

Plant Dyeing and Packaging Design with the Theme of "Simplicity, Tranquility, and Elegance"

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Abstract: With the continuous development of the social economy, modern women's requirements for bags are no longer limited to a product that can hold personal items, but also increasingly hope to become a type of accessory for women. This project extracts the cultural connotations of "simplicity, tranquility, elegance, subtlety, and understatement" through semantic analysis of the theme "simplicity, tranquility, and subtlety". Based on a clear understanding of the target audience and usage environment of bags, it explores how to extract traditional patterns such as butterfly patterns for secondary design in Chinese aesthetics, and studies the relationship between traditional Chinese colors and bags. It integrates design with contemporary lifestyles and fashion attitudes, making the design itself aesthetic, storytelling, and profound.

Keywords: Jian Jing Yunji; Plant Dyeing; Bags; Butterfly; Innovate

1. Overview

1.1 Preface

With the improvement of modern people's material living standards, the potential of the women's handbag market is constantly stimulated, and the classification of bag styles is becoming increasingly diverse. People's requirements for bags are no longer just for loading objects, but also for becoming fashionable fashion accessories, especially for women.

However, in the luggage manufacturing industry, on the one hand, the health of many workers is threatened by occupational disease hazards, and on the other hand, some artificial leather fabrics can also cause varying degrees of environmental damage during processing.

But with the advancement and development of modern science and technology, the

environmental pollution caused by chemical industry production is indescribable. As one of the intangible cultural heritages, plant dyeing is a concept opposite to chemical dyes. Using plants to dye textiles not only avoids the serious pollution of the earth caused by synthetic dyes, but also conforms to the modern concept of green and low-carbon nature. Moreover, fabrics dyed by plants and trees are environmentally friendly, healthy, and safe, which is the crystallization of the wisdom of ancient people for thousands of years.

Chinese traditional patterns belong to a type of excellent traditional culture in China, such as butterfly patterns, which are symbols of beautiful meanings and are also used in common art themes in ancient China. Extracting traditional Chinese patterns such as butterfly patterns for redesign, combined with natural colors dyed by plants, and integrating them into modern bag design can not only increase the infectiousness of bag design, but also enhance the national character of bag products, enrich the heritage and connotation of bag products, and conform to the unique temperament of women. And plant dyeing is relatively environmentally friendly, able to truly take from nature and harmonize with it. Its unique artistic beauty is beyond the reach of modern synthetic dyes. This article delves into the cultural semantic connotations of the theme "Jian Jing Yun Ji", the integration of traditional Chinese patterns such as butterfly patterns and plant dyed colors with modern women's handbags.

1.2 Purpose and Significance of the Study

With the continuous improvement of people's consumption level, various types of bags have become indispensable and important items for people to travel, such as backpacks for work, shopping, banquets, travel, and school Bags are increasingly becoming a personal item for people when they go out. For the female group, they not only require bags to be practical, but

also hope to expand in decoration and aesthetics, because bags can express a person's taste and style, so most women are willing to invest in bags. However, bags in today's market are also very prone to collision. So, a bag that is rich in cultural charm, elegant and creative is easy to attract women's attention, bringing good market value and economic benefits.

Incorporating the aesthetic connotations of plant dyeing and "simplicity, tranquility, and elegance" into modern packaging design not only conforms to policies such as the implementation of intangible cultural heritage inheritance and development projects, but also enhances the country's cultural soft power and cultural diversity. On the other hand, studying the combination of plant dyeing and packaging design is more conducive to enabling people to accept this unique aesthetic, and to inherit and develop the traditional technique of plant dyeing.

1.3 Expected Research Content and Methods

(1) Literature review method: By extensively reading papers and works related to plant dyeing and packaging, and collecting cultural semantics about "simplicity, tranquility, and elegance", we can understand its cultural connotations and provide theoretical basis for later research on packaging patterns and colors.

(2) Summary and Induction Method: Integrate and summarize a large amount of collected papers and materials, select the required colors, printing and dyeing patterns, and material structure of the packaging, and learn the production techniques and grass dyeing techniques of the packaging based on this.

1.4 Summary

With the continuous improvement of people's consumption level, the forms of bag products in today's market have gradually become rich and diverse. People are paying more and more attention to the appearance and decoration of bags. A practical and beautiful bag is the finishing touch of women's overall temperament.

