

The application of the Forbidden City's mythical beasts in cultural and creative packaging design

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Abstract: China's dragon culture has a long history in the Chinese nation for thousands of years, and has become a spiritual symbol of the Chinese nation, and the cultural inculcation of the traditional dragon images has penetrated into many aspects of Chinese society. It is a kind of historical condensation and cultural accumulation of the Chinese nation. The Historic Evolution of the Auspicious Beast Dragon In China, the traditional Chinese culture of the Auspicious Beast Dragon is one of the earliest in origin, longest in duration, and most influential. This project integrates the traditional Forbidden City Auspicious Beasts into the packaging of cultural and creative products, and explores the cultural connotation, historical significance, and expression of the traditional Chinese Auspicious Beasts pattern. Firstly, the background and influence of traditional Chinese mythical beast graphics in China are outlined; secondly, traditional Chinese mythical beasts are classified, analyzed for their artistic characteristics, culture, forms of expression and the symbolism behind them, and the image of mythical beasts from the Forbidden City is used as the basis for the design, and the commercial value and scope of dissemination of the mythical beasts culture can be brought about in cultural and creative packaging design is analyzed; ultimately, a series of packaging design of "Four Seasons mythical beasts" is presented, so that traditional mythical beasts culture can enter the public's vision and make more people understand China's excellent traditional culture. Four Seasons Auspicious Beasts" cultural and creative packaging design series, so that the traditional Auspicious Beasts culture into the public's field of vision, so that more people understand the excellent traditional Chinese culture. Finally, by combining the changes of the Forbidden City throughout the year with the beasts of prey for innovation and redesign. We hope that this design can give more people who love traditional culture and Auspicious Beast motifs new inspiration and ideas, and we also hope that it can provide a reference for the innovation point of Chinese traditional motifs in cultural and creative packaging design.

1.Design project proposed

1.1.Background of the study of the beasts of the Forbidden City

In traditional Chinese culture, the beasts are divided into koi, dragon, phoenix, unicorn, bravery, koi carp, etc., in recent years, there are also more popular cat in the Forbidden City, the Forbidden City Imperial Dogs. Auspicious is a beast with auspicious symbolism, in the Forbidden City in the ancient buildings, to "auspicious beast" as the theme of the content of the auspicious furnishings or decorative patterns in the architectural components can be seen everywhere, and also in the porcelain on the use of auspicious beast's image, the form of its expression is very rich: or for the hieroglyphic, that is, with the sensibility of the form of things themselves appear. In the era of traditional culture influencing our modern art and fashion weathervane, modern the traditional excellent culture is more and more valued, carry forward and inherit the ancient non-heritage

elements, study the embodiment of the Forbidden City auspicious Beasts in the cultural and creative packaging, so that the combination of fashion and antiquity, so that modernity and tradition fusion, to present a unique and distinctive cultural and creative products, so that our traditional Chinese culture is not only in the country to circulate, but also to let the world to see our excellent traditional elements patterns, which is also the most powerful channel for us to carry forward our culture and most realistic. This is also the most powerful channel to promote our culture and the most practical significance.

1.2.Purpose and significance of the study

The concept of a long history of origin, highlighting the Chinese wine culture, the Forbidden City culture implies the delicacy and elegance of the bones.^[1] Palace wine is not simply a copy of the collection, but the spiritual connotation, cultural connotation.^[2] The Forbidden City beasts not only reflect our traditional Chinese culture, but also the crystallization of the art of our ancient and contemporary people, in the production of illustrations

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will be the beasts and the four seasons, expressing the different changes of the Forbidden City beasts in each season. From the combination of traditional and fashion perspectives, explore and analyze, so that the two are integrated with each other, able to make the Auspicious Beasts lineage with ordinary products, find commonality, and promote the excellent Palace culture. With the public's aesthetic vision continues to grow, the rapid development of the economy, consumers have better requirements for the creativity of the packaging and the significance of the pattern, consumers in addition to the normal needs of the product and the use of the performance of the outside, we are also more and more attention to the impact of the packaging in the visual and the product in the packaging of the degree of fit. Auspicious beast in the packaging is more than a cultural heritage, but also the embodiment of the characteristics of the nation.

