

# Packaging Design of Native Products from The Perspective of Rural Revitalization

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**Abstract.** From the perspective of rural revitalization, the packaging design of native products is very important. It not only assumes the role of protection, transportation and storage of goods in the initial circulation process, but more importantly, as a visual communication carrier, transmitting commodity information, building a platform for commodity beautification, and psychological communication with consumers. People realize that the product begins with packaging, and in today's globalization, packaging has become an integral part of the product. It has a positive promoting effect on increasing the sales volume of native products, and has certain promoting significance in the implementation of the development goals of rural revitalization. Therefore, the full text mainly from the perspective of rural revitalization elaborated the main principles of local characteristics packaging design, and according to the actual situation and the requirements of rural development, put forward the corresponding local characteristics packaging design points. Provide valuable reference suggestions for relevant designers, and then design product packaging with unique local characteristics, help agricultural development, and gradually achieve the strategic goal of rural revitalization.

**Keywords:** Rural Revitalization; Native Product Packaging Design; Internet +; Marketing Strategy; Design Essentials.

## 1. Introduction

In the process of building a well-off society in an all-round way, the strategy of rural revival is very important, and it is also the fundamental task of the modernization of the country and society. In the process of implementing the rural revitalization and development policy, we will gradually overcome the shortcomings and problems existing in the development and construction of urban and rural areas, give full play to the advantages and characteristics of the region, and promote the development of the local regional economy to achieve a qualitative leap.

Due to the improvement of people's aesthetic ability and quality of life, modern people's demand for products has not only stayed in the simple and crude practical consumption degree, but gradually promoted to a refined quality of life. The importance of artistic aesthetics in product packaging design is becoming increasingly prominent, and people are more and more pursuing products with perfect combination of practical value and aesthetic value.

From the perspective of rural economic vitality, it is mainly reflected in the sales of local specialties. With the increase of the country's overall economy and the gradual attention to agricultural development, the market of local specialties has gradually developed to the scale direction, so the packaging of products should also keep pace with The Times, and the commercial value of local specialties should also be gradually highlighted. Therefore, from the perspective of rural revitalization, in-depth research on the packaging design of local products has important practical guiding significance.

## **2. The Main Principles of Packaging Design of Native Products from the Perspective of Rural Revitalization**

### **2.1 Diversity**

The packaging design of rural native products has similarities with general goods, but customers will be affected by visual contact in the process of consumption, and will also gradually produce psychological impact in the progression of visual communication. In the design, the aesthetic principle should be applied according to regional culture and product characteristics. Through the change of form, various visual elements, colors and other factors to reflect the local cultural characteristics, for the packaging of different local products to increase the overall visual infection effect. To create a sense of advanced design, in addition to the high-grade temperament of the visual design effect itself, the use of technology and materials, into the material structure beauty, formal beauty, craft beauty and structural beauty and other content, reflecting the comprehensiveness and diversity of artistic expression. Therefore, it is necessary to have a professional knowledge reserve of materials and process technology, and to master some new information and information in modern society. For example, in rural areas, for some special commemorative traditional festivals, a variety of planting and management methods are adopted to cultivate fruits, and characters such as "fu", "auspicious" and "Ruyi" can be designed on the packaging, which then represents the cultural implication, reflects the special meaning of local local products, and gives people good blessings. In addition, local products should also actively develop a variety of product combinations to promote the overall packaging design of the product has a certain vitality.

### **2.2 Environmental Protection**

With the continuous improvement of people's understanding of health, environment, social responsibility and other aspects, the concept of green environmental protection is more and more concerned and explored by people. In people's actual life and production, they often encounter slogans and slogans to promote the environment, such as emphasizing and promoting environmental protection information as much as possible in the design, revealing the atmosphere of green packaging in the pattern, name, color or text, so that it forms a mainstream design and spread. In urban construction, more and more streets have set up more garbage sorting points to promote green and low-carbon development, and the rural environment is no exception. Green environmental protection is also a key issue to be considered in the process of national urban development and construction, and it is a content that cannot be ignored in the stage of rural revitalization.

In the process of production and circulation of local specialties, it is necessary to focus on the packaging design of products. In the design of product packaging, first of all, we must put environmental protection and safety in the first place, while better serving the needs of local rural economic growth, we must also ensure that the development and use of packaging and packaging materials will not cause harm to the ecological environment and human health, and adhere to the concept of sustainable development. Packaging design should adhere to the overall environmental design concept from production, marketing, and then recycling, in the process of product packaging research and development, not only to take into account product use, storage and transportation, product marketing and other links, should also take into account waste treatment, environmental health and other issues. In the design process always through the principle of environmental protection and saving, in the packaging design of material selection and structural function, as far as possible to reduce consumption, easy to disassemble, so that materials and components can be recycled, choose optimized design of product packaging, adhering to the design principles of environmental protection, in the service of every consumer at the same time, to avoid adverse effects on environmental protection work.

