

Utilization of Song Dynasty Ceramic Elements within Contemporary Packaging Design

Received: November 16, 2024

Revised: December 12, 2024

Accepted: December 30, 2024

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Abstract

This investigation posits Song Dynasty ceramics as the central theme through which to scrutinize the methodologies for the preservation of Song rhyme culture within the realm of modern packaging design. Song ceramics, emblematic of Song rhyme culture, manifest the aesthetic philosophy of the era, which valorized the primitive and unadorned. An in-depth analysis of the artistic attributes of Song ceramics, encompassing their morphology, glaze, and decorative motifs, underpins this study's formulation of four fundamental design principles for the integration of Song ceramics in packaging design: practicality, aesthetic appeal, cultural significance, and ecological sustainability. Specific design strategies are outlined, including abstract representation, symbolic transformation, syncretism of elements, and simplification of decorative patterns (Wang, 2023). Through the critical examination of packaging case studies imbued with Song rhyme motifs, this research substantiates the efficacy of Song ceramic-inspired packaging in the transmission of Song rhyme culture, thereby offering novel pathways for innovative design tailored to the exigencies of the new era. Such approaches are instrumental in the perpetuation and creative adaptation of Song rhyme culture within the milieu of contemporary design.

Keywords: Song Rhyme Culture; Song Porcelain Elements; Packaging Design

1. Introduction

The transmission of traditional culture currently relies predominantly on formal channels such as museums, exhibitions, or academic promotions, which maintain a certain distance from daily life, thereby making it challenging to apply ancient wisdom to modern contexts or to serve contemporary needs. In contrast, product packaging, as an indispensable element of daily life, can more closely align with the lives of the populace, serving as an effective medium for cultural transmission. Thus, if packaging is designed as a conduit for traditional culture, it not only aids in enhancing the diversity of cultural transmission but also integrates more naturally into everyday living. In August 2021, the Zhejiang Provincial Committee of the Communist Party of China, in their "Opinions on Accelerating the Advancement of the New Era Culture Zhejiang Project," proposed the promotion of the "Song Rhyme Culture Succession Project." This initiative aims to systematically develop the transmission of Song Rhyme Culture and to shape the cultural brand of the Southern Song Dynasty, showcasing its diverse, excellent, and refined cultural ethos (Dong, 2021). To transmit Song Rhyme Culture in contemporary society, it is imperative to distill the core cultural elements of Song Rhyme, ensuring their integration into modern life. In recent years, numerous local cultural elements have been incorporated into

modern packaging designs, such as Luoshan shadow puppetry, Jiaonan New Year painting, and Tibetan graphics, which enrich the cultural attributes of local products. Integrating Song Rhyme Culture into the packaging design of not only compensates for the deficiencies in this area but also offers a more culturally distinctive consumer experience, aiding in the fusion of Song Rhyme Culture with contemporary design. This objective urgently requires designers to explore deeply within product packaging design to achieve a synergy between cultural value and product functionality.

2. Overview of Culture and Its Application

2.1 The Conceptual Essence of Song Rhyme Culture

The academic community has proffered various articulations regarding the definition of Song Rhyme Culture. Some scholars perceive it as an emblematic pinnacle of the cultural zenith of the Song dynasties, whilst others interpret it as embodying the aesthetic essence of Song art. Shi (2021) contends that Song Rhyme Culture represents a holistic manifestation of Song dynasty's history, geography, literature, arts, and customs. Jiang (2021) posits that it epitomizes a harmonious integration of material and spiritual civilizations, encapsulating unique humanistic qualities such as proactive endeavor, harmonious inclusiveness, and poetic charm, thereby manifesting rich cultural values like philosophical thoughts, artistic taste, and craftsmanship spirit. Chen (2022) summarizes Song Rhyme Culture as the quintessence of Song civilization, spanning from the material to the intellectual, from institutions to aesthetics, and permeating through society, literature, arts, architecture, and technology.

