Application of Traditional Hero Image in Packaging Design

2021, Vol.2 No.7
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DOI: 10.37420/j.adr.2021.030
https://masonpublish.org

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Abstract
Modern packaging design needs to inherit and highlight the connotation of Chinese traditional culture, but also attach importance to the compatibility of traditional cultural elements and commodity theme. Incorporate some traditional elements with national characteristics into the design to express a certain characteristic meaning and emotion, or transform, reorganize and innovate certain elements of traditional culture, so that it has the charm of traditional culture and can reflect the trend of modern packaging design, and then enhance the added value of goods, so that it has new vitality. The article will explore new ways of applying traditional Chinese hero images to packaging design, combining traditional Chinese hero images with modern packaging design, and making packaging design that meets the needs of the development of the times and highlights national characteristics.

Keywords
Package Design; Traditional Culture; Hero image

Introduction

Packaging design is an indispensable part of modern goods. Excellent packaging can improve the taste of the product and increase the added value of the product,attract customers through the visual impact of packaging. Good design elements determine the success of packaging to a certain extent. Today, with the rapid development of technology and culture, many people are pursuing the so-called fashion and art, imitating foreign fashion elements, and ignoring many excellent traditional elements in China. The image of traditional heroes in China has left a deep impression on Chinese and even overseas people, and it also represents Chinese cultural characteristics. Characters such as Hua Mulan and Yang Jiajiang are also a fashion and art in China. The image of traditional Chinese heroes is used as a design element in modern packaging, through development and innovation, it

can create a new trend in the design and application of national elements.

The Present Situation of the Application of Hero Image in Packaging Design

At present, most of the heroes used in packaging design are from abroad. The image of heroes in our country is seldom used. Take MINISO for daily use department store as an example. MINISO has launched a product co-branded with the heroes of the American Marvel series. This series of products incorporate the heroic images of Marvel's Captain America, Iron Man, and Doctor Strange into the packaging design. After the product came out, it was widely praised by the post-90s consumers. Such as the domestic smartphone brand Realme, in 2019 launched a co-branded "Spider-Man: Heroic Expedition" hero gift box. Relying on the trendy design, the Realme Spider-Man movie co-branded gift box has attracted much attention since its release. Through the above case study, it is found that most of the heroic figures appearing in the packaging design are foreign, and it is rare to see the appearance of domestic heroic figures. The overall situation shows that foreign culture surrounds domestic culture, and domestic young people's understanding of local heroic figures gradually fades.

The Application Value of Traditional Hero Image in Packaging Design

The image of traditional heroes has very important application value in modern packaging design. Traditional hero image is an indispensable character image, with its distinct personality characteristics and huge energy, it has brought a positive influence to the public. The traditional hero image appears in modern packaging design, can convey people strong emotional expression, so that people can produce more associations, and then leave a deep impression on the products packaged.

Realize the Language Communication

On the one hand, packaging design plays a role in the protection, transportation and storage of products, on the other hand, it is a symbol, which represents a special form of thinking and cultural quality of the designer, the role is to meet the protection function of the product on the basis of showing the designer's ideas and the realization of product information exchange and promotion, is a silent form of communication. Incorporating traditional hero images into modern packaging design can easily trigger people's emotional resonance and achieve the role of conveying design language to people. For example, the traditional character Nezha is used in mooncake packaging design. Nezha is popular among young people for its playful and lovely image. During the design and development process, Nezha's expression can be displayed on the moon cake as a combination of materials. Into a set of expressive Nezha theme mooncake packaging design. By showing the

image of popular characters in the packaging design, people have a strong interactive experience, which increases the interest of traditional culture through this innovative way and triggers people's desire to understand and acquire traditional culture more deeply.

Improve the Cultural Value of Product Packaging

In-depth integration of product packaging design with traditional hero images can effectively enhance the cultural function of packaging. Traditional heroes have a positive impact on the public with their distinctive personalities and huge energy, showing a strong and personalized cultural color. Adding to the richness of the cultural content of the package. For example, the packaging design of the Jingyangchun series of liquors used the plot of Wusong fighting the tiger in the Water Margin as the design material applied to the packaging. The product packaging immediately attracted the attention of consumers after it went on the market, successfully distinguishing it from the packaging design of similar liquors on the market. Effectively improve the recognition of Jingyangchun series liquor. At the same time, as a Shandong liquor brand, the image of heroes used in the packaging design of Jingyangchun liquor is also from Shandong. Consumers can also feel the charm of Shandong culture behind the brand through packaging design, which effectively improves the product's own value and makes its brand more competitive.

