

The New Concept of Visual Communication in Brand Packaging Design in Contemporary Internet Context

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Abstract: In the Internet era, science and information technology have developed rapidly, and ways of information dissemination have been developed. Digital media have been greatly promoted and popularized. Digital technology has also penetrated into all aspects of people's life and work. This has changed people's traditional visual psychology and reading methods to a great extent, and the old design concepts can no longer match the new media methods. Therefore, only when designers understand the new features, new changes and future possibilities of visual communication in brand packaging design and maintain sensitivity at all times can they have more acute creativity.

1. Introduction

The arrival of the Internet era has an epoch-making significance for the country, society and individuals, and it also leads people into a new field and broadens their horizons. Nowadays, the development of visual communication and digitalization are inseparable. The renewal of visual communication basically depends on digitalization. Visual communication design is also an important part of current design. Its development determines the quality of works. In the Internet era, people's demand for visual perception has been further improved. Traditional design concepts cannot meet the visual needs of contemporary people for brand packaging design. Therefore, in the Internet era, brand packaging design should strive to improve and enhance the visual communication effect on the basis of grasping the characteristics of the times. This will greatly help to shape the brand. Therefore, it is of great practical significance to deeply analyze the new concepts in brand packaging design from the perspective of visual communication in the contemporary Internet context.

2. Relevant overview

In recent years, with the rapid development of Internet technology, the transmission speed of digital information has been greatly improved. Both from the outside and from the inside have had a profound impact on traditional vision. Packaging is the core of brand assets and the focus of brand reflection. The integration and integration of digitalization and visual communication design has promoted the continuous development of visual communication design field. It has also made brand package designer get rid of the traditional old design method, opened up a new way of obtaining resources, and the design is no longer limited to a small framework. The packaging of some famous brands is designed by brand positioning. Because they already have a loud reputation and a large number of loyal customers, their brand names and logos have become the core assets of the brand, with a high degree of recognition. In the 21st century, the design of visual communication has gradually been replaced by the dynamic and three-dimensional features of today, which have greatly changed people's visual psychology and reading style. How to keep pace with the times in brand positioning of packaging design, it is urgent to innovate brand packaging concept.

3. Positioning of Brand Packaging Design in Contemporary Internet Context

The positioning of brand packaging design is to convey a trustworthy brand image to consumers by highlighting the brand's name, logo and standard color on the packaging, thus promoting

commodity sales and further consolidating and expanding the customer base. Brand packaging design positioning is the deepening and perfection of the packaging design, and it defines the specific direction for the following scheme design. The positioning of brand packaging design in the contemporary internet context can be considered from three dimensions: brand positioning, product positioning and consumer positioning, i.e. who I am, what I sell and whom I sell (Fig.1). The three dimensions interact and influence each other. Unique product positioning can not only highlight the quality and individuality of brands and commodities, but also emphasize specific consumer audiences, or highlight the colors and decorative patterns of product packaging, etc. In the context of the contemporary Internet, based on big data analysis, during the design process of brand packaging, designers and consumers have a closer communication. Instant feedback of user messages and even direct participation in the design process (personalized customization) have injected more fresh blood into brand packaging design.



Fig.1: Positioning of Brand Packaging Design

4. Visual Elements of Brand Packaging Design in Contemporary Internet Context

Design is the wisdom revealed. Although the development of the Internet has brought great changes and developments to visual communication design, the core of visual communication in brand packaging design has not changed. The combination of visual elements of brand packaging design and product content is the only lasting combination. The biggest change of the Internet to brand packaging design is that it enriches the means and ways for designers to express themselves, thus generating many new ideas and methods. The new concept of visual communication in brand packaging design in the contemporary internet context has the following five specific forms of expression (Fig.2).

