

# Packaging Design Research and Analysis Based on Graphic Visual

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**Abstract.** Packaging is the brand concept, product features, a comprehensive reflection of consumer psychology, it has a direct impact on consumer purchases, consumer products and packaging is to establish a powerful means of affinity. Visual communication in the study of visual processes in people's visual perception of design information flow process, it is built on people's mental and physical habits based on the cognitive model. Pursuit of product packaging design features and the pursuit of increasingly perfect visual experience of beauty has become a prime target for modern packaging design. In this paper, in the full study design and analysis of domestic and international packaging industry, based on the visual design from graphic design to carry out research on the packaging. Finally, China's traditional festival Mid-Autumn Festival with the elemental analysis moon cake packaging design, packaging design focuses on analysis of moon cake in the text, graphics, color and layout design.

**Keywords:** graduate education reform, countermeasures, research-oriented mechanisms.

## 1. Introduction

With the social and economic development, packaging design in the form of culture, increasing demand, lack of culture and loss of markets and opportunities have been quite an example. This is because the people of their own cultural background which has a deep sense of identity. Different countries, different nationalities have different cultural characteristics. A nation's cultural personality of the entire nation to form a solid style of art and design foundation. Nation is the world, China is a country with profound cultural connotations. Chinese people but also a respect for tradition, history and culture to be proud of their nation, rich in traditional Chinese graphics and text has a special form of the East, but also attracted to people who love Chinese culture. Product packaging design trends, in addition to the packaging requirements for products useful in addition to requirements to comply with its modern aesthetic trends, the pursuit of beautiful mood. Pursuit of product packaging design features and the pursuit of increasingly perfect visual experience of beauty has become a prime target for modern packaging design[1-3]. In this paper, in the full study design and analysis of domestic and international packaging industry, based on the visual design from graphic design to carry out research on the packaging, and finally to China's traditional festival Mid-Autumn Festival moon cake packaging design element analysis.

## 2. Analysis of Packaging Design Industry at Home and Abroad

Packaging is the brand concept, product features, a comprehensive reflection of consumer psychology, it has a direct impact on consumer purchases, consumer products and packaging is to establish a powerful means of affinity. Economic globalization, packaging and products have been integrated. Packaging as to achieve the value and use value of goods means, in the production, distribution, sale and consumption areas, play an extremely important role in the business community, the design had important issue of concern. Function of packaging is to protect the goods, to convey product information, easy to use, easy to transport,

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to promote sales, increase value-added products. Packaging as a comprehensive discipline, with a combination of goods and artistic duality.

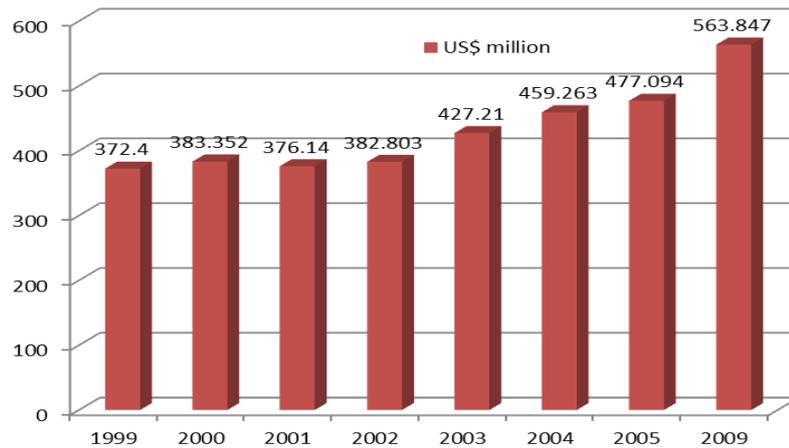


Fig. 1: The global packaging market, 1999-2009

Table.1: Respondents' views on major drivers to growth in their respective national packaging industries over the next five years

%	Critical	Very important	Fairly important	Relevant but not important	Not at all important	Rating*
Older population	0.0	45.5	9.1	45.5	0.0	2.00
Smaller households	0.0	54.5	27.3	18.2	0.0	2.36
Convenience	27.3	54.5	18.2	0.0	0.0	3.09
Health awareness	27.3	63.6	9.1	0.0	0.0	3.18
'On-the-go' lifestyles	18.2	54.5	0.0	27.3	0.0	2.64
Brand enhancement/differentiation	27.3	36.4	36.4	0.0	0.0	2.91
New material development	18.2	45.5	36.4	0.0	0.0	2.82
Smaller pack sizes	0.0	54.5	27.3	18.2	0.0	2.36
Recycling	18.2	27.3	18.2	27.3	9.1	2.18

Note: \*averaged response whereby 4=critical; 3=very important; 2=fairly important; 1=relevant but not important; 0=not at all important

