Analysis on the Design Integration of Traditional Patterns and Modernized Food Package

-Taking the Characteristic Food in Xinjiang as an Example

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Abstract—To a large extent, nationality determines the characteristics of packaging design; this paper analyzes the design of Xinjiang specialty food packaging based on the traditional patterns and the concept and function of modern food packaging, combined with the basic principles of packaging design. With the increasing popularity of “global packaging design”, in order to make our packaging design stand firmly on the international stage, designers should understand and study national culture in the package design process on one hand, and integrate nationality into the design; on the other hand, they are required to pay attention to the combination of regionalism and the times in the package design process.

Keywords—Traditional patterns; modernized food package; Combination; Nationality

I. INTRODUCTION

Currently, most commodity packages in the market are developing towards internationalization and homogenization, so the key point for discussion is how to learn from excellent package designs at home and abroad, integrate it into the traditional culture of the nation, and then conduct innovative sign, and stand out from popular packages.

A. Traditional patterns

Traditional patterns refer to the patterns formed in the historical development process, and it contains the unique culture of the nation and its regional characteristics. The development of national culture relies on the development of traditional patterns to some extent; meanwhile, traditional patterns are also a pattern of manifestation for historical development. Thus, traditional patterns are important components of national culture, and also the witness of historical development. As an important component of Chinese traditional culture, Chinese traditional patterns also naturally contain all aspects of implied meanings; on one hand, its existence can reflect the inheritance of historical civilization, and is also the long-term life experience summary and accumulation of generations of working people. On the other hand, it represents the aspiration of working people for a beautiful life, and the representation of religious beliefs and fairy tales. Chinese traditional patterns are diversified, with rich color, profound cultural deposits, and diversified themes, and all of these characteristics have decided its uniqueness and non-substitutability. Chinese traditional patterns are the products of Chinese art, and since ancient times, Chinese

spiritual pursuits were also reflected in traditional patterns, with both aesthetic value and cultural value.

B. Modernized food package

Package design refers to combining art and science, and then applying it in commodity package protection and beautification, and it is the multi-functional reflection of science, art, materials, economy, mentality, market and other comprehensive factors [1-2]. There are mainly three functions of package design: Firstly, from the perspective of package modeling, through using different textures to create beautiful package papers or containers, it can give people a visual enjoyment, and make commodity packages possess characteristics and ornamental value; Secondly, from the perspective of package structure, use scientific principle to design the international and external structure of the package, and then realize the function of protection & earthquake prevention, repeated use and convenient carrying; Thirdly, from the perspective of package decoration, use different characters, patterns, colors, embroidery or skeleton and other art forms, to highlight commodity characteristics, and then stimulate consumers' visual perception, satisfy their psychological demands and motivate their purchasing desires.

II. NATIONAL CHARACTERISTICS IN PACKAGE DESIGN

There are so many countries on earth, and different countries have different package concepts, and different regions of countries are also different in package design styles. Currently, in the global excellent package design, many of them have integrated their own national culture: Different habit characteristics, different local specialties, and different hobby characteristics, for instance, some places will use rich color in packages, while some places prefer to use simple and plain color, while some places will adopt unique package materials as per their own specialties. The so-called nationality in package design refers to the commodity package finally designed by designers with distinctive personalities through understanding the local national culture, habits, taboo and other aspects at the beginning of the design, and integrating the local national characteristics and regional culture in the design process.

III. BASIC PRINCIPLE FOR PACKAGE DESIGN

Package design regards graphics, characters, colors, etc. as the basic elements, and designers can combine these elements with plane constitution, creative thoughts, visual procedures and other visual transmission modes under the restriction of different design thoughts, format arrangement and printing technologies, and then create ornamental plane design work. Use scientific package to constitute theories, form complicated information into regular and characteristic arrangement, and then the work created and designed thereby can reach to artistic and professional effect [3-4], which is the objective of package design. Package design can not only attract people's attentions, and arouse the purchasing desire of consumers, but also increase the sense of satisfaction for consumers in the purchasing process. Except that, package design is also closely related to all other fields, such as: Advertisement design, visual transmission design, plane design, etc., and in these designs, you can always see the shadow of package design. Package design cannot be separated from mastering and understanding the basic principle of plane design, and in order to solve the visual difficulties in package design, it is requested to

understand how to well use lines, colors, forms and textures in package design, so package design cannot be separated from understanding and exploring the basic design principle.

