

How to proceed the innovation of humanized packaging structure design

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Abstract

With the rapid development of society, the progress of science and technology and the increasing improvement of people's living standards, people's aesthetic level and psychological needs are also constantly improving. Only stand in the perspective of consumers, give full consideration to the packing structure design in contact with the people, whether can reduce the structure bring trouble and damage to the person, whether to reflect "people-oriented", especially the details design should take into account the packaging structure of the innovation factors such as environmental protection, moderation, interaction, so as to go deep into the people's lives, and to get emotional recognition of different consumer groups, truly achieve the harmony of people and things.

Keywords

Packaging Structure; Put People First; Innovation.

1. Structural innovation from the perspective of environmental protection

1.1. Functional extension design of the structure

Humanized packaging structure design should not only meet the material and spiritual, physical and psychological needs of consumers, but also consider its environmental protection and sustainability. How to make the packaging structure of commodities still give play to waste heat or continue to have use value after reaching the hands of consumers? For the traditional packaging structure design, consumers will discard the goods after taking them out. However, if the packaging structure can be used for other purposes, it can be reused twice and many times, so as to avoid the random discarding of the packaging. Structure of the reuse of waste reduction is the most effective, humanized packaging structural design is finally realize basic requirements and the inevitable trend of green packaging design has some lamp packaging structural design on the market, it can not only protect and show the light bulb, while the packaging structure and chimney, became a part of the goods, not the kind of one-off consumption, disposable from real do the humanized design innovation. Japanese packaging designer Akihito designed the expansion and contraction type packaging structure design, the structure into both beautiful and practical design, and make consumers have the desire to use other, full of humanization and affinity, shorten the distance between consumers and structure.

1.2. Proper design of structure

Everything has its degree. Carlmalmste, the father of modern Swedish furniture, once said: moderation is always, extremes fail. In the 1980s, minimalism emerged in Europe as a design school that pursued extreme simplicity and was deeply loved by a new generation of consumers. In recent years, excessive packaging has posed a serious threat to the economy and the environment, which has attracted global attention. China's solution to the problem of excessive packaging has also entered the stage of legislative implementation. Therefore, the packaging

structure design should not only pay attention to the function, but also meet the principle of moderate and simple packaging. From the perspective of rational utilization of resources, on the premise of not affecting its basic functions, the structure should be reduced as far as possible, the packaging volume should be reduced, the container wall thickness should be reduced, the structure should be simplified, the structure design of cardboard should be adopted as far as possible under the premise of unchanged functions, so as to reduce consumption, reduce pollution and waste in consumption. The volume ratio of the outer space of the goods in the package should not be too large, so as to simplify the dispensable structure and reduce the unnecessary waste of materials. For example, the structural design of popcorn packaging is considered friendly by consumers. Its small size, simple structure and unique feature make it easy to compress and spread out, and the production cost is relatively low. This type of design aims to improve the portability of single-use goods and provide consumers with more convenient choices on the road. In addition, Kleenex's "Share the Summer" tissue boxes, submitted by Kimberly-Clark of the United States, and SonyEricsson's mobile phone boxes, designed by Sweden, won the 2009 Pentawards diamond award and the Silver Pentaward (the first global competition focusing on various packaging designs). The structural design of these two packages does not seek for grandiose visual effects, nor does it pursue luxury packaging in order to satisfy vanity. Its success lies in its "simplicity but not simplicity", which effectively and conveniently conveys the characteristics of goods, and reflects the design principle of "moderation" of packaging structure.

2. Structural innovation from the perspective of positive interaction

"Interaction" refers to the interaction between things with feedback. From the point of view of positive interaction between packaging structure and consumers, the innovation of interesting and personalized design of packaging structure should be carried out. Rich interesting and positive interaction in order to make the packing structure, packaging designers in structure design activities, packaging brings out the reasonable structure, perfect functions, and joined the clever temperament structure, make the structure form become more abundant, so as to enhance the interaction between structure and emotional communication, motivate buyers and user's interest and the curious feeling, make people feel originally drab become rich taste and humanized use process, its emergence and development in accordance with people's perceptual consumption concept. Designer Araki Sheen gives a beautiful interpretation of the packaging structure of tea, starting with the beautiful flower shape of lotus flowers, with strings on the edges, which emphasizes the pleasure and fun experience of opening the tea. A foreign wine packaging is designed into the structure of clothing, consumers open the zipper to reveal the bottle mouth just like the neck of a beauty, the overall structure is like the human body, structure and consumer psychology consistent, improve the grade of goods. Another example is the packaging structure of a foreign brand of beer and beverage, which is the imitation of the shape of medicine packaging and light bulb respectively, only changing the size and application object, breaking the inherent structure design thinking mode, and injecting personalized design into the packaging structure design, so that consumers will be surprised in casual. Of course, these breakthroughs are not unreasonably subverting the traditional structure form of packaging, but breakthroughs in satisfying the basic functions of structural design, and finally realizing more vivid and interesting innovation of packaging structure.

3. Structural innovation from a conceptual perspective

Concept packaging can be defined as: "a series of orderly, organized and targeted design activities from technical or user demand analysis to the generation of concept packaging" [1]. It shows the process from abstract to concrete, from fuzzy to clear and continuous purification.

Conceptual packaging structure design is one of the most creative design processes. With the emergence of new energy, new materials and new technologies, conceptual packaging structure design is the result of interdisciplinary and multi-professional cooperation, which expands the visual design of the structure and brings refreshing feeling to people. The innovation of this kind of structure requires the designer to have the unique thinking ability and the design ability of generalization and refinement. With the new structural design language to interpret the packaging design, and thus extended to human design, so that people's life more fun, more beautiful. For example, a kind of sneaker packaging appeared on the market, the designer cleverly took advantage of the retractibility and foldability of paper, and designed the shoe box as a honeycomb structure, which is both a shoe box and a display frame, breaking the concept of inherent packaging structure, and then producing new innovation of conceptual structure.

In short, I believe that enterprises and designers need to regard "people-package-commodities-environment" as an organic system, find the best balance point in the structural design, and strive to carry out the innovation of humanized packaging structural design, so as to promote the continuous development, renewal and improvement of the whole packaging project.

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