

# Research on the Application Strategy of Miao Pattern in Packaging Design under the Background of Cultural and Tourism Integration

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## Abstract

With the rise of cultural tourism, Miao culture, as an important part of Chinese traditional culture, has attracted wide attention and research. Miao ethnic patterns, as an important manifestation of Miao culture, have unique charm and application value in packaging design. This paper takes the integration of culture and tourism as the background, analyzes the cultural connotation and artistic expression of Miao patterns, combines the needs of packaging design and consumers, and explores the application strategies of Miao patterns in packaging design, including selecting suitable pattern elements, using patterns reasonably in composition, paying attention to color matching, and innovating in form expression. Through the analysis of examples of Miao ethnic patterns in packaging design, the application effect of Miao ethnic patterns in packaging design is verified. Finally, the research direction of Miao ethnic patterns in packaging design is prospected.

## Keywords

Cultural Tourism Integration, Miao Ethnic Patterns, Packaging Design, Application Strategies

## 1. Overview of Cultural and Tourism Integration

In 2018, the State Council reorganized the Ministry of Culture and the National Tourism Administration into the Ministry of Culture and Tourism. This adjustment gradually eliminated the boundary between the culture and tourism industry, crossed and integrated with each other, and improved industrial competitiveness. The report of the 20th National Congress of the Communist Party

of China pointed out that “we must adhere to the principle of shaping tourism through culture, and promote the deep integration of culture and tourism”. This new era of deep integration of culture and tourism points out the direction for progress (Peng & Liu, 2023).

Culture, due to its social, historical, inheritable, and regional characteristics, gathers material and spiritual cultures from the process of human development. Its multiple characteristics have become the main direction of cultural research. In recent years, with the vigorous development of tourism, the combination of tourism and culture has become increasingly close, and diverse tourism development has been carried out around culture. With the rise of cultural tourism, it has enriched the carriers of cultural inheritance and development (Hou, 2023), increased the income of the tourism industry, and sparked a wave of academic research on cultural tourism. When I first delved into the Miao village, I was amazed by the colorful costumes and mysterious and ancient patterns of the Miao ethnic group. **Figure 1** shows the young women’s costumes taken by me during my research in the Miao village. Through continuous contact, I gradually developed a great interest in the cultural connotations of the Miao ethnic patterns. Although Miao patterns are an intangible cultural heritage in China, the image that appears in the public eye is relatively vague and not specific; the Miao ethnic pattern is a concentration of the social and spiritual culture of the Miao ethnic group during its development process. However, due to the gradual fading of the impact of foreign culture, if systematic development and research cannot be carried out, it will gradually disappear in the long river of history, inspiring the author’s sense of responsibility and mission to use design applications to inherit the ethnic culture. Through modern packaging design, the ancient Miao ethnic pattern is attempted to enter the public’s view.

This article takes the integration of culture and tourism as the background to explore the Miao culture adapting to the development opportunities of the times



**Figure 1.** Young women’s dress in Qiandongnan Miao Village.

and relying on its unique cultural tourism resource advantages, which has received widespread attention and research. As an important manifestation of Miao culture and an important component of traditional Chinese culture, Miao patterns have rich connotations and unique artistic charm and have broad application prospects in packaging design. This article takes the integration of culture and tourism as the background and explores the application strategies of Miao patterns in packaging design, in order to provide a reference for research and practice in related fields.






