

Research on Craft Aesthetics of Mooncake Packaging under the Concept of Nature

Shoubu Wang

Department of Philosophy, Jingdezhen Ceramic University, Jingdezhen 333000, China.

Abstract: As the main symbol of the traditional Mid-Autumn Festival culture of the Chinese nation, the moon cake and its packaging are gradually assimilated by “modern civilization”, and gradually deviate from the traditional craft aesthetic thought and go to the extreme of excessive packaging. Therefore, this paper takes the most familiar mooncake packaging as the research object, first from the positive aspects to explore the mooncake packaging elements reflected in the beauty of the process; Secondly, it analyzes the current situation of mooncake packaging in the market and discusses the relationship between packaging and product itself under the traditional Chinese concept of creation. Finally, a reasonable concept of creation is advocated to promote the benign development of the packaging design of mooncakes and even the entire consumer market.

Keywords: Mooncake Packaging; Excessive Packaging; Craft Aesthetics

1. Mooncake packaging refracts the craft of beauty

First, art deco is essentially a cultural phenomenon, which can reflect the soul of a nation. In the face of product packaging, the first thing we feel is its strong visual perception, with bright colors, exquisite decorative patterns, chic and exquisite material packaging, arousing consumers' attention, reflecting the traditional craft aesthetics of the Chinese nation.

1.1 Technological aesthetics of graphic elements

Graphic elements of the process aesthetic graphics as an important visual symbol elements, to convey the content and information of goods to consumers, is the most direct, the most easily transmitted, the most easily recognized memory of the information carrier. Mooncake packaging design graphic creativity from the Mid-Autumn Festival culture, mooncake packaging design deeply contains the history of the Chinese civilization, national spiritual temperament, customs, philosophy and aesthetic view, reflecting the essence of the Mid-Autumn Festival folk culture. Nowadays, many mooncake product packaging has begun to return to tradition, reflect regional cultural characteristics, and form their own brand image characteristics.

In addition to graphics, Chinese characters are also the existence of mooncake packaging design can not be ignored. Each stroke of Chinese characters reflects the rhythm of line elements, rich in change, lightness and harmony, which can represent the craft aesthetics of traditional Chinese culture. It can not only fully express the edible properties of the food itself, but also perfectly match the visual image of the commodity, carry out artistic aesthetic interaction with the consumer group, and express the value implication and ideological connotation of the text itself.

1.2 The craft aesthetics of color elements

The aesthetic process of color elements compared with graphics color has more significant, easy to describe, easy to identify the characteristics of different colors on the psychological impact of people are not the same, the overall feeling of moon cake packaging is gorgeous or simple, warm or expensive to a large extent depends on the overall color of the packaging color. In the mooncake packaging design, high-purity colors are often used to reflect the food attributes of the mooncake, making it appear warm and fresh, and at the same time, some colors with lower brightness will be used to reflect the festival characteristics of the Mid-Autumn Festival folk culture, For example, yellow, which symbolizes the Mid-Autumn Festival, is often used in packaging design.

2. The abuse of mooncake packaging technology

It should be known that the ultimate result of aesthetics is to change the alienated social reality, change people's living state, and improve the quality of people's existence, and its ethical purpose is self-evident. Craft aesthetics is "the aesthetics of creation, the aesthetics of beautifying daily necessities and beautifying living environment". Reality is that aesthetics is abused and widely used to the other extreme.

2.1 The performance of excessive packaging of mooncakes

Practicality in packaging design is always central. On the contrary, the current Mid-Autumn Festival festival products consumer market, but excessive pursuit of external packaging, ignoring its practical core concept. The excessive packaging of boxed mooncakes can be explained through the following two aspects. The first is the material. The box of the moon cake is generally a beautifully printed paper box; Exquisite lacquer box, leather box, brocade box; Even a crystal box. The second is the processing technology. The processing technology of the mooncake packaging box is also worthy of the word luxury. Coupled with hollowing, carving and a series of production processes, some moon cake packaging can really be compared with crafts.

2.2 An explanation of the relationship between "ornamentation" and "quality" in Chinese aesthetics."

Ornamentation "And "quality" has also become an important pair of aesthetic categories in the history of Chinese aesthetics. "Quality" can mean essence, content, ethics, morality, and practical function. "Ornamentation" is decorative, decorative, contains the meaning of formal beauty, "Binbin" is coordinated, appropriate. The pre-Qin literal-quality theory mainly shows two ideological tendencies; The first is represented by Confucianism, which advocates the unity of ornamentation and quality, that is, there should be both "ornamentation" and "quality". Besides, Lao Zhuang, Mo Zi, Han Feizi as representatives, advocate quality over ornamentation. Next, we will analyze the two aesthetic views of the process that are opposed to the actual situation, hoping to have a deeper understanding of the connection between the packaging of the product process and the product itself, and take this as a reference.

