

Application of Illustration in Modern Packaging Design

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Abstract. Illustration as a graphic, text, color combination of creative visual form, is also the unique art of conveying senses, touch, and quality of life. This article analyzes the current situation of illustration in packaging design; its application value is studied in combination with actual cases, and further discussed its application trend. The results show that illustration can highlight the fun of packaging, emphasize the humanistic feelings of packaging, it is one of the driving factors for the construction of enterprise brand cultural competitiveness, and also strategic importance to the development of enterprises.

1. Analysis on Application Status of Illustration in Packaging Design

Illustrations have been used frequently in books to supplement the descriptions of text, with the rapid development of modern economy, from traditional publications illustrations into tangible visual art, are widely used in many areas of modern design, involved in film and television media, advertising design, web design, the most characteristic is the use of packaging design. Illustrations have rich whimsy, special forms of expression, distinctive design style, really played a transfer of information, inform education and entertainment public role [1]. Nowadays, there are many kinds of consumer products on the market; illustrations with their unique artistic techniques and vivid visual effects, are closely integrated with the packaging, and become an important means of visual communication.

Packaging is the most convenient media for corporate culture, its ultimate goal is to make consumers remember and loyal to the goods, illustrations as an important component of packaging design, enrich the packaging design, more importantly, attracting consumers and bring a lot of benefits for the enterprise.

In the market, packaging becomes the key position for all parties to compete, to a certain extent, modern society is a brand society, brand packaging design only continue to speed up the construction process, improve the service quality and design strength to cope with fierce competition, increase consumer loyalty to the brand. Illustrations through its unique performance techniques combined with different texture, resulting in different packaging effects, with intuitive appeal lively, interesting expression of the way consumers get the favor, as far as possible to promote the product to consumers [2].

Modern illustration is a form of visual communication, which takes brand packaging as its object, and its combination with packaging has a strong commercial purpose. The unique form of artistic expression of Illustrator makes packaging have a more distinctive personality, in the consumer to bring visual enjoyment at the same time also promote the emotional exchange between consumers and brands so that the brand enjoys popular support. In this era of flood of information, illustration with its changing style of painting and concise form of communication, it meets the requirement of individuation and specialization of packing. A successful illustration can not only reflect the designer's creativity, but also help enterprises to create a good brand image, enhance the packaging emotional experience, consumers induced by not sticking to formalities form of artistic expression, thus affecting the packaging and the spread of brand promotion, enterprises to bring more economic value [3, 4].

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2. Analysis on the Value of Illustration in Packaging Design

2.1 Highlighting the Fun of Packaging.

With the segmentation of consumer groups, people's demands for brands and commodities are more personalized and professional, illustration combines the current popular elements, so that the packaging design adds emotional elements in form, while expressing product demands, arouse people's interest and emotional experience, and get visual pleasure [5]. An interesting illustration can to a proper extent into the modern people's daily life, not only conforms to modern people's aesthetic, can let the packaging become unique and interesting, so as to quickly win consumers, and widely spread. Designers communicate with consumers through the use of humorous design language to communicate the brand's information and ideas to consumers, to deepen their impression of the spread of information, to win the favor of consumers while attracting behavior.



Figure 1. Packaging design of “FM Shower Gel”.



Figure 2. Packaging design of “Archer Farms Coffee”.

Russian designer Alwkei Pashnin, use interesting and vivid design elements, express commodity information clearly, shape the product into the shape of the microphone, the bottle is decorated with bright colors with three different styles of music to express different flavors, the top design combines the cap and the sponge so that the consumer can use the bottle cap to produce rich foam while bathing, as shown in Fig. 1. This product breaks the monotony of previous designs, and brings new interest to the packaging. Illustration, as a medium of visual communication, is the material means of conveying the emotion of commodities, designers through illustrations of emotional expression, deeply infected with the audience; its unique artistic expression adds to the elements of taste, stimulate the aesthetic taste of consumers.

2.2 Emphasize the Humanistic Feelings of Packaging.

People's appreciation of the packaging is not only manifested in the form, but also the promotion of their spiritual needs. Illustration is a product commercial and human feelings combination of creative

media, strong visual impact and emotional penetration to infect the mood of consumers, thus affecting their consumer psychology. Modern art aesthetic to the philosophy of change, people enjoy the material culture at the same time need more spiritual care, the purpose is to show the brand image, convey the "people first" brand concept to the consumers.

