

Research on Creative Thinking of Product Packaging Design Based on Style Features

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Abstract: With the development of world science and technology in recent years, cultural and creative product packaging also has a very unique style. Because the packaging of each commodity is the ideology contained in production. Whether it is from the structural analysis, including product design, the designer's ideas are integrated into it, and the designer expresses his own design concepts in it. Through the designer's style, the product can be effectively improved in the competition. This article improves product packaging design through continuous innovation of creative thinking design in product packaging.

1. Introduction

In people's lives, design is a common expression of thought and the ultimate embodiment of human ideology. People integrate their creative divergence and active thinking into product design, thereby expressing people's various ideas and giving products more value. The ideological soul of the designers stems from people's life and behavior needs. It has a variety of multi-directional guiding functions. This function can integrate people's ideology and other scientific values into the product packaging. Show the uniqueness, uniqueness and outstanding characteristics of the product, and improve the aesthetic characteristics of the product, so that the product has a better competitiveness.

The improvement of the design style of product packaging originated from the beginning of the 20th century in the West. A rising concept of flat packaging is used. In the practice of this concept, the artistic graphic design style is integrated into it, reflecting a comprehensive design ideology. This concept has very strict requirements on the designer itself. The designer integrates the knowledge, theory and ideas he has learned into the product packaging design, thereby improving the packaging characteristics of the product.[1].

2. Features of Minimal Style

As modern people live in an increasingly busy real life, they are constantly facing a fast-paced, high-frequency hustle and bustle world, and they are under various pressures brought by society. People, under the control of complementary consciousness [2], are very eager for a by getting rid of cumbersomeness and complexity, it brings easy, joyful, simple living space and spiritual space, so the minimalist style has gradually attracted people's high attention. The simplicity, liveliness and nature it pursues have brought great strength to people. The psychological response has been well reflected in various fields such as music, painting, architecture, graphic design, and industrial design.

The modern minimalist style pursues simplicity, but it is not equal to simplicity, and it is not like the simple and straightforward. It is an extension of the thinking and artistic life of the designer after careful consideration, through the treatment of design skills and the reasonable use of materials; it is also a concise and concise way of the designer to give the work a cultural taste and an era expression , Has a certain ethereal beauty; the practicality it seeks is completely in line with the taste of modern human life, both beautiful and practical. As shown in Figure 1, it is the minimalist style in the packaging design of Apple mobile phones [3].



Figure 1. Apple phone packaging design

3. Creative thinking

3.1 Concept

Creative thinking is a kind of materialized thinking activity that actively and creatively reacts to the objective world and the various relationships that exist between things in the objective world reflected by the human brain. It is an advanced expression of human thinking, a comprehensive use of multiple thinking, and has comprehensive, active, and original thinking characteristics. It often thinks and solves problems in novel and distinctive ways. It can bring valuable new ideas and products to the audience, and it is the core of creativity.

3.2 Creative Thinking Form and Thinking Process

According to different classification standards, human thought forms can be divided into many different categories. Traditionally, thinking is divided into two forms of logical thinking and non-logical thinking. Logical thinking forms follow logical rules, including induction and deduction, analysis and synthesis, etc. Non-logical thinking forms mainly include imagination, intuition and inspiration. In addition, if we divide it more carefully: First, it can be divided into conceptual thinking and image thinking according to the composition of thinking elements; second, it can be divided into convergent thinking and divergent thinking according to the direction of the thinking process; and third, according to the creativeness of thinking content, it can be divided into reproducible thinking and creative thinking [4]. On this basis, it is also possible to derive forward thinking, reverse thinking, vertical, horizontal, seeking difference and seeking the same thinking. Creative thinking is the creative thinking activity in which the subjective subject actively and comprehensively uses various thinking forms. Usually divided into the following categories:

- 1) Inspiration. From the perspective of design art, this is a form of thinking that is suddenly realized in the process of artistic creation based on memory accumulation, with intuition and thinking ability, often a qualitative leap.
- 2) Multiple thinking. It is to limit the points, lines, and areas for its own design goals, and conceive things from multiple aspects and levels.
- 3) Associative thinking. It is to establish a connection between two or more thinking objects, grasp their mutual relations and characteristics, and provide a certain basis for other thinking methods (main thinking forms include: fantasy, fantasy, metaphysics).
- 4) Reverse thinking. It is to break the routine and choose a different or opposite way of thinking and get unexpected results.
- 5) Divergent thinking. Taking known things as the starting point, another new thing is induced through various thinking orientations (such as association, analogy, analysis, etc.), also known as diffusion thinking.