Confucius, he advocated the rejection of "non-ornamentation", "good quality and evil decoration" two one-sided tendencies, to achieve "ornamentation and quality of harmony and unity" [1] Zhuangzi put forward that once "ornamentation" replaced "quality", people's spirit will be blinded or their nature will be lost. Taoist is opposed to ornamentation in general. Including later Han Feizi's thought of "good quality but evil decoration" is based on quality. Mozi clearly reflected his thoughts in discussing the relationship between coordination and quality. He believed that the decoration outside the function is "waste money labor, after useless", advocating the use of savings. However, in terms of China's current food processing industry, especially the Mid-Autumn Festival festival products consumer market, there is an obvious imbalance of "ornamentation" and "quality", excessive attention to product decoration, and excessive packaging of mooncakes is becoming increasingly serious.

3. Positive reflection on the aesthetic principles of mooncake packaging design

Mooncake is not only a simple dessert, but also carries the cultural tradition of the Chinese nation for thousands of years, but today's mooncake is gradually deviating under the impact of modern civilization. The craft aesthetics in the pre-Qin period embodies the wisdom of various schools of Chinese art and is the thought crystallization of Chinese aesthetics. Therefore, learn from the traditional process aesthetic thought, inject new vitality into modern product design, and become a more national style, in line with the green design concept, the implementation of human text products.

3.1 Smart work benefit people, people-oriented

In the craft aesthetic thought of Mozi, "qiao" is an important aesthetic category, which is an important standard to judge the level of all creations. Mozi believes that the premise of "Qiao" is "benefiting people". Mozi's thought of "benefiting the people" is completely consistent with the Han Dynasty of Huainan Zi's thought of "benefiting the people". The General Theory of Huainan Zi said, " Saints make rites and music, rather than frame them with rites and music. Although the national governance is conventional, it must be based on the benefit of the

people, but it must be practical and effective. If it benefits the people, it does not have to follow the ancient system; if it suits the actual situation, it does not have to follow the old law"[2] But today's moon cake, has long been away from its essence, away from the basic needs of the masses, neither clever work, more unfavorable to people.

3.2 Both inside and outside, Achieve the harmony between decoration and quality

Undeniably, "The harmony of decoration and quality" is of great significance in the development of Chinese craft aesthetics. It takes "Harmony is suitable" as the realm of pursuit, so that the arts and crafts ensure a stable development trend, which is an ideal and realistic state of existence. The packaging technology of contemporary moon cakes just deviates from the harmonious state of decoration and quality, too pursues the external form and appearance decoration, ignoring that the external packaging is only the attachment object of the product, which is still the quality as the fundamental purpose. Moreover, although the current "Decorating process" has a gorgeous appearance, it is serious homogenization, lack of creative cultural creativity and historical and cultural deposits.

3.3 Harmony between man and nature,Advocate the concept of green design

The philosophical thought of "harmony between man and nature" laid the foundation for the ancient Chinese creation thought to seek the coordination and unity between man and man, and between man and nature. The relationship between man and nature is an important issue in modern design aesthetics. Therefore, in the design activities, we should make rational use of natural resources, the pursuit of green design concept, focus on green packaging. Green packaging requires the implementation of the principle of "5R + 1D" in the design process, that is, following the principles of reduction, recycling, reuse, recycling, rejection of non-ecological materials, and degradation.[3] That is to make good use of resources in the design, so that the packaging design as far as possible to achieve economic, practical, beautiful.

4. Epilogue

Packaging design must be used to improve people's living conditions and environment, to create better living conditions and environment services. We should fully absorb the traditional fine craft and aesthetic views in the design, integrate with the requirements of modern society, reposition the style of the mooncake packaging through rational thinking, reshape the image of the mooncake in people's mind, reflect the characteristics and cultural connotation of the Chinese traditional festivals, and carry forward the wisdom of the nation.

References

- [1] "The Analects of Confucius · Yongye," in Yang Bojun: The Analects of Confucius, Beijing: Zhonghua Book Company, 1980.61.
- [2] Kong X, Zhang L, Li LH. Green packaging satisfaction analysis supported by complex network with big data [J]. Packaging Engineering, 2019, 42(8): 218-226. (in Chinese).
- [3] Liu WD. Compilation and Interpretation of Honglie in Huai Nan, Anhui University Press, Yunnan University Press, 1998.433.