

The application of Taiji thought in packaging design

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Abstract. This article starts with the thought of Taiji, and analyzes the related contents of Taiji elements. The visual guidance sequence in packaging design was analyzed through the analysis of the human eye's visual guidance mode. This paper probes into the symbolic elements of the shape and composition of Taiji graphics, and obtains the concrete practice way of Taiji thought and visual guidance in packaging design, by combining the traditional Chinese Taiji thought with the modern visual conduction theory, a new way of modern packaging design is obtained.

1 Introduction

Modern products, whether simple or complex, large or small, are inseparable from the packaging. The proper integration of Taiji elements into packaging design and local culture can effectively enhance the cultural value of products and enhance the competitiveness of products.

In 2014, General Secretary Xi Jinping made cultural self-confidence one of the four pillars of China's development. It is a full affirmation of national cultural value and a firm belief in the vitality of traditional culture. The all-round rise of China's economy is based on the traditional culture of the Chinese nation. To carry forward the traditional culture and apply the thoughts and elements of Taiji to the packaging design is a practice of cultural self-confidence.

Taiji is integral and stable, and it is one of the important thought sources of traditional culture, it still has guiding value to design today. At present, we should grasp the "Taiji Point" in the design process, combine the traditional Chinese Taiji thought with the modern vision conduction theory, and carry on the innovation design to the modern product packaging.

2 The origin of Taiji

The word "Taiji" was first seen in Zhuangzi and later in Yi Zhuan, which is a concept of Taoist philosophy and influenced Confucianism, Taoism and other schools of Chinese culture. "Tai" has the meaning of too, the most; "Ji" contains the meaning of the end, the apex, Taiji two words together have the meaning of infinite, including time and space.

Before the Song Dynasty, Taiji had no concrete image and could not be described by language. It was not until Chen Chuan of the Song Dynasty created the Taiji picture that the concrete image appeared. The Taiji Diagram is a collection of Yin and Yang, which includes

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the ups and downs of all things, and the relationship between Yin and Yang, which fully embodies the philosophy of the Unity of opposites, contains the law of development of all things in the world.

3 Visual Properties and motion patterns

3.1. Visual search features

A person's observation of an object is regular, called the visual search property, and its origin is caused by the movement of the point of view, that is, when a person browses an object, due to the choice tendency of attention and the limitation of the range of vision, so that people must move the viewpoint to produce dynamic visual perception.

The sequence of human visual scans in a plane image to the center of the image. → It's the largest area → Contrast with the background, the largest changes in light and dark, size, color, spacing → Clear Focus → High definition depth of field → It's all in one piece → Structural symmetry → 18-degree gray. . The visual elements with special meaning in common consciousness are scanned in visual sequence.

Studies have shown that the human eye moves from left to right and top to bottom in a non-compositional manner, so the human eye generally begins at the top left of the page, then moves to the top right, then down to the bottom left, finally move to the lower right, It shows the overall z-shaped search path. In this way, the eye is usually placed first in the upper left corner of the frame, creating a main focus area, and then down to the lower right corner of the frame, forming the end of the visual stay. If the design work violates this kind of visual habit, It can cause human being to have discomfort.

3.2. Page layout eye movement feature

According to the design principles of balance, unity and contrast in the formal beauty principle, the designer can combine the dynamic situation of form and then guide the perception of people to build the aesthetic feeling and change of plane vision, so as to arouse people's visual attention.

The balance principle is related to the visual center of gravity on both sides of the layout center. The human visual psychology will produce the anti-gravity effect

autonomously, which makes the visual center slightly higher than the actual center of the picture. According to the page eye movement experiment, People's eye movement is generally according to: as shown in figure 1, from the beginning, to the left to the upward tendency of movement → Move Clockwise → Move in a preferred direction. According to the left to right, top-down eye movement characteristics of transfer.

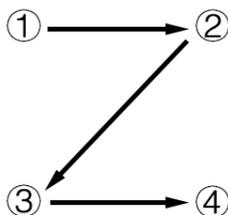


Fig1. Characteristic track of human eye search

This path is in the same direction as the Z Visual Movement described above.

Therefore, the reasonable use of the principles of balance, unity and contrast in layout design and the dynamic construction of the comprehensive form can effectively guide people to move their eyes in a specific order and improve communication efficiency.

4 Analysis of the elements of Taiji figure

Taiji map is the wisdom of the Chinese nation crystallization, is the perfect symbol of order. From the point of view of the design field, the vision guiding function of Taiji Map will play a guiding value to the design idea of modern packaging design. Modeling, Taiji Graphics to the overall garden as the main body. From ancient times to the present, the circle bears the infinite good will of the Chinese nation. It has the perfect, beautiful and harmonious image, which effectively reflects the aesthetic psychological structure and national characteristics of the Chinese nation and has deep cultural foundation. Also conveyed to the visual people a kind of national commonness, this commonness also led to the further exploration of graphics, conveyed a meaning of infinite, implicit deep beauty.