3.3 The relationship between product packaging design and creative thinking

3.3.1 Creative thinking is the soul of product packaging design

Firstly, consider from the perspective of product packaging. The success of a product's packaging design is not just whether it can achieve a specific function, but also whether it is creative. Only with innovative elements can the design work have a stronger vitality.

Secondly, from a market perspective. In the fierce market competition, the product packaging design image is the first impression that the product presents to consumers. It is of great significance to the product image and branding. It is about the competitiveness of a brand and the survival of an enterprise. Therefore, we must pay special attention to the innovation of product packaging while guaranteeing the quality of our products, which cannot be ignored. Only innovation has a way out, and only innovation has a foothold.

Again, consider from the perspective of social needs. At present, consumers' spiritual and cultural tastes are constantly improving, environmental protection awareness is constantly increasing, and the requirements for product packaging are also increasing. Therefore, it is necessary to emancipate the mind, break through the shackles of previous concepts, break the constraints of uniform packaging forms, use creative thinking, and use product packaging design to create a new trend of packaging that returns to nature and emotional interaction in order to meet people's own aesthetic and spiritual needs.

3.3.2 Product packaging design is a manifestation of creative thinking

Product packaging design uses a design language to create a beautiful life and meet people's spiritual life needs. Its essence is the diagnosis and interpretation of creative thinking, which is a specific expression of creative thinking.

4. Creative thinking in simple product packaging design style

As the saying goes, "People rely on clothes and Buddha rely on gold." "Packaging" and "product" cannot be separated from each other. In the design process, the external form and the internal quality must be perfectly unified and natural, and the designer needs to "do more with less" and "design simple to impossible." "The situation" and other minimalist packaging design ideas carry forward, with simple and elegant aesthetic standards to add simple and elegant artistic atmosphere to the work [5].

4.1 Requirements for simple design

4.1.1 Composition elements

In modern packaging design, trademarks, graphics, colours, text, and bar codes are the main composition elements of packaging and decoration design. In composition design, designers should not be trapped in flashy and beautiful appearances. After refining and generalizing, they should take the essence of drawings and text and combine the refined shapes to create a simple and clear picture to ensure accurate product information. It is communicated without error. As shown in Figure 2, it is the innovative design of YSL lipstick simple packaging products.



Figure 2. Innovative design of YSL lipstick simple packaging products

4.1.2 Material elements

With the continuous development of science and technology, various new materials have been continuously developed and applied in packaging design, which has greatly enriched the expression of packaging design. Therefore, designers should grasp the different characteristics of various emerging materials in a timely manner, accurately grasp the aesthetic factors of various materials, apply the most economical packaging materials and the most reasonable and concise process in the design process, and fully consider environmental protection and fashion factors. Make full use of the texture and texture effects of the material surface, and perfectly combine with other design elements, so that the packaging works show an endless atmosphere and artistic charm [6].

4.1.3 Art and science elements

Packaging design itself belongs to the category of art design. In order to play an effective promotion role, packaging design should increase the artistic appeal and visual impact of the work through certain artistic means, thereby enhancing the artistic connotation of the product. At the same time, there should be more rational factors in the design, using scientific concepts to solve product safety, cost, function and other issues.

4.2 Examples of creative thinking in minimalist packaging products

4.2.1 Packaging design under the concept of green environmental protection

Injecting the concept of green environmental protection into packaging design is an inevitable relationship formed between humans in the production and life process and the environment in which humans are located. That is, the development concept of symbiosis and coexistence of development and sustainability, circulation and regeneration is leading. It is the direction of human behaviour and thinking; it is also a cultural phenomenon that is based on its own consciousness and the overall relationship between groups. It is an ecological concept that emphasizes the concept of the overall symbiosis of design and realizes people, nature, and people. Harmonious development with society, advocating green humanistic value and long-term value. How to fully reflect the environmental protection concept of packaging modelling through innovative design and highlight the creativity of design thinking? With the help of the times and the advancement of science and technology, we can make full use of the power of science and technology to ingeniously integrate various advanced materials and technologies into the design of products and packaging, the rational

and creative use of packaging materials, the simplification of the amount of materials used, the modelling space and The scientific calculation of the structure is based on the design concept and design orientation of recycling and sustainable development. Starting from environmental protection, the design creates a non-polluting ecological environment that is conducive to human survival and reproduction, and reaches packaging and consumers, society, and nature. Harmony and balance between the "unity of heaven and man". Regardless of the shape or form of the packaging, it has brought very difficult tasks and social responsibilities to design thinking.

