

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN  
Faculty of Design  
Department of Graphic Design

MASTER'S THESIS

on the topic «**Development of Souvenir Packaging Based on Artistic Images of  
Traditional Chinese festivals**»

Level of higher education second (master's)

Specialty 022 Design

Educational program Design (by types)

Performed by: student of group MgD-23

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Kyiv 2024

## SUMMARY

Chu Tong. Development of Souvenir Packing Based on Artistic Images OF Traditional Chinese Festivals.

Master's thesis on the specialty 022 Design. - Kyiv National University of Technology and Design, Kyiv, 2024. - Manuscript

This paper discusses the souvenir packaging design based on the artistic image of Chinese traditional festivals. By systematically sorting out the artistic images of traditional festivals, analyzing their cultural heritage and aesthetic characteristics, the design principles of integrating tradition and modernity and paying attention to emotional resonance are put forward. Combined with modern design concept and consumer demand, it elaborates the modern interpretation of traditional patterns and the innovative application of colors. Select typical festival art images to practice and explore, and make design sketches and physical models. Finally, the paper summarizes the successful experience and existing problems of souvenir packaging design based on the artistic image of Chinese traditional festivals, and puts forward the direction and prospect of future research. By digging deeply into the cultural connotation and aesthetic characteristics of traditional festival art images, combining modern design concepts and consumer needs, souvenir packaging design works with both traditional cultural deposits and modern aesthetic trends can be created, contributing to the inheritance and promotion of traditional Chinese culture.

**Keywords:** Chinese traditional festivals; Artistic image; Souvenir packaging; Design strategy; Practical exploration.

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## INTRODUCTION

**Relevance of the study.** Under the background of globalization, cultural exchanges and integration are becoming more and more frequent. As an important part of national culture, traditional festivals not only carry profound historical and cultural deposits, but also contain rich artistic value and emotional sustenance. Traditional Chinese festivals, such as the Spring Festival, the Dragon Boat Festival and the Mid-Autumn Festival, are not only important carriers for the emotional exchange and cultural inheritance of the Chinese people, but also a window for the international community to understand Chinese culture. With the changes of The Times, how to keep the core of the traditional festival spirit while giving it new vitality through innovative means has become a topic worthy of in-depth discussion. Among them, the development of anniversary packaging based on the artistic image of traditional Chinese festivals, as an innovative practice that integrates traditional culture and modern design, has extremely high research value and practical significance.

As an important part of the traditional culture of the Chinese nation, the artistic image of traditional festivals not only embodies the national aesthetic taste and artistic style, but also contains rich symbolic meaning and folk stories. With the continuous upgrading of the consumer market and the growth of consumer personalized demand, the application of traditional festival art image to the anniversary packaging design can not only enrich the cultural connotation of the product, enhance the market competitiveness of the product, but also effectively promote the inheritance and development of traditional culture. Therefore, the research in this field is of great significance for promoting the innovation of cultural industry and enhancing the self-confidence of national culture.

**The purpose of the research:** Based on the research of the artistic image of traditional Chinese festivals, propose new ideas for the active use of traditional cultural resources and bring new vitality to the development of cultural industry.

**Research Objectives:**

1. Analyze literary materials according to the theme, the general requirements for the object of the direction, and the normative documents that must be considered when designing the object of this category.

2. To explore the typical artistic images in Chinese traditional festivals and analyze their significance and value in cultural inheritance and change.

3. Investigate the current situation of packaging design of Chinese traditional festivals in the market, identify the degree of integration of creativity and culture, and the existing room for improvement.

4. Based on these analyses, will set of anniversary packaging design scheme combining traditional cultural elements and modern design concepts is proposed, aiming at creating packaging design works that both have cultural recognition and conform to modern aesthetics.

5. To define the characteristics of artistic and aesthetic solutions for modern packaging.

**The research subject (theme).** A gift box of traditional Chinese festival souvenirs.

**The object (focus) of the research.** New Year gift box design process based on the artistic image of traditional Chinese festivals.

**Research methods.** Focus on the combination of science and novelty. By using the literature research method, the historical origin, cultural connotation and artistic characteristics of traditional Chinese festivals are thoroughly sorted out, so as to provide a solid theoretical basis for the subsequent packaging design.

**Elements of scientific novelty.** Focusing on the modern transformation and innovative application of the traditional festival art image, we strive to integrate modern aesthetic concepts and technological innovation on the basis of retaining the essence of traditional festival culture, and create anniversary packaging products with both traditional charm and fashion sense. By combining theory and practice, a set of design methods is proposed that not only meets the modern aesthetic trend but also reflects the spiritual connotation of traditional festivals. This study proposes new ideas for actively using traditional cultural resources.

**Practical significance.** The results of this study can be used in the practice of graphic design and educational design of students in the educational program "Graphic Design".

**Approbation of research results.** The research findings were validated through participation in the IV International Scientific and Practical Conference «АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО ДИЗАЙНУ» [Topical Issues in Modern Design] held in Kyiv, Ukraine, at the Kyiv National University of Technology and Design on April 27, 2024. Report on the topic: Design of Cultural Products Based on Study of Traditional Chinese Art. The research findings were validated through participation in the

The research findings were validated through participation in the IV International Scientific Conference «Problems of Methodology in Contemporary Art and Culturology» [ПРОБЛЕМИ МЕТОДОЛОГІЇ СУЧАСНОГО МИСТЕЦТВОЗНАВСТВА ТА КУЛЬТУРОЛОГІЇ] held in Kyiv, Ukraine, at the Modern Art Research Institute National Academy of Arts of Ukraine on November 13–14, 2024. Report on the topic: Theoretical Research on Designing Modern Packaging Based on the Study of Traditional Chinese Art.

#### **Publications:**

1. Mykhailiuk O., Chu Tong Design of Cultural Products Based on Study of Traditional Chinese Art. Proceedings of the IV International Scientific and Practical Conference "Current Problems of Modern Design" (KNUTD, April 27, 2024, Kyiv, Ukraine).

2. Bezuhla R., Chu Tong. Theoretical Research on Designing Modern Packaging Based on the Study of Traditional Chinese Art. Proceedings of the Conference Proceedings IV International Scientific Conference “Problems of Methodology in Contemporary Art and Culturology” (MARY, November 13–14, 2024, Kyiv, Ukraine).

**Structure and volume of the thesis.** This paper is presented in 71 pages of computer text (without appendices), consisting of an introduction, three chapters, general conclusions, 29 images, and a list of 40 references.

## **SECTION 1.**

### **THEORETICAL RESERACH ON DESIGNING OF MODERN PACKAGING**

#### **1.1 The historical background of packaging design**

In today's society, with the significant changes in lifestyle and consumption patterns, packaging design has entered a new era. Modern packaging design not only meets the basic functions of commodity protection and information transmission, but also pays more attention to artistic visual appearance and unique brand image. The fierce competition in the commodity market and the trend of product homogenization have intensified, making consumers pursue a more intense pursuit of an independent lifestyle and state, and then put forward higher requirements for packaging design.

Modern packaging design has become an indispensable part of commodity competition. Consumer groups are subdivided into a number of categories, each with a unique personality color and consumption needs. With the diversification of consumers' life structure, aesthetic concepts and values are also increasingly diversified, and a mature consumer society is gradually taking shape. In this context, consumers not only pay attention to the characteristics of goods, but also have a strong desire for the cultural taste and aesthetic pursuit of commodity packaging.

China, a country with thousands of years of civilization history, its traditional festivals are an important part of Chinese culture. These festivals not only reflect the historical traditions, moral customs and religious beliefs of the Chinese nation, but also carry profound cultural connotations and emotional values. In the celebration of festivals, people express their yearning and pursuit of a better life through specific customs, rituals and ways of celebration. Therefore, the development of souvenir packaging based on the artistic image of traditional Chinese festivals has a deep and rich historical background.

Since ancient times, China has been a country that attaches great importance to etiquette and culture. In the long history, people have gradually formed a unique

gift giving culture. This culture not only embodies the emotional exchange between people, but also becomes an important way to show personal taste and social status. During the festival, giving gifts to each other has become a traditional custom. In this process, packaging as an accessory to the gift, its design and production has gradually received people's attention.

The artistic images of traditional Chinese festivals are rich and colorful, and each festival has its own unique symbols and meanings. For example, the festival and reunion of the Spring Festival, the Dragon Boat Festival dumplings and dragon boats, the moon and reunion cakes of the Mid-Autumn Festival. These artistic images can be expressed through various art forms such as painting, paper cutting, embroidery, etc., providing rich design elements and inspiration for souvenir packaging design. Designers can draw inspiration from it and create packaging works with both traditional cultural connotation and modern aesthetic value.

However, in the past few decades, China's packaging design industry has lagged behind. This is mainly due to the level of economic development and consumer demand has not reached a certain level, as well as the shackles of traditional concepts and other reasons. Many packaging product design is too simple, lack of cultural connotation and personalized characteristics, only the pursuit of formal beauty and practicality. This situation not only fails to meet the growing demand of consumers for gift packaging, but also fails to effectively spread the cultural connotation of traditional Chinese festivals.

In recent years, with the country's strong support for the cultural industry and the promotion of the trend of globalization, Chinese traditional festival culture has gradually received attention and recognition at home and abroad. At the same time, with the improvement of consumers' aesthetic level and cultural literacy, their requirements for gift packaging are becoming higher and higher. They not only hope that the packaging is beautiful and practical, but also hope that the packaging can reflect the cultural connotation and emotional value of the festival. This provides new opportunities and challenges for the development of souvenir packaging based on the artistic image of traditional Chinese festivals.

With the development of society and the inheritance of culture, packaging design has gradually evolved into an important means to display cultural heritage and convey emotions, and the traditional festival art image has become one of the indispensable elements in packaging design.

With the development of modern industrial technology and design concept, Chinese traditional festival art image has been more innovative and applied in souvenir packaging design. Designers began to dig deep into the cultural connotation of traditional festivals, and integrated the meaning and value of traditional festivals into the packaging design of souvenirs. Through the use of traditional festival patterns, colors, symbols and other elements, designers give souvenirs more cultural flavor and historical origin, so that souvenirs have more unique folk customs and cultural characteristics.

In contemporary times, with the rise of the cultural industry and the increasing demand of consumers for cultural products, the artistic image of traditional Chinese festivals plays an increasingly important role in the development of souvenir packaging. Designers continue to explore how to combine the artistic image of traditional festivals with modern packaging design to create souvenir packaging works that meet the trend of The Times and consumers' aesthetics. This integration not only enriches the product variety and cultural connotation of the souvenir market, but also injects new vitality and creativity into the inheritance and development of traditional Chinese culture.

The importance of packaging design is reflected in many aspects, it is not only the external performance of the product, but also the concentrated embodiment of many factors such as brand image, market strategy, consumer experience and environmental protection. The following is a detailed analysis of the importance of packaging design: 1. Brand image building, packaging design is an important part of the brand visual identity system (VI), which helps consumers quickly identify and remember the brand through the consistency with the brand concept, color, font and other elements. A unique and attractive packaging design can enhance the brand's market recognition and reputation, and enhance the competitiveness of the brand. 2.

Market strategy implementation, packaging design can be adjusted according to different market positioning and target consumer groups to adapt to different market needs and aesthetic preferences. Through the differentiation strategy of packaging design, the unique selling point of the product can be highlighted, the attention of specific consumer groups can be attracted, and the sales conversion rate can be improved. 3. The improvement of consumer experience, packaging design directly affects consumers' purchase decisions. A well-designed package that is easy to open and carry can increase consumers' purchase intention and satisfaction. The communication of information in the packaging design (such as product ingredients, methods of use, precautions, etc.) also needs to be clear to ensure that consumers can use the product correctly and enhance the use experience. 4. Environmental protection and sustainability, the promotion of environmental awareness makes more and more consumers begin to pay attention to the environmental protection and sustainability of packaging. The use of recyclable, degradable or bio-based materials, as well as the reduction of packaging waste design, not only in line with social expectations for environmental protection, but also help to enhance brand image and consumer loyalty. 5. Product protection and display, one of the basic functions of packaging design is to protect products from physical damage, contamination or deterioration. At the same time, packaging is also an important carrier of product display, through clever visual design, can highlight the characteristics of the product, attract the eyes of consumers, promote sales. 6. Regulatory compliance and safety, packaging design needs to comply with relevant regulations and standards, such as food safety regulations, packaging material safety standards, etc., to ensure product safety and compliance. Information such as warning labels, production dates, and shelf life in packaging design are also important aspects to ensure consumer safety and the right to know.

