

"Mourning Creation" Tea Set Packaging Design

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Abstract

The long history of tea culture has occupied a very important part in the earliest traditional culture of our country. With the rapid development of today's social economy, tea culture. Whether it is at the spiritual level of people or at the material level, it still has profound practical significance. From a spiritual perspective, tea friends are a lot of social work in tea culture. One of them, paying attention to the interrelationship between people, in response to the psychological state of today's people, in the leisure time of work, soaking a pot of hot tea, savoring, not only. It can eliminate the fatigue of the day, relax, and improve the cultural literacy to a certain extent, and also provide a channel for meeting like-minded friends. At the material level. Words, with the increasing international exchanges in economic globalization, the development of the times has also injected new connotations and vitality into the tea culture. The mourning creation is an emerging tea brand. It started in 2012. After four years of tea aesthetics, it is a perfect match between ancient crafts and modern aesthetics. It abandons the versatility and impact of the visual, the fusion of the fire and the mud and the wisdom of the craftsman. The utensils are reborn in the fire, and the utensils and objects are all tribute to the traditional craftsmanship, giving the material instinct of the material instinct to reveal the life back to life. As a brand new tea brand, mourning for creation has continuously given a new vision of tea ceremony in recent years, and strives to integrate the beauty of the artifact with the humanistic spirit. The brand continues to pursue and explore the design, and never stops on the road of pursuing perfect artifacts. By designing and creating a new series of packaging for the "Music Creation" brand, it creates a unique personality and injects new connotations, thereby stimulating consumers' desire to purchase and attracting new consumer groups. This is conducive to people's acceptance of brand culture and products, thus contributing to the development of the brand. In addition, the distinctive and unique series of packaging not only sets up its own brand style for the mourning of the tea brand, but also forms a distinctive market competitive advantage.

Keywords

Tea culture; packaging; design.

1. Introduction

China's tea culture has a long history and can be traced back thousands of years. In the colorful tea culture, the teapots, teacups and other tea supplies that are essential for tea consumption also account for

According to the extremely important position. China's tea culture has always advocated not only to drink good tea, but also to give tea tea a sense of self-cultivation, in order to gain a spiritual world.

Feelings. The tea set used in the tasting is especially important. The quality of the materials and texture used will directly affect the taste of the tea and the mood of the tea drinker.

Impact. At present, among all kinds of tea sets on the market, ceramic tea sets are popular because of their superiority in reducing the taste of the mouth. Therefore, the material selected

for this packaging design is ceramic. Mourning creation is a new tea brand in recent years. According to market research, the popularity and influence of the creator tea brand is comparable to that of Hantang tea set and Hengfu tea set. Such as the old cards are far apart. From the perspective of enhancing the brand's visibility and economic benefits, it has adopted a unified series of packaging design for the mourning of the tea brand. Create new personalities, inject new connotations, and create distinctive packaging styles to achieve the goal of enhancing consumers' desires and attracting new consumer groups. This is not only full. The modern aesthetic needs of the students enhance consumers' recognition of the products, culture and ideas of the creators, thereby increasing sales, expanding market share and enhancing brand recognition. Knowledge, increase product added value, create rich benefits for the brand.

This project is aimed at mourning the problems in the packaging design of the creation tea set brand. For example, the lack of design sense in the selection of a single package type cannot be highlighted. The characteristics of the product are not much different from the most common ordinary packaging boxes on the market, and it is difficult to quickly attract the attention and curiosity of consumers. In addition, in the packaging of tea sets. In terms of materials, foam boards are widely used. Although the foam board can well protect the product and prevent the breakage, the foam board is a non-environmental material and is environmentally tainted. The effect of dyeing is greater. In addition, the brand's tea packaging is too fragmented, each product's packaging is independent, there is no overall, systematic design style and use elements unified. Series of packaging. The current tea packaging is simply packaged for the protection of products, but its brand concept and connotation are not reflected. In the overall design, the packaging is neglected. The role of card propaganda. This graduation design attempts to extract the elements that are compatible with the connotation of the brand of the creation, and carry out a series of packaging design of the unified style to create a unique brand. The packaging style allows consumers to make a deep impression on the mourning brand, thus promoting the development of the brand.

2. "Ideal Creation" Tea Set Brand Packaging Design Ideas

2.1. Topic Background

In recent years, the packaging design of products has been paid more and more attention by people. Consumers are more likely to be attracted by unique and fresh packaging when shopping.

