https://doi.org/10.37420/j.adr.2024.010

Teaching essentials and optimization strategies of Honggu black pottery's packaging design based on brand reconstruction

Lifeng Sun
College of Fine Arts, Northwest Normal University,Lanzhou, China.
***Corresponding author, E-mail: zbsn@nwnu.edu.cn**

Abstract:

Honggu black pottery, as a branch of characteristic ceramics in Gansu, , has broad market potential. Brand packaging design of black pottery is a key link in product design and development. From four aspects: teaching research, teaching reform concept, teaching essentials and optimization strategies, aiming at the packaging status of black pottery products in the market, this paper expounds the new development and teaching reform idea of marketing brand packaging design in packaging design teaching, and puts forward some optimization suggestions for the teaching reform practice of product brand packaging design.

Keywords:

Honggu black pottery,; brand reconstruction; packaging design; teaching optimization

1.Introduction

In recent years, with the state's policy attention and support to the traditional handicraft of Gansu-black pottery, the black pottery industry in Yaojie, Honggu District, Lanzhou is gradually recovering. However, looking at the whole black pottery industry, Lanzhou Honggu black pottery industry has a small overall spread area, and the brand inheritance and development of products lag far behind other areas in China. In terms of product packaging, the overall packaging design has no symbolic characteristic, and the present situation of backward product packaging has not been fundamentally improved.The backward packaging design of black pottery products has seriously affected the healthy development of the marketization of black pottery industry.

2.Teaching research:Analysis of packaging status of Honggu black pottery products

Through the interview and investigation before teaching, the author found that the overall packaging status of Honggu black pottery is not optimistic, which is embodied in the following aspects:

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

2.1 The overall packaging design and aesthetics of the product need to be improved

Through market research, it is found that the overall packaging design of Honggu black pottery products in Lanzhou is not artistic. Product modeling, color, decorative pattern and layout design need to be improved urgently. In order to open the market, a whole set of brand packaging design is essential. At present, the packaging design of many products in Lanzhou black pottery market is crude and simple, the packaging shape lacks the overall design consciousness, the text arrangement and color collocation are too traditional, the artistic aesthetics is lacking, and the packaging structure design has no characteristics, which will seriously affect the market share and sales of black pottery products.

2.2 lack of regional characteristics of packaging art style

Honggu black pottery is simple in shape, beautiful in lines, and has strong western cultural and artistic characteristics. However, in the investigation, the author found that when designing and developing Honggu black pottery products with distinctive regional characteristics, the product developers lacked the design awareness investment in product packaging research and development with regional characteristics. The product design style is relatively simple, and the expression of regional characteristics needs to be strengthened.

2.3 Insufficient cultural inheritance of product packaging

Products should pay attention to the inheritance and expression of regional culture, and culture is the key to keep the artistic vitality of Honggu black pottery products inexhaustible. We should strengthen the absorption and refinement of black pottery product culture and design elements, and pay attention to the artistic inheritance and expression of product cultural connotation.

2.4 Selection of new packaging materials

With the rapid development of science and technology in the new era, the renewal and application of new packaging materials are gradually put on the design agenda. In the fierce market competition, it is an important material design factor that black pottery packaging designers must consider how to be suitable for mass production of quantitative products, take into account both economy and benefit, and be conducive to environmental protection and cleaning of materials.

3.Teaching reform concept:Packaging marketing concept of brand reconstruction and its necessity

With the development of market economy, brand awareness has gradually penetrated into people's hearts. There are many definitions of brand.. The famous advertising expert john philip Jones (J.P.Jones, 1999) defined the brand as: "The brand refers to a product that can provide customers with functional benefits and added value that they think is worth buying" [1]. Brand remodeling is a countermeasure to solve the problem of brand aging by upgrading brand equity. [2] Li Yao classifies brand activation and brand reconstruction as "brand revitalization" [3]. Kong Qingxi, Chen Zongnan and Zhu Binjie classified brand activation and brand reconstruction as "brand reconstruction" [4]. Brand management is an important guarantee for enterprises to maintain their internal vitality. To do a good job in brand management, we must take the brand as the starting

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Vol.5 Iss.1 2024
https://doi.org/10.37420/j.adr.2024.010

point and find the best way to enhance the brand effect [5].