Enriching the Aesthetic Properties of Product Packaging

Aesthetics occupies a very important position in product packaging design, the purpose is to meet the aesthetic needs of the public for traditional culture. In the product packaging design, the aesthetic function must be valued. The innovative application of traditional hero images can effectively enhance the aesthetic function of packaging design, such as the most representative features of traditional heroic figures can be interpreted artistically, and then innovated and changed to sublimate the form of the combination on the packaging to bring people a different emotional experience. For example, recently the beauty brand L'Oréal has specially created Mulan-themed packaging boxes for its sunscreen products. There are two types of gift boxes, one is an animated image of Mulan holding a sword, and the other is the black and white calligraphy font design of Mulan. Both gift boxes contain the sulphuric acid paper with the image of Mulan ink and a red hollow bookmark with the image of Mulan. The gift box as a whole is exquisite and chic very attractive. Through such a set of designs endowed with Chinese characteristics, the charm of our traditional culture can be displayed, showing our country's strong cultural heritage and distinctive national characteristics, thus forming a unique packaging style with high aesthetic value.

Enhance the Economic Value of Product Packaging

Traditional heroes have a profound influence on people, and applying their images to modern packaging design can have a lot of creative space. The traditional hero image after innovative design promotes the market competitiveness of the product, thereby effectively increasing the added value of the product. At present, most popular packaging designs on the market use hero images from abroad, and traditional heroes in my country are rarely seen. Therefore, traditional hero images have greater application value in packaging design. On the one hand, the traditional hero image can satisfy people's aesthetic pursuit of product packaging design; on the other hand, it makes product packaging design more market-competitive, improves people's credibility to the company, and enhances a certain economic value.

Extraction of the Image of our Traditional Heroic Characters

Numerous heroic figures have appeared in classical Chinese literature, and these heroic figures have distinctive characteristics. They can be roughly divided into two categories, one is the image of army generals who come from the military, loyal to the court and protect the country;The other is the image of legendary characters with bravery. No matter what kind of character image they are, they convey a sense of justice to people and have a positive impact on people.

The Image of the Official Hero

The official hero usually gives people the image of a great man who has built a great career or combines the traditional feudal ethics of "loyalty" and "righteousness" and is admired by people. The Yang family generals and Hua Mulan are typical representatives of the official heroic figures. The Yang Family will be a series of heroes and legends, depicting the story of the Yang Family's general Qilang with different personalities, spreading his blood and loyalty to serve the country on the battlefield. Seven Generals of the Yang Family has a bright character, The first person, Yang Yanping, is composed, calm and mature; the second person, Yang Yanguang, is meticulous and talented; the third person, Yang Yanqing, is courageous and incomprehensible; the fourth person, Yang Yanlang, is born handsome and has a rebellious character; Yang Yande, who is dedicated to the Buddha, has the highest martial arts; the sixth Yang Yanzhao, considerate and valuable as a county horse; the seventh Yang Yansi, innocent and cute, without scheming. Their full character images can be used as a good source of design materials and provide more diversified design elements for modern packaging design.

The image of Hua Mulan, a heroine, is deeply imprinted in the hearts of the Chinese people. She joined the army for her father, killed the enemy bravely on the battlefield, and defended the country. The story is well-known. The appearance of the image of Hua Mulan has great historical and social significance, because the appearance of the heroine of the working people like Hua Mulan is

unprecedented. She has a concentrated expression of the noble spiritual qualities of the thousands of working people in ancient China. It is the incarnation of women in the ideals of the people. The image of Mulan in the modern packaging design is not out of date, but also added some fashionable colors in it.



Figure 1. Colourpop x mulan makeup (picture source network)

Powerful Hero Image

Most of the powerful heroic characters are characterized by their unrestrained personality, brash, open-minded and helping the poor. They have the traditional simple beauty of the Chinese working people, and the legendary heroic figure who is bullied but not allowed to be bullied, and who sees injustice but does not run away from it in front of the powerful evil forces.

There are many heroes and chivalrous images in “Water Margin”, such as the 108 generals on the slope of Liangshan. These characters have their own characteristics and their own strengths. They have left classic portraits in the minds of generations. Song Jiang is a righteous man, with excellent organizational and military command skills, creating a great career in the Liang Shan Po. Wu Song is brave, eager, and righteous. He does not bow to the evil forces, and draws his sword to help each other. Lu Zhi is deep-minded and sensible, jealous of evil, courageous and strategic, and has made great contributions to Liangshan. In an environment full of heroes, Lu Xiaofeng is also a remarkable figure. Lu Xiaofeng has a special skill “smart fingers”. He is exquisite in martial arts, and even the aloof sword god Ximen Chuixue also admires him. Lu Xiaofeng’s appearance is very distinctive, because he has two eyebrows and two beards, so he is said to have four eyebrows. In addition, Lu Xiaofeng’s mind and temperament are beyond ordinary people. Many people fight with others because of the spirit of spirit. He is very open-minded. He knows how to take into account the feelings of others. These all radiated Lu Xiaofeng’s extraordinary personality power. Applying these

lifelike heroic images to modern packaging design can effectively increase the cultural connotation of packaging design, and at the same time have a certain interest, can increase people's interest in a deep understanding of national traditional culture.

