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Research on Teaching Method of Packaging Design Course Based on Chinese Style

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ABSTRACT

The teaching of Packaging Design started late in China, but develops fast. After experiencing the changes of economy, politics and culture, it has entered a new era of self-publicity. The Chinese style has come out quietly with a strong momentum. The contents of packaging design in the new era pay more attention to the spiritual level, and become a bridge between the society and people, forming an aesthetics concept with the spirit of the Chinese people. Based on the application of Chinese style in the course of Packaging Design, this paper discusses the characteristics of Packaging Design with Chinese style and the problems of traditional Packaging Design, and puts forward how to better apply Chinese elements in Packaging Design.

1. Introduction

The teaching purpose of Packaging Design course is to let students understand the methods, characteristics and skills of product packaging. At present, the comprehensive economic strength of our country is growing, and some packing marks with Chinese characteristics have been effectively disseminated in the world. Based on this background, designers made a lot of effort and exploration in looking for designs with Chinese characteristics. In the research of the innovation of Packaging Design course, the author takes Chinese style as the main direction of Packaging Design teaching, and takes Chinese traditional culture elements as the main carrier and means of teaching to carry out exploration and exploration. It

can be said that the teaching method of Packaging Design based on Chinese style can not only improve students' professional ability and aesthetic judgment in Packaging Design, but also deepen students' understanding of traditional Chinese cultural modeling.

2. Characteristics of Chinese Style Packaging Design Elements

At present, people's aesthetic judgment and spiritual needs are increasing, many packaging design with Chinese style came into being. The so-called Chinese style packaging design is not simply imitating the style, nor is it simply applying some traditional Chinese elements to the design. Chinese style design is to extract some cultural essence from

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traditional Chinese culture, form some identifying elements with Chinese style, and apply them to packaging design.^[1] The patterns, ornaments and characters of China have been changing for thousands of years. For example, the pattern of dragon and phoenix is the most common pattern, symbolizing power and nobility, and implying good luck; As a kind of Chinese element, the fine brushwork of peony is applied to the packaging and design of products, which not only shows the beauty and nobility of the products, but also embodies the classical packaging characteristics; the traditional auspicious cloud pattern has the beauty of asymmetry with a unique sense of flow and the beauty of curve, which can be more interesting in packaging design. In addition, character with Chinese style, as a pattern decoration, from oracle bone inscriptions to official script, regular script and other form, becomes a unique art form and reflects Chinese culture in the simplest way.

In addition to the use of patterns and characters, the colors with Chinese traditional culture are also frequently used in packaging design, such as golden yellow, which symbolizes wealth and authority, big red, which embodies elegance, wealth and rank, and black, which represents nobility and coldness. These colors have been cleverly matched in the modern packaging design and are given a unique art form of modern packaging design.

Because people live in different times, the aesthetics will be different. If we want to promote the packaging design of Chinese style in the world, we need to constantly explore its unique connotation and visual language, including some unique patterns, diverse colors and characters.^[2] In the process of integrating Chinese style into packaging design, it is necessary to absorb the traditional culture of the Chinese nation, excavate the essence of language and pattern in traditional culture, and apply them according to the theme of packaging design practically. At the same time, some auspicious patterns can be used to express emotions. The traditional patterns, characters and other elements are constantly refined and sublimated, and combined with modern people's way of life, the moral is reconstructed, through a variety of design techniques applied to the packaging picture design, so that the packaging design with Chinese style can keep innovation of the times while maintaining the traditional cultural connotation.

3. Teaching Method of Traditional Packaging Design Course

3.1 Rigid Teaching Methods

Packaging design, as a combination of structural design and graphic design, in the course of Packaging Design, emphasizes that students can independently design the

modelling, packaging and decoration of the works, which not only reflects the professional ability of students, but also attaches great importance to the professional skills and accomplishments of students in learning. However, in the traditional teaching method of Packaging Design, teachers pay too much attention to the teaching of professional skills and knowledge, and to some extent, the practical nature of Packaging Design course is ignored. Students are not regarded as the main body of teaching, teachers also fail to integrate students effectively through teaching work, and teaching methods are relatively simple and traditional, resulting in students' understanding of Packaging Design course is only in a relatively simple level of knowledge, which is not conducive to the improvement of students' learning autonomy, affecting the efficiency of learning.^[3]

