

# Packaging design of sweet potato vermicelli in Sheqi under the background of rural revitalization

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**Abstract.** Under the background of national rural revitalization strategy, under the economic background in China, the agricultural country, rural agricultural products packaging design in the country, more and more important in the implementation of the strategy of rejuvenating club banners sweet potato vermicelli packaging, for example, this paper discusses the analysis of existing problems and shortcomings in packaging design to explore how to combining regional culture and the agricultural product packaging, To create a brand characteristics of agricultural packaging design, in order to promote the strategic development of rural revitalization, so as to promote rural economic development.

**Keywords:** Rural revitalization; Regional characteristic culture; Packaging design; Club banners vermicelli.

## 1. Rural revitalization and Nanyang regional characteristic culture

### 1.1 Overview of rural vitalization

The rural revitalization strategy was proposed by Comrade Xi Jinping in his report to the 19th CPC National Congress on Oct 18, 2017. The report to the 19th National Congress pointed out that issues concerning agriculture, rural areas and farmers are fundamental to the national economy and people's livelihood. When the countryside prospers, the country prospers; when the countryside fails, the country fails [1].

### 1.2 Nanyang regional characteristic culture

In China, which contains five thousand years of civilization, Regional Culture usually refers to the traditional Regional culture with a long history and unique characteristics in a certain region, which plays a special role in promoting Regional development. Culture is regional, and the cultural form of one region and another region is slowly conceived and gradually formed and developed in a historical period under the joint action of multiple factors such as different natural geographical environment and cultural and social environment [2].

Nanyang, also known as "Wan Cheng", is located at the junction of Hubei, Henan and Shaanxi provinces, in the southwest of Henan Province. Because it is located in the south of Funiu Mountain, north of the Han River and named, is a natural xingsheng capital. In addition, the large area of dinosaur egg fossils found in Nanyang, "with a large number of buried areas concentrated, known as' shocked the world's scientific discovery 'and' the ninth miracle of the 20th century 'and' 1993 one of the world's top ten science and technology news' [3]. It is a famous city with a history of more than 3,000 years and one of the birthplaces of the great Chinese nation. Numerous famous landscapes with high aesthetic value and cultural value have formed a strong cultural atmosphere and a long artistic tradition.

The ancient city of Nanyang has nurtured a large number of historical celebrities, among whom the outstanding representatives are known as the "Five Sages of Nanyang" : To write "the model" of "wisdom saint" zhuge liang represented by the military and political economy and culture, with world famous scientist zhang heng "saint" of science and technology as a representative of science and technology culture, in order to later generations called "medical saint zhang zhongjing medical culture, represented in early Chinese commercial theorists represented by" business saint "fan li of

commercial culture, etc., All this embodies the traditional virtues of the Chinese nation, which are unyielding, impartial and selfless, and benevolence and love.(Fig.1, Fig.2)



Fig. 1 Sheqishan Guild Hall

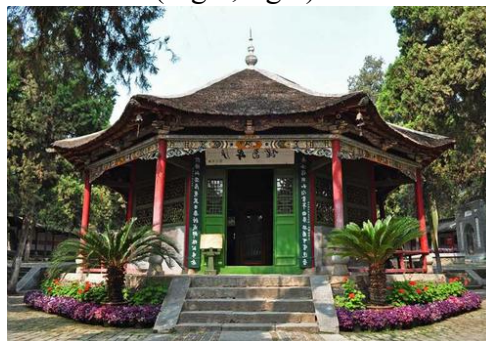


Fig. 2 Wuhou Temple "Grass Cottage"

### 1.3 The connection between regional culture and rural revitalization strategy

The development and inheritance of regional culture and the implementation of rural revitalization strategy complement each other. Rural revitalization includes industrial revitalization and cultural revitalization, while rural culture is a component and symbol of regional culture, and the development of rural cultural industry is the driving force of rural cultural revitalization. The two are closely linked. First of all, they have overlapping perspectives. China has a vast area of rural areas. In the long-term development process, the vast rural areas in China have formed a rich and colorful regional culture. The process of exploring, declaring and protecting regional culture has excavated the depth of rural revitalization, which is of great significance to the sustainable development of rural areas. Secondly, they are similar. The purpose of rural revitalization is not only to realize the modernization of rural development and agricultural development, but also to improve the quality of rural people's life, so as to achieve a qualitative leap. Make the people "rich". The intrinsic value of regional culture is to promote people's spiritual culture, which belongs to "spiritual wealth". So both are positive "positive energy", is mutual infiltration, mutual development. Therefore, the combination of the two has important strategic significance.