Despite these slight variances in definition, scholars unanimously acknowledge that Song Rhyme Culture showcases the exemplary achievements of the Song dynasty across material, spiritual, and institutional realms. The culture of the Song dynasty, having undergone historical sedimentation, has formed a distinctive cultural allure, where aesthetics and culture are intricately interwoven, establishing the unique aesthetic landscape of the Song era. The aesthetic principles of the Song period are summarized as "simple, returning to the essence, following the natural order, and possessing beautiful ambiance" (Lu et al., 2019). Song scholars eschewed extravagance, embracing a minimalist beauty, infusing the aesthetic philosophy of serene simplicity into everyday life and objects. Within this cultural milieu, Song porcelain reflects the aesthetic thought of Song literati, its gentle and fluid forms, rhythmic proportions, and elegant, unadorned designs, embodying a fusion of the classical with the elegant (Su, 2010). The unique aesthetic value of Song porcelain not only pursues simplicity and elegance but also closely aligns with the daily lives of the common people, drawing upon folk customs for decoration, thus departing from the opulence of courtly styles, to present a rustic aesthetic of life.

The core aesthetic principles of Song Rhyme Culture resonate with contemporary mainstream values. Presently, there is a growing emphasis on inner cultivation and an appreciation for a simple, natural aesthetic, which aligns closely with the aesthetic ideals extolled within Song Rhyme Culture. Consequently, Song Rhyme Culture holds significant value for transmission and promotion in modern society. This study, therefore, adopts Song porcelain as its focal point, integrating Song aesthetics into contemporary daily life through product packaging design, thereby fulfilling the aesthetic desires for traditional beauty among modern individuals while also offering an innovative pathway for the preservation and transmission of Song Rhyme Culture.

2.2 Current Strategies for the Transmission of Song Rhyme Culture

The academic community has proposed various strategies concerning the transmission of Song Rhyme Culture. Shi (2021) argues for the high-level establishment of a Song Rhyme Culture Heritage Display Centre to build a comprehensive Song Rhyme Culture brand. Zhu and Yu (2019) suggest a deep exploration of Song culture from three aspects: "culture," "space," and "industry," aiming to craft an overall image of "Song Rhyme, Hangzhou Wind." Liu and Ming (2021) advocate for the enhancement of Song Rhyme Culture's influence through policy guidance by creating public brands and iconic symbols. They propose integrating academic resources through government support, organizing the "Two Song Forums" effectively, and incorporating Song Rhyme elements into international competitions and events, with the goal of establishing Hangzhou as a hub for the academic study and display of Song Rhyme Culture. They also suggest the establishment of special cultural funds and a project database to bolster the promotion of Song Rhyme Culture with policy support. Concurrently, Cha and Chen (2022) advocate for innovative transmission strategies from the perspective of digital technology, suggesting the reconstruction of the Song Rhyme Culture's image through digital means to create new models of heritage. They posit that an approach that balances tradition with innovation should be employed in the new era of cultural dissemination, establishing a new mode of Zhejiang culture communication, thereby revitalizing Song Rhyme Culture in the digital age. These strategies cover cultural exhibition, urban image shaping, policy support, academic exchanges, and digital communication, providing valuable insights for the comprehensive promotion of Song Rhyme Culture.

This study posits that, in addition to the aforementioned strategies, integrating Song Porcelain Elements into the packaging design of everyday products is also an effective means of transmission. For example, the graceful contours of the "Jade Pot Spring Vase" from Song porcelain could be ingeniously incorporated into the packaging cover or background. By extracting classic Song Rhyme elements from Song porcelain and integrating them into modern packaging through design processes, a unique packaging style with the essence of Song Rhyme can be created. Such innovative approaches not only resonate with daily life but also enrich the transmission paths of the "Song Rhyme Cultural Heritage Project."

