

Interesting Design in Packaging and Decoration Design of Children's Products

Minhua Jiang

School of Fine Arts, Leshan Normal University, Sichuan Province, Leshan City, 614000, China

Keywords: childlike world, interesting, children's products, decoration design

Abstract: With the continuous improvement of China's economic level, people are pursuing high-quality living conditions. Under the background of the new era, children's world is more colorful. There are various products in various children's interesting world, but different products have different economic benefits because of different packaging. Product packaging is very important. The characteristics of product packaging lie in its combination of functionality and visual communication, so that the function of product packaging decoration design can be brought into full play. With the increasing demand of the market, the importance of packaging design for children's products is becoming more and more obvious.

1. Introduction

The current market is fiercely competitive and conforms to the survival of the fittest. Enterprises without their own advantages can easily lag behind or even be eliminated. So how can we make our products surpass those of our peers and be easily accepted by the public? The answer is that this product must be special, stimulating and reflecting the personality charm of consumers. In order to enhance consumers' desire to buy, the best means should be the excellence of the product itself, only in this way can it be accepted by the audience. The packaging and decoration design of children's products is also one of the key development areas of children's products. It makes the packaging of children's products more interesting and makes the combination of visual and functional, so as to attract the eyes of the audience and become a very popular product in the market of children's products, which also reflects the trend of social development. This paper is mainly based on the interesting, on the basis of the study of children's product packaging and decoration design, through the inquiry of children's inner world and cognitive level, to illustrate how the interesting of children's product packaging and decoration design is reflected in products, and further explore various children's interesting world.

2. Basic Principles for the Packaging of Children's Products

2.1. Safety of products

Security is everyone's concern, especially in this society where security problems occur frequently. The safety of children's product packaging mainly refers to two aspects, material safety and packaging appearance safety. Packaging design is the first choice of material safety. With the continuous progress of science and technology, there are countless commodities produced by various materials. Whether the use of composite materials in packaging will cause harm to human health is a matter of concern to parents. Children in childhood are not mentally sound. They are at the initial stage of growth and development. The use of packaging of any toxic materials will have a negative impact on children's healthy growth. In fact, the appearance of packaging is unsafe. Children can only learn some knowledge through vision at this stage. Just like parrot learning tongue, the packaging appearance of children's products is extremely important. The packaging of children's products can only be positive, healthy and full of positive energy. It can be a combination of various colors, words and pictures, but it can not contain the inner world that defiles children's purity, such as violence and filling. It is not safe for children to grow up healthily when they are full of pornography and lose morality. Therefore, a good packaging of children's products must take safety into account from material selection to decoration design.

2.2. Practicality of products

The packaging and decoration design of children's products should also be of educational significance, not just simple design. In attracting children's attention, designers can use a variety of means, can involve in the packaging of some games conducive to the development of intelligence, so as to develop children's intelligence and promote brain development; in addition, they can also design some graphics on the packaging, such as promoting the traditional virtues of the Chinese nation, reflecting the positive and healthy spiritual outlook, so as to make these beautiful products. Quality infiltrates into the inner world of children and helps them to establish a correct outlook on life from an early age. Such practicality is advocated by society and supported by every parent. The packaging of children's products can also help children expand their knowledge, such as drawing some interesting animal illustrations, which can attract their attention, identify animals and colors, and stimulate children's associative ability.

2.3. Interestingness of Products

The packaging of any product can stand out in the market because of its own charm. Interestingness is one of the methods of packaging design for children's products. Being unpopular with children and attracting children's attention has become an important factor that designers need to consider when designing. The function of interest is to conform to the inner world of a child. The packaging design and decoration of some products often introduce some characters in animated cartoons or appear in simple cartoon images, so that they can understand and feel that such a design is interesting, so that interesting design is more acceptable to most parents.

3. Realizable Ways to Interest in Packaging Design of Children's Products

The sense of humor in packaging design can also be understood to some extent. The sense of humor in packaging design of children's products is different from that in adult design. Children are still in a special stage, which is mentally unsound and full of curiosity and exploration of all new things around them. This stage should embody the interest of intuitive expression, so that children can really feel it.

3.1 Interesting Use of Graphics

Children's growth is inseparable from cartoons and storybooks, there will be many classic characters in watching. Cartoon images can be integrated into the packaging and decoration design of children's products. These exaggerated and Abstract images can attract children's attention. At the same time, when designing, designers can add storytelling patterns to the packaging of products so that children can find fun in them. One of the most successful examples is the packaging of Disney series products. The packaging of Disney series products is mostly based on the cartoon characters in Disney. It is not only liked by children, but also purchased by many adults. This is the charm of product packaging and decoration design. Lovely packaging or some interesting characters printed on the packaging will attract children's eyes and create a sense of being in the fairy tale kingdom or Disney for them. Of course, the use of graphics should also be concise and clear, because their cognitive ability is insufficient, so the use of too cumbersome graphics will only confuse children, thus far away, such a design will also make the market smaller.

