



# **Research on Packaging Technology Display Design from the Perspective of Cultural Preservation and Innovation**

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**Abstract:** The transformation of society and the advent of the economic era have made people's living standards rising, while their consumption preferences and requirements have gradually increased. So when people choose commodities, they will first choose commodities that better meet their aesthetic needs. This requires the designer to be able to introduce the concept of cultural preservation into the packaging process design work and constantly innovate the design concept and method in order to make the product more in line with the actual needs of consumers. This article studies how to ensure the smooth progress of the design work under the guidance of cultural preservation and innovation ideas when carrying out packaging technology display design work. I hope that it can provide some reference to other peers in the process of improving packaging level.

**Keywords:** Design research; cultural preservation; packaging process display; innovative ideas

The continuous economic and social changes have gradually changed the packaging design from protecting the practical functions of commodities to the output of corporate culture and the display of product characteristics, and to meet the aesthetic needs of consumers, in order to achieve the purpose of increasing sales. As the main content of production activities, packaging design process not only has great differences in materials, packaging concepts and processes, but also needs to be combined with the attributes of different commodities for design work. Therefore, in order to make the packaging technology display design more in line with the development wave of the times and people's aesthetic needs, designers need to actively change their old design ideas, through the integration of cultural preservation concepts, and actively innovate the packaging process design accordingly to design A higher level of packaging process design.

## **1. The status quo of product packaging design**

### **1.1 Too much emphasis on appearance**

Many companies and manufacturers often pay more attention to the packaging effect of their appearance when packaging products, hoping to attract consumers' attention in this way. However, this way of neglecting the quality of the product itself not only seriously affects the original intention of product design, but also makes it difficult to show the connotation of packaging process design, but it seems too stubborn. In addition, there are some businesses that focus on false propaganda and exaggeration during packaging design. This will not only make consumers lose their enthusiasm for buying goods, but also damage their interests, and greatly reduce the reputation of the producers themselves, which will seriously affect the future development of the enterprise itself. Even if you design more beautiful product packaging, it is difficult In an invincible position in the development of the market economy.

### **1.2 Too much packaging waste**

In order to satisfy the consumer's psychology, many merchants blindly choose high-priced packaging materials in order to highlight the high-grade and value of the products in the design of product packaging. In this over-neglected

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cost-effective packaging method, not only does the overall packaging design style look flashy, but also the cost of expensive packaging materials is directly included in the sales price, so that many originally low-priced products are sold all the way due to the expensive packaging costs. The water rises rapidly like a boat. For example, in many gift boxes such as tobacco, alcohol and moon cakes on the market, consumers have to remove many layers of packaging many times after purchasing it. The unpacked packaging is too flashy to be used in the real place, which is very wasteful. This not only does not comply with the current concept of sustainable development advocated by the country, but consumers will also crack down on the enthusiasm of buying commodities in this too wasteful product packaging design.

## **2. The specific ways of packaging design innovation in the context of cultural preservation**

### **2.1 Value the positive significance of cultural heritage**

Cultural preservation emphasizes that people can find specific ways to enable multicultural coexistence through in-depth excavation of multiple cultural attributes when performing artistic activities. Therefore, in order to effectively innovate the packaging technology display design content in the context of cultural preservation, we need to pay attention to the enthusiasm of cultural inheritance. As the first principle to be followed when carrying out packaging process design work, cultural inheritance is not to emphasize the inheritance of all traditional cultures, but to find out the essence of it and apply it in the process of exploring the cultural values contained in it that meet the development requirements of the times. Therefore, in the design of packaging technology, you can learn the principles of material selection, artistic techniques, ancient style modeling and other knowledge in traditional culture, not only carry on the inheritance of culture, but also continue to innovate in the context of the development of the times, in order to design more Packaging design that can attract consumers' attention. This requires designers to be able to break through the shackles of old design concepts, correctly understand the practical significance of traditional cultural inheritance in the context of cultural preservation, and while digging out the cultural essence, be able to integrate with modern packaging process design concepts. Only in the process of continuous innovation, can the design level rise rapidly.

### **2.2 Pay attention to the positive significance of sustainable development**

Qualified product packaging not only needs to protect the integrity of the product, but also make its own design style conform to people's aesthetic requirements. Therefore, the packaging technology display design must start with the consumer's spiritual needs and actual needs in order to meet its specific requirements and better adapt to market development requirements. Therefore, when carrying out packaging design work, it is necessary to pay attention to the positive significance of sustainable development. It is not necessary to blindly make consumers over-packaging as a design requirement, but to introduce sustainable development design concepts in the context of cultural preservation. Innovate when designing packaging technology. In this way, designers can carefully analyze the contents of packaging recycling and material selection when participating in design work, and can also make the overall packaging design style conform to the green development concept, so that the overall packaging process shows the design work and national strategic goals. At the same time, get better development.

## **3. Conclusion**

The changes in society and the rapid development of the times have gradually shifted people's attention to improving the quality of life. Therefore, how to meet the aesthetic needs and spiritual needs of people while packaging design reflects the value of goods has become a key issue for many designers. . Good packaging process display design should not be limited to the old design point of view, but need to be able to keep up with the development of the times under the guidance of an innovative perspective, and constantly introduce new ones, and through the introduction of the concept of cultural preservation, so that the packaging design can show unique Value connotation, and then to achieve the purpose of attracting consumers.

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