Practice and Application of Illustration in Packaging Design Education

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Abstract. Illustration, as a kind of general design language which uses graphic design educational form to express image, takes into account the high efficiency of visual communication and the artistry of graphics itself. This paper reviews the history of illustration development and the changes in its development process from the perspective of educational theory, and emphatically analyzes the application characteristics of illustration in commercial packaging. Through the interaction and combination of illustration system and commodity, we can make the design education ontology more vivid and the purpose of education practice clearer. As an illustration in brand packaging design, it plays a role in conveying brand image, and pays attention to the way of human expression and value concept communication. By combining the characteristics of illustration, based on the analysis of the target brand and market in the educational practice, the original design for the series packaging of the "GOSEEGO Brand".

The Educational Theory of Commercial Illustrations

Overview of Illustration Theory

Illustration can be seen everywhere in people's daily life. Because of its unique artistic charm and rich forms of expression, it has become an important form of art in design education. With the development of society, people's idea in the early stage of illustration is only "the pictures attached to the books and periodicals"[1]. "Unable to express" can not only be used as a means of expression of pure art, but also as a medium for the transmission of information as well as a means of creating for the sake of showing the author's inner world. [2] The author believes that the use of the name illustration should be more inclined to painting, that is, whether it is purely hand-drawn or electronic drawing, as long as it is through the artistic nature of the pattern to express the image of the way can be called illustration. In the education system, the illustrations are mainly picture-based and text-assisted, which plays a supplementary role in the main content of the text. Such as the title painting in King Kong's Book of Canon until the opera illustrations of the Western Chamber in the Ming and Qing dynasties can be attributed to this kind of work.

With the development of human civilization, people's demand for individuation of life is increasing gradually. Various illustrations have become one of the constituent elements of people's life style. In the commercial field, the application frequency of illustration is also more and more high, the variety of the illustration, the publications, the film and game art design, the graphic and electronic media, the advertisement illustration design and so on. Illustration itself is very popular for its originality, style and changeability of techniques and styles. At the same time, illustration has a very broad development space for the cultural connotation and uniqueness of the brand. However, commerce has gradually become artistic. More and more commercial brands use illustration to package their products, thus enhancing the commercial application of illustration as a whole.
Design Characteristics of Illustration

With the development of business civilization, the close combination of illustration art and market economy promotes the development of social economy. In addition, the form of visual art, which transmits information through the artistry of patterns, is the basic function of illustration art, so illustration, as a basic graphic component element, has its own basic attributes of both artistry and commerciality.

**Extensibility of Art.** With the development trend of contemporary art, illustration, the most popular art form, has become a comprehensive embodiment integrating various art education, a variety of application forms and a wide range of application fields. Illustration, by coordinating and integrating the factors of picture, color and shape, enables the public to establish a kind of artistic aesthetic consciousness to improve the quality of life, and makes consumer life artistic and interesting. As a result, illustration art with commercial nature has become the field in which artists display their personalities. The visual information contained in the graphic elements of illustration is particularly important. The commercial information that needs to be conveyed is realized through the artist's inspiration and professional graphic design under the popularization of illustration art, which is straightforward and easy to identify. [3]

The artistic expression of illustrator art in the commercial field requires illustrators, artists and designers themselves to have a solid artistic foundation and artistic accomplishment, so that their extraordinary imagination can be embodied by means of fine arts to convey the emotion in the interior. Illustration art is also indirectly affecting the development process of social culture, thus promoting its own continuous development.

**Transmission efficiency.** Illustration, as a visual medium, has a strong influence and guidance on the description of business philosophy and product connotation in the commercial field. Its commerciality is mainly embodied in the integration of illustration and Commerce and the relationship with commodities and related objects. It combines art, culture and commerce to influence the consumer behavior of the public. [4] This shows that commercial illustration is a medium that integrates art and commerce and conveys the connotation of products and brands to consumers. However, the actual effect, design consciousness and unique style of commercial illustration have a more direct effect on conveying commodity information. Merchants will make demands on commercial illustration from their point of view, and the information content of the commodity itself also determines the conception of the concept. Designers in commercial illustration no longer use certain fixed styles and materials, but apply a wide range of scientific and technological means and manifestations. [5] The forms of expression of commercial illustration can be broadly divided into three categories: hand painting, collage and digital. With the rapid progress of science and technology, various types of commercial illustration have also begun to develop in the two-way dimensions of information diffusion and social service time.

