Jiaodong region Specialties packaging’s shape and color

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Abstract: Jiaodong has a long history and rich folk art heritage resources, these have become a kind of unique cultural resources Jiaodong style and produce a number of unique Jiaodong series of design work. With the development of modern packaging design, modern packaging already out of the original function, enter the era of marketing. Jiaodong Specialties Packaging has also been entered healthy development track, various styles of product packaging reflects the different regional characteristics. when you see the packaging you will learn to the characteristics of goods. For many packaging, let people understand the product's characteristics on the performance of a package is one of the most important elements. Analysis of the Jiaodong region Specialties packaging found that the cultural content is one of the main purposes of this issue.

Key Words: development, jiaodong, packaging, graphics, color

1. The need for the development of native products packaging

1.1. Packaging design should reflect the characteristics of product

Functionality in packaging design is the first one, no matter design out what style should be given to the principles of simplicity and constitutes a kind of packaging safety for users. Sometimes the designer will be the blind pursuit of new packaging materials and style, and forget the most basic requirements of packaging design, packaging design. After packaging design meet the basic requirements of the product, we should consider the design of the connotation part. If the packaging is equal to the people's clothing clothing the connotation of packaging design is reflected the spirit of human culture and thought. A person's clothing can reflect his thinking, product packaging design levels also can reflect corporate culture and different connotation.

1.2. The development of specialties packaging

We are in an open era, exchange of East and West cultural, cultures make the product packaging design flashed a dazzling light. Specialties packaging is the material carrier of different regional cultures, which not only provides a mysterious culture, but also demonstrating the cultural trend of modern packaging design. Different countries, different nationalities, different regions have different cultural characteristics, native packaging will show this cultural characteristics. When the demands for individual design increasing, the cultural of native products packaging design is become a natural fashion. Geographical region and cultural personality is formed a solid foundation for art and design style. China is a vast multi-ethnic country. Ancient Jiaodong land have long history rich folk art heritage and resources, today has evolved into a unique cultural resources and use it as a carrier to produce a number of unique packaging. Jiaodong region as the birthplace of Qilu culture, their native products packaging will reflect the development of our regional culture results. A large part of native products are sold overseas this made a higher demand for the packaging.

2. Cultural backgrounds and development status about Jiaodong specialties packaging development

2.1. Geographical and cultural background

Different areas of and cultural resources is the root of the development of its arts. New things are always hidden vitality, but the traditional culture has its own value. Specialties Packaging started late, and therefore has great room for development. Eastern Shandong folk art and its rich resources, too numerous to mention. Figurines, paper cutting, paintings, etc. are all very well-known Chinese and foreign folk art resources. Jiaodong rich resources, basically each and every representative of the local products to find the rich, kind held numerous tired, world famous. Jiaodong specialties packaging develop in art and culture resources.

2.2. Development Status and Analysis

Eastern humane care, local consciousness as a prerequisite for the Shandong native packaging art design creative material and observation angles are rooted in modern ideas, values, and needs of the aesthetic. In the wave of contemporary global information, many excellent local products packaging works embody the strong sense of Humanities and the local community, it has a strong appeal and unique artistic charm. These cultural emotional factors in the design works are often accepted by people more readily it. Since the 90s of last century, with the intense business competition and the rise of multiculturalism, mass consumer groups have gradually shifted from material consumption to meet the spiritual
and cultural consumption, human values and cultural consciousness becomes pervasive, it has also put up a bridge about Shandong Peninsula Native contact with the world.

After Jiaodong Specialties packaging design development for a long time, with the culture and technology development and changing lifestyles. In today’s business society, local products packaged to meet the business needs, its function and role have been greatly expanded, packaging technology also has been an unprecedented development. Light and durable is the significant features of modern packaging, the packaging material of choice is very good at mining the unique quality of natural materials. Such as the ubiquitous straw basket packaging, tree leaves and bamboo packaging. In many packaging not only in addition to the geographical factors of the traditional design elements, but also integrated to Europe and the United States and other western design elements. But there also appear some questions. Specialty product ordinary have low price, so a lot of people can buy it. But now many businesses development of local products packaging make great efforts to develop luxury package. Not only waste the valuable resources, but also shows no connotation features in the products. Not only goods have to face, but also it will have most suitable for the packaging. Every goods required packing, but can not use packaging as a means of raise price. After losing the essential content of native products, also lost its original meaning.

