

A Preliminary Exploration on the Artistic Design of Take-away Food Packaging

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Abstract. Take-away food packaging plays an important role in the recognition of food commodities. It is scientifically proven that the color, material and design style of food packaging design can affect consumers' taste choices to a certain extent, and it is also the most effective business in the take-away competition industry One of the means of competition. However, due to the influence of the "fast-paced" lifestyle, most take-away packages are simple in design, lacking in safety and convenience in use, and lacking in unique aesthetics in decoration. For example, adding a certain degree of artistry to the take-away packaging to enhance the aesthetic appreciation of the take-away packaging can not only display the merchant's brand characteristics and culture, increase the visual effects on the packaging, but also attract consumers' eyes and deepen the goods' favorability. As packaging is closer to consumers, take-away food packaging as an effective means of communication is self-evident.

Keywords: Take-away packaging; Innovative design; The people-oriented.

1. Analysis of the Status Quo of Chinese and Foreign Take-away Food Packaging Design

1.1 Analysis of the Status Quo of Take-away Food Packaging Design in China

In China, there are many problems with Chinese take-away food packaging, most of which are simple and lack design, and are not user-friendly and difficult to use. In order to reduce costs, merchants use plastic products that do not withstand high temperatures, causing harm to consumers. The recycling rate in the later period is low, which causes damage to the environment. Nowadays, more and more businesses pay attention to the material problem. At present, most Chinese fast food packaging boxes on the market are mainly foam packaging boxes and plastic packaging boxes. There are not many foam box packaging at present. Most of them are plastic lunch boxes. Plasticizers are added to plastic products to enhance flexibility and make them easier to process. If the heated plastic product exceeds the heat resistance limit, the plasticizer will be released. Plasticizers can interfere with the body's endocrine system. In terms of structure, most take-away boxes use a combination of box and lid. Although the sealing of the meal box is guaranteed to a certain extent, the disadvantage is that it is easy to overturn, splash, and not easy to clean. In the end, Chinese-style take-away stores seemed to devote their energies to the research and development of dishes. The packaging design was similar, and they copied each other. I felt that packaging was not important. On the contrary, the excellent packaging design can make consumers shine, stand out from the mediocre, simple packaging, and attract a group of potential customers.

1.2 Analysis of the Present Situation of Foreign Take-away Food Packaging Design

In fact, many developed countries attach great importance to the design of "humanization", "greening", and "reduction" of food packaging for external use. In Germany, where industrial design is developed, as early as more than ten years ago, it has begun to advocate "zero packaging" and "simple packaging" of commodities, and advocate that packaging should be harmless to the human body and the ecological environment; Packaging has been proposed and used for a long time. They advocated that the packaging reuse should be considered at the beginning of packaging design. Later, American companies began to use recyclable food packaging after fully researching consumer psychology and behavior. Materials, innovative packaging structures and materials, the design results are obvious. Specific cases are: The famous designer Byrne once designed a

take-away food package for McDonald's. He used a carton as a base, added a partition to the hamburger box, and punched a circular hole in the paper, can be used to put drinks, so as to integrate the three of hamburger, fries and cola. It is such a simple design that makes it easier for consumers to carry, and reduces the materials to meet the needs of humanization and reduction.

2. Improve the Artistic Quality of Take-away Food Packaging Design

2.1 Appearance Design Improvement

The unique outer packaging shape can really attract consumers to pay attention to the goods, but the take-away food packaging as the external protection bag of the food must be ergonomic in shape. Although the outer packaging of some take-away foods is unique in shape, it is not good Tear the corners or do not lift the lid. The use of artistic design thinking to expand take-away food packaging design can first attract consumers from the appearance. The appearance of information transmission, color expression, and brand refining graphic elements can promote the integrity of packaging design. take-away food packaging design can reflect the interaction between food and consumers. Around the take-away food can be printed with cartoon patterns or small games to attract consumers to read carefully, so as to achieve the purpose of interaction. Secondly, the use of artistic design thinking can expand other functions in takeout packaging design. For example, the opening function design of the packaging needs to conform to the principles of ergonomics, design a specific opening method or pattern, and a guide or graphic can be set on the opening icon to satisfy the curiosity of consumers.

