Application Research of Green Ecological Concept in Tea Packaging Design

Xiong Wu

Hunan University of Technology :zhuzhou hunan, 412008, China.

Abstract: Packaging design wants to form a unique style, not only requires beautiful external performance and design concepts, but also needs to reflect the unique value connotation, while being able to bring its own product characteristics to the extreme. The concept of green ecology is an important part of China's current sustainable development strategy. When tea packaging design work is carried out, the introduction of green concepts into the design not only reflects the design features of more cultural connotations, but also is specific to the concept of sustainable development. reflect. This article mainly discusses the specific ways to introduce green ecological concepts into tea packaging design work, hoping to provide some reference.

Keywords: Applied Research; Tea Packaging; Ecological Concept; Packaging Design

The rapid development of the economic society and the advent of the Internet era have ushered in the vigorous vitality of China's market economy. How to enable our products to gain a place in the continuous promotion of new commodity marketing requires the packaging design workers to combine the background of the times, When designing, it is necessary to ensure the play of the aesthetic concept, and at the same time, in the process of reflecting the design style of the product itself, it can introduce the development of the times into it and become an important means of attracting buyers. Therefore, how to properly design tea packaging is the main research problem of this article.

1. The Significance of Adding Green Ecology Concept in Tea Packaging Design

The advent of the Internet era has led to the emergence of various e-commerce platforms, and the marketing of different types of trade commodities has become wider. Therefore, under the realistic background of the simultaneous sales of stores and online marketing, how to make tea packaging design concepts stand out, and Attracting more consumer attention has become a problem that many designers need to solve. The e-commerce era is different from the traditional marketing model in the past. It also needs tea packaging to display its own external style, so that consumers can dig through the design point of view to enable them to meet consumers' aesthetic needs and needs in the process of Feel the emotional integration of the designer during use. In fact, when the tea was first packaged, it was mainly to enable the tea to maximize its integrity and sell at a more appropriate price. Therefore, in the past, the packaging design of tea was more sturdy and practical. With the economic development and the advent of a new era, people not only gradually improve their living water, but also have higher and higher aesthetic requirements. Therefore, tea packaging has been designed to meet its own practicality, but also to meet the different needs of people.

As an important part of the sustainable development strategy, the concept of green ecology requires that all economic activities carried out by people should not pay too much attention to the benefit space, but must put the concept of environmental protection and sustainable development in the first place, in order to promote the continuous development of the economy In the process, the purpose of protecting nature and promoting harmony between man and nature is achieved. Therefore, adding the green ecological concept to the tea packaging design project not only conforms

Copyright © 2020 Xiong Wu

doi: 10.18282/le.v9i5.1229

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

(<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

to the national development strategy, but also can expand the publicity of the green ecological concept while achieving economic benefits, so that people can meet their actual needs while shopping. While focusing on connotation, tap the value covered by the product design style, and then make tea packaging design with green ecological concept become an important condition for gaining market competitiveness.

2. The specific ways of adding green ecological concept in the process of tea packaging design

2.1 Break through the old design concept

In view of the overall development trend and consumption characteristics of the tea commodity market at this stage, many tea producers often pay more attention to the design style of commodities when they are engaged in commodity marketing. Therefore, when designing tea packaging, designers should break through the old design concepts, grasp the wave of the development of the times, and introduce more new design ideas into it, so that the packaging design style can keep consumers in the process of seeking breakthroughs. When buying tea products, you can feel the personalized requirements and cultural concepts contained in it. Therefore, in the design of tea packaging, the design concept of low cost and high durability can not be the main, but the value of the green ecological concept needs to be introduced into the overall packaging design, and starting from consumer consumption needs, through high-quality design selection, Visual design, aesthetic consciousness, tea packaging in the overall design style, can show a more diverse value concept. At the same time, under the guidance of the concept of green ecology, designers will place more emphasis on the significance of the era of environmental protection and sustainable development concepts, and embody this idea in the design style of tea packaging. At the same time, when consumers choose tea products, It can not only meet its own actual needs, but also be able to establish a green ecological development concept while meeting its aesthetic consciousness.

2.2 Reasonable choice of packaging design content

When designing tea packaging, designers need to add green ecological concepts to the design style, not only to improve the external design content of the overall packaging, but also to introduce more innovative and diverse design concepts into the overall style. Therefore, in addition to the introduction of emerging design concepts, the design activities should also be improved through the use of information technology, new design concepts, and design equipment. In addition, the designer also needs to draw closer to the overall design style and simplicity through the characteristics of the tea product itself, while designing a design that can bring consumers more visual enjoyment and enhance the product's self-recognition, while paying attention to the style of tea superscript Designed to keep its own concise style and meet the aesthetic needs of consumers. And the concept of green ecology is more in line with the wave of people's love for health, making tea packaging can meet people's life needs, and thus have a stronger market competitiveness.

3. Conclusion

The rapid development of the Internet era makes people rely more on e-commerce platforms in the process of product sales. Therefore, how to make tea packaging design stand out among commodities with different packaging design styles has become a problem that needs to be solved by packaging design workers. Introducing the concept of green ecology into the design work not only conforms to the strategic concept of national sustainable development, but also reflects the connotation of the cultural value of tea packaging, and can maintain a high degree of coordination with the health concept that people have always advocated, so it is worthy of being widely application.

References

1. Wei Pan, Li Jianjian. Teaching Reform Exploration to Improve the Innovative Design Ability of Green Packaging——Taking "Hongpao Village" Tea Packaging as an Example[J]. Journal of Wuyi University, 2020,39(01):85-89.
2. Gu Shiqiu. Research on low-carbon design concepts based on "Ecological+" thinking mode——Taking tea packaging

as an example[J]. Fujian Tea, 2019, 41(05): 101-102.

3. Huang Xiaocheng. The Application of Landscape Painting in Tea Packaging Design——Taking Leigong Mountain's "Cloud Weaving Water" Alpine Tea as an Example[J]. Fujian Tea, 2018, 40(12): 142.