Exploring the Visual Elements Construction of Brand Packaging Design

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Abstract: with the Continuous Improvement of the Quality of Life, People's Pursuit of Material Has Also Undergone Major Changes, and All Aspects of the Quality of Goods Have Been Improved. in Order to Meet the Needs of Consumers, Merchants Gradually Began to Pay Attention to the Brand Packaging Design of Products. Based on This, This Paper Focuses on the Brand Design Strategy and the Principles to Be Followed, and Constructs the Visual Elements of Brand Packaging Design from the Aspects of Color Elements, Shape and Material Selection Factors, and Text Elements.

1. Introduction

1.1 Literature Review

Ouyang Hui Research believes that the visual communication elements of brand packaging need to strictly follow the design aesthetics, and should also convey the basic information of the products to the brand audience. Therefore, modern brand packaging design needs to consider various factors such as cultural connotation, marketing, consumer psychology, etc., in order to better assist enterprises in brand promotion (Ouyang, 2016). Li Rui and Zhang Jixiao started the system function design theory, conducted in-depth research on product packaging design, and established new design principles for product packaging. In addition, the related concepts of product packaging design were collated and analyzed, and excellent design examples were introduced in the research. The content of product packaging design elements was discussed from two aspects: packaging visual elements and packaging materialization elements (Li and Zhang, 2016). Ma Jun and Wang Anxia started from the characteristics of visual texture as the starting point, and carried out in-depth research on the visual texture elements in the physical aspect of packaging design. Moreover, from the visual impression of texture impression and texture, new breakthroughs and new understandings of product packaging design were explored (Ma and Wang, 2015). Hu Juhai studied the relationship between packaging design and visual language, and discussed the design and application of green packaging from the perspectives of color, graphics and text. The research suggests that designers should start from the visual language of imagery, figuration, and abstraction to enhance the green perception and green experience of products, and then meet the material and psychological needs of consumers (Hu, 2019).

1.2 Purposes of Research

With the continuous advancement of society and the rapid development of technology, commodity brand packaging is no longer just a function of protecting products. The brand packaging of the product is more inclined to reflect the brand image and brand value of the product, not just as a carrier of the product. At present, the efficacy of similar products is basically similar, and there is not much difference. The important reason for consumers to make shopping choices is to some extent the packaging of products. Based on this, this paper conducts an in-depth study on the brand design strategies and principles of the product, and finally constructs the visual elements of the brand packaging design.

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2. Brand Design Strategy Analysis

In the consumer process, the first impression of the product is the quality of the packaging. Product packaging design can reflect the external image of the brand. A good packaging design can give consumers a better visual experience and make it shine. At the same time, a good product packaging will also increase consumer perception of product positioning (Yu and Cai, 2015). For example, the bottle of Nongfu Spring mineral water can be regarded as a work of art. The bottle has not only played the role of packaging, but also reflects the unique brand value of the product to a certain extent. In this respect, the outer packaging has a certain added value, which can enhance consumers' inherent perception of the brand (Liu, 2014). It can be said that the packaging of products is the communication bridge between enterprises and consumers. Therefore, when designing the packaging of products, designers should emphasize the brand image of the company. Moreover, as a visual communication route for corporate brands, packaging should incorporate the concept of branding in design to achieve the unification of packaging and brand.

In the actual product brand packaging design process, the main design strategy has four aspects. The first aspect is the brand role. Designers need to deeply analyze the brand's connotation and strategy when designing brand packaging. For example, designers need to analyze the brand's communication touch points, communication models, core audience goals, brand extension identification and brand core identification, so as to accurately grasp the basic tonality of brand packaging design. The second aspect is the need for industry analysis. In the brand packaging design, designers should put the brand in the market competition, and analyze the key factors such as brand differentiation, positioning, advantages and disadvantages, and strategy. At the same time, on this basis, designers also need to propose entry points and possibilities different from other brand packaging. The third aspect is consumer insight. When formulating the brand packaging design strategy, the designer should deeply observe the daily life of the product audience, and carry out comprehensive investigation and positioning to lay a good foundation for the subsequent successful brand packaging design. The fourth aspect is cultural trends. Brand packaging design needs to fully consider the cultural background of the product audience, because the starting point of good brand packaging design must be the humanistic perspective. In essence, the brand packaging design strategy is to help designers find the communication point between the product target customer and the brand, which is the entry point of the subsequent packaging design.

