

# Traditional Rural Culture in Xinyang Tea Packaging Design

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**Abstract:** Rural traditional culture is an important component of China's traditional cultural system, and has been an important supporting force for the national rejuvenation in the recent years. It has also been widely used in many industries, with the aim to promote rich cultural connotations into the development of rural traditional cultural elements. Xinyang Maojian tea, as being one of China's most famous product, comes with various tea packaging designs that portray the richness of tea in its own traditional tea culture. Using rural cultural symbols to convey tea culture can reflect regional characteristics and tea types in most prominent way. Therefore, this study would skillfully integrate rural cultural content, combining symbol design theory and using information means to carry out Xinyang tea packaging design that can reflect the market awareness of tea and expand the popularity of Xinyang Maojian. From the perspective of traditional rural culture, this paper analyzes the packaging design of Xinyang tea, aiming at improving the publicity effect of Xinyang tea and carrying forward the traditional rural culture of Xinyang.

**Keywords:** Rural culture; traditional culture; tea packaging design, aesthetic elements, cultural value, cultural symbol.

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## 1. Introduction

### 1.1. History of the development of Chinese tea

Chinese tea is the earliest tea in the world, and its development history can be traced back to around 2700 BC. According to legend, the Chinese Shennongs discovered the miraculous effects of tea as a medicinal use and discovered the way tea was drunk. Since then, tea has gradually become an indispensable part of Chinese culture (Aliyo, Golicha & Fikrie, 2022). During the Han Dynasty (206-220 BC), the way tea was drunk was widely promoted and popularized, and tea art began to develop accordingly. In the Tang Dynasty (618-907), tea became a fashion and social event, and the tea ceremony began to develop into an art. During the Song Dynasty (960-1279), tea culture reached its peak, and a cultural system with tea as the core began to take shape. Ming and Qing dynasties from 1368 to 1911, the production and consumption of tea were once again vigorously promoted and developed, tea varieties were further enriched and developed, and planting techniques were substantially improved.

Through foreign trade, tea has also become a popular drink around the world. Among them, the United Kingdom and the United States are the main consumers of tea. The tea should be part of everyday life and has a long history of development. Chinese tea was first brought to China by the Queen in the 17th century, and the East India Company was opened in India, and during then, silk, porcelain and tea trade was carried out with Eastern countries such as China, bringing great benefits to British, French, German and American merchants. In the development of Chinese tea, there have been many famous events, such as the Boston tea party in 1773. In order to obtain more differences and ensure the quality of tea, the Portuguese, Spanish and Dutch established trading posts on the island of Java and offered tea to the rich, becoming the favorite drink of the rich (J. Guoping & Y. Nong, 2022).

### 1.2. History of Chinese tea packaging design

The earliest design of Chinese tea packaging can be traced back to the Zhou Dynasty, mainly packaging on paper. Tea was first circulated in bulk form and was not specially packaged. Until the Tang Dynasty, tea continued to be popularized among the people, and tea merchants began to stamp trademarks or trade names on tea in order to ensure the quality of tea sold, and the earliest form of tea packaging in China appeared (S. Zhexi & L. Dongna, 2023). However, the packaging design of tea began in the Ming and Qing dynasties, when tea cultivation area was extensive and tea production increased significantly. In order to extend the shelf life of tea, tea merchants began to pay attention to the design of tea packaging and printed patterns on the packaging. Tea packaging in the Ming and Qing dynasties mainly uses cartons, bamboo weaving, clay pots and other materials. The packaging design is mainly based on landscapes, natural scenery, and business facades, and the packaging design is rich. For example, the "Zhenpin" tea leaves of the Qing Dynasty were designed with lacquerware boxes, with delicate and gorgeous design patterns, highlighting the superb skills and aesthetic standards of packaging design.

