

Research on the Innovative Application of Wuhan Carved Paper Cutting Skills in Modern Gift Packaging Design

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ABSTRACT

With the development of science and technology, the improvement of people's living standards and the change of aesthetic standards, design cannot meet the needs of people in current times, forcing modern designers to constantly explore and find design materials. Then, the traditional folk art became the designers' inspiration basis, especially folk paper cutting art, and Wuhan carved paper cutting art is no exception. Packaging design is the most widely used design in modern design, and traditional packaging design is far from meeting the aesthetic standards of modern people, including traditional gift packaging. Starting from the uniqueness of the Wuhan carved paper cutting skills, the authors closely focus on how to apply the Wuhan carved paper cutting skills to modern gift packaging and how to apply the graphics, colors, characters, etc. on the packaging through the Wuhan carved paper cutting skills, and summarize the importance of the Wuhan carved paper cutting skills in modern design.

Keywords: *Wuhan carved paper cuttings, Modern gift packaging, Innovative application, Graphics, Colors, Characters.*

1. INTRODUCTION

In recent years, with the development of the times and the emergence of high-tech, Wuhan carved paper cutting art, on the basis of inheriting the traditional technology and combining the customs and appreciation habits of different times (periods), has various innovations. And it is constantly advancing and prospering, gradually moving towards the international market. However, carved paper cutting art of Wuhan still has a certain gap compared with other regions, which is relatively backward nationwide. Therefore, Wuhan carved paper cutting art needs further inheritance and research and development. With the improvement of people's living standards and the change of aesthetic standards, the traditional gift packaging design can not meet the needs of modern people. Designers are looking for new design elements. As high-tech products have emerged in large quantities with the development of the times, people now lose interest in them, but have a great interest in traditional folk art, especially folk paper

cutting art, which has unique visual effects and tactile artistic beauty. If the skills are applied to modern gift packaging design, they will not only enhance the design beauty of traditional gift packaging, but also enhance the value of gifts.

2. OVERVIEW

Paper cutting art is a folk art with a long history and wide spread. It is a kind of hollowed out art made by folk people after work according to their hobbies in daily life, life experience and yearning for a better life. It not only has its own unique art form language, but also has a unique and elegant art form of expression, simple, bright, exaggerated personality, extremely decorative, and visually gives people a feeling of emptiness and artistic enjoyment, such as ("Figure 1"). There are many materials for paper cuttings, not only paper, but also sheet materials such as gold and silver foil, bark, leaves, cloth, fur, leather, etc.



Figure 1 Return to my maiden.

There are 56 nationalities in China. Each nationality has different customs and habits. Different customs and habits create different paper cuttings arts. Nationalities of Wuhan, Hubei Province also have their own unique living customs. It is this different living customs that bring about the unique paper cutting art in Wuhan. This kind of carved paper cutting art is a folk art gradually formed by Wuhan craftsmen according to the customs and habits in Wuhan, local people's yearning for a better life, and people's own preferences and interests. And it is precisely on the basis of inheriting traditional crafts and combining customs and appreciation habits from different periods that different innovations have emerged, constantly advancing and prospering. This kind of skills is delicate, and the paper is exquisite. The craftsmen use scissors and carving knives to cut and carve at the same time. The knife is used masterly without showing the edge. The shape is vivid and its expression is lifelike, forming a unique style of Han style paper cuttings, as shown in the following "Figure 2".



Figure 2 Rich and rich.

Nowadays, gift packaging is an important component of packaging, which is extraordinary in the field of packaging design. It should reflect the special form of etiquette and value that gifts should have in terms of materials, structures, graphics and characters; Gift packaging is also a type of product packaging, which not only plays a basic role in protecting products, conveying product information, and promoting products, but also conveys emotional communication information between people and enhances the positioning of gifts. It has its own characteristics: fun, high-end, novelty, pertinence, uniqueness, etc. As an important part of modern packaging design, it has already involved various aspects of society, such as gifts given between people during festivals, and love giving between people in daily life. This is closely related to cultural connotations. Festivals throughout the year have strong traditional culture, so holiday gift packaging must also have cultural connotations of festivals. When people give gifts to each other in daily life, they must also choose gifts that represent profound cultural connotations and express emotions. Therefore, gift packaging design has its own uniqueness, which is different from ordinary packaging design. When designing, it is important to always consider that this packaging should not only reflect cultural connotations, but also express emotions. This type of packaging is meant to convey emotions.

