

# Green Design of Visual Language in Product Packaging Design

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**Abstract:** The visual language in most packages has a direct relationship with the concept of green design. In the actual design process, everyone needs to highlight the green ideas in the packaging design process based on the concept of green design. This paper explores the application strategies of green design in product packaging design from various aspects such as text, graphics and color. In general, we need to use abstract intentions to meet the actual needs of consumers and enhance the actual perception of consumers.

## 1. Introduction

Hunan University of Technology With the rapid development of the economy, consumers' aesthetic requirements for product packaging have become higher and higher. Therefore, the speed of most product upgrades is constantly accelerating, and the packaging of products is constantly changing. However, if excessive packaging occurs during the actual packaging process, more and more resources will be wasted. In addition, it is not possible to effectively build China's ecological environment. Therefore, it is particularly important to explore an ecological and green product packaging design road.

## 2. Packaging Design Visual Language and Green

### 2.1. Packaging design visual language green concept

From the perspective of the actual development process, there are many characteristics within the visual language in packaging design. It is also mainly composed of factor planning, elemental ideas and other content. From the perspective of the process of refinement, the visual language is mainly composed of words, graphics, colors and other different cognitive elements. Various elements are composed of a certain word order. The internal word order of all types can fully express the corresponding visual connotation. The visual language inside the packaging design can not only effectively highlight the external appearance of the product, but also better analyze the logic existing inside. And let the various elements be better combined [1]. In this way, everyone will be able to notice those elements in the first place. Therefore, in the process of designing packaging elements, packaging designers must first let the relevant personnel recognize the internal product information, so that they can better stimulate the imagination and purchasing desire of consumers.

### 2.2. Packaging design visual language green content main content

In the process of designing the visual language green, everyone can enhance the concept of greening through effective figurative design. In the process of design, everyone must first analyze the essential characteristics of the natural ecology, and then fully reflect the concept of green environmental protection based on the visual language. In this way, everyone can fully protect the environment in all aspects of the design process.

In the process of actually designing the visual language, you can fully abstract the internal elements. And can effectively combine abstract text, abstract graphics and abstract symbols. In general, all abstract symbols have a certain degree of virtuality and artistry. It is also able to fully stimulate the consumer's own imagination in the process of use. Therefore, in the process of design, you can better combine the patterns, color blocks and the effects they display, thus extracting the beautiful graphics.

In addition to using abstract symbols to improve the process of visual green design, you need to enhance the overall greenness from the aspect of intention. In general, people can understand and express relevant foods first, then effectively innovate from within the graphics and texts that exist inside the package, and let people have more imagination in the design process [2]. In this way, people can understand the quality of the packaging design process in the process of actual appreciation, and finally grasp the designer's thinking in all aspects. People's aesthetic consciousness will also be enhanced.

### 3. “Green” Language Design Strategy in Product Packaging Design

#### 3.1. Text green design

If you can pay attention to the typesetting of texts in the process of designing product packaging, you can naturally play a very good role. However, if you only use monotonous graphics and symbols in the design process, it will inevitably make you feel hollow and rigid. Therefore, if necessary, the artistic design can be filled with the beauty of the text. Such words tend to make the whole picture more vivid and vivid. In addition, designers need to enhance the uniqueness of product packaging design, and effectively integrate text and symbols into the process of product packaging design, which will make people feel more comfortable. These are all important factors in integrating text into the product packaging design process.

In the actual design process, everyone should pay attention to the words such as the place of production, product name and use, and make all the fonts more standardized. In addition, trademarks and brand content can be integrated into the art design process. Pay attention to the effective combination of text symbols and human sensory characteristics. In the end, the entire font will be more novel.

