The Application and Performance of Illustration in Package Design of Creative Culture Products

2021, Vol.2 No.11
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DOI: 10.37420/j.adr.2021.046
https://masonpublish.org

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Abstract
The package design of creative culture products should convey the product value and the design concepts and creative ideas contained in the product. The cultural value, aesthetic value and commercial value of creative culture products can be realized through illustrations. Product package designforms a systematic and personalized design method to upgrade culture product package design, and provide a new development direction.

Keywords
Illustration; Creative culture products; Package design; Graphic language; Visual expression

Introduction

As an important expression of visual media image transmission, illustration is an indispensable and important part of the package design ofcreative culture products. It not only affects the sales value of creative culture products by displaying the visual information, but also contributes to the artistic value and artistic value of creative culture products. Cultural connotation plays a role in dissemination and carrying. The application of illustrations in the package design ofcreative culture products reflects the unity of rational thinking and perceptual thinking in creative culture product design, and at the same time presents the sense of artistic design and creative thinking of creative culture products. It is an obvious sign of creative culture products as mature products. As a unique design method for creative culture products package, the diversified styles and rich aesthetic appeal of illustration art helps enhance the cultural value, aesthetic value and commercial value of creative culture products, and forms a systematic and diversified feature for packaging design.

Values of Illustration in Package Design of Creative Culture Products

Highlight the Time Value of Creative Culture Product Packaging Design

The design of creative culture products demonstrates the contemporary attributes of the integration of modern design and culture. As an important link in the package designofcreative culture products, illustrations have realized the importance of conveying product information and carrying cultural connotations in the communication between creative culture products and consumer culture. effect. Under the background of the information society of the "image-reading age", packaging illustration, as the visual image design of creative culture products, opens up a new design direction for packaging design. Innovative and unique illustration design is deeply influenced by the development of modern art. Various forms of artistic expression have served as a reference and inspiration for the creative thinking and design concepts of illustrators. At the same time, the development of digital technology has also provided richer expressions for illustrator design creation. The combination of illustration and creative culture product design is integrated into today's consumer society. Its diversified ways of expression have played a role as a link between consumers and creative culture products. It not only effectively conveys the information and characteristics of the product, but also more importantly. It is to continuously meet people's consumer demand and cultural demand for creative culture products.

Highlight the Aesthetic Value of Creative Culture Product Packaging Design

creative culture products also have more and more aesthetic considerations in their packaging. The package design ofcreative culture products should meet the aesthetic needs of consumers. Illustrations affect the design direction and quality positioning of creative culture products in the package design ofcreative culture products. Consumers pay more attention to the artistic quality of product packaging while paying more attention to the quality and characteristics of the product itself. Modern design also pays more attention to satisfying consumers' psychological needs for aesthetic appeal, and at the same time, it also guides consumers' aesthetic choices in shopping and personalization of the masses. Aesthetic consumption plays a decisive role in purchasing motivation and purchasing behavior. Illustrations play a humane function in packaging design, thereby driving consumers to purchase products to guide consumers to complete consumption. Illustrations are presented in the creative culture product market in the form of product packaging, and they gradually guide the public in daily consumption, and continue to influence people's aesthetic value orientation.

Highlight the Innovative Value of Creative Culture Product Packaging Design

Excellent illustrations can increase the innovative value of package designfor creative culture products. Artistic creation can be carried out according to the needs of packaging. The composition, col-

or, light and shadow, and material can be handled as much as possible to achieve the ideal artistic effect. It is more in line with the innovative needs of creative culture product packaging design, and is more in line with the market's demand for packaging, so that it has more selling points, and it can better cater to consumers' buying psychology, thereby more stimulating the desire to buy. Illustrations have always played an important role in packaging design, but they have not been so popular as they are today. That is because the illustrations themselves have very flexible and changeable shapes.It can sometimes even replace photography. For example, when we design a package for melon seeds, we need an oversized melon seed. No matter how perfect your photography technique and equipment are, it is impossible to take a watermelon as big as an illustration. solve this problem. Illustration design packaging is not only selling the product itself, in addition to highlighting and reflecting the visual and content information of the creative culture products, it also has incomparable casting power for the brand culture and the entrepreneurial spirit and brand soul of the creative culture product production company.

The Application of Illustration in Creative Culture Productspackage Design

Visual Information Transmission and Presentation on the Theme

The design and creation of illustrations in the packaging of creative culture products should have a clear theme and accurate positioning, which can directly reflect the product content and potential attributes of the product, so that consumers can intuitively understand the relevant information of the product, and avoid visual errors caused by consumers when choosing products. read. Through the use of illustrations to design and present visual elements such as graphics, text and language on product packaging, accurately grasp the theme connotation and emotional information of creative culture products, so as to stimulate consumers' desire to buy, promote product sales, and guide consumption The role of conveying the connotation of the product. In the practical activities of people seeking and using information, it requires that the visual designer's design activities must be consciously mastered and followed. When describing product features, some external features are easy to describe, and internal concepts are visualized, that is, diagrams. Illustrations require proper handling of the relationship between graphics and text. The use of various expression methods and styles of illustrations to integrate the design of product graphic information can directly bring novel and unique visual experience to consumers, thereby deepening consumers' information memory and visual recognition of creative culture products, and also enabling text Creative products present a multi-level cultural heritage and aesthetic orientation. In the process of product visual information transmission, packaging illustrations have deeper advantages. The design of abstract shapes and concrete graphics in the illustrations are combined; the decorative composition design and the ingenious arrangement of visual elements; the reasonable combination of colors and the unity of tones

Reconciliation and other characteristics can not only accurately convey product information in an artistic way, but also meet the sensory needs of consumers, drive consumers' emotional appeals, and form autonomous consumption behaviors.

