

Humanistic Thinking in Packaging Design

Linan Zheng

Mechanical and Electrical Engineering College
Qingdao Binhai University
Shandong, China
1021090387@qq.com

Liang Zhang

Mechanical and Electrical Engineering College
Qingdao Binhai University
Shandong, China
76201691@qq.com

Jian Zhao

Mechanical and Electrical Engineering College
Qingdao Binhai University
Shandong, China
84310626@qq.com

Abstract—Under the background of rapid development of product economy, the packaging industry is developing rapidly. At the same time, more and more problems are exposed. For example, the lack of aesthetic taste and cultural characteristics, the neglect of humane care, the destruction of the ecological environment, etc. All these problems have a serious impact on our lives. The author puts forward some thoughts from the hominization point of view aiming at the existing issues in modern packaging, in order to find a scientific way of packaging development, so as to better serve the human production and living.

Keywords—Packaging design, Aesthetic taste, humane care, Green design

I. BACKGROUND

With the advancement of people's living standards and the continuous improvement of science and technology, packaging has become an indispensable part of production and life[1]. Product packaging design in addition to meet their functional requirements, it should also deliver a positive cultural information, humane care and environmental protection, so as to promote the harmonious development of packaging, people, society and environment. The development of modern packaging has been more than one hundred years, from beginning to end has never been out of the "people-oriented" purpose [2]. Packaging is not only for the design of product, but also should be the design of the human being's living method.

II. PROBLEMS IN MODERN PACKAGING DESIGN

Because the packaging is becoming more and more important in people's lives, people are also getting higher and higher requirements for packaging. Followed by a series of problems have emerged in terms of packaging design, mainly including the following aspects.

A. Lack of aesthetic taste and cultural characteristics

In the fast-paced lifestyle, some modern packaging only has the function of packaging a product, rarely reflects the

ingenious and creative design. Therefore, whether it is in the purchase process or after the purchase, packaging lacks interactive fun and spiritual enjoyment of the process with consumers[3]. Ethnic style characteristics of modern packaging is not very clear, the different geographical packaging design also lacks obvious geographical characteristics. The five thousand years civilizations of Chinese nation rarely have their own cultural symbols used in the packaging design.

B. Lack of humane care

In daily life, some packaging may be quite common for normal person, but may cause great inconvenience to groups such as the disabled, the elderly, and children and so on[4]. In the environment of mass production, the special needs of the special people in the packaging design are often neglected by the designers, so the packaging design lacks of the necessary humanistic care. With the economic development and social progress, equal participation in social life for vulnerable groups is an important embodiment of humanistic care. Research on the general design of vulnerable groups is a very large number, it is mainly concentrated in the construction, urban public facilities exhibition and so on several aspects, but there is little application in the field of daily necessities packaging.

C. A certain pressure on the environment

The amount of rubbish left in tourist attractions let everyone dumbfounded, which accounted for a large part of the packaging waste. Packaging waste caused by excessive packaging of present is also distasteful. Packaging waste from various tourist scenic spots and excessive packaging of some products had negative influences on ecological environment. China's annual quantity of waste packaging is about 16 million tons, is still growing at a rate of more than 12% per year[5]. Packaging waste is mainly from many parts of the human production and life, take the view of source, packaging waste is mainly from family house, commercial department, public place and industrial sector[6]. Classification of packaging waste in different places is as follows:

TABLE I. EXAMPLES OF DIFFERENT TYPES OF PACKAGING WASTE IN DIFFERENT PLACES

Source location	Type of packaging waste
Family house	Food packaging, beverage packaging, commodity packaging, cosmetic packaging, furniture packaging, electrical packaging, etc.
Commercial department	Office supplies packaging, cutlery packaging, constructional packaging, food packaging, beverage packaging, etc.
Public place	Medical articles packaging, office supplies packaging, drug packaging, food packaging, beverage packaging, etc.
Industrial sector	Industrial raw materials packaging

Consumers in their daily lives for waste separation and recovery of consciousness is not strong, and some packaging enterprises also care for immediate benefits, did not consider recycling waste during packaging design. And packaging waste legislation is not perfect in our country, so the recovery of the whole package of the product is less than 20% of the total production of packaging products. These problems caused a lot of waste of resources, and caused great pressure to people's living environment.

III. EXPLORE THE ROAD OF HUMANIZATION OF PACKAGING DESIGN

A. Aesthetics in packaging design: focus on the spiritual needs of people

With the upgrading of the consumption idea of the modern people, but promoting the formation of consumer behavior is the ultimate goal of commodity packaging design. Modern consumption environment and the target object of commodity packaging design are consumers, so it is inevitable to have a close relationship with the changes of psychological activities of consumers. The generation and implementation of consumer's purchase behavior is a complex psychological process. Every consumer's age, gender, occupation, income, cultural level, national, religious, character and so on are different, they tend to be influenced by economic conditions, lifestyle, social environment, customs and habits, and personal interests, so their consumer psychological activities are various. To design a successful packaging must be based on the full understanding of consumer psychology. From the point of view of packaging design, it is necessary for designers to spend more thoughts to inject more spiritual connotation.

First, in terms of the senses, the packaging of the product must first have affinity. Whether the product appearance, color or material should enable consumers to get a sense of intimacy at the time of purchase, create a relaxed and pleasant shopping atmosphere, and so first win the favor of consumers in the senses.

Second, from the experience of the process, it should have clever design features on the form and function of packaging, and guide the consumers to use their own hands to package up again, and consumers will naturally have an interactive

experience of pleasure and satisfaction in the process of do-it-yourself.

