

Exploration of Nationalization of Product Design

Zhonglei Geng, Mengqiu Li, Bingxing Li*

Zhengzhou University of Light Industry, Zhengzhou, China

*836281071@qq.com

Abstract

This paper explores the ways and methods of nationalization of modern product design. Based on the analysis of the current situation and the necessity of nationalization of modern product design, we discuss the specific expression of nationalization through the combination of theory and cases from two aspects: cultural and creative product design and product packaging design. It is an inevitable measure and way for designers to design modern, national and cultural design works by integrating Chinese national elements with modern product design and promoting the nationalization of product design with unique national art essence and unique national art spirit connotation.

Keywords

Ethnicization; Elements; Spiritual Connotation; Product Design.

1. The Current State of Development of Nationalization

Each nation's traditional culture has its own excellent and unique aspects, and national culture is the product of ideology and thinking activities, which need material and spiritual expression and inheritance development in order to flourish and be remembered by people [1]. However, the current trend of globalization is intensifying, and with the rapid increase of China's economic strength, various industrial and living products are very colorful. But world-class export brands created in China have not been created yet. The Chinese traditional elements contained in the local cultural carrier are gradually being eroded or destroyed [2]. At present, China's product design industry has little awareness of the inheritance and development of traditional national culture, and most products are always promoted foreign design ideas and design concepts, which cannot help but make us think. This shows that designers are not confident in national design and national culture, and this lack of confidence needs to cultivate more excellent designers to design national cultural products with their recognition of national culture. Culture is the symbol of a nation's heritage; the beauty of the nationality symbolized by culture should be affirmed and inherited by people [3]. Culture and design are inextricably linked, that is, culture is the basis of design, and design is the carrier of culture.

2. Cultural and Creative Product Design Nationalization Embodiment

Product design itself is the artistic expression of human spiritual civilization, which not only needs to reflect advanced technology and excellent technology, but also needs to reflect history, and its inspiration should come from the excellent national history and culture, to facilitate the inheritance and innovation of social art and national culture. Distant totemic activities have long been buried in the unrecoverable era, their specific form, content and form is already difficult to determine, "this can wait to become a memory, but then already confused." Perhaps they can only be replaced by symbols that have evolved over the generations. However, the most important myth and legend in ancient China is the "image of the dragon" with the "human head and snake body" [4]. The dragon is a mythical creature that lives in the sea in ancient China and other East Asian countries, is the longest of the scaly insects, is in charge of the movement

of clouds and rain, is the master of wind and rain, and is often used to symbolize good fortune. The dragon is one of the most representative traditional cultures of Han Chinese and other East Asian peoples, and dragon legends and other dragon cultures are very rich. Dragon in ancient China has always represented the emperor, the status of the symbol. In modern product design, many designs are evolved to create a rich symbol of cultural and creative products.

Take Rococo "Shang Shang" incense gift design as an example, this product is based on the four-sided platform, the circumference of the dragon; the flying dragon in the sky, the five elements gathered. The five elements of gold, wood, water, fire and earth come together in one place, praying for the good fortune of life and death. The symbolic meaning is very deep, since ancient times there is the legend of the transformation of fish into dragons, symbolizing the sublimation of wisdom and metamorphosis. The "Flying Dragon in the sky" is taken from the fifth line of the Qian trigram of the I Ching, after the "submerged dragon do not use" "now the dragon in the field", finally reached the ideal realm of flying dragon in the sky [5]. Fei Long Zaitian incense products will be oriental aesthetics through artistic re-creation, with modern artistic language expression to present, so that more culture enthusiasts, when using Fei Long Zaitian incense products can feel the cultural charm of oriental aesthetics, the real traditional culture will be passed on, but also the nationalization of things to show the fullest.

3. Product Packaging Design Nationalization Embodiment

The application of ethnic culture in product packaging design can give the packaging design a deep traditional flavor, which is conducive to enhancing the cultural connotation of the brand and further expanding the brand affinity [6].

The success of Rococo's "Top" design fully reflects how important culture is to modern people. What is the way to the top? As the old saying goes, if you want to get on top of it, you must seek on top. Shang, the positive state, Shang Shang, represents the progressive process of Shang Shang, the relative relationship between Shang and Shang, the new harmonious state of Shang Shang unity. The way of up is to perceive the pure inner world, to pursue the beautiful life of up, and to taste the lively Chinese Zen path. The traditional Chinese culture of praying for good fortune (shaped like an ancient official hat, which means a promising future). The appearance design is simple and generous, light, colorful and beautiful, in line with the aesthetics of the national people. Seize the essence of national culture, the use of Chinese people like to "seek a visa" way to measure the luck design toothpick box design clever. With culture to packaging, packaging design to meet the interest at the same time and its embodiment of the intention.

4. Concluding Remarks

With rapid economic development, people's horizons, concepts and aesthetics are constantly changing horizons are becoming more and more open, people's overall knowledge level is increasing, and the sense of national identity as well as responsibility is growing. The emphasis on localized culture and identification with national culture has become an undeniable trend. Nationalization and modern product design are not contradictory, and they can be compatible and develop with each other. As an important part of the development of modern design, nationalized performance, in order to lift the problem between traditional culture and modern design, requires designers to pay more attention to the national culture itself to be utilized and designed. "The national is the world", in-depth design of nationalization, in its cry for creative inspiration, and combined with modern technology, the pursuit of design development of new weather, new realm, is the new mission given by the times.

The Chinese nation has a long history and culture, and the excavation and utilization of its excellent culture can not only promote the development of traditional culture, but also give modern design forms more colorful national cultural traits, reflecting a good combination of

tradition and modernity. As a designer, we must correctly use the excellent national cultural products, carefully study the forms and connotations of traditional culture, and apply them in the development of modern product design.

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