In the early 20th century, with the continuous development of packaging materials and technology, tea packaging design was more advanced and more diverse. Tea packaging materials include not only cartons, bamboo weaving and clay pots, but also metal cans, plastic bags, paper bags, and others to mention, and have different design styles. At the end of the 20th century, tea culture continued to inherit and develop, and tea packaging design paid more attention to connotation design, diversified design and innovative design. Some tea brands have begun to combine traditional rural culture with packaging design to enhance people's profound impact on guarantee and make it a better visual experience (Bai & Wong, 2022). At the same time, through the popularity of the Internet and e-commerce, tea packaging design is networked and digital, and has become a marketing strategy to promote tea

brands.

### 1.3. Design types of tea packaging

There are various types of tea packaging design, which can be divided according to packaging materials, design styles, and brand characteristics, and the specific content is as follows:

1.3.1 Different packaging materials: it can be divided into ceramic cans, iron cans, cartons, bamboo weaving, plastic bags and other types;

1.3.2 Different packaging forms: it can be divided into boxed, bagged, canned, bottled, small sample and other types (Z. Degirmenci, 2023);

1.3.3 Different design styles: it can be divided into traditional style, modern style, simple style, luxury style, creative style and other types;

1.3.4 Different characteristics of the brand: it can be divided into strong fragrance type, clear fragrance type, flower and fruit type, famous mountain type, rare type and other types.

In addition, there are some special types of tea packaging, such as gift box sets with tea cups or teapots, tea gift boxes with tea trays and tea sets, and etcetera. No matter any type of

tea packaging design, we should pay attention to readability, aesthetics, durability, environmental protection and marketing effectiveness.

### 1.4. Present situation of rural culture integration in Xinyang Maojian packaging

Tea is a platform for the public, tea is the enlightenment of wisdom, tea is sincere feelings, and tea is the state of life. Tea is a unique cultural symbol in China, and it is well-known that Chinese love to drink tea. In recent years, the rapid development of China's tea culture has brought a variety of good tea into thousands of households, in order to further improve the influence of tea culture, it is necessary to inject rural traditional cultural elements into the packaging from the perspective of packaging design (Harrington *et. al.*,2022). Relying on the support of rural traditional cultural elements, the aesthetic taste and cultural value of tea packaging is improved (W. T. Li & Y. H Cheng, 2022). Previous survey results show that the integration rate of traditional cultural elements in tea packaging shows an increasing trend year by year, as shown in Figure 1.