To sum up, packaging design plays an important role in many aspects such as brand building, marketing strategy, consumer experience, environmental protection, product protection and display, and regulatory compliance. A successful packaging design can not only enhance the market competitiveness of the product, but also

bring a better use experience for consumers, while meeting the expectations of society for environmental protection, to achieve the dual goals of commercial interests and social responsibility.

To sum up, the historical background of the development of souvenir packaging based on the artistic image of traditional Chinese festivals is deep and rich. It includes not only the profound cultural heritage and the artistic image resources of traditional festivals, but also the development status of the packaging design industry and the changes in consumer demand. In the future development, we have reason to believe that with the further inheritance and development of Chinese traditional festival culture, as well as the continuous innovation and development of the packaging design industry, souvenir packaging based on the image of Chinese traditional festival art will usher in a broader space for development and a better future.

## **1.2 Current state of the research of packaging design**

In recent years, specialty packaging design, as an important means of cultural expression and commodity promotion, has attracted more and more researchers' attention. Based on the above articles, this literature review aims to sort out and analyze the application and research status of image narration, aesthetic and practical use, regional cultural elements and digital illustration in the packaging design of cultural and creative products.

First of all, Lu Yinguang and Song Wanrui discussed the importance of image narration in the development of cultural and creative products in the article Guiding the Development of graphic and creative products from the perspective of image narration. They pointed out that image narration, as an effective means of information transmission, can enhance the cultural connotation and visual appeal of cultural and creative products. Through the clever use of image elements and narrative structure, the audience can be guided to deeply understand and feel the cultural story behind the product, so as to enhance the added value of the product and market competitiveness [1] .

Liu Bo and Zhang Sheng's article "High-quality development Strategy and Practice of Tourism cultural and creative product design from Aesthetic to Practical" emphasizes the balance between aesthetic and practical aspects of tourism cultural and creative product design. They believe that high-quality tourism cultural and creative products not only need to be visually attractive, but also need to meet the needs of consumers in actual use. Therefore, in the design process, it is necessary to pay attention to the practicality, comfort and durability of the product, while integrating regional characteristics and cultural connotations, in order to create both beautiful and practical tourist souvenirs [2].

Ren Zhifang, in the Research of paper-cut art in the Design of cultural and creative products, takes paper-cut art in Chile as an example to analyze the application of regional cultural elements in the design of cultural and creative products. She pointed out that regional cultural elements are an important source of inspiration for cultural and creative product design, and through in-depth exploration and refining of the essence of regional culture, cultural and creative products with unique charm and cultural connotation can be created. At the same time, she also emphasized the need to pay attention to the rational use of cultural elements and creative transformation in the design process to avoid the accumulation of simple cultural symbols [3].

Fang Yuting and Wang Xin's "Research on the Application of Graphic Creativity in the Design of Urban Cultural and Creative Packaging" and Wu Fan's "Research on the Application of Xinyu Xia Cloth Embroidery Elements in the packaging design of tourist Souvenirs" respectively discuss the innovation and practice of cultural and creative packaging design from the perspectives of graphic creativity and regional characteristics[5]. They believe that through the use of creative graphics and regional characteristics of the process, you can enrich the visual expression and cultural connotation of cultural and creative packaging, enhance product identification and market competitiveness [4].

In his Research on the Application of Heilongjiang Regional Cultural Elements in the Packaging of Tourism cultural and creative products, Zhang Han

conducted an in-depth discussion on the application of Heilongjiang regional cultural elements in the packaging of tourism cultural and creative products. She believes that Heilongjiang regional culture is rich and diverse, with unique historical and folk characteristics, these elements cleverly integrated into the packaging design of cultural and creative products, can highlight the regional characteristics and cultural connotation of products, attract consumers' attention and desire to buy [6].

Finally, Liu Bo, Wang Fan and others cooperated in the "Research on the application of Guofeng digital illustration in packaging design" article, which focused on the application of Guofeng digital illustration in packaging design. They pointed out that Guofeng digital illustration, with its unique artistic style and aesthetic value, has brought new creativity and possibilities to packaging design. By using the elements and techniques of national style digital illustration, we can create packaging works that not only have traditional cultural heritage but also meet modern aesthetic needs [7].

To sum up, the current research on packaging design of cultural and creative products shows a diversified trend, involving image narrative, aesthetic and practical, regional cultural elements and digital illustration. These studies not only provide theoretical support and practical guidance for the innovation and development of packaging design of cultural and creative products, but also inject new impetus to promote the high-quality development of cultural industry.

Based on the above studies, it can be seen that the current specialty packaging design research has made remarkable progress in emphasizing the use of local cultural elements and cultural inheritance. Through in-depth exploration and application of local culture, researchers have successfully integrated local characteristics into packaging design, highlighting the close connection between packaging and culture. This trend not only injects more local characteristics and cultural deposits into the specialty packaging design, but also provides strong support for the inheritance and promotion of local culture.

However, there are still many room for development and challenges for future research. The field of specialty packaging design needs more interdisciplinary

research, combining local cultural elements with modern design concepts to create more innovative and market-competitive works. This integration can be achieved by exploring new design methods and techniques, tapping into the unique features of more local cultures, and gaining a deeper understanding of consumer needs and preferences. At the same time, researchers can also pay attention to sustainable packaging design and the use of environmentally friendly materials to promote the sustainable development of specialty packaging design.

In future research, we can also explore how to use emerging technologies such as digital technology and virtual reality to bring more possibilities to the design of specialty packaging. Through the application of digital tools, designers can better display local cultural elements, enhance the artistry and interaction of packaging design, and further enhance the attractiveness and competitiveness of products. In addition, a closer combination between packaging design and brand marketing can be explored, and a unique brand image can be created for specialties through packaging design to enhance the market recognition and competitiveness of products.

To sum up, the future specialty packaging design research should focus on innovation and practice, combine local cultural elements with modern design concepts, and constantly explore new design ideas and methods to inject more vitality and creativity into the development of the field of specialty packaging design. Such efforts will help promote the specialty packaging design industry to develop in a more diversified, innovative and sustainable direction, and make greater contributions to the inheritance and development of local culture.

Chinese traditional culture has a long and rich history, philosophy, and aesthetic connotations. In the field of contemporary packaging design, more and more designers and researchers are paying attention to how to integrate traditional Chinese cultural elements into packaging design to showcase unique cultural charm and traditional values. The following is the current status of research on traditional Chinese cultural packaging design: Application of cultural symbols: Researchers have deeply explored and applied elements such as symbols, patterns, and colors in

traditional Chinese culture, integrating traditional cultural symbols into packaging design. This approach not only endows packaging works with unique cultural connotations, but also makes the products more recognizable and culturally recognized. Inheritance of aesthetic concepts: Traditional Chinese culture contains unique aesthetic concepts, such as "harmony", "harmony", "unity of heaven and man", and other ideas. Researchers attempt to inherit and reflect these traditional aesthetic concepts through packaging design, so that packaging works can showcase the unique charm and wisdom of Chinese traditional culture. Integration of traditional crafts: Chinese traditional crafts such as Paper Cuttings, embroidery, lacquer art, etc. have been widely used in packaging design. Designers combine traditional craftsmanship techniques to endow packaging works with more artistic and cultural significance, showcasing the exquisite craftsmanship and aesthetic value of traditional Chinese craftsmanship. Brand culture construction: Some researchers focus on how to establish and disseminate brand culture through packaging design, combining brand stories with traditional Chinese culture. This approach not only enhances the uniqueness and recognition of the brand, but also provides new avenues for the inheritance and promotion of traditional culture. Application of digital technology: With the development of digital technology, some researchers have begun to explore how to use virtual reality, augmented reality and other technological means to inject modern elements into traditional cultural packaging design. The application of this digital technology has brought more innovative possibilities and visual experiences to packaging design.

Overall, the research on packaging design of traditional Chinese culture is in a flourishing stage, and designers are constantly exploring how to combine traditional culture with modern design to create packaging works with Chinese characteristics and international influence. In the future, with the deepening of research and the continuous progress of technology, traditional Chinese cultural packaging design will usher in more innovation and development, making greater contributions to the dissemination and inheritance of Chinese culture.

Concept Analysis of Souvenir Packaging Design. Research background and significance. China, as an ancient country with a civilization history of five thousand years, its traditional festival art image embodies profound historical accumulation and cultural connotation. These festivals not only carry rich folk customs, but also reflect the unique aesthetic concept and spiritual pursuit of the Chinese nation. With the advancement of globalization and the diversification of consumer demand, souvenirs based on traditional festival art images have become popular cultural products in domestic and foreign markets.

However, most of the souvenir packaging on the market currently lacks innovation and fails to fully demonstrate the artistic charm of traditional Chinese festivals. Therefore, this study aims to deeply explore the essence of traditional festival artistic image, combine it with modern design concepts, and innovate souvenir packaging design to enhance its cultural value and market competitiveness. This will not only help meet consumers' demand for cultural souvenirs, but also promote the inheritance and development of traditional Chinese culture and enhance national cultural confidence. Research contents and methods. This study will focus on the refining of the artistic image of Chinese traditional festivals, the innovation of souvenir packaging design and the integration of the two. Specifically, the research includes: Comprehensively sort out and analyze the artistic image of traditional Chinese festivals, including the origin, development, cultural connotation and artistic expression forms of festivals. Through in-depth research, the representative artistic image elements are extracted to provide rich materials and inspiration for souvenir packaging design. Analyze the current status of souvenir packaging design in the market, including design style, material application, consumer demand and so on. Through market research and questionnaire survey, we understand consumers' expectations and preferences for souvenir packaging, and provide targeted guidance for design practice. Explore innovative methods and technical means of applying Chinese traditional festival art images to souvenir packaging design. How to skillfully integrate the artistic image elements into the packaging design, so that it has both cultural connotation and modern sense. At the

same time, pay attention to the use of new materials and new processes in packaging design to improve the practicality and aesthetics of packaging. In terms of research methods, this study will comprehensively use literature research, case analysis, market research and other methods. Through consulting relevant literature, understand the theoretical basis of traditional festival art image and souvenir packaging design; Through the analysis of successful design cases, learn from their design concepts and innovative methods; Through field research and questionnaire survey, we can understand the real needs and feedback of consumers, and provide strong support for design practice. Expected achievements and contributions. Through this study, the following results and contributions are expected: Extract a series of representative and unique Chinese traditional festival art image elements to provide rich design materials and inspiration for souvenir packaging design. Innovate the concept and method of souvenir packaging design, break the shackles of traditional design mode, propose design schemes that meet modern aesthetic concepts and cultural needs, and enhance the market competitiveness of souvenirs. Through specific design practice cases, the practical application effect and market feedback of souvenir packaging design based on the artistic image of traditional Chinese festivals are demonstrated, providing useful references for relevant enterprises and designers. Promote the development of souvenir packaging design based on the artistic image of traditional Chinese festivals, and promote the prosperity of cultural industry and the inheritance and promotion of national culture.

To sum up, this study aims to deeply explore the connotation and value of the artistic image of traditional Chinese festivals, and promote the development of souvenir packaging design through innovative design concepts and methods. This will not only help meet consumers' demand for cultural souvenirs, but also enhance the international influence of traditional Chinese culture and enhance national cultural confidence.

Modern packaging design as an important link in the production and circulation of commodities, its research status involves many aspects, many enterprises still only pay attention to product quality, but ignore the importance of

product packaging. They often regard packaging as merely a means to protect products from damage, and fail to fully recognize the key role of packaging in enhancing brand image and promoting sales. This concept leads to the marginalization of packaging design in the overall marketing strategy, lacking sufficient budget and attention. The homogenization of products in the modern market is serious, and packaging often lacks differentiation and innovation. Many companies are accustomed to imitating the packaging style already on the market, resulting in the appearance, copy, structure and visual uniformity of the product, which is difficult to attract consumers' attention. This lack of independent thinking and creative packaging design, not only reduces the market competitiveness of the product, but also difficult to leave a deep impression in the minds of consumers. Excellent packaging design needs high-quality design talents to support. However, at present, many enterprises lack truly capable and qualified designers. At the same time, enterprises are often unable to recruit excellent design talents, and are not good at outsourcing packaging design business to professional design companies. This results in uneven quality of packaging design, which is difficult to achieve the desired marketing effect. The details of packaging design often determine the overall image and quality of the product. However, many companies often only pay attention to the overall effect in packaging design, while ignoring the attention to details. For example, the size, structure and material design of the package are unreasonable, which may cause consumers to feel inconvenience during use; Inaccurate copy expression may cause consumer disputes and legal risks; The overall rough packaging may seriously drag down the positioning and grade of the product and brand. In the case of increasingly fierce market competition, some enterprises often carry out excessive packaging or luxury packaging of products in order to pursue profit maximization. This not only consumes a lot of wealth and resources, causing great waste and environmental pollution, but also seriously damages the interests of consumers and social atmosphere. At the same time, with the increase of environmental awareness, consumers are increasingly inclined to choose sustainable and recyclable packaging materials. However, many companies

are still not doing enough in this area to fully meet the environmental needs of consumers. There is a disconnect between the packaging design concept of some enterprises and the market demand. They often pay too much attention to the artistry and appreciation of packaging, while ignoring the practicality and functionality of packaging. This results in although the packaging looks beautiful and generous, there are many inconveniences in the actual use process. In addition, some companies have also failed to fully consider the preferences and needs of target consumer groups, resulting in packaging design is difficult to resonate with consumers and recognition.

