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EXPLORATION OF BOOK PACKAGING DESIGN CONCEPT AND PRACTICE BASED ON CHINESE TRADITIONAL CULTURE

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This article delves into the integration of traditional Chinese cultural elements into book packaging design, aiming to imbue book packaging with richer cultural connotations and higher artistic value. Through in-depth exploration of traditional culture and modern design technology, innovative design strategies and methods have been developed. These strategies not only meet modern aesthetic needs and enhance product competitiveness but also promote the inheritance and development of traditional Chinese culture. The research conducted in this article aims to inject new vitality into book packaging design, foster cultural innovation, and open new pathways for the modern application of traditional culture.

Keywords: *Chinese traditional culture; book packaging design; cultural elements; design strategy; cultural innovation*

INTRODUCTION

In an era of globalization, cultural diversity has become a focal point across society. Book packaging design, as a crucial medium for inheriting and advancing culture, plays a pivotal role in cultural communication. Traditional Chinese culture, with its profound heritage and unique charm, offers boundless inspiration for book packaging design. Consequently, the skillful integration of Chinese traditional cultural elements into book packaging design has become a significant topic in the design field.

The analysis presented in this study seeks to explore the application and practice of book packaging design through the thorough examination of Chinese traditional culture. By doing so, we aim not only to provide designers with new ideas and methods for innovation in book packaging design but also to utilize books as a medium for the better inheritance and promotion of Chinese traditional culture within modern society. Our research methods include literature review, case analysis, field investigation, and other approaches to systematically analyze Chinese traditional culture. We delve into its essence, characteristics, and intersection with modern design, proposing book packaging design strategies and methods rooted in Chinese traditional culture. Additionally, we analyze the practical application of



these strategies and methods to provide valuable insights for the field of book packaging design.

We believe that through in-depth analysis and practical exploration, we can discover more creative and meaningful designs, contributing to the dissemination and development of book culture. Moreover, we hope to raise awareness and appreciation for traditional culture and collectively promote its inheritance and development.

PURPOSE

The purpose of this study is to analyze the essence and characteristics of Chinese traditional culture and explore its potential value and application prospects in book packaging design. By systematically studying the art, aesthetics, and philosophy of traditional culture, we aim to integrate traditional cultural elements with modern design concepts, paving the way for a new mode of book packaging design that embodies both modern aesthetics and traditional charm.

RESULTS AND DISCUSSION

1. Interpret the core concept of the outer packaging design of paper books from the dimension of traditional culture

Interpreting the core concept of paper book packaging design from the dimension of traditional culture, mainly involves the in-depth excavation and application of elements such as traditional aesthetics, philosophical thoughts and art forms. This design concept emphasizes integrating the essence of traditional culture on the basis of maintaining the practicality and functionality of book packaging, so that packaging can not only become the extension of book content, but also the carrier and inheritance tool of traditional culture.

To be specific, the outer packaging design of paper books should draw lessons from the aesthetic concept of traditional aesthetics, pay attention to the harmony and unity of the whole and the part, and pursue the perfect integration of form and content. In the selection of color, the traditional color system can be used, such as Chinese red, glass yellow, jade green, etc., to reflect the sense of cultural weight and historical accumulation. In the pattern design, the traditional auspicious patterns and ethnic patterns can be used to express people's yearning and pursuit for a better life through the patterns with rich meanings.

At the same time, the outer packaging design of paper books should also reflect the spiritual connotation of traditional philosophical thoughts. For example, "harmony" and "ritual" in Confucianism, and "nature" and "inaction" in Taoism can all become the source of inspiration for design. Through the design language, these philosophical thoughts are incorporated into the packaging, so that people can appreciate the packaging and feel the influence and enlightenment of traditional culture.

In addition, the outer packaging design of paper books should also pay attention to the reference and innovation of traditional art forms. Such as calligraphy, painting, paper cutting and other traditional art forms, can provide rich materials and inspiration for book packaging design. By combining these art forms with the modern design techniques, the packaging design works with both the traditional charm and meeting the modern aesthetic needs can be created.



To sum up, the core concept of interpreting the packaging design of paper books from the dimension of traditional culture is to combine the essence of traditional culture with modern design concept, reflect the charm and value of traditional culture through design language, so as to make book packaging become an important carrier of inheriting and promoting traditional culture.