## 2. Brand design significance of sheqi sweet potato vermicelli

### 2.1 Spread regional culture and highlight cultural value

As People's Daily needs of agricultural products often appear in stalls, supermarkets, online sales platforms and other places. Packaging, as an external addition to a commodity, mainly conveys the content to let consumers understand the product content correctly, efficiently and quickly [4]. "Packaging information", a packaging agricultural products with regional culture characteristics can not only increase the added value of products, its biggest potential role is spread excellent regional culture, local club banners sweet potato vermicelli packaging's intrinsic value is the local history and culture to the nation, and even to all over the world, the cultural value of is immeasurable.

### 2.2 Promote product sales, drive economic development

In the context of rural revitalization, distinctive packaging of agricultural products can not only improve and maintain the value of products, but also promote agricultural products, so as to increase farmers' income, drive local economic development, and solve the employment problem of people in Sheqi County. With the popularity of national policy of benefiting the people and the development of tourism industry is booming, many tourists use holiday to the famous scenic spots and characteristics of rural tourism, in nanyang sheqi and other area tourism development, distinctive packaging agricultural products can not only arouse consumers' desire to buy, also can let visitors feel the local amorous feelings of the humanities, history and culture. It can also attract more tourists, thus boosting the development of local tourism. In turn, it drives local economic development.

## **2.3 Developing characteristic agriculture and Promoting Rural Revitalization**

China is a big agricultural country, and the environmental conditions of different provinces and regions are different. Therefore, the featured agricultural products in different regions have their own advantages. The development of featured agriculture can promote the implementation of rural revitalization strategy, and also contribute to the construction and development of beautiful villages. From the current situation of the packaging of sweet potato vermillion products in Sheqi, it is necessary to further improve the packaging level of featured agricultural products. While doing a good job in the quality and quality of agricultural products, we should also do a good job in packaging design, establish a distinctive brand image, and highlight the cultural connotation, history and culture of Sheqi County and other places in Nanyang. Packaging design of agricultural products can not only increase the beauty of products, but also contribute to the spread of regional culture, provide power for the development of characteristic agriculture, and lay the foundation for national rural revitalization.

## **3. Analysis of package design of Sheqi sweet potato vermicelli**

### **3.1 Sheqi Flag sweet potato vermicelli overview**

Sheqi county is known for its vermicelline noodles. There has always been the title of "Hometown of three powders". Three powders are vermicelline, vermicelline and vermicelline. The sweet potato vermicelli produced here is of high quality and rich in nutrition. Vermicelli has good flavor, it can absorb the taste of all kinds of delicious soup, coupled with the vermicelli itself soft and smooth, more refreshing and pleasant, widely welcomed [5]. Dietary fiber, protein and minerals such as magnesium, calcium and iron are stored in large quantities in vermicelli, which is of great benefit to human health. Sheqi county has a vast territory and abundant resources. It has a large area of arable land and undulating hills. It is the best growing place for sweet potato. In recent years, the local people do a lot of vermicelli production, this main agricultural product production has become the leading industry of she Qi people to get rich. Vermicelli products are not only supplied to Nanyang area, but also sold to shandong, Sichuan, Shaanxi, Hubei and other provinces, some of which are exported abroad.

### **3.2 Present situation analysis of package design of Sheqi sweet potato vermicelli**

#### **3.2.1 Brand awareness is not enough, regional characteristics are not prominent**

Nowadays, sheqi sweet potato vermicelli packaging lacks brand awareness, low market recognition, and does not pay attention to the construction of its own brand trademark, visual image, etc. Product packaging design is the "face" of a product, and the first impression of consumers is crucial to sales. In many enterprises and products, brand is always the core. Building product branding is not only conducive to consumers to understand the quality of agricultural products, enhance the trust of products, but also improve the packaging design level and overall grade of agricultural products. She Flag sweet potato vermicelli packaging regional characteristics are not prominent, does not reflect the regional cultural characteristics and product characteristics. Arbitrary use of graphics and packaging colors does not meet the emotional needs of local people and mass consumers. Packaging design is the concentrated embodiment of regional culture, religious beliefs, customs, historical buildings, etc., are the best embodiment of regional culture.