3.2 Do Not Pay Attention to Students' Practical Ability

As a practical course, Packaging Design course needs students to master professional Packaging Design knowledge, such as Graphic Design, Decoration Design, Logo Design, etc. At the same time, students who major in Packaging Design are also required to be able to design by using computers and have hand-drawn ability and strong writing ability. However, in the current course of Packaging Design, teachers only focus on the interpretation of professional knowledge and lack the ability to guide students to think independently, so that students will get board of the Packaging Design knowledge due to the boring teaching, which is not conducive to improve the teaching quality and effectiveness of the Packaging Design course.

3.3 Too Monotonous Teaching Content

In the teaching of Packaging Design, many teachers still have past teaching concept, and some local conditions and customs, art appreciation and intangible cultural heritage cannot be integrated into the teaching, resulting in a single teaching content, which is not conducive to cultivate students' art appreciation ability. And due to lack of materials of Packaging Design, students' creative inspiration is difficult to stimulate and they cannot change the knowledge learned in the course into the actual needs of social development.

4. Problems in the Teaching of Chinese Style-oriented Packaging Design Course

4.1 Deviation in the Understanding of Chinese Style

Now, the Packaging Design with Chinese style has be-

come an important part of the Packaging Design course. However, there are still some deficiencies and deviations in the understanding of Chinese style by teachers and students. Without fully grasping the true meaning of the Chinese style and understanding the cultural connotations of Chinese elements, in the process of Packaging Design, students just pile up the Chinese elements simply.^[4] The wrong understanding of fashion and trend leads to the lack of vitality and characteristics of the design works, which only allows Chinese elements to play a decorative role in Packaging Design, without reflecting the real aesthetic sense of Chinese style design.

4.2 Ignore the Artistic Sense of Chinese Elements

In the process of teaching, some teachers only consider the function and nature of the product and blindly pursue design skills. As a result, students cannot find innovative inspirations that can bring visual impact in packaging design practice, and packaging works designed cannot stimulate consumption. Only when teachers skillfully use all kinds of elements of Chinese style in teaching, can packaging design keep pace with the times, meet the needs of commercial development, and embody the spiritual connotation of Chinese culture.

4.3 Lack of Practice and Training for Students

Any packaging design cannot be divorced from life, but be derived from life. Therefore, only having a profound understanding of life, in order, can the packaging designer apply the design into the practice. However, in the past packaging design teaching, students' practical operation and training content are relatively insufficient, and it is difficult to improve the ability of practical application depending on the pure mastery of theoretical knowledge. Therefore, in the actual teaching process, teachers should pay attention to both theory and practice, strengthen the cultivation of students' theoretical knowledge, and at the same time, and lay emphasis on strengthening students' social practical ability to lay a foundation for design innovation. Only in this way can we not only ensure the beauty of packaging design, but also retain Chinese characteristics, and create more works to meet the needs of the development of the times in the international trend of development.

5. Application of Teaching Methods in Chinese Style-oriented Packaging Design Course

The integration of Chinese elements in the teaching of packaging design can effectively carry forward and inherit the characteristics of Chinese traditional national culture

to promote the effective promotion of Chinese culture in global cultural development. In the teaching of Packaging Design, only keep exploring Chinese elements from the new development perspective can the teacher find the charm and characteristics of Chinese traditional culture, so as to find out the correct design orientation and integrate Chinese elements during introducing the advanced modern design concept to realize the effective combination of modern elements and traditional elements, and promote the reform and innovation of teaching methods in the Packaging Design course.

5.1 Innovate Design Concept and Realize the Innovative Development on the Basis of Inheritance

Although the Packaging Design course in China started late, the art of Packaging Design, characterized with unified but diversified style and sentiment, has long been rooted in the folk with certain universality, and it reflects the unique cultural form of the Chinese nation in any period. Symbols with Chinese characteristics have accumulated a lot of rich cultural content with the time. It has not only become an effective carrier for inheriting and carrying forward traditional culture, but also become an important part of Chinese culture. In the modern Packaging Design course teaching, we should fully explore and learn from the resources of traditional culture, so as to pass on the culture with rich national spirit and charm. For example, through the space-time comprehensive modeling method, it has a very strong view of the universe and religion, which reflects the idea of the unity of heaven and man. The practicality, abstraction and generalization of traditional graphics develop in the cultural atmosphere constructed by Chinese traditional culture. The Chinese nation has seen this aesthetic idea as an inherent mental set.

