

The Application Strategy of Huizhou Cultural Symbols in the Packaging Design of Huizhou Pastries

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ABSTRACT

This article studies the cultural symbols, historical background, and inheritance methods of Huizhou region, integrates them into the design scheme, and proposes some improvement and innovative suggestions to design Huizhou pastry packaging that are popular among the public and in line with contemporary aesthetics. This article also tries to explore and promote the excellent folk cultural resources of Huizhou, and transform them into Huizhou pastry packaging with the function of promoting Huizhou culture through design, so that people can experience the unique charm of Huizhou culture while eating Huizhou pastries, letting Huizhou culture enter people's daily lives.

Keywords: *Huizhou culture, Huizhou pastries, Packaging design.*

1. INTRODUCTION

Huizhou culture, one of the three major regional cultures in China, is a highly distinctive regional culture, and the development of Huizhou culture is a microcosm of the history of Chinese cultural development. Nowadays, with the continuous deepening of the national rejuvenation and cultural revitalization strategy, it is urgent for the people of Huizhou to seize this rapidly developing train and adapt to the era of digitization, diversification, and informatization. As a part of Huizhou pastries, the outer packaging design plays a very important role. A beautiful packaging design can not only attract the attention of consumers, but also convey the brand image and values of the product, collide traditional culture with modern design, and endow pastries with unique regional charm and artistic value. Through extensive market research and scientific design methods, the excellent Huizhou culture is perfectly integrated into the design of modern products.

2. THE PACKAGING DESIGN OF HUIZHOU PASTRIES AND THE CONNOTATION OF HUIZHOU CULTURAL SYMBOLS

As one of the treasures of traditional Chinese culture, Huizhou culture has deeply influenced and shaped the pastry culture of Huizhou region with its unique regional characteristics and rich historical connotations. As shown in "Figure 1", the important elements of Huizhou cultural symbols represent to a large extent the identity and cultural pride of the Huizhou region. Huizhou culture has become an important resource for the economy, tourism, and cultural promotion of the Huizhou region.

In the packaging design of Huizhou pastries, the clever application of Huizhou cultural symbols not only showcases the perfect integration of traditional culture and pastries, but also endows pastries with unique regional charm and artistic value. Huizhou is home to thousands of years of historical and cultural heritage, with a brilliant artistic gem. Huizhou culture is vast and profound, not only cultivating sentiments and character, but also serving as the best source of inspiration for artistic

design. Incorporating Huizhou graphic symbols into packaging design for inductive design and extracting distinctive patterns for reasonable application can help tourists who come to Huizhou better understand Huizhou culture. [1] However, nowadays Huizhou pastry sales are showing a weak trend in the pastry consumption market. The reason for this is that many businesses have overlooked the importance of product packaging, believing that consumers only focus on product content and do not care about packaging. However, when faced with numerous products, consumers have limited time and only have a brief few seconds to make a purchase decision. During these seconds, consumers mainly judge whether the product is worth buying based on its packaging. Therefore, for

product packaging design, simply copying and overlaying folk graphics cannot reflect the local excellent culture and national spirit. Merchants should pay more attention to the refinement and cleverness of packaging design, and convey the unique value and quality of products through packaging. Good packaging design can help products stand out in a fiercely competitive market, attract consumer attention, and establish brand image and trust. Therefore, merchants should pay more attention to product packaging design, and consider how to attract and retain consumer attention through packaging from the perspective of consumers, thereby increasing sales and brand value.