#### **3.2.2 Overall design backward, lack of innovation consciousness.**

The overall level of packaging design of sheqi sweet potato vermicelli is backward and lacks aesthetic expression. The graphics, characters, colors, structures and materials of packaging are not enough to keep pace with The Times in the design, and the added value of product packaging design is not recognized. Plastic bags and cartons are mostly used for packaging, and the packaging is only simple large characters and product text introduction, without representative graphics and logos.

Cookie-cutter simple packaging lacks innovation, which not only leaves consumers with a rough impression of quality, but also lacks sustained vitality in the market, thus affecting product sales and failing to drive the local economy.

### 3.3.3 Lack of environmental awareness

In the pursuit of product sales at the same time, she Flag sweet potato vermicelli neglects whether the packaging is environmental protection, whether it is healthy. Most of the present packaging uses plastic packaging, plastic is not easy to be degraded, difficult to recycle, and will release toxic substances to the environment. Local producers only care about whether the vermicelli products themselves are "green" and ignore whether the packaging meets the "green" standard, which will lead to competition among manufacturers and the bottomless pursuit of economic benefits. Thus ignoring the harm of packaging materials for agricultural products to the environment. In real life, people's requirements for quality of life are getting higher and higher. Among the same products in the market, green product packaging can win the hearts of consumers and stand out in the dazzling array of goods. At the same time, it also plays a role in promoting brand influence.

### 3.3 Innovative application of sheqi sweet potato vermicelli packaging design

No matter at home and abroad, the packaging of agricultural products and other kinds of goods are different. It should not only have practical functions such as storage and preservation, but also meet the needs of consumers' basic aesthetic standards and market competition. Therefore, whether based on brand development and product use, the requirements for packaging design are very high in terms of aesthetics and practicability [6].

### 3.4 Brand visual basic elements design

#### 4.1.1 Logo design



Fig. 3 Logo design

In market competition, the brand name of a commodity often determines the market share of a commodity. In addition to quality, value and packaging, a commodity is competitive in the market. Trademark is also an important factor, it is the reputation of the production enterprise, but also the mark of consumers to identify the goods. So the logo has its own value. This logo graphic uses the building of sheqi Shanshan Guild Hall and sheqi vermicelli as the main object. Through the extraction of architectural elements, to achieve the purpose of simplicity and high recognition. Abstract vermicelli is integrated into the building. Meanwhile, the character "Wan" of Nanyang is deformed, and refined elements are combined to form the brand LOGO of sweet potato vermicelli of Sheqi. (Fig.3)

#### 4.1.2 Illustration design

Modern packaging design into personalized patterns to show the connotation and characteristics of products and enterprises, can better promote the value of goods. In the regional packaging design, we should choose the appropriate pattern according to the actual situation, so as to fully display the special cultural connotation characteristics of regional products. In the packaging design of sheqi vermicelli, color illustration is used to represent the design, and the pattern is extracted from the local main building as one of the packaging elements.(Fig.4) For example, the "grass Cottage" in Wollongong and the main building of Nanyang Han Painting Museum. Through the form of illustration to achieve the transmission of regional culture, performance. In addition, the famous

historical figures in Nanyang, such as Zhang Heng, Zhuge Liang and Zhang Zhongjing, were designed and illustrated. In the picture, vermicelli is the main object, while ingredients, containers and other elements as a foil to the main object. Then highlight the product image, enhance competitiveness.