1.3. Innovation Point

Divers artistic expression, Beast blind box pattern is not the same, there is a kind of open mysterious surprise feeling, from the visual packaging with the consumers to win the heart, so that the packaging is not just a wine, but the existence of a special traditional Chinese culture, to promote our Chinese culture! The concept of profound and far-reaching, highlighting the Chinese wine culture, the Forbidden City culture contains exquisite and elegant bones.

1.4. Domestic and international research status

1.4.1. Status of domestic research

Domestic literature on the Forbidden City's auspicious Beasts was retrieved with 30 relevant documents, including 8 academic journals, 13 master's theses, and 3 doctoral dissertations. These include "the application of traditional Chinese auspicious beast graphic elements in cultural and creative products cultural and creative products", "the use and embodiment of Ming and Qing dynasty auspicious beast theme sculpture in the creation of", "Tibetan auspicious beast pattern in the innovative performance of tourism cultural and creative products", which mainly focuses on the study of the characteristics of minority auspicious beasts, graphic elements, and so on, and the introduction of the traditional Auspicious beast pattern into the packaging of the products that are more accessible to everyone.^[3] Among the recent books on the beasts of the Forbidden City are Here is the Forbidden City: Ridge Soaring Beasts, Beasts of the Town, and many more. From ancient times to the present day traditional beasts of prey have had great significance for our country.

1.4.2. Current status of foreign research

About the foreign research literature on the auspicious beast temporarily did not retrieve, but a lot of big foreign

brands have used to the elements of the auspicious beast, such as Etro will be produced by Dream Works animated film "Kong Fu Panda" in the role of the tiger, printed in its name in the watch, bag, clothes and so on merchandise, and Prada tigers and leopards counterparts in the design of the project, to enhance the people's protection of wildlife, the tiger will personalize the creation of the tiger, and in addition, there is Givenchy to the twelve Chinese zodiac monkey design shoes.^[4] There are also Givenchy's shoes designed with monkeys in the Chinese Zodiac. Although some big foreign brands have used the elements of the beasts in their designs, they are all relatively rigid designs without good integration and in-depth understanding.^[5] From this, it can show one thing, our Chinese excellent traditional culture is recognized by foreign brands, is appreciated by our traditional auspicious Beasts culture, only the design aspects still need to be studied in depth, so that the Chinese elements are really integrated into the well-known brand products.

2. Design Goal

With the image of the traditional Forbidden City beasts and the changes of the seasons of the year fused with innovation, the four sacred beasts and the Forbidden City are linked together to provide new inspiration and ideas to the cultural and creative packaging design, so that the cultural and creative brand of the form is more novel and rich. And explore the concepts and methods of traditional Auspicious beasts in cultural and creative packaging design. From a new perspective to design the image of the beast, giving people through the ancient sense of immediacy and the fusion of modern design mashups to cater to the public's daily aesthetic requirements, so that the product is more popular and increase the goodwill of consumers.

2.1. Conceptualization

Taking the Four Great Beasts of the Forbidden City "Green Dragon", "Fish", "Fighting Bull" and "Heavenly Horse" as the main body of the illustration, it combines the buildings of the Forbidden City "Dong hua men", "Qian qing Palace", "Temple of Heaven" and "Zi chen Hall" as the secondary scenery. Combining the buildings of the Forbidden City "Dong hua men", "Qian qing Palace", "Temple of Heaven", "Zi chen Hall" as the secondary scenery, corresponding to the four seasons of spring, summer, fall and winter.^[6] corresponding to the four seasons of spring, summer, fall and winter.

2.2. Innovative fusion concept of the Palace Beasts

The Spring Festival corresponds to the Green Dragon, because the second day of February after the Spring Festival is called the Dragon's Head Raising Festival, also known as the "Dragon Head Festival", "Spring Dragon Festival", "Green Dragon Festival" and "Spring