The problems in the current situation of modern packaging design research involve many aspects such as insufficient attention, lack of differentiation and innovation, lack of professionals, neglect of packaging details, excessive packaging and environmental protection issues, and disconnection between design concepts and market demand. In order to solve these problems, enterprises need to increase the importance of packaging design, strengthen innovation and differentiation, train and introduce professionals, pay attention to packaging details, advocate environmental protection concepts and adjust the design concept to better meet market demand.

The research status of modern packaging design shows the characteristics of diversification and interdisciplinary. Theoretical research on packaging design. The research of packaging design theory mainly focuses on the essence, principle, method and development trend of packaging design. Scholars have formed a relatively complete theoretical system of packaging design by studying the history, culture, aesthetics, psychology and other aspects of packaging design. At the same time, with the development of new technologies such as digitalization and intelligence, theoretical research on packaging design is also constantly exploring the application and influence of new technologies in packaging design. Packaging design Practice research . Packaging design practice research focuses on the effects and feedback of packaging design in practical applications. By analyzing and summarizing packaging design cases of different industries and different commodity

types, researchers extract successful packaging design experience and design principles. At the same time, through market research and consumer feedback and other means, to understand consumers' needs and preferences for packaging design, to provide strong support for packaging design innovation and improvement. Cross-cultural packaging design research . Cross-cultural packaging design research focuses on the differences and commonalities of packaging design under different cultural backgrounds. Through the comparison and analysis of packaging design in different countries and regions, researchers explore the impact of cultural differences on packaging design and how to achieve cultural exchange and integration through design techniques. At the same time, cross-cultural packaging design research also provides designers with broader design ideas and inspiration sources. Environmental protection packaging design research.

Environmental protection packaging design research is one of the important issues in packaging design research. Researchers explore how to achieve green and sustainable packaging design through the study of environmentally friendly materials, environmentally friendly processes and environmentally friendly design concepts. At the same time, through case analysis and market research and other means, to understand consumers' demand for and acceptance of environmentally friendly packaging, to provide strong support for the promotion and application of environmentally friendly packaging design. Research on digital and intelligent packaging design The development of digital and intelligent technology has brought new opportunities and challenges to packaging design. By exploring the application and influence of digital technology and intelligent technology in packaging design, researchers have provided new ideas and means for the innovation and development of packaging design. For example, the use of AR technology to achieve the interactive and interesting packaging design; Intelligent sensors and Internet of Things technology are used to achieve intelligent tracking and intelligent management of packaging. Packaging design and brand building research Packaging design is closely related to branding. Through the study of brand culture, brand image and brand communication, researchers explore how to shape and enhance

brand image through packaging design. At the same time, through the means of case analysis and market research, we can understand consumers' cognition and acceptance of brand packaging, and provide strong support for the optimization and improvement of brand packaging design.

Research on packaging design and consumer behavior focuses on the impact of packaging design on consumers' purchasing decisions. Researchers use psychology, behavioral and other theories and methods to explore how packaging design affects consumers' attention, interest, purchase willingness and loyalty. At the same time, through market research and consumer feedback, we can understand consumers' preferences and expectations for packaging design, and provide strong support for innovation and improvement of packaging design.

**Packaging design and Marketing research** Packaging design is closely related to marketing. Through the research of marketing theory and method, researchers explore how to realize the differentiated competition and market segmentation of goods through packaging design. At the same time, through market research and consumer feedback and other means, to understand consumers' acceptance of packaging design and purchase willingness, to provide strong support for the optimization and improvement of packaging design.

**Packaging design and sustainable development research** With the increasingly severe global environmental problems, sustainable development has become an important issue in modern packaging design. Through the study of packaging design life cycle assessment, environmental impact assessment and sustainable development strategy, researchers explore how to achieve green and sustainable packaging design. At the same time, through case analysis and market research and other means, to understand consumers' demand for and acceptance of environmentally friendly packaging, to provide strong support for the promotion and application of environmentally friendly packaging design.

**Packaging design and cultural heritage research**

As an important carrier of cultural inheritance and innovation, the study of packaging design has important cultural value and social significance. Through the integration of traditional cultural elements and modern design concepts, the role of

packaging design in cultural inheritance and how to achieve cultural exchange and integration through design techniques, researchers explore the important role and possibility of packaging design in cultural inheritance and innovation. At the same time, by means of case analysis and market research, we can understand consumers' preferences and expectations for packaging design with cultural connotations, and provide strong support for innovation and improvement of packaging design.

### **Conclusions to section 1**

1. To sum up, the application of traditional festival culture elements in modern packaging design has broad prospects and far-reaching significance. Through in-depth research and innovative practice, we can combine traditional elements with modern design concepts to create packaging design works with unique charm and cultural connotation. These works can not only enhance the market competitiveness of products and brand image of the cultural heritage; It can also promote the inheritance and development of traditional culture and contribute to the cultural prosperity of modern society. In the future, with the development of science and technology and the constant changes in consumer demand, we also need to continue to explore and innovate the application of traditional festival cultural elements in packaging design ways and methods to meet the needs of the market and consumer expectations.

2. Through the study of modern packaging design, the following conclusions can be drawn: Modern packaging design, on the premise of meeting the basic functions, pays more attention to the expression of artistry, personalization, green environmental protection and cultural characteristics. These characteristics not only meet the aesthetic needs of consumers, but also enhance the added value and competitiveness of goods. The development of digital technology provides a more convenient and efficient design means for modern packaging design, and promotes the innovation and development of packaging design. While paying attention to the development of artistry, personalization, green environmental protection and cultural characteristics, modern packaging design also faces some challenges and

problems, such as excessive packaging and waste of resources. These problems require designers and enterprises to strengthen environmental awareness and social responsibility in the design process, and promote the sustainable development of packaging design.

3. In the future, modern packaging design will show the following trends: Pay more attention to humanized design. With the improvement of consumers' requirements for product quality and experience, the future packaging design will pay more attention to humanized design, pay attention to consumers' use needs and emotional experience, and provide a more intimate and comfortable use experience.

4. Pay more attention to intelligent development. With the continuous development of technologies such as the Internet of Things and big data, the future packaging design will pay more attention to intelligent development, through the use of intelligent sensors, two-dimensional code and other technical means to achieve intelligent identification and tracking of packaging, improve the logistics efficiency and safety of goods. Focus more on sustainable development. The future packaging design will pay more attention to sustainable development, through the use of renewable materials, reduce packaging waste, improve the recyclability of packaging materials and other measures to achieve green packaging design and environmental protection. At the same time, enterprises will also strengthen environmental awareness and social responsibility, and promote the sustainable development of packaging design. Pay more attention to the inheritance and innovation of cultural characteristics. In the future, packaging design will pay more attention to the inheritance and innovation of cultural characteristics, and integrate the essence of regional culture and national culture into packaging design to form design works with unique cultural charm. This design not only helps to improve the cultural taste of commodities, but also helps to promote the inheritance and development of regional culture and national culture.

5. In summary, modern packaging design has made remarkable achievements in the aspects of artistry, personalization, green environmental protection and cultural characteristics. In the future, with the continuous progress of science and

technology and the constant change of consumer demand, modern packaging design will show a more diversified, intelligent and sustainable development trend. Designers and enterprises should strengthen the sense of innovation and social responsibility in the design process, and promote the continuous development and progress of packaging design.

## SECTION 2.

### CASES OF PACKAGING DESIGN INCORPORATING TRADITIONAL FESTIVAL CULTURAL ELEMENTS

#### 2.1 Case Analysis

In today's market, packaging design is not only a means of product protection, but also a reflection of culture and art. As an important part of cultural inheritance, traditional festivals provide a rich source of inspiration for packaging design. The following are some successful packaging design cases that reflect the elements of traditional festival culture.

Blue and White Art Museum - Danqing Linglong (Dragon Boat Festival only). Blue and White Art Museum launched the blue and white exquisite series, inspired by the mainstream of traditional Chinese porcelain - blue and white porcelain, extract its blue and white color for rendering, taking into account the life and art of the product. This series of blue and white lotus pond swimming dragon bowl is the main product, the heart of the bowl is painted with lotus pond swimming dragon pattern, the outer wall is painted with two swimming dragons walking through the lotus pond, the surrounding lotus, water grass then turns into a dance, the picture is very rhythmic and dynamic, the decorative lines are slim and soft. Combined with blue and slightly gray blue and white elements, highlights the grand atmosphere and classical gentle temperament. The whole product line is visually unified, giving people an antique feeling.

The design not only showcases the cultural elements of the Dragon Boat Festival, a traditional Chinese festival, but also combines traditional art with modern aesthetics through modern design techniques to make the product more attractive and marketable. As a representative of traditional Chinese culture, blue and white porcelain is cleverly integrated into the packaging design of modern products, which not only highlights the brand characteristics, but also conveys the strong atmosphere of the festival through exquisite patterns and colors.



Fig.2.1. Danqing Exquisite packing box

Dragon Boat Festival national tide sachet gift box. The Dragon Boat Festival National tide perfume bag gift box is inspired by the traditional custom of wearing perfume bags to create a cultural and creative gift box with deep cultural heritage. This gift box is divided into two themed designs, namely "Ai Hu Lotus" and "Green Dragon Lotus". Ai Hu series extracts the traditional folk art elements of cloth tiger, combined with hibiscus flower elements to form a new style vision, interpreting a different Dragon Boat Festival culture. The green Dragon series represents the peak of the cause in the Dragon Boat Festival, for the people, it also has the meaning of "the successor of the dragon", and the combination of hibiscus flowers expresses the good expectations of the Dragon Boat Festival. The packaging layout of the gift box refers to the old retro and nostalgic design, which is described in the form of a newspaper, and is embellished with the patterns of green dragons and Ai tigers, showing the Oriental accent. This design not only covers the meaning of warding off evil spirits, but also takes into account the ornamental and collection value of the product, which is the perfect combination of traditional culture and modern design.



Fig.2.2. Dragon Boat Festival national tide sachet gift box

Millennium Wu Yue, Mid-Autumn Festival quintessence. Pass Wu Yue money king goodwill, by the bright moon express thought Huai kiss. The packaging structure is like opening an ancient book of history. The outer part wraps the whole box of mooncakes in the shape of a lantern, slowly opening the meniscus and slowly turning into a golden full moon. Inside is a book cover wrapped in the inner package, and the embossed printing process on the cover is inspired by the uneven touch on the surface of Wuyue ceramics. When opened, five stupa shaped bookmarks are displayed, which can be used as bookmarks. Inside the box are eight mooncakes, painted with different patterns and characters of Wu-Yue culture. Spread Wu-Yue culture through exquisite craftsmanship and illustrations.



Fig.2.3.Wu Yue Mid-Autumn Festival gift box

Luckin Coffee recently launched a new product based on the deer pattern of treasure flower. The packaging uses the core elements such as deer pattern, treasure

pattern, auspicious cloud pattern, wrapped branch pattern and so on. It pays tribute to the Oriental culture and artistic classics, indicating a good meaning, not only showing the respect and inheritance of traditional culture, but also matching the brand and core image, full of auspicious, happy, auspicious and peaceful meanings. Deer pattern: Deer is a symbol of luck and longevity in Chinese culture, because the word "lu" and "lu" homonym, meaning official success and luck. Treasure pattern: peony, lotus and other flowers as the main body, inlaid in the middle of different shapes and sizes of flowers and leaves, stamens and petals base with beads as a regular arrangement, it appears pearlescent, rich and luxurious. Auspicious cloud pattern: meaning auspicious clouds, express the wish of auspiciousness, happiness and happiness. Twig intertwining pattern: twig intertwining pattern is refined and changed by vine roll grass, which has a euphemistic and dynamic form, carrying the yearning and blessing for a better life.