This high-contrast black-and-white combination of Taiji map succinctly, generally and completely shows the natural essence of ancient people's cognition, and can arouse people's infinite imagination. From the point of view of visual conduction, the large color difference of equal area between black and white brings strong visual impact and strong color contrast. This can bring visual stimulation to the Observer, make his attention more focused, improve the degree of interest in the graphics. At the same time, white gives a sense of rising, black gives a sense of sinking, the two parts of the overall integration of nature bring a sense of movement to the viewer, this sense of movement naturally guide the Movement of the eyes, give a better guide to the visual attention.

4.2. The basic elements of Taiji Graphics

As shown in figure 1, the Taiji figure is composed of 2 shape Taiji curve as the center dividing line, with O shape arc as the boundary, with black and white color as the filling, and then combined with the circle of opposite color to form the complete Taiji figure. From the graphic point of view, its linearity is static, but it contains the beauty of change, flow and artistic conception, and also conveys a beauty of balance.

4.1. The color of Taiji Graphics



Fig2. Taiji Diagram

Taiji Diagram has a center, called Taiji Point, it is an important point of Taiji Diagram, it is the midpoint of change balance. This philosophy is very important in all

fields, in packaging design, Taiji point is not limited to the absolute center, but extended to the most exciting part of the screen.

From the Taiji Point as the center, up and down each clockwise drawing semicircle and Outer Circle Tangent, this central curve is called Taiji curve, it conforms to the human visual search characteristics, can guide people's vision, in line with the visual layout of packaging design, it's used extensively in design.

In Taiji, the two fish-shaped patterns in black and white complement each other. Each of these two parts contains one white and one black dot. The application of this dot avoids the flat sense of monotony and formality on both sides and unifies the opposites in unity. The s-shaped curves at the intersection of black and white give a sense of expansion and also produce the beauty of motion conveyed by the graphics. Thus Taiji graphics include the modern design field of point, line and plane. These basic elements of the comprehensive use of point, line and plane of the rational use of information can be effectively conducted.

Taiji graphics use the point, line, surface of the organic display, so that the graphics have a rhythmic sense of the dynamic. This combination of points, lines and planes forms a kind of psychological line. The suggestive function of psychological perception makes people associate activities more easily and attract their attention, which makes them browse according to certain visual order.

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Fig3. Domestic and foreign products for example

At the same time, according to the analysis of the visual guidance of the Taiji Curve, the linear composition can naturally attract the viewer's attention in the visual perception. The form of the picture produced by this linear structure can make the aesthetic subject arouse the psychological curiosity, which has a kind of expansibility, it can make the observer carry on the subjective esthetic interpretation, it also can carry on the esthetic activity along the visual esthetic order which the designer induces. In the packaging design, the designer should also be inspired by the Taiji curve, the decorative patterns from the Visual Center for divergent design, and around the edges of the decoration to guide the transfer of sight, so that the surface of the cabinet in the visual form a dynamic beauty.

5.1. Feasibility analysis of Taiji thought in new packaging design

Taiji graphics is in line with the human eye search characteristics, can effectively guide the human vision. In modern packaging design, designers should make full use of these visual guiding elements, in the packaging design process to convey the message according to the designer's wishes, so that aesthetic objects in a certain order to understand the design focus. The reasonable information transmission can make the information transmission have the pertinence. The important value of visual guidance lies in its ability to influence the aesthetic order of the audience and to convey information quickly.

5.2. The concrete practice of Taiji thought in packaging design

In practice, the guidance of Taiji Graphics Vision can bring new ideas for modern packaging design.

As shown in figure 3, domestic and foreign products for example, following the characteristics of people's visual search, the product packaging design under the concept of Taiji is represented by packaging design elements such as trademarks, product names, product effect diagrams, and production information, arranged in order according to the trend of Taiji curve, according to the yin-yang ratio of the Taiji Diagram, the upper left is white space, with a small number of patterns; the Lower Right is the main effect diagram, but not overfilled, forming the overall picture movement, balance, central symmetry of the design effect.

Through the collocation of various materials, packaging design to form materials, color contrast, attracted the attention of the audience. At the same time, the decorative pattern is arranged around the metal part in the visual center. Induce the viewer to look away from the action. Through decorative patterns to help guide the visual transfer activities, so that the viewer aesthetic experience in a certain order, in the visual form of a sense of dynamic, to ensure the composition of the sense of balance, give a sense of harmony and satisfaction. In Modern Science and technology is extremely developed today, advanced handicraft production, hand-drawn technology, so that the product design and manufacturing further. The subjective aesthetic guidance of the design means not only conforms to the cognitive law of human visual psychology, but also enables the aesthetic

information to be effectively conveyed to the aesthetic receiver so that the aesthetic subject can grasp the aesthetic intention as soon as possible, from the emotional point of view, the aesthetic experience of a certain order, such a design works can achieve higher aesthetic value and bring higher aesthetic experience to human beings.

6 Conclusion

Packaging design is an extension of modern product design and an important component of product value. The Taiji graphics with visual search characteristics can guide the packaging design and help to strengthen the national display of modern packaging design. In modern packaging design, we should grasp the "Taiji Point" of packaging design according to the visual conduction function of Taiji Graphics, find out the layout of each composition of Taiji curve, and apply the idea of Taiji flexibly to packaging design, Chinese traditional culture and modern packaging design will be an organic combination of the idea of Taiji design to carry the idea of traditional cultural packaging design.

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