

Returning to the Fundamentals

Study on the Design of the Green Packaging

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Abstract—With the change of social environment, the cognitive attitudes that consumers towards the packaging have also changed gradually. Simple but comfortable consumptions are being accepted now. The style about worshipping the nature, returning to the fundamentals is popular among modern people. How we can design the packaging that adapting to the main times, this is a huge challenge for the present packing industry. This thesis was exclusively concerned with the design of the green packaging, studying from the four aspects: shape, color, components and the usage of material, analyzing as a whole on the design of packaging how to show the concept of Returning to the fundamentals.

Keywords—*returning to the fundamental; environmental protection type; packaging design*

I. INTRODUCTION

As a vital part in the production of commodity, although packaging provides a lot of convenience to people's life, serve damage was caused to the social environment due to the excessive packaging and the bad effect of the rejected material during the development. Green packaging is a issue of general concern to society, it is also the requirement of our sustainable development. Natural environment is closed related to our life, from the long-term point of social development, the design of new packaging is the product adapting to the times and also the ultimate goal in the development. Many developed countries summarize the environmental protection design principle as the kind of packaging according to the principle "4R1D" that is: reducing, reusing, recycling, refilling and degradable. The design of green packaging focus on the concept that man and ecological environment are equal, based on making the most of the ecological ethics, modern technology and aesthetical standard, take the full consideration to the design that man should be in harmony with nature. It also adds the environmental factor and pollution prevent measure to the design. The design of green packaging must insist on the modern concept that "Returning to the fundamentals", design the new packaging that have beauty on form, material, technology and style.

II. STUDY ON THE DESIGN OF GREEN PACKAGING

A. From the Point of Pattern

Packaging design is a kind of decorative art based on the commodity, the designers must have deep understanding of the corporate culture and take the feature of products seriously,

making the commodity stand out from other similar products and increasing its competitiveness. Furthermore, a good form of packaging can not only become "a silent salesman" but also can prolong the life span of the packaging. The original packaging can often be used twice, the consumers can endow it with new life outside the packaging by modifying it slightly. Thus the packaging can be used in daily life or can have some other practical usages. Not only can it achieve the values of packaging but also decrease the pollution the rejected materials cause to the environment. Moreover, we can print some slogan about "Protecting the environment" on the packaging cover. For example: Please take care of the environment when discarding the packaging, such signs can raise our awareness of environmental protection. Meanwhile we can attach some sign that people can accept easily through the vision on the cover, such as the environmental protection logo, the recyclable logo and so on. Those can make people know the types of packaging material and understand the waste disposal instructions, which can reduce the pollution to the maximum and improve the utilization of the resources.

From the point of color. In the selection of color, the design of packaging should master the accurate and moderate principle, searching for the ration and purity on the color. The images should be concise, cutting off the unnecessary part, collocating reasonable and reducing the visual pollution. What's more, proper color language should be used, we need the ability to master the usage of color in addition to show the color. Coloring should be proper and concise to ensure the information can be conveyed efficiently. This can make the language on the packaging more clear and distinctive to meet the design concept "Returning to the fundamentals". Finally by the design we can raise the environmental protection awareness among the consumers. Coloring has a direct effect on the consumers' visual feelings. Under the spreading of environmental protection awareness, the natural color build up a fresh and pleasant green space for the consumers, creating a fantasy and clean world in their heart. They can become the fashion of modern packaging and make people fit into the environment before they realize.

B. From the Point of the Material Usage

During the design of packaging, the selection of material plays the vital role. Among a series of problems caused by excessive packaging, the most urgent one is the selection to the packaging material. Different commodities have different packaging needs. We should proceed from the point of

environmental protection, fully considering whether the packaging are renewable, whether the recycled materials can be degraded, whether the procession of the productions will bring pollution, whether the carbon emission can be reduced to maximum. We should take these four aspects into consideration to meet with the concept of packaging “Returning to the fundamentals”. The choice of packaging material will directly impact on the packaging model, color and the psychological reflection that the texture gives us. When choosing the packaging material, we should proceed on the premise of protecting the environment, basing on the point that protecting the commodity’s basic attribute, combining the material’s features, the packaging and the color design to choose the proper packaging material. Only when the feature of packaging material fit into the design of the whole packaging can we meet the requirements of the whole design of packaging.

C. From the Point of the Design on Structure

During the design of the form of packaging, we need to consider three aspects: brevity, operability, reusability. Combining with the principles of the bionics, we can make the wholly packaging more artistic. The simplification of the packaging form is based on the feature of packaging, refining on the modeling language and modeling techniques then creating the concise packaging form. Reducing the cumbersome non functional parts, trying to use the simple design, reducing the waste of material, cost and labor caused by excessive packaging. Then we can achieve the saving of material and energy to reach for the concept “ Returning to the fundamentals.” The easy operability is required to utilize the packaging form to provide the users with the convenience and to convey the correct use method to the consumers, such as how to open the packaging: push, pull, press or torsion. We can use the simple meaning and sign to remind our consumers to ensure that any user can receive our information cue accurately so they can use our packaging safely and conveniently. Not only can it protect the packaging from being damaged but also it offers the possibility to the recycling of packaging and reduces the energy consumption. The packaging patterns applied repeatedly need being designed carefully to make it finish the change from the function to the role. On the shape, in addition to meet the basic principle protecting the function of the commodity based on the feature we have to consider whether the packaging can be recreated or redesign after we complete the protecting function. By these we can make the packaging pattern can be applied to other usages.

III. CONCLUSION

“Returning to the fundamentals ”is a totally innovative packaging concept acting on international convention and conforming to the trends of modern times, with environment protection regarded as its fundamental. This design is a win-win development concept. It is not only in response to low carbon economy calls for the international community and promote our goods entering into the international market with fast strides but also a kind of protection to the natural resources and environment in china. During the design we should reserve

our national specialty and represent our national culture, highlighting the environmental protecting design conception. This packaging design will have the significant impact on the development of our country’s packaging.

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