3. THE APPLICATION OF WUHAN CARVED PAPER CUTTING SKILLS IN MODERN GIFT PACKAGING DESIGN

With the development of high-tech, the improvement of people's living standards, and the continuous improvement of people's aesthetic standards, as well as the impact of Western trends, the quality and ugliness of product packaging have become the way consumers choose to purchase goods, and also a standard for judging the quality and superiority of goods. As the most common and popular industry in modern design, packaging design not only follows the basic principles of modern design such as scientificity, practicality, economy, aesthetics, and creativity, but also has its own design characteristics and principles. The packaging of modern products not only has the traditional purpose of protecting them from external impacts during transportation and movement, but more importantly, it aims to beautify and enhance their value, giving them a certain advantage in

fierce competition. Modern gift packaging is no exception.

Wuhan carved paper cutting art is a kind of hollow-out art. It is a folk art that Wuhan craftsmen use scissors and carving knives at the same time. It has a unique style of the Han school. To apply this unique hollow-out art to modern gift packaging, the craftsmen must first design the graphics, colors, characters, etc. on the gift package, and then cut along the shapes of these designed graphics, colors, characters, etc. These graphics can be either concrete graphics or abstract graphics. When making the graphics and characters that are not easy to carve, craftsmen use scissors to cut them. When making the graphics and characters that are not easy to cut with scissors, they use carving knives to cut them, that is, use scissors and carving knives at the same time until these graphics and characters are complete.

3.1 Graphic Application of Wuhan Carved Paper Cutting Skills in Modern Gift Packaging

The packaging of a product includes an outer packaging and an inner packaging. The outer packaging is the outermost part of the product, which is directly exposed on the outside, while the inner packaging is the layer that wraps the product, which is the part that comes into direct contact with the product, that is, inside the outer packaging. Due to the fact that the outer packaging is directly aimed at the consumer public, its beauty, ugliness, and quality will directly affect the sales and value of the product. When designing, it requires a lot of attention to detail compared to the inner packaging, whether it is the graphics, colors, or characters on the packaging. The inner packaging is the middle layer between the inside of the outer packaging and the outside of the product. Although it is not as directly exposed as the outer packaging, it is still a type of packaging on the product and needs to be designed according to the characteristics of the product itself and combined with the consumer market, as shown in the following “Figure 3”.



Figure 3 Internal and external packaging.

Modern gift packaging, like other product packaging, also has inner packaging and outer packaging. The design of inner packaging and outer packaging is also different, with outer packaging being much more sophisticated and diverse in form. Gift packaging not only includes gift packaging for festivals, but also includes gift packaging for everyday life such as human emotions, worldly wisdom, weddings, and happy events. The former's gift packaging should reflect the festive and joyful feelings of people during festivals, while the latter's gift packaging should express the gratitude, friendship, love, and family feelings of the giver. Therefore, when designing modern gift packaging, great caution should be taken, considering both the beauty of the gift packaging and how to express joy and emotions, as shown in the “Figure 4”.



Figure 4 Festive packaging.

The authors will study how to apply Wuhan carved paper cutting skills to modern gift packaging graphics in the followings. Wuhan carved paper

cutting skills is a kind of hollow art, which is mainly used in modern gift packaging in two forms. One is to paste or print graphics made by Wuhan carved paper cutting skills on gift packaging, and directly paste graphics made by Wuhan carved paper cutting skills on modern gift packaging. However, this type of graphics that is directly attached to modern gift packaging is prone to falling off during the process of handling or transportation. If it is not properly attached, it will immediately fall off, which not only affects the beauty of the gift packaging, but also makes consumers believe that this gift is defective. The graphics produced by Wuhan carved paper cutting skills are printed on modern gift packaging by high-tech technology. Although they are firm and not easy to fall off, the graphics printed and processed by high-tech technology will lose their original charm and can only be perceived by visual sense rather than touch. This kind of gift packaging can show Wuhan carved skills from a distance, while it is high-tech printed products from a close look. However, this printing form is applied to gift packaging, and it is firm without the possibility of falling at any time. It can be moved, rubbed, and transported at will without falling off. Instead, it stays firmly on the gift packaging and disappears with the gift packaging broken, as shown in the following "Figure 5".



Figure 5 New shoe box packaging.