The Application of Traditional Hero Images in Packaging Design—— Take Food Packaging as an Example

Character Image Design

Pattern is one of the central elements of packaging design, pattern and text complement each other, in order to highlight the uniqueness of product packaging, through the most distinctive characteristics of the traditional hero image innovative design, show in packaging design, for product packaging with rich cultural connotation and emotional meaning, to effectively attract people's attention to the product, create in line with modern performance and modern feelings about material technology of beauty.

The pattern of the food packaging design can be selected from the characters of Liangshan 108 generals as the material. Lu Zhishen, round ears, straight nose, a beard. He was eight feet long and had a wide waist. In dress, his head wrapped in a turban, the back of the head with two new silk gold ring, wearing a green silk battle robe, waist tied a green silk belt, feet wearing a pair of eagle claw yellow boots. Gu sister-in-law, thick eyebrows and big eyes, fat face and waist, wearing a pair of hairpin ring, a pair of bracelets on each hand, wearing a red dress. Li Ying, mighty and tall, wearing a crimson robe, a king's face, thick arms and a strong waist all show the great power he possesses. Presenting these characters as design elements on the packaging cover can quickly catch people's attention and make them interested in packaging design with traditional heroic figures. The figure pattern is drawn by tracing tool, outline tool, etc. The figure will be shown in the form of hollow realization, each figure pattern is unique in shape, short and not simple, and also increases the interest of the picture.



Figure 2. Character design

Packaging Color Application

The application of color in the packaging design is very important. Coordinated color collocation, can improve the appearance level of the packaging, but also can effectively establish a brand image. When consumers are shopping for goods, color will be the first to attract attention, comfortable packaging color will effectively increase the desire to buy and the reverie of the product.

The packaging design mainly uses four colors, which are pure white, light yellow, light blue and dark brown. White has the highest brightness, giving people a natural and transparent feeling, and white is a very classic color, and with other colors will be very harmonious with each other. Light yellow is a very pleasing color, its color saturation is not high, will not give people a harsh feeling, can bring people relaxed and comfortable, full of hope, so in the packaging box on both sides will use light yellow to decorate. Light blue is also a very popular color, especially in clothing is widely used, light blue gives people a fresh, natural and youthful feeling, so in the character patterns, lines and other parts will use light blue to decorate. The theme of the packaging design text in wine red color scheme, wine red novel and unique, showing a classic, elegant temperament, the color used in the design does not easily go out of style. Coordinated color application and comfortable visual effect, the product packaging design gives people a delicate and unified feeling, more thought-provoking.



Figure 3. Color design

Packaging Text Design

Words play an irreplaceable role in packaging design and have an important mission of convey. Consumers can well understand the full information of the product through the text of the package design. A good text design will effectively attract people's attention and can even stimulate consumers' desire to buy. Therefore, the text design in the packaging should have a simple and clear, novel shape, the function of fitting the theme.

This design will start from the product itself, to design a highly recognizable, intriguing product

name. Think of the idiom “calculation” and “garlic” in the idiom “calculation”, and the meaning of this idiom itself can also reflect positive energy and playful and lovely personality, so the product name “magic machine garlic” is very suitable for the image of the product. The text is presented in a handwritten form, through which it is possible to inject more emotion into the text. Applying the word “Shen Chi Miao Garlic” to the packaging of this product is a novel and culturally meaningful way of creating the product, so that consumers can grasp the information of the product at a glance, and at the same time, it can achieve the effect of making consumers never forget it.



Figure 4. Effect picture

Packaging Material Selection

Packaging material is the whole packaging can not be ignored part, according to the survey, paper packaging is currently the most widely used materials, but also the most promising packaging materials. The material used in this packaging redesign is based on the concept of sustainable development, choosing green materials that are easily degradable and recyclable, and focusing on the reuse of packaging.



Figure 5. Effect picture

Select paper materials mainly, plastic material as the auxiliary form. Paper packaging has more advantages in printing, for printing requirements are lower, can also better present the printed color, so the packaging bottles, boxes and handbags are made of paper; while plastic material is lighter in weight and flexible variable.

Conclusion

This article takes the design value contained in the traditional hero image as an entry point, carries out in-depth thinking and exploration of modern packaging design, and explores new ways for the traditional Chinese hero image to be used in packaging design. It provides rich materials for the specific design work of modern packaging design industry, and also provides a new way for the in-depth excavation of the connotation of traditional cultural elements. After realizing that the image of traditional heroes contributes to the innovation of modern packaging design, people in the packaging design industry integrate it with the current mainstream in a scientific and rational way. Through innovative technology to achieve the desired effect, so as to enrich the cultural connotation of product packaging design, enhance the aesthetic properties and economic value, and strengthen the competitiveness of product packaging reflecting traditional cultural elements.

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