

Research on the Application of Baise Uprising Red Gene in Tea Packaging Design from the Perspective of User Experience

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ABSTRACT

Taking user experience as the core, this study explores the application path of Baise Uprising red genes in the packaging design of Lingyun White Hair Tea, aiming at promoting brand promotion, realizing the in-depth fusion of red culture and local agricultural products, and providing innovative ideas for the revitalization of China's countryside. Based on the theory of user experience, the study analyzes the way and process of applying user experience in packaging design from three levels of functionality, emotional value and cultural value, covering the extraction, transformation and transmission of Baise Uprising-related elements, which provides practical references for the dissemination of Baise Uprising's red culture and the implementation of China's countryside revitalization strategy.

Keywords: user experience; Baise Uprising; tea packaging design

Red culture refers to a series of cultural phenomena, concepts and products that are closely related to the revolutionary course, revolutionary thought and revolutionary practice of the Communist Party of China. It includes not only the major historical events experienced by the CPC during the revolutionary period, but also covers the spiritual wealth, values, cultural symbols and symbolism formed during the revolution. The Baise Uprising took place during a critical period of the Chinese Revolution, a dark period after the failure of the Revolution, characterized by social unrest and a wide gap between the rich and the poor. The leaders of the uprising included Deng Xiaoping and Wei Baiqun, who represented the vanguard of the Chinese Red Army of Workers and Peasants. Its occurrence marked the deepening of the CPC's military struggle and political organization activities in the enemy-occupied areas in the south, and is one of the important components of the Red Culture. In Baise Uprising and subsequent revolutionary history, revolutionaries and local people jointly developed tea planting and processing, and tea farmers contributed to the revolutionary cause. With the inheritance of the history of Baise Uprising, Lingyun White Hair Tea is gradually integrated into the red culture, and the red revolutionary spirit and historical background are reflected in the packaging and branding design, which has become an important carrier for displaying the Baise Uprising and the red revolutionary history of the locality, and at the same time occupies an important position in the local economy.

BAISE UPRISING RED GENE AND LINGYUN HAKUHO TEA

Baise Uprising

The formation of red culture is closely related to the revolutionary activities of the Communist Party of China

(CPC) since its founding. At the beginning of the twentieth century, Chinese society was under imperialist aggression and feudalist oppression, which intensified the national crisis and intensified social conflicts. At this time, the founding of the CPC injected new impetus and direction into the Chinese revolution. Red culture, as a product of this historical background, has gone through different stages from the early workers' and peasants' movements, to the national liberation struggle during the Anti-Japanese War, to the socialist revolution and construction after the founding of the nation. Today, red culture still occupies an important position in Chinese society. It is not only a historical memory, but also a kind of spiritual force that inspires contemporary Chinese people to keep pursuing their ideals and strengthening national construction. With the development of the times, the red culture also shows its modern value in continuous innovation and inheritance. For example, in the cultural creative industry, many red cultural elements have been transformed into modern education, film and television, art and other forms, so that it is closer to the life of modern people.

Li Tianyou said in his article “Recollections of the Baise Uprising”, “In September 1929, in order to answer the counter-revolution's brutal massacre of the revolutionary masses in Guangxi with armed struggle, the Party, under the leadership of Zhang Yunyi and Deng Xiaoping, brought a part of the Fourth Brigade of the Police Reserve and a part of the Teaching Corps, which were stationed in Nanning in Guangxi, to Baise on the border of Guangxi and Yunnan Provinces, and held an armed uprising to form the Chinese The Seventh Army of the Red Army established the revolutionary regime in the Right River area. This is the Baise Uprising which is famous in history”. Baise Uprising produced rich red resources while achieving victory [1]. The Right River region is located in the borderland of the motherland, boulder mountainous areas dominate the terrain, the transportation is closed, the natural conditions are harsh, and the economic base is weak. In addition to the lack of material resources, the revolutionary base also faced many difficulties, such as the shortage of party and government cadres, the imperfect construction of party organizations, the insufficient mobilization of the masses, and the rampant banditry. In the face of these severe challenges, the Seventh Red Army and the Right River Soviet Government were undaunted and rose to the occasion, actively carrying out base area construction and devoting themselves to cultivating revolutionary strength in difficult circumstances. Especially during the Baise Uprising, the formation and inheritance of the red gene not only gathered the wisdom and fighting spirit of the revolutionary martyrs, but also profoundly embodied the great spirit of the proletarian revolutionaries. This culture not only provided strong spiritual support for the CPC at the time of the revolutionary struggle and promoted the development of the revolutionary cause, but also still occupies a high position in the hearts of the people in Baise area and has become an important spiritual wealth.

