

Analysis of Multi-Cultural Influences of Modern Packaging Design

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Abstract: Packaging design is rich in cultural implication, the human mind is full of positive creative results. In the modernization process, constantly humanistic ideas into great new ideas in design view, is extremely important, with the design of deep thinking is a valuable design. Therefore, the packaging design of the cultural orientation has been a subject of concern to packaging design, packaging design, this paper, the cultural identity and cultural characteristics is discussed, summed up the cultural diversity of packaging and packaging design of the times characteristic features, with a view to adoption This article calls for packaging designers and cultural characteristics of the packaging, the state of deep thought and exploration. To make packaging packaging design culture from theoretical thinking process and design guide.(Abstract)

Key words: Multicultural; modern packaging design; advance with the times(key words)

Each nation has its own customs and culture, designers design without understanding the cultural characteristics of ethnic, regional differences, not for deep thinking, innovative design would be difficult to identify the starting point, the design is difficult in a highly competitive market in the base. Interpretation of a design work, in addition to function, more importantly, its culture and the Implication of speculation ^[1]. From the industrial revolution to the digital existence, cross-cultural exchanges have become increasingly frequent. Goods to be transnational, cross-regional, especially after China's accession to the World Trade Organization, transnational, cross-regional, cross-cultural art, design communication and trade multiplied, the need to package designers depth of his understanding of Chinese culture, regardless of graphics or text must be to some extent to understand its design qualities, cultural background, characteristics and properties of materials.

1. Determines the flow of goods packed cultural diversity

Packaging design as a cultural fact, with the value and significance of visual attention by the people more. Since entering commercial society, people seek for their labors to a vivid popular spread of exchange. Sense on its packaging, has become the transportation of goods, protection of goods quality, the importance of media to convey information. Packaging itself is the human material and spiritual achievements of mankind because of this success to create new patterns of behavior ^[2]. Packaging culture in pursuit of efficiency, functionality, aesthetics, the goal is to interior design and packaging project combining an integrated form. Therefore, it is science and technology studies and art combine at the same time the process of integration of the use of human, physical, en-

vironmental factors, especially packaging materials, shape, combination of illustration, reflect the image of objects. Moreover, since the interface to external packages directly, the image of art appeal to people's vision, it can in the commodity marketing activities, and guide people to spend money to improve fashion sense. And consumers to communicate in the cultural psychological. Goods to be successful worldwide circulation, the circulation of goods determines the packing cultural diversity, diversity is to understand the core of creativity, no country can monopolize all the best ideas.

Every nation has its own culture and customs, such as with the dramatic romanticism of Italian Renaissance culture, design culture has strong romantic features, deep negative creativity. Germany and Denmark are the representatives of order and coherent. Clear objectives, clear, strong purpose, while both the innovation. Design in the United States almost can see the shadow of world culture. This is because the U.S. is a melting pot of all civilizations, has a multi-cultural characteristics. If you do not understand the cultural characteristics of ethnic, regional disparities, without the deep philosophical thinking, not of people, psychology, human sociology, literature completely unknown to find the exact selling point, can imagine how difficult to sell goods, not in a highly competitive based on the market.

Chinese and Western culture from the knowledge of Eastern culture to get a lot of inspiration, the problem is the Chinese culture with Western cultural exchanges in what could produce an original design inspiration? From design and culture, China is also a lack of experience in this area. We know from our culture and philosophy is to learn something very unique. But the absorption of foreign cultures and the application is also very important ^[2].

Packaging culture focused not only stressed the cultural differences, but to form their own unique

style. Finland is a Finnish designer's thinking style, the German designer has its own characteristics, Italian, British designer is no different, but each of them have international awareness of the mind. The question is whether we can from the Chinese language, culture, inspiration, in the international environment to produce its own unique packaging design art.

2. Packaging design features of Eastern and Western culture

From a cultural point of view, people, society and nature constitute a world of organic systems. The formation of a people-centered environment, the design activities of any nationality can not do without a specific social and cultural background, can not escape from the social and cultural environment at the national spirit of breeding. Nationality and Art Design world go hand in hand. Not all nations and peoples of different design style to create the spirit of the collection, global design culture is not formed.

At present, enhance the exchanges between China and the world culture, while a large number of Western design concepts and works into our vision. Some short-sighted designers design in China today a huge industry, "West Wind" in the flood wave, just blindly esteem western design schools, design master. The face of China's design style, design boutique ignored. Can not absorb the essence of Western design, while good for China, the traditional study designs, study, and carried forward, which we have nurtured a sense of national responsibility and the temperament of the contemporary China is detrimental to packaging designers.

China is a typical oriental nation, art of design has a long history, splendid Chinese culture has become an important part. China as the representative of Eastern culture, constitute the world of East and West one of the two main cultures. In the knowledge economy and information age, the Eastern and Western cultures like the left brain and right brain a person, as if the earth is from the east, the Western Hemisphere as constituted, is a complete two things.

