

Wenxian Yam Agricultural Products Based on “Material Art and Craft” Packaging Design Research

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Abstract:

In order to solve the problems of poor environmental protection, uneven quality, weak brand awareness and insufficient cultural connotation of the current packaging of characteristic agricultural products, promote the sustainable development and industrial revitalization of rural areas, and inherit the traditional Chinese craft culture, this paper takes the design concept of “Kao Gong Ji” and “Cai Mei Gong Qiao” as the guidance, combines the characteristics of rural agricultural products and market demand, and analyzes the connotation and modern application value of the concept. The research is carried out from two aspects: material (giving full play to material characteristics to create a unique aesthetic) and process (presenting exquisite or simple effects through color and shape design), and puts forward corresponding agricultural product packaging design strategies. The results show that these strategies can effectively improve the quality and cultural connotation of agricultural product packaging, enhance its market competitiveness, realize the complementarity of “material” and “technology”, and provide a practical path for the modern inheritance of traditional craft culture.

Keywords:

Good Material and Exquisite Workmanship, Wenxian Yam, Packaging Design, Agricultural Product Packaging

1. Research Background

1.1. The theoretical concept of “material beauty and skill”

“Kao Gong Ji” said: “Days sometimes, the ground has gas, the material has beauty, the work has skill. Combining these four can then be good”, ‘Kaogongji’ is a classic work of ancient Chinese science and technology, and then was included in the ‘Zhou Li’. Timing, location, material beauty, craftsmanship, these four determine the quality of the product. The statement of ‘Kaogongji’ also further clarifies the initiative of people who have mastered the skills of design and creation in the order and dialectical relationship between the four aspects of time, location, material beauty and craftsmanship. This has become one of the basic design and creation ideas of ‘Kao

Gong Ji', and has been used repeatedly. The concept of 'material beauty and craftsmanship' contains rich design ideas and wisdom, which provides valuable inspiration and reference for contemporary agricultural product packaging design.

'Material beauty' emphasizes that the choice of materials should pay attention to their natural quality and beauty. It is good at exploring the texture, texture and color beauty of the material, so that the packaging material itself becomes a unique decorative element. 'Craftsmanship' focuses on the exquisite and ingenious conception of the process. It is required that packaging design should be refined in the production process, pay attention to detail processing, and improve the functionality and artistry of packaging through ingenious structural design and processing technology. Packaging design must involve material technology, need to weigh the "degree" between "material" and "work", the performance of "clever work" to achieve "use" and "beauty" between the "and", reflect the "beauty in harmony."

1.2. Wenxian yam agricultural product packaging design overview

Wenxian yam, as a geographical indication product of Wenxian County, Jiaozuo City, Henan Province, has become a high-profile local specialty with its unique growth environment, rich nutritional value and unique medicinal efficacy. In packaging design, how to better show the quality and characteristics of Wenxian yam has become a problem that designers need to think deeply.

As a product to the market 'first impression' of the packaging, has become the existence of drag legs. For a long time, traditional yam packaging seems to have fallen into the 'strange circle' of homogenization. Looking around, the market is mostly the same simple cartons and plastic bags, without any recognition; the functional level is full of shortcomings, only mechanically meeting the basic protection and transportation functions, rarely considering how to help the brand break the circle, how to tap the potential added value of the product. Nowadays, with the upgrading of consumption, the demand of modern consumers has already gone beyond the basic and practical category, and has turned to the pursuit of personalized, quality and intelligent shopping experience. When they buy yams, in addition to focusing on product quality, they also hope that the packaging is unique, can intuitively highlight the brand concept, and even come with convenient and interesting use functions. In the face of such demands, traditional packaging is obviously inadequate, and innovation is imminent.

