

Study on the Visual Elements of Children's Packaging Design

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Abstract: With the development of society, people's life is flourishing, and the improvement of life quality adds many new colors to people's life. Packaging, as a primitive and modern topic, has always been an important subject for people to explore and study. Therefore, this paper mainly studies the visual elements of children's packaging design, and carries out the following analysis to promote the improvement of children's packaging design level.

1. Introduction

Nowadays, there are many kinds of packaging, various forms and rich patterns, but according to the current trend of fashion in the low-flow analysis of the main theme is simple but not simple. Children are a special group, physical and mental development is in a critical period, there are higher requirements and standards for the packaging of supplies, adult packaging cannot meet the needs of children's growth. The choice of children's articles is mainly convenient, hygienic and healthy, so as to ensure children's physical and mental development, which also puts forward higher requirements and standards for children's articles packaging to a certain extent. China has 380 million children and adolescents, and the market of children's products worth about 10 billion RMB has broad prospects and profit margin. Children's products packaging designers should have the courage to innovate research and development, not only to clearly convey product information, but also to have a leading design concept, in order to lead the concept of children's supplies consumption and promote children's physical and mental growth.

2. Analysis of Visual Elements of Packaging Design for Children

2.1. Material Design for Children's Packaging

Nowadays, the packaging materials of children's articles are mainly plastic and paper packaging, and their packaging design has strong color plasticity. With the improvement of people's awareness of safety and environmental protection, the plastic structure is unstable, it is easy to pollute the environment, rising to a certain temperature will release toxic substances to the human body, resulting in the plastic packaging of children's products are not easy to be accepted by the public [1]. Japan has implemented safety and hygiene standards for supplies packaging. In the process of applying paper supplies packaging, we can apply natural materials, such as bamboo tube, rattan and so on, through adding color effect to show the interest of children's supplies, but also can firmly attract the attention of children.

2.2. Colour Design of Children's Packaging

In color design, children's articles packaging is mainly bright red, green, blue, pink and so on, the root cause is that the colorful color can meet the visual psychology of children, at the same time, it has a positive effect on the intellectual development of children. According to the relevant research, children after the age of 3 will consciously explore the world around, unique consciousness gradually develop, will have their own opinions and preferences [2]. Thus, at this stage, regarding the selection of children's supplies, parents will give children more right to speak, let children choose in person, so as to achieve the exercise of children's choice consciousness. Most parents are

more rational in the purchase of children's supplies, will focus on the basis of the packaging of supplies, will also consider the safety of supplies, but also as far as possible to choose their more familiar brand, for children. To this end, for 3-6 years old children supplies to fully consider the two consumer groups, not only let children consciously choose, but also let parents buy peace of mind and rest assured. Children's products are all the most colorful packaging design, new and unique shape. It can be seen that this is the result of manufacturers and packaging designers firmly grasp the consumer psychology of children.

2.3. Packages for Children

Because the child is younger, the mental development is not mature, for some appearance simple, the modelling lovable article child even likes. By observing the packaging of children's articles on the market, we can find that the shape of children's articles packaging is divided into men and women, because some of the classic cartoon characters have already penetrated the impression of children, such as Pig Page, Qiao Hu, Xiao Huang people, little princess Sophie and other patterns of supplies packaging, and the product sales volume is considerable, as shown in figure 1. It can be seen that the words used in children's articles packaging should also be eye-catching and lively. At this stage, the children's articles packaging designers use the children's psychology to combine the patterns with the characters, and then create many new and interesting children's articles to further promote the development of the children's articles market.



Figure 1 Packaging design

3. Functional Features of Visual Design of Children's Packaging

3.1. Fun Design of Children's Packaging

Improve children's practical operation ability should be cultivated from childhood, according to the relevant data research, the practical operation ability of children and adolescents in our country is lower than that of western countries such as Europe and America. Although it is now popular to train and strengthen children's practical skills such as puzzles, intellectual toys and other things, as shown in figure 2, but still cannot meet children's curiosity and exploration desire. For example, when children were children, they learned to use tools that not only improved their practical skills, but also helped to activate and mobilize their imagination and creativity. To this end, most children's packaging should pay more attention in this respect, apply interesting graphics to packaging design, encourage children to open the packaging themselves to obtain supplies; or design many interesting riddles or childlike stories on the packaging box, when children open the packaging, will also reap the surprise, so as to achieve the purpose of strengthening children's practical operation ability.



