

Factors and implementation of modern products' humanized packaging design

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Abstract. This paper based on study of humanized packaging design factors and specific implementation, it should include more humanity, emotion, aesthetic connotation, reflects the human nature concern, establish a kind of harmonious and unified relationship between people and products, human and environment.

With the establishment and perfecting of market economy in our country, the competition of product market increasingly fierce, survival and development of an enterprise depends mainly on two aspects: One is that if the product is used for the society, the **second** is whether it can profit from it. The key to these two aspects is the product itself, whether that is really can buy and loved by consumers. Elegant and delicate product packaging can add the brightness grace for the product, increase the product sales, profit for the enterprise. Therefore also put forward higher requirements for product packaging design, the product packaging design on the premise of meet its basic function, should give full consideration to consumers' physiological and psychological feeling, that means it should consider people's aesthetic demand from form, color, structure, material and visual interface design, as well as the safety and comfort with the nature of such claim.

1. Human packaging design concept

Humanized package design is the packing design of the "people-oriented", is the essence of human requirement, Through product outer packing technology, art and other aspects of integrated design to meet the needs of use function and aesthetic function and show the spirit of a kind of humanistic care. This requires the designer should be in line with people-oriented thoughts to feel, mining and summarise the mass consumer's psychological feeling and desire during the packaging design process, Grope for the regularity of the activities in the packaging design and consumer psychology to improve the effect of packaging design of human nature, prompt consumers to purchase products, profits for the enterprise.

2. The connotation of humanized packaging design

Emotional design: The packing of the product adapt to the consumer's subjective experience and the design of the inner feelings, Make people satisfy their emotional needs in life with the help of product packaging color of text, graphics, structure, shape, improving consumer psychological aesthetic.

The character design: Product packaging on the basis of meeting the demand of universal human physiology, psychology and intelligence, meet consumers' different age, sex, status the design of the packaging requirements. In the products modern society, humanized product packaging demand has become increasingly strong.

The cost design: Design thinking of paying attention to the cost of the product packaging, reduce consumer burden. Since society appear "too far packaging" often make the businessman to packag ordinary product too fine at all costs, lead to unnecessary waste of economic, without considering the additional financial burden to consumers.

Ecological design: Means to save packing material resources, and encourage recycling product packaging design can be used to reduce packaging waste, also known as sustainable packaging

design. Such as the application of different kinds of bottles, cans can be recycled packaging materials and containers, and even on the destruction of convenience, not damage the environment, such as ecological environment requirements.

3. The implementation of humanized packaging design

3.1 color and words

Packaging color and text are important factors to convey the product information and beautify the product, it not only can reflect the characteristics of decorative products, also has an important influence on consumers' psychology. Different product has its unique visual color feeling, such as food commonly used bright rich colors, through such as red, yellow, orange to emphasis the sense of taste, highlight food's fresh, delicious and nutritious. Medicine commonly use pure, warm and cool colors, use grey cool color reflect anti-inflammatory, analgesic, warm color reflect tonic, health care and nutrition among commonly used color, make the patient not stimulate too much or feeling boredom. And packaging design must be concise, clear, fully embodies the product attributes, difficult to use too intricate fonts and words shouldn't be used, we should use easy to understand, easy to read, easy to identify font, and must take into account the consumer's discrimination, to make the person be clear at a glance. As shown in figure 1.



Figure 1 color integral collocation

3.2 Structure and shape

Packaging structure modelling is a closely integrated and industrial modernization, science and technology and the unity of artistic form, aesthetic and associated modelling design. Modelling and structure of the product packaging design should satisfy all the basic protection and the transportation, on the basis of product function, put themselves in the angle of consumer to consider, mainly by combining ergonomics principle, pay attention to consumer behavior, the aesthetics and the combination of mechanical design, to meet consumers' aesthetic and reach the purpose of easy to use. Such as tea, pigments, pharmaceuticals (boxes into barrels from dozens of grams of a small bag, pieces of a small bag of small doses of simple packaging), convenient for consumer to use and carry, liquid and particle state into the measuring tool for consumers to measuring, and design the packaging structure to comply with the principle of the man-machine engineering form and style, make it can be opened, can carry, can hang, etc.