2. Research Status

2.1. Related research on the thought of "material art and craft"

Through the research and analysis of relevant literature, it is concluded that the research on the thought of 'material beauty and craftsmanship' in 'Kao Gong Ji' mainly discusses its essential thought, aesthetic thought, presentation mode and practical significance. The discussion is more comprehensive, which is divided into the following points:

In terms of the essential thought of 'material art and craftsmanship', 'Tian Weiling's' ancient Chinese design thought-material art and craftsmanship design thought in the article "Heaven and time, earth and gas, material beauty and craftsmanship are interrelated, forming an integrated design thinking, which is conducive to improving product quality and achieving the harmonious beauty of

'benefiting people and easy work'." [1] Qiao Kai believes that the creation thought of "material art and craft" can lead us to deepen the design cognition and promote the integration of art and technology in the article *"Research on the creation thought of material art and craft."* In the design, comprehensive consideration, integration system view, and strive to achieve the perfect realm of design. [2]

In the aspect of aesthetic thought of 'material art and craftsmanship', Zhang Hongliang deeply explores the design aesthetic thought and artistic spirit in its connotation in the article of "time, place, material art and craftsmanship-the mechanical design aesthetic thought of 'Kao Gong Ji'". It aims to inherit the essence of classic culture and enlighten new artistic aesthetic ideas and design thinking paradigms. [3] In the article 'Five Questions of Chinese Craft Aesthetics,' Zheng Juxin 's interpretation of material beauty and craftsmanship highlights the core idea that arts and crafts are based on practicality but detached from practicality, and as a unique proposition, it is built on the cornerstone of yin and yang philosophy. [4]

In terms of the presentation of 'material art and craftsmanship', Jiang Kunpeng elaborated in the article *"material art and craftsmanship, ingenuity-on the presentation of the beauty of craftsmanship"* that creation achieves its goals by virtue of specific material materials and technologies. In the creation of handicraft art, material is the key material medium and carrier, which not only bears the responsibility of realizing the function of handicrafts, but also conveys people's emotions. [5]

In terms of the practical significance of 'material beauty and craftsmanship', Duan Dalong deeply analyzes the design ideas and practical significance of 'material beauty' and 'craftsmanship' in the article 'material beauty', 'craftsmanship' design ideas and 'practical significance', and clarifies that the beauty of materials and the craftsmanship of processing are interdependent and dialectical. [6]

2.2. Research on packaging design of agricultural yam

After consulting a large number of documents, it is found that the research on the packaging design of agricultural products mainly discusses the application of regional visual symbols in the packaging of agricultural products, the application of traditional cultural elements in the packaging of agricultural products, the application of virtual reality technology in the packaging of agricultural products and the development trend of the packaging design of agricultural products. However, the packaging of yam agricultural products is less involved, and the research on yam packaging design is mainly about the packaging design of yam under regional culture.

In terms of integrating regional research, Dong Yujun obtained inspiration based on regional culture in the article *"Research on the Application of Regional Visual Symbols in Agricultural Product Packaging Design."* With the coordinated expression of multiple symbols, he enhanced the value of the times through innovation, aiming to provide guidance for relevant design practices. [7] In the aspect of integrating traditional cultural research, Du Yan integrated the characteristics of Chinese traditional culture into the packaging design of agricultural products in the article *"Exploration on the Innovative Application of Chinese Traditional Cultural Elements in the Packaging Design of Agricultural Products,"* which greatly enhanced the charm of products and market recognition, and brought far-reaching influence to the brand building and market expansion of agricultural products. [8]

2.3. Research on the integration of “material art and craft” into the packaging design of agricultural products yam

By searching the literature information, there is no relevant literature on the packaging design of agricultural products based on “material art and craftsmanship”, and only the relevant research on packaging design based on ‘material art and craftsmanship’ is consulted. This paper mainly discusses the Jingdezhen packaging design, traditional ecological packaging design and green packaging design based on ‘material art and craftsmanship’.

Qi Xia combines the current style of Jingdezhen ceramic packaging in the article “On ‘Material Art and Craftsmanship’ and ‘Jingdezhen Ceramic Packaging Design’”, [9] analyzes the aesthetic tendency of its packaging material process, practicality and beauty, and the dependence of ‘Material Art and Craftsmanship’, and combs the design source and aesthetic dimension.

