

## Research on the Packaging Design of Anhua Dark Tea Based on the Traditional Ritual Culture

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**Abstract :** Rites culture is an indispensable part of the traditional culture system and the product of the development of Chinese culture. Starting from the relationship between the traditional ritual culture and the packaging design of black tea, this paper digs into the connotation of Anhua dark tea and ritual culture, embodies the local characteristics of Anhua, and gives regional value to the products. Through the in-depth analysis of the development of modern Anhua dark tea packaging, we found that different dark tea packaging are also different in terms of function and consumer demand. Thus, the method of integrating the traditional ritual culture into the tea packaging is put forward. Committed to promoting the sustainable development of tea and ritual culture, and further promote the excellent traditional Chinese culture.

**Keywords:** Ritual Culture; Anhua Dark Tea; Tea Packaging

The Chinese nation is a country of etiquette inherited for five thousand years and has far-reaching influence. As an important benchmark of Chinese culture, "ritual culture" also highlights the uniqueness of Chinese culture. As an emotional carrier and a way of appreciation in modern society and culture, gifts convey rich but implicit important information. Tea is an indispensable part of People's Daily life. It can not only be tasted, but also as the best choice for gifts, full of emotional sustenance. Tea culture is one of the traditional Chinese culture, which emphasizes self-cultivation and paying attention to the cultural connotation of "etiquette". Tea culture must be combined with the traditional Chinese etiquette culture. Integrating the traditional etiquette into the tea packaging design reflects the cultural connotation of "taking tea as the medium and meeting friends with tea".<sup>[1]</sup>

Anhua dark tea has a long history and is

produced in Anhua County, Hunan Province. Because of its variety of health effects, once became the imperial tribute of the court, loved by the middle-aged and elderly. As one of the famous teas in Hunan province, it has also injected a wisp of vitality into the local economic development, showing its unique quality and the historical status that can not be ignored.

### 1. Gift Culture and Black Tea Packaging Design

Ritual culture has been an indispensable cultural heritage of the Chinese nation, with strong historical and cultural connotation. "Rites" can be traced back to the primitive period. In the Western Zhou Dynasty, etiquette formed a set of systematic rules and systems. From ancient times to the present, the word "gift" covers gifts, gifts, etiquette and many other aspects, representing respect, respect, there are clear provisions. Moreover, the traditional ritual culture is also one of the representatives of the excellent culture of the Chinese nation, which has the role of condensing people's hearts and inheriting civilization. It can enhance the communication between people and help to promote the development of the individual and the social level.

Tea packaging in "ritual" is a figurative manifestation of material medium and consciousness. With the development of The Times, the ritual culture develops gradually, and people's thoughts changed and no longer confined to the traditional etiquette. Will ritual culture advocated by the harmonious nature into the design of the tea packaging, is conducive to the ancestors left cultural consciousness inheritance and development, is conducive to the tea packaging into a traditional culture and modern etiquette communication important carrier, add tea packaging color and unique charm, indirectly promote the rich background of tea culture.

## **2. The Application Status of Traditional Ritual Culture in Anhua Dark Tea Packaging**

### **2.1 Overview of the Development of Anhua Dark Tea Packaging**

The history of Anhua dark tea can be traced back to the Western Han Dynasty more than 2,300 years ago. In the Tang Dynasty, it was used as a tribute court, when the drinking of tea was popular. In the Tang Dynasty, the canal river was included in the "most precious". The early Anhua dark tea was described in the five Dynasties MAO Wenxi "Tea spectrum" as "qujiang thin slice, 80 per jin, its color such as iron". By the end of the 16th century, Anhua dark tea had been in the leading position in China, and even exported to the northwest China, becoming one of the most influential tea brands in China. With the continuous expansion of the influence of Chinese traditional culture, it is more and more favored by international friends. The Baishaxi Tea Factory in Hunan Province was built in 1940. As the birthplace of Chinese dark tea, Baishaxi produced the first piece of black brick tea. In addition, Anhua dark tea also appeared yiqingyuan, Jinfat, Yongtai Fu, Yuntai Cliff and many other dark tea brands. With the prosperity of Tea Route culture in the Ming and Qing Dynasties, bamboo weaving and packaging also rose accordingly. People use local materials in order to facilitate transportation. A large number of bulk tea and bamboo weaving technology combined, various forms, beautiful and convenient. This packaging continues to this day, and has become the historical and cultural feature of Anhua dark tea.

