

# **Aesthetic Research on Packaging Design of Agricultural Products in Jinzhu She Nationality Township from the Perspective of Rural Revitalization**

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## **Abstract**

**From the angle of design and aesthetics, this paper analyzes and summarizes the present situation and problems of agricultural product packaging in Jinzhu She Township, Jiangxi Province, China, and explores the visual cultural connotation of agricultural product packaging in Jinzhu She Township. Use systematic, scientific and regular methods to define related concepts. Market-oriented, promoting regional culture as the goal, aesthetic principles as the design criteria, to enhance the overall meaning of the localization of agricultural product packaging in Jinzhu She nationality township, provide a series of methods and suggestions, and provide reference for the market development of agricultural product packaging design.**

## **Keywords**

**Regional culture; Characteristic agricultural products; Packaging aesthetics.**

## **1. INTRODUCTION**

In recent years, China has been promoting rural economic development through various channels. The 19th National Congress of the Communist Party of China innovatively put forward the strategy of "rural revitalization", and industrial prosperity is the core and foundation of rural revitalization. In 2019, the "Guiding Opinions of the State Council on Promoting the Revitalization of Rural Industries" pointed out that it is necessary to highlight advantages and characteristics, refine local characteristic industries and cultivate and upgrade agricultural brands. In February 2020, the opinions of the CPC Central Committee and the State Council on grasping the key work in the field of "agriculture, rural areas and farmers" to ensure the realization of a well-off society in an all-round way on schedule was issued. The document emphasizes the importance of building local well-known agricultural product brands for economic development. Therefore, for the development of regional agricultural products, it is very important to improve the local agricultural product brand.

The relationship between design and aesthetics exists in various art disciplines and social industries. The key problem of its main research is how to form another special beauty after processing one thing, which is a kind of perfection and promotion of perceptual knowledge.

It is not only the materialization of culture, but also a materialization of culture. In view of the different sizes of regional agricultural products enterprises, the real "breakthrough point" to promote local agricultural products brands is often to promote "branded packaging design". Nowadays, consumers' purchasing choices are developing towards diversification, and the market competition is becoming more and more fierce. People's requirements for packaging design are also gradually improving. The requirements for product packaging design are not only the unity of functional beauty and formal beauty, but also a certain cultural connotation.

Therefore, improving the diversity and difference of brand packaging of agricultural products has gradually become the main development trend of the consumer market.

## **2. OVERVIEW OF REGIONAL CULTURE IN JINZHU SHE NATIONALITY TOWNSHIP**

(1) Geographical conditions. Jinzhu She nationality township is located at the southern tip of Le 'an County, Jiangxi Province, China, with Ganzhou in the southeast, Ji 'an in the southwest and Fuzhou in the northeast. It belongs to the junction of three cities, and is located in the mountains and rich in natural resources.

(2) Characteristic local conditions and customs. Jinzhu She nationality township covers an area of 248 square kilometers and has jurisdiction over 10 administrative villages. Among them, there are 3 minority villages with a population of 11,875. Among them, the She nationality has a population of 4,205, which is an administrative township with a large proportion of She nationality in its county. The local culture of the township is strong and the folk customs are simple. So far, the She cultural heritage such as winter marriage, funeral customs and bamboo pole dancing has been preserved.

(3) Unique natural resources. The township is rich in tourism resources, with golden bamboo waterfalls known as "100 scenic spots in Jiangxi Province", Tiger Brain Nature Reserve, Dalong Mountain, Datong Bailong Grand Canyon, 100-mu terraced fields and so on, which are the core areas of "South China Tiger" activities in provincial nature reserves. Its ecological environment is also superior, and it was once rated as a "national ecological township".

In addition, the township also has many well-known regional agricultural products, such as winter bamboo shoots known as "Golden Bamboo and Mountain Treasures", red mushrooms, leeks with hairy moss, rice from mountain spring water, honey and so on. However, due to the remote geographical location of the township, the low-efficiency cumulative effect of oral communication. Its unique advantages of agricultural products are difficult to form cluster spread, and its economic development lags behind. How to create the brand of characteristic agricultural products, expand the popularity and reputation of products, and realize the transformation from "winning by quantity" to "high quality, high added value and high profit" is an urgent problem to be considered and solved at present.

## **3. ANALYSIS ON THE CONSUMPTION MARKET OF AGRICULTURAL PRODUCTS IN JINZHU SHE NATIONALITY TOWNSHIP**

With the development of China's economy, the per capita income of the people has increased, and the quality of life has also gradually improved, and people's pursuit of health and spirit is also constantly improving. In the past ten years, consumers' demand for healthy food is increasing, and green, nutritious and healthy products have sprung up in the market. In terms of product selection, users' consumption concept has changed from focusing on basic performance to focusing on aesthetic characteristics and use experience such as style and style. Most consumers will evaluate and choose most commodities from an aesthetic point of view. As intangible assets, brands of agricultural products can establish stable consumer groups, form stable market share and effectively promote the growth of agricultural income. Therefore, in the face of the upgraded consumer market, packaging not only undertakes the basic functions of protecting products. The packaging design of local specialty agricultural products needs to keep pace with the times and make optimization corresponding to the times, so as to improve its grade and competitiveness, thus driving the economy.