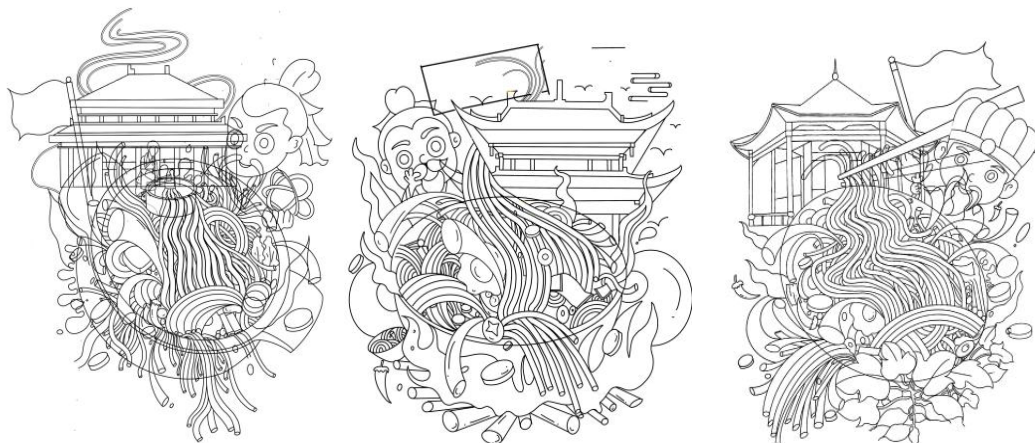


Fig. 4 She Qi sweet potato vermicelli packaging illustration design

#### 4.1.3 Colour is applied

Not only play an important role in graphic design, color in packaging design is also the most direct, the most powerful elements of design expression, the packaging color design and application for a professional, colour is applied not only to the appropriate product content and reflects the local characteristics of regional culture, also need to have a clear recognition, and has been accepted goods buy class. In this way, consumers can take the initiative to buy products with a better appreciation. In the color application of sheqi vermilion packaging, the famous scenic spots such as Sheqi Shanshan Guild Hall, Nanyang Han Painting Museum and Wuhou Temple are taken as references to extract the main colors.(Fig.5, Fig.6) For example, in shanshan Guild Hall, colored glass wall, hanging mirror building, hall of Worship and other buildings, the main colors are cyan, yellow and gray, while in Han Painting hall, cyan and white are the main colors, so the architectural colors in design illustrations are mostly cyan, white and yellow. (Fig.7) This not only represents the color of local regional culture, but also improves product recognition and public recognition.



Fig. 5 Sheqi Shanshan Guild Hall



Fig.6 Nanyang Han Painting Gallery



Fig. 7 Sheqi sweet potato vermicelli packaging color application

### 3.5 Selection of packaging materials

Packaging material is the material base of commodity packaging, packaging design in regions, to master its features, using different regional materials, the selection of materials, the objective effect, local comprehensive considerations, cultural connotation and the enterprise image to show the most conforms to the current conditions of the selected material, improve the image of the product and the enterprise. Common packaging materials include paper, metal, plastic, glass, natural materials, new environmental protection materials, etc. Sheqi vermicelli manufacturers are mainly farmers, so sheqi vermicelli packaging from the perspective of environmental protection and pollution-free, to reduce the cost of investment as the initial goal. Kraft paper, white board paper, hemp bag and other materials are used for packaging. Taking natural hemp bag as an example, it is non-toxic, harmless and pollution-free, and can give the product a kind of affinity, so as to achieve the effect of "real green".

### 3.6 Serialized packaging design

Series packaging design is a contemporary of the more popular technique, series packing conforms to the general consumer's aesthetic psychology, diversified trend of development of the commodity packaging, can put the same brand, same type of products to design with common features, in the club banners sweet potato vermicelli packaging design innovation, adopt different characters and buildings, using the same symbol and subject to design the vermicelli, Form a series of packaging design, to achieve different visual image. (Fig.8) In this way, the effect of "one as ten" can be achieved, which can enhance the public's sense of identity for the product and further expand sales.



Fig.8 Sheqi sweet potato vermicelli series packaging display

## 4. Summary

Based on the present, look to the future. In the implementation of the future rural revitalization strategy, the economic value contribution of agricultural products should not be underestimated. And

the packaging design of agricultural products is an indispensable force. Both to the inheritance and excavation of regional characteristics of culture, or to the economic development of rural areas throughout the country, are crucial. Designer should base on regional culture, rooted in the region of local conditions and customs and cultural traditions, the regional traditional culture and modern art forms, create characteristic of innovation of agricultural product packaging, build a brand new visual image of brand and constantly enrich and innovative packaging materials and forms, the "common" for the new. Make agricultural products packaging out of the region, to a broader international commodity market.

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