For example, for native eggs in the current market environment, the packaging design needs to be comprehensively considered from the three aspects of functionality, aesthetics and environmental protection. Among them, functionality includes protection and convenience; Aesthetics include

elements such as pattern, color and shape; Environmental protection includes materials and recyclability. Environmentally friendly egg packaging design can effectively reduce the waste generated by packaging and reduce the environmental burden. Environmentally friendly egg packaging can choose degradable materials or recyclable materials in the material to reduce environmental pollution. For example, the use of paper boxes, paper bags and other materials instead of non-degradable or non-recyclable materials. For some non-degradable or difficult to degrade egg packaging materials, can be reused, recycling and other ways to reduce the impact on the environment. Packaging design is a comprehensive art design discipline, which is of great significance in the aspects of protection, aesthetics and environmental protection. In the practice of product packaging design, we can start from the aspects of protection and convenience, pay attention to the collocation and use of elements such as

### **2.3 Emotion**

With the advent of the Internet era, "Internet + agriculture" is creating a new model of agricultural industrial chain, showing new market characteristics such as information, networking, intelligence, etc. Through the introduction of Internet thinking, traditional agriculture can realize new marketing strategy changes from production, management, sales and other supporting fields. At present, under the background of continuous improvement of population economy, people's living standards and quality have gradually improved, and higher standards have been established for material demand. On the basis of this social foundation, we gradually pursue a deeper cultural life. For example, people's pursuit of spiritual and psychological aspects, such as caring needs and material satisfaction. Therefore, more new things are derived, and at the same time, innovation and development are continuing. However, for the design and packaging of rural native products, it is also necessary to actively penetrate innovative ideas. After having a certain awareness of packaging design innovation, designers should strengthen their own innovative ideas and thinking, integrate emotional elements into the packaging of rural native products, meet people's practical needs for product packaging, and improve the emotional value of the packaging design of native products, so as to arouse the emotional resonance of consumers, willing to take the initiative to buy, and increase the sales of native products.

### **2.4 Regionalism**

In the packaging design of local products, designers should follow the regional design principles, reasonably penetrate the local cultural characteristics of the elements, according to these elements, in a creative way to show the packaging with local customs and traditional national culture, so that the integration of regional culture and design effect is more prominent.

Conduct field investigation on local characteristics in the early stage of design, and choose regional materials, extend regional structure shape and color and other regional cultural elements in the packaging design, integrate into the local special social, cultural and historical background as well as local customs and customs characteristics, so that people can feel more regional characteristics and cultural elements through the product, and attract consumers' attention. To promote the packaging design of this native product has a good market competitiveness, while the long history of the local perfect show, so that more people understand the farmer culture, living environment and geographical terrain. At the same time, perceive the difficulty of farmers planting products, better interpret the culture and meaning of native products, improve the profound meaning of native products packaging design, so as to become an effective way to publicize and promote local native products, so as to expand the sales scope of rural native products, and bring greater benefits to agricultural development.

### **3. Key Points of Packaging Design of Native Products from the Perspective of Rural Revitalization**

#### **3.1 According to the Actual Development Needs, Establish Corresponding Brands**

In the new era of social development environment, the mass consumer market requirements are gradually updated, so the local products and brand packaging should attract people's attention, the local cultural characteristics into the local packaging design, so that the brand image is more deeply rooted in people's hearts, focusing on the cultural value and quality value of local products, and further stimulate people's desire to buy. Under the visual impact of native products, stimulate the enthusiasm of consumers. At the same time, because the native products themselves have certain national cultural characteristics, they should be integrated with the brand packaging and the cultural connotation of the design concept, so as to significantly improve the aesthetic value of the brand, increase the cultural experience value of the native products, and have a positive impact on the consumer group, and its role is gradually increasing. During this period, establish local cultural characteristics, highlight higher personality, make it more distinctive and unique, focus on the local regional characteristics, so as to create a new brand image of native products, contribute to the packaging effect of rural native products, add the unique charm of packaging design, so as to become a local iconic brand, bring certain economic benefits to farmers at the same time, Gradually improve the overall international brand image of China's local characteristics of native products, and promote the export of rural native products become possible.

