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The Integration of Nanyang Han Portrait Stone Elements and Wormwood Packaging Design from the Perspective of Folk Culture

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Abstract

Folk culture is the convergence of China's folk customs and culture, rich in content and meaning, so it has a strong ideological and artistic, and has become an important source of modern packaging design creation. The purpose of this paper is to combine the Nanyang Han portrait stone pattern with the perspective of folk culture to elaborate the application in the packaging design of wormwood products, to integrate the folk culture with the product packaging design, to have a certain extension effect on the future product packaging design, and at the same time, to make a certain contribution to the inheritance and development of folk culture. The research results are as follows:

(1) Clarify the color expression of Nanyang Han portrait stone elements in folk culture, as well as the use of graphics in packaging design.

(2) To establish the application prospect of Nanyang Han painting and wormwood packaging design under the perspective of folk culture. The aim is to promote cultural identity by organizing the artistic characteristics of the Nanyang Han portrait stone in folk culture, so that the local characteristics of the wormwood industry can show the beauty of the region.

Keywords: folk culture, packaging design, Nanyang Han portrait stone

Introduction

In recent years, China attaches more and more importance to the inheritance and development of folk culture, how to let more people understand and inherit folk culture has been the topic of people's research, and product packaging design as the carrier of inheritance is just fit for people to carry forward the traditional culture. In order to promote the diversified



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development of packaging design, the value of folk culture must be emphasized. Folk culture and the development of packaging design has always been inseparable, so that it overflows with folk fireworks, more friendly and vivid, packaging design for the development of folk culture heritage provides a carrier, can be said to be complementary relationship. The carving methods, colors and patterns of Nanyang Han portrait stones are very personalized, and it is very challenging to integrate them with packaging design. Therefore, enhancing the social and cultural value of packaging design has a certain role in promoting the development of folk culture and sustainable economic development.

Research Objectives

1. Extract elements from Nanyang Han portrait stone and explore the application of Nanyang Han portrait stone elements in wormwood packaging design.
2. Under the promotion of cultural inheritance, modern packaging design tends to combine traditional cultural elements with modern design and make innovation. Wormwood industry, which has its own local characteristics, is combined with folk culture for packaging design, which can give the product a higher cultural value.
3. To form a complete theoretical research system, combining the elements of Han Dynasty portrait stone with wormwood packaging from the perspective of folklore.

Methodology

The scientific and rational use of Han portrait stone elements for packaging design is an urgent problem in modern society. Since the Han portrait stone is essentially a traditional decorative element, how to integrate it with modern packaging design needs to be considered from different perspectives. At the same time, the carving method, color and pattern of Han portrait stone have certain personalized characteristics, how to fully reflect the artistic connotation in packaging design is also a problem to be considered. This topic is based on the above analytical ideas, and the following methods will be used for research:

Data collection requires an understanding of the artistic characteristics of Han portrait stones. This requires data collection through a large number of literature, physical samples and case study method. In this process, attention needs to be paid to screening and

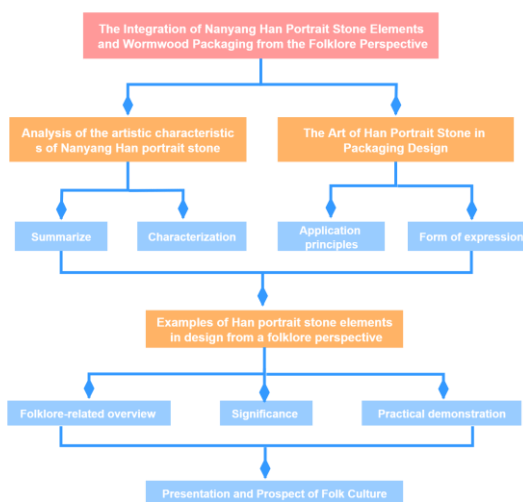


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recognizing the reliability and authority of the information, so as to ensure that the collected data are highly accurate and practical. Through the Knowledge Network and other academic thesis databases to understand the application of Nanyang Han portrait stone in packaging and organize, from all aspects, at all levels to start to study. Using packaging design cases to compare the ideas described in the text, in-depth analysis of the application of Han portrait stone elements in packaging design. Data collection method plays an important role in the study of Han portrait stone aesthetics and art. By collecting and organizing data scientifically and systematically, the unique charm of Han portrait stone can be understood and appreciated more deeply, and at the same time, it also provides a strong support for the inheritance and development of Han portrait stone art.