Honggu black pottery has inherited and carried forward the Majiayao culture for 5,000 years, with a profound cultural accumulation. Under the condition of modern marketization, if we want to make the Honggu black pottery cultural products bigger and stronger, we must update the modern design concept and take the road of high-grade, brand and cultural connotation innovation and development. The product packaging design concept must also keep up with the needs of the development of the times, and carry out product brand packaging marketing policy. This requires packaging design practitioners to update advanced ideas, culture and modern scientific and technological content from the aspects of product market research, packaging grade, design creativity, material innovation, craft production and so on. Brand packaging reflects the emotional recognition of market consumers for products, and is an intangible asset for artistic products to realize market value appreciation, which ultimately affects the healthy and orderly development of black pottery industry.The market pays attention to the survival of the fittest. Good products may lose the favor of consumers because of monotonous product packaging, backward artistic aesthetics and unsatisfactory regional characteristic design. How to conduct in-depth market research, grasp consumers' aesthetic psychological needs, make the product packaging of Honggu and black pottery unique, and reshape the new visual image of Honggu and black pottery in consumers' minds, communication and the renewal of creative ideas are very important. We must start with every key link and design factor involved in packaging, such as shape, material, decoration, color, style, consumer psychological evaluation, etc., and put forward a constructive scheme for the redesign of Honggu black pottery packaging, and strengthen in-depth and meticulous emotional communication with consumers,to highlight product grade and brand regional artistic style, to improve the traditional visual impression of product packaging in consumers' minds and enhance their purchasing desire.Only in this way can we build our own personalized brand, occupy the minds of consumers, and win the survival and future development among many competitive brands [6]. This requires that in the teaching reform of the branded packaging design of Honggu black pottery, the teaching concept must be optimized in time according to the market demand, with scientific and technological innovation as the core, green development as the guide, and cultural connotation as the feature, so as to develop green, sustainable, branded and high-quality packaging design that meets the social needs and public aesthetics.

4.Teaching essentials:design principles and design essentials of brand packaging

Based on the comprehensive analysis of the current situation of the packaging market of Honggu black pottery products, the author believes that under the modern market conditions, the packaging design of Honggu black pottery products should focus on four aspects: basing on the region, highlighting the culture, humanizing the design, and reflecting the times.

First of all, the regional characteristic is the main design principles of black pottery packaging which is different from those of other producing areas. Designers should base themselves on the historical and cultural characteristic of black pottery in Gansu, and reflect the regional cultural characteristic of the packaging design of Honggu black pottery artwork from the aspects of shape, color, decoration, logo, words and materials. Strive to maintain the overall unity of packaging design and product design, and achieve the harmony of cultural and artistic effects. Realize the design effect that packaging is the product value-added and efficiency-increased.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Secondly, if the product sales want to make more profits, cultural performance is an inevitable requirement for upgrading the product packaging grade. Honggu black pottery culture has thousands of years of ceramic culture, which is the materialization of the industrious and intelligent spirit of the Chinese nation, and the artistic crystallization of the ideal aesthetics of ancient ceramic artists. The packaging decoration of Honggu black pottery can combine the local historical and cultural background and national cultural style, take the modern design concept as the guide, blend the regional characteristic culture, add the connotation of packaging culture and the artistic flavor of the times, and design the product packaging that highlights the regional cultural characteristics, adapts to consumers' customs and habits, and is right in production and sales according to consumers' aesthetic psychology and market demand, so as to open up market share and improve the market competitiveness of products.

Thirdly, in order to win good market recognition from consumers, ceramic packaging should consider the "humanized" design of product packaging in addition to the design points of region, culture and artistic beauty. Only by optimizing product packaging design from the consumer's point of view, can consumers' desire to buy be increased, the relationship between products and consumers be drawn closer, and consumers' favor be won. Packaging designers should not only design elegant and generous packaging appearance, but also be people-oriented, and pay attention to the adaptation of packaging design to the "humanized" optimization of people's related functions, and to meet people's physiological and psychological requirements. On the basis of ensuring that the packaging design is practical and convenient, it can give full play to it flexibly, and add interesting, personalized and scientific additional designs, so that the product packaging not only presents novel and rich visual effects, but also increases the sensory enjoyment of consumers, and can improve and broaden the future direction of packaging design, and increase the sense of science and technology and humanization of the design.

In addition, the high-quality packaging design should be the extension aesthetic display of the Millennium black pottery traditional culture under the guidance of the new design concept in the new era. With the development and progress of the times, people's aesthetic concepts are constantly changing. Besides satisfying the basic functions of products, the packaging design of Honggu black pottery must meet the aesthetic needs of modern people, keep up with the trend of the times, and carry out a unique, concise and national modern packaging design that reflects the times.