2.2 Color Matching Design Enhancement

Color is one of the most important sales factors in the design of take-away food packaging, and it is also a factor that can quickly attract consumers' attention to commodities. Good color matching can attract consumers for the first time. Many take-away foods on the market have very casual color combinations. The red and purple or deliberately use very bright and out-of-date colors for packaging design in order to attract consumer attention The color is ugly, there is no design connotation, and it does not reflect the health and nutrition concepts of food. The aesthetic form of color mood is mainly reflected in the association and extension of food after consumers see the color combination. In take-away food packaging, the color of the exterior packaging can be designed using the color of the food itself. The combination of different colors and artistic forms of artistic conception can make the packaging design of take-away food appearance more connotative.

In the packaging color design, you can choose complementary colors, or the gradient colors covered by the food itself to design colors that meet the expected psychological needs of consumers, which can effectively promote the aesthetic design of packaging. Unification can highlight the role of the manufacturer's brand in the series of food packaging products, and unification represents the unification of the characteristics of elements and graphics, which is conducive to the integrity of packaging design. The expression of contrast and uniformity can be designed in packaging design to facilitate differences in shape, contrast between colors, uniformity of graphic patterns, and length between elements, thereby increasing the visual art effect of packaging design.

2.3 Material Environmental Design Improvement

take-away food packaging is used a lot in daily life, and most of them are disposable. They are consumables and will generate a lot of household waste. On the other hand, take-away packaging is in direct contact with food, and the safety of packaging is closely related to people's health. Therefore, the innovation of take-away packaging materials should be considered from two aspects of environmental protection and safety. In terms of environmental protection, take-away packaging should be made of environmentally friendly, degradable and easily recyclable materials. For example, a new type of starch-based raw material can be used to make take-away packaging. Starch is the product of photosynthesis of green plants in nature. It is a nutrient stored in plants. It is a pure green, non-polluting and renewable resource. This material has a wide range of sources and can be obtained

from wheat, potatoes, corn, sweet potatoes Compared with traditional crops and plant straws, compared with traditional degradable plastic packaging, this material has less toxic and side effects, will not cause pollution to food materials during packaging, and has high safety. At the same time, this material also has the advantages of low price and wide source of materials. Based on the use of this material, new technologies such as 3D printing can also be used to take advantage of the new materials.

3. Exploration of Artistic Practice of Take-away Food Packaging Design

At present, with the development of the e-commerce industry, the popularization of the Internet, the acceleration of people's life rhythm, the take-away market has sprung up. Ordering take-away food has become an important way for people to eat. It is necessary for designers to study the current status of take-away packaging design, and to carry out purposeful further research on public psychology and consumer demand for take-away packaging. At the same time, the design process should focus on design innovation, people-oriented, and promote the further development of take-away packaging design on the basis of sustainable development. With the improvement of people's living standards, people no longer regard the functionality of take-away packaging as the only standard for measuring the quality of packaging, and the artistry of packaging has also become the focus of consumers. The beautiful appearance of the packaging can not only meet the psychological needs of consumers, but also a means for merchants to increase sales. Therefore, it is necessary to meet the aesthetic needs of consumers through innovation and artistic improvement in the form of take-away packaging. For example, through innovative design in structure, font, graphics, color, etc., the design is novel and generous, which is convenient for consumers to use take-away packaging. While promoting sales, achieve humanistic care for consumers.

With the rapid development of the economy, people's concept of catering consumption is gradually changing. More and more efficient and busy work makes people have to choose a more convenient way of eating. The emergence of take-away food perfectly solves this problem. It is favored by more and more office workers and students, and will become one of the main ways for people to eat and party in the future. In recent years, the continuous development of the take-away industry, consumers have more choices, competition between take-away foods has intensified, and consumer demand has become a major consideration for merchants. As a bridge to close the distance with consumers, packaging design is no longer just to protect food, but also to work hard on art. At the same time, in today's mobile Internet era, people's spending power is constantly increasing. The takeout industry is encountering unprecedented opportunities and challenges in this wave of technology. The design and research of takeout food packaging is an important trend in packaging development in the future.

4. Conclusion

This article tries to solve the problem of being not environment-friendly of the take-away packaging. It analyzes currently existing problems as well as foreign experience of takeout packaging design in this field, on this basis, and combined with typical examples, innovative approaches are proposed. Through the study of material selection, practicality, recycling and other aspects, this article has carried on the humanization transformation to the take-away packaging. We should focus on safety, sustainability, people-oriented philosophy, on this basis, targeted for further study.

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