IV. CASE ANALYSIS

The nationality in the design is not extinct along with social modernization and homogenization; on the contrary, many designers integrate nationality into their own creations during the design. As the saying goes, "what's unique for a nation is also precious for the world", the current society has national design, and except for conveying the traditional culture of its own nationality to the world, it can also simultaneously make its own clansmen to learn and have a better understanding about the traditional culture of its own nationality.

Xinjiang is a horde, with rich characteristic food, including Xinjiang jujube, milk lump, milk beer, fig, and shambhala. Thus, in the package design, designers shall pay attention to reflecting the cultural characteristics of the horde.

A. Xinjiang jujube package design

Fig. 1 Hetian Jade Jujube Package

Fig. 2 Hetian Jade Jujube Slice Package

Fig. 3 Xinjiang Ruoqiang Red Jujube Package

Fig. 4: Xinjiang Ruoqiang Red Jujube Package

Fig. 5: Xinjiang Red Jujube Package

1) Package material selection

The package materials refer to the materials that are used for manufacturing package containers, package decoration, package printing, package transportation and can meet the product package requirements; it includes metal, plastics, glass, ceramics, paper, bamboo, wild mushrooms, natural fiber, chemical fiber, composite materials, and other main package materials as well as strapping, decoration, printing materials and other auxiliary materials [5].

Both Hetian Jade Jujube and Hetian Jade Jujube Slice select brown papers in food package materials. Brown papers have high tear resistance, and cannot be easily deformed (Figure 1) (Figure 2).

Both Xinjiang Ruoqiang Red Jujube and Xinjiang Red Jujube select plastic materials in food package materials. Plastic package materials are hard to be dissolved with stronger tearing resistance; besides, plastic materials have rich sources and low cost (Figure 3) (Figure 4) (Figure 5).

2) Package color, pattern and font design

The changes in package color can influence the consumer mentality to some extent, and color can exert the effect of attraction and induction, it can make consumers associate, induce their emotions and exert certain influence on their impressions on commodities during the purchasing process. For instance, when purchasing cleansers, partial consumers will think that yellow packaged cleanser can give me the sense of softness, while blue packaged cleanser will make them think that it is high-qualified commodity with strong applicability, and red packaged cleanser has strong effect.

The package pattern is aimed to validly, visually and vividly make consumers understand the commodity information and contents in visual sense. Pattern application can guide and attract consumers to purchase to some extent. As can be seen from the overall package, the pattern is an important part of visual image, it can validly show the commodity characteristics and reinforce its promotion function.

In the package character design, decoration characters are mostly applied, the decoration styles are diversified, and the changing styles are also different, such as the changes in character forms, the structural changes, the stroke changes and the image changes. In character design, it is requested to pay attention to the recognizability and commodity characteristics, so that the package cans possess commodity characters and recognizability.

The color of Hetian Jade Jujube Package is the original color of the package material; brown can make consumers visually feel the natural, simple and original ecology, and can also make people associate with the desert in Xinjiang. As for the package pattern, designers adopt actual pictures, and place patterns on top left corner of the food package, so consumers can see it at a glance, which is simple and clear. As for the character design, designers adopt calligraphy font. Although consumers can know that it is Hetian Jade Jujube in characters, it fails to reflect Xinjiang characteristics in font design. Assuming that package characters are arbitrarily changed into jujubes of certain place, the entire package won't have any

feeling of strangeness, so the Hetian Jade Jujube Package is still defective in highlighting the nationality (Figure 1).

The package of Hetian Jade Jujube Slice is also the brown color of brown papers. As for the package pattern, it adopts anthropomorphic cartoon jujube pattern, presenting people a sense of interesting and freshness. The pattern of cartoon jujube person matching with the cartoon jujube tree behind can transfuse fresh and natural food concept to consumers in visual perception. In character design, designers combine common characters and the unique characters of Uyghur nationality, so it is integrated with Xinjiang characteristics in character design. However, such package design rarely reflects the national characteristics in other parts. But such package will periodically replace new package designs, to give people freshness, which can meet the times in current food package replacement (Figure 2).