Another form of Wuhan carved paper cutting skills used in modern gift packaging graphics is to cut and carve the graphics directly on the gift packaging box. This cutting is to draw the designed packaging graphics directly on the gift packaging box, and then use the Wuhan carved paper cutting skills to cut and carve along the shape and contour of the graphics on the packaging box. When cutting, craftsmen carve with a carving knife on the graphic contour that is not easy to cut with scissors, and use scissors to cut on the graphic contour that is not easy to carve with a carving knife, that is, use

scissors and carving knives at the same time until the entire graphics on the packaging are completed, such as the "wedding candies" packaging at ordinary weddings, around the packaging box. The pattern of flowers is made by the hollow art of paper cuttings. This kind of packaging not only can make consumers see the inside sugar, but also can enhance the value of wedding candies. As shown in the "Figure 6", Wuhan carved paper cutting skills are applied to the outer packaging of modern gift packaging, so that the front figure of the outer packaging presents a sense of beauty in the form of hollowing out, which enables consumers to see the gifts in the packaging box with their own eyes when they buy, so that they can see the gifts at a glance, avoiding the true face of the gifts only after opening the packaging. The graphics on this kind of package can be both visual and tactile, can feel the charm of Paper Cuttings art in Wuhan, and increase the national traditional flavor of gift packaging. It can be seen more intuitively that the skills of folk art can be flexibly and freely used in modern gift packaging design. At the same time, it can also enable consumers to distinguish between good and bad gifts, beauty and ugliness, so that consumers can really buy gifts suitable for their needs. Taking the festival gift packaging - the packaging of Chinese traditional Mid-Autumn Festival moon cakes as an example, the Mid-Autumn Festival is a traditional festival in China once a year. In this festive and joyful festival, people's traditional custom is to send Mid-Autumn moon cakes to give blessings to each other, implying their families' reunion, completeness, roundness and other meanings. Then the graphics on this festival gift packaging should not only use the graphics with this blessing meaning, which can be abstract or concrete, but also beautiful and generous, and also reflect people's joy in the festival. as shown in the "Figure 7".



Figure 6 Citic sugar packaging.



Figure 7 Mooncake packaging.

There is a difference between the application of Wuhan carved paper cutting skills in this kind of holiday gift packaging and the usual kind of human feelings, sophistication, wedding and other gift packaging. This kind of gift packaging should not only reflect the hollow art of Wuhan carved paper cutting skills, but also express the festive and joyful feelings of people in the festival.

3.2 Color Application of Wuhan Carved Paper Cutting Skills in Modern Gift Packaging

The colors on the packaging are also important elements in design. Poor application of colors can affect the entire packaging, not only damaging the beauty of the packaging, but also reducing the value of the product. Gift packaging is no exception. Improper use of colors not only affects the beauty of gift packaging, but also destroys people's emotions and mood, and lowers the grade of the gift. The gift packaging used for weddings is originally in festive and cheerful warm colors - the red series. If black or other colors such as gray, white, blue, etc. are used, the festive and cheerful mood of people during weddings will become terrifying, dull, cold, and sad. No matter how beautifully designed this gift packaging is, it will not sell well, leading to the accumulation of gifts and even bankruptcy in production. Therefore, the application of color on packaging is very important. If the color is not applied well, not only can it not increase the beauty of the product, but it can also reduce the value of the product, including the gift packaging.

The materials used for paper cuttings can be paper, gold and silver foil, bark, leaves, cloth, fur, leather and other sheet materials. Different materials will lead to different colors of paper

cuttings. While most of the materials used for Wuhan carved paper cuttings are traditional red paper, so the colors of paper cuttings are also traditional red, supplemented by blue, green and yellow. Whether it's gift packaging for traditional festivals or gifts for personal relationships, weddings, etc., the colors on them should not only match the gift itself, but also express people's joy and happiness, and the one that expresses this emotion is red. The commonly used red colors include light red, magenta, rose red, earth red, etc. The specific red used in the gift packaging depends on the specific gift, and what kind of gift will choose what kind of red, which is also the traditional color commonly used in the Wuhan carved paper cutting skills. Some gift packaging uses red and other colors, but the main color is red, combined with other colors to beautify and decorate the gift. For example, mooncake packaging is mainly in traditional red, with bright red as the main color with light red and blue. The graphics on the packaging use light blue, purple, dark blue, etc., forming a sharp contrast with red, as shown in the following "Figure 8".



Figure 8 Moon cake gift packaging.

If colors are not used properly, two situations can arise: one is that the type of gift cannot be distinguished, and the other is that packaging only serves to protect the gift, and some even vilify the gift without beautifying it or enhancing its value.

Therefore, when using colors in modern gift packaging, one must be cautious and have a good understanding of the characteristics and purposes of the gift first, and then adopt the appropriate color paper for packaging this gift. For example, when using red, should it be earth red, orange red, date red, pink or light red, rose red, purple red, big red, etc.? When matching colors, should it be yellow, green, blue, purple, etc.? The red color of Wuhan

carved paper cuttings is used in holiday gift packaging, and whether the red color is pure red or mixed red depends on which kind of gift is suitable for. This color not only reflects the happy and festive mood of people in traditional festivals, but also beautifies the gifts, so that the original ordinary gifts can be elaborately packaged to very delicate and beautiful gifts. If the colors are not used well, it will not only not reflect the festivity of the festival, but also affect the value of the gifts.