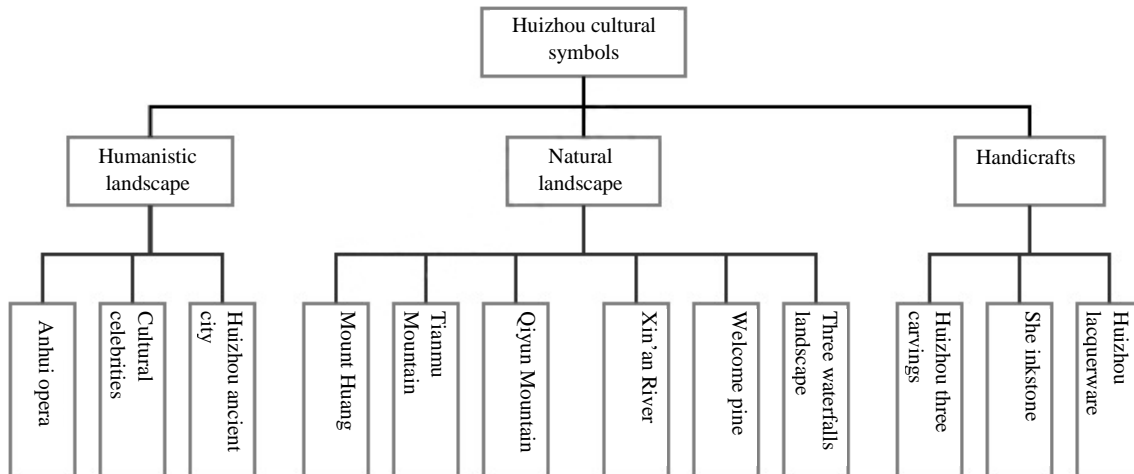


Figure 1 Important elements of Huizhou cultural symbols.

a Source: original by the author.

3. THE SIGNIFICANCE OF APPLYING HUIZHOU CULTURAL SYMBOLS TO THE PASTRY PACKAGING

With the rapid development of the times, people's pursuit of excellent culture has become increasingly strong. The Huizhou culture inherited by Huizhou pastries has also entered the public eye. In order to better promote and inherit the traditional cuisine of Huizhou pastries, the packaging design of Huizhou pastries is of great importance in the development of tourism, cultural and creative products and other related fields. Nowadays, the tourism related industry is gradually recovering, and people are also eager to pursue high-quality tourism products. Therefore, the importance of

excellent product packaging design is self-evident. Cleverly integrating unique cultural elements and iconic symbols of the region into the product can convey regional characteristics and cultural stories, showcase the value and charm of the region to a wider audience, and form a unique cultural brand image. [2] Through the application of regional cultural symbols, not only can the cultural heritage of the region be maintained and inherited, but also the exchange and understanding between different regional cultures can be promoted, driving the diversified development and common prosperity of ethnic cultures.

Huizhou pastries have high historical and cultural value and regional characteristics. The packaging design can reflect the characteristics of Huizhou culture through elements such as patterns

and colors, and inherit Huizhou culture and historical traditions. In the process of constantly advancing the trend of the times, traditional cultural elements are constantly blending with the culture of the new era. Social development requires the power of traditional culture, taking its essence and discarding its dross. So the cultural attributes of Huizhou pastries are an important reason for people to carry forward the pastries.

3.1 Promoting the More Comprehensive Development of Ethnic Culture

From a historical perspective, Huizhou region is the border area between Anhui, Jiangxi, and Zhejiang provinces, and has been loved by literati and literati since ancient times. "I went to Huizhou in a gentle rain, a stream of ink and a city of flower" is an excellent praise for the Huizhou region. In ancient times, transportation was inconvenient due to geographical factors. The Huizhou region is like a realistic version of the "Peach Blossom Spring" that has rarely been affected by wars in its historical evolution. The scenery here is picturesque, surrounded by mountains and rivers, which has attracted people from different regions to migrate. According to historical records, there have been three major migrations. During the Yongjia period of the Western Jin Dynasty (307-313), wars and turmoil continued in the Central Plains region. Many Central Plains people migrated southward, known as the "Yi Guan Nan Du". According to the "Xin An Ming Zu Zhi", there were nine major clans surnamed Cheng, Hu, Yu, Bao, Huang, Ren, Zhan, Zheng, and Yu who eventually arrived in Huizhou. Approximately 100,000 people migrated to Huizhou. The second "An-Shi Rebellion" led to another southward migration in the Central Plains region, and the third was another southward migration during the "Jingkang Rebellion" of the Northern Song Dynasty. After three southward migrations, the Central Plains region blended different customs and cultures, living habits, production techniques, and local culture, which had a profound impact on the formation of Huizhou's cultural symbols today with the continuous development of history.