2.3 The Conceptual Framework and Essence of Song Porcelain

Song Porcelain assumes a salient role within the historical progression of the art associated with Song Rhyme Culture. This term encompasses all ceramics manufactured during the Song Dynasty, a period that has garnered widespread acclaim as the "Age of Porcelain" (Yu, 1991). Song ceramics exhibit particular artistic qualities, characterized by decorative themes that primarily include broken branches adorned with flowers, alongside motifs of flying birds, insects, and aquatic life. The lines employed in these designs are characterized by their fluidity, with the symbolic connotations of auspiciousness being both deep and unambiguous, thus revealing a distinctive artistic identity (Bai, 2014).

2.4 Characteristics and Classification of Song Porcelain

The characteristics of Song porcelain can be analysed through three primary aspects: glaze color, form, and decoration.

Firstly, in terms of glaze color, Song porcelain predominantly employs monochromatic glazes, with a preference for purity rather than vividness. Scholars assert that the distinctive feature of Song glazes lies in their "pure color" (Yan, 2021). The color palette primarily consists of red, blue, and sky blue, exemplified by the rose purple glaze of Jun ware, the celadon glaze of Guan ware, and the sky-blue glaze of Ru ware. Such unadorned glazes not only highlight the intrinsic artistic beauty of Song porcelain but also reflect the Song dynasty's aesthetic

pursuit of both internal and external refinement.

Secondly, Song porcelain exhibits a form characterized by simplicity and solemnity, with a prevalence of curvilinear and varied thickness in line work. Through meticulous design of the object's contour lines, different forms of vessels are crafted. Yan (2021) notes that the forms of Song porcelain emphasize simplicity and elegance, eschewing ornate decoration, thereby embodying a style of antiquity and elegance, achieving a unity of functionality and aesthetics. Daily utensils like vases, pots, and bowls generally display symmetrical and balanced lines, with well-defined contours, harmonious proportions, and a lowered center of gravity, all of which are designed to meet the Song people's needs for balance in life (Zhang & Hu, 2021).

Thirdly, the decoration of Song porcelain is characterized by simplicity with intention, closely aligned with natural and everyday life. Scholars believe that the decoration primarily features floral motifs, alongside common natural subjects such as dragons, phoenixes, cranes, and deer, reflecting the Song artistic pursuit of beauty in daily life (Zhang & Hu, 2021). This decorative style seeks the beauty of nature, avoiding excessive carving or flamboyant trends. Common decorative themes include flowers, fish, and birds, complemented by details like spiral patterns and lotus petal motifs, creating a visual effect that is both refined and inward-looking, imbued with a sense of everyday beauty.

Regarding the classification of Song porcelain, scholars often categorize based on the function of the ceramics and their kiln of origin. According to Zhu (2020), the existing Song official kiln ceramics cover a wide range of forms including jars, incense burners, vases, washers, tea bowl stands, plates, dishes, and bowls. Xu (2019) posits that "by comparing the glaze quality, craftsmanship, and decorative techniques of porcelain from various regions, Song dynasty kilns can be broadly classified into eight systems: Cizhou kiln, Yaozhou kiln, Jun kiln, Ding kiln in the North, and Raoyzhou kiln (Jingdezhen kiln), Longquan kiln, Jian kiln, and Jizhou kiln in the South. Among these eight major systems, the Ru kiln, Ge kiln, Guan kiln, Jun kiln, and Ding kiln are particularly renowned and are collectively known as the 'Five Famous Kilns of the Song Dynasty'." This study concludes that these five kilns, in terms of glaze, form, or decoration, each excel and possess distinct characteristics.

2.5 Research on Application Concepts of Song Porcelain and Its Elements in Modern Design

Based on the literature review, scholars have primarily focused their research on the application concepts of Song porcelain and its elements in modern design on four key ideas: minimalist aesthetics, emotional design, social innovation, and ultimate aesthetics.

Some scholars posit that contemporary ceramic design should integrate minimalist concepts to reflect the essence of art and align with the demands of modern life. Minimalism is not merely an expression of Western minimalism but also a manifestation within traditional art, such as the minimalist aesthetic style found in Song ceramics (Zhang, 2018). Zhu Jian et al. (2023) suggest that the design of Song porcelain cultural and creative products should emphasize user emotion, catering to their aesthetic, practical, and emotional needs. According to the three-level theory of emotional design, Song porcelain cultural and creative products should meet sensory demands at the visceral level, practical functionality at the behavioural level, and incorporate cultural values at the reflective level to enhance users' perception and emotional resonance with the elegant aesthetics of Song porcelain.