### **2.2 Packaging of Black Tea Under the Influence of Traditional Ritual Culture**

Tea packaging design itself with a lot of product information and symbols, its purpose is to highlight the characteristics of tea, the first time through features to attract consumers, so the packaging needs to conform to the use value and people, enhance identity, also have a special symbol to distinguish products, can promote itself and different from other. Therefore, in the design, the distinctive characteristics of the traditional ritual culture can be used to realize the effective expression of the tea.

Chinese etiquette has always had the tradition of courtesy, which also laid the foreshadowing for the development of tea culture. As early as the Tang Dynasty, the tea ceremony culture was

initially formed. Lu Yu's Classic of Tea is the earliest encyclopedia about tea drinking, which comprehensively introduced the mainstream way of drinking tea in the Tang Dynasty. He was deeply influenced by Confucianism and ritual culture, and laid a foundation for the tea art road. As a Chinese characteristic tea, Anhua dark tea itself is a representative of excellent tea. Tea drinking deeply shows a person's character and cultivation. Therefore, we need to pay more attention and use ritual cultural elements in the design of tea packaging. Whether auspicious patterns or many other traditional ritual elements have profound cultural deposits and profound meaning of auspiciousness and happiness. These materials have strong creativity and variability, which can create different inspiration for tea packaging design.

Tea culture itself is an indispensable part of Chinese traditional culture. First of all, tea culture has a long history. It was first used as food materials, and as a special drink, it was once loved by people. The fragrance of tea, with the fragrance of green buds, is a sign of freshness and yearning for freedom. Secondly, tea needs to be brewed with hot water to have the coming aroma. It is simple in appearance but has a universe inside, which coincides with the low-key, modest and highly advocated by the Chinese people. Therefore, the traditional ritual culture is used to highlight the characteristics of tea packaging, to give people a quality and self-restraint atmosphere, so that the connotation of the whole product is highlighted.

## **3. Application Strategy of Traditional Ritual Culture in the Packaging of Anhua Dark Tea**

### **3.1 Application of Symbolic Elements in Ritual Culture**

In the Analects of Confucius, "The use of propriety is the most precious." Ritual culture has a harmonious effect on all things in the world. Whether it is the sacrificial vessel used for sacrifice, or the ritual vessel used to celebrate the farewell, it coordinates the connection between people. Ritual culture also plays a similar role, which also needs to conform to the objective development law of things, so as to explore the cultural connotation associated with the design of tea packaging, and promote the tea packaging is both traditional and innovative.

There are many auspicious patterns in Chinese folk, as a kind of cultural symbol can also be

used to express the yearning for a happy and happy life. Especially in the Ming and Qing dynasties, the auspicious patterns are the most extensive, Xiangyun, blessing, lu shou, auspicious beast, among which the blessing pattern is the most popular, birthday symbols, such as cranes, peaches, ganoderma lucidum have the meaning of longevity. Baishaxi Yunding Tianji tea series packaging, inspired by the cloud scenery, clouds and mist, as if in the clouds, full of artistic conception. The inner packaging of "Genting" tea is based on the cloth bag, using the traditional Chinese auspicious cloud pattern, with a long history and cultural precipitation, giving people a kind of simple and elegant aesthetic feeling.

### **3.2 Application of Traditional Crafts In Ritual Culture**

Anhua dark tea is characterized by bamboo weaving technology, with "one thousand liang tea" and "Tianjian tea". In ancient times, because of the inconvenience of scattered tea transportation, people classified tea bags into bamboo bags to transport outside. In the rise of the tea-horse road in the 18th century, the demand for tea increased, and the original bamboo bag evolved into bamboo strip packaging. Compared with before, the packaging of bamboo strip was larger, and more tea could be loaded, which greatly improved the convenience of transportation.

With the development and progress of social economy, bamboo weaving packaging is widely recognized by consumers with its simple and traditional style. A variety of forms have been added, some combined with other graphics and some as local applications. Such as Baisha xi thousand tea packaging, packaging the first layer with reed leaves, excellent waterproof effect; the second layer with brown pieces, has the protective role, the outer layer with bamboo basket, fixed, protective role, easy transportation. In order to facilitate grasping, the packaging also put a coarse linen bag on the bamboo basket coat, which not only avoids the problem of bamboo stick tying, but also increases the printing adaptability of the packaging.[2] The packaging of tea and bamboo weaving technology does not insert other graphics too much, creating a simple and simple cultural atmosphere. It is conducive to consumers' effective identification of regional packaging of tea products, deepens the connection between traditional bamboo weaving

technology and tea packaging, and has a profound influence on the dissemination of local culture.