## 2. Characteristics and Cultural Connotation of Miao Ethnic Pattern

By delving deeper into the Miao culture, it can be seen that the Miao people did not form their own written language. What sustains the inheritance of the ethnic group is language and patterns. Throughout the history of the development of the Miao people, patterns have been passed down from generation to generation, forming a “wordless epic” on their bodies (Cai, 2021). Miao patterns are a summary of the Miao people’s production, life, and aesthetic taste over thousands of years. They bear the historical responsibility of recording history and inheriting culture. Therefore, Miao patterns serve as the expressive function of writing to a certain extent (Yang & Zhao, 2018). Miao ethnic patterns are characterized by concise lines and vivid patterns, often depicting natural scenery, animals and plants, geometric patterns, and individual character images. Miao patterns play an important role in the daily lives of the Miao people, serving as an important way for them to express emotions and convey information. The formation of Miao patterns is closely related to their living environment, religious beliefs, and social customs, and has a profound cultural heritage. In addition to depicting objectively existing things, the wise Miao people also created many patterns with special meanings, condensed complex language meanings into concise artistic language, and formed a unique social and cultural system. For example, umbrellas and bamboo hats, in the cultural system of the Miao ethnic group, umbrellas represent the dowry prepared by the mother’s family for girls, bamboo hats represent the love tokens given by the woman to the south, and the simultaneous appearance of umbrellas and bamboo hats refers to the marriage ceremony (Bai & Yang, 2022). The Miao patterns are characterized by bright and colorful colors, symbolizing the richness and vitality of life. At the same time, the Miao patterns also reflect the Miao people’s worship and awe of nature, as well as their emphasis on the inheritance and protection of traditional culture. **Table 1** collects some representative patterns from Miao culture and extracts corresponding cultural connotations.

## 3. Demand for the Current Development Status of Packaging Design

Among numerous design applications, packaging design is the most closely related to consumers, as people are exposed to various sizes of packaging every

**Table 1.** Representative patterns of the Miao ethnic group and their cultural implications.

PATTERN	FIGURE	MORAL
Human Riding Dragon Pattern		It reproduces people's reverence and fearlessness towards dragons, reflecting the heroic and fearless spirit and life style of the Miao people.
Butterfly Pattern		The guardian deity of the Miao ethnic group believes that she can avoid misfortune and bring good fortune to future generations, bringing health and happiness.
Dragon Pattern		Reflecting the Miao people's concept of "unity between heaven and man", the Miao dragon also holds multiple divine positions.
Ten Thousand Character Pattern		Representing the laws and principles of the world's operation, expressing the Dao of all things, endless growth.
Octagonal Pattern		Representing the shining sun and boundless sky, symbolizing the supreme reverence for nature.

day. With the progress of society and the improvement of aesthetics, the function of packaging is no longer just to protect goods and facilitate portability. It has become an important carrier for publicity and cultural dissemination, aiming to meet people's living needs, improve product value, and enrich people's spiritual culture. At present, the packaging design industry is mainly based on Western modernist design techniques, and the industrial trend is too strong. These styles of applied design meet the daily needs of consumers and are closer to the aesthetic pursuit of Western society. However, with China's international status improving and the influence of national culture increasing, these designs full of foreign consciousness and culture can no longer meet the emotional needs of consumers, so developing product packaging with rich ethnic cultural connotations has become a new trend in enriching the packaging industry. At present, the design industry in China urgently needs design materials that are representative of national culture and can withstand scrutiny to enrich the design applica-

tion field. Mysterious and abstract Miao patterns precisely meet this demand. In recent years, Miao patterns have been constantly “out of the market” and appeared in major fashion weeks. **Figure 2** shows the Miao clothing that recently appeared in China International Fashion Week, and its artistic charm has gradually been discovered. Introducing applicable Miao traditional patterns into packaging design through design restructuring can inject new vitality into China’s packaging industry.

Integrating Miao patterns into modern packaging design is both a test and an opportunity for designers. When designing packaging, it is important to consider its functionality, aesthetics, and practicality; we should also preserve the artistic characteristics of national culture and avoid over-interpreting design; more attention should be paid to establishing emotional connections with consumers, triggering emotional resonance among them, and creating unique cultural experiences. Only in this way can Miao patterns truly “go global and pass on”, and explore new ideas for the development of cultural diversity of the Chinese nation.

