

The Application of Graphic Design in Nanjing Yuhua Tea Packaging

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Abstract:

Tea culture is one of the important components of my country's cultural system, with the diversity of historical features and the durability of civilized etiquette. The times are constantly changing, and the tea culture has continuously derived new themes in line with the development of the times in the process of development. Good tea packaging design is conducive to the dissemination and promotion of tea culture brands, which has played a good role in promoting the inheritance and development of tea culture. Integrate modern graphic design elements into the product packaging of Nanjing Yuhua tea, and design a youthful tea product packaging design from an innovative perspective through novel graphics and bright colors, so as to shorten the distance with young consumers and better inherit and develop tea culture.

Keywords:

Tea Culture, Graphic Design, Packaging Design

1. Introduction

With the development of science and technology and the continuous progress of human civilization, the variety and quantity of commodities have been significantly improved in people's daily life, showing a trend of diversification. [1] According to different products, different packaging and design, the difference in perception brought to consumers will have an impact on the sales of products. The visual design of tea packaging includes issues such as cultural concepts, colors, appearance, branding and business philosophy. Tea packaging design is a kind of creative visual and thinking design. The purpose is to solve the problems related to tea packaging. Visual design is reflected in the category of aesthetics, an important component of a successful product. [2] The secret of successful design is coordination and combine all elements. Tea has a huge consumer market, and there are a large number of tea companies in China. Improving the packaging level of tea products has very practical significance to improve the competitiveness of tea products. Tea packaging design cannot change the essential characteristics of tea alone. In order to attract consumers' attention, it is necessary to stimulate consumers' desire to buy through the uniqueness of packaging design. [3]

A unique tea variety, is produced in the suburbs of Nanjing and is one of the top ten famous teas in China because it is named after the Yuhuatai outside the Zhonghua Gate. Nanjing, the ancient capital of the Six Dynasties, is full of culture and history, and Yuhua tea is often brought home by tourists as gifts. Its aroma color, taste and shape are good, round and green like pine needles, with white and straight cents. After brewing, the brown color is green and clear, the aroma is elegant, the taste is mellow, and the aftertaste is sweet. Most of Yuhua tea packaging and packaging designs and graphic designs on the market are not fashionable enough, not novel, and rarely young. People are ready to buy. Graphics play a decisive role as a visual language in Yuhua tea packaging. When graphic language is applied in Yuhua tea packaging design, designers not only need to understand how to express graphic elements in form, but also must understand some basic principles to follow when using these graphic elements, so as to design excellent tea brand packaging.

Taking Nanjing Yuhua Tea as the starting point, this paper studies the application of graphic design in Yuhua tea product packaging. At present, Yuhua tea packaging has a small audience, is not as well-known as other tea products, and has a single graphic element. The style graphic design improves young people's stereotypes about traditional tea making and makes them more interested in approaching Nanjing local specialties, and then to understand and learn Nanjing tea culture. And through the design of modern graphics, the graphics of traditional Yuhua tea are integrated and innovated, and presented from the aspect of brand packaging design. To make tea packaging that conforms to the aesthetics of modern people, and from a fashionable, relaxed and interesting perspective, it will shorten the distance between Nanjing's local tea culture and the public. Finally, the regional specialties are explained with new design ideas, tea leaves are expressed in a modern style, and specific graphics are used to express the meaning of Nanjing tea culture.

2. Materials and Methods

The rationalization of the application of vision in tea packaging design lies in the close combination of art and technology, and the harmonious and coordinated environment enables the packaging to have both excellent internal quality and good visual effects and visual experience. The role of the packaging plane is in line with public psychology. [4] Reasonable analysis and inspection are the prerequisites to achieve this goal. This requires today's designers to use this visual thinking design language to create their own and work in everyday practice. The update frequency of tea packaging is very fast. It is a must for packaging designers to focus on the current and foreseeable future development. People need to think about future design concepts and establish a mature packaging creation operation mode. To keep up with the times, the following 4 visual design elements must be addressed:

2.1. Packaging Logo Design

The rational design of logo design appears in a concise form, from figurative to abstract; signs with deep meaning are easy to identify, and creative logos are conducive to forming a unique logo design style, and at the same time, it can improve the overall overall image of the enterprise, thereby shaping the enterprise. The position in the public's mind in the subconscious image category, so that the company can form an effective competitiveness.

2.2. Graphic Design of Packaging

In the mass production of modern machinery, computerized production is characteristic of tea packaging. At the same time, the scope of tea packaging design is constantly expanding, and the connotation is more abundant than before. Historically, humans have used graphic visual language to express subjects, communicate emotions, convey information and express ideas. The graphic design of the packaging is a logical choice.

2.3. Color and Shape Design of Packaging

Conservative use of color is a common problem in Chinese tea packaging. There is no particularly impressive tea packaging on the market, but the use of colors in foreign packaging design is varied, whether it is the “Twining” series or the old British tea packaging. Or a new tea brand with strong recognition of the brand color. Therefore, it is necessary to speed up the process of internationalization of color, accurately analyze the performance of products and consumer groups, distinguish products by color, strengthen the classification of tea, and conduct sales. From the level of visual packaging, information about supply and demand is accurately conveyed to consumers, and brand characteristics are integrated into the concept of consumption. When communicating with the outside world, the correct application of color can greatly improve the overall level of Chinese tea packaging design.