We should correctly interpret the relationship between modern packaging design and Chinese traditional culture. Innovate the design concept, change the simple understanding in the past, integrate the essence of traditional Chinese culture effectively rather than copying the "shape" of the traditional elements in the design and fully understand the artistic conception and spirit embodied in it to bring new development vitality to the modern packaging design.^[5] The packaging of Zhuyeqing tea, designed by Hong Kong designer Alan Chan, shows the formation of the Zhuyeqing tea and these forms constitute a Chinese Character "Zhu" that means bamboo in English. In the traditional Chinese concept, the bamboo stands for gentleman, so such a design reflects an elegant, honest gentleman image as well as the brand tone and personality of Zhuyeqing, reflecting a gnosis of life, which is a pursuit

and yearning for the perfect quality of human beings. Reviewing from the view of the modern design of visual modeling, the traditional elements have rich expression and are in coordination with modern aesthetics.^[6] With the acceleration of globalization process, it further inspires national traditional cultural elements and brings us a lot of development opportunities and thinking in packaging design teaching. Only in the process of continuous understanding and exploring can we transform traditional Chinese cultural elements into new ideas.

5.2 Use Traditional Design Elements for Reference, Follow the Characteristics of the Times

In the teaching of Packaging Design, strengthening the application of Chinese-style design elements doesn't mean simply nostalgia or love of the past, but mean to carry out modern innovation and re-transformation on the basis of reasonable reference, so that the traditional cultural elements gain fresh vitality for development. Through the analysis and redesign of traditional patterns, patterns, colors and words and other basic elements, an artistic image with the aesthetics of the times will be presented.^[7]

In the teaching of Packaging Design, the application of Chinese traditional elements is based on the use of Chinese traditional culture elements for reference. It innovates designs, patterns, and other forms of art creation combined with modern art forms, changes, summarizes and refines the art form which has complex structure, old forms and is incompatible with modern aesthetics. In the process of redesign, the traditional elements should be decomposed constantly, so that they can be better transformed and effectively integrated with modern packaging. Only in this way, can we retain the charm of traditional art with distinctive characteristics of the times. The teaching innovation of Packaging Design course based on Chinese style is a collision between tradition and modernity, obsolescence and innovation. Only by constant collision and communication can our Packaging Design works exude more unique charm of the Chinese nation.^[8] For example, in the packaging design of mooncakes, some ancient poems often appear to convey the emotions of traditional culture, for example, "The Moon Rising above the Sea, We Share, Far, Far Away", "We Wish Each Other a Long Life, so as to Share the Beauty of This Graceful Moonlight, Even though Miles Apart" and so on. These ancient poems use some traditional calligraphy, which not only highlights the rich images, but also reflects the unique emotions given to the Chinese people during the Mid-Autumn Festival. In the teaching, students can be guided to think about the artistic conception of the poem and get inspiration.^[9] In summary, in the teaching of Packaging

Design, the use of Chinese elements should be targeted, which not only reflects the style of design languages, but also can focus on the cultural identity of the audience, Only in this way can students understand Chinese culture better and so as to push the spirit and connotation of traditional culture to a higher level in the design practice, and make the Packaging Design works have the culture of the times and the meaning of traditional art elements.^[10]

6. Conclusion

As a relatively broad concept, Chinese style comes from the long history of Chinese civilization, and numerous cultural treasures have been left by Chinese dynasties, which are the gems of ancient wisdom and an important basis for our Chinese style design elements. In the teaching of Packaging Design, the integration of some materials or colors with the characteristics of classic traditional culture can endure product packaging with richer cultural information and directly cause changes and reactions of consumers' emotions. At the same time, students can distinguish the special meaning of these traditional elements and make reasonable use in the design process, so as to get a deep understanding of Chinese-style packaging design.

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