Combining Huizhou cultural symbols with pastries is not only a simple expression of Huizhou culture, but also a fusion and exchange of ethnic cultures. This cultural integration can not only promote communication between different regional

cultures, but also enable the integration and collision of diverse cultures in pastry packaging design, forming a unique aesthetic experience and cultural charm.

3.2 The Value of Tourism and Business

Taking Huangshan area as an example, Huangshan, as the only world-class tourist city in Anhui Province, is one of the most representative cities in Huizhou. The tertiary industry and tourism have developed rapidly, increasing year by year in the proportion of urban industrial added value, as shown in "Figure 2" and "Figure 3". The tourism service industry drives economic development and has excellent development momentum, with a vast consumer market. Therefore, it is imperative to design an excellent Huizhou pastry outer packaging

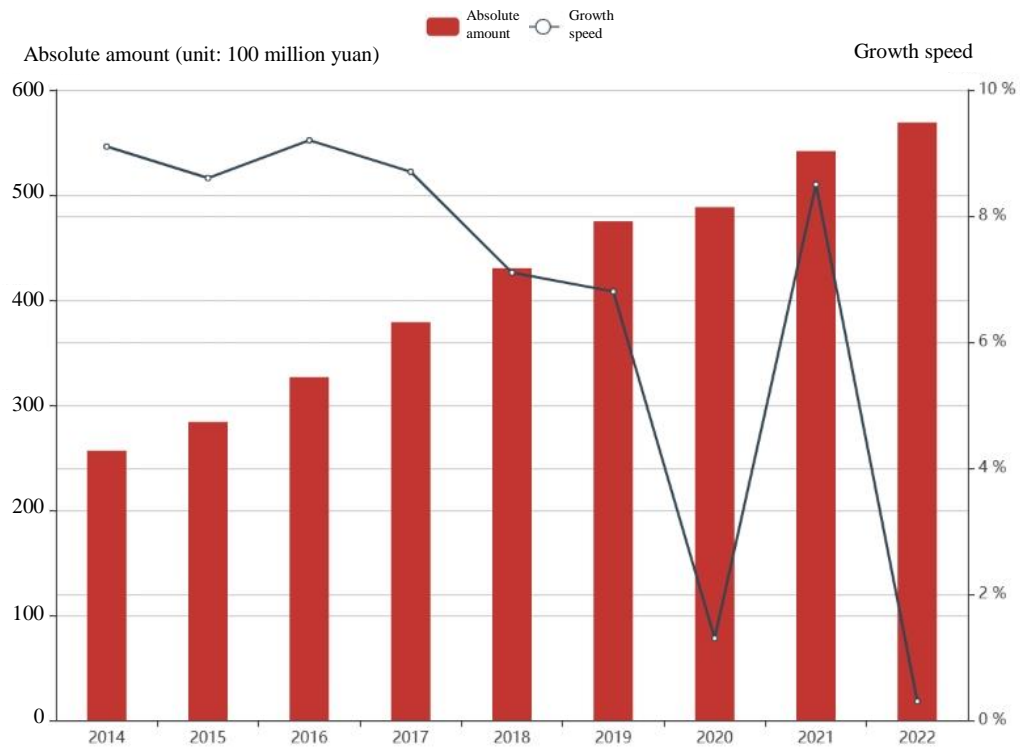


Figure 2 GDP of the tertiary industry in Huangshan city area.