The connotation of Baise red gene is wide, including both the spiritual wealth embodying the spirit of revolution and the inheritance of material heritage related to Baise Uprising, which constitute the core component of Baise red gene and continue to play an important historical and social value. The spiritual wealth of Baise Uprising is the courage to fight to the death with the enemy, the revolutionaries' firm belief in the communist ideal, working hand in hand with the people and so on, and its spirit is condensed into indomitable, seeking truth from facts, relying on the masses, and united in struggle [2]. Although Baise Uprising has become a distant history, its profound historical significance and inherited red genes still play an important role in today's society. The spirit of “indomitable, seeking truth from facts, relying on the masses and united struggle” contained in Baise Uprising, as the core of the Great Revolutionary Spirit, has become an important force for us to carry out our original mission, promote social progress and realize the great rejuvenation of the Chinese nation through the precipitation of the years. These spiritual treasures have not only been widely spread in Baise area, but also become the spiritual pillars of the local people. They have inspired generations of Baise people, especially in the context of the new era, to contribute endless strength to realizing national rejuvenation and the promotion of social progress.

The historical value of Baise Uprising lies not only in its memory as a piece of revolutionary history, but also in

the eternal value of the revolutionary spirit it demonstrates in contemporary times. Facing the challenges of the new era, the spirit of Baise Uprising is still of great significance, especially in the cause of socialism with Chinese characteristics in the new era. The theory and practice of “adherence to Party leadership, adherence to seeking truth from facts, adherence to the supremacy of the people, and adherence to the united front” manifested in the Baise Uprising are still embodies of the Party's valuable experience and correct path. These spirits that are the driving force behind the continuous development and growth of today's socialist system with Chinese characteristics. Its contemporary value lies in the fact that it guides us on how to face the complex and changing social environment, how to ensure that the Party and the people always maintain close ties, and how to unite the forces of all parties to jointly strive for the realization of the Chinese dream of the great rejuvenation of the Chinese nation. As shown in Figure 1, the inheritance of these spirits is not only a respect for history, but also an important part of the construction of political culture in the new era, which provides a solid theoretical foundation and spiritual impetus for us to carry out in depth the great struggle with new historical characteristics.

The material wealth of Baise red gene is embodied in Baise Uprising Memorial Park and a series of historical sites. Baise Uprising Memorial Park was built to commemorate and pass on the history of Baise Uprising, which is not only an important witness to the revolutionary history, but also a historic building carrying the profound red gene. The Memorial Park preserves many precious historical materials and cultural relics, showing the background, process and its impact of Baise Uprising. For example, Baise Uprising Memorial Hall, Baise Uprising Yuedong Hall, Baise Uprising Lianfang, Baise Uprising Century Bronze Drum Tower, Baise Uprising Red Army Bridge, Baise Uprising Memorial Monument and so on are important witnesses to the past of Baise Uprising, and these ruins and commemorative sites, through the physical displays and historical explanations, allow people to intuitively feel the heroism of the revolutionary martyrs and the Baise region's important position in the revolution. They not only provide a window for future generations to understand the history of Baise Revolution, but also inspire more people to inherit and carry forward the spirit of Baise Uprising.

