Egyptian Art Style in Packaging-Take Rebirth as an Example

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Abstract—The Egyptian art style is mysterious and unique, among which the art of afterlife and positive rate are particularly prominent artistic features. From ancient times to the present, the pursuit of beauty has never stopped, and skin care products are almost an indispensable part of women's lives, through which women hope to make their skin glow and slow down the aging process. Therefore, this design sought to create a skincare product packaging, applying Egyptian art style to the packaging to directly and clearly present women's needs for skincare products, while achieving the effect of promoting skin care products and attracting consumers.

Index Terms—Positive rate, afterlife art, packaging

I. INTRODUCTION

The Egyptian art style is distinctive and instantly recognizable even after thousands of years of change [1]. The Egyptian people believe in rebirth and immortality, which is inextricably linked to the Egyptian culture and religious beliefs and the idea of kingship [2]. This unique approach to Egyptian art is known as positive rate. This style of art had a profound impact on the field of painting, where Picasso's cubist style was also influenced by the positive rate, and his figures share a common pattern with the ancient Egyptian figure painting technique [3].

This rebirth artistic feature has something in common with women's pursuit of skin perfection. Women hope that their appearance can be maintained young, just like a newborn. Therefore, this paper leads to the idea of combining this artistic feature with skin care packaging. At the same time, the current situation of skin care packaging is also studied. It is found that today's skin care packaging mostly uses herbal medicine or product formula as a pattern, rather than product efficacy. Therefore, this design works hopes to highlight the product characteristics as the innovation point for design and increase the diversity of skin care packaging. And the combination of positive and cubism to create graphics, named rebirth, with exaggerated techniques to highlight the efficacy of skin care products to delay aging, to better attract customers.

The Section II describes the brand positioning, name source, logo, font, composition, and color design analysis. The third Section III analyzes and explains the auxiliary graphics of packaging and various elements, and fully expounds how to use Egyptian artistic style and cubism for packaging design. The Section IV describes the importance of packaging and product innovation. Conclusions are shown in Section V.

II. MATERIALS AND METHODS

A. Brand Positioning of Rebirth Series Packaging

The Rebirth series of packaging is designed for cosmetics products. The cosmetics are mainly for women aged 20-40 years old. Because of the wide age level, the overall design is simple, compared to the cartoon cute style looks more mature and stable. And the simple design can contrast with the colorful packaging to highlight the product packaging more, thus grabbing the attention of consumers.

Art historians call Egyptian culture and art. In Egyptian belief, the soul is immortal, and even if the body dies the soul exists with the body, and if the body can be stored well enough, then the soul is also if the body could be stored well enough, the soul would then be immortalized [4].

This concept is very much in accordance with the skin care demands of today's young people, particularly women. Skincare for modern young people, especially for girls become an indispensable part of life. Girls hope their skin can never age and remain like a newborn baby. Therefore, we combine Egyptian art and skincare products to create this product, named Rebirth, which means let your skin regain a new life.

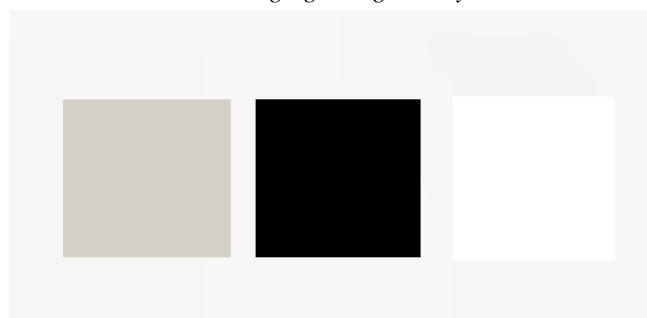### B. The Rebirth Packaging Design Analysis

Fig. 1. Package color design.

Light colors were chosen as the packaging for this product (as in Fig. 1). The design corresponds to the modernist minimalist approach by avoiding the use of excessive color. To achieve a minimalist appearance and a clean sensation, the general color palette of black and white gray is chosen. This black and white tone provides a great contrast and aesthetic effect while also displaying the intellectual attractiveness of women.