Fig.2.4. Luckin Treasure flower run deer cup

The packaging of Moutai wine usually adopts red and gold as the main colors, symbolizing happiness and prosperity. The bottle design is simple and elegant, often with traditional Chinese calligraphy and motifs, such as the dragon, phoenix and other mascots. As the national wine of China, the packaging design of Moutai not only reflects the high-end quality of the wine, but also conveys the traditional Chinese wine making culture and etiquette culture. Through the use of traditional elements, the cultural identity of the brand is enhanced.



Fig.2.5. Moutai wine packaging design

The packaging design of cultural and creative products of the Forbidden City often incorporates the architectural elements, traditional patterns and colors of the Forbidden City, such as the colors and patterns of the imperial court in the Ming and Qing dynasties. These designs are not only beautiful, but also have a sense of history. As a symbol of Chinese history and culture, the packaging design of the cultural and creative products of the Forbidden City aims to inherit and promote the excellent traditional Chinese culture. Through the combination of modern design techniques and traditional culture, it attracts young consumers and enhances cultural confidence.



Fig.2.6. Packaging of cultural and creative products of the Palace Museum

Concubine Tang is a pastry brand that carries the Tang Dynasty's food culture. The founder is full of love for the history of the Tang Dynasty and is committed to bringing the secret recipe of Tang Dynasty palace pastry to modern life. To highlight the sense of quality, Tang culture and young style, mainly with the Tang Dynasty female culture to foil the brand.

The female characters in the picture are vivid, which vividly shows the independence and autonomy of women in the Tang Dynasty. Choose the elements of female horseback riding to carry out brand penetration, combine the characters and polo, show the unbridled, free and prosperous Tang Dynasty, and then enhance the cultural story content of the brand. As the main element of the auxiliary graphics, the concubine dress cloth is made into a pastry shape around a circle, and the small figure is cleverly integrated to make the vision more vivid. The use of female culture, polo and other elements in the Tang Dynasty makes Tang Fei cake not only a food, but also a history that can be tasted.



Fig.2.7.Tang Fei pastry packaging design

Extract key information from the culture of the hometown of overseas Chinese, and skillfully combine traditional culture with zongzi elements. In font design, "Zongzi is your class" the whole font has been reorganized and attaches importance to its recognition. The content of the text quotes the ballads of overseas Chinese people and their loved ones, and presents the design technique of letters home to arouse the homesickness of consumers. Design color matching VAT zongzi color standard, with dark green and gold as the core color, easy for consumers to quickly identify product attributes. The gift box is displayed in the form of a "bag", which is highly creative. After the gift box is opened, the design in the form of a letter home instantly fills the emotions of homesickness. The use of overseas Chinese approval (silver letter), letters from home, seals and other elements not only shows the traditional cultural attributes of zongzi, but also integrates the unique charm of overseas Chinese hometown culture.



Fig.2.8. Overseas Chinese culture zongzi packaging design

## 2.2 Analysis of Design Concepts

Extraction and integration of cultural elements. In the packaging design, the extraction and integration of traditional festival cultural elements is the key. Designers need to extract representative elements from traditional culture, such as blue and white porcelain patterns, fragrance bags, images of historical figures, etc., and integrate them into the packaging design of products through modern design techniques.

For example, the Blue and White Art Museum's Danqing Linglong series, through the extraction of blue and white porcelain patterns and colors, combined with modern design concepts, to create both traditional and fashionable product packaging. This design not only highlights the brand characteristics of the product, but also enhances the cultural connotation and market competitiveness of the product through the integration of traditional culture.

Presentation of visual effects. Visual effect is an important part of packaging design. Designers need to present a visual impact and attractive packaging effect through color, pattern, text and other elements. For example, the Dragon Boat Festival national tide perfume bag gift box through the retro nostalgic design style and blue dragon, Ai tiger pattern embellished, creating a strong festival atmosphere and Oriental tone.

The combination of practicality and function. Packaging design should not only focus on aesthetics and visual effects, but also take into account the practicality and function of the product. For example, the design of the Dragon Boat Festival national tide sachets gift box not only has ornamental and collection value, but also conveys the good wishes of warding off evil spirits through the meaning of the sachets.

At the same time, the packaging design of the gift box also takes into account the convenience of actual use, convenient for consumers to carry and store. This combination of practicality and functionality makes the product more competitive in the market.

Creation of emotional resonance. The integration of traditional festival cultural elements is not only for aesthetics and practicality, but more importantly, to create an emotional resonance. Designers need to make consumers feel the strong atmosphere and cultural heritage of the festival through packaging design, so as to trigger emotional resonance and identity.

For example, the Blue and White Art Museum's Danqing Linglong series and the Dragon Boat Festival national tide perfume bag gift box, through the integration of traditional cultural elements, so that consumers can enjoy the products at the same time, but also feel the charm of traditional culture and the beauty of the festival. The creation of this emotional resonance not only enhances the market competitiveness of the product, but also enhances the cultural confidence and sense of belonging of consumers through the inheritance and promotion of culture.

In the Wuyue area of the people, but also placed deep feelings and expectations. The design of Wuyue Mid-Autumn Festival gift box often integrates the local cultural elements, aesthetic preferences and holiday meanings. The design of gift box may adopt the unique elements of water towns, such as Bridges, boats, lotus flowers, lotus seeds, etc. These elements not only reflect the natural scenery of Wuyue area, but also symbolize the peace and tranquility of the festival. Using traditional Chinese painting techniques or paper-cut art, draw or carve auspicious patterns, such as rabbits (representing the moon), osmanthus flowers (symbolizing the Mid-Autumn Festival), lotus flowers (symbolizing purity and elegance), etc., to add to the cultural atmosphere of the festival. The Wuyue area prefers light and elegant colors, and the design of the Mid-Autumn Festival gift box often uses soft colors, such as rice white, light blue, light green, which is in line with the moonlight theme of the Mid-Autumn Festival and also reflects the gentle temperament of Jiangnan. The selection of environmentally friendly and textured materials, such as bamboo weaving, silk, recycled paper, not only reflects the respect for nature, but also increases the collection value of the gift box. The inside of the gift box may be designed as a multi-level structure, which not only facilitates the placement of different types of mooncakes or hand gifts, but also increases the sense of surprise

when opening the gift box through clever separation. In addition to being a holiday gift, the gift box itself may also be designed to be extremely practical, such as can be converted into storage boxes, lampshades or decorations, extending its service life and reducing waste.

For different cities or regions, the gift box design can be further integrated into local historical stories, celebrity allusions or special snacks to enhance the sense of regional belonging. Provide personalized customized services, such as printing the recipient's name, greetings or special patterns, to make the gift box more intimate and memorable.

The design of Wuyue Mid-Autumn Festival gift box is a complex process that integrates cultural inheritance, aesthetic taste, environmental protection concept and individual needs, aiming to convey the warmth and beauty of the festival through exquisite packaging, while carrying forward and inheriting local culture.

The design concept of Wuyue Mid-Autumn Festival gift box has a number of special features, mainly reflected in the following aspects: **Profound cultural heritage:** This gift box is inspired by the Wuyue State during the Five dynasties and Ten States in ancient China, inheriting the goodwill of King Qian of Wuyue and the traditional culture of appreciating the moon in the Mid-Autumn Festival. Through the packaging design, it conveys the respect and inheritance of traditional culture. **The main color of the gift box is Wuyue Cuihuang**, which is dignified and highlights the beauty of the Mid-Autumn moon. **Unique design elements:** The packaging structure of the gift box is like opening an ancient book of history. The outer part of the box is wrapped in the shape of a lantern, slowly opening the menci and slowly turning into a golden full moon. The pagoda in the middle shows the beauty of the Mid-Autumn moon night in the Wuyue mountains. This design not only has a visual impact, but also means reunion and beauty. **The combination of culture and product:** The interior design of the gift box also reflects the elements of Wuyue culture. For example, the five pagoda-shaped bookmarks and five pagoda-shaped bookmarks represent the inheritance of the Qian family teachings and Wuyue culture, respectively. At the same time, mooncakes are painted with different patterns and

characters of Wuyue culture, which is spread through exquisite crafts and illustrations. Practical and creative at the same time: In addition to aesthetics and cultural connotations, this gift box also focuses on practicality and creativity. Mooncakes have a variety of flavors, paired with Tianmu green tea, so that the moon tasting more delicious. At the same time, the design of the bookmark is also creative, which can be used as a bookmark or as a collection. Emotional resonance: This gift box evokes people's desire for family reunion and nostalgia for traditional culture by inheriting Wuyue culture and the tradition of appreciating the moon on the Mid-Autumn Festival. This emotional resonance makes the gift box more attractive, so that people can taste the mooncake at the same time, but also feel a strong cultural atmosphere.

To sum up, the design concept of Wuyue Mid-Autumn Festival gift box shows its unique charm in terms of cultural heritage, design elements, the combination of culture and products, the coexistence of practicality and creativity, and emotional resonance.

The concept of overseas Chinese culture zongzi packaging design is a synthesis of traditional culture and modern innovation, emotional sustenance and aesthetic expression. The integration of traditional cultural elements. As one of the symbols of Chinese traditional culture, Zongzi's packaging design is naturally inseparable from the reference and development of traditional culture. Overseas Chinese culture zongzi packaging design usually integrates traditional Chinese elements, such as dragon boat, wormwood, Chinese knot, bamboo leaves, etc. These elements not only have strong Chinese characteristics, but also evoke the deep yearning of overseas Chinese for their hometown. At the same time, the design may also use traditional color matching, such as red, gold, etc., these colors in Chinese culture represents luck, happiness and honor, can enhance the visual impact of the packaging and cultural connotation. A combination of modern and innovative elements. On the basis of retaining traditional cultural elements, overseas Chinese culture zongzi packaging design also pays attention to the combination of modern innovative elements. The application of modern design techniques such as three-

dimensional printing, dynamic graphics, AR technology, etc., makes the packaging more fashionable and novel, and meets the aesthetic needs of modern consumers. In addition, the design may also incorporate modern design elements such as modern simple style and abstract patterns to show the modern interpretation and innovative development of traditional culture. Emotional sustenance and aesthetic expression, overseas Chinese culture zongzi packaging design also carries the important function of emotional sustenance and aesthetic expression. For overseas Chinese far from home, zongzi is not only a kind of food, but also a kind of emotional sustenance and cultural inheritance. Therefore, the packaging design is often integrated into the miss of hometown, the care of loved ones and other emotional elements, expressed through the form of text, pattern and so on. At the same time, the design also pays attention to aesthetic expression, through exquisite patterns, clever composition and color matching, to create a warm and harmonious atmosphere, so that consumers can feel a strong cultural atmosphere and a good emotional experience when buying and using products. Personalized and customized services。

As the national liquor of China, Moutai's packaging design concept has many special features, which not only reflect the unique charm and cultural connotation of Moutai, but also highlight the brand's emphasis on consumer experience and the unremitting pursuit of quality. The following is a detailed analysis of the design concept of Moutai wine packaging: Both inheritance and innovation, Moutai wine packaging design in the heritage of the classic at the same time, pay attention to innovation and development. The classic Maotai wine packaging usually uses red as the main color, with gold decoration, symbolizing noble temperament and noble quality. This color combination not only reflects the festive and auspicious Chinese traditional culture, but also highlights the noble status of Maotai wine. At the same time, the packaging is often printed with the brand logo and history of Moutai wine to show its long history and rich cultural heritage. With the changes of The Times, the packaging design of Moutai wine has gradually integrated modern elements, such as simple and exquisite style, attention to details and texture, so that Maotai

wine maintains the traditional charm at the same time, but also shows fashion and quality. Both practical and beautiful.