3. Case Packaging Specialties Jiaodong

3.1. Specialties packaging design requirements

Packaging is a magnifying glass about the product characteristic. Along with the Native market upgrades and replacement, There also put forward new demands on the packaging design. First, assurance about specialties quality and safety, more stringent requirements about packaging form and packaging materials. Second, a variety of standardized packaging, native packaging must also be standardized. Three, More demanding on the packaging image. Four, Reduce the requirements on packaging costs.

Products merely need a beautiful package. This is not only the market put forward the new requirements, but also reflect the intrinsic value of products as well as improve the external value of products the most common and most effective means, especially in this fierce competition now unavoidable.

3.2. Haiyang cherry product packaging and attention to the problem of it

Haiyang is a small city belong to shandong province. That region abounds with cherry. Some times before, Haiyang cherry have not packed, farmer sell it by retail. Not packed cherry equal to no clothes, is also detrimental to product publicity. Packaging is an important way to sell goods and skills. If the product without packaging, it will be difficult to form a first impression when buyer see the goods. Haiyang cherry is very delicious, have a high reputation for it. If there is a new image to join the ranks of the market competition, it will have a better understanding. In recent years great progress has been cherry packing. This is to provide convenience to consumers, and extended the storage time of cherry. In response to this case, we find some problems about the development of local products packaging.

First of all, discover the unique characteristics of the product. The same social groups have different personalities and the same of the products. Between the same type of products has its own characteristics. For example, Laiyang cherries’ consumer groups including young people middle-aged and old people three levels. For this psychology of the consumer, this product package design adopt red color, and also because it is green food so can use green color. Use red and green show the characteristics of Laiyang cherry, can also be identified by consumers. Packaging design for the product, product from the enterprise. Packaging design reflects the image of a corporate culture. Haiyang cherry from villages, farmers sell it individual. Haiyang cherry packaging design not only gives the product brand connotation, but also a reflection of rural industry cultural. Use green and red shown the folk culture, but also showed diligence and wisdom of the people.

Second, choice and application of package graphic. Local products packaging select traditional graphic as package design graphic. Traditional patterns and designs used in a wide range of modern packaging, whether as shading pattern or performance, can bring an classical, rustic flavor and has a strong decorative sense. But not every traditional graphics packages are applicable, the choice must be reasonable.

Finally is the performance of the font design. The image of the text is an art, not only meet the characters of recognizable and readable, but also flexible use of text decoration. The appropriate use some of the graphical effects characters in the design, will generate interesting ideas.
and design can not be separated, but should pay attention to the overall combination of style and effect, and make the package more visual performance of products in the personal characteristics and charm, so as to establish a unique style. Yantai native culture is a microcosm of native products packaging.

Packaging as green for the main color, Red cherry and text as the main graphics, convey the product information fully. This package not only show a health image of cherry, and give us a feeling of purity.

3.3. Packaging of Qingdao sorghum yee

Qingdao sorghum yee, Is a world-famous delicious food. [2-1] is the image of its original packaging, picture and Character are very large, there is no primary and secondary, give us the feeling of tedious. The overall package is not fine, did not reflect the characteristics of sorghum yee.

Color is the first perception for a man, is the most active factor in the packaging design. So, color performance is very important in the packaging design. Graphics as a refined visual image, it is very important in the process of packaging design. The picture on the original packaging reflect the characteristics of Qingdao although. [2-2] is a new packaging, gives us a refreshing feeling. Font as the main design elements, can reflect the characteristics of sorghum yee. Replace the original picture place, the overall package will have a layered, sophisticated feel. Pink as main colors, The packaging is a successful case for local products combined with modern packaging design.

Packaging is not a simple combination of image and text, it is a art for the color, graphics, font comprehensive consideration. Specialties packaging design innovation should also be clear to convey information, performance quality, and contains a wealth of geographical and cultural characteristics. Specialties packaging design comes from the native culture, only have local culture will different from others.

4. The idea of development on native products packaging design

Based on the above ideas, Combination of native cultural property, With international vision and approach to local products packaged goods popular design idea:

Firstly, use Jiaodong simple visual language to express the local culture.

Second, integration of other places cultural and local culture, to increase acceptance of local packaging design.

Third, establish and achieve brand value in the international environment.

Because of its special nature culture, Jiaodong native products need to establish more precise brand positioning.

5. Summary

Jiaodong Specialties packaging and the whole of China packaging should be to the world, and based on the world. To establishment of a new packaging design system with sound, full of regional cultures and rich cultural connotations. Made the product packaging to a higher level, is the most important task of this generation designers.

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References