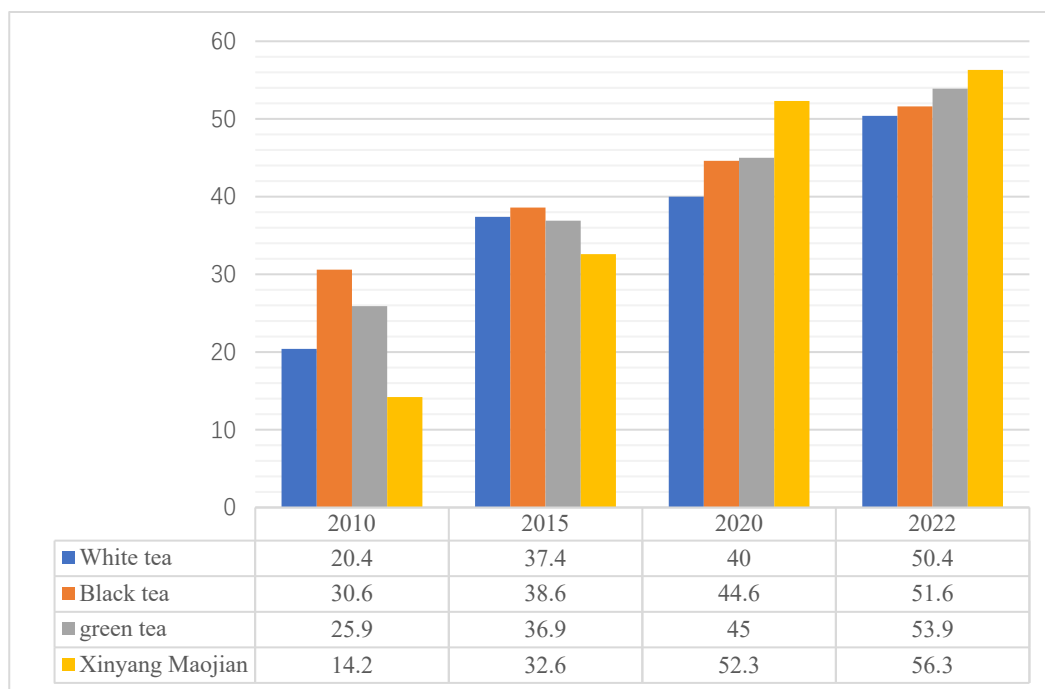


Figure 1. Proportion of traditional culture integrated into tea packaging.

Figure 1 shows the packaging design demand for major teas such as white tea and black tea. Black tea is high in demand and it is showing a trend of increasing year by year (Y. L. Li *et. al.*, 2022). Among them, the demand for the integration of traditional culture in Xinyang Maojian is relatively high, higher than the overall demand for white tea and black tea. This shows that the demand of rural traditional culture in Xinyang Maojian tea packaging is relatively high, and the design potential is greater.

## 2. The REQUIREMENTS of Xinyang Maojian Tea Packaging Design

### 2.1. Introduction to Xinyang Maojian

Xinyang Maojian is one of the traditional Chinese famous

teas and belongs to the category of green tea. It is produced in Huashan Village, Huoshan Village, Miaoshan Village and Sitang Village in Xinyang City, Henan Province. Xinyang Maojian is the best product among Chinese green teas and enjoys a reputation for its excellent quality. The concept of Xinyang Maojian tea is explained below.

The raw material of Xinyang Maojian tea is young leaves. Tea makers pick young leaves from tea plants, that is, the unfully unexpanded branches of tea plants, usually immature young leaves located in the first to third sections of the seedlings, these young leaves are emerald green in color, tender and soft, rich in nutrients and aromatic components, and are important raw materials for tea production.

The production process of Xinyang Maojian tea is very complicated. After picking the young leaves, the tea maker needs to select the leaves, kill, knead, dry and other links, each

of which must be carefully operated and carefully grasped. Finishing is the first step in making Xinyang Maojian tea, which refers to the high-temperature treatment of the picked tender tea to stop the enzyme activity inside the tea leaves, which is the key to maintaining the color of the tea. Next, kneading is carried out to make the tea leaves soft, and during the kneading process, the aromatic substances inside the tea leaves are released. Finally, the tea leaves are dried out, allowing them to retain their original shape and aromatic properties.

The appearance of Xinyang Maojian tea is beautiful. The buds and leaves of Xinyang Maojian tea are one bud and one leaf or one bud and two leaves, uniform shape, relatively uniform parts, emerald green color, tight and straight appearance, hairy tea buds are revealed like no hair, hence the name "Xinyang Maojian tea".

## **2.2. Xinyang Maojian tea packaging requires aesthetic taste**

For the packaging design of tea, what is to pursue is not only to reflect the characteristics of tea products themselves (T. T. Mesele, et al.,2022), but also to achieve the integration of tea packaging design, tea products and tea culture. Excellent packaging design can remind consumers of the culture behind tea products (S. Suprasongsin, et. al.,2022). Packaging also contributes to purchasing desire because it could help to enhance the quality of the product. To apply rural traditional culture to the packaging design of Xinyang Maojian, designers have to look at Maojian products from the perspective of consumers, and enhance consumers' emotional experience such as increase homesickness, attitude to life, and others (M. Wrona, et. al., 2023). Besides that, it is also to improve the desire of tea consumers to purchase it. From previous study, the packaging of Xinyang Maojian lacks of aesthetic taste, when tasting the tea, consumers cannot experience more from the Maojian packaging (S. L. Wu and K. Mojtahe, 2022), such as the feeling to associate relations with the product for its beneficial influences, let alone the connotation of tea packaging. Therefore, by applying rural traditional culture into the packaging, the packaging design of Xinyang Maojian tea has high potential to be explored. Also, by improving the traditional culture in its packaging, it is hoped that the tea tasters could have infinite reverie taste of Xinyang Maojian tea, to create emotional connections with the tea, to feel the benefits that the tea would provide, to evoke inner memories, and enhance the aesthetics of Xinyang Maojian.