For example, the history of the sea faint Liu He has experienced three dynasties, and its tomb culture has unparalleled characteristics. Not only does the structure of its tomb create many of the “history of history.” And it still exudes unlimited cultural value in the process of use. Judging from the actual development situation, the cultural elements of Haishuo itself also represent the cultural industry characteristic of Nanchang, Jiangxi. Its unique text image also laid a good foundation for the development of the local cultural entrepreneurship industry. Figure 1 shows the text used in the design of the sea hustle and bustle. It can be seen that the overall shape of the text is very unique and both show different effects. Many tourists have a pleasing feeling after seeing such products, and they also have a desire to buy.



Fig.1. Sea faint text design

#### 3.2. Color green design

When the concept of green design is applied to color design, the average designer will not use other colors including gold, silver and pink, and incorporate the concept of green design in the process of designing the product packaging.

Different from the traditional packaging design, warm colors will be used to attract everyone's

attention. Using different types of colors can also attract everyone's attention in the first place. You can also use simple green to create a simple design, rather than stacking all the colors ineffectively. You can use the color design to effectively display the information inside the product packaging. This often also makes the entire product package exude an artistic atmosphere [3]. Not only will customers be able to recognize the importance of the product in the first place, but the entire simple color will make it feel more comfortable. If the language of visual design and the concept of green design can be effectively combined, it is often possible to effectively combine their practicality and aesthetics. In general, the design of color will play a very important role in the overall design process. And make the overall packaging design a new level.

### 3.3. Create a unique emotional mood through humanized design

Only by skillfully designing colors can it have a strong impact on people's vision. Relevant designers must first use the various colors to make the products show their corresponding characteristics. The variety of colors will give the audience a variety of feelings, and let the products show their unique charm, so as to better appreciate the appearance of the outer packaging. In the actual design process, the color inside the package can mobilize the emotional experience and other experiences of the viewer in the first time, so that everyone has a richer imagination. Everyone can also have a richer experience in the heart.

Therefore, in the process of actual design, the majority of designers should effectively combine different colors and form a systematic emotional context. In this way, different colors can link emotional expressions together, which will attract everyone's attention. From the point of view of the process, dark colors like black and gray can give a solemn feeling; white can give people a pure and innocent feeling; yellow and green can give people a lively feeling [4]. Designers should better tie their own colors and product connotations. Apply different colors to the inside of the product packaging. For example, the Chinese characters inside the sea faint products can be presented on the product packaging in a more feminine and user-friendly way, so that customers can purchase products with a more enjoyable experience. Everyone will feel very warm and refreshed. In the process of actual design, we can also find that humanized design can also play a greater role.

### 3.4. Packaging green design

From the actual design process, different graphics will form the basis of product packaging design. Different types of points, lines, and faces will directly form a graphic, and then express the concept and meaning of a certain design. For example, different graphics will be the ultimate design goal and form the basis of packaging design. At present, in the process of designing packaging, the aesthetic elements will be more comprehensively reflected in it. Different graphics, including lines and curves, can be incorporated into the product packaging design process to better understand the nature and content of the packaging.

Almost all of the graphics on the product packaging can be extracted from their unique content, and then presented with a simple visual image. You can better integrate the simple, vivid and organized graphics into the design process. For example, when designing the sea faint series, designers can incorporate patterns with sea faint features into the product and give the product a unique character. In the actual packaging design process, many designers will also more integrate the concept of green design, and eventually become the main way of design packaging. The sea faint pattern in Figure 2 is often able to extract relevant features and effectively use them in the packaging design process.



Fig.2. Sea faint product design

#### **4. Conclusion**

Visual language has always played an important role in the process of product packaging design. As more and more people begin to pay attention to ecological civilization and environmental issues. The integration of green design concepts into product packaging design has played an increasingly important role [5]. The majority of designers must follow the relevant principles in the design process, and then effectively protect the ecological environment. From the development process, unreasonable packaging design will cause a lot of waste of resources. This paper effectively designs through the introduction of the design concept of sea hustle. The majority of designers need to keep in mind the concept of green design, and then effectively combine the concept of visual design and green design to better convey the characteristics of the product.

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