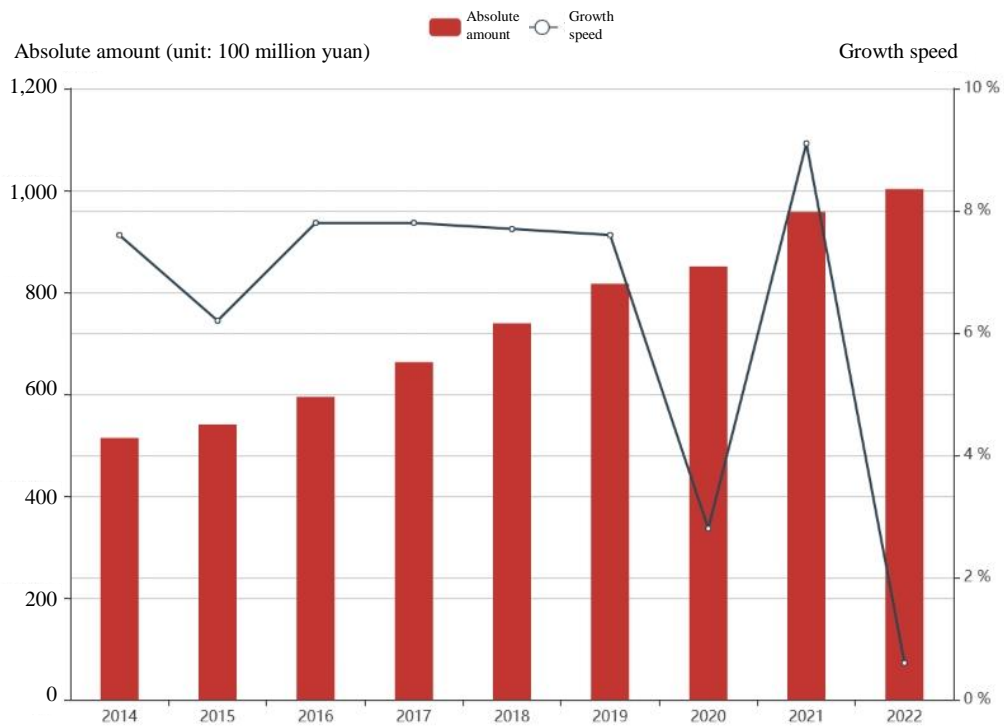


Figure 3 Source of GDP of Huangshan.

a Source: Huangshan Statistics Bureau.

Nowadays, every aspect of people's lives cannot be separated from the development of culture. The monotonous and clichéd traditional culture has gradually deviated from the public's perspective, and has been replaced by a new era of culture that combines traditional culture and trendy culture. For Huizhou pastries, packaging design is the first facade of the product, which can improve the quality and grade of the product through packaging design, allowing consumers to feel the high quality and uniqueness of the product at the first time. The packaging design of Huizhou pastries can highlight the unique characteristics and flavor of the product through Huizhou unique patterns, colors, and other elements, attracting more consumers to purchase and taste.

Secondly, improving the brand image of Huizhou pastries is also of utmost importance. The packaging design of Huizhou pastries is an important component of the brand image, which can highlight the brand characteristics and image through design, and enhance brand awareness and reputation. The packaging design of Huizhou pastries is of great significance for product quality, image, and marketing. Excellent packaging design can help to improve the competitiveness and market share of products, enhance the brand awareness and reputation, and further explore domestic and international markets of Huizhou pastries.

3.3 Promoting Huizhou Pastries to International

The Bauhaus-Universität Weimar, the first design university in foreign countries, has a history of more than 100 years since its establishment, and the modern design industry in foreign countries has already been very developed. However, modern design courses were not offered in China until the 1980s, and design thinking was also influenced by Western design. This also led to the continuous improvement of productivity at that time, and people preferred products with Western design elements on the premise of more product selection. For example, Volkswagen's Santana became the best-selling model in the 1980s and 1990s, when modern ethnic design was just beginning. Nowadays, China vigorously promotes the development of excellent traditional culture. In the report of the 19th National Congress of the Communist Party of China, it was pointed out that cultural confidence has been identified as the main content of building a cultural socialist power. Modern ethnic design has returned to the public eye,

and the nationalization and internationalization of packaging design are integrated, reflecting regional characteristics while incorporating some Western designs. This is not only the inheritance and development of traditional culture, but also a way for culture to move towards the international stage. Using Huizhou graphic symbols as a carrier and Huizhou food specialty packaging visual design as an opportunity can help explore more intuitive ways to showcase Chinese spirit and culture, making Chinese culture more profound. [3]

4. THE DESIGN PRINCIPLES AND METHODS OF HUIZHOU GRAPHIC SYMBOLS IN THE PACKAGING OF HUIZHOU PASTRIES

4.1 Principle of Simplicity

The design of Huizhou graphic symbols should adhere to the principle of simplicity and clarity, avoiding overly complex and cumbersome details to highlight their overall shape and characteristics. By reducing unnecessary lines and patterns, simplifying symbolic elements into the most basic geometric shapes or patterns, and combining them with modern styles, packaging design becomes more fashionable and modern.