Examples to prove how to make the perfect integration of Han portrait stone and packaging design under the folklore perspective is deduced through examples. Then through the application of inquiry is to describe the application of the Han portrait stone in the packaging design of each part to explore, and finally explore the application of the Han portrait stone in packaging design comparative analysis, in order to enhance the cultural heritage.

The main conceptual framework of this study using a mind map is as follows:



Research Methods

1) Collect data from the overview related to folk culture and the importance and group discussion



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2) Analyze the data below and combine the three to present folk culture.

- a. Enhancing the expression of folk culture
- b. Integration of Han portrait stone elements, folk culture and modern design
- c. Showing folk culture through the characteristics of Han portrait stones

3) Analyze the origin and artistic characteristics of Han portrait stone

4) Analyze the principle and artistic expression of Han portrait stone elements in packaging design

5) Based on the folklore perspective, the design and analysis of the Han portrait stone elements in a case of wormwood packaging in Nanyang City.

6) Conclusion and Prospect

1. Analysis of the artistic characteristics of Nanyang Han portrait stone

Chinese Han Dynasty portrait stone, is a kind of special art work decorated on the buildings such as tomb chambers, tomb shrines, tomb queues, sarcophagi, and rock Nanyang City, Henan Province, is the region in China where the largest number of Han Painted Stones have been unearthed. Nanyang Han Painted Stone Art is a bright pearl in the history of Han Dynasty art, which is unique in the Han Dynasty. Compared with Han portrait stones unearthed in other places, Nanyang Han portrait stones have unique and significant cultural connotation and aesthetic value.

1) Composition: Most of them adopt the "outward" layout. Expanding the space, giving people a sense of momentum out of the picture, echoing between heaven and earth.

2) Patterns: the pattern types are colorful, such as animals (including animals in nature and imaginary animals: dragons, tigers, cows, etc.), figures are mainly presented in the form of animal body and human head, and there are a large number of images of gods (e.g., Fuxi, Nuwa) and so on.

3) Color: Han portrait stones are rich in color, including black, red, white, blue, purple, yellow, green, ochre and its color and the formation of a variety of inter-colors after the reconciliation of the colors.

4) Engraving techniques: plane line carving, concave line carving, plane ticking shallow relief, horizontal and vertical lines lined with shallow relief and other techniques.



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Figure1: Nanyang Han portrait stone Figure2: Nanyang Han portrait stone

Source of the picture: www.baidu.com. Source of the picture: www.baidu.com.

2. Han portrait stone art in packaging design

1) Utilization of graphic elements

Direct extraction of images: directly extract the graphic elements in Han portrait stone, and then reinterpret and reconstruct them with modern design concepts to form multiple contents including patterns, illustrations, and so on to present in the package design.

Simplified abstract reorganization: In packaging design, the figurative image is simplified, omitting the fine places, summarized as points, lines and surfaces or simple abstract symbols, but also pay attention to the inherent form of the "artifacts".

Morphological reorganization: Morphological reorganization is a frequently used design method in packaging design. While not changing the original structure of the work, it is combined with modern design language to give it a new way of artistic expression. Through the extraction of the cultural characteristics and morphological features of the original collection, the elements that meet the contemporary aesthetics are extracted, and then combined to create a unique flavor of the packaging design.

2) The use of color

The color of Han portrait stone is relatively rich, the color mainly includes black, red, white, green, purple, yellow, green, ochre and its color and the formation of a variety of inter-color. The use of these colors should be considered in the package design.

3) The use of decorative patterns

In addition to animals, characters and plants, there are some decorative patterns in Han portrait stones, such as cloud patterns and geometric patterns. In packaging design, the decoration of patterns in the whole not only has the effect of unifying the picture, but also



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plays an important role in adjusting and strengthening the sense of movement and rhythm of the picture, reflecting the beauty and coordination of the form of beauty.



Figure3: Han portrait stone packaging design
Source of the picture: Little Red Book



Figure4: Han portrait stone packaging design
Source of the picture: Little Red Book



Figure5: Han portrait stone packaging design
Source of the picture: Little Red Book

3.Examples of Nanyang Han Portrait Stone Elements in Design from the Perspective of Folklore

3.1 Overview of Folklore

Folklore, that is folk customs, refers to the living culture created and inherited by the masses of people in a country or nation. In terms of variety, folk culture can be divided into three levels: material, social and spiritual. The specific scope of coverage is as follows: material folk culture, including people's lives in the material field involved in the integration of folklore, such as the mode of production, clothing, food, housing and transportation, etc.; social folk culture, referring to the country or national customs and habits, social etiquette and other products of the social level; spiritual folk culture, spiritual field of the folk culture of the main support and beliefs, such as religious beliefs, morality and ethics, folk art, and so on. From this, it can be seen that its culture is characterized by distinctive regionality, unique image and prominent community.