After consulting the literature, it was not found that ‘material art and craftsmanship’ was integrated into the relevant literature of agricultural product yam packaging design. This paper integrates the idea of ‘material art and craftsmanship’ into the packaging design of agricultural product Wenxian yam, which is the innovation of this topic. It inherits traditional aesthetics in culture and improves added value in economy.

3. Analysis of the Current Situation of Packaging Design of Wenxian Yam

3.1. Packaging design status highlights

In yam packaging design, it is very important to highlight product characteristics, which is related to product quality and sales. Yam is slender in shape and easy to break in texture, and is easily damaged during transportation. In this regard, the ingenious design of inner packaging is indispensable. Accurately create grooves and partitions that fit the shape of yams, provide them with exclusive ‘seats’, so that they are free from extrusion during bumps. Flexible buffer materials are also the best choice, with excellent flexibility to wrap and fix yams, cleverly disperse the collision force. In addition, the window opening design is more impressive, and the complete appearance and attractive color of the yam are directly displayed. Consumers can see the product status at a glance and buy with confidence.

The characteristics of yam, which are afraid of tide and easy to oxidize, also pose a challenge to packaging. The high barrier material such as composite plastic film is selected to build a strong ‘barrier’, and the water vapor and oxygen are firmly blocked outside; then, with deoxidizer and desiccant packets, the residual water vapor and oxygen are fully adsorbed. Internal and external cooperation, to create a stable storage environment, long-term maintenance of yam freshness, extend the shelf life, so that it can reach the hands of consumers in the best state.

3.2. Packaging design present situation short board

Nowadays, the shortcomings of yam packaging design are obvious, which restricts the further development of products. Poor environmental protection is the first to bear the brunt. Common disposable plastics and foam materials are flooded the market, which are difficult to degrade and become the ‘culprit’ of environmental pollution. In terms of quality, some packaging materials are thin and rough. Secondly, there is a

lack of innovation, the shape is mostly old rectangular cartons, and the color matching is dull. Finally, the brand awareness is weak, the logo is not eye-catching, not integrated into the brand story, low recognition, it is difficult to gain a foothold in the market.

The poor environmental protection of yam packaging design is mainly reflected in the following aspects: First, improper selection of materials. A large number of yam packaging relies too much on non-degradable materials, such as common disposable plastic bags and foam net sets. It takes a long time to decompose after use. Landfill will pollute the soil, and incineration will produce harmful gases to pollute the atmosphere, causing a heavy burden on the ecological environment. Every year, the amount of plastic waste generated by yam packaging is considerable and continues to accumulate, becoming the 'main force' of white pollution .

Second, the phenomenon of excessive packaging is common. In order to pursue visual effects and highlight the 'tall and high' of products, some merchants use multi-layer packaging, cartons with plastic and re-wrapped foam, which far exceeds the need to protect products, and there are many consumables but poor practicability. These excess packagings are discarded in a flash, resulting in a great waste of resources, which runs counter to the current concept of simple and environmentally friendly packaging.

Third, the lack of recycling design. Most of the yams are thrown away when the packaging is used up, without considering the subsequent recycling process. The structure is complex, the material is mixed, the recovery is difficult, the cost is high, and the recycling station is reluctant to accept, resulting in a very low recovery rate, unable to form a closed loop of resource regeneration, continuously consuming native resources, and aggravating the environmental protection dilemma.

The performance of some paper packaging materials is relatively poor, and their hardness and toughness are insufficient. The quality of paper packaging boxes of some Jiaozuo yams is uneven. Some cartons are not hard enough and are easy to deform during transportation and storage, which cannot effectively protect yams from extrusion and collision. However, the thickness of some plastic packaging is not uniform, and it is easy to be damaged, which leads to the exposure of yam to the external environment and increases the risk of deterioration. In the process of transportation, due to the damage of the carton, it is broken by the extrusion of other items, which affects its sales value.

Single packaging form: mostly traditional rectangular cartons or plastic bags, lack of special-shaped, combined and other novel shapes, can not stand out on the shelf, it is difficult to attract consumers who pursue individuality. Visual design conservative: color matching is not bold enough, pattern design is often limited to yam itself or origin scenery and other elements, for the integration of popular culture, modern art style is less, easy to make consumers produce aesthetic fatigue. Lack of interactivity: lack of interactive elements such as scanning code to participate in games, raffles, or packaging for secondary creation, it is difficult to establish close contact with consumers, which is not conducive to brand communication and market expansion.

