Spatial Expression of Positive and Negative Lines in Packaging Design

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Abstract

The rapid development of the society, a large number of commodity production and consumption, and promote the change of commodity circulation and the progress of consumption form, causing a fundamental change in people's way of life, aesthetic consciousness, which requires the simultaneous development of packaging and. As a result, packaging has gone beyond the traditional sense of pure protection and transport functions, and become an important part of modern commodity marketing. The packaging of the product is known as "silent salesman". With the rapid development of market economy, the increasingly fierce competition, the same or similar products emerge in an endless stream, how to make their products to talent shows itself in many products, packaging in order to ensure product quality and layout effect played a direct role. Good packaging design can not only make the product to convey to consumers the information is clear, but also to enhance the visual appeal of the packaging format, so that consumers have a desire to purchase the product. The layout of the layout design is extremely rich, the use of different forms of space organization can make it presents a variety of visual effects. Therefore, designers pay more and more attention to the research and application of space in layout design, the layout of the space exploration in the application of law, improve the understanding and grasp of the two-dimensional space of ideology, a reasonable layout of the layout design of the text, graphics, color, reasonable use of contrast and unity relationship between positive and negative space, and timely use of contradiction space, so that to convey information more clear and more visual appeal to audiences, rich visual language.

Keywords: Packaging, design, spatial expression, environment construction, modeling

Introduction

In addition to the influence of many factors, such as printing materials, processing technology, consumption concept, product culture and so on, we must follow the design principles of visual aesthetic needs and visual consumption psychology. The material value in the mass consumer goods and consumer goods in the visual demand value. At the same time, in the face of the initial stage of modern commodity consumers is a visual image in front of the public, so that the product packaging design should pay full attention to the visual demand. With the rapid development of information technology and the progress of the era of science and technology, packaging design in visual communication has entered into a new era, people of higher graphic language in packaging design has become one of the most important links in commodity sale.
The word "packaging" in nineteenth Century for the first time is included in the "Oxford English Dictionary", "dictionary" is the definition of Oxford is "to be fashionable sense of behavior of packaged goods". By this definition, at that time, people have begun to focus on the promotion of packaging. Later, with the development of commodity economy, the rapid development of processing, printing industry, packaging has not only has protection products and convenient transportation of the utility function, packaging design now has become a commodity promotion tool, has become an important way for consumers to obtain product information. In the national standard "packaging" in general terms, there is a clear definition of packaging, packaging products in order to protect the circulation process, and in order to facilitate the identification, sale and use of products, used containers, materials and auxiliary materials. It can be seen that in order to achieve the purpose of product promotion, packaging design of the visual language of the communication part is particularly important. The establishment of each packaging design to convey the emotions and style, is mainly expressed by the visual language of layout design, layout design packaging directly affects the consumer product preferences, and the desire to buy.

The format design is the combination and arrangement of elements, such as text, picture, graphics, etc.. Good layout can make people feel pleasure from the vision, has a strong visual impact and appeal, and can provide reliable information, meet the psychological needs of the audience, which senses beauty. The main surface packaging is the key of layout design, compared with other visual design, space small packaging, to convey the information but many here, usually arrange the most striking text, graphics and color, the commodity information first into the consumer eye, to attract consumers to so how to effectively convey the information of the product to the consumer, and make consumers have a good impression of the product, resulting in the desire to buy.

![Figure 1. Audio-visual Mode.](image)

**The Proposed Methodology**

**Packaging space design.** In the format design of the packaging, the performance of the space can convey the artistic aesthetic feeling. The reasonable performance of space requires the designer to pay painstaking efforts. In the packaging design of products, the relationship can not only see the graphics, text, color and do not pay attention to the space between the elements in the layout, if not on the strength, size, density of points, no reasonable spatial organization, will cause confusion between the various elements, the lack of a clear hierarchy and organization relationship, not to the outstanding product information, will cause visual confusion, so that
consumers have confused or vague information on products, not to have affection and desire to buy. Layout in space arrangement, space size density is properly structured, in order to make the message clear, in order to produce a rhythm and rhythm, the formation of art space aesthetic feeling, so that consumers have a good product, to attract consumers to buy. Therefore, the creation of visual space is an integral part of the design of packaging. In order to enhance the visual shock, clearly convey product information, the transformation of spatial relations has become an important means.