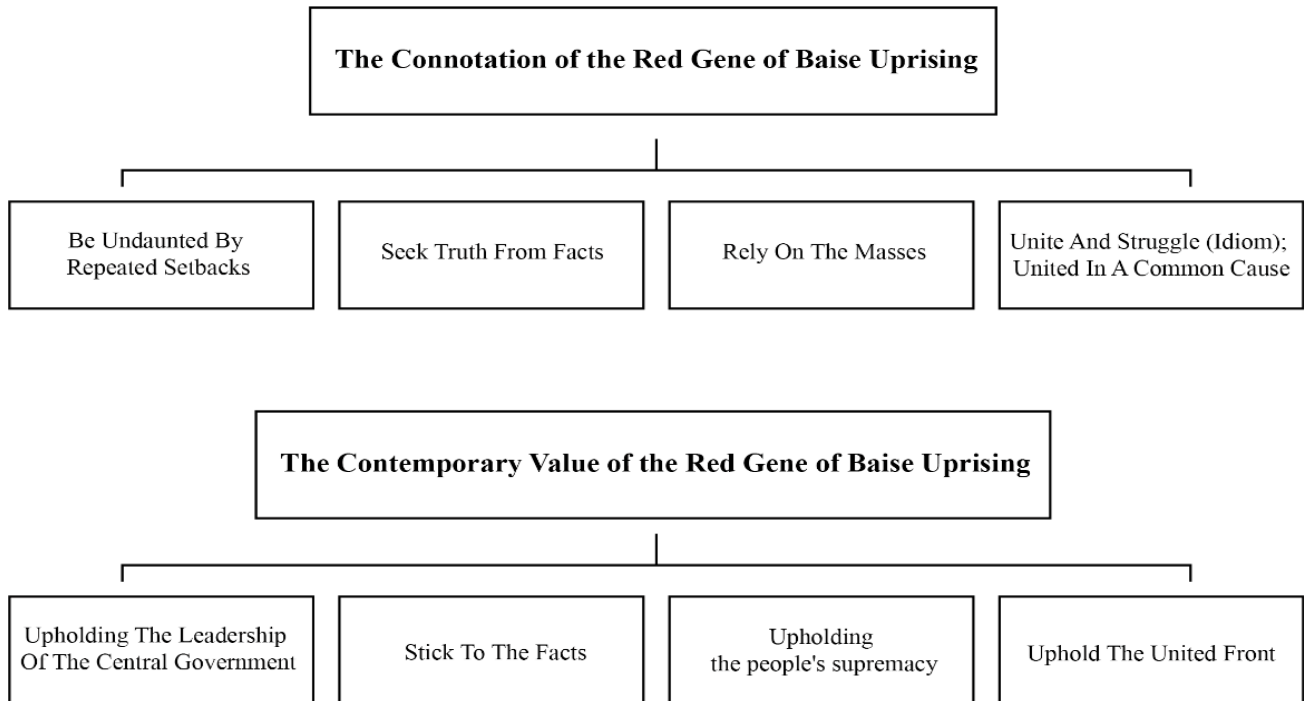


Figure 1 Connotation and Contemporary Value of the Red Gene of Baise Uprising

Lingyun White Hair Tea

Lingyun White Hair Tea is one of the main local specialties of Guangxi, with superior natural conditions and ecological environment, achieved excellent tea quality. Lingyun County, Guangxi is known as China's

“Hometown of Famous Tea”, and Lingyun White Hair Tea has been awarded the National Geographical Indication Product Protection. Lingyun Baihao tea is of good quality, has high nutritional value, and has more types of tea production and other characteristics [3]. Baihao tea is famous for its tender buds with white hairs, beautiful leaf shape, fresh flavor and long-lasting aroma. Its history can be traced back to hundreds of years ago, but in modern history, it is closely related to the red revolutionary culture of Baise area. At the beginning of the 20th century, Lingyun gradually formed a perfect tea production system, which became an important economic source. Especially in the context of the red revolution, Lingyun County's white-hair tea is closely linked to the revolutionary history, witnessing the great years. Baihao tea is not only famous for its unique quality and cultural connotation, but also closely related to the revolutionary history of Baise area, becoming a symbol of the red revolutionary spirit intertwined with local specialty culture. In the early stage of Baise Uprising, Baihao tea became an important source of materials for the revolutionary army. The high economic value of tea made tea farmers actively participate in the revolution and support the grain supply and fund raising of the Red Army. Under difficult circumstances, tea became an important exchange commodity and helped the construction of revolutionary bases, especially in Lingyun and Tianyang, where tea became an important link between the revolutionary forces and the masses. With the deepening of the revolutionary struggle, Baihao tea in Lingyun County has not only become part of the livelihood of the people in the revolutionary base areas, but also an important part of the revolutionary culture of Baise. The status of Baihao tea in the red revolutionary period is not only reflected in its role as an economic pillar, but also closely related to the story of Baise Uprising and the revolutionary struggle. Baise Uprising took place in 1929, marking the establishment of the Right River Revolutionary Base. Against this historical background, tea farmers, revolutionaries and the masses in Lingyun County became strong supporters of the uprising. In the Baise Uprising and the subsequent revolutionary struggle, Baihao tea was not only a material pillar, but also endowed with revolutionary symbolism. The “white hair” of the tea symbolizes the purity and righteousness of the revolution, while the “first bud” echoes the revolutionaries' journey from sprouting to growing. Lingyun White Hair Tea represents perseverance, tenacity and dedication, and has become an important carrier of the revolutionary spirit, as well as a way for the masses to express their revolutionary sentiments and loyalty. With its profound revolutionary background, Lingyun White Hair Tea has become an important witness of red history. Tea, as a part of the local economy, provided material support for the local revolutionaries and the masses to survive and struggle in the difficult environment. Many revolutionary stories and historical legends revolve around Baihao tea, and revolutionaries and the masses often meet in tea gardens to discuss revolutionary strategies and pass on the revolutionary spirit. The tea plantation is not only a place of economic production, but also a space for the exchange of revolutionary ideas and cultural heritage.

