Application of Folk Art Elements in Packaging Design Based on Big Data Analysis under the Background of Traditional Culture

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Abstract. China is an ancient civilization with a history of 5000 years. Rich historical process has accumulated a lot of folk art cultural elements for us. Folk art with strong regional characteristics synchronizes with its unique beauty and historical process. It is this synchronization that carries forward the beauty of Chinese folk art. In addition, our country's folk art uses its unique charm and rich cultural characteristics to influence the modern packaging design. Under the background of traditional culture, including the skills of big data, the essence of folk art has developed new design concepts and added value of different styles of packaging for consumers[1]. At present, more and more packaging designers have fully realized the importance of folk art for the realization of packaging design content.

Keywords: Traditional Culture, Folk Art, Packaging Design

1. Introduction
We have been living in the modern society of daily shopping, we are very familiar with all kinds of packaging. Different commodities use their own packaging uniqueness to show their own value and practical information. For the group with brand loyalty, many people only like the packaging of their favorite goods. For some groups who like to try different brands, they prefer the packaging design of various commodities. In fact, people's appreciation for the design of commodity packaging mostly comes from unpredictable situations. Therefore, many packaging designers are ready to use the packaging with special meaning to quickly stimulate the buyer's desire to buy [2].

With the gathering of big data skills and the support of traditional culture, the design of packaging is no longer limited to the inspiration in daily life. Some designers put the hope of this inspiration in the folk art of our country. As the Chinese traditional culture which has been precipitated for 5000 years, the value of folk art in China has changed greatly with the rising level of people's pursuit of art. At present, many designers have fully realized the importance of folk art for the fun of people's life. Moreover, designers have gradually found that the packaging design related to folk art in China can improve people's desire to buy goods to some extent.

2. From the perspective of traditional culture
2.1. Philosophical understanding of folk art
Art is the intersection of material wealth and spiritual wealth created by people in a certain period of time. Chinese folk art can also be called the sum of the intersection of material wealth and spiritual wealth found in people's life for five thousand years. We can see that its value is enormous. From a philosophical point of view, folk art includes literature, comedy and science. It is also the result of a nation's cognition of the objective world and all the civilization achievements of social practice.

2.2. Inheritance of folk art based on traditional culture
For the inheritance and progress of folk art, this concept is not only the need of social renewal in our country, but also the spiritual link to maintain the source of culture and art of a nation. It can exist in the course of history. It can also exist in the real society. However, it is certain that its soul does exist in the development of various fields of society.

2.3. Diversified folk art and packaging design
The essence of the integration of folk art and packaging design that we advocate is the embodiment of modern cultural and artistic activities. It can make packaging design more diverse and extensive progress direction and development space. Based on the gathering of diversified traditional culture, packaging design based on folk art is also the demand of social development in China. Or we can indirectly think that it is an urgent need for the renewal of national and national culture.

Figure 1. Packaging design of goods

3. On the current situation of folk art elements based on big data analysis under the background of traditional culture

3.1. The gradual disappearance of folk art
People today live in a noisy and fast-paced society. People seem to have lost their soul of appreciating art and the heart full of clear sea water. People seem to have forgotten our folk art. Folk art seems to have been unable to arouse people's turbulent heart. In today's era of art scarcity, as a stream of clean water, folk art has been unable to survive. It's disappearing.

3.2. Random modification and appreciation of Art
In the face of such a noisy society, people have been unable to face the right and real art. On this basis, people are randomly modifying folk art. Sadly, people appreciate their own art of revision. This kind of fake art lacks the truth and connotation of folk art. It's not a real art category. If the situation can not
be reversed, folk art will be changed beyond recognition.

3.3. Computers turn folk art into networked information
We cannot deny the importance of computers and big data to the progress of our society. However, everything is a double-edged sword. Computers make our society simpler and more intelligent. However, it also turns some of our art categories into fast-food network information. It is a wrong decision to modify the network of folk art. This will make folk art lack its own connotation. Network art information will make people gradually forget the existence of folk art. This is detrimental.

| Table 1. Application of folk art elements in packaging design |
|---------------------------------------------------------------|
| National art packaging                  | Characteristic                        |
| Art packaging of New Year pictures       | Blessing with Spring Festival flavor  |
| Silhouette art packaging                 | Full of regional characteristics      |
| Embroidery art packaging                 | Using things to convey feelings        |
| Shadow play art packaging                | Strong national characteristics       |

4. The application of big data in traditional packaging design

4.1. The application of folk New Year pictures in modern packaging design
New Year pictures are a unique category of art in China. It is the product of the farming culture of the Chinese nation. It is also the crystallization of 5000 years of precipitation in China. It has been in China's folk land mulberry breeding for thousands of years\(^4\). The art of New Year pictures used in packaging design represents the auspicious and joyful atmosphere of the new year. Products packed in this way are also blessed with new year's greetings. It expresses the people's thoughts and feelings and their yearning for a better life.

4.2. Application of folk paper cutting art in packaging design
Compared with New Year pictures, paper-cut art is a relatively simple category of Chinese folk art. It's made of low-cost materials. Paper cutting has a wide range of adaptation. In some northern areas, it is very popular. According to historical records, folk paper cutting also represents the working people's yearning for their own spiritual world. When this art is used in packaging design, it can show strong regional characteristics. Paper cutting also plays an active role in packaging. For some goods with local characteristics, paper cutting art combined with packaging design is the best choice.

4.3. The role of folk embroidery art in packaging design
Embroidery technology is a kind of practical craft products made by human society from remote times according to different living habits and cultural atmosphere. According to historical records, embroidery can be divided into different styles and schools of embroidery. If embroidery technology is used as the main content of packaging design, such products will also be given rich connotation. Products with such packaging are generally used to borrow things to convey feelings and to borrow things for meaning.

4.4. Application of Folk Shadow Play Art in packaging design
Shadow play art in China has a long history. It is a comprehensive folk art born in the soil of Chinese traditional culture. Because shadow play art is close to life and reality. Therefore, this ancient and peculiar art is generally loved by people\(^5\). Shadow play art applied to more than a dozen kinds of packaging will make the product packaging has a strong national characteristics. This is the highlight of a new design. Even designers can use shadow art to describe a simple story in the design of commodity packaging.

5. The importance of the application of folk art elements in packaging design based on big data analysis under the background of traditional culture
5.1. It can increase the beauty of the packaging of goods
According to statistics, the appearance of goods greatly affects people's desire to buy such goods. Moreover, the beautiful appearance will also make the buyer's mood more comfortable. The addition of folk art will increase the beauty of commodity packaging. Eye care design is also a good choice.

5.2. It can help people not to forget folk art
Folk art is the 5000 year history of our country. If it is gradually forgotten by people, we will lose more national color. The design of commodity packaging can attract people's attention. People can also see the value of folk art by watching the packaging of products\(^6\).

5.3. It can promote the development of China's commodity economy
Good packing is beautiful and durable. Elegant packaging design will arouse people's desire to buy. This is an indisputable fact. Theoretically speaking, the packaging design under the background of folk art will greatly change people's views on commodities. This will promote the prosperity and prosperity of China's commodity manufacturing industry.

6. Conclusion
In the packaging design, Qian Temple uses folk art as the design element of commodity packaging. Through the fusion of traditional culture under the big data technology, it can sublimate the use value of folk art. It can also make the packaging of goods have a strong sense of the times and national sense.

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