### **3.3 The Application of Pattern Elements in Ritual Culture**

Tea trees grow on the brown soil of the hills, are baptized and nourished by nature, and sprout into human masterpieces. The audience of tea commodity packaging is people, and the key to the audience is to grasp people's mentality and understand people's emotions. Only such packaging can be accepted and liked by people.

Traditional patterns are the main elements in traditional culture. The pictures produced by the patterns have extremely profound appeal and emotional motivation. Perhaps a few simple lines can make us get deep in them. In the design of black tea can be integrated into the Chinese traditional patterns, carry forward the original characteristics of traditional culture. For example, the pattern on the dark tea packaging of "YuJunkang Dark tea packaging" is plum, orchid, bamboo and chrysanthemum is the most favorite pattern of ancient painters, which is quite elegant. Ctly show the pattern on the appearance of the packaging, through intentional outline, freely, full of artistic effect. The color is also black, which is low-key and more elegant, which complements the pattern of plum, orchid, bamboo and chrysanthemum. Through different angles, it gives people a change of direction and momentum, just like the characteristics of tea itself in hot water.[3] These patterns in the packaging is conducive to creating an atmosphere of traditional culture, glow with new vitality.

### **4. Tea Packaging form Design Based on Ritual Culture**

The core of ritual culture is the humanistic spirit, which pays attention to the coordination of interpersonal relations. Influenced by the culture of rites, tea culture is integrated with Confucianism and Taoism in "rites", and is revealed through the tea ceremony. With the development of industry and the progress of technology, there are more and more forms of packaging composite materials, all kinds of paper bags, plastic bags, metal materials are dazzling, and the uniqueness of ceramics compared with other packaging materials is revealed. Tea porcelain is of the same origin and is an important part of traditional culture. As

early as in the Tang Dynasty, there was an inseparable relationship between ceramics and tea. People often used ceramics to store tea, which contributed to the earliest combination of ceramics and tea. Ceramic process is easy to make, low cost, and can meet the tea moisture-proof and dry packaging requirements. As a kind of carrier of tea packaging, ceramic is both rich in cultural connotation with Chinese characteristics and aesthetic appreciation, reflecting people's life level, cultural level and spiritual level.

The elegant way of the Chinese people in drinking tea is shown in the form of ceramic packaging.

Ink painting is not only a form of artistic expression, but also carries the traditional Chinese thought. The technique of combining white space and virtual reality also reflects the implicit and unique charm of traditional Chinese culture. The author starts with the ritual culture, integrates the Taoist thought, and returns to the simplicity and nature. In the form of ink painting to highlight the origin of Taoism and respect for nature. It skillfully uses the unique cultural characteristics of Anhua as the overall structure to interpret the long history and culture of Anhua dark tea. The color use is mainly black, black is calm and generous, and the simple and thick quality of black tea complement each other. The internal packaging retains the former bamboo weaving form, and the original ecological packaging can fully show the regional characteristics, presenting the plain charm of the dark tea and the beauty of the process. It not only highlights the rich historical and cultural deposits of black tea, but also conforms to the modern design trend of simplicity and fashion, thus arousing people's emotional resonance. Inclains mini packaging to meet the amount of consumers brewing. This small bag is easy to carry and can meet the needs of different consumers for tea gifts.

Packaging reflects the idea of "people-oriented". It is the value embodiment of aesthetic function, practical value and information transmission. In connection with consumers, humanized design and tea gift packaging with practical value will bring consumers a better shopping experience, fully guarantee the delicacy of tea packaging, and avoid excessive packaging. Show consumers the strong cultural heritage of Anhua dark tea through tea tasting.

## 5. Conclusion

The elements of ritual culture have a very high aesthetic value. Through the in-depth research and analysis of ritual culture, the elements that can not only reflect the value of ritual culture, but also fit with the packaging of black tea are refined. Tea culture is an important part of the Chinese traditional culture, and its rich cultural connotation is also people's precious spiritual wealth. With the continuous development of The Times, the dark tea packaging design needs personality development and continuous research, in order to do a better work. Designers want to constantly study the traditional Chinese ritual culture, cut from, find the creative points, to give graphic design new cultural connotation, but also need to use artistic techniques to maintain the order of graphic design.[4] The integration of excellent traditional cultural elements into the packaging design of Anhua dark tea can increase the popularity of tea, further enrich the cultural connotation of dark tea, and enhance the effect of commodity publicity and guiding market consumption. Can make the product packaging keep pace with The Times, more with the trend of The Times, but also rely on the products to fully reflect the extensive and profound elements of Chinese traditional culture, with a long history.

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