Third, from the perspective of cultural inheritance, the packaging must have symbolic characteristics and cultural connotation. Symbol feature in this case may be a characteristic of the product itself, can also represent the brand's image, or with a geographical and cultural characteristic of the nation, to promote a better understanding of the product, enhance brand awareness, promote and strengthen the development and continuation of the culture.

B. Universal in packaging design: caring for the vulnerable groups in society

The demand of consumer is leading the direction and trend of design, for this purpose, Designers must always pay attention to consumer demand in the process of product design and packaging design. Most of the packaging is convenient to be used, but people with visual impairment and mobility impairments, as well as the elderly, children, etc., may encountered a variety of obstacles when in use[7]. Although these groups account for only a small part of the consumers, but their physical needs and psychological needs are in need of attention to the designer. Demand for daily necessities of vulnerable group is the most basic needs of life. It is the basis of sense of social belonging. Considering that the special difficulties in their lives and actions, packaging design needs to have the support of their daily lives, to help them live independently. Early designers through the barrier free design to solve the use contradiction, of vulnerable groups, The design method is separate from the general design, this leads to a small product range, single function, the "nerdy" packaging appearance look, the price is expensive, and other aspects of the situation, the reality is not optimistic. In daily life and the design process, designers should take full account of the characteristics and needs of the vulnerable groups, as much as possible so that they can buy and use products like everybody else, let them feel the social care and respect[8]. This is not only the physical care of vulnerable groups, but also from the spirit to let them feel the importance of society. And this is not only able to save social resources, but also to create a harmonious society of equality and no difference.

C. *Green design in packaging design: caring for the living environment of human being*

People have become more and more fully appreciated the harm of waste of resources caused by packaging waste and excessive packaging. The packaging waste recycling, the excessive packaging converting into moderate packaging, requires the joint efforts of the community. Establish of packaging waste recycling system, the first to mobilize the public product level with the recovery of packaging waste. Only the active participation of the public, achieve the classification of packaging waste. The United States is divided into 7 categories of plastic, convenient for residents to pick and recycle many countries put dust in different colors in the streets

to classified and put different types of garbage. In our country, we should also take practical and feasible method of garbage classification, which is the premise of recycling packaging waste.

China is a country with a shortage of resources, the recycling of packaging waste can greatly save energy, reduce environmental pollution. According to the statistics, when scrap iron, aluminum cans, waste paper waste manage and recycle to steel, aluminum, paper, etc., the ratio of energy saving and air pollution reduction is quite amazing[9]. The proportion of energy saving and air and water pollution reduction is as follows.

TABLE II. THE PROPORTION OF ENERGY SAVING AND AIR POLLUTION AND WATER POLLUTION REDUCTION

Type \ Project	Iron	Aluminum	Paper
Energy saving ratio%	65	95-97	70-75
Air pollution reduction ratio%	85	95	74
Water pollution reduction ratio%	75	97	35

Looking over Table Two it's easy to see that the recycling of packaging waste can play the significance of environmental protection and rational use of natural resources, at the same time; it can also bring ecological benefits and economic benefits.

cultural information, humanistic care and environmental information, so as to better service for the people's lives, more quickly change people's way of life. These all need us to keep thinking, and constantly explore new roads

To improve people's awareness of environmental protection in the long run is to carry out environmental education of the whole society. There are two ways to improve the environmental awareness; it will naturally increase with the improvement of living standards and the certain catalytic action of outside world. Public awareness of environmental protection in developed countries is high; it is a case of the former. But our country must depend on environmental education for all the people, to promote public awareness of environmental protection. Implementation of environmental education is not only in the field of production, but also in the school, the national economy and other fields.

Consumers should gradually establish environmental awareness in daily life. Enterprises can't be driven by immediate interests, to achieve the green production[10]. Packaging designers should shoulder the social responsibility, abide by professional ethics and always design based on the idea of green design, make the package not only has the most basic function, but also have the space to reuse to maximize the value of packaging. Only with the joint efforts of all aspects, our living environment can develop towards a better direction.

IV. CONCLUSION

The development of packaging industry is facing various challenge, to make the packaging design conveys more positive

REFERENCES

- [1] Dilai Zeng, Modern packaging design, Hunan: Central South University Press, pp.1-6,2005.(In Chinese)
- [2] Zhang Wang , Packaging classification design - Design basis, Beijing: China Light Industry Press,pp.14-31,2001.(In Chinese)
- [3] Lichun Lee, The design of commodity packaging and decoration, Beijing: Mechanical Industry Press,pp.77-124,2004.(In Chinese)
- [4] Kent T, Interactive art creativity in packaging design, International Journal of Retail &Distribution Management,pp.734-745,2015.(In Chinese)
- [5] Sun Cheng, Design of paper packaging structure, Beijing: China Light Industry Press, pp.36-136,2006.(In Chinese)
- [6] Dalu Zhang, Yu Wu, Foundation and creative packaging design, Beijing: China Textile Press, pp.52-59, 2006. (In Chinese)
- [7] Shan Guo, Marling Tan, Packaging design, Hefei: University of Technology Publishing House, pp.45-46, 2005.
- [8] Fan Yang, Investigation and countermeasure research on the present situation of urban packaging waste, Packaging Printing,pp.68-71,2010(2).(In Chinese)
- [9] Zhan Chen, The application of visual-rhetoric-based graphic to the packaging design, Decoration, pp.114-115,2011.
- [10] Jinxiu Gan, Research on the package design of woman's cigarettes corresponding with the brand culture. Design, pp.74-75, 2012(2).