In the design of Xinjiang Ruoqiang Red Jujube, it adopts two schemes, firstly, it adopts white as the bottom color of package design, to highlight other information on the package, and give consumers distinct visual perception. On the top left corner of the package, it adopts the color-block pattern similar to high mountains, and choose blue as the color of the mountain in combination with the red bottom color, so when purchasing, consumers can understand it as the representative element of Tianshan Mountain in Xinjiang. According to the information, parts of excellent jujube in Xinjiang are from the north of Takla Makan Desert, Akesu Prefecture, Xinjiang, so the color and pattern on the top left corner can also be understood as desert, which can echo with three camels-riding patterns on the top right corner, and match with camels regarding as the common traffic tool for desert in the cultural impression of Xinjiang. As for the character design on the top left corner, it adopts the combination of the characters of Uyghur nationality and simplified Chinese characters; as for the font design of brand name in the middle of the package, it adopts the stroke combination of simplified Chinese characters and the characters of Uyghur nationality As for the pattern application, such red jujube adopts the actual pictures of jujubes on the tree, while at the bottom of the package, it adopts the actual pictures of cut jujubes, in this pattern application, it has expressed the freshness and excellent quality of Xinjiang jujubes to consumers. The two actual pictures are also combined with light yellow and red arc color-block graphs, looking like a fresh half-cut jujube; meanwhile, the two pictures mentioned above and afterwards are also closely connected (Figure 3).

In the second design scheme of Xinjiang Ruojiang Red Jujube, it adopts white and green combination in color application for Xinjiang is a horde, and green represents their grassland. In the pattern design, there are some changes in the typesetting of picture materials, and the method of simplification is applied. At the left of the package, designers apply the pattern design that covers about 1/3 of the entire package in the front. The pattern design adopts Xinjiang traditional patterns as the basis, added with some innovations on this basis, and the color application of the pattern has also unified with the color of common felt pattern in Xinjiang (Figure 4), which can make consumers directly associate it with Xinjiang when purchasing.

When being compared with the former two cases, Xinjiang Red Jujube package adopts the stroke combination of simplified Chinese characters and the characters of Uyghur nationality for "Xinjiang", and the upper and lower parts of the character have also combined the traditional color cloud pattern in Xinjiang, while as for the character design application for "red jujube", it adopts the combination of simplified Chinese characters and calligraphy, and such design can not only reflect the national characteristics in Xinjiang, but

also present modernity (Figure 5). The careful thoughts of designers can be seen in the application of these materials and the graphic integrated innovation. Designers have integrated Xinjiang nationality in package design, and in order to meet the times, the package styles will be periodically updated as per the aesthetics and package trend of consumers.

B. Xinjiang boiled mutton package design

Fig. 6 Kuerken Boiled Mutton Package

Fig. 7 Asman Boiled Mutton Package

1) Package material selection

The external packaging box of Kuerken Boiled Mutton adopts paper materials, while the internal small packages use plastic materials (Figure 6). However, Asman Boi

Fig. 8 Ruiyuan Milk Lump Package

Fig. 9 Ruiyuan Milk Lump Package

led Mutton selects plastic packages (Figure 7). The former one well combines shake-proof, damp-proof, and storage issues, while the latter one fails to pay attention to the shake-proof function of the package.

2) Package color, pattern and font design

As for the package of the promoted products, the famous boiled mutton in Xinjiang has been integrated with nationality.

Kuerken Boiled Mutton selects the combination of white, dark brown and golden in package color, echoes with the baked color presented after cooking boiled mutton, supplemented by the actual pictures of boiled mutton, so when selecting, this can arouse consumers' appetite from visual sense. The character design adopts the mutual translation of the characters of Uyghur nationality and simplified Chinese, and the golden graphics are matched with the English promoting mutton. The pattern on the top right corner of the package represents Mosque and consumers can simply and clearly know that the food is Muslim food, which can facilitate consumers with religious belief to choose (Figure 6).

As for another brand called Asman Boiled Mutton, it adopts white and green combination in package color, and can leave people an impression of fresh, natural and original ecological visually. In pattern design, designers choose the cartoon sheep modeling, and combine the traditional pattern of Xinjiang at the body parts of the sheep (Figure 7), so when purchasing it, consumers can more intuitively understands that the commodity is from Xinjiang. In character typesetting, designers aligned brand mark, simplified Chinese "boiled mutton" and the characters of Uyghur nationality in the middle, to simplify the information visually.

C. Package design of Xinjiang Milk Lump

As the specialty of Xinjiang, milk lump is also called as "milk doufu", which can be used as solid food for a journey; except for making people have the sense of satiety, it is also rich in nutrition and favored by consumers. Xinjiang Ruiyuan Milk Lump is quite famous, and it has many packages. However, not all the package designs can reflect the nationality of Xinjiang.