Some studies have explored combining Song cultural elements with modern design practices to achieve cultural transmission and commercial value. Jin Ye (2022) has developed Song porcelain cultural and creative products like the "Song·Ritual" series through collaboration with craftsmen, using new media to promote Song rhyme culture, thereby deepening the social value of Song porcelain design.

In applying the concept of ultimate aesthetics, Li Shuo and Yuan Yan (2022) have explored

the integration of Song porcelain's ultimate aesthetics into modern fashion design, investigating the possibilities of cultural fusion and international fashion. This concept aims to manifest the unique elegance and refinement of Song porcelain, adding new cultural depth to design.

In summary, scholars from various perspectives have proposed concepts for the application of Song porcelain in modern design. The core idea remains consistent: through innovative integration of the Song Dynasty's aesthetics and cultural connotations inherent in Song porcelain, the aim is to achieve cultural preservation while serving the objectives of modern design.

2.6 Research on Application Principles of Song Porcelain and Its Elements in Modern Design

In contemporary design, the utilization of Song Porcelain must adhere to principles of aesthetics, utility, and cultural significance, while also focusing on the transformation of form and the conveyance of meaning. In terms of design principles, Zhu (2023) posits that cultural and creative product designs incorporating Song Porcelain elements should meet the criteria of beauty, practicality, and cultural relevance. Cultural significance is not merely reflected in appearance and functionality but also encompasses the historical and cultural values embedded within Song Porcelain. Wen (2017) in his research on fashion design, introduces the principles of "form transformation" and "meaning conveyance." "Form transformation" refers to the adaptation and innovation of Song Porcelain shapes in modern design, whereas "meaning conveyance" emphasizes the implicit expression of Song Porcelain's cultural connotations through design, allowing traditional implications to be expressed through modern forms. To summarize, the application principles of Song Porcelain in modern design should include aesthetics, functionality, cultural significance, and environmental friendliness, thereby allowing traditional aesthetics to be perpetuated through the transformation of form and the conveyance of meaning in contemporary design.

2.7 Application Methods of Song Porcelain and Its Elements in Modern Design Fields

The modern application methods of Song Porcelain elements encompass various techniques, including the abstract application method, form and intention structural method, and thematic appropriation method.

Yang and Hu (2023) argue that in apparel design, the application of Song porcelain patterns can be innovated through abstraction, form and intention structures, and thematic appropriation. Wen (2017) proposed diverse methods of direct and indirect, as well as whole and partial applications, thereby offering a broader range of application avenues for design. In terms of pattern application, Yu (2023) proposed the "disassembly and recombination" and "abstract redesign" methods through her study on Jingdezhen's Qingbai porcelain patterns, allowing traditional patterns to rejuvenate in modern formal wear. Concurrently, Cai (2022) suggests simplifying patterns and arranging representative motifs in design to enhance the artistic and cultural value of the design.

In conclusion, the application methods of Song Porcelain in modern design can employ concrete extraction, abstract redesign, and other innovative approaches, avoiding mere replication, to enhance the innovativeness and cultural expression of the design.

2.8 Research Review

This study posits that the application of Song Porcelain Elements in contemporary design necessitates the gradual development of a set of design standards endowed with practical utility, which include principles and methodologies. Through the establishment of these design standards, contemporary designers can be adeptly guided in subsequent design practices to

accurately capture and articulate the cultural characteristics and spiritual essence inherent in Song rhyme culture (Song rhyme culture) as embodied by Song porcelain and its elements. This facilitation aims to enhance their re-presentation and application within modern design, thereby achieving the dual objectives of cultural preservation and relevance to contemporary needs. Drawing upon the literature review mentioned above and the researcher's conceptual framework, this study compiles a structured approach, taking modern packaging design as a case study, to outline the design standards for incorporating Song Porcelain Elements into modern packaging design as referred to Table 1 below.