In addition, under the perspective of rural revitalization, the packaging design of native products has more social significance. In the specific design and production links, designers through graphics, packaging modeling, text and color innovation, effective transmission and promotion of product information, so as to bring consumers a good visual impact effect, contribute to the promotion of rural native products sales. During the packaging design of different kinds of native products, different market positioning should be given, and the packaging design of chaotic native products should be a unified brand symbol, which is conducive to the unity and integrity of the market visual effect. After integrating the local historical and cultural background with the competitive characteristics of agricultural products, with the help of graphics, colors, symbols and layout design and other elements, the historical and cultural characteristics and emotional meaning are effectively conveyed, and the brand competitiveness of rural native products is significantly improved, and its value is constantly increasing, fully meeting the needs of social development in the new era.

#### **3.2 According to Regional Cultural Elements, Improve the Innovative Consciousness of Local Product Packaging Design**

In the process of reducing the homogenization crisis of native product packaging design, for modern Chinese packaging design, it is necessary to penetrate the local local flavor, focus on highlighting the long historical and cultural characteristics of product packaging, at the same time, fully integrate with some national fashion design elements, so that more audiences can accept the results of native product packaging design and meet the fashion needs at the same time. It also promotes the enhancement of the humanistic spirit of consumers. After integrating the humanistic spirit elements of rural areas into it, the emotional value of consumers is sublimated, prompting consumers to have a strong desire to buy.

Therefore, designers must package local and regional cultural characteristics to stimulate the nostalgia of some potential consumers for their hometown. Under the concept of humanistic feelings, consumers can stimulate the emotion of recalling their hometown, which is conducive to the increase of the overall sales of local products. At the same time, during the research on the packaging design of ethnic native products, the focus is on promoting and disseminating local cultural characteristics and connotations, and building regional cultural brands, which has become the key elements of commodity packaging design. First, during the packaging design of locally unique native products, the landscape change of the production area of native products is taken as an innovative argument to

prevent similar packaging design works. Second, the way of illustration is integrated into the product packaging design, infiltrating the historical and humanistic knowledge, and organically combined with the attributes of the crops themselves, to bring people different visual feelings of packaging and stimulate the desire to buy. In short, introducing the local specialty culture into the product packaging, effectively transmitting the production information of native products, and at the same time, it can also play a significant role in the inheritance of local folk culture, improve people's understanding of local culture, and lay a solid foundation for the construction and development of rural revitalization.

### **3.3 Integrate the Concept of Green Ecological Design, With the Help of Green Packaging Materials**

During the period of carrying out the packaging design activities of regional characteristic native products, the design focus should be fully integrated in the two aspects of modeling packaging and commodity composition elements. And the packaging materials to be reasonable and scientific selection, use. As for the emerging composite packaging materials with recyclable characteristics in the market environment, they are the preferred materials for the packaging design of rural native products. Under the design concept of native products preservation and easy transportation, the use of packaging materials is reduced as much as possible, such as the use of lignocellulosic materials, composite corrugated paper and wood fiber materials, etc., with the help of these new natural materials, the packaging of native products is designed. For packaging materials that can be continuously reused, designers should focus on and use, as far as possible the use of recycled renewable straw, bamboo or willow and other natural plants, as native product packaging materials, give full play to the application advantages of these materials, environmental protection, safety, non-toxic and harmless and degradable, in order to achieve the goal of taking nature and using nature.

In the process of adding local ethnic characteristics, the spirit and connotation of China's excellent traditional culture are fully demonstrated, so as to put green packaging on rural native products, which helps people to miss their hometown under the impact of such product packaging, and have a certain sense of belonging. At the same time, it can also attract more foreign consumers' favor. It further increases the potential value of agricultural products, promotes the revitalization and development of rural enterprises in China, and helps the improvement of the social and national economic level.

### **3.4 Innovative Packaging Design Patterns, Infiltrating Interactive Design Elements**

Under the background of the gradual upgrading of consumer demand, the brand effect has gradually become prominent, and the people have also penetrated the interactive design method into the packaging design of native products. Based on the interactive design method, mainly in the interaction between people and products, so that more consumers pay attention to and understand the brand image, in order to obtain good benefits. If the packaging design of rural native products is analyzed from a multi-dimensional perspective, the interaction design elements are reasonably introduced into the packaging product design link, and on the basis of bringing more shopping experience to consumers, more added value is added to the product.