5.Optimization strategies:Promotion strategies of product overall packaging

In the teaching design of the overall packaging of Honggu black pottery products, we must start with the overall design of packaging modeling, color organization and collocation, pattern decoration, brand black pottery trademark Logo design, material selection and other aspects, carry out innovative teaching organization, and carry out design practice on the overall system improvement of product packaging. Specific performance in:

Firstly,on the overall design of packaging modeling. The packaging shape of Honggu black pottery products consists of two parts: the inner shape and the outer shape. It involves two parts: three-dimensional modeling and plane modeling. The packaging must be scientific, beautiful, economical and novel. Packaging design should be innovative and unconventional, which can give people beautiful artistic enjoyment, meet the

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.adr.2024.010

personalized fashion needs of modern people, and stand out in the fierce market competition.Embodied in the teaching reform,The three-dimensional shape design should conform to the market development orientation of high-grade brand products, and the packing box can be designed in a simple and fashionable geometric three-dimensional manner, supplemented by regional characteristic decoration design, so as to strive for novel and unique shape design. The main plane design should fully consider the relationship between the main plane and other side packaging surfaces. Through artistic processing techniques such as modeling, characters, patterns and colors, such as continuity, repetition, segmentation, or synthesis, the unfolding faces are connected to form a complete and unified visual effect of plane modeling and composition layout.

Secondly, we should pay attention to the overall organization and collocation of color. The color matching design of packaging has a great impact on people's senses. Therefore, In the teaching of packaging design of Honggu black pottery, we require that it is not advisable to choose too gorgeous colors, and strive for elegance and harmony. Give people a natural and elegant color visual feeling. The overall color matching of the packaging box should pay attention to the overall unity with the color of the products in the box, and conform to the overall color positioning of the brand product types of Honggu black pottery (gifts, furnishings, practicality, pure art, etc.).

Thirdly, the pattern decoration design. Through the previous teaching market research, it is found that the packaging patterns of traditional Honggu black pottery are relatively tacky and old-fashioned, and almost all of them are composed of traditional patterns and product names and text descriptions(such as dragon and phoenix figure symbolizing auspiciousness). It lacks of new decorative ideas. The packaging design should be based on the cultural heritage of black pottery, fully reflect the historical and cultural accumulation of local black pottery handicraft in Honggu, and pay attention to image recognition and visual impact in visual effect. So as to achieve the role of shopping guide and promotion for in-box products.

Fourthly, redesign the brand Logo. The trademark Logo design of ceramics is generally composed of words, colors, graphics, numbers, letters, etc. It is the identification of the most prominent features of products. The Logo design of Honggu black pottery brand strives to be concise and clear, and its graph is abstract. In order to promote the brand of products and promote consumers' deep impression of products.

Fifthly, the choice of materials. The traditional packaging materials of Honggu black pottery are mainly paper boxes or brocade boxes, which lacks the corresponding brand packaging. The quality of black pottery gifts is heavy, and the ordinary paper packaging box is very easy to deform or crack, which is unsafe and easily damages the black pottery products in the box. Brocade box packaging is not beautiful enough, lacking in characteristic design and publicity, which also increases the transportation cost of products. As a packaging designer in the new era, it is necessary to consider green, environmentally friendly and recyclable new technological materials when selecting materials. Not only can it achieve beautiful visual effect, but also it is full of strength, which is suitable for the transportation of black pottery products, and is conducive to secondary recycling.

6.Conclusion

Traditional black pottery packaging design is not conducive to the brand promotion of products in the market. We need to implement effective measures to improve the overall packaging of products, so as to effectively promote the packaging quality and efficiency of black pottery brands in Honggu area. Reflected in

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

the teaching reform of packaging design of Honggu black pottery , we must go deep into the market, optimize modern teaching concept, grasp the regional, cultural, humanized and contemporary design points of product brand packaging, make overall Optimization strategies, and lead the branding of Honggu black pottery, high-quality packaging innovation and communication remodeling with scientific and technological innovation.

References

[1] john philip Jones. Translator: Sun Lianyong, Li Shurong. [M]. Machinery Industry Press, 1999.5.P21-23.

[2] Wu Yijia. Innovative design of time-honored underwear brand products based on brand remodeling [D]. Donghua University, 2023.

[3] Li Yao. China time-honored brand revitalization strategy research [D]. East China Normal University, 2007.

[4] Kong Qingxi, Chen Zongnan, Zhu Binjie. Brand remodeling: the breakthrough path and communication strategy of time-honored brands [M]. Beijing: China Market Publishing House, 2011.

[5] Li Luyao. Brand marketing in enterprise marketing [J]. SME Management and Technology (Mid-term issue), 2020(10):152-153.

[6] Liu Meng. The role of brand marketing in marketing in the new era [J]. China Market, 2021(05):140-141.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)