Table 1*Design criteria of Song porcelain elements in modern packaging design*

Design Philosophy	Design Principles	Design Methodology	Design Metrics	Design Focus	Design Practice
	Practicality	Abstract application method	modeling	Design principles: cultural, environmental	Song porcelain elements are extracted and transformed to be applied to different modern packaging designs
	Aesthetics	Extracted elements of the transformation method	Color		
	Cultural		Patterns	Design Indicators:	
		Extracted elements mingling method	Texture	Spiritual and cultural elements	
	Environmentally friendly	Pattern simplification method	Functional Elements		
			Spiritual and Cultural		
			Element		

The design standards for integrating elements of Song porcelain into contemporary packaging design are predicated on the universal principles of practicality, aesthetic appeal, and environmental sustainability inherent in modern packaging design. These standards are augmented by the incorporation of cultural design principles, with a particular emphasis on the prominent manifestation of the spiritual and cultural elements of Song rhyme culture within the context of modern packaging design. In accordance with these standards, this study has redefined the forms and characteristics of Song porcelain elements in modern packaging design, thereby providing a concrete set of standards for packaging design forms and characteristics that can guide future design practices. This contribution holds significant practical value as indicated in Table 2.

Table 2*Forms and characteristics of Song porcelain elements in modern packaging design*

Classification	Form	Characteristics
Colors	Low brightness, low color	
	High Brightness Low Color	
	Color	Celadon White glaze color

		Lime green
		Lilac
		Yellowish
		Black
		Gray
Text	Song	
	Source name Song Font	
	Thin line structure	
Texture	Design Fonts	
	Rough texture	
	Matte or matte materials	
	Rustic material	
Image Type	Eco-friendly materials	Colors are understated
	Illustrations	Hand lines
		Dark Patterns
		Minimalist patterns
	Textual elements	Small area
	Photographs	Low Color
		Low-tone color
Process	Embossing	
	Covered with matte film	

In this study, through the synthesis of design standards pertaining to the integration of Song Porcelain elements into contemporary design and the summarization of the forms and characteristics of these elements within modern packaging design, an analytical examination of packaging designs incorporating Song rhyme culture will be undertaken. This research will validate the aforementioned design standards through a comparative analysis of relevant case studies of Song porcelain packaging designs.

3. Case Analysis and Discussion

This research adheres to the principle of integrating theoretical deduction and empirical validation to ensure the scientific rigor and rationality of the design study. Based on an extensive review of the literature, the findings of this study affirm that the packaging designs of products associated with Song rhyme culture validate the proposed design standards, forms, and characteristics of Song Porcelain Elements in modern packaging design. The following sections provide a case analysis grounded in the aforementioned design standards, forms, and characteristics.

3.1 Analysis of Case 1

Yang (2024) conducted a design study on tea packaging, using Song Porcelain Elements as the focal point. The research extracted and translated the essence of Song Porcelain Elements from three perspectives: glaze colour, decorative patterns, and shape. These elements were then applied to the packaging design of Anji White Tea, as detailed below:

The inspiration for the tea packaging design originates from the "Five Great Kilns" of the Song Dynasty and their iconic porcelain works. These include Ding Kiln, renowned for its white porcelain; Jun Kiln, celebrated for its vibrant glaze; Guan Kiln, prized for its celadon blue and pale green tones; Longquan Kiln, valued for its jade-like texture; and Ge Kiln, distinguished by its unique crackle patterns and intricate motifs. A representative design outcome of this study is the creation of small sachet packaging for daily tea consumption (refer to Figure 1). The design integrates classic Song Porcelain Elements into the tea packaging to convey the refined elegance and aesthetic allure of Song rhyme culture, achieving a high degree of innovation and harmony between aesthetics and cultural expression (Yang, 2024).

Figure 1

Expanded Design Diagram of National Life Tea Small Pouch Packaging



*Source: Adapted from "The Application of Song Porcelain Elements in Tea Packaging

*Design: A Case Study of Anji White Tea," Yang, 2024.