Space is an abstract concept, but it is no stranger to us, it is filled with every part of our lives, each of us lives in such a three dimensional world. Small to our classroom, campus, the whole earth, the infinite universe, are consistent with the concept of space.

**Spatial expression.** in the layout design, we generally divide the space into two categories, namely positive space and negative space. Positive space is related to the shape of the image, contour, there is a sense of fullness, outstanding, in the layout of the graphics and text part is often referred to as positive space, and negative space usually refers to the shape of the background. Chinese traditional ink painting are very exquisite and processing is an important technique of artistic expression. Layout design and painting art also focus on the size of the picture, the actual situation, the strength of the spatial relationship. The positive and negative two spaces are relative, they depend on each other. Rationally and creatively use the relationship between positive and negative space, can make the package layout design to express the information clear and concise, with visual appeal, to attract consumers, make the layout more attractive design.

The space in the packaging design is limited, how to create infinite daydream space in the limited plane space is the aesthetic taste of the designer. We are in the design of composition, not only to pay attention to is that space, physical space of creative expression, but also to the negative space, namely the blank space carefully, the unity of opposites between positive and negative space to create the space, handle the intensity, size, density and the proportion of each other. In the layout design, we can make use of the positive and negative space to create the own personality and style.

Comparison of positive and negative space according to the emotion, content and effect of package layout to express the decision, such as the layout to the performance of a noisy atmosphere or complex chaos, can use large positive space, small area using negative space, and even the use of space is filled with the entire layout of the technique, in contrast to the layout can reflect the performance of chaotic complex emotions. On the contrary, the layout to a quiet, elegant and artistic conception, when some mysterious, the use of negative space large area and small area is spatial contrast, can well express the spatial effect is expected, the layout is a mystery.

The status of negative space in layout design is no less than the space, this is because the advocates of "less is more" principle of modern graphic design, design elements with less as far as possible, make the layout theme clear, concise. Graphic design will be a large area of negative space so that the whole picture of strong contrast, easy to highlight the design center, convey the unique information, create a simple, elegant beauty and relaxed beauty, make the audience to imagine space.

In addition, there is a visual effect of the imagination of space, space. The contradiction space is the space form which cannot be used in the real space by the limitation of the plane and the illusion of vision. In the plane composition, sometimes deliberately contrary to the principle of perspective, deliberately create contradictory space. This is because the space is not reasonable, and sometimes is not easy to find out the contradictions, which will increase the audience's interest.
**Visual aesthetic needs.** It is an important principle of the beauty of simplicity to highly generalize and refine the visual image of the packaging design. In the packaging design, concise and lively tone, simple and powerful form of composition, is to obtain consumer attention weapon. Weber State University - Hill Josephson in her PhD thesis, conducted a study of readers eyeball trajectory image browsing, the readers to browse each picture of the time average of less than 0.71s. As a newspaper and magazine pictures in a short time to seize the eye movements of the eye of the reader, the need is simple, eye-catching pictures.

Good packaging design cannot be described in words, silent communication through visual language, it can break the language barrier across geographical restrictions, integration of cultural differences, so as to achieve the artistic effect of the silent infection. Good packaging design cannot in words, silent communication through visual language, it can break the language barrier across geographical restrictions, integration of cultural differences, so as to achieve the artistic effect of the silent infection.

