Study on the Visual Modeling Language of Chinese Character Font Design in Product Packaging

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Abstract—Characters are symbols of disseminating information, which, in the product packaging, transmit information of goods while expressing specific aesthetic feelings.

Font design is an important support for creating excellent product packaging images. At present, in the process of product packaging design, the value and application of Chinese character font design has received wide attention and great emphasis. Excellent font design is conducive to improving the visual modeling language effect of product packaging, giving full play to the special attributes of Chinese character font graphics. In the process of product packaging design, designers should employ the graphical modeling characteristics of Chinese characters to convey the product's personality and value reasonably. Product packaging represents the final expression and appeals of the goods to consumers. And the expression latitude of Chinese characters, as hieroglyphics in product packaging design, owns a huge display space. Fully exploring these performance characteristics of Chinese characters will have a very realistic significance in the modeling language expansion of product packaging design.

Keywords—Chinese character font design; product packaging; visual modeling language

I. INTRODUCTION

Product packaging is a direct transmitter of the product value, whose graphics, characters and color arrangement can convey the enterprise's specific brand image. As a kind of hieroglyphics, Chinese characters themselves have the literal symbol attribute of "sound, form and meaning" and the déjà vu of graphics. Personalized modeling design of Chinese characters based on the requirements of product packaging and the improvement of the overall brand design of product packaging can help convey the basic information of goods while ensuring the effective transmission of Chinese character graphics connotation.

II. FUNCTION AND VISUAL CHARACTERISTICS OF FONT DESIGN IN PRODUCT PACKAGING

The Chinese characters originate from observation and imagination of the ancestors to our objective world, with visualization of their forms obvious characteristic. However, in the course of the historical development, this pictographic feature of Chinese characters gradually tends to be expressed with abstract symbols and lines in order to adapt to the efficient dissemination of information, leading to its limited ability to express characteristics of things. In the expressing process of product packaging design, Chinese characters have an irreplaceable display effect. Their distinct graphic image featuring decorative and beautification effect brings more pleasant visual enjoyment to consumers while conveying the brand's intrinsic value and appeal. In the process of sales, Chinese characters, owing to their own pictographic characteristics, possess a direct figurative graphical performance effect on the relationship between strokes, font and interframe structure. Obviously, constantly carrying on exploration of Chinese characters' modeling and its graphical performance and realizing its innovative application in the product packaging are conducive to spreading enterprise's brand value and promoting the sales of the products and the service.

In the case of reasonable designing of Chinese characters, balancing the color relationships between Chinese characters and packaging patterns is conducive to the formation of a good brand image. Ingeniously applying the forms of Chinese characters in product packaging's designing and transformation can enhance its refinement and meet the current requirements. Many Chinese ancient scholars have summed up the word-making of Chinese characters into six kinds: pictographic characters, self-explanatory characters, associative compound characters, phonogram, loan characters and so on, with the main characteristic pictographic. However, with the times changing, there have been some changes in people's requirements, so they have changed the previous figurative expression forms and are expressed in a concise manner and abstract lines. For Chinese characters, the expressing form of modeling structure is more special. The font itself has coordinated packaging pattern elements and color elements, which are conducive to enhancing the brand image of the product, changing the previous design methods — the simple use of characters to transmit information. The modeling transformation of applying the beauty of the characters' forms highlights the aesthetic personality of packaging.

III. SIGNIFICANCE AND IMPORTANCE OF CHINESE CHARACTER FONT DESIGN IN PRODUCT PACKAGING

The design of Chinese character font includes the form design itself and the arrangement and combination of individual components. In addition to character font selection, size specification selection, location selection, color processing, designers also need a comprehensive analysis of visual guidance, understanding the characteristics of visual aesthetics and personalized pursuit. Unreasonable text arrangement and edition will lead to reduction in the visual direction, difficulty in highlighting visual beauty, and imperfect visual pursuit of product design, which affect audience's understanding and reading and cannot guarantee the authentic visual communication [8].