Through an analytical comparison of the color schemes, typography, materials, imagery, and production techniques in the tea packaging design works showcased in the aforementioned case, the product packaging design aligns with the formal and characteristic standards for the integration of Song Porcelain Elements into modern packaging design as proposed in this study

as seen in Table 3.

Table 3

Schematic analysis of form and feature criteria in the design of National Life Tea sachet packaging Source

Categorization	Forms	Characteristics
Colors	Low brightness, low color	
	High Brightness Low Color	
	Color	Celadon
		White glaze color
		Lime green
		Lilac
		Yellowish
Text		Black
		Gray
	Song (SimSun Font)	
	Source name Song	
Texture	Thin line structure	
	Design Fonts	
	Rough texture	
	Matte or matte materials	
Image Type	Rustic material	
	Eco-friendly materials	Low tone color
	Illustrations	Hand lines
		Dark Patterns
		Minimalist patterns
	Textual elements	Small area
	Photographs	Low Color
Production process		Low-tone color
	Embossing	
	Covered with matte film	

3.2 Analysis of Case 2

Jin (2022), grounded in the principles of social innovation and the unique cultural characteristics of Zhejiang, conducted design practice research related to Song Porcelain Elements. Through an in-depth exploration of numerous representative elements of the Song Dynasty, including Song Porcelain, Song Dynasty paintings, and Song poetry, the scholar sought to uncover the distinctive aesthetic connotations of Song Rhyme Culture. Furthermore, through collaborative innovation with traditional artisans, they recreated a traditional lotus-flavored rice wine and designed cultural and creative derivatives to integrate Song Rhyme Culture into contemporary life. Ultimately, the scholar conceptualized the Song·Li Cultural and Creative Products, which included cultural gift wine, such as "May We All Be Blessed with Longevity (酒)" (Jin, 2022).

This research analyses Jin's works, revealing that the product packaging designs align with the formal and characteristic standards of Song Porcelain Elements proposed in the present study for modern packaging design. The specific applications are examined as follows:

The scholar selected and distilled elements of Song Rhyme Culture, integrating them with cultural and creative themes to produce a series of Song Rhyme Cultural Gift Wines (see Figures 3 and 4). Song wine is not only a resplendent gem in the history of Chinese alcohol but also embodies the essence of traditional Chinese culture. Literati and scholars of the Song Dynasty often enjoyed drinking, composing poetry, and indulging in refined pastimes, with Song wine and Song poetry collectively showcasing the idyllic lifestyle of the era. The project under discussion involved the packaging design for Guanrong rice wine, inspired by the brewing techniques described in Su Shi's poems and literary works (Jin, 2022).

Figure 2

Portable Packaging Design for Cultural and Creative Gift Liquor



*Source: Extracted from "Research on the Design of Cultural and Creative Products of 'Song · Li' Based on Social Innovation" (Jin, 2022), Hangzhou Dianzi University (https://kns.cnki.net/kcms2/article/abstract?v=th5-mUcNE0MQY6A58_gYlyHCD1wmBCvxDXIL0yl_RhF54fUapa7iO2ZUfCAp3Hzh67qKism15NGonC4L1RhnbvyGGgI9VF3L2pMOM4bADep-tHRwHaYAmHSICmtyHnnC_mnbxMD0vGxM3SJVGekhWkIGVz6iNCWDKcq1XSQvPxu-SQL2r9TB3j2cC5f8-nYyKP1w8pUmIjY=&uniplatform=NZKPT&language=e=CHS).

Figure 3*Front Bottle Label of Portable Cultural and Creative Liquor Packaging*

*Source: Extracted from *Research on the Design of 'Song-Li' Cultural and Creative Products Based on Social Innovation* (Jin, 2022), Hangzhou Dianzi University. (https://kns.cnki.net/kcms2/article/abstract?v=th5-mUcNE0MQY6A58_gYlyHCD1wmBCvxDXIL0yl_RhF54fUapa7iO2ZUfCAp3Hzh67q_Kism15NGonC4L1RhnbvyGGgI9VF3L2pMOM4bADep-tHRwHaYAmHSICmtyHnnC_mnbxMD0vGxM3SJVGekh_WklGVz6iNCWDKcq1XSQvPxu-SQL2r9TB3j2cC5f8nYyKP1w8pUmIjY=&uniplatform=NZKPT&language=CHS).