Western specializes in linear, individual, mechanical way of thinking. It re-analysis, deduction and logic and rational judgments, stressing the rational analysis of inorganic, arrangement and combinations. Advocated contradictory opposition, reflected in the view of nature, the stress individuality, intermittent, physical and combinations of. They draw people from the anatomy of the body to start, drawing birds, animals should be made of specimens, and called it "painting." Paintings, often close one eye to observe, that in order to see the full. Circular Road, the East good, overall, dialectical way of thinking. It re-synthesis, induction and emotional intuition and insight, stressed the dialectical unity of organic and universal connection of things. Advocate the harmonious

contradictions. Reflected in the view of nature, the attention to the integrity, continuity, and of the intangible by nature. Things I am, regardless of nature and man. Chinese painting never draw dead things, Qi picture shrimp to observe the dynamics in the water, Chang also traveled widely landscape painting, "Search every Qifeng scratch", "nature outside, in the heart of the source." Shows that East and West cultural differences, and not simply one is better to be judged^[3].

Therefore, the fusion of Eastern and Western culture, or to dig deeper to Chinese culture and art in the precious wealth of ancient Chinese folk art and design and conduct in-depth study, research and innovation can make better use of Chinese culture the medium of communication known to the world packaging. Simply refuse to brutally force in Chinese art into the design. The current popularity of computers, using ancient Chinese graphic copy, put together a wide range in design, this is the destruction of traditional Chinese culture. The transmission of culture, its vitality and innovation, and borrowing only on the basis of creating new forms, combined with the times and ideas can be accepted by consumers. Packaging Design in the knowledge economy era, the core is the attitude towards traditional culture, the heritage and beyond is the advantage of the opportunity and the road together.

3. Packaging design features with the times of the Humanities

Packaging design is rich in cultural meaning, the human mind is full of positive creative results. It is like spring rain that moistens the hearts designer, to create material for the human product, more importantly, in a spiritual activity, packaging not only created value-added, more importantly, appeal and create a culture shockability, and improve understanding of consumer brand products, while further recognizing the production of the country, region, traditional culture, corporate culture, philosophy and thinking, logical reasoning, aesthetic features, a full range of cognitive consumer psychology. Packaging is the marketing tool, but also enterprise products, conveys more and more cultural information.

Packaging design has a stable basic cultural patterns and social and cultural constantly inject fresh new content, constantly create a new look with the times^[4]. In other words it has the obvious characteristics of the times. Secondly, the forward movement of cultural development of internal driving force in packaging design, one of the material life of human needs, that is, do you want to continue to improve their own living environment and quality of life. Such as the production and life in the transport, marketing, preservation, storage, etc. should be hidden to provide protection from the packaging design. This demand led people to invent and create, promote technology, art and progress, the result will in-

evitably produce new packaging design results. Second, the spiritual and cultural needs of human beings, packaging design as a cultural medium, packaging design through the image carrying the spirit of a country's culture, such as social ideology, aesthetic orientation, ethics, fashion and other folk.

Design is inseparable from the accumulation of life, it is the blend of rational and emotional. Package designers must not only familiar with Chinese and foreign cultures, but also concerned about the contemporary design of the situation and development trend. Excellent design work from designer has a strong culture, good attitude, calm thinking, absolute self-confidence. Whether art or design world and achieved outstanding success, mostly with the foundation with deep cultural accomplishment. Yes, can not say that cultural learning can solve all problems, but as the focus was only farming the farmers, agricultural experts eventually stretch, at best, a "farm hand", as a non-attainment and details of the designers have at best only a skillsmaster, a senior operatives, not as an independent design market will be the face of it, let alone the commander in the changing of just strolling. Technology, created a new product modeling, quality standards, design concepts and evaluation system, the audience never-ending new product design requirements, continue to push designers come up with a better design. The designer should have a corresponding more comprehensive quality and ability. Technical training and attainment of the differences will be reflected at this time. Attainment of the accumulation and fermentation, imperceptibly improve the designer's understanding, as its solid foundation and source of self-confidence^[5].

Information Age multicultural context around our country under the impact of packaging design Xia, Ba Wo and Jianchi packaging design of culture, mining and sorting of Outstanding Packaging Design China rich cultural connotations, the traditional culture Sixiang essence of the design elements and with the Dangdaispiri-

tual wealth of mankind combine, is the packaging design of human development.

4. Conclusion

Design culture is based on packaging design innovation, design innovation only on the basis of established only in the cultural market. We stressed in the design of innovative culture is to make visual language more emotional, more rich content, easy to understand even more people, more personalized, such as the Phoenix Chinese Channel station logo, borrowed the traditional dragon and phoenix graphics, and use China's unique "Happy Encounter" in the structure, reflects a solid cultural foundation, while the phoenix wings 22 relative round to highly dynamic^[6], reflecting the characteristics of the modern media. 2008 Beijing Olympics bid logo design also incorporates the ancient Chinese calligraphy and martial arts culture.

Focus on life, good digestion and absorption of foreign culture, or the development of their competitiveness in order to resist Western cultural and economic aggression, which is the present designer can not shirk our historical responsibility.

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