Using aspects

Packing should be easy to open, easy to close. No matter what the packing of the product, should be easy to open and close, easy to fall out of use, as shown in figure 2. At the time of packaging should put yourself in the Angle of consumers to consider using details, such as packaging, how to fast and convenient to package the product, how not to use other tools easily open, now a lot of packing design into a swan.



Figure 2 convenient mouth

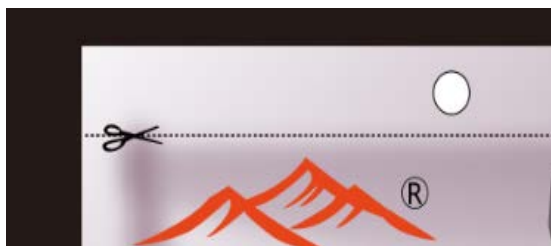


Figure 3 split line

Convenient to carry. So in the time of product design should consider the product using and carrying, can be implemented by packaging, can also be implemented by the product itself

3.3 vision and direction

Visual man-machine interface exists in the exchange of information between people and things, so far as to say that there is character all areas belong to the design of communication interface, the connotation of its elements is a very broad, so it is in the field of packaging design. Good packaging design in addition to realize the basic function, also should have clear instructions, this is our through visual man-machine interface in the form of the human way to guide consumers how to use the product. Through the packaging structure, compared with the change of modelling, colour and skin texture, formation of visual language hints and guidance, when necessary, also can design some accessories, with its own form of language is very clearly to assist consumers to complete the product packaging way of opening, operating, using, etc. Food plastic packaging bags and all kinds of carton packaging, for example, opening should have visual design direction marks or text, for consumers to convenient, fast, open the packaging as shown in figure 3.

As designers we need to satisfy the user's cognition, must first learn the user's cognitive characteristics, through the interface design and system function structure design as shown in figure 4, Provide users with cognitive conditions and cognitive guidance, specifically to provide users with thinking guidance, communication, cooperation, guidance, etc. In this way can we better understand what users need, what is the dominant demand of our existing product, as well as the analysis of the product of the implicit demand forecast. Maximum to meet user's material and spiritual demand in products. But as a designer we can't just stay on the needs of users, the demand of the enterprise, the product development of the technical requirements also need us to have a clear and rational understanding, as shown in figure 5



Figure 4 system function structure design



Figure 5 communication guide

3.4 material and skin texture

In the aspect of human nature, mainly refers to the relationship between human and ecological environment, using the ecological packaging materials, and suitable for consumer's psychological and physiological feelings texture. Such as repeated use and renewable packaging materials, such as beer, beverage and other packaging used glass bottles can be repeatedly used, and waste recycling. And edible and biodegradable、protection environmental materials can reduce consumption, pollution, but also can avoid to producing toxic or harmful, radioactive pollution damage to human beings and so on. Texture is the details of the product packaging on the surface of the skin texture such as concave and convex, polishing, sandblasting, the use of the texture to suit consumer's psychology, environment, behavior, thoughts and wishes, for example, in bath skin care products packaging bottles, carved out of concave and convex texture design surface waves, can give the feeling of water and the waves, still can prevent slide when bathing.

4. The overall appearance design

The appearance of the product elements (symbol information, semantic information and performance information) for choreography. Designers rely on his own experience, the existing common sense and typesetting knowledge library, etc. After the designer's emotional understanding, can dissolve into cultural meaning and practical work, the technical contact, to some of the combination of visual symbols to express the essential connotation of design, make the goods with

aesthetic feeling, identify and maneuverability, and use "simile" and "metaphor" and "legend", "analogy" and "comprehensive" etc to help users to know, learning, operation is not familiar with commodity, contain commodity appearance, color, texture, using the method, emotional expression and the environment. In this process, we can also use talking, colloquialism analysis and method of planning concept sketches of the designer's thought characteristic and method of performance will manifest its perceptual image and handling, the formation of concept sketches, text and model, etc. found the innovative design rules.

5. conclusion

Study product packaging factors of humanized design and implementation, consider not just one or a few design problems, also more comprehensive social problems, related to people's psychology, consciousness, cultural, economic, and consumption of mutual restriction and coordination. Only in this way can accomplish design service, "the person - product - environment" three relations' coordination harmonious unification.

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