2. Interpret the significance of the outer packaging design of paper books from the dimension of traditional culture

Chinese traditional cultural elements are the crystallization of thousands of years of Chinese civilization, which have high historical value, artistic value and aesthetic value, and should be inherited and carried forward in the contemporary packaging design [1].

Traditional culture provides a rich creative source for the outer packaging design of paper books. The profound heritage of Chinese traditional culture, including philosophical thoughts, artistic forms and aesthetic concepts, all provide endless inspiration for designers. By digging deep into these cultural elements, designers can create packaging design works with both traditional charm and in line with modern aesthetic needs, so that books can attract people's attention in appearance.

Using the traditional culture concept to carry out the outer packaging design of paper books is helpful to inherit and carry forward the traditional culture. As an important carrier of cultural communication, the packaging design of books is also a way of cultural inheritance. By integrating traditional cultural elements into the outer packaging, books can become the display window of traditional culture, so that more people can understand and understand the traditional culture, and then promote the inheritance and development of culture.

The outer packaging design of paper books in the traditional cultural dimension can also improve the cultural connotation and artistic quality of books. The aesthetic concepts and philosophical thoughts in the traditional culture can inject profound cultural connotation into the packaging design, so that the packaging is not only practical, but also can reflect the cultural value and artistic charm of books. Such a design can not only improve the overall quality of books, but also enhance consumers' cultural identity and sense of belonging.

Interpreting the outer packaging design of paper books from the dimension of traditional culture also helps to promote the innovation and development of modern design. The combination of traditional culture and modern design can produce unique and creative design works and inject new vitality into the design field. At the same time, this combination can also promote the designers' in-depth understanding and research of the traditional culture, so as to promote the renewal and progress of the design concept.

The significance of interpreting the outer packaging design of paper books from the perspective of traditional culture lies in that it can not only provide a creative source for designers, promote the inheritance and development of traditional culture, but also improve the cultural connotation and artistic quality of books, and promote the innovation and development of modern design. The application of traditional Chinese cultural elements in book packaging and design can not only reflect the national spirit contained in paper book packaging, but also



stimulate readers' national sentiment, so that Chinese traditional culture can not only strongly meet the aesthetic needs of modern people, but also inherit and promote the essence of traditional culture [2].

CONCLUSIONS

In conclusion, the integration of traditional culture into paper packaging design plays a crucial role in enhancing design characteristics and advancing traditional culture. To promote the application of traditional cultural elements in paper packaging design, it is essential to clarify specific application methods and flexibly adapt to changing marketing environments. By doing so, we can uphold the spirit of traditional culture while meeting the aesthetic needs of modern consumers, contributing to the inheritance and promotion of traditional Chinese culture.[3] Specifically, the outer packaging design should draw from traditional aesthetics, prioritize harmony and unity, and strive for seamless integration of form and content. Traditional colors and patterns, such as Chinese red and auspicious motifs, can be employed to convey cultural weight and historical significance. Furthermore, philosophical concepts, such as harmony and nature, can infuse deeper meaning into the design, enriching the cultural experience for the audience.

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БУЛГАКОВА Т., СІ Т.

ДОСЛІДЖЕННЯ КОНЦЕПЦІЇ ТА ПРАКТИКИ ДИЗАЙНУ КНИЖКОВОЇ УПАКОВКИ НА ОСНОВІ КИТАЙСЬКОЇ ТРАДИЦІЙНОЇ КУЛЬТУРИ

У цій статті йдеться про інтеграцію традиційних китайських культурних елементів у дизайн упаковки книжок з метою надати упаковці книжок багатшої культурної конотації та вищої художньої цінності. Завдяки поглибленому вивченню традиційної культури та сучасних технологій дизайну були розроблені інноваційні стратегії та методи дизайну. Ці стратегії не тільки відповідають сучасним естетичним потребам і підвищують конкурентоспроможність продукції, але й сприяють успадкуванню та розвитку традиційної китайської культури. Дослідження, проведене в цій статті, має на меті влити нову життєву силу в дизайн книжкової упаковки, сприяти культурним інноваціям і відкрити нові шляхи для сучасного застосування традиційної культури.

Ключові слова: китайська традиційна культура; дизайн книжкової упаковки; культурні елементи; стратегія проектування; культурні інновації