Maotai packaging design not only focuses on aesthetics, but also fully considers practicality. In terms of material selection, Moutai wine packaging uses high-quality materials and advanced production processes, such as high-quality glass materials, tightly sealed bottle caps, etc., to ensure the durability of the bottle and the integrity of the wine body. At the same time, Moutai packaging also pays attention to the functionality of the packaging, such as the design that can be opened without damage, which not only ensures the quality of liquor, but also facilitates consumers. In addition, the Maotai gift box uses a rigid paper box with a strong structure, and after consumers take out the liquor, the gift box can also be used as a display or collection, which is both environmentally friendly and practical. Humanistic care and detail treatment, Moutai wine packaging design also reflects the humanistic care and detail treatment of consumers. For example, Moutai bottle as a milk glass bottle, the bottle texture is delicate and avoid light, with the flashlight on the bottle and can see the wine in the bottle position, convenient to determine whether there is leakage. This design not only reflects Maotai's attention to consumer needs, but also shows the determination of Maotai to pursue excellent quality. In addition, Moutai packaging has also made great efforts in the details, such as optimizing the matching accuracy between the bottle cap and the bottle mouth, and selecting high-quality materials that are easy to process and shape to ensure perfect packaging. Environmental protection and sustainability,

Environmental protection and sustainability are also important considerations in the packaging design of Moutai. Designers used recyclable packaging materials and environmentally friendly production processes, making Moutai packaging beautiful and practical at the same time, but also in line with the environmental concept of modern society. This design concept not only reflects Moutai's sense of responsibility for environmental protection, but also shows its spirit of advancing with The Times. The integration of culture and art, Moutai wine packaging design also cleverly integrated cultural and artistic elements. For example, the "flying sky"

pattern in the packaging design of Moutai wine and the calligraphy "Kweichow Moutai" written by Mr. Mai Huasan for Moutai wine reflect the essence of Chinese traditional culture and the unique taste of Moutai wine. This integration of culture and art not only enhances the brand image and cultural connotation of Moutai, but also makes Moutai a cultural treasure with a very artistic flavor.

To sum up, the design concept of Moutai packaging design has shown unique charm in inheritance and innovation, practicality and beauty, humanistic care and detail treatment, environmental protection and sustainability, and the integration of culture and art. These design concepts not only reflect the unique charm and cultural connotation of Moutai, but also highlight the brand's emphasis on consumer experience and the unremitting pursuit of quality.

The cultural and creative design concept of the Forbidden City has many special features, which not only reflects the profound historical and cultural heritage of the Forbidden City, but also shows the close combination with modern life. The following is a detailed analysis of the special features of the cultural and creative design concept of the Forbidden City: The cultural and creative design concept of the Forbidden City takes the cultural and creative design concept as the core, integrating the cultural relics, buildings, historical stories and other elements of the Forbidden City into daily necessities, so that people can get close to history and feel the charm of culture. By digging deeply into the cultural connotation of the Forbidden City, designers extracted representative elements, such as auspicious patterns such as dragon and phoenix pattern, seawater river cliff pattern, and mortise-and-tenon structure in the Forbidden City building, etc., and combined these elements with modern design concepts to create cultural and creative products with both traditional charm and modern aesthetic. Innovation is an important driving force in the cultural and creative design of the Palace Museum. Designers not only pay attention to the inheritance of traditional culture, but also actively seek to connect with modern life. Through innovative design techniques and production processes, traditional cultural elements are combined with modern scientific and technological means to create cultural and creative products with unique charm. For

example, the design inspiration of the Palace Museum lipstick is derived from the cultural relics and clothing colors of the Palace Museum, and the accurate restoration and reproduction of colors are realized through modern scientific and technological means. At the same time, the aesthetic needs and usages of modern people are combined to create a lipstick product with both cultural heritage and practical and beautiful. Art is the soul, and the cultural and creative design of the Palace Museum also pays attention to artistic performance. Designers combine traditional cultural elements with modern design concepts through ingenious ideas and exquisite craftsmanship to create cultural and creative products with artistic value. For example, the design inspiration of Qianli Jiangshan folding fan comes from the Northern Song Dynasty painter Wang Ximeng's "Qianli Jiangshan Map". The fan is made of high-quality materials such as silk, silk and silk. After fine painting and carving techniques, it presents the beautiful mood of the original and the luxurious temperament of the royal court fan. Such a design is not only practical, but also has a high artistic value and collection value. Based on practicability, the design of the cultural and creative Palace also fully considers practicability. Designers pay attention to the combination of traditional cultural elements and modern life needs, through clever design techniques and production techniques, the traditional cultural elements into the daily necessities, so that it is not only cultural heritage but also practical and convenient. For example, stationery, tableware, tea sets and other cultural and creative products of the Palace Museum elements not only have ornamental and collection value, but also can be used in daily life to meet people's actual needs.

Embellished by implication, the cultural and creative design of the Forbidden City often contains good meaning of auspiciousness. Through the skillful use of auspicious patterns and symbolic meanings in traditional cultural elements, designers integrate beautiful visions and blessings into cultural and creative products. For example, "Jinfu long hand rope", "Ruiqi red Fu earrings" and other cultural and creative products, all contain good luck, wealth and longevity and other

good connotations, both to meet people's aesthetic needs, but also to pass on good wishes.

To sum up, the cultural and creative design concept of the Palace Museum has shown a unique charm in the aspects of culture, innovation, artistry, practicality and implication. These concepts not only reflect the profound historical and cultural heritage and unique charm of the Palace Museum, but also show the close integration with modern life and the spirit of continuous innovation.

The special design concept of Tangfei's pastry packaging design lies in its ingenious integration of traditional and modern elements, while focusing on the unity of practicality and aesthetics. Combining traditional and modern elements with the use of Chinese aesthetics, Tangfei Pastry skillfully integrates Chinese aesthetic elements in the packaging design, such as traditional patterns, colors and fonts. These elements not only reflect the profound heritage of traditional Chinese culture, but also give the packaging a unique charm and temperament. For example, auspicious patterns such as dragons, phoenixes and flowers can be used, as well as colors such as red and gold, which imply auspice and prosperity, to create a festive and peaceful atmosphere. Integrating modern design techniques, on the basis of retaining traditional elements, Tangfei pastry packaging design also actively integrates modern design techniques, such as simple lines, clear layout and eye-catching logo. These techniques make the packaging more in line with the aesthetic needs and habits of modern people. Through the use of modern design techniques, Tangfei pastry packaging is visually more concise, but also easier to recognize and remember. Pay attention to the unity of practicality and aesthetics. Protection of pastry quality, Tangfei pastry packaging design attaches great importance to the protection of pastry quality and freshness. By selecting suitable packaging materials and forms, such as moisture-proof, mildew proof, well-sealed paper boxes, plastic boxes or metal cans, the pastry is protected from damage or deterioration during transportation and storage. Enhance the use experience, in the packaging design, Tangfei pastry also fully consider the use experience of consumers. For example, the packaging is easy to open and close, making it easy for consumers to access the

pastries; At the same time, the logo and text on the package are also clearly visible, including the product name, ingredient list, shelf life and other key information, so that consumers can understand and choose. Enhance the aesthetic experience, in addition to practicality and functionality, Tangfei pastry packaging design also attaches great importance to aesthetic. Through the use of exquisite patterns, colors and fonts and other elements to create an elegant, noble or warm atmosphere, enhance the aesthetic experience of consumers. This aesthetic experience not only helps to attract consumers' attention, but also stimulates consumers' purchase desire and loyalty. Highlight the brand characteristics and cultural connotation. For example, the prominence of the brand identity, in the packaging design, Tangfei pastry attaches great importance to the prominence and unity of the brand identity. Through the carefully designed brand logo and font and other elements, so that consumers can recognize the products of Tangfei Pastry. The prominence of this brand identity helps to enhance the brand's recognition and visibility, and enhance the brand's status and influence in the minds of consumers. The communication of cultural connotation, Tang Fei pastry packaging design also pays attention to the communication of cultural connotation. Through the use of auspicious patterns, colors and fonts and other elements, as well as telling brand stories and historical heritage, traditional Chinese culture and brand values are integrated into the packaging design. The transmission of this cultural connotation helps to enhance consumers' sense of identity and belonging to the brand, and enhance brand loyalty and reputation.

To sum up, the special design concept of Tangfei pastry packaging design lies in its ingenious integration of traditional and modern elements, while focusing on the unity of practicality and aesthetic, and highlighting the brand characteristics and cultural connotation. These concepts not only make Tangfei pastry packaging more visually beautiful, practical and recognizable, but also enhance consumers' purchasing experience and brand loyalty.

With the increasingly diversified and personalized needs of consumers, overseas Chinese culture zongzi packaging design is also paying more and more

attention to personalized and customized services. Designers can provide customized design solutions according to the needs and preferences of consumers, including personalized customization of packaging shapes, colors, patterns and other aspects. This personalized and customized service not only meets the individual needs of consumers, but also enhances the added value and competitiveness of products. Environmental protection and sustainable development concept, in modern society, environmental protection and sustainable development concept has become an important trend in the field of design. Overseas Chinese culture zongzi packaging design also actively responded to this trend, focusing on the use of environmentally friendly materials and recyclable materials to reduce the impact on the environment. At the same time, the design also advocates the concept of green consumption and circular economy, and guides consumers to form a good habit of saving resources and protecting the environment.

In summary, the concept of overseas Chinese culture zongzi packaging design is a combination of traditional culture and modern innovation, emotional sustenance and aesthetic expression, personalized and customized services, as well as environmental protection and sustainable development concepts. This design concept not only meets the diversified needs of consumers, but also promotes the inheritance and innovative development of traditional culture.

### **2.3 Design Suggestions**

Dig deep into the connotation of traditional festival culture. When designing packaging with traditional festival cultural elements, designers need to dig deep into the cultural connotation and symbolic significance of traditional festivals. By understanding the origins, customs and legends of traditional festivals, representative cultural elements and symbols are extracted and integrated into the packaging design of products. Digging deep into the connotation of traditional festival culture is the first step to design product packaging with rich cultural heritage. When designing product packaging with traditional festival cultural elements, designers should be like archaeologists, carefully excavating the deep

culture and symbolic significance behind traditional festivals. This requires designers not only to have a comprehensive understanding of the origins, customs and legends of traditional festivals, but also to be able to extract the most representative cultural elements and symbols from them and skillfully integrate them into the packaging design of products.

For example, in the design of Spring Festival themed packaging, designers can deeply explore the cultural connotation behind elements such as red envelopes, firecrackers, and couplets. Red envelopes not only symbolize wealth and good luck, but also carry deep emotions between relatives and friends; The noise of firecrackers means to drive away evil spirits and greet the New Year's festival; The couplets, with their concise words and far-reaching meanings, show people's yearning and pursuit of a better life. In the design of the Mid-Autumn Festival theme packaging, the moon, the jade rabbit, osmanthus and other elements also contain rich cultural connotations. The moon symbolizes reunion and beauty, and the Jade Rabbit, with its pure and smart image, conveys people's desire for a happy life. Osmanthus, with its fragrance and elegance, adorns every corner of the Mid-Autumn Festival. For example, the Dragon Boat Festival, as one of the important traditional festivals in China, contains rich cultural connotations and folk characteristics, and its theme design should focus on its traditional customs, symbolic elements and modern aesthetic.

The theme colors of the Dragon Boat Festival are usually green and brown, with green representing Zongzi leaves and brown echoing elements such as dragon boats and realgar wine. It can be properly integrated into gold or red as an ornament to increase the festive atmosphere of the festival. As the most representative symbol of the Dragon Boat Festival, dragon boat patterns can be designed in various forms, such as vector drawings with clean lines, 3D models with strong three-dimensional sense, or hand-painted style illustrations. Zongzi is not only a festive food, but also an important element in the design, which can be designed into a cute cartoon image or integrated into the design as a decorative pattern. Wormwood and calamus are two kinds of plants that have the tradition of warding off evil spirits and diseases

during the Dragon Boat Festival and can be used as background patterns or border decorations. Colorful rope/sachet, a symbol of luck and protection, is also a good design element. Through illustrations, animations or short videos, the story of Qu Yuan and the origin of the dragon boat race are told to increase the cultural connotation and educational significance of the design. Use storyboards or comic strips to show the traditional customs and folk stories of the Dragon Boat Festival. Combining with modern aesthetic trends, traditional elements are combined with modern design techniques, such as flat design, minimalist style, pop art, etc., so that the design retains both traditional charm and fashion sense. The use of AR technology allows users to experience the virtual dragon boat race and zongzi making process on mobile phones or tablets, increasing the sense of science and technology and fun. In the design and production process, consider the use of environmentally friendly materials, such as degradable paper, recycled cloth, etc., to reflect the respect and protection of the environment. Promote the concept of "zero waste" to encourage people to enjoy the festival while reducing waste generation, such as providing reusable zongzi packaging. Create a Dragon Boat Festival theme design that inherits traditional culture and is full of innovative spirit, so that more people can feel the charm of the festival and promote the inheritance and development of culture。

Lantern Festival, as the first important traditional festival after the Chinese New Year, carries the beautiful meaning of reunion, harmony and hope. Its design concept should closely revolve around these core values, while integrating traditional and modern elements to create a design work rich in cultural heritage and in line with contemporary aesthetic. Reunion is the core value of Lantern Festival. The design should reflect the warm scene of family reunion and friends gathering, such as the depiction of family dinners, lanterns and riddles to convey the strong affection and friendship. The use of warm colors, such as red, orange and yellow, these colors not only fit the festive atmosphere of the festival, but also stimulate people's emotional resonance and convey the message of warmth and harmony. Retain and creatively use the traditional elements of Lantern Festival, such as

lanterns, yuanxiao (glutinous rice balls), and guessing lantern riddles. These elements can be recreated through modern design techniques, such as the design of traditional lanterns into LED light strings, lantern riddle-guessing activities into online interactive games. Combining modern aesthetic trends, such as minimalism, flat design or 3D stereoscopic effects, revitalizes traditional elements and attracts more attention and participation from younger groups. The origin, customs and legends of the Lantern Festival are integrated into the design, and the cultural connotation of this traditional festival can be understood and passed on to more people through the form of pictures, animations or short videos.