## **2.3. Xinyang Maojian tea packaging should have cultural power**

The domestic tea market has a very fierce competition, in order to improve market competitiveness, Xinyang Maojian needs to reflect the cultural charm of tea packaging and highlight the characteristics of tea packaging. Furthermore, previous study also found that Xinyang Maojian did not reflect the traditional cultural content in its packaging, and does not enhance its unique cultural value (G. Yalcin, O. E. Kocaoz, & T. K. Arslantas, 2023). In fact, tea culture has been passed down in China for thousands of years, and the cultural attributes and cultural colors of Xinyang Maojian are very prominent. In the design of tea packaging, Xinyang Maojian ignored the integration of traditional cultural elements, resulting in the lack of rich elements in tea packaging (M. U. Zafar, et. al.,2022). When designing Xinyang Maojian

packaging, due to ignoring the use of excellent traditional culture and tea culture elements, it is difficult for consumers to grasp and understand the connotation of tea packaging and the tea culture, and cannot deeply understand the characteristics of Xinyang Maojian tea (Q. L. Zhang et. al., 2023), resulting in a decline in sales of Xinyang Maojian. If rural traditional culture is integrated with tea packaging, it is believed that it can better reflect the cultural value of Xinyang Maojian, let consumers have cultural resonance, understand the cultural symbols of Xinyang Maojian, produce a sense of identity of tea culture, and stimulate consumers' desire to purchase the tea.

## **3. The Problems of Rural Traditional Culture in Xinyang Tea Packaging Design**

At present, Xinyang Maojian actively uses traditional elements in its product packaging, but tea companies have different understandings of Xinyang Maojian, so there are different guarantee problems, mainly for the following categories.

### **3.1. Lack of understanding of traditional cultural elements**

When designing the outer packaging, Xinyang Maojian only considered the form of the outer packaging, lacked the addition of traditional cultural elements, did not consider the original meaning of cultural elements, and did not consider the excavation of the deep value of traditional culture. Rural traditional culture, as a category of traditional culture, includes flower and bird paintings, figure paintings, landscape paintings, ornaments, paper cutting and carvings. When designing the outer packaging of tea, Xinyang Maojian did not rationally use rural traditional culture, but only the stacking of traditional culture, which reflected the correlation between tea types and rural traditional culture, and then enriched the connotation and content of tea packaging design. However, when designing the packaging, Xinyang Maojian did not realize such problems and lacked the understanding and cognition of traditional excellent culture. When designing tea packaging, there is no phase relationship with traditional culture and tea culture elements, but simply drawing and engraving traditional elements on the outer packaging. The single content and monotonous outer packaging form are difficult to attract consumers to buy Xinyang Maojian products. In addition, some packaging has the problem of poor coordination and lack of relevance, the outer packaging is easy to mislead consumers to purchase products, and redundant rural traditional culture will affect consumers' aesthetic needs and cultural taste.

### **3.2. Lacking consumers' visual and psychological needs**

The design of the packaging lacks integration of cultural content such as countryside, as well as cultural elements on the countryside, landscape, and blue sky. Although some packaging designs integrate the above content, the packaging form is conventional, ignoring consumer demand, and the decoration of rural patterns and culture is not representative, so Xinyang Maojian outer packaging needs to be injected with rich visual and psychological elements. In the design of the outer packaging, there are visual and psychological single problems, and it is difficult to ensure the design effect of the

packaging. For example, when designing Xinyang Maojian tea packaging, the shape, color, and packaging appeal of the Xinyang Maojian tea are not reflected. When designing Xinyang Maojian tea packaging, it is necessary to make full use of various elements of rural traditional culture, such as shape, color, and hollowing, highlight the cultural atmosphere of Xinyang Maojian tea, and enhance consumers' desire to buy.