The design also employs a yellow-gray wood tone, a natural color, to emphasize that it is a natural beauty brand with no additives.
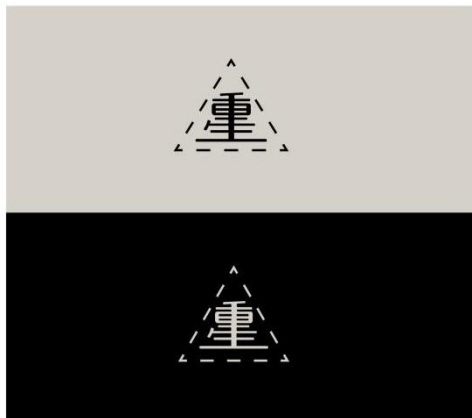
Fig. 2. Packaging logo design.— Rebirth

Since Egyptian art followed the concept of immortality of the soul, the tomb was a permanent place of abode in ancient Egyptian concept, and it was even more important than the palace. As a result, the Egyptians placed a high value on the construction and decorating of tombs, which is how the pyramids came to be. The pyramids were the tombs of the pharaohs of the ancient kingdoms, not only magnificent, stable, and with strict specifications, but also beautified to a certain extent based on realism.

Therefore, as in Fig. 2, we combined the Chinese characters and the pyramid to design the font with the word rebirth, sharing the strokes and arranging them up and down in a triangle, symbolizing the pyramid and eternal life and rebirth.
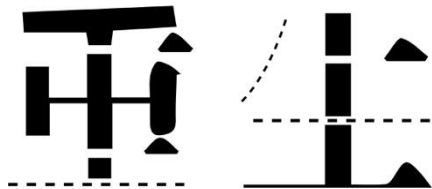

Fig. 3. Packaging font design.—rebirth

The word rebirth in the poster (as in Fig. 3) simplifies the strokes in terms of stroke modeling, thinning the horizontal and oblique lines, and forming a sharp contrast with the vertical line, giving people a certain visual impact. The horizontal line is not directly modeled by the solid line, but by using the dotted line instead of the solid line. The dotted line is a graphical representation of water, which symbolizes the water of the Nile. The famous ancient Greek historian, Herodotus, once said that "Egypt is the gift of the Nile". The Nile nourishes a long and narrow oasis from south to north across Egypt between the Libyan desert, the Red Sea, and the Sahara Desert. The Nile nurtured a splendid ancient Egyptian civilization and was called the Mother River by Egypt. The Nile River influenced the politics, economy, and culture of ancient Egypt for thousands of years. The Nile is closely related to Egypt. At the same time, the Egyptians believed that the sun first rose on the east bank of the Nile, where it was a living country; and the sun sets on the west bank of the Nile, so there is the world of souls. Therefore, the pyramid was built by Egyptians on the west bank of the Nile River, and they lived on the east bank of the Nile River. In this way, the east and west sides of the Nile River have become

Egyptians 'belief in the boundary between life and death. It is in this way that the artistic culture of the Nile in Egypt has had a very small impact.

Therefore, in the font modeling, the horizontal plane of the Nile River is displayed in the form of plane structure and applied to the font.

Fig. 4. Packaging font design.—Give your skin a new lease of life

Fig. 4 used in the packaging is the variant of the regular script, giving it a small, exquisite quality. And the regular-script variant is slenderer, thin, and long, the turning point of the font is also gentler and smoother. These characteristics are more in accordance with the brand image of cosmetics. As a feminine product, the package font should contrast from the hard and frank male type, with the overall need to be kind to represent female attractiveness and better communicate the brand qualities.

(a)   (b)

Fig. 5. (a) Egyptian mural; (b) Egyptian mural.

To achieve this, Egyptian art gave rise to the programmatic approach to representation, which is called frontal law (as in Fig. 5) [1]. When recording the pharaohs and members of the royal family, the frontal rate was adopted for representation. The Egyptian people of the time believed that this was the easiest way for the soul to easily find its way back to the door at the time of resurrection. This idea led to the development of a unique pattern in Egyptian art.

(a)   (b)

Fig. 6. (a)Representative of Picasso— Portrait of Dora Maar ; (b)Representative of Picasso — Dream.

In the 20th century, Picasso Cubism emerged. This artistic style was deeply influenced by the Egyptian frontal rate, where figures are mostly line based, concise and general, using exaggerated techniques. The Picasso Cubism denied the traditional method of observing and representing figures from one point of view, trying to observe and represent

objects from multiple spatial angles and breaking down complete objects. Through the artist's subjective and objective combination, things are overlapped, combined, and images from multiple perspectives are expressed in one space, thus abandoning the natural phenomenon of objects, and making the figure more modern [3].

Fig. 7. Egyptian mural.

Perspective is almost invisible in Egyptian artworks (as in Fig. 7) because ancient Egyptian culture and art are inseparable from immortality, so the connotation and core of what is to be expressed in artworks are of eternal nature [6]. The traditional Western concept of painting, which is about science and perspective, was almost impossible to be accepted by the Egyptians, who saw these as distortions of essential elements, and therefore the Egyptians would not have applied the displacement of reduction to reflect this depth. Instead, the Egyptians selectively depicted their creative thoughts from various perspectives, depending on the value of the object to be conveyed. This special spatial modeling characteristic is called scattered view by modern scholars. Unlike today's familiar principle of perspective, which starts from one point of view, the Egyptian artists skillfully used this principle of scattered view in their paintings [7].