The brand logo is not eye-catching, the brand name and logo font on the packaging are small, the color is dark, or covered by complicated patterns, and it is difficult to identify at a glance on the shelf. When consumers' eyes are swept over, they cannot quickly grasp the key brand information, and the memory points are missing, which is

not conducive to the brand's emergence in the competition and hinders the product from being accurately repurchased.

The absence of brand story, packaging is not integrated into the brand origin, inheritance story, growers stick to the plot of land, ingenuity cultivation, or the brand to overcome the planting problem of the course are unknown. Without the support of the story, it is difficult to arouse emotional resonance. Consumers only use yam as an ordinary ingredient, without deep connection with the brand, and loyalty is impossible.

Image packaging is not coherent, online e-commerce maps, offline business super display, promotional posters and other packaging visual images are inconsistent, sometimes simple, sometimes modern, color, style and changeable. Chaotic image blurs brand recognition, confuses consumers, makes it difficult to build a solid brand impression, and affects word-of-mouth communication and market expansion.

4. Packaging Design Strategy of Wenxian Yam Based on “Material Art And Craft”

The material beauty skillfully reflects the essential idea that the art of is based on and transcends the real . Because in order to realize the needs of the art product, the selection and addition of materials are extremely important. Good materials and delicate additions can not only obtain aesthetic pleasure, but also enhance the function of the art product in turn [10]. Through the rational use of ‘material art and craftsmanship’ strategy in the packaging design of agricultural products, it is possible to create packaging products that are both beautiful and practical, both have regional cultural characteristics and meet the needs of modern market, so as to enhance the added value and market competitiveness of agricultural products, and make positive contributions to rural revitalization and agricultural industry development. It is divided into the following two aspects:

4.1. Materials and Packaging Design

(1) Selection of natural environmental protection materials

The concept of green environmental protection industry development is a hot topic at present. Environmentally friendly packaging design has also become the key development direction of packaging design in the future. Environmentally friendly packaging can reflect the ‘authenticity’ of the product and enhance consumers’ goodwill for the product. In the current fast-paced life, plastic packaging is widely used in daily production and life. Because its material causes pollution to the environment, the state has issued policies to ban plastic, reduce the use of plastic materials, and environmentally friendly packaging has emerged. [11] In today’s era of environmental protection, choosing natural environmentally friendly materials is an important direction for agricultural product packaging design.

Paper materials are a good choice because of their wide range of sources, recyclability and ease of processing. High strength kraft paper can be used to make packaging bags, which has good toughness and wear resistance, and can effectively protect agricultural products. Corrugated paper is suitable for making packaging boxes. Its unique structure can provide good cushioning performance and prevent agricultural products from being damaged by collision during transportation. Wooden materials have natural texture and affinity, which can be processed into delicate small wooden boxes for packaging some high-end agricultural products, such as organic

fruits and characteristic nuts, giving people a high-quality, original ecological feeling. Bamboo materials grow rapidly and are environmentally friendly. They can be used to make bamboo baskets or bamboo tubes to hold vegetables, fruits and other agricultural products. They are not only environmentally friendly and beautiful, but also breathable, which is conducive to the preservation of agricultural products.

The native egg packaging selects natural cattail raw materials. With the help of straw weaving technology, the egg packaging is molded into a hen pattern, which is full of farm flavor. The shock absorption performance of the grass process effectively reduces the extrusion of eggs. This packaging can not only be used as decorations, but also be used as handbags for recycling. It is green and environmentally friendly, and conforms to the ecological concept of agricultural product packaging. The unique shape and process make it stand out among many products.

