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MODERN FOOD PACKAGING DESIGN BASED ON TRADITIONAL CHINESE CULTURE

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The aim of the paper is the design analysis of the packaging material, pattern, color style and environmental protection function of modern food packaging. The article determines design styles, colors and patterns of flavored tea, milk, and bread according to market characteristics and needs. The context of traditional Chinese culture, in particular the tea ceremony and festival culture, in the design of food packaging is considered.

Key words: *graphic design, food packaging design, brand identity, Chinese culture.*

INTRODUCTION

In the fierce competitive market environment, packaging design is not only the product appearance, but also carries the corporate culture, brand image and product positioning. With the improvement of consumers' pursuit of quality and experience, the importance of packaging design of food enterprises has become increasingly prominent. Well-designed packaging can attract consumers, improve product beauty and recognition, convey corporate philosophy and values, and build brand awareness and trust. The problem of modern graphic design, including packaging design, is discussed in the monograph [1]. Therefore, it is of great significance to study the packaging design of flavor tea enterprises to enhance the competitiveness and expand the market share.

PURPOSE

The aim of the paper is the design analysis of the packaging material, pattern, color style and environmental protection function of modern food packaging. The article determines design styles, colors and patterns according to market characteristics and needs.

RESULTS AND DISCUSSION

Flavor tea packaging design. Packaging design of flavor tea enterprises is very important in marketing. It is not only the appearance of the product, but also affects the first impression and purchase decision of consumers. Packaging should be consistent with product quality and brand image to convey a sense of trust. At the same time, the packaging also has the functions of protecting products, easy to carry and use. With the improvement of consumers' quality of life and aesthetics,



packaging design also needs to evolve continuously. Current trends include a focus on environmental protection and sustainability, an emphasis on personalized and differentiated design, and the pursuit of a simple and refined design style. These trends will meet consumer demand, enhance brand value, and help companies stand out from the competition [2]. The technological innovation will provide more possibilities for packaging design. The application of digital printing, 3D printing and other advanced technologies will make packaging design more diversified and personalized, but also can improve production efficiency and reduce costs. Flavor tea enterprises can learn from the cultural elements of different countries and regions, and design the packaging with more international and regional characteristics, so as to attract more consumers' attention.

The packaging design of the flavor tea enterprise fully integrates the traditional cultural elements, highlighting the unique charm of Chinese traditional tea culture, and highlighting the brand positioning of the enterprise. This reminds us that in the process of packaging design, we should dig deep into the cultural connotation behind the product, and echo with the brand positioning, and make the product packaging more unique and cognitive [3]. As the Fig. 1 inspires, in the packaging design should pay attention to highlight the unique features of the product.



Fig. 1. Chinese flavor tea packaging

Milk products packaging design. The design must conform to the current trend. From the perspective of the final presentation form of the design, the combination of traditional festival cultural elements and dairy product packaging design is in line with the design trend, which also enriches the scope of dairy product packaging design and enhances the brand recognition of milk brand. From the perspective of the final presentation form of the design, the combination of traditional festival cultural elements and dairy product packaging design is in line with the design trend. Based on the analysis of the existing products, packaging design and traditional festivals in China, four major traditional festivals in China were selected: Spring Festival, Tomb sweeping Day, Dragon Boat Festival and Mid-Autumn Festival for main design and the corresponding packaging materials were selected through product characteristics.



In order to highlight brand competitiveness, a deep analysis was conducted on the domestic dairy industry group, product categories, and existing packaging design. The overall packaging design showcases the essence of the product, with single color minimalist lines as the main color, simple and practical basic box shapes as the main shape, and illustrations and hand drawn styles as the final packaging design [4].

The final packaging design is more iconic than the existing packaging, and the logo is also redesigned to distinguish it from the existing brand (Fig. 2). The final design combines traditional festival cultural characteristics, increases product added value, and has a promoting effect on the development of the dairy industry and brand.



Fig. 2. Festival food packaging design (Song Linxuan, 2023)

Bread packaging design. The modern style emphasizes simplicity, practicality and efficiency, so we should consider environmental protection and durability first in the selection of materials for bread packaging [5]. Paper packaging is a great option that is both eco-friendly and has a certain strength to protect the bread from damage during transportation. At the same time, paper packaging is also easy to print and process, which can achieve various design effects. In addition, biodegradable plastics are also an option worth considering. Although the environmental friendliness of plastics has been questioned, degradable plastics can naturally decompose within a certain period of time and have less impact on the environment. At the same time, the plastic packaging also has a good sealing and moisture resistance, which can ensure the freshness of the bread. Modern style focuses on simplicity and abstraction, so when it comes to graphic design, we can use clean lines and geometric shapes to build the overall design. For example, you can use simple lines to outline a loaf of bread, or use geometric shapes to create a modern look. We can also consider incorporating brand logos and slogans into the graphic design to enhance the brand's identity. At the same time, through the clever combination of colors and graphics, a stylish, avant-garde visual effect can be created. The color palette of modern styles is usually dominated by neutral and cool tones such as white, gray, black, blue, etc. These colors are both minimalist and modern, while creating a fresh, clean visual effect.



CONCLUSIONS

Under the trend of China-Chic, the integration of packaging into traditional and national cultural design is the main direction in the future. Designers use environmentally friendly and recyclable materials to keep food fresh and safe while reducing transportation risks. A packaging design that attracts people's attention and conforms to the characteristics of the product can effectively enhance consumers' goodwill to the product and increase their desire to buy. Patterns and colors and other elements on the packaging, the product characteristics, efficacy and the core concept of the brand can be effectively conveyed, providing consumers with intuitive reference for buying. The successful packaging design needs to complement the characteristics of the product, to highlight the selling points and characteristics of the product, and also to meet the market trend and the aesthetic needs of consumers.

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СУЧАСНИЙ ПАКУВАННЯ ДЛЯ ХАРЧОВИХ ПРОДУКТІВ НА ОСНОВІ ТРАДИЦІЙНОЇ КУЛЬТУРИ КИТАЮ

Метою статті є аналіз дизайну упаковок з точки зору пакувального матеріалу, зображень, колірної стилістики та функції захисту навколишнього середовища сучасної упаковки для харчових продуктів. У статті визначено стилістику дизайну, кольори та візерунки пакувань ароматизованого чаю, молочних продуктів та хліба відповідно до особливостей ринку та потреб споживачів. Розглянуто контекст традиційної китайської культури, зокрема чайної церемонії та фестивальної культури, в дизайні упаковки харчових продуктів.

Ключові слова: графічний дизайн, дизайн упаковки харчових продуктів, фірмовий стиль, культура Китаю.