For example, among Japan's many outstanding cosmetic brands, Shiseido has steadily and brilliantly gone through a development path of more than 100 years, and has always followed the design and management philosophy of quality first. As a cross-century brand in Japanese cosmetics, it has been in many in the world. Cosmetics brands have made a name for themselves. When it comes to Shiseido products, the first thing you think of is Eudermine's "red honeydew", a wine-red, transparent glass bottle, charming and stunning in colour, much like garnet crystals. Production, bottles are specially customized by a French company, so it is very special, with French design features, the packaging promotes the simple style to the extreme in design, as shown in Figure 3. In addition to Shiseido Japan, it also uses many excellent cosmetic brands. They also inherit and carry forward the industrial spirit of quality first, environmental protection and simplicity. The perfect combination of Shiseido quality and appearance reflects the concept of Japanese cosmetics brand culture.



Figure 3. Shiseido Eudermine

4.2.2 Packaging modelling design under the concept of emotion

The emotional design concept is the most unique aspect of human thinking activities. The visual elements of packaging design are integrated into the human's rich emotional consciousness, and the design process of packaging design is evolved into a process of creating an emotional atmosphere, showing the affinity of the design among many products, thus gaining the favour of consumers. How to make packaging shapes naturally show rich emotional connotation, and what kind of design thinking and design methods are used to strengthen the emotional concepts of packaging shape design? According to the aesthetic characteristics of artistic design, we can dig out all the emotions deeply buried in the human heart, and use some missing or seeking spiritual comfort in human's emotional life to reshape or build a new kind of emotional sustenance carrier, borrowing things to think , To give packaging a new mission; by using various visual elements for visual rendering, so that consumers have the past plots and affectionate memories, thereby further deepening the emotional concept of design.

For example, Korean traditional culture is deeply influenced by Confucian culture. Confucian culture values the mutual love between people, emphasizes the consistency and sharing of family and nationality, etc., and narrows the country's thinking to the family's thinking. The principle of the home extends to the principle of the country. Koreans have a universal self-plot to culture, which is because they attach importance to traditional culture and modern inheritance. They will not deliberately imitate and accept foreign cultures altogether. Instead, they will find a development path that suits their own characteristics and values people. Communication with people, environmental protection and ecosystem maintenance. This idea of "meriting nature and innovation" is also presented in Korean packaging design. These naturalistic design ideas are fully reflected in the product packaging design of Korean poetry brand Innisfree. As shown in Figure 4.



Figure 4. Packaging chart of Innisfree

4.2.3 Packaging modelling design under the concept of information

Design not only conveys the information of the product and packaging itself in the visual category, that is, objective information such as the specific utility and functional use of the product, but also shoulders the visual impression of the product quality and corporate image that the product and packaging shape bring to consumers, That is, subjective information such as psychological feelings and brand impressions reflected by products and packaging, so as to complete the natural transmission process of externalized information and internal information. The purpose of information transmission is not to attract people's attention through strong visual impact, but to slowly penetrate the five senses. When people haven't noticed its existence, the mature, secret, precise and powerful communication has been quietly completed. The visual elements of design can imply rich product information. For design strategies, design ideas and design behaviours to reach established design goals, it is necessary to fully grasp the characteristics and functions of the product and the consumer groups it faces. The amount of information and value orientation carried, carefully designed unique packaging shapes, so that consumers are attractive, and then obtain the objective and subjective information conveyed by the design. Therefore, the packaging model integrated with the concept of information constantly shows the power of creative thinking in an abstract form of information body.

5. Conclusion

Combining minimalist style with modern packaging design will be a systematic project with broad prospects, which is also one of the important guarantees for building a conservation-oriented society in China. At the same time, with the development and progress of society, changes in people's thoughts, consciousness, spirits and concepts can be reflected in the cognition of daily life, and can be profound from the aspects of human behaviour, living conditions, social order, and consumption concepts. Feel the tremendous impact of design. Based on the innovative design ideas

of the appearance and shape of modern packaging, various design concepts with the requirements of the development of the times are integrated into the process of social development. When developing new products and packaging design, you can quickly grasp the pulse of the times and create more vigorous design culture and brand culture, which stimulates new design enthusiasm, develops new design fields, creates new packaging forms, and gains new creativity in new market competition.

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