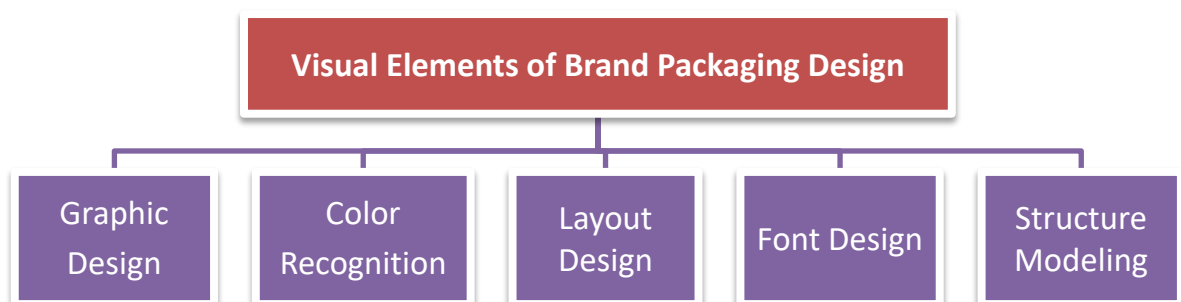


Fig.2: Visual Elements of Brand Packaging Design

4.1 New Concept of Brand Packaging Graphic Design

Graphics have always played an important role in brand packaging design. In the contemporary Internet context, due to the development of technology, the Internet has penetrated into all aspects of life and the interaction time between merchants and Internet users has been greatly shortened. This changed the inherent rhythm and speed of graphic design and created many new design forms and styles. From "Arts and Crafts movement" representing maximalism to "Less is more" by Ludwig Mies Van der Rohe, it is the leading role of industrial mass production in art. The design should also conform to the approval of the market and the needs of capitalist industrialization. In the contemporary Internet context, the pace of commodity renewal is greatly accelerated. In order to adapt to the changing rhythm of the Internet, graphic design minimalism has been widely used. Different from some western designers: for example, the main vision of a package, western designers tend to use geometric figures for design, while Chinese designers use vector illustration extensively. With the insertion of the wings of "Internet" in visual communication, there are more ways and unknown possibilities for both the creation and presentation of graphics. Graphic design has changed from traditional two-dimensional graphic representation to three-dimensional graphic representation. As designers, we should boldly try, boldly break through and innovate, break through media restrictions, create more possibilities, and give full play to the vivid visual effect of graphics. Scientific and rational design and use of graphics, clever combination of copywriting and design, is conducive to enhancing the interest of brand packaging design. In this way, while highlighting the brand image, it also conveys the product advantages that the merchant's brand products want to express, and intuitively and concisely presents them to consumers. For example, the package of Xiang Duo Duo jasmine tea (Fig. 3) is well illustrated by illustrations Brand Story of Lin's family, who has been making tea for a century.



Fig.3: Xiang Duo Duo jasmine tea, Designed by Tiger Pan

4.2 New Concept of Brand Packaging Color Recognition

In visual understanding, the brain first receives shapes, then colors, and then reads content. Different colors can not only transmit different information, but also represent different personalities. Choosing colors for a brand identification requires a core grasp of color theory, and a clear understanding of how brands should be interpreted to make them unique. Colors can help brands easily build user awareness. If red symbolizes blood gas and youth, Coca-Cola and McDonald's have adopted red as their color recognition system. Color is used to stimulate emotion and express personality. From the perspective of consumers, color can also play a role in understanding and decision-making. For example, pink is a romantic color that symbolizes women and young girls. Color can stimulate brand association and accelerate differentiation. In the Internet era of multi-media integration, color is one of the important means to grasp the consistency and significance of brands on different media. In the fast-developing Internet era, a bold breakthrough in color is a good way for old brands to tell new stories. The impact of color can quickly ignite hot spots in this information age. For example, Wanglaoji Black Herbal Tea (Fig.4) is a "heavy taste" (concentrated) product customized for young consumers. It changed the impression of red pot herbal tea in the past, strengthened visual power through colorful black, and created a herbal tea specially for young people. Therefore, attention should be paid to the application of color in brand packaging design, based on the characteristics of the product itself, combined with the consumer's psychology to scientifically and reasonably match the color of brand packaging.



Figure 4: Wanglaoji Black Herbal Tea, Designed by Tiger Pan

4.3 New Concept of Brand Packaging Layout Design

Layout is an important part of effective identification items and is also indispensable in brand packaging design. Layout design is non-linear and free in the Internet context. However, Layout design in the context of the Internet cannot completely abandon the traditional formal beauty rules, but should innovate on them. Brand packaging cannot achieve a unified and deep-rooted corporate image without unique features and inherent recognizable formats. Layout style must be able to support positioning strategy and information hierarchy. The format of brand packaging must be sustainable, not a fad. Design induces reading. A package with excellent Layout design can stimulate readers' interest in reading by visual stimulation. A beautiful Layout is a good way to retain customers' sight. In the Internet age, we receive a lot of information every day, so Layout design is especially important. When designing the Layout of packaging, we can optimize the format by enlarging pictures, modularity, formalization, specialization and blank space. For example, Nextnest EdibleBird's Nest (Fig. 5) uses the braille design (blank part) of the traditional Chinese zodiac sign culture pattern to well set off the brand LOGO.