Interested in life. The meaning of commodity packaging in today's market is not only to protect the goods or to facilitate the convenience of consumers, but now the packaging of the products has also taken up. Promote the role of brand culture promotion and the important responsibility of promoting product sales. An excellent package must not only have the function of protecting products and being easy to carry, but also play. Taking on the functional role of brand advertising carriers is the most powerful communicator of brand culture. In summary, a unique packaging system, whether for product sales, brand culture promotion, or the brand's current and future development, is very necessary

of. This graduation project is intended to create a set of distinctive packaging with practicality and beauty for the mourning of the tea brand.

2.2. Feasibility Analysis

According to the survey, most tea sets sold in the market lack the packaging of products with their own brand unique style, and the packaging is mainly to protect products and facilitate transportation.

The purpose is to pay too much attention to practicality, and rarely consider the aesthetics of the package. The packaging materials used are mostly the same, basically ordinary corrugated boxes with plastic foam inside. Frame protection products, not only the use of plastic foam materials, are extremely harmful to the environment and cannot promote the consumption and dissemination of brand culture. Doing the above findings. The problem of this graduation design has been analyzed in detail and solved. When designing the packaging of tea sets, on the one hand, starting from the internal structure of the packaging, depending on the characteristics of the ceramics that are fragile, consider fixing with appropriate materials, such as crafts. The small wooden box and the small bamboo box are not only strong enough to protect the product, but also the original environmental protection materials and the sacred creation brand advocated the return to nature. It coincides. On the other hand, starting from the overall style of the packaging, the color element is the most able to quickly attract customers' attention in the packaging design, using a display.

The color of the eye is the easiest to make the product stand out on the shelf for the first time. According to the characteristics of the tea brand selected this time, this series of packaging design chooses to use a simple. The single, elegant and brisk colors are the main colors, and strive to achieve a uniform, simple, simple and clear overall style. At the same time, text is also the most important in packaging design. The choice of body and the use of color are especially important. This packaging design starts with the name of the mourning tea brand and combines with another traditional Chinese cultural calligraphy. A decorative pattern with unique brand features. The text of the package is intended to be concise and clear, and fully reflects the attributes of the product. Create a classic, fresh, rustic-style collection that appeals consumer.

2.3. Design Ideas

In the early stage of the topic, combined with the knowledge acquired during the university, collect data to study the packaging design features of famous tea brands in various countries, such as packaging style, materials used, etc.; start from the concept of returning to nature of brand claims, extract available information and discover it. Different from other brands, the unique features are applied to the packaging design. And integrate the concept and nature of graphic creativity and plane composition to form a unique style. Organize and classify and select relatively good packaging design cases, comprehensively and in-depth study of the cultural connotation of the selected tea brand to determine the overall style characteristics of the packaging design. . The information collected in the previous design period will be comprehensively summarized to determine the overall design ideas and draw preliminary sketches.

Since the main consumer group faces young people, the "Morture of Creation" brand packaging design conforms to the contemporary trend, is full of personality and has a modern sense, and cannot be separated from the Chinese style in the brand culture. Starting from the practicality of the inner packaging, the protection of the product is fragile and easy to transport as the primary consideration, followed by the aesthetics of the outer packaging, from the text, color, graphics and other aspects combined with the brand culture connotation for a series of packaging design. The reason for the series packaging is that the image of the brand has repeatedly appeared in the shelf display of the mall, making it easier for consumers to identify and deepen the impression.

3. In Conclusion

Through the design of the packaging design of the mourning tea set, the following conclusions can be drawn:

1. Systematic packaging design for mourning tea packaging. A brand has a set of packaging with its own brand culture characteristics, and at the same time can achieve the combination of

beauty and practicality, which will make the brand stand out among many similar brands. It will attract more consumers' attention and be more deeply rooted in the hearts of the people. It is very significant for establishing the brand image of the company and enhancing the brand's comprehensive competitiveness and market influence.

2. The logo design of the mourning tea brand has been extremely important in the brand image, especially in the market promotion. A brand logo can reflect the core cultural connotation of the enterprise. Impressed consumers in the first place. Therefore, in the process of logo design, we must be very cautious, and we must design after all-round understanding of the cultural connotation of the brand.

3. In-depth analysis of the cultural connotation of the mourning tea brand, and made a poster design. In the outdoor publicity of the brand, the poster is a very effective method, especially in crowded outdoor places. A unique poster that conforms to the public aesthetic is easy to attract the attention of the public, and can achieve the purpose of quickly and effectively spreading the brand culture.

Through this design, I learned a lot of knowledge and understood that packaging design is not so simple. I also saw that there are still many things that are lacking in the method of packaging design and what to learn. The perspective of the problem is not comprehensive enough. Through this hands-on practice, I have a deeper and more intuitive understanding of the knowledge in the book, and constantly accumulate lessons from each practice, laying the foundation for the future road and doing the next design.

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