### 3.3. The connotation of traditional culture is not clear enough

When designing Xinyang Maojian packaging, there is a lack of display of the meaning and connotation of tea culture, as well as the exploration of related elements, resulting in unclear connotation of product packaging. The single cultural element and shallow cultural connotation make the cultural spirit and cultural background of Maojian packaging lack. Although some Xinyang Maojian guarantees full consideration of aesthetic design, it still lacks the value mining behind the culture, and cannot achieve the publicity effect of traditional culture. In order to better meet consumers' demands for Xinyang Maojian teas, some designers of Xinyang Maojian tea packaging choose rural traditional cultural forms according to the type of Xinyang Maojian tea, but there is still the problem of lack of rural traditional cultural

concepts, which reduces consumers' desire to buy to a certain extent. While learning the rural traditional spirit and cultural factors of Xinyang Maojian outer packaging, it is best to feel the packaging connotation of Xinyang Maojian products and promote the better development of Xinyang Maojian industry.

## 4. The Integration of Rural Traditional Cultural Elements in Xinyang Maojian Packaging Design

### 4.1. Written symbols of traditional culture

When designing Xinyang Maojian outer packaging, a variety of rural traditional cultural elements can be integrated, and a variety of rural traditional culture can impart soul into the packaging design of products. As the most widely used and practical traditional cultural element, text symbols can greatly improve the attractiveness of Xinyang Maojian packaging, so that consumers have a deep impression of the outer packaging of Xinyang Maojian products.

In the long river of thousands of years of history in China, rural traditional culture is representative, reflecting local folk customs and customs. Rural traditional culture is the precipitation of customs and customs, which are presented in various fonts and patterns, as shown in Figure 2.



Figure 2. Such as 4 different fonts of Xinyang Maojian tea

Among them, some calligraphers and artists study and inherit rural traditional culture, reflecting regional characteristics and local characteristics. When designing the outer packaging of Xinyang Maojian, we can use text symbolic means, such as Xinyang Maojian's "tea" has countless writing methods, including kaishu, affiliation, and etcetera. For example, the design method used in the Dahong Pao of Wuyi Mountain is the method of rural content around Wuyi Mountain to reflect the meaning of Wuyi Mountain. When designing text symbols, West Lake Longjing uses the form of small seals, using implicit rural cultural means to express the cultural characteristics represented by Longjing. Most of Xinyang Maojian tea products are designed using the method of row grass, reflecting the confidence of Xinyang people in the quality of Xinyang Maojian tea. It is not difficult to find that in the outer packaging design of Xinyang Maojian, the use value of traditional culture is extremely high, and it is

necessary to increase representative text symbols, so as to show the representativeness of cultural elements and highlight the unique story behind Xinyang Maojian. Therefore, in the process of designing the outer packaging of Xinyang Maojian, it is necessary to enrich the form of text symbols and design innovative outer packaging to add unique charm to the product. In the packaging design, the corresponding text symbols are selected according to the types of Xinyang Maojian teas and the cultural stories behind them, and different types and forms are used to skillfully integrate text symbols to achieve a reasonable combination of text symbols and Xinyang Maojian tea packaging.

### 4.2. The color of traditional culture

Color is an important aspect of the integration of Xinyang Maojian tea and traditional culture, so that the packaging design should reflect the characteristics of simplicity,

generosity, nobility and elegance. Xinyang Maojian should reflect regional cultural characteristics, humanistic culture, and local characteristics. When designing the outer packaging of Xinyang Maojian, it is necessary to choose the appropriate packaging color according to the mountains, land, culture, and village types of Xinyang. In the choice of color, the aesthetics of traditional culture should be taken into account at the same time, as well as the image of ancient style and ancient rhyme. Among them, the packaging color is the most easily ignored green of the hairy tip, and is biased towards traditional cultural elements, so the color selection should be

made on the basis of green. When the color of packaging design is integrated, you can focus on the color of wood, and use cold and warm contrast for color design, which can not only enrich the color of the packaging, but also improve the grade of the packaging. In order to ensure the quality of the Xinyang Maojian tea, white is used to reduce the heat absorption of the package. For example, making Xinyang Maojian tea into a small can of tea will improve the storage effect of Xinyang Maojian tea and also improve the grade of packaging, as shown in Figure 3.



