

# Research on Packaging Design Cogitation and Performance Techniques in Brand Design

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**Abstract:** Packaging plays an important role in product sales. Packaging design is a creative thought process. This paper makes an in-depth research and analysis on the application of graphic creativity and expression techniques in modern packaging design. Through innovative research on graphics and techniques, the original concept of packaging design is adjusted, in order to achieve the purpose of better conveying visual information in modern packaging, inject new life into packaging design.

## 1. Introduction

In the dizzying brand packaging, in addition to the popularity and satisfaction of the product itself, the packaging design itself will reflect the style, taste, characteristics of the times and brand spirit of the brand product, thus affecting whether consumers make a purchase decision. Although the domestic packaging design concept has changed to a certain extent, more brand operators have paid attention to brand packaging design and emphasized the creation of personalized packaging and brand image for their products, but at the same time the packaging market is still chaotic and the overall design level is not high. There are few works that are both visually and marketable. Brand is the symbol of enterprise spirit and the embodiment of value concept.[1] The packaging design for the brand is the direct display of the brand image and the channel for good communication between the brand and the consumers. Excellent packaging design can promote product sales, widen the difference between similar products and competitors, and escort the long-term development of the brand in the fiercely competitive market.

## 2. The concept of "packaging" and the requirements of packaging design

The concept of "packaging" and the thinking of packaging design require the word "packaging" to have multiple meanings. As the "packaging" in the meaning of engineering technology, it studies the physical structure and chemical properties of materials, as well as the technology of constructing and forming. It emphasizes rationality and uses logical thinking and abstract thinking. As a "package" at the design level, it can also be said in a sense.[2] First of all, it is a three-dimensional visual art. After the basic functional properties of packaging materials are completed, it studies the aesthetic properties and modeling laws of packaging materials, and shapes new images to convey beauty and arouse spiritual pleasure. In this process, it relies mainly on image thinking. [3]Secondly, as a part of business strategy, packaging design is closely linked with advertising design, which not only uses rational thinking to segment the market, speculates on consumer psychology, but also uses perceptual appearance to give a strong impression and arouse emotional resonance.

## 3. Status Quo of Packaging Design

### 3.1. Packaging design does not match its product elements

Packaging is tailor-made for the product, but many packaging designs on the market today do not match its product elements. For example, the design level of packaging contractors is

often uneven. Some designs are packaging of pure cotton clothing, but the clothing inside is not pure cotton.[4] There is a contradiction between the packaging pattern and the product itself, which is misleading. Another example is that some packaging designs do not conform to behavioral habits. A domestic functional drink is suitable for people who exercise a lot, but its packaging is a fragile glass bottle, which is obviously not suitable for sports consumers. For another example, the packaging design of some outdoor leisure food often ignores the weight, is inconvenient to carry, or is easily deformed and loses many market opportunities.

### **3.2. The inappropriate theme of product packaging**

Products can satisfy consumers' demands and attribution through packaging design, but when a product's packaging design lacks a clear theme, it is easy to lose to competing products with a clear theme. For example, a certain medicine actually treats a certain disease, and the packaging rendering is almost a cure for all diseases.

[5]This brings ambiguity and uncertainty about the effect of medicines, which may reflect the result that no disease can be cured, which is rejected by the market.

Especially now, packaging themes that exaggerate the role of products are more common. This kind of submissive packaging design goes against the principles of artistic design. The packaging value is seriously "exceeded" or the quality is not acceptable. Some products are differentiated by the "luxury line" of packaging, resulting in a flashy and unresponsive defeat due to lack of quality support.

### **3.3. Lack of systematicness in graphic design**

Through the communication of plane visual language, people can accurately identify product types and characteristics. Therefore, in the process of plan construction of similar products, the systematic information recognized by consumer groups should be considered.[6] For example, many pesticide manufacturers are confused in the design of bottle packaging, brand application and safety identification, lack of standardization. The use of color tone is basically fixed within a limited range, so that consumer groups only agree with the color-coded series.

## **4. Packaging design cogitation and performance techniques**

The insufficiency of packaging design is inevitable, and the problem arises. Based on the status quo, packaging design fully displays the new brand image from the perspective of vision and reflects the brand advantages, in order to achieve a more successful upgrade of packaging design form and function, and expand a broaderWorld.

### **4.1 Expand the visual effect on the pattern concept**

Visual tension in packaging design is a continuation of visual production acting on people, or the feeling of expansion, contraction, and rotation, forming a kind of inner feeling. It is a kind of illusion produced by visual activities in the heart, and it is a kind of psychological activity. The visual tension of packaging design can expand and expand people's thinking, even infinitely, giving people a shocking and expanded visual experience, which seems to be inside, but is actually outside. When it comes to expressiveness in terms of expression techniques, which refers to how to make the work more powerful in visual communication and to increase the shocking power of the theme. Tension expression refers to how to produce a greater visual effect in the process of visual communication. This kind of visual effect is seen as visual strength - the tension that produces a sense of expansion in the picture, which seems small, but actually exerts a huge visual effect.