THE LINK BETWEEN LINGYUN WHITE HAIR TEA AND THE RED GENE OF BAISE UPRISING AND THE CURRENT STATUS OF PACKAGING DESIGN

The connection between Lingyun White Hair Tea and the red gene of Baise Uprising reflects the profound fit between tea culture and revolutionary spirit. This is not only a material connection, but also a symbol of the spirit of resilience, progress and fearlessness. Lingyun white tea, like the revolutionary martyrs on this land who had fought bravely for national liberation, experienced the trials and tribulations of the years, and gradually brewed a unique flavor and quality in the long river of history, and eventually formed a monumental brand, a hundred years as one day, everlasting. Just as the revolutionary martyrs of the Baise Uprising, their struggles and sacrifices have forged the splendor of the history of Baise, and Lingyun Baihao tea is also nourished in this red land, witness and carry the spirit of the revolution.

During the Baise Uprising, tea was not only a necessity in the lives of the local people, but also became an important support for the revolutionary soldiers during the hard war years. During the Baise Uprising, the Red

Army often used a cup of tea to recover their strength and keep their energy during the march, and Lingyun Baihao tea, as a specialty of Baise area, became the solace of those warriors' souls and the support of their bodies. This historical episode not only makes tea a material support, but also gives it a spiritual symbolism, becoming a part of the revolutionary history, witnessing the changes of an era and the strong will of the people. The planting and picking history of Lingyun Baihao tea is also another interpretation of the red spirit of Baise Uprising. Under the harsh natural conditions and difficult labor environment, the tea farmers insisted on picking one season at a time, experiencing countless times of wind, frost, rain and snow, but still able to work hard and carefully select every piece of high-quality tea leaves. This spirit of hard work and perseverance matches the spirit of the revolutionary martyrs in the Baise Uprising, who were undaunted by difficulties and held fast to their beliefs. Each young leaf of Lingyun White Hair Tea symbolizes the indomitable and courageous struggle of the revolutionaries, symbolizing the resilience of the people in the revolutionary struggle at that time and their courage to realize their ideals. This spirit of resilience and struggle is still fresh today, and has become a cultural identity and emotional bond for the people of Baise and even the whole Guangxi region. The successful cultivation and inheritance of Lingyun Baihao tea is just like the determination of Baise people to fight for their ideals and beliefs after Baise Uprising. The intertwining of tea and revolutionary history is not only a profound embodiment of Baise's history and culture, but also a spiritual benchmark for the people of Baise to pass on the red gene and inherit the revolutionary spirit in the changing times.

At present, Lingyun white tea packaging is facing the following problems: first, the tea packaging design is old, not effectively integrated into the local characteristics of Baise region and the red gene, resulting in a low degree of market recognition. Many traditional packaging is too conservative, lack of personalized innovation, failed to highlight the Baise red revolutionary history and culture, difficult to attract young consumers. Secondly, there are excessive packaging problems, some packaging the pursuit of luxury appearance, ignoring environmental protection and cost control, resulting in increased production costs and burden on the environment. Part of the tea packaging in the production process is not subject to quality supervision, resulting in uneven quality of packaging. Furthermore, the brand influence is insufficient, many local small brands lack effective marketing and branding strategy, it is difficult to break through the local market, especially the online market expansion is weak, the packaging lacks recognition, cannot stand out in the competition. Finally, there are problems with quality control, part of the packaging in the production process quality supervision is not in place, resulting in uneven quality of packaging, affecting the preservation of tea and reduce market trust.