## 4. Application Strategy of Miao Pattern in Packaging Design

### 4.1. Select Suitable Pattern Elements

The Miao ethnic group has rich and diverse patterns, often depicting natural scenery, animals and plants, and character images, with strong cultural connotations. In packaging design, selecting suitable pattern elements is very important. If the pattern selection is not appropriate, it will make you laugh and be generous.



**Figure 2.** Miao costumes at China International Fashion Week (butterfly pattern).



In some Miao specialty packaging, Dong pattern elements even appear, which seriously affects the dissemination of Miao culture and industrial development. Therefore, packaging design should choose pattern elements that match product characteristics, consumer needs, and brand positioning demands. To win in the constantly emerging packaging market, it is necessary to enhance the cultural value of packaging. The cultural value of packaging can be demonstrated through pattern elements (Huo, 2021). In **Figure 3**, we can see that the Miao pattern elements are rich and colorful, and the meaning is rich. Suitable pattern elements can be selected based on the characteristics of different products to achieve a coordinated effect with the product image. For example, for food products, you can choose to depict the texture elements of the ingredients, such as fruits, grains, etc; for household items, you can choose to depict natural scenery elements such as flowers and plants, mountains and rivers, etc. By selecting suitable pattern elements, packaging design can be more tailored to the characteristics of the product, enhancing its recognition and attractiveness.

#### 4.2. Reasonable Use of Pattern Composition

In packaging design, the composition of patterns is crucial. The composition of Miao patterns can generally be summarized into several categories: balanced composition, mechanical symmetrical composition, and suitable filling composition. Reasonable use of pattern size, shape, and layout can make packaging design more aesthetic and artistic. At the same time, attention should be paid to the coordination between the pattern and packaging structure to ensure the practicality and aesthetics of the packaging.

When using pattern composition, the following aspects can be considered:

1) Highlight: By amplifying or highlighting certain pattern elements, make them the focus of packaging design to attract consumers' attention.



**Figure 3.** Miao pattern (Wu Gonglong).

2) Balance and Harmony: In the layout of patterns, attention should be paid to the principle of balance and harmony, to avoid excessive concentration or uneven dispersion of patterns. The outer contour can be designed according to the screen specifications and the image of the pattern itself, so that the entire picture presents a balanced and balanced form. The pattern elements are evenly distributed in a scattered pattern, and the content is comprehensive and rich, to maintain the overall beauty and balance (Chen & Zhang, 2023).

3) Repetition and symmetry: Repetition and symmetry techniques can be used to create a unified and harmonious overall effect of pattern elements in packaging design.

4) Space utilization: Reasonable use of pattern space can make packaging design more diverse and three-dimensional. The spatial sense of the pattern can be enhanced through techniques such as layering and perspective effects.

By using pattern composition reasonably, packaging design can be made more artistic and aesthetically pleasing, and the quality and image of the product can be improved.

### 4.3. Pay Attention to Color Matching

Color is one of the important factors in packaging design, and the same applies to the application of Miao patterns. The uniqueness of Miao patterns is largely due to their bold use of strong contrasting and complementary colors. Compare cold and warm colors on the same screen to create a strong and vibrant visual effect. The use of high-brightness colors is also extremely common, often appearing in combinations of three primary colors and complementary colors, achieving an unexpected harmonious aesthetic feeling (Tian, Xue, Cui, Xu, & Liu, 2023). The Miao ethnic pattern is bright and colorful, and its application in packaging design can attract consumers' attention. At the same time, attention should be paid to the combination and coordination of colors to create an atmosphere that conforms to the product image and cultural connotation. When paying attention to color matching, the following aspects can be considered:

1) Color selection: Based on the characteristics of the product and the positioning of the brand, choose colors that match it. Common colors in Miao patterns, such as red, green, and yellow, can be used to highlight the characteristics of Miao culture.

2) Color matching: Pay attention to color matching and coordination to avoid overly cluttered or monotonous colors. The principles of color matching can be applied, such as cold and warm color matching, complementary color matching, etc., to achieve good visual effects.