#### 4. PRESENT SITUATION OF BRAND PACKAGING OF AGRICULTURAL PRODUCTS IN JINZHU SHE NATIONALITY TOWNSHIP

Nowadays, with the development of "agriculture+tourism", Jinzhu She nationality township in Jiangxi Province is regarded as the producing area of high-quality agricultural products. With the strong support of the government, the agricultural products industry in Jinzhu She Township has developed to some extent. Its agricultural product sales market has a broad prospect, and the demand for agricultural products in Jinzhu She Township in the current consumer market has been gradually increasing. For example, the famous local agricultural product-bamboo winter shoots. This agricultural product is green and healthy, and has high nutritional value. It is a must-have product for local residents, and it is also an agricultural product that many tourists often buy when they leave here. However, because the township is located in a remote area, the economic reform cycle is late, and the brand packaging of agricultural products lacks certain depth and systematicness. The author once went to Jinzhu She nationality township for field investigation and found that most merchants selling bamboo winter shoots in this township use ordinary plastic bags or kraft paper as packaging for selling bamboo winter shoots, lacking originality, difference and environmental protection. Except for the packaging design of bamboo winter bamboo shoots, the packaging design of local products such as red mushroom, mountain spring water rice and honey is also the same, lacking certain differences, and it is easy to be confused with products of different quality in other producing areas in the market, which is not conducive to the long-term development of agricultural products in this township in the consumer market. Therefore, it is also the general trend to create brand packaging of agricultural products with originality, difference and culture.

#### 5. DESIGN STRATEGY

##### (1) Based on practical aesthetics

The primary function of packaging is to protect the products from being delivered to the users of the products intact. Therefore, in the process of agricultural product packaging design, the first thing to do is to solve the practical problems of agricultural product packaging, highlight the essential attributes of agricultural products and avoid "putting the cart before the horse" and "flashy" packaging design.

##### (2) Taking ecological aesthetics as the design principle

Ecological design, also known as green design, advocates that design should adhere to the principle of green environmental protection. In recent years, with the rapid operation of industrialization, people are more and more aware that protecting the ecological environment is a great thing that can benefit the present and the future. As the "protective shell" of products, packaging should be driven by environmental protection in the whole packaging design cycle, taking into account the recyclability, degradability and maintainability of packaging. Therefore, in the process of packaging design of agricultural products, we should adhere to the concept of green environmental protection and start with recyclable materials.

There are many kinds of green packaging materials, including paper, wood, glass, cloth bags, hemp rope, etc. These are recyclable packaging materials. Using these environmentally friendly materials for packaging design can not only avoid the misunderstanding of resource waste, but also achieve the goal of protecting the environment.

##### (3) Focus on strengthening brand packaging recognition

Packaging aesthetics is to consider the beauty of material integrity, structure, level and connection, and pay attention to the interrelation and interaction between elements and elements, and between elements and external environment.

In this rapidly developing commercial times, brand packaging design, as a cultural phenomenon, has a strong aesthetic and artistic quality. For consumers, goods are no longer just the use value, but more importantly, the aesthetic value attached to them. The aging and single brand visual culture has gradually lost the competitiveness and recognition of products in the market. As a region with strong minority customs, Jinzhu She nationality township has strong regional recognition. Therefore, from the perspective of brand identification value, it is necessary to improve the external attribute identification and consolidate the internal attribute identification of agricultural product brand packaging in Jinzhu She nationality township. From the perspective of enterprise brand management, enriching the brand visual culture of Jinzhu She nationality township is beneficial to the benign development of the enterprise.

On the surface, the innovation of brand packaging design of agricultural products in Jinzhu She nationality township is the artistic empowerment of packaging, which is essentially to meet the material and spiritual needs of consumers. In the process of its agricultural product packaging design, it is necessary to carry out comprehensive design according to various factors such as market environment. Different consumer markets and consumer groups will lead to different positioning of packaging design innovation. Therefore, the packaging design of agricultural products in Jinzhu She nationality township needs to adhere to the principle of strengthening the brand packaging identification as the leading factor and systematic principle from design conception to design practice.

(4) The purpose is to give full play to the beauty of regional characteristics and culture

Regional culture is the expression of various civilizations in a specific region, which is integrated with the environment in a certain region and has strong regional particularity. According to the author's on-the-spot investigation, it is found that most of the agricultural product packaging in Jinzhu She nationality township in the market tends to be homogeneous, which is almost the same as that in other regions. Therefore, in the packaging design of agricultural products, emphasizing the strong characteristic regional culture of Jinzhu She nationality township is conducive to shaping a unique brand image, so as to improve the difference of products and strengthen the identification.

## 6. CONCLUSIONS

China is a big agricultural country, and the rural revitalization policy is a good opportunity to develop agriculture. In order to enhance the value of rural agricultural products, the design aesthetics of packaging is essential. Aesthetics is to make people understand and enjoy life. In the present environment, people will increasingly pursue the combination of design and aesthetics. From the perspective of rural revitalization, regional characteristic agricultural products should not only ensure the product quality, but also establish the brand characteristic aesthetic value of agricultural products, increase their economic added value, so as to increase farmers' income and move towards an agricultural power.

In this paper, the aesthetic research on the packaging design of characteristic agricultural products only takes the brand construction and development of agricultural products in Jinzhu She nationality township of Jiangxi Province as an example. There are more villages and their characteristic product brands with weak foundation, which need to be further developed and studied. With the further promotion of the rural revitalization strategy, the continuous improvement of people's aesthetic level and material and cultural living standards, the brand building of characteristic agricultural products and its packaging design aesthetics are also developing day by day. It can be foreseen that more and more packaging designs of agricultural products with brand characteristics will shine in the market in the future.

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