

Artistic Expression of Illustration in Modern Packaging Design

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Abstract: Objective to Analyze the Artistic Expression and Practice of Modern Packaging Design for Illustration Elements. Methods Based on the Definition of Illustration and Its Artistic and Commercial Value in the Development Process, This Paper Explores Its Combination with the Modernization of Packaging Design, Analyzes the Application Status and Necessity of Illustration Art in Modern Packaging Design, and Then Highlights the Information of Packaging, the Nationality of Packaging, the Emotion of Packaging and the Times of Packaging in the End, the Value and Future Development of Illustration in Packaging Design Are Prospected from a Macro Perspective. Conclusion Illustration, as a Form of Product Expression, is Applied in Modern Packaging Design. Its Unique Aesthetic Form and Profound Connotation Not Only Make the Packaging Design More Rich, Vivid and Diversified, But Also Bring an Artistic Aesthetic Experience to the Packaging Works, Which Deeply Attracts the Public's Attention and Makes the Product Packaging Realize a Greater Value.

1. Introduction

Illustration is a Form of Expression with a Strong Sense of Art[1]. It is Often Used in Combination with the Text of Books, Which Plays a Role of Supplementary Explanation and Vivid Image. from the Perspective of Art, Illustration and Painting Art Are Closely Related, No Matter in the Way of Expression or in the Form. What's More, Illustration Art Shows a Unique Depth in the Theme of Expression. Because of This, the Illustration Art Has Shown Great Commercial Value in the Development Process. Its Application Scope is No Longer Limited to the Auxiliary of Books and Characters, But to Further Expand the Application Scope. It Appears in Magazines, Films and Television, Advertising, Packaging and Other Media, with Gradually Rich Content. Visual Language and Unique Expression Methods Have Also Become a Powerful and Practical Visual Art, Showing a Strong and Practical Visual Art Strong Application Strength. This Characteristic of Illustration Art is Gradually Highlighted in the Form Development of Packaging Design. Its Visual and Attractive Details Undoubtedly Become an Important Form of Visual Communication in Modern Packaging Design, and Play an Irreplaceable Role in the Visual Aesthetics of Consumers, and Grow Up Rapidly with an Important Form of Visual Communication[2]. Especially with the Personalized Development of Packaging Design, Illustration Art is More Widely Used, Showing Unparalleled Artistic Visual Effect.



Fig.1 Illustration of Packaging Design

2. The Development of Illustration in Packaging Design

From the perspective of the world, illustration art has been widely used in packaging design, and there are different artistic forms and effects in different countries and regions. In fact, in Japan, South Korea, Hong Kong and Taiwan, there are many cases of illustration applied to packaging design, with mature overall development and a huge market and operation team [3]. However, from the perspective of the application of illustration art in the field of packaging design in China, the overall application scope and effect still need to be further strengthened and improved[4]. Specifically, due to the slow speed of transformation between traditional culture and business in China, the involvement of illustration in the field of commodities is still shallow, and does not form a strong sense of existence, and the public also has insufficient awareness of this art form as a whole, and the lack of professional talents is an unavoidable reality. In particular, many foreign excellent illustrators and designers created successful commercial illustration design cases, so we have to think about the gap between reality. It is true that illustration is a modern form on the surface, but it is also a kind of inheritance and development of Chinese classic culture on the deep level. It is also the modern flavor of illustration art, which greatly improves the taste and taste of packaging design, and makes the artistic flavor stronger. In the field of packaging design, to promote the art of illustration deeply and enlarge its characteristics artistically is the development path that packaging designers can learn from and must give practice.

3. Artistic Expression of Illustration in Modern Packaging Design

The innovative application of illustration in packaging design is more and more extensive, which not only stimulates the vision of consumers, improves the sales volume of products, but also brings considerable economic benefits to enterprises[5]. More than that, packaging design with the help of graphics and color elements, the application of illustration art becomes more novel and flexible, giving commodities more abundant information transmission and value expression. It is no exaggeration to say that the application of illustration in modern packaging design has achieved perfect artistic expression.



Fig.2 Illustration of Packaging Design

3.1 Ingenious Design, Highlighting Packaging Information

No matter how the packaging design develops and how its value expands, there is a basic function indispensable, that is, the function of information transmission. From the perspective of product packaging market, the circulation and sales of modern commercial packaging design are all based on the transmission of information[6]. No matter with the help of graphics, words or colors, no matter abstract or concrete, only the complete expression of product information can obtain a stronger visual impact effect and catch the eye of consumers. The artistic expression of illustration in packaging design is naturally inseparable from the basic information expression. Whether it's graphic design or color matching, the application of illustration should be just right to show the priority and pursuit of information with ingenious ideas. First, establish brand image. In the modern market with fierce competition, if we want to defeat our competitors, we must establish a personalized brand image, attract consumers with outstanding brand characteristics, and maximize

