

# *Research on Relationship between Color Emotion and Packaging Design*

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**Abstract:** with the continuous improvement of modern living standards, people's spiritual pursuit of commodity packaging is developing to a high level. Among them, the packaging design of commodities has become the only way for businesses to seek development. Packaging is not only the medium of commodity circulation, but also plays a role in protecting commodities. This paper briefly describes the concept and importance of color emotion, and mainly discusses the application of color emotion in packaging design.

## **1. Introduction**

### **1.1 Concept of Color Emotion**

Emotion is the psychological activity of expressing happiness, anger, sadness and happiness in people's heart. It is the subjective reflection of some things happening around people in the process of action. Color emotion is a visual element that can reflect people's joys and sorrows. In a wide variety of packaging paper, regardless of the shape or content of the packaging, color is first perceived by people[1]. Color itself has no emotion, but when it is displayed in front of people in some form, it can stimulate people's feelings, make people have psychological effects and cause corresponding psychological changes, Cause those pleasant and painful emotions, which are called color emotion.

### **1.2 Importance of Color Emotion**

With the continuous improvement of people's quality of life and the increasing competitiveness of commodity market, it also produces a rich and colorful Commodity world. Therefore, people have more and more requirements for packaging design in order to meet consumers' deeper pursuit of emotion. Now the design of commodities is gradually diversified, and the success or failure of packaging design depends on the emotional factors contained in commodities. Color appears in every corner of our life and has always affected people's life. Under the background of people's continuous understanding and understanding of color, people will take the initiative to buy the color of commodity packaging when consuming, and choose those color packaging commodities that meet the preferences of consumers to make them feel comfortable. Therefore, color emotion plays a “soul” role in packaging

design[2]. For a long time, businessmen have made great efforts in the color of commodity packaging design. They use the effect of color to stimulate people's emotion and psychology, so as to create various personalized and characteristic packaging on commodities, so that people are full of desire to buy commodities. Therefore, the color emotion of goods must be linked with consumers, and the quality of packaging design depends on the emotional relationship between color and consumers.

## 2. Application of Color Emotion in Packaging Design

In the context of people's colorful life, they are particularly sensitive to color, and need more different color combinations to bring emotional enjoyment to people. In modern packaging design, in-depth study and rational use of color, pay attention to the role of color on human physiology and psychology, can make packaging color design better publicize and promote enterprise products, in order to better serve the enterprise.

The first is to use the visual effect of packaging color. According to the survey, people usually pay attention to the color of goods when buying goods, and don't pay too much attention to the form of goods. In the process of packaging design, we should fully express the internal characteristics of goods through color design, and use color to vividly show the purpose and content of packaged goods. For example, in our daily juice drinks, orange juice is generally designed and packaged with yellow, purified water is packaged with green, blue and other environmental protection colors, and metal products are packaged with gray and silver tones to illustrate the characteristics of the products. In these ways, integrating the content and characteristics of goods into color design can make consumers find the goods they want to buy conveniently and quickly[3].

Secondly, the use of different tones of taste emotion. In life, the things we come into contact with have their own color emotions. The color of each food is positioned by people. It produces a certain sense of taste, vision and perception under the action of people. However, it is very easy for us to have a fixed association with taste. In the market, we can usually see a variety of food packaging, and color will have a great impact on consumers' purchase desire. For example, cream bread usually makes people feel the mellow taste of butter in the bread. Generally, sour, sweet, bitter and spicy foods are packaged and classified with different colors. Acid foods are usually packaged with yellow and green tones; Sweet foods are usually packaged in candy colors; Bitterness is represented by gray tones such as coffee and brown; The spicy taste is represented by a pungent bright red tone. Therefore, to strengthen the expressiveness of food packaging design, the corresponding colors should be used appropriately.