OVERVIEW OF USER EXPERIENCE AND PACKAGING DESIGN

The concept of “user experience” was first proposed by the American cognitive psychologist Donald Norman, who pointed out that user experience is a design concept focusing on the subjective feelings of the user, covering all aspects of human experience when using the system, including industrial design, graphics, interface, physical interaction, etc., and the scope of the user experience involves emotion, aesthetics, experience, etc [4]. A good user experience should be able to satisfy users' needs and provide a convenient, pleasant and efficient interaction process. In the new consumer era, the consumer trend has gradually shifted from material consumption to service consumption. Along with the rise of the experience economy, consumers' values have changed, promoting the upgrading of consumption concepts. The abundance of material resources is sufficient to meet people's basic needs, prompting people to pay attention to the spiritual level of consumption needs [5].

User experience refers to the overall experience that users feel during the process of using a product or service, including multiple dimensions such as function, efficiency, and emotion. The goal of user experience design is to create a more friendly, efficient, and pleasant product or service experience for users [6]. The importance of user experience in packaging design should not be ignored, it is not only a bridge between the product and the

consumer, but also a key factor for brands to stand out in the market. The advantages and disadvantages of packaging design directly affect the first impression of consumers on the product, and to a large extent determines the market positioning and competitiveness of the brand. By optimizing the user experience, packaging design can not only enhance its functionality, but also deepen the emotional value and cultural connotation, making it more attractive in the fierce market competition, so as to occupy a favorable market position.

First of all, the functionality of packaging is a core element of the user experience. Successful packaging design needs to meet consumer needs, not only to protect the product, but also to simplify the process of use. Modern consumers are increasingly demanding convenience and ease of use, so the practicality of packaging is crucial. For example, ergonomic, easy-to-grip packaging design enhances ease of use; for fragile or perishable products, design considerations include sealing, moisture resistance, and compression resistance to ensure a longer shelf life and protection during transportation. Secondly, the emotional value of packaging is the key to enhance the user experience. Packaging is not only the external protective layer of the product, but also the carrier of the brand's emotions and cultural concepts. Design elements such as color, material and pattern can influence consumers' emotional response. Through clever design, packaging can evoke emotional resonance and enhance brand bonding. For example, environmentally friendly materials and personalized design can convey a brand's sense of social responsibility and commitment to sustainable development, thereby enhancing consumer goodwill and loyalty to the brand. Finally, the cultural value of packaging gives the design a deeper connotation. In the context of globalization, the integration of cultural elements has become the key to packaging design. Excellent packaging design can innovate according to the cultural background, aesthetic preferences and values of the target users, creating a sense of familiarity and belonging among consumers. By combining local history, tradition or modern cultural symbols, packaging not only conveys product functions, but also presents unique cultural messages and enhances the brand's market competitiveness.

THE USE OF RED GENE IN THE LINGYUN WHITE TEA PACKAGING DESIGN

STRATEGY

Red Gene Elements Extraction and Transformation in Packaging Design

Based on the design principles of visual aesthetics, product functionality and cultural symbolism, the packaging design of Lingyun White Hair Tea should be based on the core concept of in-depth integration of red gene and modern aesthetics, taking into account the practical functionality and aesthetic value, to create an innovative packaging program that combines the sense of historical and cultural weight with the aesthetics of contemporary design.

Logo Design

The logo design of Lingyun White Hair Tea should strictly follow the design specifications, closely follow the nature of the product, and fully demonstrate the product characteristics. Based on the results of the preliminary research, the product brand is named “Baise Tea, China Red”, which not only highlights Baise's specialty Lingyun White Hair Tea, but also emphasizes Baise's profound red cultural heritage. In terms of visual aesthetics, the design needs to be based on red culture, highlighting the cultural connotation of the red gene of Baise Uprising through the clever use of colors, patterns, fonts and compositions. Red as the core tone, symbolizing the inheritance and continuation of the revolutionary spirit, can be contrasted with gold, white and other colors and echo. It shows the high-end quality and purity of Lingyun Baihao tea. The logo font name “Baise Tea, China Red” not only inherits the red gene of Baise, but also incorporates a tribute to its history and culture in the design,

effectively highlighting the local characteristics and brand connotation. In the pattern design, the Baise Uprising Monument, Lingyun Terraces, local tea cups, teapots and other local elements are extracted and integrated into modern geometric shapes or abstract art forms to realize the harmony and unity of tradition and modernity. At the same time, the font design needs to focus on the balance of simplicity and sense of power, to convey the cultural thickness through the font with obvious block and thickness, and to enhance the visual communication effect by combining the clarity and affinity of modern fonts. As shown in Figure II.