Display the Aesthetic Form and Meaning of Creative Culture Products

Illustrations can not only present a variety of aesthetic forms, but also carry rich social emotions. Its rich expression themes and diverse styles are conducive to the establishment of in-depth expressions of consumers' visual experience, psychological emotions and behavioral orientation. And make consumers have a strong perception effect, and stimulate consumers' feelings and appeals and psychological resonance. Illustration is an important part of packaging design. It not only reflects the commercial value of creative culture product packaging, but also makes it have aesthetic value. The illustrations in the packaging of creative culture products have a strong artistic flavor and aesthetic quality. They are the key way to obtain a good communication effect and emotional derivation. While effectively conveying the visual information of the packaging, they also have unique creative ideas. Packaging illustrations use visual images with rich visual experience and unique artistic charm, as well as humanization and affinity expression methods to influence consumers' psychological feelings, incorporate more emotional features and cultural meanings into products, and satisfy consumers' multi-level emotional needs. creative culture products have become an effective medium for cultural communication in the information society. In the process of package design ofcreative culture products, the designer's creative ideas and design concepts are realized through illustrations, and then through a high degree of condensing the external form and internal characteristics of the product, it guides the unique life and cultural connotation of creative culture products to reflect The cultural style of creative culture products, cultural customs and cultural affection of consumers.

Interpretation and Upgrade of the Characteristics of Creative Culture Products

Specialization is an artifact for creative culture products to excel in market competition. In the case of building a brand, the package design ofcreative culture products is the first step for customers to experience visual effects. However, the package design ofcreative culture products is not only mechanically making the packaging, but also includes visual packaging and psychological packaging. It must be a two-way recognition of customers' visual effects and psychological state. Illustration has not only become a symbol, but its value has increasingly surpassed language and words, and has become a kind of display art. Illustration art must be fully integrated into product packaging design. It must be built on the basis of the style characteristics and application requirements of the illustrations. Pay attention to the integration of methods and concepts of art forms. creative culture products must highlight their characteristics. On the one hand, they must deepen the unique natural

and cultural resources of the plateau, and focus on highlighting product characteristics in cultural and creative planning, research and development, and overall packaging. On the other hand, it is necessary to actively adapt to the characteristics of high-quality, youthful, and individualized cultural and creative consumption, in-depth study of consumer life, culture, and aesthetic needs, and give cultural creativity to life and lead lifestyle. The package design ofcreative culture products can make full use of the sustainable development potential of packaging, increase the cycle time of repeated use of packaging, and build a diversified scenario for the use of creative culture products, which is conducive to the brand image of creative culture products and increases the life of creative culture products. Expect. In addition to the emphasis on regional characteristics and cultural exploration in brand image creation, the overall creative culture productpackage designmust also be in line with customers' consumer concepts of pursuing perfect, high-quality culture and art. Integrate the comprehensive interpretation of cultural connotation of creative culture productpackage design-with packaging.

Deepen the Cultural Connotation of Creative Culture Products

creative culture products are not only "objects", but also a cultural expression. Excellent creative culture products are like a mirror, which not only reflects the vicissitudes of history and cultural changes, but also reflects the ideals and pursuits of people in the current era. Many creative culture products developed and designed based on the excellent Chinese traditional culture are in hot sales, which drives the sustainable development of the cultural and creative industry. In this upsurge, there are also problems such as homogenization of product development, vague positioning, low quality, poor understanding of cultural connotations, and application of conceptual forms and images. Homogeneous design leads to consumer aesthetic fatigue, and simple symbolic grafting leads to products that have beauty and no connotation. Making creative culture products truly "cultural" will be a sign that the cultural and creative industry is moving towards the 2.0 era. A major function of illustrations for creative culture product packaging is cultural value. The form of illustrations has become the best way for many businesses to interpret the personality and taste of product packaging. Illustrations can increase the added value of packaging, which can interpret the brand image and is easier to attract. Young consumers. As an important cultural carrier, the package design ofcreative culture products has distinctive characteristics of the times, nationality and regionality, and has profound cultural connotations and important cultural and artistic values. Culture is the sum of material wealth and spiritual wealth created in the course of human social and historical practice. Culture invisibly affects people's production and life, and becomes people's invisible attention. Similarly, the birth and development of package designcannot be separated from it. The nation, region, and era background that produced the culture. It is the unshirkable responsibility of contemporary designers to digest and absorb excellent Chinese and foreign cultures and develop their own competitiveness. Designers should have an in-depth understanding of national cultural elements and resources in or-

der to form unique design schemes in the package design ofcreative culture products, and to design more creative and distinctive works.

Conclusion

With the continuous improvement of people's living standards, the design of creative culture products has also attracted wider attention. As an important way and means in the package design ofcreative culture products, illustrations are constantly updated in style and form. Well-made packaging illustrations will become the mainstream form of package designfor creative culture products. The illustrations in the packaging of creative culture products meet the aesthetic needs of consumers' visual senses, and play the function of conveying the product information and cultural connotation of creative culture products. In the creative process of illustration art, we should constantly emphasize the essential embodiment of illustration for creative culture products, pay more attention to the integration of cultural heritage and spiritual connotation, and the guidance of the public's psychological aesthetics, so as to provide new directions and elements for the package design ofcreative culture products.

Funding

This research is supported by Guangxi Cultural Tourism Master Studio "Guangxi-ASEAN Culture and Tourism Development Research Center".

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