Visual impact performance is one of the language characteristics of packaging design, which can capture people's vision and help the rapid spread of information.

There are many factors that determine the performance of impact. First of all, the purpose of expressing visual impact can be achieved by strengthening the contrast between light and dark of visual elements. Packaging works with strong contrast between light and dark can enhance the sense of weight and composure in the visual psychology, and are easy to be recognized and perceived by people. Secondly, enhancing the rendering of colors will also have the effect of emphasizing vision.

Color has emotional and expressive factors, and subjectively strengthens color contrast. Using this contrast and complementarity, trompe l'oeil and emotional factors to capture people's vision will strengthen the appeal of the image and enhance the impact of packaging. Finally, the concise packaging can also make the picture show the strength and enhance the visual appeal of the packaging works. A printed paper artwork is a work that is designed after extracting the main and general parts from the complicated information, processing and sorting out the main structural features and weakening the secondary parts. Such a concise work can convey quickly, accurately and directly. The packaging information is equally powerful. For example, in the packaging works designed by famous Hong Kong designer Chen Youjian for Zhuyeqing tea, the visual graphics are processed in a flat manner, which is extremely concise and general, and conveys the quality characteristics of tea.

#### **4.2 Profound text symbols**

The application of written symbols has its profound historical and cultural origins. Chinese calligraphy is an unparalleled art form, which can still have strong vitality in the current era. The integration of traditional visual elements and modern packaging design can make packaging works more artistic and recognizable. The simple, vigorous, or elegant artistic beauty of calligraphy can further deepen the graphic elements on the tea packaging into a mood and sentiment, so that people can imagine the tea while following the guidance of this mood with a kind of spiritual pleasure.

Graphic standard fonts have the characteristics of simplicity and modernity. They are formed by combining text and graphics on the basis of in-depth analysis of the elements of font modeling, or by changing the text structure by breaking up, reorganizing, etc. The structure and strokes of these graphic words transformed from standard printing fonts still follow the characteristics and recognizability of the font structure. The structural changes of individual characters should be positioned according to the attributes of commodities and enterprises. For example, the design of brand characters on cosmetic packaging should be based on soft and rhythmic shapes; the design of brand characters on steel commodity packaging should reflect the product characteristics of toughness and texture. The brand word design should consider whether it conforms to the industry and product image, whether it has an innovative style, whether it can be liked by commodity buyers, whether it can express the development of the enterprise and make people feel trustworthy and other factors.

#### **4.3 Embody the humanistic concept in the modeling structure**

Packaging modeling design is the modeling structure of packaging containers. It should start from the perspective of humanization, through the principles of aesthetics, using the changes in shape, color and other factors, to shape the packaging containers with packaging functions and beautiful appearance in the form of human vision.

The packaging structure design is based on the protection, convenience, reusability and other basic functions of the packaging and the actual production, and is designed based on scientific principles to specifically consider the external and internal structure of the packaging. An excellent structural design should take the effective protection of commodities as the primary function, and secondly consider the convenience of use, carrying, display, and shipping, and try to consider functions such as reuse and display of the contents.

When the designer analyzes the packaging design, he should carefully consider the structure

and shape of the product packaging and locate the packaging frame. The frame structure of the packaging is like an enlarged three-dimensional display space design, but the overall layout structure and frame of the display design are viewed from the outside, so it is a three-dimensional space concept and category. The modeling structure of the packaging is not a simple plane superposition, but an integrated modeling structure design, which deduces an aesthetic modeling design concept. The design of the packaging structure should be carried out from two aspects.

On the one hand, the scientific and technical problems are solved from the design purpose; on the other hand, the decorative, protective and convenient problems are solved from the function. Scientificity refers not only to the knowledge of mathematics, mechanics and other related disciplines, but also to the knowledge of communication, marketing, aesthetics, psychology, etc., involving the fields of natural science and social science. Technical means to take into account related issues such as printing and post-processing technology.

From a functional point of view, a packaging work as the appearance of the product, which plays a role in promoting sales and information dissemination, so that people are always attracted by the wonderful packaging design in front of products of the same price and quality. Intention to buy, therefore, packaging is a good “salesman” for quality goods. Protection refers to the most basic function of packaging, which protects goods from damage during storage, transportation, and sales.

Convenience is reflected in the fact that packaging is designed for people and serves people. It should be fully considered that it is easy to carry, handle, display, sell, open, use, recycle and reuse. Such packaging design can stimulate people's buying behavior and promote products sale.

## 5. Conclusion

In short, in order to improve the creativity and timeliness of modern packaging design and make design thinking more active, designers should fully consider the aesthetic characteristics of market consumers and the attributes of packaging products to optimize the process of packaging design. Through the scientific application of visual elements in packaging design, it can play a positive role in optimizing the process of packaging design.

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