3) The proportion of color application: For the colors in Miao ethnic patterns, the proportion of colors can be reasonably used based on the importance of pattern elements and the overall effect of packaging design to highlight the key points and balance the overall effect.

By focusing on color matching, packaging design can be made more vivid and attractive, enhancing product recognition and visual impact.

#### 4.4. Innovation in Formal Expression

In packaging design, formal expression is very important. The formal expression of Miao patterns can be achieved through innovative methods, such as combining modern design elements with Miao patterns to achieve a fusion effect of tradition and modernity. In the innovation of formal expression, the following aspects can be considered:

1) Material selection: Different materials can be used to express the characteristics of Miao patterns, such as paper, fabric, ceramics, etc. By selecting suitable materials, the touch and texture of packaging design can be enhanced.

2) Structural innovation: The formal characteristics of Miao ethnic patterns can be expressed through innovative packaging structures. Folding, stacking, and three-dimensional techniques can be used to make packaging design more three-dimensional and creative.

3) Deformation of graphics: Through the deformation and deduction of Miao ethnic pattern elements, novel and unique graphic effects can be created. You can use techniques such as scaling, rotation, and combination to achieve innovative forms of expression.

4) Aesthetic embodiment: When designing, it is necessary to not only inherit the aesthetic value contained in Miao patterns, but also consider the aesthetic needs of consumers. According to actual needs, Miao patterns should be transformed and reconstructed to give new vitality to ancient patterns. On the basis of meeting the practicality of packaging, the unique charm of Miao patterns should be displayed, in order to significantly enhance the artistic effect of packaging design (Gou & Wang, 2023).

Innovation through formal expression can make packaging design more personalized and unique, attract consumers' attention, and enhance the brand image and market competitiveness of products.

#### 5. Example Analysis

Miao patterns are one of the treasures of Chinese ethnic minority culture, with strong local characteristics and unique artistic charm. In packaging design, the application of Miao patterns can add cultural connotations and artistry to products, and improve their quality and image. By analyzing the application examples of Miao patterns in packaging design, the application effect of Miao patterns in packaging design can be verified. By comparing and evaluating packaging design cases of different products, the effectiveness and feasibility of the application strategy of Miao patterns in packaging design can be concluded. The following will analyze the application of Miao patterns in packaging design through two examples.

##### Example 1: Application of Miao Pattern in Cosmetic Packaging Design

The development momentum of the cosmetics industry is rapid, and its economic potential cannot be underestimated. However, the phenomenon of brand homogenization is also very serious. Integrating traditional Miao patterns into



the cosmetics industry can increase its cultural added value and emotional exchange, create differentiated brand selling points, and strengthen brand competitiveness.

**Figure 4** shows a complete set of cosmetics launched by Huaxizi brand in 2020, with traditional Miao patterns as the core, and the packaging design of its external gift box and internal individual cosmetics were derived from Miao patterns and colors. In line with the current trend of the rise of traditional ethnic culture, it has also strengthened the recognition of products and accurately captured consumers' curiosity. With the support of this cultural sentiment, once launched, it becomes a popular product. And this packaging design is a product of integrating and innovating ethnic culture and modern fashion elements on the basis of Miao patterns. The exterior of the packaging adopts traditional Chinese carving technology to showcase Miao characteristic patterns, while the interior of the packaging adopts more refined Eastern micro carving technology. With the combination of innovation, it does not forget to inherit and restore Miao traditional skills, this innovative and inheritable packaging design has moved consumers with its unique cultural emotions. While consuming, it also plays a role in cultural dissemination, enhancing consumers' national emotions and sense of identity (Ba, 2021).

#### Example 2: Application of Miao Patterns in Tea Packaging Design

Tea, as a traditional Chinese beverage, has a long history and profound cultural heritage. In tea packaging design, the application of Miao patterns can add unique ethnic customs and artistic charm to products.