the brand awareness of enterprises in the market. The unique art form of illustration has given the enterprise brand image design rich inspiration[7]. More and more designers apply the illustration art to the establishment of the enterprise brand image, and obtain good market feedback effect. In the physical field, the personalized art form of illustration captures the subtle psychological changes of consumers with intuitive visual effects, and promotes the purchase behavior of consumers. In the virtual field, the application of illustration also gives more artistic packaging to the goods in the Internet field. Even because of the openness and inclusiveness of the network, there are many popular illustration people, who make a more perfect packaging plan for the brand image, greatly improving the value of packaging. Whether in the field of entity or virtual, product packaging design benefits from the information expression of illustration art. Take the cosmetics brand Aili cottage as an example, its success just gives us more inspiration about the artistic expression of illustration. The consumer group of the brand is 20-30-year-old women. A large number of illustrations are used in the packaging design, and the form of illustration is not rigid. The overall packaging update speed is very fast, creating a fairy tale princess like beautiful cosmetics for these girls who love fantasy and art. This kind of product information and demand communication caters to the consumption demand of female group, and successfully creates a cosmetics brand integrating loveliness, delicacy, richness and change. Second, improve the economic value of commodity packaging design[8]. On the basis of establishing brand image, product packaging also needs to have more important function promotion. From this point of view, designers in packaging design should start with details, highlight special design elements, perfectly show all the aesthetic, to meet consumers' higher-level aesthetic pursuit and psychological needs. Illustration still shows amazing artistic appeal in this respect. Some brands cooperate with a master illustrator in limited amount packaging, which shows a strong artistic and commercial value, and greatly improves the value of goods. All of these are the charm and value of product packaging brought by illustration, which is an artistic expression of effective information.

3.2 Enrich the Connotation and Transfer the National Culture

The so-called national is the world. In the era of globalization, the variety of commodities is becoming more and more diverse, and the market competition is becoming more fierce. To stand out, we must start from the root, enrich the connotation of products, highlight the unique nationality, and enhance the cultural heritage[9]. From the analysis of the application of illustration art in product packaging design, if we want to internationalize, we must first realize nationalization, perfectly combine illustration with Chinese traditional culture, and improve the nationality of packaging design. The ink element in modern illustration is a distinctive example, which is separated and refined from the structure of Chinese ink. It stresses a harmonious state of pen, ink color, composition and charm, and pursues the harmony of “harmony between man and nature, forgetting between things and me”, showing the rich artistic connotation and spiritual value of ink art. With the help of point, line, surface, color and other elements to match the changes of ink form in illustration, an art reprocessing and re creation can realize a traditional charm and give it a sense of modern trend. From the point of view of application, with the ink form, the details in the illustration can be spot dyed, rendering the atmosphere in a large area; from the point of view of line application, the illustration with the pen, ink, line charm, from complex to simple, free play, can have a strong artistic tension; from the point of view of the application of the ink method, this technique breaks the rigid structure, giving the illustration a strong artistic contrast, It fully embodies the artistic value of illustration. The application of these details gives the illustration art more powerful artistic expression, and also makes the packaging design realize the unity of modern and national. This is the respect for traditional culture, the manifestation of modern style, and the inevitable choice of the road of art nation.

3.3 Catering to Psychology and Reflecting Product Emotion

It is an important principle that packaging design must adhere to to embody emotional demands in design and meet the emotional needs of consumers to the maximum extent. Because a lot of times, consumers' purchase of products is not only the pursuit of practicality, but also there

are certain emotional factors. The artistic expression of illustration also needs to start from this perspective, move consumers with positive and warm emotions, and finally promote the purchase behavior. Only in the process of design, designers can not use illustration art at will, but should scientifically consider the real emotional needs of consumer groups, consider the prominent features of different products, and use scientific design ideas to better arouse the emotional resonance of consumers. For example, the application of food packaging design to illustration art should dare to innovate, highlight individual design, improve the impression and appeal of food in consumers' hearts, so as to achieve the purpose of promotion. The application of candy packaging design to illustration art is very novel. In terms of organizational mode, with the help of geometric composition, abstract composition and figurative or physical composition, as well as the application of coffee, red, pink and black-and-white series colors, candy packaging design brings consumers broad association space. At the same time, the simple, generous, fashionable and warm art design style reflects a "seven color happiness" "The beauty of vitality conveys a personalized emotion to consumers, and improves the impression and appeal of the candy in consumers' hearts. In addition, a series of design of xinxiangyin brand's toilet paper also adopts the form of illustration, taking the illustration of several meters in Taiwan "left, right" as the main packaging graphic element, aiming at the psychological and emotional needs of young men and women, greatly stimulating the group's enthusiasm for purchase, and the market sales effect is good.

3.4 Change Innovation and Highlight the Characteristics of the Times

The progress of the times gave birth to the innovation of technology, and also promoted the change of the times in the field of packaging design. In order to connect the packaging design with the times, designers have carried out more creative transformation in the application of illustration art, which not only can accurately convey information, but also create spiritual value in line with the times with unique aesthetic feeling. From the perspective of details, the graphic creativity of illustration is mainly divided into image composition, deformation composition, gradual change composition, contradictory space composition, combination reconstruction and other series of techniques. With these techniques, a strong and bright visual effect is formed, and the screen contains a deeper symbolic meaning. In particular, the application of digital illustration makes it possible to use digital camera, scanning equipment, printing equipment, etc. for packaging design, which greatly enhances the artistic expression of packaging. For example, the packaging design of "seven happiness" drink is a form of digital illustration, which connects humorous plots and characters, caters to the key female consumers and children consumers, and its artistic expression to a certain extent realizes a kind of contemporary expression, creates a new inherent form of packaging, and gives the illustration art a more vigorous vitality.

4. Conclusion

In the market circulation, commodities need packaging as the material carrier, and modern packaging design has higher requirements for this carrier. On the basis of basic guarantee of commodity personality and brand building, we should further realize art innovation, win a broader market for products, and establish brand image with rich connotation to realize stronger art value and commercial value. Especially in the innovation and practice of packaging design with illustration elements, the designer should take the above requirements as the principle that must be followed, constantly absorb various cultural information, strengthen one by one in conveying product information, emphasizing national characteristics, catering to consumer sentiment and highlighting the characteristics of the times, so as to make illustration art and packaging design perfectly combined, and make tradition and fashion unified and personalized. With the help of connotation and the integration of certain personal design style, it can play a better role in visual communication for commodities to win the consumer market.

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