The common phenomenon in my country’s market is excessive packaging and gifting of packaging. Nowadays, tea packaging is rich in shapes and varieties. Consumers usually distinguish the quality of tea by appearance. This is the main reason for this phenomenon, but in fact, it is often Psychological gap to consumers. [5] The grade and taste of packaging do not need to be established with expensive materials. Many foreign packaging designs are very rational in the choice of materials. Excellent design coupled with ingenious and sophisticated production can also reflect grade and taste. The shape recognition of the packaging is very important. Compared with the simple and simple design, the stability and continuity will be strengthened. The packaging of the brand guarantees the quality of the product, from the shape, etc., to the memory, and the excellent packaging design can always promote the flow of the product. In the overall packaging design ideas, in order to achieve the height of the design and meet the market demand, the selection of materials should follow a scientific and reasonable rational thinking method.

2.4. Emotional Experience on Packaging

Japanese art designer Katsura Matsui said that emotional factors are usually one of the essential elements in design, which can attract audiences and give them a strong sense of freshness. Consumption is sometimes emotional consumption, and emotional tea packaging product design will trigger people’s inner yearning and love for life. Emotional factors make the design contagious. Designs with unique aesthetics and aesthetic values are loved, and the sensual elements create an aesthetic atmosphere that draws the audience into it. Packaging design must not only meet practical functions, but also reflect humanistic characteristics, meet people’s aesthetic needs, and psychological requirements for the cultural trend of the new era. Although everyone has different understandings of humanistic beauty, it is difficult to clearly define its connotation and extension, but Beauty is very subjective and provides a basis for people’s perception of the external world. People place many emotions and wishes in tea packaging with Chinese characteristics. For example, some packaging shows people’s emotional pursuit of “auspicious culture”. Therefore, the visual design of

packaging can resonate with consumers and culture and promote the development of consumption, which is an important cultural medium. Inheritance and innovation are important concepts for a country to survive and develop in the fierce international competition in tea packaging design. Designers continue to grow in such a large environment, absorb the nutrients in the traditional culture of the nation and continue to develop and innovate, design concepts and design styles. All are unique. Traditional culture will be reflected in people's way of life, aesthetic taste and value concept, and in the process of continuous development and extension, it will form a unique traditional culture and art in China. For example, in order to enable people to enjoy cultural enjoyment when tasting tea, the tea packaging creates an artistic conception surrounded by clouds and mists, beautiful mountains and clear waters, and creates a realm of tea tasting.

3. Results and Discussion

The color of tea packaging is relatively conservative, and there are few impressive tea packaging. [6] Secondly, the brand image and design concept of tea packaging are not clear enough. Wholesalers buy many tea products directly from tea producers, and the outer packaging only contains certain safeguards, with no precise meaning to the packaging. Also, the packaging needs to be softened, that is, some packaging overemphasizes design leading to overly luxurious packaging, while another type of packaging is not designed to be time-saving and stylish. Both are manifestations of the lack of packaging, the former is the lack of aesthetic experience in packaging, which is a bit blind. The latter is too simple, it does not pursue the outer packaging of tea, and only takes the road of low-cost wholesale, which has a greater impact on tea, and the value experience is also unknown. Finally, the graphic design of traditional cultural elements is the main direction of packaging design for most tea brand companies. Repeated application of the same design element cannot complement design innovation in time. It should create unique value packaging to attract consumers, and there is a need to rethink the graphic design of modern packaging.

The visual of the packaging is usually composed of three parts, the most important are the graphic elements. The graphics on the packaging express the overall visual image in a specific combination and configuration according to the aesthetic concept, thus simplifying and finally forming the whole so that the salesperson can understand its connotation and transmit it to the consumer. Graphics are divided into simple graphics and abstract graphics, and have different expression effects. Graphic language can satisfy consumers' emotional needs and convey their intuitive feelings. This reflects the designer's ability and skill level in the use of graphics, and directly reflects the quality of packaging design. This shows how important the role of graphic design is in the current market environment. Due to the diversity of graphic expressions, the packaging styles have also become diversified, so that the core point of the tea packaging design can be conveyed.

Graphics are also known as images and shapes. Humans have been using graphics to record activities, express emotions, and convey ideas since primitive society. Graphics are one of the main ways that humans understand and engage with the world. The word "graphics" is recorded in "Song Book: Book of Rites IV": "Since Han Xing, Xiaoshan and Xiaode" have been mentioned, and there are many people who have built temples with graphics. "In geometry, geometric figures scientifically describe objects in two-dimensional space through mathematical principles. Its abbreviation is figures. The historical development of human society is closely related to these

figures. In order to promote the mutual exchange between consumers and information, the most basic task is to first understand consumers' correct understanding of commodities. Only on the basis of understanding the demands of commodity packaging information can consumers be paid attention to, and then form emotional resonance, thereby realizing abstraction. Readability of packaging graphics. Famous foreign designers have their own unique style and great influence on the performance of graphic design.