Fig.5: Nextnest EdibleBird's Nest, Designed by Tiger Pan

4.4 New Concept of Brand Packaging Font design

Text has the function of information transmission, and can display product information to consumers. In the Internet era, the development of digital technology has also provided more convenience for font innovation. The system merges font families together, usually one or two font families. Brand packaging design is to strengthen the unity of vision. When selecting fonts, the same layout will generally not exceed three types of fonts. In brand packaging design, the relationship between the main explanatory text and the auxiliary explanatory text should be well coordinated. In the selection of fonts, the product attributes of the brand are mainly considered, and fonts that are consistent with the brand temperament are generally selected. The Fenglaiye Pu'er packaging (Fig. 6) is a good example. Master Feng was a famous squire in Yunnan during the Republic of China. He introduced large-leaf tea plants from Pu 'er into the scenic Gaoligong Mountain Reserve, creating today's ancient Pu 'er tree tea. In order to fully embody this Brand Story, the designer absorbed the design style of the Republic of China. The newspaper format is used to give full play to the narrative function of the text.



Fig. 6 Fenglaiye Pu'er, designed by Tiger Pan

4.5 New Concept of Brand Packaging Structure Modeling

In the Internet age, consumers are pursuing the modeling characteristics of brand packaging design on shelves. Good external packaging can well attract the attention of consumers and make them stand out among various brands, thus improving consumers' purchase of Desire. For example, Chu Cheng gift box package designed by Tiger Pan (Fig.7) is a typical structural design. The structural ups and downs not only imply the ups and downs of Chu Shijian's spirit and life, but also have the simple function of presenting and protecting fruits. The innovation of packaging structure modeling is especially important for packaging design. Redesign of packaging structure and function and development and application of new packaging materials are the development trends of packaging design in the Internet context. In the design, the industrial design should be combined, taking into account the packaging material (hand feeling and weight), interactive quality (how to open or move), hearing and smell factors (how to hear and smell), etc. (Fig. 8). Through enhancing the interest of packaging design and taking the road of green packaging, it is distinguished from many brand packaging. The packaging design concept of exclusive customized service and humanistic care can also attract the attention of consumers and make it stand out among many products in today's Internet context.



Fig.7: Chu Cheng, Designed by Tiger Pan

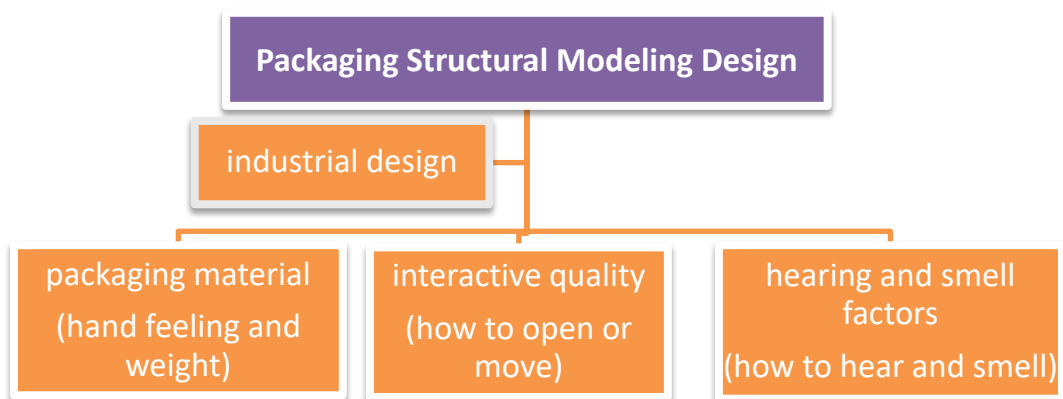


Fig.8: Combination of Packaging Structure Design and Industrial Design

5. Conclusion

In the contemporary Internet context, brand packaging design has more new design elements and technical support, which urges packaging design to continuously update technology and realize rapid development. In this paper, brand packaging design in the context of the contemporary Internet is taken as the research object. Through the analysis and research of brand positioning of packaging design, the new concept of visual communication in brand packaging is analyzed from five aspects: graphic design, color identification, layout design, font design and structural modeling. The idea of brand packaging design in the Internet context is put forward. It is hoped that this paper will have some reference significance for promoting the change and progress of brand packaging design concept in the Internet context.

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