For the packaging design of rural native products, it is necessary to integrate interactive design elements from intelligent interaction. Intelligent interaction is based on the interaction between people and computers, in order to achieve goals and complete tasks, under the guidance of a certain interactive way, to carry out the interpretation of information exchange. For intelligent interactive packaging, it is also with the help of new technologies and big data platforms to accumulate rich and diversified packaging information. In the past, the packaging design of native products was limited by the size of packaging bags and packaging boxes, resulting in limited information positioning of products. At present, with the development of science and technology, intelligent interactive packaging, on the Internet data platform, can intuitively receive all kinds of information about products, prompting consumers to directly understand all information about native products from production to sale, and promote the close relationship between consumers and native products and origin. For example, for some processed native products, in the process of packaging design, the two-

dimensional code is added to facilitate consumers to scan the two-dimensional code with mobile phones and other electronic devices, directly watch the real-time production of the product, and obtain the video of the entire picking process of the product, so as to promote consumers to better understand the production, transportation and other processes and health conditions of native products. At the same time, the development process of native products from the perspective of rural revitalization can also be filmed as a micro film, which can be presented in video or photos, so that more people can intuitively understand the local cultural and historical knowledge and brand culture, promote a certain correlation and interaction between products and consumers, and enhance the relationship between each other. Thus, the native products have a full sense of identity and trust.

In the visual interaction design, there are strict requirements for the hygiene and preservation of native products. Under normal circumstances, fruit and vegetable agricultural products, the use of visual packaging technology in the packaging design stage can effectively improve consumers' purchase willingness. For visual packaging, mainly during the packaging design, through the display and use of part of the transparent plastic, so that consumers can directly watch the real state of the product, to avoid being induced by bad packaging. According to the relevant authoritative survey results show that nearly 93% of consumers in the process of buying vegetables and fruits, have to open the box to check to ensure that the freshness of the purchased products meet the requirements. Therefore, for the application of transparent material packaging design, while effectively improving the external beauty of fruit packaging, it can also increase the desire of customers to buy, thereby improving the reputation of native products. For example, the packaging application of orange is a representative of the visual packaging design of vegetables and fruits. In the process of packaging design of orange, simplified graphic typeset is adopted to display the image of the orange after cutting, and reasonable and clever use of transparent materials in the packaging box to fully demonstrate the visual effect of the product.

The integration of technology such as mechanical, biological, electronic, chemical sensors and network technology into packaging materials can make ordinary packaging achieve many "special functions". For example, the indication label of the freshness of native products has been widely used in the packaging design of meat and dairy products, using the sensitive response of raw materials to external factors such as light, electricity, humidity, temperature, pressure and so on, so that consumers can intuitively judge the freshness of products, and further improve consumers' sense of trust and recognition of native products.

### **3.5 To Meet the Needs of Public Consumption, to Build Brand Packaging Effect**

Strengthening brand awareness and building agricultural brand belong to the core content of rural revitalization strategy. Under the promotion of the important guiding ideology of the state, we have a deep grasp of the law of modernization and the changing characteristics of urban-rural relations, and comply with the yearning of hundreds of millions of farmers for a better life. Therefore, brand is the core sign of agricultural competitiveness, an important representation of high-quality development, an important engine for modern agricultural development, and a key support for rural revitalization. Local product packaging design is one of the important links of brand building, through the construction of regional and shared to integrate the brand, to reduce market contradictions and competition, and promote the overall strength of the product significantly improved. It can be seen that packaging design is one of the effective channels for casting brand image. Packaging design has been transformed into a brand culture design strategy, is an important factor in shaping a good brand image in the visual design of the corporate image, which can better serve the shaping of the product brand through the choice and application of packaging functionality, creativity, design forms and packaging materials and modeling.

For example, for native products as gifts accompanied by hand gifts, the packaging design pays more attention to its convenience, load-bearing and hygiene. In terms of shape and structure, the pursuit of small and delicate art design concepts, the local cultural stories and characteristics penetrate into the product packaging, play a good publicity and promotion effect, truly reflect the deep cultural

and emotional connotation of the brand, enhance the brand image in the similar product market, so as to increase the market share.

#### 4. Conclusion

All in all, under the construction environment of rural revitalization, the sales and development of rural native products are facing new opportunities and challenges, and packaging design, as an important part of commodity composition, is an important way to achieve product value and use value, which needs to be highly valued by people. In the current environment, the regional culture as the packaging design elements of native products, create regional cultural symbols, with the help of rural revitalization and development platform and rich resources to establish a high reputation of native products brand, the use of green environmental protection and interaction and other cutting-edge design methods to promote the packaging of native products to be further upgraded, in order to promote the sustainable development of local agriculture.

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