic videos and 3D images about the product's origin, production process, or cultural background [6]. This interactive method not only increases the product's fun but also deepens consumers' understanding and impression of the story behind the product. (fig.3)



**Fig. 3.** Bombay Sapphire packaging [7]

Interactive narrative technology integrates users' interactive actions into the storytelling, making packaging design a medium for telling rural cultural stories. Designers can use websites, mobile apps, and other platforms, combined with QR codes and other technologies, to allow consumers to watch short films, animations, or interactive stories about agricultural products and regional culture online by scanning codes on the packaging. This method not only enriches the content of the packaging but also enhances consumers' participation and experience.



## CONCLUSIONS

The application of digital art design of cultural heritage and related technologies in agricultural product packaging design not only helps to inherit and promote rural cultural heritage but also enhances the market competitiveness of agricultural products. Through innovative technological applications and design concepts, agricultural product packaging can become an important link connecting tradition and modernity, rural and urban areas, contributing to the implementation of the rural revitalization strategy.

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**МЕНГ К., ЄЖОВА О., ХЕ С.**

## **ЦИФРОВЕ МИСТЕЦТВО КУЛЬТУРНОЇ СПАДЩИНИ СІЛЬСЬКОЇ МІСЦЕВОСТІ КИТАЮ В ДИЗАЙНІ УПАКОВКИ СІЛЬСЬКОГОСПОДАРСЬКОЇ ПРОДУКЦІЇ**

*В роботі досліджена інтеграція культурної спадщини сільської місцевості Китаю в дизайн упаковки сільськогосподарської продукції за допомогою методів цифрового мистецтва, акцентуючись на поєднанні технологій і культурних елементів у покращенні ідентичності дизайну бренду для його привабливості ринку. В дослідженні застосовані три основні підходи: цифровий арт-дизайн культурної спадщини, цифрові арт-технології та інтерактивний наратив. Розглянуті приклади застосування цифрового мистецтва сільської культурної спадщини в дизайні упаковки сільськогосподарської продукції, що дозволяє надати інноваційні ідеї та практичні шляхи для відродження сільської місцевості та культурної спадщини Китаю.*

**Ключові слова:** дизайн упаковки, культурна спадщина, цифрове мистецтво, брендинг, китайська культура.