4.2 Detail Expression

Packaging design is the selection of appropriate materials and the use of appropriate techniques to create container structure and beautify packaging decoration for holding products. [4] Focusing on details is one of the important methods in design. The details of Huizhou's graphic symbols can be expressed in patterns, lines and curves, vivid characters, and so on, which can be reflected in packaging design. Through precise and delicate detail processing, packaging design can enhance its artistic and aesthetic appeal. In terms of symbol design, it is possible to consider adding elements such as textures and patterns to enhance the layering and texture of the design. At the same time, attention should be paid to the delicacy and clarity of details to ensure that the symbols can display a good effect on the packaging.

4.3 Innovation and Integration

The innovation and integration in the packaging design of Huizhou pastries refer to the injection of new elements and concepts on the basis of

inheriting Huizhou culture, to better adapt to the needs and aesthetics of modern society. In the field of packaging design, traditional cultural symbol elements are an important design resource, but if they are simply applied, they may appear too outdated, lack modernity and attractiveness. [5] Therefore, in packaging design, it is necessary to combine modern design elements and reinterpret and recreate traditional cultural symbols. Specifically, in the use of traditional cultural symbols, simplification, abstraction, and other techniques can be used to meet the needs of modern packaging design. For example, incorporating popular patterns, colors, or materials into packaging design can enrich the design hierarchy and expression. Innovative and integrated design methods can help packaging design better inherit and promote traditional culture.

5. THE APPLICATION STRATEGY OF HUIZHOU GRAPHIC SYMBOLS IN MODERN HUIZHOU PASTRY PACKAGING DESIGN

5.1 *Simplification and Modernization of Huizhou Symbols*

Simplification and modernization of the traditional Huizhou graphic symbols can meet the aesthetic needs of modern consumers and the concise style of packaging design. By removing complex lines and intricate details, designers can simplify graphic symbols into basic geometric shapes or lines, retain their core features, and combine them with modern design elements, a fashionable, concise, to create unique packaging image, as shown in the Huizhou Story series design ("Figure 4"). The overall color is red, adding a touch of black elements will not make the picture appear empty. On this basis, the design is carried out, and the unique architectural forms of Huizhou Ma Tau wall and old street memorial archway are added and refined, highlighting the strong Huizhou style. The style of "Welcome Pine" in the lower right corner cleverly simplifies and modernizes the symbols of Huizhou. The regional expression of this packaging design not only showcases the unique charm of Huizhou, but also increases consumer recognition of the product, allowing consumers to gain a new aesthetic experience. [6]



Figure 4 Huizhou story series design.

a Source: Internet.

5.2 *The Application of Huizhou Colors*

The natural environment of Huizhou is like a landscape ink painting, with black and white colors perfectly embellishing the natural scenery. The virtual and real images are intertwined, real and vivid. This provides rich visual imagination space and visual language for the packaging design of characteristic products in the Huizhou region. On the basis of such natural beauty, designers can extract and transform the "Huizhou colors", appropriately exaggerate, blend and change it, integrate modern design aesthetic concepts, create a new era of Huizhou color language, and apply it to modern design. This design application reflects the unique characteristics and regional charm of Huizhou. [7]

5.3 *Application of Packaging Materials*

Firstly, when applying Huizhou graphic symbols, they can be integrated into various elements of packaging design, such as background patterns, borders, decorative lines, etc. Huizhou graphic symbols usually have rich geometric patterns and patterns, which can be applied to packaging design to increase visual hierarchy and artistic sense. Secondly, in the selection of packaging materials, moisture-proof and dry resistant process materials or organic environmentally friendly materials can be considered to increase the texture and long-term storage of the product. In summary, the application of Huizhou graphic symbols in modern Huizhou pastry packaging design can showcase regional characteristics and cultural heritage through the clever design of packaging structures and the use of Huizhou patterns. This design can enhance the brand recognition and market competitiveness of the product, while also conveying rich cultural connotations and artistic value to consumers.