Use the design works of the Lantern Festival, such as making lantern riddle cards and writing festival story books, as educational tools to stimulate children's interest in and love for traditional culture. Organize Lantern Festival Lantern Festival, Lantern Festival workshop, guessing lantern riddles, etc., so that people can feel the joy and warmth of the festival in their own experience.

In the design and production process, priority is given to environmentally friendly materials, such as degradable paper, LED energy-saving lamps, etc., to reduce the impact on the environment. After the Lantern Festival, people are encouraged to recycle or creatively transform lanterns, riddle cards and other items, such as transforming lanterns into home decorations, reflecting the value and respect for resources. The design concept of Lantern Festival should revolve around the core values of reunion and harmony, integrate traditional and modern elements, pay attention to cultural inheritance and educational significance, and emphasize interactive experience and environmental protection and sustainability, so as to create design works rich in cultural heritage and in line with contemporary aesthetic, so that more people can feel the charm and warmth of Lantern Festival

In packaging design, the application of innovative design technology and materials is the key to enhance the competitiveness of the product market. Designers need to keep up with the trend of The Times, constantly explore new design techniques and material applications, and integrate traditional cultural elements with modern design concepts to create both traditional and fashionable product

packaging. For example, modern printing technology can be used, such as gold stamping, silver stamping, UV, etc., to make the packaging more delicate and rich texture. At the same time, we can also try to combine traditional cultural elements with modern design elements, such as the combination of blue and white porcelain patterns and modern simple style, to create a product packaging that inherits traditional culture and has modern aesthetic. This innovative design approach can not only enhance the market competitiveness of the product, but also bring consumers a more novel and unique visual experience.

In addition, strengthening the brand characteristics and cultural value is also the key to enhance the added value of products and market competitiveness. Designers need to highlight the brand characteristics and cultural values of products through packaging design, so that products are more recognizable in the market. For example, when designing product packaging with local characteristics, representative elements and symbols of local culture can be extracted, such as regional characteristics, folk customs, etc., and cleverly integrated into the product packaging design. This can not only enhance the cultural value of the product, but also attract consumers' attention through unique brand characteristics, and enhance consumers' awareness and loyalty to the product.

Finally, considering the concept of sustainable development is also an important way to enhance product market competitiveness and corporate social responsibility. In packaging design, designers need to fully consider environmental and sustainability factors while ensuring product beauty and functionality. For example, recyclable materials, biodegradable materials and other environmentally friendly materials can be used to make packaging; In the design process, it is also necessary to minimize the waste and pollution of packaging materials. This sustainable design concept can not only enhance the market competitiveness of the product, but also show the social responsibility and brand image of the company through environmental protection and sustainable development practices. At the same time, this design concept can also guide consumers to form a more

environmentally friendly and sustainable consumption concept, and jointly promote the sustainable development of society.

To sum up, the in-depth exploration of the connotation of traditional festival culture, the application of innovative design technologies and materials, the strengthening of brand characteristics and cultural values, and the design concept considering sustainable development are all important strategies to enhance product market competitiveness and corporate social responsibility. Designers need to continue to explore and innovate in practice, and integrate these strategies into product packaging design to bring consumers a better and unique product experience.

As a bridge between the product and the market, packaging design incorporates multiple elements to enhance the appeal of the product, convey the brand message, protect the product and meet consumer needs and expectations. The primary task of packaging design is to establish brand identity. Through elements such as unique colors, fonts, patterns, and shapes, packaging design helps consumers quickly identify a particular brand among many products. Successful packaging design can convey the core values and concepts of the brand, thus deepening consumers' cognition and emotional connection to the brand. Secondly, the packaging design needs to be customized for the target consumers to attract their attention and stimulate the desire to buy. This includes considering the age, gender, cultural background, aesthetic preferences and other factors of the target consumer, and design the color, pattern, shape, etc. Packaging design should not only be beautiful, but also functional and practical. Packaging needs to be able to protect the product from damage, contamination or deterioration while being easy for consumers to use, carry and store. Considering the trend of environmental protection and sustainable development, packaging design should also minimize the impact on the environment, such as the use of recycled or biodegradable materials. Packaging design is an important way to convey product information. Through elements such as text, pictures and ICONS, packaging design can clearly display key information such as the name, function, method of use, ingredients, production date and shelf

life of the product. Effective product communication helps consumers make informed purchasing decisions and increases their trust and satisfaction with the product. And most importantly, in a highly competitive market environment, innovative and differentiated packaging designs can stand out and attract the attention of consumers. Through unique ideas, novel materials or technologies, and personalized customized services, packaging design can bring a competitive advantage to a brand. Packaging design needs to consider the cultural background and aesthetic habits of the target market to avoid cultural conflicts or misunderstandings. In the context of globalization, packaging design should have a good cross-cultural adaptability to meet the needs of consumers in different countries and regions. Packaging design is not only the physical packaging, but also an important tool to establish an emotional connection with consumers. Through the clever use of design elements, packaging design can trigger consumers' emotional resonance and enhance their love and loyalty to the product. User experience is also an important consideration in packaging design. Packaging should be easy to open, use and handle to enhance the overall shopping experience for consumers.

So to sum up, the concept of packaging design is a comprehensive concept, which covers brand identity, target consumer attraction, functionality and practicality, product information transmission, innovation and differentiation, cultural sensitivity and adaptability, and emotional resonance and user experience and other aspects. These concepts are intertwined and work together to create packaging designs that are both beautiful and functional, to meet consumer needs and expectations, and to drive the continued development of the brand.

## **Conclusions to section 2**

1. The packaging design that embodies the elements of traditional festival culture is not only the inheritance and promotion of traditional culture, but also the innovation and exploration of modern design concepts and materials application. By deeply exploring the connotation of traditional festival culture, innovative design techniques and material applications, strengthening brand characteristics and

cultural values, and considering the design concept of sustainable development, we can create product packaging that has both traditional cultural heritage and modern aesthetic.

2. This packaging design can not only enhance the market competitiveness and added value of the product, but also enhance the cultural confidence and sense of belonging of consumers through the integration of traditional culture and emotional resonance. Therefore, in the future packaging design, we should pay more attention to the integration and innovation of traditional festival cultural elements, promote the inheritance and development of traditional culture, and also inject more cultural connotation and artistic charm into modern design. The application of traditional festival cultural elements in packaging design has far-reaching significance and value. By digging deeply into the historical background and cultural connotation of traditional festivals, extracting relevant elements and integrating them into the packaging design, products with unique charm and market competitiveness can be created. At the same time, focusing on the design principles of innovative design concepts and techniques, detail processing and overall presentation, sustainability and environmental protection, as well as emotional resonance and cultural identity, can further enhance the quality and value of packaging design.

3. In the future, with the increasing attention of consumers to traditional culture and environmental protection concepts, the application of traditional festival culture elements in packaging design will be more and more extensive and important. Designers need to constantly learn and explore new design concepts and techniques to adapt to changes in the market and consumer demand, and make greater contributions to the inheritance and development of traditional festival culture.

## SECTION 3.

### APPLICATION OF TRADITIONAL FESTIVAL CULTURAL ELEMENTS IN DESIGN

#### 3.1 Functional Concept of Packaging Design

The application of traditional festival cultural elements in packaging design aims to convey the cultural connotation of products through design, while giving packaging a unique visual and emotional value. The functional concept of packaging design, in this context, can be subdivided into the following aspects:

First, protection function. The primary function of packaging is to protect the product and ensure that it is not damaged during transportation and storage. This function is still indispensable when integrating the elements of traditional festival culture. Designers need to ensure that the selection of packaging materials and the design of the structure adequately protect the product without losing the traditional beauty. Second, marketing function. Packaging design is one of the important means of product marketing. Through the clever use of traditional festival cultural elements, packaging can attract consumers' attention and stimulate their desire to buy. For example, during the Spring Festival, the use of visual elements such as red, blessing, firecrackers and other packaging design can create a strong holiday atmosphere and attract consumers' attention. Third, the function of cultural inheritance. Integrating traditional festival culture elements into packaging design is not only the respect and inheritance of traditional culture, but also the enrichment and enhancement of product cultural connotation. Through design, consumers can feel the charm of traditional culture more intuitively, thus enhancing the cultural identity and sense of belonging to the product. Fourth, aesthetic function.

Packaging design also carries aesthetic function. Traditional festival cultural elements often have rich visual beauty, such as traditional patterns, colors, textures and so on. Cleverly integrating these elements into the packaging design can give the packaging a unique artistic charm and enhance the overall beauty of the product. Five, emotional resonance function. Traditional festivals are an important part of

national culture, carrying people's emotional memory and cultural identity. The integration of traditional festival culture elements into the packaging design can trigger the emotional resonance of consumers, making them feel the warmth and power of traditional culture in the process of buying and using products.

To sum up, the application of traditional festival cultural elements in packaging design not only enriches the functional connotation of packaging, but also enhances the cultural value and market competitiveness of products. When using these elements, designers should pay attention to the combination of product characteristics and target markets to achieve the best design results.

### 3.2 Overall Image of Packaging Design

#### **3Detailed explanation of the design elements of the New Year gift box based on the artistic image of traditional Chinese festivals.**

First of all, this New Year gift box uses a cylindrical appearance, which is inspired by the round and beautiful meaning that every family pursues during the Chinese New Year. The shape of the cylinder not only symbolizes integrity and harmony, but also draws on the distinct characteristics of bamboo. Bamboo has always been a symbol of perseverance and promotion in Chinese culture, which means that in the New Year, whether it is study or career, it can be promoted successively like bamboo, which contains profound traditional cultural connotation.



Fig.3.1. Bamboo

The top design of the gift box cleverly incorporates the shape of an ancient Chinese copper coin. The design of the copper coin not only reflects the ancient people's cognition of the cosmological concept of "round sky and place" - the outer

circle symbolizes the boundless sky, and the inner square represents the square inch of land in China, but also symbolizes the unity and harmony of society. As a symbol of wealth, copper coins were often used to express personal wealth and status in ancient China. People believed that it could bring luck and good fortune and was a symbol of rich people. Applying it to the gift box design not only adds a strong cultural atmosphere, but also expresses the good wishes for the recipients of the New Year's money and good luck.



Fig.3.2. Copper coins

In terms of color selection, the gift box as a whole adopts the main color of traditional Chinese festivals - red, supplemented by yellow, the combination of these two colors is both traditional and modern. Red symbolizes joy, enthusiasm and vitality, and is an indispensable color for the New Year. Yellow represents dignity and wealth, the two complement each other, together to create a cheerful and peaceful holiday atmosphere. In Chinese culture, red symbolizes auspiciousness, joy, prosperity and happiness. Red is widely used on many important occasions, such as the Spring Festival, Mid-Autumn Festival, wedding, etc., which means good luck and happiness. Red is also regarded as the color of auspiciousness and prosperity, so it is especially popular on occasions such as weddings and festivals. In addition, red is also considered a color to ward off evil spirits, and people will use red ornaments and red paper on special occasions to fight against unfavorable feng shui. Yellow symbolizes imperial power, honor and power in Chinese culture. In ancient times, yellow was the special color of the emperor, representing the supreme imperial power. Yellow is also seen as the color of land, nature and harvest. In the almanar calendar, yellow represents auspiciousness and wealth. People will choose yellow

when choosing wedding red envelopes, wedding decorations and portraits of the God of wealth, hoping to attract wealth and everything goes smoothly.