The innovation of this article lies in combining the cultural ideas contained in "Jian Jing Yun Ji" with the traditional craft of plant dyeing and modern packaging, inheriting the

traditional technique of plant dyeing. It is necessary to integrate the collected literature and analyze the product elements, express the deep Chinese cultural connotations contained in the material form of packaging products, and creatively design the classic butterfly pattern to give plant dyeing packaging a new design sense, so as to better combine the cultural connotation of "simplicity, tranquility, and elegance" with plant dyeing packaging design. It can also pass on the national intangible cultural heritage of plant dyeing, conveying the wisdom and aesthetics of ancient people. For example [1].

2 Design Research

2.1 Cultural Research

The term "Jian Jing" mainly includes three meanings: in the "Biography of Zhou Shu" in the "History of Ming Dynasty": "The description is warm and simple, without any sharp or abrupt expressions." It means "simple and calm. In the "Biography of Li He" in the Book of Zhou, it is stated that "He Zhizhou trains objects with benevolence and anger, and makes prison proceedings simple and quiet." This is the definition of "reduced and rare.

The so-called 'Yunji' has the definition of 'broad and inclusive', as well as the meaning of 'implicit but not revealing', such as 'wind and flow Yunji'. Mainly refers to being hidden inside, concealed but not exposed.

The beauty of simplicity and tranquility is the essence of calligraphy, and so is the essence of life. Jian Jing is the beauty of nature, and what we need is to return to our true nature and live a simple and innocent life.

2.2 User Research

2.2.1 User identification and localization

No matter what age group, bags are essential items for us to travel outside. After extensive research, it was found that the consumer group of bags is mostly female buyers, and women are the pioneers in opening up the bag market. This project mainly targets the female group aged 18-30 who enjoy wearing Hanfu for shopping, taking photos and clocking in, and traveling. After research, it was found that in 2019, over 50% of Chinese Hanfu comrades were aged 19-24. More and more young people are wearing Hanfu on the streets today, and Hanfu culture is rapidly moving from

niche circles to popularization. And most Hanfu do not have pockets, so a bag is needed to carry personal items. For this group of people, they tend to carry handmade bags with classical, Chinese, and new Chinese styles that can be paired with Hanfu. For example [2,3].

2.2.2 Research on user behavior

Modern women tend to carry bags with crossbody, single shoulder, and hand-held styles, while students and tourists mainly use double shoulder styles (e.g., **Table 1. User Usage Behavior**).

For Example:

Table 1. User Usage Behavior

		<p>(1) The crossbody back is the traditional way of carrying a crossbody bag. Place the crossbody bag on the upper body from the shoulder side, adjust the position of the bag and the length of the shoulder strap to make it less likely to slip off.</p>
		<p>(2) Next is the shoulder carrying method. A crossbody bag can also be carried as a shoulder bag, but the weight of the bag is pressed on one side, which can easily cause high and low shoulders and spinal curvature over time.</p>
		<p>(3) Directly holding a bag by hand is also a common behavior of bag usage, which is relatively easy to carry. However, if the bag is too heavy, it can easily cause finger fatigue, so it is not suitable for bags that are too heavy.</p>
		<p>(4) Backpacking is a common backpack behavior among school students and travelers, and its biggest advantage is that it can perfectly free up one's hands.</p>

2.3 Research Summary

After conducting cultural research on "Jian Jing Yun Ji", research on the user base of packaging, related technology research, existing product research, and usage environment research, I have formed a preliminary concept for the topic. For the design of the bag, I will use butterfly patterns that are in line with feminine qualities for large-scale decorative effects. The overall color will be a combination of indigo dye and white, mainly for women aged 18-30 who wear Hanfu for shopping, photography, and

leisure. I will design a complete set of plant-based dyed bags, including handbags, crossbody bags, and small wallets. And incorporating traditional Chinese butterfly patterns into the cultural charm of the topic "Simple, Quiet, and Elegant", a unique set of plant dyeing bags has been designed. For example [4,5].

3 Design Development

3.1 Design Objectives

(1) Visual objective: We hope that the plant dyeing and packaging products can achieve a

visual experience that looks three-dimensional, with clear blue dyeing colors, lightweight portability, and exquisite appearance. It also contains a classical, elegant, and charming beauty.

(2) Expression theme: Traditional patterns endow Chinese patterns with auspicious meanings, combining cultural and artistic elements. Only by combining them with modern design can they continue their life, please the aesthetic feelings of modern people, and obtain greater artistic expression space. This product innovatively prints and prints the traditional Chinese butterfly pattern on bags, expressing a theme of warmth, tranquility, elegance, peace, simplicity, and subtlety. The butterfly pattern also has the meaning of breaking free from constraints. Carrying the butterfly pattern on bags can always remind women to persevere and strive for a better life. For example [5,6].