Figure 2 Brand logo specification




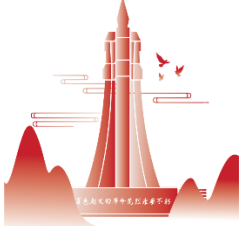



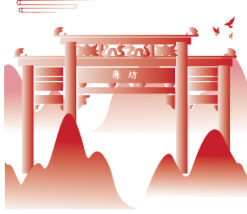


Graphic Design

In the development of human civilization, the needs and ways of emotional expression change with the changes of civilization, and graphics, as a carrier of early communication symbols, have richer cultural connotations with the development of society and the changes of the times. Graphics can better express the meaning of words. In this visual era, graphics are favored. Nowadays, graphics have become a tool for every artist to think and create [7]. This study is dedicated to exploring the path of deep integration of Baise Uprising red gene and tea beverage packaging design in graphic design, highlighting the emotional value as an important extension of user experience, combining the heavy sense of red culture with modern design language, and providing new perspectives and practical methods for cultural communication and industrial revitalization. Through in-depth interpretation of the Baise Uprising Memorial Hall, monuments, Guangdong East Association Hall, Lianfang and Century Bronze Drum Tower and other red cultural resources, the study extracts their core historical significance and visual characteristics, and integrates the revolutionary elements to build a highly recognizable visual symbol system. During the design process, the flat design style with red gradient is adopted, which not only retains the solemnity of red culture, but also gives it modern aesthetic qualities, such as the main visual KV design in Figure 3. The graphic artistic re-creation of local characteristic buildings focuses on the simplification of modeling and symbolic expression, so that it has both cultural connotation and visual impact. For example, the towering shape of Baise Uprising Monument symbolizes the steadfastness and indomitable spirit of the revolution, while the architectural details of the Guangdong East Association Hall show the intermingling of history and regional cultures. These elements are highly refined in the design, and through the synergistic expression of graphics, colors and materials, they form the language of the packaging design with a strong brand recognition. At the same time, this study emphasizes the overall coordination and diversified extensibility of the design elements in the packaging application, and skillfully integrates them into the packaging system of Lingyun White Hair Tea. The packaging not only conveys the spiritual core of red culture, but also realizes the modernization and wide coverage of cultural communication through the form of tea brand co-branding. For example, in different packaging forms such as tea canisters, gift boxes and handbags, the red cultural elements appear in the form of main visual or detail embellishment, which enhances the emotional value and cultural thickness of the product, so that consumers can deeply feel the power and beauty of the red culture while savoring Lingyun Baihao tea. In addition, the design path of this study also provides innovative ideas for the revitalization of Lingyun Baihao tea industry. Through the cross-border integration of red culture and tea industry, it not only enhances the brand image and market competitiveness of Lingyun Baihao tea, but also drives the development

of the local economy by cultural empowerment. The application of red gene in packaging design makes Lingyun Baihao tea become a carrier of cultural dissemination and a symbol of local characteristics of the economy, and further expands the forms of expression and dissemination channels of tea culture and red culture in the context of the new era.

This study not only expands the expression of local red culture in graphic design, but also provides innovative ideas and practical references for the branding and marketing of local agricultural products (as shown in Table 1).

Table 1 Flat design of local buildings of the Red Baise Uprising

Flat design for local buildings in the Baise Uprising			
Name	Graphic Source	Design Approach	Design Effect
Baise Uprising Memorial Hall		Flat gradient style	
Baise Uprising Monument		Flat gradient style	
Baise Uprising Guangdong East Association Hall		Flat gradient style	
Baise Uprising Lianfang		Flat gradient style	
Century Bronze Drum Tower of Baise Uprising		Flat gradient style	

Lingyun White Hair Tea Packaging Design

Lingyun White Hair Tea packaging design is the focus of this design practice, based on the refinement of the

user experience concept, through the refinement and enrichment of the local architecture of the Red Baise Uprising, the flattened transformation of the architecture of the Baise Uprising, as well as in the symbolic allegory and spiritual value of the analysis of the summary that: the Lingyun White Hair Tea is not only a necessity of the local life, but also became the solace of the warriors, known as the local Red Army Tea, the story of the tea with the The story of tea and red history are intertwined, forming a cultural identity and emotional connection.