By analyzing and comparing the color schemes, typography, materials, image types, and production techniques of the aforementioned cultural and creative liquor packaging design cases, it is evident that their packaging design aligns with the standards of form and characteristics for the integration of Song Porcelain Elements within modern packaging design proposed in this research as seen in Table 4.

Table 4

An Analytical Representation of the Standards for Form and Characteristics in Portable Packaging Design for Cultural and Creative Gift Liquor

Categorizations	Form	Characteristics
Colors	Low brightness, low color	
	High Brightness Low Color	
	Color	Celadon
		White glaze color
		Lime green
		Lilac
		Yellowish
Text	Song (SimSun Font)	Black
		Gray
Texture	Source name Song	
	Thin line structure	
	Design Fonts	
Image Type	Rough texture	
	Matte or matte materials	
	Rustic material	
	Eco-friendly materials	Colors are understated
	Illustrations	Hand lines
		Dark Patterns
		Minimalist patterns
Process	Textual elements	Small area
	Photographs	Low Color
		Low-tone color
	Embossing	
	Covered with matte film	

3.3 Analysis of Case 3

The bookmark gift box design, Song Yun Jiangnan, conceptualized by Jiang Yuqin (2024), a designer within the team led by Professor Zhang Junjie at the China Academy of Art, encapsulates the refined essence of a Jiangnan garden painting. The external packaging of the gift box draws inspiration from the notion of "strolling through the garden" within the framework of Song rhyme culture. Through its intricately carved window lattice, the design unveils three distinct sceneries within the garden, thereby creating a unique visual experience characterized by the concept of "one window, one view, one painting step by step, the scene changes as one roams through the garden" as illustrated in Figure 4.

Figure 4

Bookmark Gift Box for Song Rhyme Jiangnan



**Source: Derived from "Bookmark Gift Box for Song Rhyme Jiangnan" by Jiang Yuqin, SOZEN Design Group, 2024, (<https://www.sozen.cn/case/packaging>).*

This study, through an analytical comparison of the color tone, typography, material, imagery, and production techniques within its packaging design, has identified that the product packaging design aligns with the formal and characteristic standards of Song Porcelain Elements in modern packaging design proposed in this research as seen in Table 5.

Table 5

Analysis Diagram of the Packaging Design Forms and Characteristics Standards for the Bookmark Gift Box of Song Yun Jiangnan

Categorizations	Form	Characteristics
Colors	Low brightness, low color	
	High Brightness Low Color	
	Color	Celadon
		White glaze color
		Lime green
		Lilac
		Yellowish
Text	Song (SimSun Font)	Black
	Source name Song	Gray
	Thin line structure	
	Design Fonts	
Texture	Rough texture	
	Matte or matte materials	
	Rustic material	
Image Type	Eco-friendly materials	Colors are understated
	Illustrations	Hand lines
		Dark Patterns
		Minimalist patterns
	Textual elements	Small area
	Photographs	Low Color
Process		Low-tone color
	Embossing	
	Covered with matte film	

4. Conclusion

This study takes Song Porcelain Elements as the entry point to explore the application pathways of Song Rhyme Culture in modern Packaging Design, underscoring its practical significance for cultural inheritance. The design standards of Song Porcelain Elements in contemporary Packaging Design and the redefined forms and characteristic criteria of these elements as developed in this research provide actionable guidance for contemporary designers. These standards enable designers to accurately interpret and convey the cultural characteristics and spiritual essence inherent in Song Porcelain Elements and their connection to Song Rhyme Culture in subsequent design practices, thus achieving the dual objectives of cultural preservation and contemporary relevance.

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