(2) Combined with regional characteristic materials

Different regions have unique natural resources and traditional materials. Integrating these regional characteristic materials into the packaging design of agricultural products can give the products a strong local cultural atmosphere. For example, in some coastal areas, materials such as shells and seaweed can be used to decorate or make packaging accessories. In inland areas, if there are abundant clay resources, pottery containers with local characteristic patterns can be burned for agricultural product packaging. In addition, local textiles, such as hand-woven fabrics, embroidery, etc., can also be applied to packaging to increase the artistic and cultural connotation of packaging. At the same time, we should pay attention to the combination with modern packaging materials and processes to ensure the practicality and safety of packaging.

A place is rich in grapes. The local packaging design uses a basket made of wicker as an outer packaging, and a special paper partition is placed inside to fix the grapes. The wicker basket has a strong rural style, reflecting the characteristics of local traditional handicrafts. The basket is also decorated with local vine pattern embroidery, which further highlights the regional attributes of the product. This packaging design combined with regional characteristic materials not only makes grapes have unique recognition in the market, but also becomes the carrier of local culture, attracting a large number of tourists to buy as souvenirs, driving the development of local agricultural products sales and tourism.

4.2. Process and packaging design

(1) Fine printing process

Advanced printing technology can add rich visual effects and cultural connotations to the packaging of agricultural products. By using high-definition digital printing technology, high-resolution image printing can be realized, and real photos of agricultural products, scenery of origin and brand stories can be vividly presented on packaging to attract consumers' attention. Gravure printing is suitable for printing fine lines and rich color levels. It is often used in the printing of high-end agricultural product packaging, such as brand logo and pattern printing on high-quality tea, olive oil and other packaging, which can show the high quality and unique charm of the product. At the same time, special ink and printing effects can be used to improve the texture of packaging. For example, metal texture ink can make the pattern on the packaging present metal luster and increase the high-grade sense of the product. UV

varnish can make the printed surface have luster and wear resistance, protect the pattern and enhance the visual effect.

The packaging of a high-end honey product adopts a combination of gravure printing and UV varnish process. The honey bottle pattern on the package is printed very delicately, with bright colors and a sense of hierarchy. The color and texture of honey are vividly displayed. Brand logo and product name are printed with metal texture ink, shining metal luster in the light, highlighting the high-end quality of the product. At the same time, the application of UV varnish makes the packaging surface more smooth and wear-resistant, and enhances the protective performance and visual appeal of the packaging. This exquisite printing process not only improves the grade of the product, but also conveys the pure source and high quality characteristics of the product to consumers through the graphic information on the packaging, which promotes the sales of the product.

(2) Unique modeling process

The packaging design of the new era has broken the traditional form of the past, and interest has become a 'flavoring' for people to provide entertainment and leisure in modern packaging design. Interesting in visual, modeling, interaction and other forms of expression in the design of modern packaging, packaging as a 'silent seller' the most powerful performance. Interesting packaging design cleverly meets people's emotional needs. [12] The unique packaging shape can stand out among many competing products and attract the attention of consumers. You can find inspiration from the form of agricultural products, origin culture, brand positioning and other aspects, and design a unique packaging shape. For example, the packaging box is designed into the shape of agricultural products, such as apple-shaped fruit packaging box, pumpkin-shaped vegetable packaging box, etc., to increase the interest and recognition of the product. The use of special-shaped structures is also an innovative way, such as circular, triangular, hexagonal and other irregularly shaped packaging boxes, which can break the routine and bring freshness to consumers. In addition, we should pay attention to the opening mode and convenience of packaging, and design ingenious opening structure, such as hidden zipper, magnetic opening cover, drawer structure, etc., to enhance the user experience, so that consumers can feel the intimate design of products in the process of use.

The packaging of rice captures the shape and expression of the working people in a concise way. When placed on the shelf, it forms a scene that seems to be imaginative farmers' uncles in a dialogue, choosing two different specifications. The small bag is used for short grain rice, and the high bag is used for long grain rice. The packaging adopts special-shaped packaging, and the material selects sustainable high-density cotton and hemp materials. The hat part of the product adopts the traditional cone cap of Asian farmers, and the size of the rice cup inside the cap is the decoration of the product, and it is also a container for taking rice conveniently.

(3) The combination of traditional handicraft and modern technology.