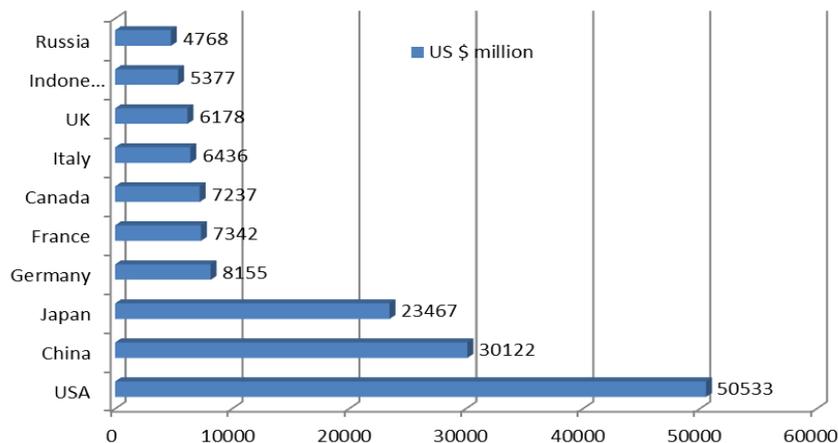


Fig. 2: 10 Top ten paper and board packaging markets, 2009

Table 2: Forecast packaging consumption by end-use market, 2003-09 (\$ million)

\$ million	2003	2004	%		2009	CAGR (%)
			change 2003-04	change 2004-05		
Food	167,960	181,722	8.2	4.5	227,938	4.6
Beverage	61,310	65,469	6.8	3.0	79,613	4.0
Healthcare	16,417	18,143	10.5	7.2	25,588	7.1
Cosmetics	12,386	13,599	9.8	6.7	18,515	6.4
Other consumer	69,420	75,334	8.5	4.9	94,547	4.6
Industrial/ bulk packaging	99,717	104,995	5.3	1.7	117,645	2.3
Total	427,210	459,263	7.5	3.9	563,847	4.2

Note: constant prices from 2005 onwards; totals may not add up due to rounding

Within consumer packaging, food packaging represents the single largest element, valued at \$168 billion in 2003. Demand for food packaging has been growing throughout the world, with few markets reaching saturation points as opportunities still exist for packaging in areas such as fresh produce and ready meals, and strong growth being registered in emerging markets for food packaging. Food packaging sales are forecast to grow at an annual rate of around 4.6% from 2004 onwards, as compared with just 4% for beverage packaging. This is understandable, given that any prepared beverage requires packaging and penetration is already global, but opportunities still exist for suppliers in the context of rising beer and mineral water consumption in many countries.

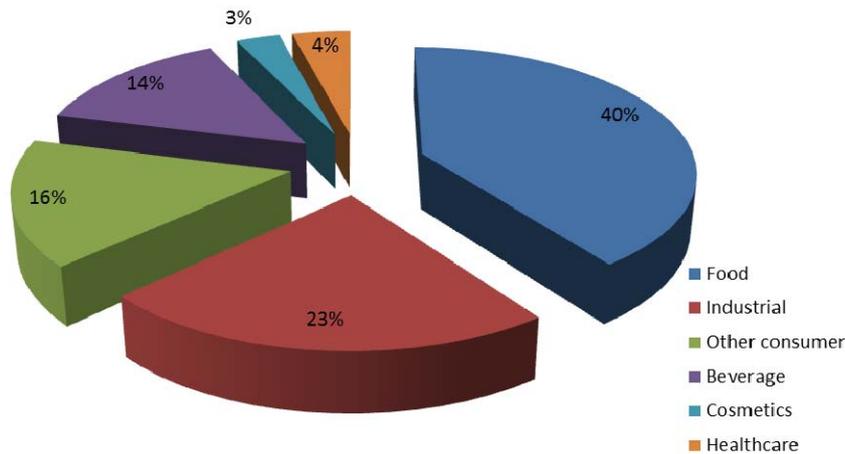


Fig. 3: Forecast packaging consumption by end-use market, 2003-09

### 3. Graphic Visual and Packaging Design



Fig. 4: Successful packaging design elements

Selection of appropriate packaging design, packaging materials referring to the use of clever technology means a container for the packaging of goods for the structure of aesthetic form and packaging design. Form factor is the packaging shows the surface appearance, including the size of display surface, size and shape. Daily life patterns we see there are three kinds, namely, natural form, shape and occasional man-made form. However, we form the product composition in the study, the species must be found for any form of nature, that is common to the regularity of things out, called the abstract form. Form constitute elements that shape, or form factor This is a certain way, consisting of a variety of ever-changing laws of the form. Form by point, line, surface, body composition of these types of elements[4-5].