3.2 Interesting Use of Colors

The use of various colors makes the packaging of products not monotonous and rigid. Children are at a specific stage of development. Some colors have special attraction for children, especially bright colors, such as red, green, yellow and other bright and bright colors. Designers in the packaging design of children's products will use a large number of bright colors, the color chosen will also be in line with children's visual psychology. The combination of these colorful and vivid colors, together with the integration of other elements, makes the features of the products outstanding. The author has done an experiment to select a group of DIY Beaded toys for five-year-old children. One is a colorful system with high color purity and medium brightness, and the other

is a Makaron color system with low purity. The children are holding colorful games, while the Makaron players are placed beside them. This phenomenon conveys that children prefer bright colors in toy color selection. Reasonable use of color in packaging design, purity, brightness, color contrast and harmony, matching out the color will look good and interesting. In the packaging design of children's daily necessities, pink tone is the main color choice, pink, pink blue, pink green and light yellow. These colors convey warm, lovely, safe, soft visual feeling to consumers, and are also the quality attributes that products want to convey. When designing and conceiving children's packaging design, designers can change their position to children's perspective, to analyze children's color emotions, and choose the color that accords with age and product attributes. Such prominent expression can add interest to the design. Children's vision is the most intuitive, through color can stimulate their enthusiasm.

3.3 Interesting Use of Morphological Bionic Design

Morphological bionics is a new design method after the development of modern science and technology. This form of design can make commodities have a new sense of form, give the original inanimate products with personality attributes, but also have a certain emotional color, which can stimulate the purchaser's desire to buy. Children are full of curiosity about all new things. Designers can seize such psychological characteristics to create. The idea of shape bionics is to promote children's cognition and imagination and make packaging familiar to children. Morphological bionics can imitate and distort the shape, size and color of organisms, design and explore according to the characteristics of products, find what children desire in their hearts, and thus improve their experience.

3.4 Interesting Use of Text

Product packaging design is based on words, words play the role of visual communication and explanation. Text can make it clearer for buyers to know the use of the goods they buy. The packaging design of children's products can not be separated from the text. So the text can be a series of design, brand name design, Title design, use instructions design. Designers can diversify the packaging text, such as graphical processing of text, rounded childlike fonts and so on. On the one hand, they can improve children's curiosity. On the other hand, parents feel that such product text design has personality and educational significance, and will also agree to children's purchase and use.

In a word, the packaging and decoration design of children's products is not the use of a means, but the combination of a variety of methods. Only by using a variety of design techniques can the products be full of vitality and cater to children's psychological needs. For any children's product decoration design, designers should innovate to make it meet the curiosity of children at a certain stage. Designers need a combination of various methods to create more competitive product packaging.

4. The Function and Significance of Interest in the Packaging of Children's Products

4.1. Aesthetic Function

Children's visual perception of product packaging is generated through their own cognition, feelings and inner feelings. Interesting packaging of children's products occupies a certain advantage in its appearance. Most children use their weak cognitive to see the products, so the interesting is particularly important at this time. In their world, they think that interesting products are beautiful and meet their aesthetic requirements. Such psychological phenomena do not just stay on children, but also have such aesthetic feelings for parents. They will feel that interesting things, whether their elements or colors are beautiful, are in line with the requirements of beauty.

4.2. Cultural Functions

Cultural education is carried out in a variety of ways. History and culture are extensive and profound and difficult to understand. If the packaging and decoration design of children's products

is interesting, it will have a certain role in promoting the spread of history and culture. After a series of designs on the appearance of interesting works, they can play a very good educational function, which can be regarded as a way of education to penetrate into children's inner world, and then improve children's perception ability, so that they can clearly know what can be done and what can not be done, and have a good idea from an early age. The influence of this culture is latent. Impersonalization works in invisibility. Interesting design through pictures, words and other ways in children's product packaging and decoration plays an important role, which is also an effective way to spread culture and transmit positive energy.

4.3 Economic Function

The market is a place where the economy takes place. If any product wants to make a profit, it must have a market. Children's market is now a hot spot, and most parents want to provide their children with good education and childhood. Therefore, in the design of packaging and decoration of children's products, if the packaging is interesting, it is easy to arouse children's curiosity. Children are not the main purchaser, but their performance can play a very important decisive role. If they attract children's attention, parents become the main purchaser. So the economic functions of interesting design products are obvious to all.

With the continuous improvement of economic level and the increase of national income, children become the core of a family, and parents' economic investment in children is also increasing. This is also an opportunity and challenge for the packaging and decoration designers of children's products. Interesting design is in line with children's inner curiosity and thirst for knowledge, which is conducive to the development of the brain, stimulate children's innovative thinking, and help them produce correct ideological awareness. Such design is also very beneficial for children's growth. Parents are willing to buy products that are safe, interesting and beautiful at the same time.

5. Conclusion

Through the analysis of the elements that a good product should possess, the parents' psychology and the growth and development of children at this stage, this paper illustrates that the packaging of a good design work should be interesting in a world of various children's interests. Pictures, text, color and shape bionic design can be used in interesting product packaging and decoration design. The combination of various techniques can not only innovate in product packaging design, but also meet the psychological needs of children. But this kind of interestingness should pay attention to find a suitable balance point, not to use too much force, nor to lack of liveliness and vividness, which is a test for designers. The audience's feeling is an important index to measure the quality of product packaging. I believe that the interesting development prospects of packaging and decoration design for children's products will be bright and will produce good economic benefits.

References

- [1] Liu Xiaohao, Zhang Xiaoping. Research on Emotional Design of Children's Food Packaging Based on User Experience [J]. Art and Technology, 2016.
- [2] Wang Zhenyu. Child Psychology [M]. Nanjing: Jiangsu Education Press.
- [3] Huguo, Yuan Enpei. Performance Skills of Children's Toy Packaging Design [J]. Packaging Engineering, 2007, 3.
- [4] Dai Xuehong. Materialization to Humanization - Humanization Design of Children's Commodity Packaging. Jiangsu University Press. 2014.12