1) Package material selection

The milk lump subordinated to Ruiyuan has different packages, and the selection of package materials is also different. The package material for the first and the second milk lump adopts plastic materials with strong tearing resistance (Figure 8) (Figure 9); The third external package selects the aluminum product in metal materials, and the packaged cans made of aluminum can have lightweight, high

Fig. 10 Ruiyuan Milk Lump Package

The first package color applies milk yellow as the bottom color of the package matching with blue, and forming color contrast; besides, the milk yellow on the package is similar to the color of milk lump, and can make consumers fast associate it with the commodity. The icon on the top right corner of the package has reinforced that it is the Muslim food and the pattern on the bottom right corner of the package has directly applied the actual picture of the commodity, which is simple and clear. As for the font design, it uses the combination of Chinese characters and the characters of Uyghur nationality; as for the character contents, in order to reinforce the commodity stories; "the solid food for Temujin" is added in the documents as the marketing gimmick [6-7]. The overall commodity package is simple and natural, and can give consumers a sense of freshness, but except for that, designers fail to combine it with other nationality characteristics of Xinjiang, and the package lacks in reflecting the nationality (Figure 8).

As for the color application of the second package, it applies the keynote of black, golden, white and brown, and can make people have a sense of high class in visual matching. The package pattern applies the traditional decoration patterns of Xinjiang, and combines with Chinese characters; at the lower and middle position of the package, it adopts the characters of Uyghur nationality, but the overall effect of the package is relatively weak in highlighting the nationality. The entire package design cannot make people know that it is the local milk lump of Xinjiang at a glance, instead consumers will think that this is the design of some coffee or chocolate beverages; during the conception process, designers get close to the concept of commodity package "globalization", but loose the national characteristics of the package (Figure 9).

The third package selects silver cover, black can body, matching with little red, to highlight the name and the contents of the commodity. As for the font part, it adopts the

plasticity, and excellent extension performance, while the internal package adopts small independent packages (Figure 10), with excellent combination of shake-proof and storage issues; The fourth package adopts environmentally friendly brown papers with high tearing resistance (Figure 11).

2) Package color, pattern and font design

Fig. 11 Ruiyuan Milk Lump Package

combination of Chinese characters and the characters of Uyghur nationality, which is simple and clear. However, when analyzing from the overall effect of the package and assuming that the character parts are removed, consumers won't think that it is a milk lump of Xinjiang at a glance, instead, they will think that this is some kind of coffee or chocolate taste canned candies, with unobvious commodity characteristics (Figure 10).

When being compared with the aforementioned three packages, the package for one milk lump subordinated to Ruiyuan has well combined the nationality. This package adopts the light brown of brown papers as its bottom color matching with some dark brown, presenting consumers with a simple, natural and original ecological feeling; besides, the application of brown can make consumers associate it with the desert in Xinjiang. As for the package patterns, designers use two dancing cartoon images in combination with the cloth characteristics of Xinjiang, echoing with the marketing gimmick of the commodity--"the solid food for Temujin"; such package can not only better display the nationality, but also integrate with the local characteristics, i.e., regionalism.

Among all the similar commodities in Xinjiang, Ruiyuan Milk Lump is quite famous, which is not related to its taste, and also the commodity package; good commodity package can lead and promote the purchasing desire of consumers, and with appropriate package updating, consumers can have a brand new visual experience, which can meet the times in modernized package design, and guide consumers' aesthetics to keep patch with the times (Figure 11).

V. CONCLUSIONS

Through analyzing the three characteristic food packages of Xinjiang, it has discussed the nationality in package design, and indicated that under the phenomenon of homologation and homogenization development of most packages in the current society, the package design of our country has integrated the nationality and can make the package keep its own characteristics in "globalization" evolution, and also carry forward and inherit Chinese culture.

China has 56 nationalities, with different national cultural habits and local characteristic products. When designing works, designers shouldn't blindly expect to promote their own design to the world, and make them "globalized", instead, they should ensure the characteristics of their works. How to highlight the characteristics of design work? That is to combine the nationality, regionalism and times during the design. Designers should fully understand the local national background, and then in the design process, it is requested to appropriately adopt patterns that can represent the local national characteristics. In the design, it is also applicable to integrate some stories of local nationality, or the creative design of commodities as per the local unique materials, so this can more clearly series of information to consumers, and then consumers can know the production place of the commodity via visual information, which can reflect the regionalism of the commodity.

In order to make our country's package design take a place in the international stage, designers should understand and study national culture in the package design process on one hand, and integrate nationality into the design; on the other hand, it is requested to pay attention to the combination of regionalism and the times in the package design process. The so-called "what's unique for a nation is also precious for the world."

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