6. APPLICATION PRACTICE OF HUIZHOU PASTRY PACKAGING DESIGN

With the booming development of the tourism industry and the prosperity of tourism products, tourism cultural and creative products have become one of the important means of differentiated competition among major scenic spots. These products not only meet the practical value needs of consumers, but also satisfy their pursuit of emotions, aesthetic taste, and cultural connotations. Therefore, the packaging, cultural and creative design and development of Huizhou cultural pastries have become urgent and important. Based on the elements of Huizhou culture, the packaging of Huizhou pastries is innovated through modern design. Through the techniques of artistic processing and visual graphic language, combined with the design practice of tourism cultural and creative products, a combination of layout beauty, imagery beauty, and specialty object beauty has been formed.

6.1 Design Color Content

Color is one of the most important elements in visual communication. The designer boldly innovates the use of bright color styles, with overall bright and prominent colors, covering people's inherent concepts of Huizhou color, black and white gray, and integrating more modern and soft gradient color styles (as shown in "Figure 5"). The picture is full of refreshing and fresh texture, echoing the geographical environment of Huizhou's green mountains and waters, and alleviating consumer visual fatigue.



Figure 5 Application of Huizhou symbol elements.

a Source: Original by the author.

6.2 Design Layout Content

This designers summarize and refine the concrete objects of Huizhou cultural symbols, innovatively abstract Huangshan shaobing (baked cake in griddle), Huizhou buildings, welcoming pines, etc., and present a picture of harmonious coexistence between mountains, things and people through the embodiment of the visual effect of patterns, which can let consumers feel the culture on the basis of not losing their original intention (as shown in "Figure 6").



Figure 6 Packaging design of Huizhou pastries.

a Source: Original by the author.

6.3 Display of Design Effects

The final display of the design effect showcases the culture and ideas to be conveyed in the

packaging. Through the transformation of the pattern, it contains abstract cultural connotations and communicates with consumers through the packaging. In this design, the emblem cultural symbol image is abstracted into an independent packaging decoration, reflecting the characteristics of Huizhou and containing culture and emotions (as shown in "Figure 7", "Figure 8", and "Figure 9").



Figure 7 Display of Huizhou pastry packaging design 1.

a Source: Original by the author.



Figure 8 Display of Huizhou pastry packaging design 2.

a Source: Original by the author.



Figure 9 Display of Huizhou pastry packaging design 3.

a Source: Original by the author.

7. CONCLUSION

In this project, the author mainly innovatively designs the packaging of Huizhou pastries, integrates Huizhou element symbols and modern visual cultural design methods, explores the intersection of Huizhou pastry categories and modern design, and integrates Huizhou food culture characteristics into packaging design to design a new Huizhou pastry packaging image, increasing the cultural connotation and emotional value of the product, and meeting the needs of consumers for Huizhou regional culture and traditional culture, injecting new vitality into the Huizhou pastry industry. In terms of commercial and tourism value, the application of Huizhou cultural symbols in the packaging design of Huizhou pastries can not only improve the commercial value of products, but also create tourism value. Huizhou is a place with rich historical and cultural connotations. Incorporating Huizhou cultural symbols into the packaging design of products can attract more tourists to visit and promote Huizhou pastry culture.

Nowadays, the country strongly supports the development of the cultural industry, especially providing great policy assistance for the development of some characteristic and regional cultures. However, the current development of Huizhou pastry culture is lukewarm, and the problem of "having culture but not being well-known" has become the main contradiction in the development of Huizhou pastry. How to solve this contradiction? Outer packaging design is a very effective means of communication. As an important component of Huizhou traditional culture, Huizhou cultural symbols can convey the cultural connotations and historical origins represented by Huizhou pastries to consumers through the design of product packaging, thereby promoting Huizhou pastry culture and improving its popularity and influence.

Looking back to the history, and looking forward to the future, learning and developing culture has been a compulsory course for countless generations. Nowadays, people are standing on the road to a cultural power, with "inheritance" and "development" on people's shoulders. How to hand over the "baton" in people's hands is a topic that needs to practice throughout the lifetime. Therefore, it is necessary to promote Huizhou pastry culture through artistic design and creation.

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