Analyzed from a functional perspective, this product design emphasizes the convenience of production and ease of operation for users, and adopts a variety of packaging forms, including square plastic bottles, universal ceramic packaging, basket packaging, and conventional box packaging, which significantly improves the adaptability and convenience of packaging design. Plastic bottle packaging is popular among young people because of its transparent material, which makes it easy for consumers to directly observe the quality of the tea, and easy to recycle and reuse. Ceramic packaging, on the other hand, is more environmentally friendly and tactile than plastic packaging due to its natural material affinity, which facilitates the storage of tea. Basket packaging uses natural materials such as bamboo, rattan and grass, which are highly biodegradable. Compared with synthetic materials, basket packaging has less impact on the environment, which meets modern consumers' demand for green protection. The unique packaging format and strong sense of craftsmanship of the baskets make them stand out in the market, enhancing the unique brand recognition and helping to enhance the brand value and make a deep impression on consumers.

In terms of emotional value, gradient red often carries distinctive emotional tension, which through the gradual transition of color, not only can evoke a sense of visual impact, but also trigger the emotional resonance of the viewer. Red represents blood, sacrifice and glory, and the gradient effect can help the viewer better immerse in the emotional atmosphere of red culture and deepen the understanding and recognition of the revolutionary spirit and cultural values. Through the large-scale use of flat gradient red hues, highlighting the red theme, while incorporating the architectural elements of the Baise Uprising, the packaging design is full of historical meaning, stimulating the user's emotional resonance with the Baise Uprising revolution.

At the level of cultural value, combined with the historical background of Baise Uprising, it embodies the scene of local residents and revolutionary fighters drinking Lingyun Baihao tea together, highlighting the deep emotional connection between the military and the people, and further highlighting the important position and cultural influence of Baihao tea in Baise area and the revolutionary war. Figure 4 and Figure 6 show the effect of Lingyun Baihao tea packaging series products. Among them, the design of Baihao Tea bottle continues the matching style of flat graphics and red gradient colors, splitting and combining five groups of illustration elements individually and applying them in combination to build a tea packaging design series with a red theme. Through the flexible combination of architectural elements and Guangxi's landscape, white clouds and birds, the package design adjusts the structural layout according to different placement positions, strengthening the beauty of the visual form. At the same time, the design not only focuses on the presentation of the overall effect, but also gives in-depth consideration to the various ways of combining the illustration elements after disassembling and reconstructing them, which provides more possibilities for subsequent application. Combined with the unique background of Baise as a red tourism city, the design is further extended to the development of related cultural and creative peripheral products.

In the cultural and creative design, the basic features of the architectural elements are retained, and the overall visual coherence is realized through the unified outer frame design, which finally results in the bookmark product shown in Figure 5. The bookmark is made of brass and incorporates a red gradient style. In the design, the visual conflict between the brass color and the red color is skillfully avoided to ensure a clear separation of primary and secondary. In the process of use, the design language not only guides consumers to operate correctly, but

also highlights the uniqueness of the product conception and the deep historical and cultural charm of Baise Red City. The overall design realizes the effective implantation and dissemination of cultural connotation, so that the tea packaging and cultural products have both aesthetic value, functionality and cultural symbolism.



Figure 3 Lingyun White Hair Tea Main Visual KV Design



Figure 4 Lingyun White Hair Tea Packaging Series Effect



Figure 5 Lingyun White Hair Tea Packaging Series Bookmark Cultural and Creative Effect



Figure 6 Lingyun Baihao tea beverage packaging series effect

CONCLUSION

This project takes the user experience perspective as the entry point to study the application of Baise Uprising red gene in tea packaging design. Guided by the theory of user experience, firstly, we analyze the development history and the evolution of the basic connotation of Baise Uprising and Lingyun White Hair Tea, and explain the profound connotation of the spirit of Baise Uprising in the context of the new era. Secondly, starting from the three levels of functionality, emotional value and cultural value of user experience, it explores the application methods and processes of user experience in packaging product design, including the extraction, transformation and transmission of elements related to Baise Uprising. Through the study, the influence and attractiveness of the brand of Lingyun Baixiao tea will be further enhanced, providing new ideas for the construction of local specialty brands. This not only helps to promote the implementation of the rural revitalization strategy, but also provides a practical reference for the dissemination of Baise Uprising red culture.

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