3.3 Character Application of Wuhan Carved Paper Cutting Skills in Modern Gift Packaging

The characters on the packaging are also one of the important elements of the entire packaging design. The quality, beauty, and ugliness of the character design will not only affect the beauty of the entire packaging, but also affect the value of the gift. So, the authors will analyze how can text be designed on the packaging to increase the beauty and value of the packaging. People know that there are many design methods for text, and the forms and styles of design are also different, such as calligraphy fonts, creative fonts, etc. The style of creative characters includes beauty, softness, stability, uprightness, liveliness, fun, vigor, antiquity, etc. When designing, it is necessary to first understand the characteristics, uses, occasions, etc. of the product. Each style has its own characteristics. If the design methods, forms, and styles are not used properly, it not only fails to increase the beauty of the packaging and the value of the product, but also destroys the beauty of the entire packaging and reduces the value of the product. Gift packaging is no exception.

Gift packaging is a special form of packaging that is designed to be more unique than ordinary product packaging. It not only considers the beauty of the packaging and the value of the gift, but also reflects people's emotions and artistic conception. Therefore, the design style of characters should not only convey the information of gifts, increase aesthetics, but also reflect people's emotions and artistic conception. For example, the annual Spring Festival is a traditional and grand festival. As the Spring Festival approaches, people from all over the country travel thousands of miles to gather with their families and feel very happy. Visiting relatives and friends has become an important thing for them during the Chinese New Year when they return home. People will buy their own gifts to give to their relatives and friends. And the characters on

these gift packaging not only needs to be beautiful and suitable for their respective gifts, but also needs to express the joy, celebration, and mood of people celebrating the Spring Festival. as shown in the following "Figure 9".



Figure 9 Spring Festival gift packaging.

Wuhan carved paper cutting skills are applied to the characters of modern gift packaging. First, the packaging designed according to the characteristics, uses, occasions, etc. of the gift, and then different fonts are designed for different gifts according to the design form and style, so that these characters are not only beautiful, but also express people's feelings and artistic conception. Then, the designed words are placed on the corresponding gift packaging. Finally, along the designed text outline, it is carved with a carving knife in the places where it is not easy to use a carving knife. In other words, it is cut and carved with scissors in the places where it is not easy to use a carving knife, so that the original flat text can be transformed into a three-dimensional text form, so that the original flat text can be turned into a hollow art text. This not only increases the aesthetic feeling of the text of the gift package, but also improves the value of the whole gift and expresses people's feelings and artistic conception. For example, when it comes to gift packaging for wedding candies, the "喜" on the packaging is cut and carved out using hollow art. The cutting and carving process is very careful and meticulous, and the stroke structure of the "happiness character" is studied during the cutting and carving process. Which stroke needs to be cut well with scissors and which stroke needs to be carved well with a carving knife? If not careful, the entire gift packaging box will be damaged, and it will have to be redesigned and re cut, resulting in serious waste of resources. With this kind of hollow-out art, the package made of wedding candies, which was originally sealed in the package, can clearly see the categories, advantages and disadvantages of the candy sealed in the package after the Wuhan carved paper cutting skills. As

shown in the "Figure 10", the package of this candy is composed of four "喜" characters, and the four originally flat "喜" characters have been transformed into four hollow and three-dimensional fonts through the paper cutting skills, making the originally sealed physical package a transparent hollow package.



Figure 10 Candy hollow packaging.

4. CONCLUSION

With the development of society, the rapid advancement of science and technology, the improvement of people's living standards, the change of aesthetic standards, and the impact of western trends of thought, designers pay keen attention to folk art, especially paper cutting art, and want to find the source of design from folk art, especially folk paper cutting art. Due to the uniqueness of the Wuhan carved paper cutting art, it can bring unique beauty to the design, improve the design grade and increase the unique quality of goods. Therefore, the Wuhan carved paper cutting art will be the goal of designers. They will find design elements from the Wuhan carved paper cutting art, and use it in modern design to improve the design industry, while meeting the aesthetic needs of modern people and beautifying people's daily life.

Packaging design is the most important industry in the design industry. It has a broad potential market and is closely related to our daily life. In order to meet people's modern life, it is inevitable and urgent to apply Wuhan carved paper cutting art to modern packaging design. Gift packaging is no exception. Due to the particularity of gifts, gift packaging has its uniqueness. How to better apply Wuhan carved paper cutting skills to modern gift

packaging, how to organically combine Wuhan carved paper cutting skills with modern design, and how to explore more design elements from folk art, especially paper cutting art, still need researchers to continue in-depth research and exploration.

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