Because of the development of modern economy, the meaning of illustrations no longer stay in the introduction of the packaging level, it has evolved into people's understanding and expression of the world. Archer Farms Coffee has re-designed a product package for their farm coffee, designed by Adrian Johnson and Tom Haugomat, the series illustrations of the packaging use a unified style, with coffee planting as the theme, use the rich colors to express the growth of coffee environment, and through illustrations to pay tribute to the natural environment, as shown in Fig. 2. Archer Farms Coffee's series of illustrations in the form of beyond language restrictions, accurate and vivid display of the product attributes, to convey to consumers a concern about environment and protection of products origin of corporate content. The series of illustrations not only to the consumer to bring a visual enjoyment, but also reflects the business environment and human care, so that consumers feel Archer Farms Coffee people-oriented business philosophy.

2.3 Improve the Packaging Awareness.

Nowadays society is the combination of "consumer society" and "visual culture". Illustration as a kind of packaging as a carrier of unique artistic form, through color matching, text arrangement, image combination to attract consumers interest, it will carry the product information accurately communicated to the audience, so that consumers can correctly receive and grasp the information in the realization of the economic value of packaging at the same time consumers have some psychological implications [6, 7]. The graphic language of illustration introduces the performance of the product, and injects the unique artistic appeal, in line with the current people's consumer psychology; improve people's awareness of product packaging.



Figure 3. Packaging design of "Honey House".

"Honey House" series of packaging by the Moscow designer of Masha Ponomareva design, the series illustrations of packaging color bold, with blue, red, orange-based colors, the main location of the screen is composed of different cartoon images, as shown in Fig. 3. Packaging in order to cater to different consumer psychology, the use of different illustrations to express all kinds of tastes, and strive for the distinctive character of the main image, the combination of illustrations and packaging helps consumers identify, highlight the differentiated competitive advantage of Honey House's premium content, deepen communication with consumers, and allow consumers to form a repetitive memory in the process of consumption, the "Honey House" name is not only causing the consumer's resonance, but also to improve people's awareness of "Honey House" and loyalty.

3. Application Trend of Illustration in Packaging Design

Nowadays, consumers are no longer satisfied with the practical function of packaging, but also pursue the corporate culture and spiritual connotation behind the packaging. Illustration is an important means of shaping the image of packaging, but also is one of the driving factors for the construction of enterprise brand cultural competitiveness, and it is strategic importance to the development enterprises. With the advent of reading the times, people for information reception time is relatively short, how make the packaging in an array of similar products stand out as the primary task of the brand. The illustration art and culture naturally into the packaging design, make packaging more artistic and appealing in form; its rich content and varied forms make people get a visual and spiritual pleasure in the process of consumption, which makes the illustration packaging form a kind of aesthetic guide, and guide to enhance the consumer's aesthetic standards and artistic appreciation ability [8].

With the improvement of people's material life and aesthetic taste, the spiritual demand gradually replaced the trend of material demand, consumers in the material needs began to show personalized and diversified, and monotonous packaging has been unable to meet people's aesthetic needs. Illustrations through the image, color and text combination of packaging information will be passed to consumers, with its unique visual appeal and impact of consumer sentiment, affect their psychology, so as to complete the brand packaging publicity. The illustrations incorporate the corporate culture connotation and the artistic culture into the packaging design, highlighting the visual information of the product, forming a kind of aesthetic guidance with the characteristics of the times, making the packaging more appealing, its unique manifestations and profound Artistic connotation in the emotional cause and the consumer resonance and trust, and through its unique form of art to achieve product sales.

Illustration is the combination of art and business, as a bridge between the brand and the consumer, in the design process using the line and shapes to shape the image, through the different elements to convey the concept of green. This design method promotes the enterprise to pay more attention to the green environment protection in the packing design, and has established the very positive image for the product packing. The designers use the existing cultural symbols, combining visual elements for the creation of brand packaging, let art into people's life, promote the interaction between packaging and consumer sentiment, improve consumer pursuit of art, create a packaging image has international features.

4. Conclusion

The development of modern science and the network media provides a great opportunity for illustration, enrich the form of illustration, and broaden the application fields of illustration, which makes illustration on the packaging performance more personality and artistic appeal. Illustrations with its unique form of expression of art into goods enhance the competitiveness of commodities, it enhances the emotional experience of packaging, and illustration makes the art into the people's lives which affect the consumer's emotions and psychology, realize the satisfaction of the spiritual needs of the illustrations.

In the increasingly fierce market competition, illustration has injected new vitality into the packaging, packaging and brand publicity is more intuitive, increase the added value and the value of the product packaging, as an important means of communication in packaging design, it breaks the seemingly antagonistic relationship between art and commerce, combining the commercial and artistic nature of the product. Packaging conveys the product information to consumers through the art and form of illustration, it improves the artistic, interesting and recognition of the packaging, use the art element of illustration in packing, can satisfy the emotional appeal of different consumers, it promotes the emotional communication between consumers and brands, while realizing the economic value of packaging, it has produced certain social benefits.

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