III. RESULTS

A. Analysis of Rebirth Series Packaging Auxiliary Graphics Design

Fig. 8. (a) Auxiliary graphic design 1; (b) Auxiliary graphic design 2.

As in Fig. 8, it is the frontal rate that is used. This figure is the basic rule and procedure followed in Egyptian art. Look at the characters in details, the heads of people are on the side and the eyes are in the front. In addition, the shoulders and the body are in the front, and below the waist is again in the side.

Therefore, the design of the pattern uses a frontal perspective to highlight the width of the body. To show the curves, the side view of the chest is used to highlight the beauty of the curves.
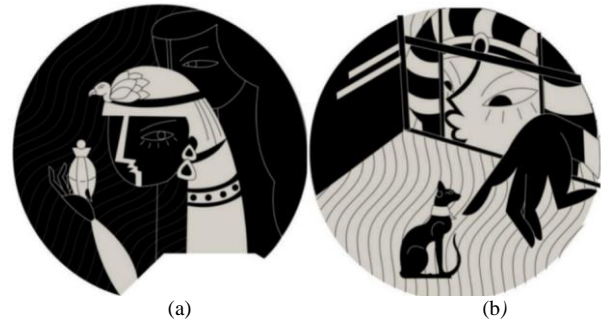

Fig. 9. (a) Auxiliary graphic design 3; (b)Auxiliary graphic design 4.

As in Fig. 9, the figure is combined with cubism, because the cubism style is deeply influenced by Egyptian art, the two have a lot in common, but it is more emotional and abstract than the Egyptian frontal rate, with very strong emotion. In the design of the Rebirth packaging pattern, we combine the characteristics of the two art styles, add our own ideas and modern flat elements, and design the figure between the two, with less simplicity of Egyptian frontal rate and abstraction of Cubism, and reorganize and juxtapose the figure pattern to design.

In addition, in the design of the figures, the headdress and clothes are painted according to the Egyptian women's costumes, and they are flattened and represented.

Fig. 10. (a)Auxiliary graphic design 5; (b)Auxiliary graphic design 6.

As in Fig. 10, in ancient Egyptian mythology, it was believed that at the origin of the universe, the gods existed in the primordial world in the form of snakes, and thus the image of the snake in the primordial world became the embodiment of all existence. At the same time, the Egyptians believed that the soul of the god lived in the body of the snake and that the deceased would be transformed into the image of the snake in the underworld [8].

In the Rebirth package, the image of the snake is integrated with the design of the character, visually showing the viewer the traditional Egyptian cultural characteristics.

As in Fig. 11, the eagle, as the bird of the sun [9], had a special status in Egypt and was a symbol of decoration in upper Egypt. In Egyptian wall paintings, we also often see the likeness of the eagle headed man, who was the patron deity of the pharaohs and a symbol of kingship, and the sun with eagle wings became the most common talisman in ancient Egypt.

Therefore, here the eagle is patterned and used in the decorative shape of a women.
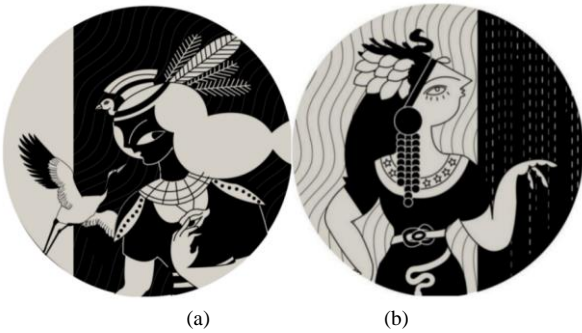
(a) (b)

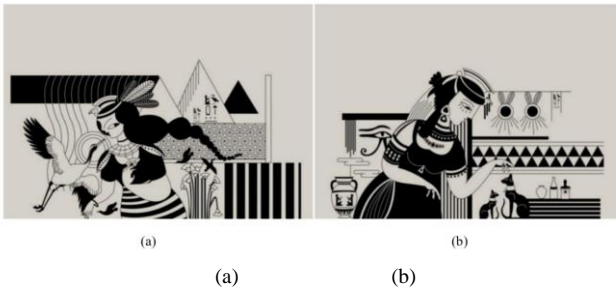Fig. 11. (a) Auxiliary graphic design 7; (b) Auxiliary graphic design 8.

(a) (b)

Fig. 12. (a) Auxiliary graphic design 9; (b)Auxiliary graphic design 10.