**Figure 3.** Patterns in foil packaging

It can be seen that when designing Xinyang Maojian tea packaging, it is necessary to choose a reasonable packaging color according to the actual situation. As an important carrier of Xinyang Maojian culture communication, packaging color can enhance the cultural connotation of products and publicity effects, so it is necessary to use natural and simple color tones to better express rural culture and pull in the emotional distance between products and consumers. In order to achieve cultural and emotional resonance, Xinyang Maojian uses traditional light colors as the base color of packaging, and blends with modern colors such as white and red. In short, in the design of Xinyang Maojian packaging, the rational use of rural traditional colors and the creativity of different packaging color matching can not only enhance the publicity effect of product packaging, but also let consumers feel the traditional cultural charm of Xinyang Maojian.

#### **4.3. Pictures and texts of traditional culture**

Relatively speaking, graphic elements are abstract elements, focusing on the fusion effect of graphics and text, mainly impact, color contrast and so on. When designing Xinyang Maojian packaging, a single pattern should not be used, and the pattern and text should be cleverly combined to better reflect the value of Xinyang Maojian and let consumers feel the cultural elements of Xinyang Maojian. The graphic elements use the interpretation of text to integrate the content of rural cultural patterns and highlight the charm of Xinyang Maojian culture. For example, in the packaging design of Xinyang Maojian, rural slogans and local development policies will be used, and Xinyang's landscape and humanities will be combined to improve the effect of packaging. The packaging of Xinyang Maojian tea is shown in Figure 4.



Figure 4. Tea graphic packaging effect

As can be seen from Figure 4, the use of text to introduce the long history of Zhenmaojian, tea-making technology, and corresponding traditional patterns, so that consumers can understand the history of Xinyang Maojian, and produce stronger appeal and attractiveness. At present, graphic and text matching is a common form of Xinyang Maojian tea design. In the process of using graphic elements, market research should be carried out, and corresponding graphic content should be added according to consumer needs, so as to enhance the regional and characteristic characteristics of the pattern and form a good cultural resonance with consumers. At the same time, when using graphic elements, avoid singleness and homogeneity, so that Xinyang Maojian has multiple cultural attributes, presents unique cultural connotations, enhances the cultural value of Xinyang Maojian, and promotes the development of Xinyang Maojian.

## 5. The Integration Method of Rural Traditional Culture in Xinyang Maojian Tea Packaging Design

The integration of rural traditional culture in Xinyang Maojian packaging should have the characteristics of recognizability, directness, unity and attractiveness, so as to improve the publicity ability of Xinyang Maojian packaging, the specific content is as follows.

### 5.1. Integrate the regional culture of Xinyang

The representative of Xinyang Maojian culture is the Xinyang International Tea Culture Festival, which can let people enjoy tea, understand tea ceremony, and know the fun and benefits of tea. In the process of expressing the design concept, Xinyang Maojian Tea Packaging requires designers to take the extension of traditional culture as the entry point, take tea culture as the cornerstone, promote the innovation of Xinyang Maojian packaging style, integrate text, material and graphic elements, and highlight the cultural value and cloud pattern of Xinyang Maojian packaging from multiple angles. In the design of the outer packaging of Xinyang Maotip, the local rural cultural characteristics of Xinyang Maojian origin, that is, Xinyang, Henan, should be combined, and the outer packaging of Xinyang Maojian should be reasonably designed according to the characteristics of curved, fragrant, round and fine of Xinyang Maotip. Xinyang City is located in the south of Henan, as the famous hometown of green tea in China, the local natural conditions are unique, with a long history of tea cultivation and tea making, which makes the people of Xinyang tea area have long regarded Xinyang Maojian as the pillar of life. Xinyang Maojian tea is green and transparent, which has the effect of refreshing the mind, clearing the eyes and mind, refreshing and refreshing. Tea saint Lu Yu layer highly praised Xinyang Maojian: Huainan tea, Gwangju Shang. And Su Dongpo was so incisively praised: Huainan tea, Yiyang first. Therefore, when designing

Xinyang Maojian, Lu Yu and Su Dongpo can be used as design elements, reasonably control the proportion of the picture, and present the artistic conception of Lu Yu and Su Dongpo tasting tea, so that consumers can have a sense of immersion and improve the ancillary value of product culture.