The "life" and "I'm here" posters perfectly reflect the modernity and the characteristics of traditional Japanese graphic art, which are the usual poster themes of the famous Japanese graphic designer Nagai. Influenced by the times and artistic predecessors, Nagai Ichisho often uses dense geometric lines and scattered dot patterns to form the graphic elements of his works, which also clearly shows the constructivism style of Western Europe. Studying the graphics and formal language of Nagai Issei's posters, extracting the creative use of graphics in posters, provides a certain guiding significance for the creation of graphic design works with international characteristics and Chinese localization. As a leading figure in Japanese avant-garde art, Yayoi Kusama showed his unique artistic style and understanding and view of the world. Depending on the size of the dots, Kusama uses distribution and distribution to form images. The repeated arrangement of this infinite dot creates a sense of spatial expansion on the screen, confusing the real and the unreal, and creating a visually psychedelic effect. [7] By consciously repeating this simplest point, she merges the spiritual unreal and the pictorial reality and creates a bridge between her real world and her spiritual space. Yayoi Kusama's research on the extraction methods and changes of graphics has certain guiding significance for the application of packaging graphics design. In general, figures are the visual representation of information. Form is also an indispensable part of graphic design. In order to conform to the trend of the times and make excellent packaging design, we must pay attention to the following four points:

3.1. Accuracy of Information Communication

The graphics on Yuhua tea packaging are not only for objects Simple description, but there are higher requirements for this, it must accurately convey commodity information to extract elements in the form of Yuhua tea, and grasp the typical characteristics of tea, in order to accurately convey the information of Yuhua tea products. Function of Yuhua tea , the brand and information can be clearly reflected in the product through the graphic language because the accuracy of the tea product is the same. [8] For example, HEYTEA gives the feeling that the quality of the product has been very intuitively reflected on the graphics on the packaging, attracting consumers and buy their products locally, thereby increasing their competitiveness in the market. [9]

3.2. Distinctive and Unique Visual Experience

Today's business competition has entered an era of personalization as an indicator. A company's brand image must be based on individuality. Product publicity should be innovative and creative, and consumers are developing towards the pursuit of personalized consumption concepts. For the younger generation, part of the personality profile includes the concept of personalized consumption. In business competition, ordinary packaging graphic design will be lost in the sea of goods, on the contrary, packaging design with novel and unique appearance and performance can

attract consumers and stand out in the market. [10] Therefore, the key to the personality and success of the graphic language of packaging design is that designers need to master more graphic expression methods, creative thinking methods, think from more unique performance perspectives, and propose more modern and forward-looking concepts.

3.3. The Theme is Concise and Clear

In the design, it is necessary to choose the expression method according to the many aspects of the main objects of Yuhua tea sales and the understanding of the graphic language. Overly complex graphics can affect the placement of the subject due to the constraints of the size of the packaging itself, so the specific goal of conveying visual information more effectively can be achieved by adopting methods that use graphic language in individuals and less revenue.

3.4. Pay Attention to the Limitations and Adaptability of Graphics

When the chart conveys certain information, it is necessary to adapt to different genders, ages and other consumers, and also pay attention to the different customs and habits of different regions, countries and nations. For example, children's products need to use rich and vivid graphics. Older products are better for stable and subtle graphics; Japanese people love cherry blossoms but they don't like lotus flowers. Therefore, in the process of design, we should avoid taboos, respect the relevant regulations of relevant countries and regions, meet the requirements of these special folk customs and consumer groups, and avoid unnecessary losses due to product sales problems. In this paper, the packaging of Nanjing Yuhua tea is aimed at the younger generation, so the graphics should start from the style that young people like, and use abstract graphics for deliberation and design.

4. Conclusions

Chinese consumers often regard tea as a cultural commodity when purchasing tea. As the medium of the whole tea culture, tea packaging is crucial to the sale of tea. China's tea culture is rich in connotation, involving music, painting, culture and art and many other disciplines applied to the design of tea packaging, which provide a lot of basis for the design of tea packaging. Excellent tea packaging can not only improve consumers' awareness of tea products, but also have the cultural connotation of the tea brand itself. At present, the market competition is extremely fierce. If the tea brand company wants to survive and develop in the fierce market competition, it can only be achieved by establishing brand awareness and raising awareness. In the tea market, some companies' tea products often borrow or even copy other companies' packaging designs, which not only infringes the rights of other companies, but also creates a chaotic tea supply market situation. Consumers cannot distinguish between different tea companies. The process of tea cultivation is intricate and complicated. Therefore, when choosing materials for planting tea, you should choose materials suitable for tea set design, maintain a rational attitude, and combine the characteristics of products. In the Internet era, the development of tea packaging design work should be protected. Intellectual property rights, tea companies should maintain their brand image. Distinguish the differences between products and pay attention to the design of tea brand packaging can effectively improve the recognition of the company and products, have a sense of identity internally, and be different from the outside world. Therefore, it is of great practical significance to improve the packaging design of tea brands.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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