As in Fig. 12, the Egyptians always used large proportions for the main figures. For example, in the tomb murals, the figure of the tomb owner usually occupies the most prominent position, as if he is being admired or looking down on the masses of people.

In the illustration design of the "Rebirth" brand packaging, the basic laws of Egyptian art were used in the spatial modeling, and the figure in the picture was deliberately used as the main subject, thus highlighting the female image, expressing female beauty, and highlighting the product image of cosmetics as a female product, to accurately convey the product to the masses.

In addition to this artistic expression, Egyptians have a very keen sense of the order of geometry. They also have sincere feelings for nature. They adhere to the meticulous attitude of recording things, whether it is abstract geometric concepts or concrete realistic style, almost all permeate in Egyptian art. When it comes to expressing themselves, Egyptians excel at grasping the traits of characters. They summarize the characteristics of objects, keep highlights and omit their details. Just as the rigidity and concise geometric sense of Egyptian sculptures are derived from this.
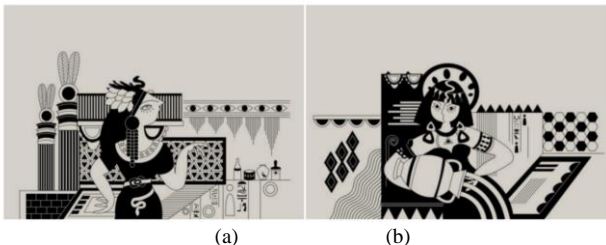

(a) (b)

Fig. 13. (a)Auxiliary graphic design 11 ; (b)Auxiliary graphic design 12.

As shown in Fig. 13, many geometric shapes are used as the background in the packaging illustration. Compared with the realistic and complex background, it can highlight the main image of the characters. This simple geometric shape constitutes a point, line, and surface, giving people a sense of

modernity. Combining traditional art with modern culture, thus better highlighting the brand image and achieving the purpose of the design. The paper boxes are divided into milk, essence, cream, smear mask, four different sizes.

B. Rebirth Series Packaging Carton Design Analysis

Fig. 14. Carton design 1.

Cartons are divided into four different sizes: lotion, essence, cream, and mask (as in Fig. 14).

The most common rectangular box and square box are used for design. This packaging is simple, practical, and easy to stack, making it ideal for goods storage and transit.

At the same time, the multi-dimension and difference of people's consumption psychology determine the need for different emotional pursuit of commodity packaging [10]. Thus, commodity packaging needs to insight into consumers' psychology, convey useful information, to promote the sale of commodities. For skincare products, women pay most attention to the skincare effect. Therefore, the efficacy of the product is clearly marked on the front of the box, such as rehydration, acne, etc., to convey useful information to customers in the simplest and intuitive way. In the design of packaging boxes, the applicability of commodities should also be considered. This cosmetics brand is aimed at women aged 20 – 40. The appearance of the box is designed with black-white and gray tone, so that it does not appear too young and fresh, nor too mature and stable.

Fig. 15. Carton design 2.

As shown in Fig. 15, logo as an important element in packing, and it can give a deep impression for people [11]. Packaging needs to improve the consumer's trademark impression when consumers buy, so the brand's logo occupies a very important position in the front of the packaging box, which makes consumers imperceptibly deepen their impression of the brand, remember the goods,

and thus promote the sale of goods.

Fig. 16. Carton design 3.

As shown in Fig. 16, according to different mask packaging, mask internal packaging bags also make the same series of packaging corresponding.

Fig. 17. Carton design 4.

As shown in Fig. 17, the box of facial mask mainly uses the facial modeling as the main graphics. The face occupies the main position of the packaging picture and highlights the product nature of the mask. The mask products are divided into two series: cleansing and hydrating. The black packaging is cleansing mask, and the log color is hydrating mask. According to different skin properties and customer needs, different packaging is made to meet consumer psychology, and it is also easier to distinguish.

IV. DISCUSSION

Packaging is a very important part of the process of selling goods, and the multi-sensory properties of the packaging affect the consumer's perception of the product [12], and good packaging needs to be sufficiently relevant to the product and have spiritual connotations and express brand values and aesthetic characteristics [13]. This design investigates Egyptian art styles and expressions and combines them with cubist compositions. The Egyptian art of rebirth is combined with the product characteristics of skin care products, which means that your skin is reborn.

V. CONCLUSION

This design shows the brand characteristics well, increases the diversity of skin care packaging, and at the same time captures the psychology of consumers, which can promote brand sales and build a bridge between consumers and products. However, there is still some incomplete understanding of the Egyptian art style, which needs further research.

CONFLICT OF INTEREST

The author declares no conflict of interest.

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