The principal characters, including brand and product name, provides important support for product packaging design. Its design will be conducted mainly in terms of product attributes and images. For example, when arranging characters concerning product names, the artist will analyze its design directions, size specifications, and actual situation to create standardized fonts. Designers also need to carry out the processing of font structure density, coordinate the relationship between fonts, graphics, brand names and other related elements to complete current tasks.

Different font patterns own different visual directions. Designers should consider the morphological flow of different fonts and the combination characteristics of choreography to carry out a correct treatment. For example, when designing the Coca-Cola brand name, the designers need carry out the vertical design of the brand name combined with the design requirements since its bottle body is shaped as an arc [9].

Thus, Chinese character font design is more important in visual modeling language when designing product packaging, so it deserves enough attention to carry out the design of Chinese character fonts in a scientific and rationalized way. The designers need summarize rich experience and constantly explore the best design techniques to improve the overall application effect of visual modeling language [10].

IV. VISUAL MODELING LANGUAGE EXPRESSION OF CHINESE CHARACTER FONT DESIGN IN PRODUCT PACKAGING

A. *Image Packaging Design*

The most important factor in packaging image design is to promote the graphical representation of Chinese characters. Its application in product decoration can be realized from the aspect of the stroke form, structure and overall style decoration. The application of the best decorative patterns, in addition to improving its decorative effect, can guide consumers intuitively to feel the beauty of the characters and better deliver the information of product.

First, in stroke form decoration, Chinese character fonts are mainly made up of different strokes, with different structures producing different styles of fonts. For example, in the writing process of traditional Song typeface, decorative

factors such as obvious angle and enriched modelling have been involved. For the Boldface, the horizontal stroke has always been consistent with vertical ones, stroke form very unified and style also rigorous. Therefore, in the process of using the image decoration method, we should be good at transforming the character's internal stroke, understanding the characteristics of stroke curvature, radian, turning, horizon, slope and other changing factors and learning the impact of font style on the product packaging design. In general, several methods can be applied to better stroke form decoration:

1) Shorten strokes: In the process of partial stroke form transformation, its sight point should attract customers' sight line, and the packaging design can promote the whole improvement of the overall appeal. For example, in the process of packaging design of U.Loveit (优乐美) milk tea, the three Chinese characters "优" "乐" "美" form a rounded stroke, which creates a relaxed leisure atmosphere. At the same time, the font of "美" has been extended, which can integrate the two other Chinese characters "优" and "乐" and reflect the visual barycenter and highlight the product's main feature.

2) Connecting same strokes or adjacent fonts together: It will present a visual impression of mismatched high and low and enhance the graphic rhythm. For example, in the packaging design of the laundry detergent brand name "蓝月亮", the characteristics of the Song typeface such as fine horizontals, thick verticals and other related stroke forms are retained. Its modelling leaning to the right, in the case of maintaining a sense of dignity, highlights the advantages of font form like the shape of moon.

3) Changes of strokes: Negative space such as their forms and fonts have been increased to form the richness of the three characters, increase the sense of font images and enhance visual impacts.

B. *Analysis of the Characters' Structure and Related Overall Style of Decorative Modeling Language*

For Chinese characters, the square structure is mainly used as the embodiment form, with cleanliness, generosity and high preciseness as its main characteristics. According to the structure standard of Chinese characters, the visual barycenter of font has always been a main focus to achieve the purpose of font design. In terms of design, following the design principles of advancing with the times, the decorative effect of font structure style has been formed. In the case of reasonable design, it gives full play to the positive role of product packaging design in all aspects to form a good design model and promote the design of visual modeling Language [1].

V. IMAGE PACKAGING DESIGN

For the image packaging design, designers should understand the comparability between the characters' meaning and their graphic elements, using graphics to replace strokes, so they can be integrated together to better image design. The application of such design methods will

help form higher standards and requirements for Chinese character strokes and replacement graphics. First of all, it is necessary to understand the similar characteristics between the two to ensure the advantages of coherence after replacement. Second, the organic integration of spatial location and related product content and choosing graphics interrelated with Chinese character strokes will improve the visual impact and better enhance the aesthetic design. At the same time, designers should pay attention to the relevant background information of modeling language of meaning image design. We should carry out researches, combined with the creative elements in line with the meaning of Chinese characters, to transform the character modeling, which can be the standard of meaning image design, to better process product images and materials. Chinese character font has become the embodiment of interesting packaging design. In order to enhance their attraction, consumers, to a certain extent, can form the awareness of product packaging design to increase consumers' attention and enhance their desire to buy [2].