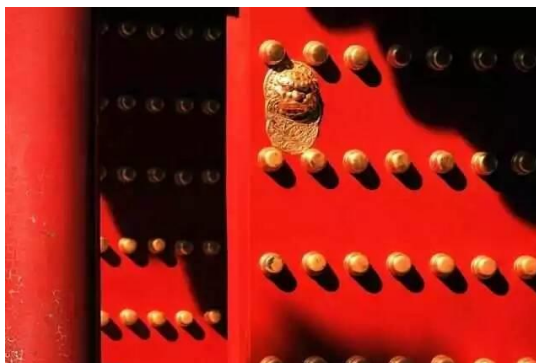


Fig.3.3. Ancient city wall gate

The closing method of the gift box adopts the design of the combination of Chinese knot and disc buckle woven by Chinese traditional handicraft, which not only reflects the essence of Chinese traditional culture, but also symbolizes auspice, happiness and peace. There are many kinds of Chinese knot, each bearing a unique meaning, just as the heart knot symbolizes love and unity, the Fu knot means full of happiness, the double happiness knot symbolizes double happiness, and the fish knot means more than every year. These knots not only have a long history, dating back to the knot of ancient times, after thousands of years of evolution, has become a beautiful decoration to convey blessings and good wishes. In the gift box design, the integration of Chinese knot and modern graphic elements makes the overall design both traditional and modern, full of vitality.



Fig.3.4. Chinese knot

The appearance of the gift box is also elaborately designed with auspicious clouds, which symbolize blessing, good luck, holiness, spirituality, harmony and peace in traditional Chinese culture. It is not only an auspicious sign, representing happiness, prosperity and success, but also often associated with mystical elements such as gods and heavenly palaces, and is regarded as the embodiment of divine power. The soft and smooth form of Xiangyun not only conveys the values of harmony and peace, but also reflects the positive spirit of social solidarity and cooperation. In ancient times, auspicious cloud patterns were often used on clothing, jade pieces, sculptures and other items to express good wishes and good expectations for the future. Integrating the auspicious cloud pattern into the gift box design not only adds artistic beauty, but also gives the gift box more far-reaching cultural significance, making it a beautiful gift to convey auspicious and exalted blessings.



Fig.3.5. Colorful auspicious clouds

**Gift box design process.** In the sketch stage, the concept is conceived first, and the theme positioning is determined. With Chinese traditional festivals as the background, combined with copper coins, colorful clouds, Chinese knots and other elements, the design has a strong Chinese New Year gift box. The choice of shape decided to use cylindrical gift box, meaning reunion and completion.

Then, in the preliminary sketch stage, it was decided to draw a lid in the shape of copper money on the top design, symbolizing wealth and good luck. On the side decoration, the colorful auspicious cloud pattern is added around the column to signify good luck. Then in the switch design, imagine designing a Chinese knot

buckle on the top or side of the gift box as a switch, which is both beautiful and practical.

According to the drawer of the traditional Chinese Xiaolongbao, the interior of the gift box is planned to be designed into four small drawers, each of which can place different small gifts or snacks, which is both practical and creative. Xiaolongbao is a symbol of reunion and happiness in Chinese culture, which means family reunion and happiness in the New Year.

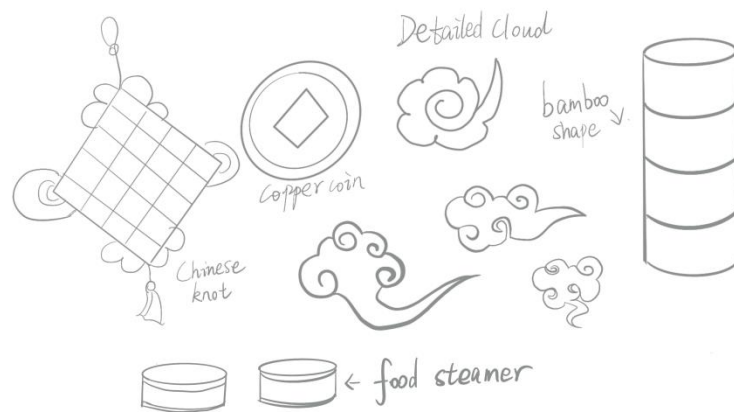


Fig.3.6. Rough sketch(Chu Tong,2024)

Next, we enter the critical stage of sketch refinement, a step that aims to further refine the preliminary sketch from a vague concept to a concrete and detailed visual presentation. First of all, focus on the top design in the shape of copper coins, this element is not only the soul of the overall design, but also carries profound cultural implications. By elaborating its outline lines to ensure that each stroke is accurate, it not only shows the traditional beauty of copper coins, but also gives it the smooth and three-dimensional sense of modern design. This requires constantly adjusting the thickness and curvature of the lines until the perfect visual balance is achieved.

Then, turn your attention to the refinement of the pattern of colorful auspicious clouds. As a traditional auspicious symbol in China, the shape of auspicious cloud needs to be natural and smooth, colorful and harmonious. Through delicate strokes, gradually deepen the sense of layer and color gradient of the clouds, so that each cloud seems to float in the air, full of movement and vitality. Special

attention is paid to the choice and collocation of colors to ensure that colorful auspicious clouds are not only colorful, but also complement the overall design style.

Finally, the concrete structure of the Chinese knot is drawn. As the representative of Chinese traditional handicraft, the design of Chinese knot is not only practical, but also rich in artistic beauty. In the refining process, it is necessary to carefully study each node and threading method of the disk buckle to ensure that the drawn disk buckle structure is not only beautiful and elegant, but also can be smoothly opened and closed in practical applications, reflecting the ingenuity and practicality of the design. This step requires a high degree of patience and precision, every line, every turn needs to be repeatedly refined until it meets the essence of traditional craft, but also meets the needs of modern aesthetic design.

Then fill in the color to determine the details of the overall layout. The refined line draft will be typeset as a whole to ensure that the position and proportion of each part are accurate. Pay special attention to the connection between the top of the copper coin shape and the Chinese knot button switch to ensure that its design is reasonable and beautiful. Two kinds of opening and closing methods were selected, and finally the opening method of the open cover was selected. (Fig.3.8) Finally make the details adjustment. The pattern of colorful auspicious clouds is locally adjusted to make it more in line with the overall style of the gift box. The details of the button decoration pattern were optimized to make it more vivid and lovely.

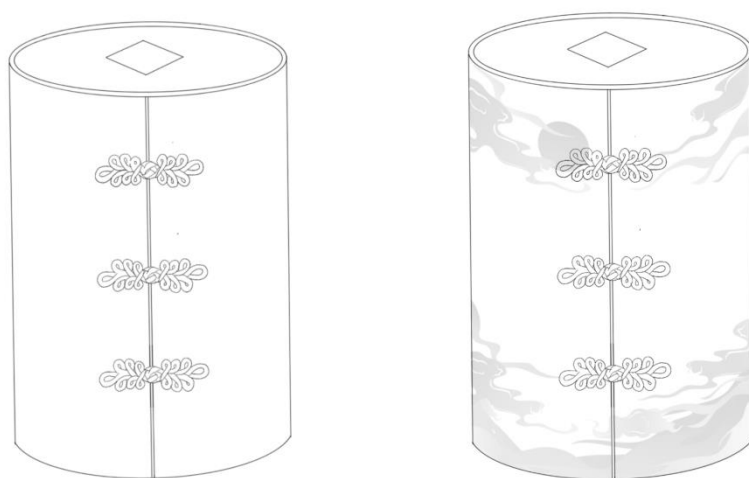


Fig.3.7. Detail drawing of the gift box(Chu Tong,2024)

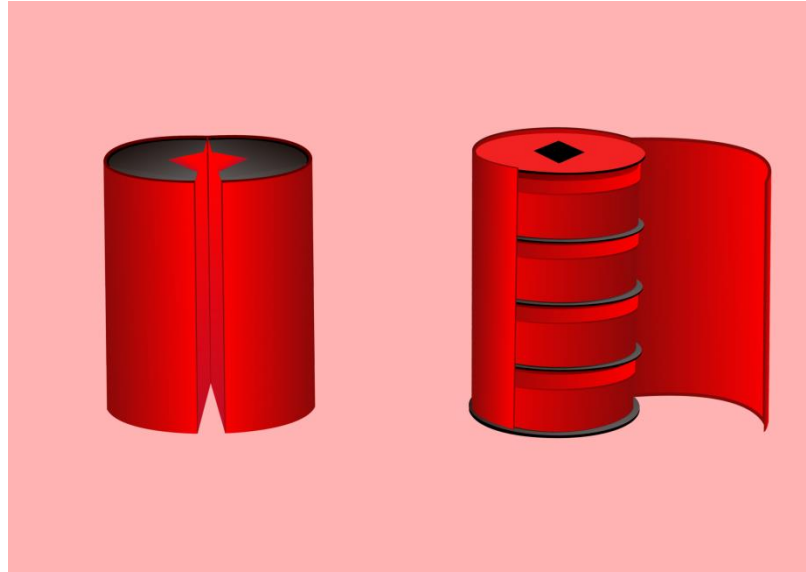


Fig.3.8. Two ways to open a gift box(Chu Tong,2024)

After completing the sketch refinement, we move into the color filling and detail determination phase, which is a key step in moving the design from a two-dimensional line sketch to a three-dimensional visual experience. First, according to the design concept and the preferences of the target audience, a series of harmonious and layered colors are carefully selected, ready to give life to the refined line manuscript. The choice of colors should not only highlight the brilliance of Xiangyun, but also complement the delicate texture of Chinese knot and disc buckle, jointly creating a traditional and modern, solemn and warm visual atmosphere. In the overall layout process, we looked again at the position and proportion of each element to ensure that they not only stand on their own, but also coexist harmoniously within the overall layout. In particular, the junction between the top of the copper coin shape and the Chinese knot button switch has been fine-tuned many times to ensure that the design is reasonable and beautiful, which not only ensures the stability of the structure, but also adds a visual fluency. In this step, we also took into account the presentation effect of the gift box in different perspectives to ensure that no matter which Angle of view, you can feel the exquisite design and intentions.

Next, the local adjustment of the colorful auspicious cloud pattern. According to the overall style of the gift box, we have carefully optimized the color and form of Xiangyun to make it more suitable for the theme and enhance the overall visual

effect of the gift box. At the same time, the button decoration pattern has also been optimized in detail to make it more vivid and lovely, which not only reflects the essence of traditional Chinese culture, but also gives the design more interesting and interactive. Finally, we drew the opening of the gift box, which is an important part of showing the details of the interior space and structure. In this step, we not only describe the internal structure and layout of the gift box, but also carefully design the tray button that is slowly opened when the gift box is opened, so that the viewer can feel the surprise and expectation when the gift box is opened. Through continuous detail characterization and adjustment, we strive to make every detail full of story, so that the gift box is not only a container for loading goods, but also a piece of art that can convey emotions and blessings.

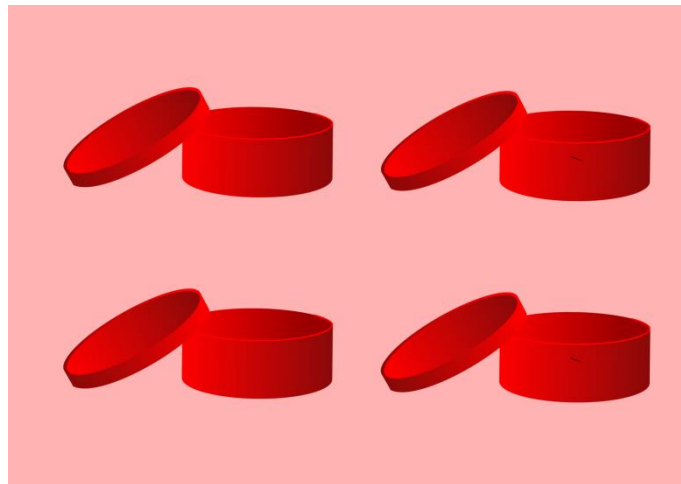


Fig.3.9. Gift box drawer style(Chu Tong,2024)

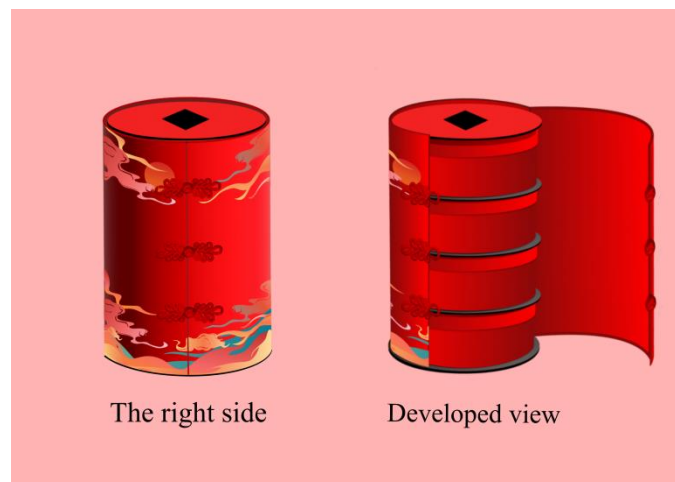


Fig.3.10. The gift box finally presents (Chu Tong,2024)

### 3.3 Practical Application of Packaging Design

The design of this gift box packaging, in the practical application shows a strong cultural charm and unique aesthetic value, specially tailored for the Chinese New Year and various kinds of colorful traditional festivals, aiming to pass the festival happiness and blessing through the exquisite packaging art. Such gift boxes are not only used to hold carefully selected gifts, such as traditional cakes, tea, handicrafts or modern creative gifts, but also carry profound cultural heritage and good wishes for relatives and friends.