**Figure 4.** Huaxizi Miao impression high definition gift box.

Firstly, when selecting suitable pattern elements, one can choose patterns related to tea culture in Miao ethnic patterns, such as tea trees, tea leaves, teapots, etc. Combining patterns with elements such as natural style and tea origin to form graphic language applications is beneficial for expressing the purity of tea quality and the uniqueness of its flavor (Liu, 2022). It highlights the characteristics and cultural connotations of tea, aligns with the theme of tea packaging, and has strong cultural attributes and aesthetics. Secondly, in terms of composition, the characteristics of Miao patterns can be used to design the layout and layering of packaging. Unique pattern compositions can be created through the combination, repetition, and deformation of pattern elements. At the same time, the layering and perspective effects in Miao patterns can also be applied to make packaging design more three-dimensional, artistic, and interesting (Liu, Peng, & Li, 2023). Once again, in terms of color matching, one can choose colors that are consistent with tea culture, such as green, yellow, brown, etc. The bright and colorful colors commonly found in Miao patterns can be used to highlight the quality and image of tea. At the same time, attention should also be paid to the combination and coordination of colors to avoid excessive clutter or monotony. Finally, in terms of formal expression, the characteristics of Miao patterns can be expressed through innovative packaging structures and material selection. Folding, stacking, and three-dimensional techniques can be used to slowly add elements of the pattern on the packaging to the water, and the tea aroma rises in the cup, making the packaging design more three-dimensional and creative, and enhancing the artistic conception of drinking tea. At the same time, suitable materials such as paper, fabric, ceramics, etc. can also be selected to enhance the touch and texture of packaging design.

In summary, the application of Miao patterns in cosmetics and tea can add unique ethnic customs and artistic charm to products. By selecting suitable pattern elements, utilizing pattern composition reasonably, and emphasizing innovation in color matching and form expression, packaging design can have more cultural and artistic connotations, improve product quality and image, and win the favor of consumers.

## 6. Research Prospects

With the continuous development of cultural and tourism integration, the application strategies of Miao patterns in packaging design will also continue to expand and innovate. Future research can focus on the innovation of Miao patterns and their integration with other cultural elements, in order to further expand the application of Miao patterns in packaging design.

Firstly, it is possible to conduct in-depth research on the cultural connotations and artistic characteristics of Miao patterns. As an important component of Miao culture, Miao patterns have rich cultural connotations and unique artistic characteristics. Through in-depth research on Miao patterns, we can understand their origin, development, and evolution process, and explore the cultural signi-

ficance and artistic value behind them. This will provide richer and deeper cultural resources for packaging design.

Secondly, it is possible to explore the integration and application of Miao patterns with other cultural elements. In packaging design, Miao patterns can be integrated with other cultural elements to create more creative and unique design effects. We can study the integration and application of Miao patterns with other ethnic patterns and modern art elements, and explore new design styles and expression methods. This will bring more diverse and personalized choices to packaging design.

Once again, we can focus on the sustainable application of Miao patterns in packaging design. Sustainable development has become an important keyword in packaging design. We can study the application strategies of Miao patterns in sustainable packaging design, such as selecting environmentally friendly materials and designing reusable packaging structures. This will provide more environmentally friendly and sustainable solutions for packaging design, in line with the needs and values of contemporary society.

Finally, attention can be paid to the digital application of Miao patterns in packaging design. With the development of technology, digital design has become an important trend in packaging design. We can study the application strategies of Miao patterns in digital packaging design, such as using computer technology to generate and transform patterns and using virtual reality technology to display and experience packaging design. This will bring more convenient and innovative design methods to packaging design.

In short, with the continuous deepening of cultural and tourism integration, the application strategies of Miao patterns in packaging design will continue to expand and innovate. Future research can delve into the cultural connotations and artistic characteristics of Miao patterns, explore their integration and application with other cultural elements, and focus on sustainable development and digital applications. This will bring more diverse and diverse choices to packaging design, promoting the in-depth development of packaging design and cultural tourism integration.

### **Conflicts of Interest**

The author declares no conflicts of interest regarding the publication of this paper.

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