Figure 2 Innovation

3.2. Innovative Design of Children's Packaging

In the context of the information age, interactive characteristics provide many novel ideas for packaging design, which has long been applied to children's products packaging design in western countries. Therefore, our country should strengthen the reform of children's products packaging design, so as to apply scientific and technological means to packaging design [3]. For example, when children's products are packaged with ingredients, prompts are given after they have expired to avoid secondary sticker sales. Most children's products in our country are mainly made of plastic packaging, the root cause of which is the low price of plastic packaging. In fact, plastic packaging will have a negative impact on the healthy development of children, I believe that in the near future, China's children's products packaging materials will also develop to natural pollution-free direction.

3.3. Safety Design of Children's Packaging

Packaging safety as the primary principle, not only as a consumer, but also packaging product designers, production and construction units, the production of green products to make a responsibility, but also the most basic moral appeal. Although the packaging of children's articles is printed in a variety of patterns, such as childlike cartoon patterns, animal patterns and so on, it is also necessary to choose regular and good quality children's articles to ensure the safety of supplies, which is the future mission of the children's products packaging designers, because of the poor quality of the product patterns, the printed pigments will also produce chemical reactions with the internal supplies, the release of harmful substances, will have a negative impact on the healthy growth of children.

4. Future Trends in Children's Packaging Design

4.1. Diversified Development of Packaging Design for Children

Children's products, whether in outer packaging or in their own form, should evolve towards diversity. For example, the use of special materials, supplies packaging itself can play antibacterial, anti-virus, decomposition of harmful substances in the supplies, but also have innovative functions; but also can appropriately add supplies information display function, if the supplies have expired, will send relevant information tips, but also combined with different supplies to add more functions, so that children's packaging design more novel, with the times.

4.2. Children's Products Packaging Design Handout Green Environmental Packaging

As a typical representative of "the beauty of zen learning" in japanese modern design style, the most important feature is simple but not simple design style, as shown in figure 3. One of the founding fathers of the imprinted product, Tanaka Yiguang, interpreted the idea of imprinted product design as "the meaning of design is to pursue the point of convergence between function and society, and the decorative components can be controlled somewhat on the premise that function proves everything [4]." The concept of non-imprint product design is to put the functional and ecological factors of the product in the first place, on the basis of minimizing pollution or non-pollution, adhere to the principle of simplicity and not simple design, pay attention to the economy

of materials, and show the modern beauty and natural beauty of the product material. I believe that in the near future, green products, green design concept will become the international trend of the direction, but also the world's main direction of packaging and printing development. Packaging design of children's articles is related to the future development and construction of our country, and it is necessary to firmly combine the needs of children's development, while maintaining and protecting the balance of environmental ecology, so as to promote children's healthy growth.



Figure 3 Children's supermarket

4.3. Personalized Design of Children's Products Packaging

Safety is the first key of the personalized design of children's products packaging, its core function is the convenience characteristics of the products packaging, information visibility and readability is also the basic guarantee of the personalized design of children's products packaging. No matter how the future development of children's products packaging, convenience has always been the basic conditions for children's products packaging. Children have a strong curiosity and desire to explore, like to open their new purchases of supplies, if a piece of supplies is very difficult to open or open is not convenient, will also reduce the child's curiosity about the product, but also further reduce the purchase of this product. To this end, to strengthen the personalized design of children's products packaging, but also to ensure the convenience of children's products packaging design, for children to create more products packaging design innovative, functional, will certainly enhance the ability to purchase children's supplies, promote the rapid and stable development of the children's supplies market.

5. Conclusion

To sum up, giving more attention and attention to the development of children is also responsible for the future construction of our country. Therefore, we should realize that the future development trend of children's products packaging is bound to develop in the direction of environmental protection, green, functional and individualized. And as a designer of modern children's articles packaging, we need to insist on safety, comfort, health and environmental protection as the main elements in the future work process, on the basis of carefully designed children's articles packaging, to provide children with a healthier and more stable living environment to promote children to thrive in the future.

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