Festival". Spring is just like and, in the Dong hua Gate there are a few magnolias in the forefront of the vision will have a clear spring to stay, the green dragon in front of the door of the spring water, with the water flowing over the magnolias, so that the picture presents a fresh and elegant atmosphere, the overall use of green tones to express the spring and the green dragon with the overall use of green tones to match and join Chinese elements of the mountains and rivers, auspicious clouds, the red sun and so on for embellishments. Summer corresponds to bet on the fish spine beast, because in the summer plants and fish is the most active period, the fish in the calm deep pool swimming, sometimes in the lotus leaves under the cool, in the hot summer solstice to feel a touch of cool, surrounded on all sides of the mist shrouded, set off the deep pool of the quiet and cool, the Qian Qing Palace in the deep pool above the seated, the back is the layers of the mountains, reflecting the big hidden in the city of the small hidden in the wild meaning, so the The overall color tone adopts blue tone to calm down the hot summer. Autumn corresponds to the bullfighting spine beast, the so-called time of the year is in the fall, the fall is the farmers harvest season, is the harvest season, every household is essential to the oxen plowing the land^[7]. Along with the autumn weather, we can see a pit bull slowly plowing in the middle of a large yellow field, surrounded by maple trees filled with the rich atmosphere of autumn. The Temple of Heaven is located in the center of the wheat field, and in ancient times during the Ming and Qing Dynasties, the Temple of Heaven was also known as a place for "offering sacrifices to heaven" and "praying for grain", which had the symbolism of praying for a good harvest. In the sky above the Temple of Heaven there will be cranes flying over, because once in the fall cranes will fly south to look for warmer places, which also mirrors the fall, so the overall color palette takes on a harvest orange color. The Heavenly Horse Divine Beast corresponds to winter, and in the winter cultural tourism mecca in Northeast China, the most common scene is the Heavenly Horse treading on the snow. The image of the Heavenly Horse is unruly and untamed, with the momentum of opening up the frontier and expanding the territory, symbolizing the guardian god of war, with the spirit of martial arts. The celestial horse in the picture is running freely in front of the gate of the Purple Palace, showing its tall, majestic and valiant posture.^[8] . In the light slow snow flurries, the red walls of the Purple Palace mapped to appear particularly diffuse. The overall picture of the overall use of greenish purple, slightly increase some yellow and orange for embellishment, the overall cold tone, and add some auspicious clouds and rockery for decoration, so that the overall presentation of cold weather can also feel the warmth, showing the vitality of winter. The above ideas refer to the San sheng flower series works in the packaging design of Bai cui ling products.

3.Design methodology

In order to promote the steady development of combining the design of cultural and creative products with traditional patterns, the new perspective of the Four Seasons of the Forbidden City and the Ridge Beast is adopted to design the new national trend cultural and creative packaging, which is redesigned through the image base of the Ridge Beast, presenting the new hot spots of cultural and creative products with new styles and characteristics, and looking for the combination of the classical beauty and the modern popular elements in the design. As a whole, it will be analyzed from two aspects, the first is from the cultural and creative products and traditional patterns, and the second is from the cultural and creative products and modern elements to find the similarities. Explore the significance of the changes of the seasons of the year in the Forbidden City and the integration of the beasts, so that the overall picture presents story telling, aesthetics, elements, and inheritance.^[9] To sum up, the creative concept of the Forbidden City's application in packaging design is inspired by the illustrations of Pechoin's Sansheng flowers. The creative concept of Sanshenghua series: The outer packaging of the product creates a continuous illustration with a storyline in the form of hand-painted illustrations, which is used as the packaging of Sanshenghua series cosmetics. This kind of packaging is a direct way to shorten the distance between consumers and products, and this illustration with a storyline is also one of the most common ways to create flower arrangements. (The inspiration for the above creations is based on Figure 1, Figure 2, and Figure 3, Figure 4 for reference, as shown in the following figure).



Figure 1 Hangzhou Qing chu Cultural Creativity Co., Ltd
 Design Director: Tian Xiang Illustrator: Wu Ying jie



Figure 2 Hangzhou Qing chu Cultural Creativity Co., Ltd
 Design Director: Tian Xiang Illustrator: Wu Ying jie



Figure 3 Hangzhou Qing chu Cultural Creativity Co., Ltd
 Design Director: Tian Xiang Illustrator: Wu Ying jie



Figure 4 Hangzhou Qing chu Cultural Creativity Co., Ltd
 Design Director: Tian Xiang Illustrator: Wu Ying jie

4.design process

4.1.Performance characteristics of the Forbidden City Auspicious Beasts

The four seasons of the Palace Beast's creative packaging design, in terms of spring, the most distinctive season is the rain, meaning that the rain gives birth to hundreds of grains, so the whole picture adopts the sense of the atmosphere of a gentle drizzle. The distant view of the illustration is Dong hua men, at the entrance of Dong hua men is a few beads in the middle view is placed in the green dragon spine beast, so that the picture is divided into primary and secondary relationships.^[10] In the mouth of the Dong hua men from the top down into the clear spring, so that the green dragon wandering in the water,

here there will be water to cover the body of the green dragon, so that the subject of the natural integration of the water, accompanied by the magnolia flowers of the hidden, adding a point of spring to the picture. Summer is the use of fish spine beast and the Qing Dynasty Qian Qing.

