Enlightenment of Chinese Traditional Color Philosophy Thinking to Modern Packaging Design

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Abstract

Packaging as a medium and means of communication is almost accompanied by the whole process of human social development. This paper analyzes the characteristics of traditional packaging design in terms of emotion and culture, explores the form and expression of harmonious unity between man and nature, and analyzes Packaging material, production process, graphic design, color application and so on throughout the philosophical thinking. It has a positive significance to promote the development of traditional packaging design and enhance the international competitiveness.

Keywords: Traditional Color Philosophy; Modern Packaging Design; Enlightenment

1. INTRODUCTION

In the Chunqiu and the Warring period, the color culture of Confucianism and Taoism formed the embryonic form of people's understanding of color. In the Southern and northern Dynasties, Buddhism entered into China, and integrated with Chinese traditional Taoism and Confucianism, it enriches the connotation of color culture, and it runs through the various fields of the aesthetic consciousness of color in China, which has an indelible impact on Chinese packaging design, painting, clothing, architecture and so forth. The research of Chinese traditional color philosophy thinking and image plays an important role in exploring the cultural influence and competitiveness of the national packaging characteristics and connotation of promoting local packaging.

2. To nature as teacher, combined with inner perception—Chinese traditional color Philosophy image

Behind of the each color image all hides a special color code. “To nature as teacher, combined with inner” which means regarding the nature as teacher, combined with inner perception, and analysis and perspective of the image’s beauty of color. It follows the process of objective phenomenon, artistic image and the artistic image. That is, color stems from the real life, and must take the actual beauty as a source, and through casting and reconstruction of designers’ their personal emotion, which eventually expresses the philosophy image of

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color of the organic unity in objective reality and designers’ subjective feeling and thinking. Like red, as an auspicious color, is most widely used in China. Every auspicious festival in our country, red lanterns and couplets are everywhere. So, red is an indispensable color in the traditional packaging design.

3. The color creation of traditional color philosophy thinking

The imagery of the traditional color follows such a thought: Firstly, simplify and know clearly color information and highlight color features through summary and extraction etc. Secondly, emphasize art processing of color combinations, highlight color’s decoration and artistry by symmetry and harmony. Thirdly, Find order in disorder, attach importance to the image’s characteristics of color. “The color philosophy of the emotion is filled with the inside, and the image is outside” has a profound embodiment in the traditional packaging design through simplification and refinement of the regularization of processing, enhance the color behavior and character recognition. While highlighting external features of color, achieving mutual perspective and symbiotic image through “outside” get “inside”.

4. A revelation of traditional color philosophy thinking to modern packaging design

Chinese traditional packaging history is an important part of the history of Chinese culture. In the early human social life, because of limited packing materials and craft, packaging color were pure and natural, basically given priority to the color of the material itself. However, with the development of society, the hierarchy of the feudal society began to reflect in the packaging color, red and yellow as court coloring tone were established, while the folk colors basically tended to intermediate color and secondary color. Into the modern society, seeking a reasonable combination of traditional colors and using it scientifically into packaging design become an important means of exploring the spirit of traditional packaging manifests national temperament.

4.1 Worship of red, reverence for life—red has the most widely used as an auspicious color

In our country every auspicious festival, red lanterns and couplets are everywhere, this is determined by the position of red in Chinese people’s mind. The wide application of red for designers has its profound historical roots and basis, red is a concrete manifestation for our Chinese people longing for the booming of happy life, and is also a high reflection combined the red power and the revolution with people's feelings in our country. So, red is an absolutely indispensable color in the traditional packaging design. In modern packaging design, we should attach importance to the application of the red series. From the history of packaging, the application of red has never been halted, whether the inner packing or outer packaging from ancient to now. Up until now, It is enough to show that red is always the Chinese people's preference and the first choice in selecting color during festivals, such as hanging red lanterns, wedding celebration, wearing red clothes and wearing saffron customs etc.

