

# DIGITAL ILLUSTRATION ART IN AGRICULTURAL PRODUCT PACKAGING: A STUDY ON THE REVITALIZATION DESIGN OF RURAL CULTURAL HERITAGE

**Meng Kun**

*PhD student, Kyiv National University of Technologies and Design, Ukraine*

*Shaanxi University of Science and Technology, China*

*ORCID: 0000-0003-0531-786X*

*[mengkun@sust.edu.cn](mailto:mengkun@sust.edu.cn)*

**Yezhova Olga**

*Professor Dr., Kyiv National University of Technologies and Design, Ukraine*

*ORCID: 0000-0002-5920-1611*

*[oyezhova70@gmail.com](mailto:oyezhova70@gmail.com)*

**Abstract.** This paper explores the application of digital illustration art in agricultural product packaging design to revitalize rural cultural heritage. With the rise of digital art technologies, packaging design has become a vital medium for preserving and promoting cultural identity. Through theoretical analysis and case studies, this study examines how digital illustration art enhances the cultural value and market competitiveness of agricultural products while contributing to the sustainable development of rural heritage. The findings suggest that integrating digital illustration with traditional cultural elements fosters innovative design practices and cultural continuity.

**Keywords:** digital illustration art, graphic design, agricultural product packaging design, rural cultural heritage, revitalization design.

**Introduction.** Agricultural product packaging often prioritizes functionality over cultural expression, resulting in a disconnect between rural heritage and modern markets. As globalization accelerates, the preservation and revitalization of rural cultural heritage through design become increasingly urgent. Digital illustration art, with its versatility and accessibility, offers a promising solution to bridge this gap. This study aims to investigate how digital illustration art can be applied in agricultural product packaging to revitalize rural cultural heritage, thereby enhancing the cultural significance and market appeal of these products.

## Theoretical Part

Digital illustration art refers to the creation of visual content using digital tools such as Adobe Illustrator and Photoshop. It is characterized by flexibility, originality, and aesthetics, making it a commonly used method for pattern creation in packaging design. Packaging serves the dual functions of protection and communication. Beyond physical preservation, it conveys brand identity and cultural narratives. Leveraging appropriate packaging forms can enhance the added value of products, shape a brand-new image, create an excellent consumer experience, and align with contemporary consumption trends (Xu, 2018). In an agricultural context, the packaging of agricultural products acts as a material carrier for the region where the product originates to convey its unique regional culture. Packaging design represents a significant opportunity to reflect rural traditions and differentiate products in a competitive market (Babalís et al., 2013). Aspects of sustainable packaging design are summarized in the review by Tang et al. (2024).

**Methodology.** This study employs a qualitative approach, combining literature review and case study analysis. Three representative cases are examined to assess the effectiveness of digital illustration in revitalizing rural heritage in packaging design. The cases are selected based on

their cultural relevance and innovative use of digital illustration, with each providing insights into the interplay between tradition and modernity.

**Results.** Rural cultural heritage includes tangible and intangible elements such as folk art and local stories. Its preservation is vital for cultural identity and economic sustainability. Revitalization design reinterprets heritage for contemporary use, aligning with cultural sustainability principles. Digital illustration art, as a modern design tool, facilitates the integration of traditional cultural elements into packaging, bridging the gap between heritage and modernity.

The packaging design of Yunnan red wine is one of the typical cases (Fig.1), utilizing digital illustration design with regional characteristics to enhance brand recognition. This wine originates from Yunnan, a region rich in diverse ethnic cultures and folk handicrafts, where traditional batik craftsmanship is a distinctive cultural heritage. The designer focused on the unique modeling techniques of traditional batik, selecting the peacock - an element symbolizing good fortune, happiness, freedom, and peace in the local people's minds - and combined it with the image of a Dai ethnic girl to create a composition that depicts a scene of local cultural life. Through the form of digital illustration art, the packaging emphasizes ethnic and regional characteristics while strengthening the brand identity of Yunnan red wine.



**Figure 1.** Yunnan red wine packaging design (2018)  
(Designed by BaiXingLong, 2018)

The packaging design for Tianlang Farm's hollow noodles features a series of designs due to the product's various flavors, such as pumpkin, spinach, and buckwheat. The illustration elements incorporate farm animals, product ingredients, and flavor profiles (Fig.2). The illustration style draws from the local traditional paper-cutting art, executed through digital illustration techniques, innovating on traditional forms. The digital illustration art presented in the packaging gives the brand a fun and unique style, blending regional characteristics with contemporary aesthetics.



**Figure 2.** Tianlang Farm's hollow noodles packaging design  
(Designed by IDEAFINE, 2023)

The chili sauce packaging design (Fig.3) integrates Sichuan's representative animal, the panda, with the Sichuan Opera face-changing culture, a unique theatrical art form of Sichuan. The

panda, the face-changing motifs, and the facial expressions after eating spicy food are creatively combined through digital illustration, forming an innovative amalgamation of cultural symbols that showcases the charm of the culture. Each chili sauce variant seems to play a different role, personality, and emotion, with digital illustration art enhancing the uniqueness and playfulness of the brand image.



**Figure 3.** The chili sauce packaging design (2024)  
(Designed by BaiXingLong, 2024)

The analysis reveals that digital illustration art effectively revitalizes rural cultural heritage by translating traditional elements into modern visual languages. It enhances the aesthetic appeal, cultural depth, and market competitiveness of agricultural products.

**Conclusions.** This study demonstrates that digital illustration art serves as a powerful tool for revitalizing rural cultural heritage in agricultural product packaging. By blending tradition with technology, it preserves cultural identity while meeting contemporary market demands. Digital illustration art innovatively revitalizes rural cultural heritage by blending tradition with modernity, transforming packaging into a dynamic storytelling medium that preserves cultural narratives. It enhances the cultural value and market appeal of agricultural products by integrating heritage motifs, positioning them as unique carriers of authenticity in competitive markets.

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