In packaging and printing, Xinyang local cultural characteristics are cleverly reflected, and Xinyang culture is uniquely designed, such as adding the main production area of Xinyang Maojian as an element to the outer packaging to enhance Xinyang's cultural image. This is shown in Figure 5.



Figure 5. Characteristics of Maojian area

It can be seen from Figure 5 that when designing text, the packaging design can make full use of rural traditional cultural elements from the perspective of theme, background, color and logo, structure cultural connotation, and achieve the integration between rural cultural elements.

## 5.2. Integrate traditional festival culture

Since festival culture is a very important component in

traditional culture, when designing the outer packaging of Xinyang Maojian, a representative traditional festival culture is integrated. Among them, including important festivals such as the Dragon Boat Festival, Mid-Autumn Festival, and Qingming Festival, it is necessary to skillfully integrate festive elements, which can add more heritage and charm to the packaging design of Xinyang Maojian and enhance the interest of product packaging, as shown in Figure 6.



Figure 6. Dragon Boat pattern

In the design of Xinyang Maojian packaging gift box, it is also necessary to reasonably add traditional festival cultural content, increase the cultural texture and design sense of packaging, change the design style, and reflect the connotation of cultural festival. It can also add modern festival culture, for example, Xinyang Maojian Cultural Festival is a good cultural element. Statistics show that Xinyang Maojian energy saving attracts 45 million people every year. Among them, Xinyang Maojian cultural lectures,

tea art performances and production techniques have the highest attraction, and are the representative contents of Xinyang Maojian publicity. In the packaging design, focus on the cultural theme of Xinyang Maojian, and use the Xinyang Maojian theme as the background picture and text of the packaging, so that consumers can understand the situation of Xinyang Maojian in a short period of time, and feel the simplicity and strong cultural charm of Xinyang Maojian, as shown in Figure 7.



**Figure 7.** Xinyang Maojian Cultural Festival

In the packaging design process, it is necessary to reflect the cultural meaning of elegance, wealth and upwardness, and match the appropriate objects, using traditional cultural orientation, so that consumers can feel the cultural tone of Maojian. When designing and customizing the gift box, the packaging design can be carried out according to the needs of different festivals, for example, the Mid-Autumn Festival can carve the moon viewing scene on the packaging gift box, and the Chongyang Festival can draw the chrysanthemum picking scene in the packaging gift box, highlighting the luxury and high-end sense of packaging quality, and giving the packaging gift box a strong traditional cultural atmosphere. When designing Xinyang Maojian packaging, all festivals can be used as a source of inspiration, and the festive elements are used reasonably, reflecting the cultural concepts and spirit behind different festivals, and enhancing the personality of Xinyang Maojian packaging design.

## 6. Conclusion

In view of the publicity problem of Xinyang Maojian, the corresponding tea packaging design is carried out, and the Xinyang Maojian packaging is designed from the perspectives of color, font, pattern, text, and others to mention. Among them, it is necessary to rationally use the content and form of rural traditional culture to avoid the occurrence of abrupt design and unrelated problems. At the same time, it is necessary to use representative cultural symbols to enhance the publicity of Xinyang Maojian packaging and let consumers have intuitive stimulation. In addition, the design

of Xinyang Maojian needs to fully explore the elements and contents of traditional culture, realize the ingenious integration of rural traditional culture and tea culture, highlight the region and connotation of Xinyang Maojian, and promote the development of inheriting Xinyang Maojian with its precious traditional culture.

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