Palace Daming Lake echo, the foreground is mainly water, ripples connected to the middle of the scene of the lotus, pulling down the center of gravity of the picture, to guide the line of sight aligned with the center of gravity of the spine beast.^[11] At the end of the middle scene is a broken light yellow, to smear the technique to break the inherent effect of the picture bias real, and at the same time in the Qian Qing Palace around the clouds, if the technique to highlight an important element of the picture, but also be able to still the Qian Qing Palace to form a contrast between the static and the contrast between the real and the virtual. In terms of detail, the palace is dominated by the texture of marble presenting a strong sense of light.^[12] On the one hand, it carries the weight of history, and has the role of alerting the world to the revelation of history and learning from it On the other hand, it is important to draw on the past to see the present.^[13] On the other hand, borrowing from the past to open up the present, no matter what it is, we have to lift the fog to see the light. Autumn Department of the entire tone of warm colors, yellow and orange to express the harvest farming season, the use of bullfighting spine beast to allude to the maple leaf color is more rich in change, the image is more simple and smooth , the building selected is the Temple of Heaven, the whole will have a high and refreshing feeling, suitable for the autumn collocation. In winter, the celestial horse is the main subject of the picture, and the celestial horse gallops in front of the entrance of the Purple Palace, showing the body and image of the spine beast. The overall color tone is greenish purple as the main color, with yellow and orange as the auxiliary colors, mainly want to express that even though it is winter, you can also feel the warmth of the beast Tian ma's blood to bring warmth to the whole picture.^[14]

4.2.Over view of design results

The four auspicious animals "Green Dragon", "Fish", "Bull" and "Heavenly Horse" are integrated with the characteristic buildings of the Forbidden City, including "Dong hua men", "Qian Qing Palace", "Temple of Heaven", "Zi chen Hall" to form our traditional Chinese The national trend style.^[15] The use of green, orange, blue, greenish-purple main color to increase the sense of visual impact, with red, white as the auxiliary color, so that the picture becomes more warm and lively.^[16] The traditional Chinese auspicious Animal is our national non-heritage pattern, which has a very important historical status and practical significance in our culture^[17].The inspiration of the works below is achieved through the combination of the Forbidden City beast and cultural creative packaging design, hoping to provide the public with some different China-Chic style.^[18]

5. Summarize

Forbidden City auspicious Animal Patterns with culture, heritage, art, storytelling and other distinctive features, is China's ancient auspicious objects, has a long cultural history and the crystallization of personal wisdom, so that we feel the charm of cultural relics and the richness of the elements contained therein, so that we provide many inspirations and sources of inspiration in the creation. When designing the illustration of the mythical beast, the changes of the seasons of the year are integrated into the picture, so that the series of works presents an innovative design of the four seasons and the story of the mythical beast, and then skillfully integrated with the cultural and creative packaging design, which is able to form a sense of aesthetics and commercial value for the works. By redesigning the image base of the auspicious and the integration of the special architecture of the Forbidden City, the color is suitable for the seasonal color, so that the consumer's goodwill increases, fits the public aesthetic, combines the cultural and creative packaging design with contemporary aesthetics and cultural spirit, and describes the state of daily life in ancient times through the design of the auspicious shape, size, form, and features, which also expresses the cultural connotation of the traditional auspicious and at the same time carries forward China's excellent traditional culture has the role of inheritance and promotion. Innovative design with traditional patterns and modern packaging, so that the whole cultural and creative packaging design with a new image to show to people's lives. The work below is the product packaging design integrated by me through the story illustration of Rui Beast in the Forbidden City all the year round, so that the packaging design has both the inheritance of Chinese traditional culture and the present expression of China-Chic elements. (The presentation of the above creative ideas is based on Figure 5, as shown in the following figure)



Figure 5 Cultural and Creative Design Effect (Image Source Original Effect)

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