Finally, skillfully use the suggestive function of packaging color. Packaging color design should not only have the characteristics of integrity and aesthetic determination, but also pay attention to the regularity of emotion in color application. Through the packaging design of commodities, we should skillfully use the hint of color, so it is conducive to enhance consumers' interest in products. Color packaging has the function of transmitting emotion and can easily arouse consumers' desire to buy. Consumers often express their emotion through visual senses. Therefore, when designing products, producers must also inject certain inner emotion and visual sense into the packaging of products, and then the products produced can be expressed through color, To a greater extent, it meets the emotional needs of consumers for color. In addition, emotional expression can also be carried out in other forms. Chart is one of them, but the specificity of color is irreplaceable. The ingenious application of color emotion law in packaging design can greatly meet the psychological needs of consumers[4]. The psychological factors of consumers play a very important role in the process of commodity sales. To

some extent, color packaging has the function of suggesting consumers to buy actively, which fully reflects the attraction of color packaging design. It can be seen that the suggestive effect of color emotion induces consumers to have emotional association with goods, in order to realize consumers' better understanding and love of goods.

### **3. Emotional Symbols in Product Packaging Design**

#### **3.1 Characteristics of Emotional Symbols in Product Packaging Design**

With the advent of the information age, the use of symbols has reached an unprecedented frequency. It is a tool that expresses thoughts and emotions. According to semiotics, any cultural phenomenon in the world can be regarded as a symbol system, and all forms of expression of things can be regarded as symbols. No matter language, text or culture, they are a combination of symbols. At the same time, the significance of these symbols depends on their cultural background. As an objective carrier to convey information, product packaging is inseparable from the combination of various symbols. It has direct or indirect communication and communication with consumers. Whether the words or graphics on product packaging will convey specific emotions and give people all kinds of tips or care.

Human emotion is rich and changeable. It receives all kinds of stimulation and influence from the outside world, and each emotion is the result of the interaction between subjective and objective. Accordingly, the emotional symbols in product packaging design should have the characteristics of culture, region, times, entertainment and society. Therefore, how to properly apply the ideological cultural connotation and emotional connotation corresponding to the product to the product packaging design, so as to accurately convey the function and attribute of the product, cause the resonance of consumers, and then stimulate their consumption desire has become an important task of designers.

#### **3.2 Product Packaging Form Elements and Emotional Symbols**

Product packaging form elements can be divided into three-dimensional elements and plane elements. Three dimensional elements are three-dimensional forms, which include the modeling and structure of packaging. Plane elements are two-dimensional forms, including packaging graphics, text and layout. Three dimensional elements and plane elements are interdependent and form a complete package together. Form is the visual appearance of things, giving people a stable perception. The application of emotional symbols in product packaging form can be highlighted in a specific element or comprehensively applied to various elements. For example, the packaging design of "heart printing" tissue mainly shapes the brand spirit through interesting patterns. Brand development often has such a law: if a very excellent product does not go through a careful brand packaging and brand building, and does not shape a good brand image, it is difficult to obtain the recognition of consumers in the brand diversified market, and it is impossible to burst out a strong brand power. Through the survey, enterprises found that consumers are more willing to associate ~ kinds of beautiful emotions, such as love, family affection, friendship and so on, rather than just the paper towel itself. Therefore, in order to impress consumers, enterprises take "emotional appeal" as the starting point of brand differences and inject emotion into paper towels. In addition to the dramatic creation of "love is sneezing" in the production of advertising films, the packaging design of paper towels also follows the route of "emotional appeal". For example, the design of "spring imagination" and "winter love song" in "heart printing" handkerchief paper has a very storyline. One of the patterns shows two children chasing

butterflies in the fields in spring, and the other is skiing happily in the snow in winter. Such a design conveys the meaning of its form through the visual experience and visual association generated by visual stimulation, and moves consumers through two image symbols with beautiful plot to make them produce corresponding association or imagination, so as to establish a beautiful image of their own brand in the hearts of consumers.

### 3.3 Product Packaging Material Elements and Emotional Symbols

The materials used in packaging are diverse. Different materials have different characteristics, functions, surface texture and texture, and bring different visual impact and feeling. For example, if you want to convey the natural and pollution-free properties of products, you can use bamboo materials[5]. At this time, bamboo materials, as an emotional symbol, correspond to the feeling of freshness and simplicity. In wine bottle packaging design, the designer puts an ice coat on each wine bottle. Through the selection of this material symbol, people will feel cool and cool when they see it, arouse the most essential physiological feelings of consumers, and accurately express the characteristics and connotation of the product.

## 4. Conclusion

In recent years, the packaging of color emotional design has been further developed. The packaging with color emotion will be displayed to consumers in a more appropriate attitude towards life, so that consumers feel relaxed and interesting in life. In the future market development, the packaging design with emotional color will take the lead.

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