3.2 Product Form Positioning

3.2.1 Analysis of sketch form scheme and derivation process

Sketch derivation:

Based on the theme of "simplicity, tranquility, and elegance" and the study of plant dyeing and packaging tools, and using the keywords "butterfly, plant dyeing, simplicity, tranquility, and elegance" as the main design style starting point, we conducted sketch drawing, secondary innovation of patterns, careful consideration of shapes and details, and ultimately formed a plan (e.g., **Figure 1. Sketch Form Scheme**).

For Example:



Figure 1. Sketch Form Scheme

3.2.2 Final form scheme determination

In terms of color, the traditional dyeing technique of indigo dyeing is used to express the theme of "simplicity, tranquility, and elegance" from the shape and color at first glance. For example [7,8].

In the early sketches, innovative design was mainly carried out using flat composition techniques for the classic Chinese butterfly pattern. In the selection of the final plan,

taking into account the use of plant dyeing techniques, the butterfly pattern was gradually transformed and simplified, paired with blue representing calmness and tranquility, to express the beauty of "simplicity, tranquility, and elegance" (e.g., **Figure 2. Final Fine Rendering**).

For Example:



Figure 2. Final Fine Rendering

3.3 Human Machine Analysis

The bag products of this design mainly include three types of bags: handbags, crossbody bags, and small wallets. While emphasizing appearance and practicality, its design pays more attention to humanization. In terms of material selection for the handle, non slip plant dyed cotton fabric is used, which is soft and lightweight, and the bag capacity is large. The height of the handbag is 31cm, the length is 36cm, and the side width is 19cm. The height of the crossbody bag is 18cm, the length is 26cm, and the side width is 8cm. The small wallet is the most compact, with a height of 10cm, a length of 12cm, and a side width of 4cm.

For the largest handbag, it is enough to hold miscellaneous items such as keys, mobile phones, tissues, various cards, umbrellas, etc. when going out for shopping and other occasions. The crossbody bag is made of metal chain material, which can bring a refined and noble aesthetic feeling to people, and also cater to the current female aesthetic. It is portable, compact, and finely crafted. The wallet is more suitable for carrying during short or temporary trips due to its smallest size (e.g., **Figure 3. Human Machine Diagram**).

For Example:



Figure 3. Human Machine Diagram

3.4 Overall Plan Display

Design sketch (e.g., Figure 4. Rendering).
For Example:



Figure 4. Rendering

4. Design Presentation and Explanation

Design Description: This is a plant dyeing bag inspired by traditional Chinese patterns such as butterfly patterns. Butterflies were a very common artistic theme in ancient China, and stories such as breaking the cocoon into a butterfly, Butterfly Lovers transforming into butterflies, and Zhuangzhou Dreaming of Butterflies are all related to butterflies. The main target audience is women aged 18-30 who love to wear Hanfu, suitable for carrying when traveling, shopping, playing, and taking photos. The bags are made of indigo dye, which not only gives the cultural connotation of "simplicity, tranquility, and elegance", but also advocates the concept of harmonious coexistence between humans and nature. For example [8-11].

Design Display (e.g., Figure 5. Physical Model Diagram and Figure 6. Detail of the physical model).

For Example:



Figure 5. Physical Model Diagram



Figure 6. Detail of the Physical Model

5. Summary

Through this project, which focuses on the design of plant dyeing bags with the theme of "simplicity, tranquility, and elegance", I have designed a series of indigo dyeing bag products. Based on the aesthetic characteristics of traditional Chinese butterfly patterns, I have incorporated elements of indigo dyeing and tie dyeing, further enriching its product connotation.

This article explores the various possibilities of traditional Chinese patterns and colors through the semantic analysis of the four characters "Jian Jing Yun Ji" and research on packaging products. It preserves this cultural connotation and combines it with innovation to obtain greater artistic expression space.

Through extensive data research in the early stage, as well as clarifying the design audience and usage environment, positioning the materials, patterns, colors, and structures of the bags, and then drawing sketches, selecting detailed renderings, modeling, and making physical models, a series of processes were designed. With the careful guidance of the teacher multiple times, a series of plant dyed bags including handbags, crossbody bags, and small wallets were finally designed, combining traditional Chinese techniques with innovation and taking a more long-term approach.

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