4.2 The balance of yin and yang, the color of the five elements--emphasis on the value of primary colors

To advocate the harmony of yin and Yang, the primary colors’ application of the theory of
the five elements has the same high position. The traditional sense of color culture in China is mostly represented by "five elements", black, white, red, yellow, green has always strong identity as traditional pure colors. In the Spring and Autumn period, there spread a saying "color but five kinds, the change of color, then view". The five colors are made up of black, white, red, green and yellow, which is consistent with the understanding of the modern color theory system. The five colors is associated with the theory of five elements of soil, wood, water, fire, metal, turtle Fu written by Caozhi. “Dragon in east, white tigers in west post, Xuanwu in poor, Rosefinch habitat in the South”, It was regarded exorcising devil as the auspicious beast for ensuring security and praying for happiness, and respectively represent the different colors, so the auspicious characteristics of the five elements spread. Emphasis on the connotation of colors has a positive significance to promote the applied value of colors.

4.3 Ascetic and nature, attach importance to the application of non-color system

Clean and elegant products require that the application of color advocates unrestrained natural color, it also enlightens us to emphasize the application of non-color of nature and ascetic[1]. Taoist describes a riot of colors of all things in the world through the techniques of falsehood and trueness, action and silence, gather and disperse, black and white, and combining with the relationship between yin and Yang to define the contrast and coordination of the color. The beauty of color is lonely and introverted, and Taoist advocates unrestrained natural color as a taste. The designer to the choice of the natural color should conform to product concept, and to express their meaning through transforming color information into a new visual form, making it conform to the principle of visual communication in packaging design, delivering the goodness and warmth of gift packaging straight to people’s heart.[2] Non-color’s application should combine product attributes with characteristics and, at the same time, determine the use of color according to the user’s age, occupation, habits and so on. Both cannot be understood as the same.

4.4 pay attention to the emotional expression of color

It is the art of color design what “emotion in the inside and image in the shape”, behind of the each color image all hides a special color code. “The perception style of the artwork is not arbitrary, it is not a pure form composed of shape and color, but an exact interpreter of a concept”. [3] The external image of the color is the visual representation of the content. A typical result of the spreading of loyalty and Confucius thought in Feudal society had a clear demarcation in the use of color. The court and the people have the different characteristics in using the color. The pure color is widely used in the palace packaging, while secondary color or yellow except outside pure color is mostly used in the folk, the class nature of the color culture reached its peak in the Qing Dynasty.

The earliest works on the theory of “imagery” can be found “as the meaning of legislation” in the Books of Changes. In the modern packaging design, color needs graphics as a medium to express emotions. Graphics are divided into concrete, abstract, decorative three categories, and the main sources of graphics are photography and painting. Photographic picture color level is rich, which has an intuitive description on the product image. The advantage of painting performance lies in its artistic processing and creation of space more diversified can make up for the lack of visual performance of photography. The soul of packaging design is
the true expression of emotion, and the emotional content of the packaging will have fresh vitality. “Affection in the inside, imaging in the outside” is to attach importance to the color of emotional expression, through the color image performance, giving color more emotional symbols, borrowing graphics or materials to make this more specific and vivid.

5. CONCLUSIONS

The significance of the traditional inheritance is not to preserve the traditional rigid, but rather how to innovate based on tradition. Chinese traditional packaging color connotation is rich, “outside the teacher fortune, in the heart of the source” of the natural color concept and the “emotional change in the external imaging” is a manifestation of the traditional philosophical thinking, color image characteristics showing a unique artistic charm and cultural characteristics. Analysis and study of traditional Chinese packaging color philosophy thinking can help us understand the color of traditional packaging norms and human feelings, based on the color of the artistic value and spiritual essence, you can explore the advantages of traditional packaging and core competitiveness, for the promotion of traditional packaging design development, in the current fierce international competition to obtain a favorable position, which has an extraordinary significance.

Reference