3.2 Importance of mutual integration

Folk culture is an important part of traditional culture, which is popular and indispensable in national tradition and affects people's living habits and survival consciousness. On the whole, the value of folk culture is reflected in two dimensions: artistic value and contemporary value. Among them, artistic value is the most prominent, Nanyang Han portrait stone is not only the inheritance of folk culture, but also the inheritance of folk art. In the process of inheritance, it condenses the thoughts and spirits of Han Dynasty people, leaving behind a rich artistic language, which is the driving force for the development and innovation of contemporary art.



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Folk culture also has the value of the times, reflecting the spirit of the times and passing on traditional culture. The Nanyang Han portrait stones allow people to realize empathy in the process of appreciation. Moreover, folk culture is formed in long-term production and life, with distinctive national and regional characteristics. Using Han portrait stone in packaging design, its unique visual language can increase the recognition of the work and let more people understand the traditional culture.

3.3 Example performance and analysis of the design

1) The color of Han portrait stone mainly includes: black, red, white, green, purple, yellow, green, ochre and its color and the formation of a variety of inter-color. In the wormwood product packaging will be orange and green as the main color of the packaging, orange is the color of cheerful and lively enthusiasm, is the warmest color in the warm color system green symbolizes health and vitality, but also represents the enthusiasm of the people of Nanyang upward. At the same time, green is also the color of wormwood, which is consistent with the color attributes of the product.

In the graphic aspect of the package, the theme of "Chang'e Runs to the Moon" in Nanyang Han Picture Stone was chosen, "Chang'e Runs to the Moon" is also a folk myth originated from Nanyang, and these graphic elements in the Han Picture Stone were scattered and reorganized, and flattened to apply to the design of wormwood package.

2) Fonts in the package

In addition to graphic patterns, the design of fonts is also an extremely important part of packaging design. The traditional culture of Nanyang focuses on the art of writing and ink. In the design of mugwort packaging, the artistic fonts similar to the temperament of Han Painted Stone are chosen, focusing on the shape of the words, the smoothness and strength of the lines. This design method not only makes the text on the package more artistic, but also reflects the unique flavor of Han Portrait Stone.



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Figure6: Wormwood product packaging
Source of the picture: Hand-drawn by the



Figure7: Wormwood product packaging
Source of the picture: Hand-drawn by the

3) Packaging materials to highlight the folklore qualities

Green environmental protection is an important issue that should be considered in packaging design nowadays. When choosing the characteristic wormwood packaging materials, adopt the design strategy of recycling and utilization. Choose to adapt to the specific climate and environment of the region and the abundance of natural substances for packaging materials, reduce the use of plastic, rubber and other chemical materials, packaging design can be recycled and reused items, so that not only can realize the concept of green packaging, while the traditional materials can also bring naturalness and naturalness to consumers, conveying a strong sense of regional cultural characteristics.

4. Presentation and Prospect of Folk Culture

As the expression of traditional culture, Nanyang Han portrait stone has distinctive regional, prominent image and other characteristics, both important artistic value, value of the times, and the local wormwood industry is inextricably linked. From a small point of view, through the local characteristics of the wormwood industry for packaging innovation and design, not only is conducive to enhance market competitiveness, but also conducive to the promotion of traditional Chinese culture. Combining modern design methodology and concepts and integrating them with wormwood packaging design can realize the interaction and emotional resonance with consumers, thus enhancing the cultural aesthetics of the wormwood packaging and increasing the sales of the products. From the big picture, Nanyang Han portrait stone elements into the wormwood packaging, can establish the national internal cultural self-confidence. In short, the integration of folk culture into wormwood packaging design, not only can shape a personalized, culturally rich packaging form, enhance the public's sense of cultural identity, open up the local sales market of wormwood, but also beneficial to the



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dissemination of folk culture.

Concluding remarks

Today, traditional culture is undergoing profound changes, and the importance of packaging design is becoming increasingly prominent. The aesthetics of Han portrait stone, as a treasure of traditional culture, has extraordinary significance in design. Han portrait stone carries the wisdom and emotion of the people of Han Dynasty and becomes the symbol of Han Dynasty culture. Incorporating Han portrait stone elements into packaging design is not only vital to the inheritance of traditional culture, but also inspires people's interest in and recognition of traditional culture. From the perspective of folklore, the integration of traditional culture and packaging design is a long-lasting innovation. Combining traditional culture with modern design can not only inherit the essence of traditional culture, but also meet the pursuit of innovation and aesthetics in modern society.

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