The image decoration design, mainly combined with the specific characteristics of packaging design, promotes Chinese character's modeling image design and highlights the advantages of design modeling language. In the process of actual design, designers can integrate the front lines and their related meanings organically, also with painting modeling, to better maintain product packaging design and coordinate the relationship between all aspects of the work. At the same time, it also highlights the meaning image design modeling language, enriches their visual images, enhances beautification of the characters, unifies stroke and natural elements, forms abstract painting work mode and enhances the use of natural elements in Chinese characters and formation of a holistic style. In the case of the combination of words, the image decoration design, in addition to representing the content of characters, shows the natural artistic conception [3].

VI. Expression of Modeling Language

As far as modeling language is concerned, it is usually expressed in the form of calligraphy font. In calligraphy, people will first focus their attention on the content of characters. Chinese characters can not only be a kind of language symbol, but also an expression form of thought. Calligraphy, as abstract modeling arts, can show a sense of writing, painting and the power of communication, but also form differences between characters as a kind of comprehensive art. For calligraphy fonts, the emerging time and stroke structure will show the lasting appeal form of differentiation, which can be applied in the packaging design, enhance the unique effect, enrich the main connotation of the product, highlight the final value of the product [4].

The main basic content of calligraphy fonts is the structure of the characters' forms and line structures. When applying calligraphy in packaging design, designers must not only understand the characters' meaning comprehensively, but also integrate the design of art content into packaging design, so the reasonable integration of font lines and meaning can be achieved. Usually, the most important

element of the calligraphy art form in product packaging design is the content of text, so designers, according to the product design standards, can choose some forms of calligraphy fonts. The calligraphy font should be organically integrated with the nature of the product to highlight the symbolic meaning of calligraphy fonts [5]. At the same time, it can also be associated with the sound symbols of the language, triggering visual imagination and imagery. Calligraphy fonts also possess the meaning of linguistic symbols similar to sound symbols. Calligraphy font elements can be used as the media glyph of symbols and belong to the integration mechanism of point, line and surface, with lines as the core. There are differences between Chinese calligraphy and Latin, mainly because of its point, line and surface as an important form. Among them, official script and seal characters' artistic style is higher, which can play a certain role in decoration, so many of them are used in gift products or high-end product packaging design. For the regular script, its font is more standardized with elegancy, suitable for application in metal machinery products and other high-tech product packaging design. And the running hand calligraphy font strokes are more casual with more relaxed and flowing characteristics, suitable for specialty products, liquor products or outer packaging products. For example, in the tea product design, the use of running hand font design techniques is conducive to reflecting the nature of the font and fluency. According to the related study, it can be learned that [6] many designers in Japan will also apply the elements of calligraphy fonts to the product packaging design at present. For example, in Japan, when conducting the "Sake" product packaging design, designers apply calligraphy fonts and attach great importance to the personalized expression of calligraphy. The application of calligraphy elements can play a role in combination and position arrangement, which has a higher layout effect and a certain advantage of abstract graphics and form a certain oriental visual image style packaging. Therefore, in the product packaging design, designers should pay attention to the application of Chinese character font design, combine the characteristics of visual modeling language, follow the scientific principle, give full play to its advantages in product packaging, and enhance the design sense of packaging to meet the current actual development needs [7].

VII. Conclusion

The product packaging design should be combined with the application characteristics of Chinese character font design to create a good Oriental visual modeling language atmosphere. Through the application of relevant visual language, designers can sum up experience, apply artistic, scientific and rationalization of the characters in the design, and constantly improve the form and skills of Chinese character font design.

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