3. Brand Packaging Design Principles

The main purpose of product packaging is to protect the product. The following design principles should be followed when designing product packaging. The first is the principle of environmentally friendly design. In the current market, most products are packaged in plastic products, regardless of whether the product is in solid or liquid form. At present, human environmental awareness and safety awareness are constantly strengthening. Plastics are very easy to pollute the environment due to structural instability, and toxic substances can be harmful to human health at a certain temperature. Therefore, plastic packaging is increasingly not accepted by consumers. Although plastic packaging meets food safety requirements to a certain extent, in the long run, it does not meet the concept and requirements of green environmental protection. Because no matter what kind of plastic packaging, it will pollute the environment and water resources in the production process. At this stage, some people have proposed to use paper packaging instead of plastic packaging to reduce white pollution. However, not all product packaging can be replaced with paper packaging. On the inside of many paper packages, a plastic film is required. And the increase in paper supplies requires the cutting down of a large number of trees, which can also cause serious damage to the environment. Therefore, environmental protection principles should be followed when designing product packaging. In the choice of packaging materials, you can choose some new materials to avoid environmental pollution. For example, mushrooms, as a new packaging material, are used in wine, computer and other packaging, and are environmentally friendly and low-cost.

The second principle that product packaging needs to follow is the principle of humanity. Humanized design means that in the process of product packaging design, the designer should optimize the product packaging based on the person's way of thinking, the psychological structure of the person and the behavioral habits of the person, on the basis of ensuring the basic performance and function of the package. In turn, it provides consumers with a comfortable and convenient experience. The humanized design principle is the humanistic care added in the packaging design, and it is also an important embodiment of respecting human nature. For example, the packaging design of children's food. Many food packaging on the market today are designed to be jagged, which can easily cause children to be injured during the opening process. There are also some safety hazards in the design of children's food. For example, some lollipop designs can easily cause children to suffocate during swallowing. Therefore, in the design process, the product packaging should follow the humanized design principle, not only the humanized design of the packaging material, but also ensure that the consumer will not be harmed in the process of opening the packaging. For example, some children's food packages can be packaged in small packages suitable for children's doses, and additional information on precautions and products should be noted on the package.

4. Visual Element Construction of Brand Packaging Design

The shape and material selection elements of the brand packaging are constructed. The shape design and material selection of the product packaging will affect the visual experience of the brand packaging design. Because of the different shapes of product packaging, it can deliver different visual and psychological feelings to consumers. Moreover, different packaging materials also have a very important impact on the consumer's visual mechanism and tactile texture. Therefore, the shape and material of the product packaging will have an impact on the value, personality and quality of the product. Designers need to consider different aspects when designing their brand packaging. For the choice of packaging materials, we should make a distinction from the visual aspect, comprehensively consider the cultural attributes and characteristics of the products, and match and analyze the coordination and uniformity of packaging materials and products, so as to achieve more reasonable material selection.

The construction of color elements in brand packaging. In the brand packaging design, visual color elements are the primary factor. Consumers are exposed to a lot of products every day and know a lot of product information. Therefore, brand packaging design needs to have very distinctive recognizable characteristics in order to attract consumers' attention in many commodities. Color is a very important visual element that helps consumers differentiate their product brands. According to the characteristics and functions of the product, the color of the product packaging is reasonably matched. At the same time, combined with the symbols and texts on the packaging, the overall processing, subtle influence on the consumer's memory of the brand. In the construction of color elements of brand packaging design, it is necessary to strictly follow the principles of color function area connection system, effective transmission of color information, and unique use of color. And comprehensively consider the three aspects of strengthening brand image memory, highlighting brand theme image and embodying brand packaging identification function.

The construction of the text elements of the brand packaging. Text is a visual language that conveys the meaning of brand packaging design accurately and concisely. The text can directly convey to the consumer the information of the brand packaging company. In the packaging design, the text can not only accurately convey the information that the designer wants to express, but also can be artistically arranged and deformed to play the visual body function. It can be said that the text can deeply and effectively present and extend the visual image connotation and cultural characteristics of the corporate brand. The text displayed in the brand packaging is generally concentrated in two areas. One is the text that describes the product's function, and the other is the text that shows the brand's advertising image. Both of these texts have different design priorities and design principles and have different information transfer functions. At the same time, these two kinds of texts have in common. First, it is necessary to accurately locate the corporate culture, and

to display the individuality while also showing the cultural connotation of the enterprise. Second, it is necessary to clearly express the main functions and characteristics of the goods.

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