When we put the space as one of the elements of the layout are considered, the space not only can become active, and because the use of space, can make the packaging itself layout design of visual communication function enhancement, and affects the layout of art and readability. The space layout of the various elements of the organization and arrangement can reflect the opinion of the meaning and profound design concept. The use of space thinking, play to our subjective initiative, exploring the visual arts space objective in graphic design thinking and form a variety of visual psychology research plane in space, find the layout character language for information communication, will be of far-reaching significance.

**Simple graphics.** According to psychologists, people's visual perception is preferred to simple rectangular, straight lines, circles and so on. In the face of complex visual information group, the information is often strong contrast, concise and complete the first intake of visual range, this is because of the simple graphics and people's visual experience in most of the natural or artificial form sharp contrast, it is easier to be noticed. In contrast, the complex graphics often have multiple visual sensitive points, people in the visual physiological and psychological pressure is much greater than the single purification graphics, easy to cause visual fatigue. Simple graphic design can bring people a bright and comfortable visual effect, in terms of commodity information transmission is also more rapid, direct, more likely to be recognized and memory. It is worth mentioning that in the packaging design is simple, not simplistic graphics is empty, no value, but through the design of the designers of sophisticated, fast striking form of commodity transfer most intrinsic rich information, but also the beauty of artistic conception.

**Abstract graphics.** Abstract graphics are more focused on the transmission of images, which makes the transmission of complex emotions can be displayed in a concise and vivid visual form. Abstract graphics for vision, just like music for hearing, their forms of performance together to achieve audio-visual enjoyment and abstract graphics can trigger the consumer's association activities, and can be matched with the subjective images of different consumers.

Abstract graphics in the transmission of information has a certain ambiguity, which brings challenges and opportunities for the design. Fuzzy pattern recognition was difficult to convey information packaging, different regions, different cultures and different backgrounds, on the same kind of graphic elements may lead to image understanding, experience complicated and varied.

**Blank figure.** In the graphic design conscious and purposeful use of blank graphics, not only can simplify the design, increase the information capacity, but also can greatly enrich the form of graphics and peculiar visual effect, to impress consumers.
Composed of empty elements form concise, intuitive and interesting, humorous, positive and negative pattern concise and to the point is not to be ignored in the design elements of the simple packaging, it will design concentrated complex to simple graphics, so that people can instantly feel the designer's design concept, and gifted with an extraordinary retentive memory. In order to show the endless visual association, the blank graphic is full of the sense of visual expression, and the language is full of meaning.

**Graphic character.** From the perspective of visual communication, the text itself has the aesthetic effect of graphic symbols. Different countries have different forms of characters in the form of text, contour. The space and the stroke itself can be seen as a specific meaning and fixed form from the perspective of visual communication, the text itself has the aesthetic effect of graphic symbols. Different countries have different forms of characters in the form of text, contour. The space and the stroke itself can be regarded as a kind of graphic with specific meaning and fixed form. After ignoring the first identity of the literal meaning, it can be transformed into a graphic character, and it should be distinguished from the figurative one and belongs to the abstract category. The creation of the characters reflects the initial exploration of the human memory and the expression of emotion by means of graphic symbols.

Whether it is Chinese characters represented ideographic, phonetic or Latin alphabet, originated from ancient pictures, then gradually simplified, and the Convention to standardize, formed a special symbol of human language information. Even if we are faced with today's pure text symbols, as the carrier of language, but also has its graphic meaning, it is composed of strokes and other basic elements of the human thinking of the graphic design. In the form of text, not only maximize the use of limited visual resources, but also conducive to reflect the packaging design of the human charm.

**Conclusion**

When we put the space as one of the elements of the layout are considered, the space not only can become active, and because the use of space, can make the packaging itself layout design of visual communication function enhancement, and affects the layout of art and readability. The space layout of the various elements of the organization and arrangement that can reflect the opinion of the meaning and profound design concept, the use of space thinking, play to our subjective initiative, exploring the visual arts space objective in graphic design thinking and form a variety of visual psychology research plane in space, find the layout character language for the information communication that will be of far-reaching significance.

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