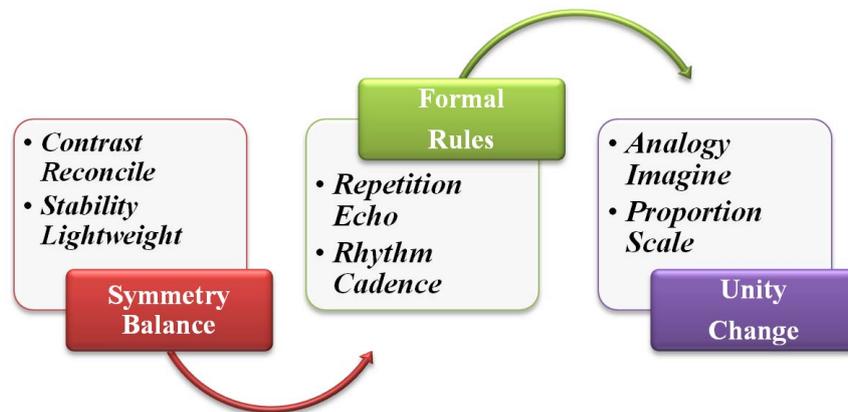


Fig. 5: Shape factor of the laws of formal beauty packaging

Visual communication in the study of visual processes in people's visual perception of design information flow process, it is built on people's mental and physical habits based on the cognitive model. In the information dissemination process, the audience can not simultaneously accept the outside of all information. The physical structure but by the eye, visual perception of the psychological factors, the external environment such as the impact of interference to the flow according to certain order of gradual, selective perception of external information. This flow sequence is a pattern, and can be achieved through graphics, symbols, colors and other visual elements to boot. Therefore, the study is a visual process designer to understand the communication process, take an effective means of communication effects.

#### 4. Mid-Autumn Moon Cake Packaging Design

Mid-Autumn Festival is a long history of China's traditional festival, moon cake moon cake packaging, and no doubt is the best embodiment of this festival the most perfect form. However, in order to reflect the characteristics of the traditional culture is not so simple, of course, is not so unattainable.

Moon cake packaging as a commodity and consumer information link between its cultural requirements become more prominent. Good moon cake packaging can not only improve the share of sales, but also can enhance the brand image, so that China's traditional cultural festival to be spread more widely, the following from a visual point of view, combined with the moon cake character and design elements should be designed to explore the moon cake packaging attention[7,8].

##### 4.1. The text of moon cake packaging design

In packaging design, the text is to convey product information essential part of good design can not only convey the text attributes of goods, more for its unique visual effects to attract consumer attention. Chinese calligraphy has a long history of writing, temper, and after years of accumulation, with a very high artistic level. As the seal character, official script, regular script, cursive, running on the performance of the moon cake products are all the properties is very appropriate. Calligraphy fonts to moon cake packaging design can be used not just to move over, must be repeated scrutiny and processing design. Even the ancient books to use to work at home, but also with creative packaging to express agreement, a different personality to convey the meaning of calligraphy is also different. In general, the official script, regular script, running script with the print of close easily identified Oracle source with Seal dry figure, a painting of charm. Calligraphy fonts

in different sects have different styles, its crisp, taut vigorous, clear proud scenery, chic and elegant and funky fresh styles for packaging design offers more choices.

#### 4.2. Graphic design of moon cake packaging design

A successful packaging design is inseparable from the graphics just right, the designer with the design elements of the combination of visual graphics, the graphics can express the meaning of consumer goods required to determine the ideal value of graphic "word meaning" form. In other words, relying on graphics to express the hidden meaning of the word appeal means, in order to facilitate the consumer's mental association, affects people's feelings and arouse the desire to buy. Moon cake has always been a deep bond with the reunion and happy, in that lively festive atmosphere, always retained the memory of the best Mid-Autumn Festival. Therefore, the traditional moon cake packaging design on the "miss" and "blessing" is the theme of everlasting calendar Mid-Autumn Festival, to create a "auspicious reunion" atmosphere, of course, other non-Chinese folk art and folk art forms perfectly. Cloisonne, ceramics, embroidery, batik, paper cutting, shadow play, prints, paintings, Chinese painting, decorative painting coincided material culture is seeking to convey the mood of the Mid-Autumn.



Fig. 6 Moon cake packaging design of the graphics

#### 4.3. Color design moon cake packaging design

In addition, to make moon cake packaging richer cultural atmosphere, but also without color rendering. Color in the visual arts is often a head start in the power, it is the beauty of the most popular form, can easily lead to people's emotional reactions and changes. Therefore, the grasp of color in packaging design, which captures the consumer's emotions. People of color with subjective feelings and objective feelings, different colors for different consumers often lead to different associations

### 5. Summary

Packaging is the brand concept, product features, a comprehensive reflection of consumer psychology, it has a direct impact on consumer purchases, consumer products and packaging is to establish a powerful means of affinity. Packaging materials and packaging design includes sales, transportation, packaging design, packaging, process design, packaging design all packaging needs and strive to achieve a natural function and social function as the perfect combination of optimization, is an overall design concept. Graphic design visual communication design, packaging only an important and indispensable component; impossible to complete with the graphic design concept overall function of packaging design. Visual communication in the study of visual processes in people's visual perception of design information flow process, it is built on people's mental and physical habits based on the cognitive model. Pursuit of product packaging design features and the pursuit of increasingly perfect visual experience of beauty has become a prime target for modern packaging design. In this paper, in the full study design and analysis of domestic and international packaging industry, based on the visual design from graphic design to carry out research on the packaging, and finally to China's traditional festival Mid-Autumn Festival moon cake packaging design element analysis, the focus of the moon cake packaging design text, graphics, color and layout design.

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