Appreciation of Illustration in Brand Packaging

**Brand packaging design**

In the field of packaging illustration, packaging is the carrier of illustration. It is also because of the packaging, which is a changeable carrier, that illustrations have both "shape" and "body" changes. On the one hand, packaging gives illustration more restrictive conditions in the two dimensions of plane and space; On the other hand, because of the packaging, illustration has also jumped from the dimensional limitation dominated by the original "painting" to the combination of two-dimensional and three-dimensional. In addition, the introduction of cultural content makes illustration need to reach the original goal and give full play to people's wisdom when being designed, thus leaving behind many design works with beautiful styles and ingenious functions.
Illustration Combined with Brand Packaging

Packaging is the most intuitive form of product expression, and product packaging's expression is a way for products to stand out from many competing products. [6] Packaging illustration needs to find out the fitting point of its own products, tailor-make it, and find out the correct positioning for different consumer groups. At the same time, the combination of illustration and product packaging design organically integrates artistic demands and design techniques, and forms an organic unity between art and commodities. The purpose of commercial illustration in product packaging is to introduce the product and establish its image.

The visual elements of product packaging design all emphasize the visual impact. How to attract consumers and produce visual stimulation is the first problem that designers consider. Therefore, the product-related information shown by illustration is particularly important. In addition to reflecting the details of enterprise products, it is also necessary to stimulate consumers' desire for purchase from the angle of art, and finally to complete the important role of establishing a brand image to reflect the commercial value." Products that originally looked ordinary can also be added with more new value covers through illustration, while making the products look attractive." [7] Of course, packaging illustration should be designed with a good standard. It is not appropriate to pursue aesthetics alone, but based on the aesthetic psychology and emotional needs of the public.

Appreciation of Illustration in Brand Packaging

In modern society, people no longer just buy the product itself, but care about the comprehensive sensory experience brought by the product and the rich cultural connotation related to the product and brand. "Brand culture is a unique information system of enterprise brand through the input of culture and depth of information content into products and enterprise logos, and the formation of communication in the emotional interaction with consumers." [8] Emotional identity is the public's cognition of the brand. Accurate Big Easy Express has become the key factor to enhance the brand image and enterprise value. The brand image packaging mainly refers to the brand name, marker and logo, which are important signs different from other brands. [9] Of course, in addition to this, brand image packaging is also a link to build trust between the brand itself and consumers, and is an important communication medium with consumers. Brand image is generated through the interaction between the brand and consumers. Consumers will be more likely to have an impression on personalized brand packaging, thus distinguishing it from other brands quickly. [10] Therefore, the establishment of a good brand image is effectively based on people's perception of the brand. The image is not the thing itself, but people's perception of the thing, "brand attachment" or "brand emotion" is also generated.

Brand consists of two levels of elements: one is the product level, which includes the external composition of the product and various external detail parameters; The second is the level of brand emotion consciousness, including the connotation of the brand and the attached interactive relationship between consumer emotion, etc. [11] This shows that brand grade, cultural connotation, personality, temperament and so on brand personality has a vital relationship to brand loyalty and awareness. Brand personality is the deep expression of brand image vitality, because it has strong emotional appeal, can attract consumers' attention, seize consumers' interest points, and maintain brand loyalty. [12] For product packaging, sometimes illustrations can show a variety of different expression characteristics, specific analysis is as follows.
Table 1. Analysis of illustration design in brand packaging.

<table>
<thead>
<tr>
<th>Product name</th>
<th>Packaging illustration</th>
<th>Design analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nongfu Spring series packaging</td>
<td><img src="image1" alt="Image" /></td>
<td>It has vivid visual image. As a description of packaging design, the insertion and disappearance of animals and plants in the picture convey an elegant and extremely interesting artistic flavor to people through vision.</td>
</tr>
<tr>
<td>PURE health care products series packaging</td>
<td><img src="image2" alt="Image" /></td>
<td>Shaping brand image, unique visual formal beauty, establishing communication relationship with consumers from the emotional point of view, adding narrative effect of the picture, thus forming distinct sensory experience.</td>
</tr>
<tr>
<td>A Nut Series Brand Packaging</td>
<td><img src="image3" alt="Image" /></td>
<td>The personalized design of the brand pays attention to the brand emotion consciousness and clear brand color impression, forming a distinct brand personality.</td>
</tr>
</tbody>
</table>

Educational Practice of Brand Illustration

Brand Illustration Design orientation of "GOSEEGO Brand"

"GOSEEGO " is a walnut production enterprise located in Taian Nature Reserve of Shandong Province. Its main products are walnut oil, walnut paste, walnut snack food and peripheral by-products, etc. Its material source is pure wild walnut ancient forest in the Qishan valley at the foot of Mount Tai. The product line is aimed at the elderly, mothers and children, students, office workers and other people who are suitable for brain tonic. The main sales scope of the product is middle-class white-collar workers, and the packaging design of all products needs targeted analysis and thinking. For example, the nutritional characteristics of products and relevant information on their use can be distributed to websites and e-commerce details pages, and the attention of enterprises to local farming culture can be displayed on websites and brochures. However, in terms of brand design and product packaging, the design orientation is mainly reflected in the ecological characteristics of raw materials. Walnut forest pure wild, no artificial intervention, no pollution; raw material origin of ancient tree valley natural leisurely, isolated lifestyle two aspects.