Taoism emphasizes that 'big clever if clumsy', 'clever but not clumsy, its clever must work; the payment is natural, though clumsy and clever.' It can be seen that Taoism does not exclude qiao, and requires that 'real qiao is not in violation of the laws of nature to sell their own cleverness, but rather to comply with the laws of nature everywhere, in this adaptation to make their own purpose naturally realized',

the pursuit of ‘inaction and inaction’ under the principle of complying with the natural ‘natural’ and ‘clever work’. [13]

Traditional handicraft contains rich cultural heritage and unique artistic charm. Combining it with modern packaging technology can create agricultural product packaging with unique cultural value and modern aesthetic style. Traditional paper-cut, embroidery, weaving, wood carving and other handicrafts can be used to make decorative elements on the packaging, such as pasting decorative stickers with paper-cut patterns on paper packaging boxes, or carving patterns with local characteristics on wood packaging boxes. At the same time, combined with modern printing, molding and packaging technology, the production efficiency and quality stability of packaging are ensured. For example, modern printing technology is used to print brand logos and product information on traditional hand-woven bags, which not only retains the texture and cultural characteristics of hand-woven, but also meets the functional requirements of modern packaging.

The packaging of a local specialty pastry adopts a traditional hand-embroidered cloth bag as the outer packaging. The cloth bag is embroidered with exquisite local traditional patterns and brand logos, showing the charm of local traditional culture. Inside, modern food-grade plastic packaging is used to ensure the hygiene and safety of the pastry. In the overall design of the packaging, pay attention to the color matching and coordination, so that the traditional embroidery color and modern packaging style integration. This packaging design combining traditional handicrafts with modern technology not only enhances the cultural connotation and artistic value of the product, but also becomes a local cultural business card, attracting many tourists and consumers to buy, promoting the inheritance and development of local traditional handicrafts, but also promoting the sales of agricultural products and the prosperity of local economy.

5. Conclusions

This study closely analyzes the packaging design of Wenxian yam based on the concept of ‘material art and craft’, and has achieved fruitful results. At the theoretical level, it is clear that ‘material art and craftsmanship’ is the core essence of packaging, which emphasizes excellent material quality and exquisite craftsmanship, and builds a solid foundation and direction for agricultural product packaging design; the current situation investigation found that the yam packaging in Wenxian County has some bright spots, but it is difficult to hide its shortcomings. Problems such as poor environmental protection, unstable quality, scarcity of innovation and brand weakening restrict the improvement of industrial added value and market expansion.

In terms of strategy formulation, the solution is given around the two dimensions of material and process. On the material side, natural environmentally friendly materials help sustainable development, rapid degradation, non-toxic and harmless, and fit the green consumption tide; regional characteristic materials dig deep into the cultural heritage of Wenxian County, bamboo weaving and pottery containers tell local customs and empower the cultural value of products. Process category, unique shape to break the routine, special-shaped, modular design to catch the eye, add interest; strengthen brand awareness, with eye-catching logo, moving story, style unified presentation, close the distance with consumers, cultivate loyalty.

In the future, there is still huge room for improvement in the packaging design of Wenxian yam. With the rapid development of science and technology, intelligent

packaging has broad prospects. It is envisaged to introduce temperature and humidity sensors and traceability chips, so that consumers can control the ‘health status’ of yam in real time, trace quality information throughout the process, and strengthen trust guarantee. The concept of environmental protection continues to deepen, new degradable composite materials are developed, and 3D printing customized packaging is integrated to accurately adapt yams and save resources.

Cultural excavation can move towards diversified integration, deeply connect Wenxian Taiji culture with food culture and folk customs, create a series of theme packaging, fit different consumption scenarios, from festival gifts to daily tonics, and penetrate the market in an all-round way. The brand building can also use new media multi-channel force, online and offline linkage marketing, packaging avatar interactive carrier, user scan code to unlock exclusive benefits, participate in the planting experience, so that Wenxian yam can be upgraded by packaging, ‘out of the ring’ all the way in the competitive agricultural product track, to achieve high-quality and sustainable development of the industry.

Conflicts of Interest

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

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