Moreover, in terms of market positioning, the packaging design of this gift box accurately captures the needs of consumers who pursue cultural identity and emotional exchange, whether it is for families who attach importance to traditional festival culture in China, or overseas Chinese and international friends who are interested in Chinese culture, it can become an ideal choice to convey holiday emotions and cultural belonging. It is not only a kind of commodity packaging, but also a cultural communication medium. Through the integration of traditional and modern design concepts, such as the use of classic elements during the Spring Festival - auspicious clouds, Chinese knot buckle and other patterns as well as the red color symbolizing luck, combined with modern simple style, to create both traditional and fashionable packaging design. To meet the needs of consumers of different ages and aesthetic preferences.

In addition, this New Year gift box packaging also emphasizes environmental protection and sustainability, using recyclable or biodegradable materials, in response to green consumption trends, and further enhance the market competitiveness of the product. In terms of marketing strategy, combined with online and offline multi-channel promotion, social media, e-commerce platforms and offline experience activities are used to tell the cultural story behind each design, enhance the cultural connotation and emotional link of the brand, so as to accurately reach the target consumer groups and realize the effective expansion of the market and the improvement of brand value. In short, this New Year gift box packaging

design based on the artistic image of traditional Chinese festivals not only enriches the supply of cultural products in the festival market, but also becomes an important carrier for inheriting and promoting excellent traditional Chinese culture.

### **Conclusions to section 3**

1. Through the in-depth discussion of packaging design, we can clearly realize the importance of multi-dimensional function and overall image construction of packaging design. First of all, the functional concept of packaging design not only covers basic functions such as protecting products, facilitating transportation and storage, but also extends to advanced functions such as promoting sales, conveying brand information and enhancing consumer experience. Together, these functions constitute the core value of packaging design, ensuring the effective circulation and good presentation of products in the market.

2. On the construction of the overall image of the packaging design, we pay special attention to the application of the traditional Chinese festival art image in the New Year gift box design. By digging deeply into the essence of Chinese traditional culture, the symbolic elements are cleverly integrated into the gift box design, which not only gives the gift box a strong cultural charm, but also makes it a medium for conveying holiday blessings and emotional exchange. This design strategy not only enhances the artistic value of the gift box, but also enhances its market appeal.

3. In the specific design process, we follow the complete process from the creative idea to the sketch drawing, and then to the physical production. Each step strives to accurately capture the artistic essence of traditional Chinese festivals, while combining modern design concepts and technical means, so that the New Year gift box design is both traditional and fashionable. This process not only tests the designer's creativity and execution ability, but also reflects the delicate balance between inheritance and innovation in packaging design.

4. Finally, the practical application of packaging design has proved its strong market potential and social value. Whether it is used as a holiday gift or daily commodity packaging, exquisite design can effectively enhance the added value of

products and consumers' willingness to buy. At the same time, the cultural information and brand value conveyed through packaging design also help to enhance consumers' sense of identity and loyalty to the brand. Therefore, we can say that packaging design is not only a discipline combining technology and art, but also an important force to promote brand development and inherit the essence of culture.

## CONCLUSIONS

Through the analysis of the literature on the theme of souvenir packaging of the artistic images of traditional Chinese festivals, it is found that modern researchers have carefully sorted out the festival descriptions, traditional customs and symbolic elements in literary works when analyzing literary materials. Through this step, we not only extract rich cultural connotations and symbolic meanings, but also clarify the cultural sensitivity and normative principles that must be followed in the design process, laying a solid theoretical foundation for the subsequent design practice.

Through the in-depth exploration of typical artistic images in Chinese traditional festivals, we find that these images not only carry profound cultural deposits, but also play an important role in cultural inheritance and change. By analyzing the evolution of these artistic images in different historical periods and cultural contexts, we reveal their value in modern society, especially in enhancing cultural identity and promoting cultural diversity. This discovery provides an important basis for integrating traditional elements into modern design.

According to the current situation of Chinese traditional festival packaging design in the market, we have carried out extensive investigation and analysis. By identifying the degree of creativity and cultural integration in existing designs, we found that while some designs have successfully combined traditional cultural elements with modern design concepts, there is still room for improvement overall. Especially in terms of the depth of cultural expression, the diversity of creativity and the fit with modern aesthetics, there is still a lot of room for improvement. This finding points the way for our design practice.

On the basis of comprehensive analysis of literature materials, traditional festival art images and market status, we put forward a set of traditional cultural elements combined with modern design concepts of the Spring Festival packaging design scheme. The program not only deeply excavates the essence of traditional culture, but also cleverly integrates modern aesthetic elements and innovative design techniques, aiming to create packaging design works that are both culturally

recognized and in line with modern aesthetics. Through this program, we have successfully combined traditional culture with modern design, achieving a win-win situation of cultural inheritance and innovative development.

While proposing specific design proposals, we also define the characteristics of artistic and aesthetic solutions for modern packaging. These features include innovation, culture, aesthetics, functionality and so on. By emphasizing these characteristics, we have clarified the goal and value orientation that modern packaging design should pursue, and provided useful guidance and reference for design practice.

This paper mainly expounds how to design a new gift box packaging by using the elements of the traditional Chinese festival art image, and create a traditional and fashionable packaging design.

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## APPENDIXES



Fig.1. Danqing Exquisite packing box



Fig.2. Dragon Boat Festival national tide sachet gift box



Fig.3. Wu Yue Mid-Autumn Festival gift box



Fig.4. Luckin Treasure flower run deer cup



Fig.5.Moutai wine packaging design



Fig.6.Packaging of cultural and creative products of the Palace Museum



Fig.7.Tang Fei pastry packaging design



Fig.8.Overseas Chinese culture zongzi packaging design



Fig.9.Bamboo



Fig.10.Copper coins



Fig.11.Ancient city wall gat



Fig.12.Chinese knot



Fig.13.Colorful auspicious clouds

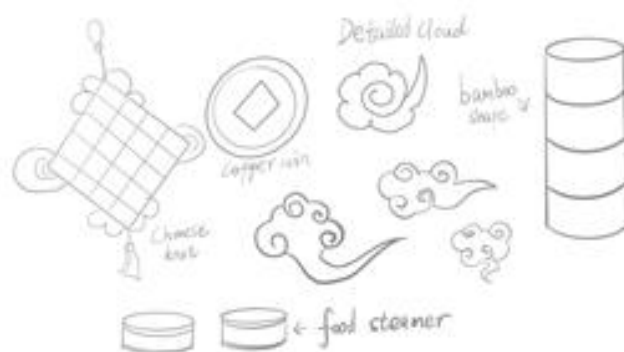


Fig.14.Rough sketch(Chu Tong,2024)

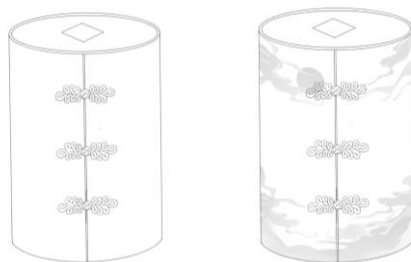


Fig.15.Detail drawing of the gift box (Chu Tong,2024)

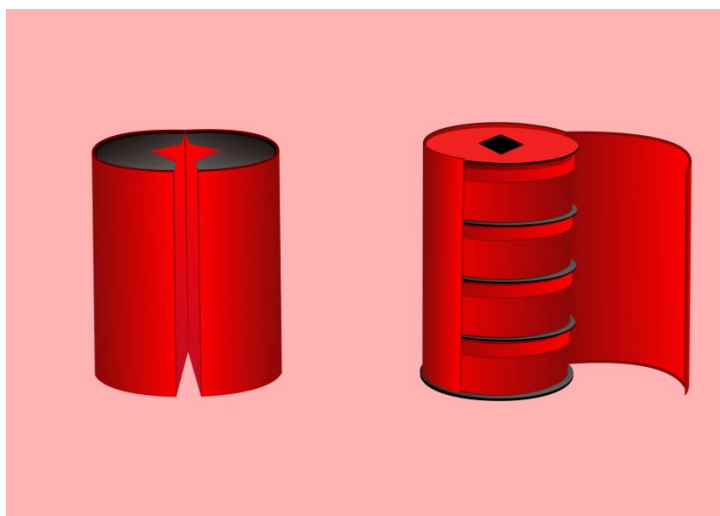


Fig.16.Two ways to open a gift box (Chu Tong,2024)

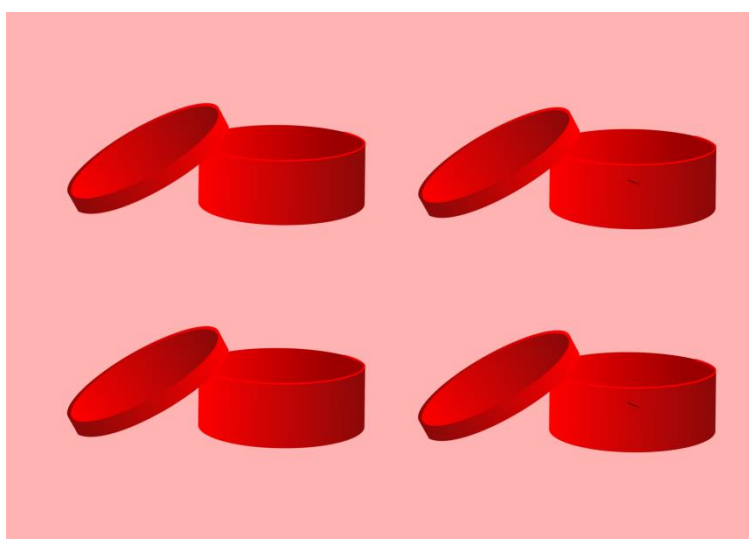


Fig.17.Gift box drawer style (Chu Tong,2024)

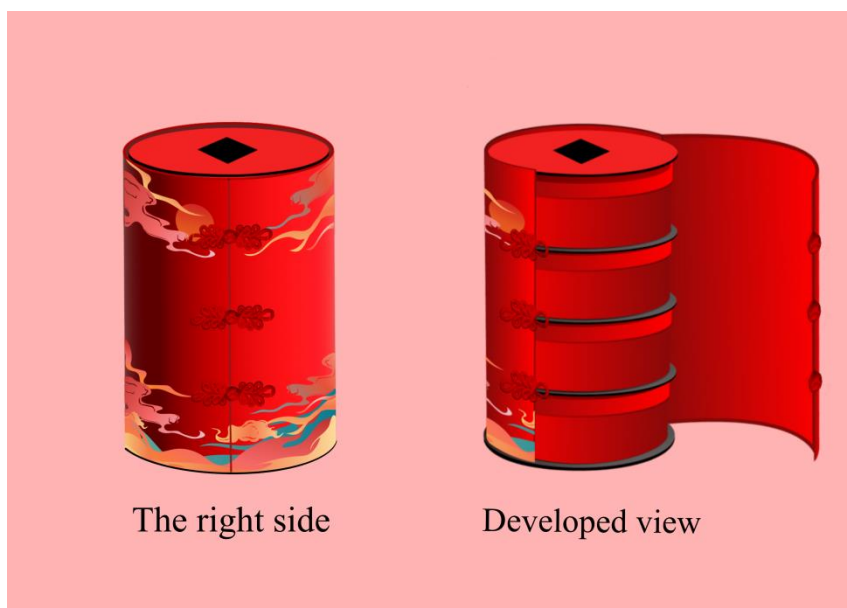


Fig.18.The gift box finally presents(Chu Tong,2024)