To sum up, the design task for the brand can be carried out through the established subdivision of the target audience-white collar workers have the characteristics of work, the fast pace of life, high pressure, old and young, attention to diet and family health, etc. Then in the design, it is necessary to make it feel fresh, elegant, soothing and so on. At the same time, it is necessary to receive the daily attention of green, healthy, ecological and environmental protection. On the one hand, it is necessary to avoid too warm color matching and illustrations, and it is not appropriate to make a very simple design.

Illustration Design Analysis of "GOSEEGO Brand"

In LOGO graphic design, avoiding too many elements is selected from many topics such as "valley", "ancient tree", "green", "environmental protection", "walnut" and so on. The final version is
the most representative theme illustration that mainly reflects the "100-year-old tree". The final design refines the symbol pattern of annual rings. The Chinese and English characters below further express the brand clearly.

![Logo Design](image)

**Figure 1. Logo Design.**

Illustration's performance form is set to simulate the effect of printmaking. It skillfully uses the unique wood attribute of printmaking, the technique of keeping black and the watermark characteristic, making the Yangke engraving produce a thick artistic effect, thus deepening the sense of age. At the same time, LOGO design emphasizes recognition characteristics. In this design, the matching of dark gold and deep color background is used as the color recognition combination to convey stable, noble and quality characteristics. These characteristics are repeatedly emphasized in the design of derivatives, which frame the intuitive feelings brought by brands and convey the basic positioning and attributes of enterprises to consumers.

![Illustration Packaging Design](image)

**Figure 2. Illustration Packaging Design.**

Through the analysis and promotion of the design objectives, and closely combined with the established objectives to shape the packaging design of the ancient trea Valley brand series products, including extended design handbags, seal marks, neck marks, propaganda of hand-painted illustrations.

![Packaging Design for Illustration of Series Products](image)

**Figure 3. Packaging Design for Illustration of Series Products.**
Extension of illustration design of "GOSEEGO Brand"

In the packaging design of the finished product, the original Visual Identity elements are used, and the product can further carry more information. Therefore, while continuing the original main feeling of "sedate, noble and quality", the combination illustration of "branches and birds" is added to the independent packaging design of some main products (walnut oil and walnut sauce).
The new graphics further extend the ancient tree valley company about the "ecology, green" and other product ideas to convey, so that consumers from the graphics to help receive the intuitive feelings of the above ideas. At the same time, it implies the feeling of conveying the natural characteristics of "bird", such as "no artificial interference", "natural leisurely atmosphere" attached to the main form of "bird". The main factors to be considered in the design of this part are: the best viewing distance is set at 25cm-35cm. That is, the average distance consumers hold in their hands, the graphic resolution and the color combination are optimized according to this data. After optimization, a sample interview test will be conducted until the design scheme is determined. Influence of golden yellow of refined oil on graphics through bottle body. In the design process, this factor is considered as the environment setting when the lighting color is optimal (Ra value 95)-that is, it is mainly aimed at the booth and the racket environment. The color of birds and branches in the graphics has been optimized for another round. In addition, in the design of neck mark, the space should be fully utilized and the complexity of color matching should be minimized. Only word processing and reservation of anti-counterfeiting mark should be taken into account.
Carton packaging design has been adjusted separately according to each product, mainly the difference between color and carton color. The adjustment is based on highlighting LOGO and product name as the first priority of visual transmission, followed by the figure used to set off. The design fully explains the product's transmission of the concepts of "100-year-old trees", "ecology" and "green".

Summary of Design Education Practice

The practical experience of illustration design can be seen in the overall planning of the "Ancient Tree Valley" enterprise series products, combining the established brand concept of the enterprise, the unique characteristics of the illustration, and the organic combination of the original characters. Cultural elements that, according to one's own understanding, are given to ancient tree valleys to suit the market. It is also more efficient and intuitionistic to deepen the original boring and weak text information and to transmit it more effectively and more efficiently and intuitively at the same time. It is especially important that illustration design always focuses on the target of product design-facing consumers and making them feel the target.

References


