

Analysis of the Fun of Food Packaging Design

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Abstract: With the rapid development of society, people's consumption concept and aesthetic concept are also undergoing rapid changes, and the prevailing goods will often be annihilated in all kinds of homogenized products after a short popularity. In the food industry, this phenomenon is even more common. How to make the product stand out in similar products, and how to make the product always maintain a certain vitality in the choice of consumers, this may be the problem that the food industry needs to face now. While the quality of the product is guaranteed by itself, more choices may often depend on whether the design of the packaging can meet the preferences of consumers. This paper starts with the analysis of interesting interpretation and the concept of food packaging design, and explains the significance of integrating interesting into food packaging design. Secondly, it analyses the principles of interesting food packaging design from three aspects: functionality, aesthetics and innovation. Finally, from the three aspects of packaging design, packaging materials and packaging structure, the design strategy of interesting food packaging is explored, in order to attract the attention of target consumer groups through the fun of food packaging design, and finally achieve purchase behaviour.

Keywords: Food; Packaging Design; Interestingness

1. Introduction

Under the rapid development of modern society, all kinds of food packaging emerge endlessly, and the homogenization of products and even the same design of packaging are common. Therefore, to seek differentiated packaging design, break the old concept, with functionality, innovation and aesthetics as the

design principle, bold design concept innovation, design interesting packaging, in order to let the food from the first glance on the packaging can impress consumers, produce interesting effect. As Stephen Bailey said, "The characteristic of taste is the difference and uniqueness of the packaging designed and the packaging of the same product."

2. Overview

2.1 Fun Overview

In the Chinese Dictionary, interest is defined as the characteristic that makes people feel pleasant and arouses interest. In other words, fun is a kind of pleasant, interesting and attractive characteristic [1]. In the article "Fun in Poster Advertising Design", the author believes that fun is an aesthetic taste, a psychological need, and is closely related to humor, fun, interesting, fresh, surprising and unexpected [2].

"Taste" is an important category in the development history of western aesthetics, which is closely related to people's ability to recognize and judge beauty. [3] In Practical Anthropology, Kant, the founder of German classical philosophy, pointed out that fun is a direct emotional response of human beings to objective things due to the influence of external environment, and it is not universal or inevitable. In popular terms, people feel novel, interesting and interesting to the things around them, thus producing psychological changes of pleasure. In addition, Kant also pointed out in Critique of Judgment that interest refers to the emotional state in which the subject shows love and pleasure to an object at the super-utilitarian level with an active attitude.

All in all, fun is a design concept with great affinity, it can make people easy to accept, not easy to be rejected, with strong acceptance and satisfaction, in line with the psychological needs of the public.

2.2 Overview of Food Packaging Design

Packaging design mainly refers to the use of aesthetic and natural science knowledge [4], the selection of appropriate packaging materials, the use of clever technological means, for packaging goods container structure modeling and packaging beautification and decoration design [5], is a multi-functional embodiment of science, art, materials, economy, psychology, market and other comprehensive elements [6], the ultimate goal is to promote the completion of commodity transactions.

The functionality of food packaging design is the first, which mainly refers to the protection and storage of food safety, convenient transportation and convenient access. Of course, in the packaging design, we should also pay attention to its beauty, creativity and environmental protection.

2.3 Food Packaging Design into the Meaning of Fun

Interesting design is in line with the psychological needs of public consumption. A survey shows that interesting food packaging based on consumer emotion is more likely to be favored by consumers [7]. With the rapid development of society, the pressure of people's lives increases, and the reduction of face-to-face communication between people in the information age, and some interesting food packaging design can meet a certain psychological needs of decompression and expression of personality, so that consumers can resonate, and ultimately achieve the purpose of sales.

3. Interesting Food Packaging Design Principles

3.1 Functionality

Because most foods are not easy to save, and even have certain requirements for preservation, considering the preservation and safety of food, the requirements of food packaging design are higher than those of other items. Structurally, food packaging must effectively prevent food from being affected by specific factors during transportation or preservation, such as chemical reactions such as oxidation and light avoidance after contact

with air, and vacuum packaging should be used; During the handling process, the food is damaged by the shape of the food after the collision [8]. Visually, food packaging generally has to reflect the characteristics of food graphics or color and other information, can cause the appetite of the target consumer group, and produce the desire to buy. On the basis of meeting these basic functions, if you add interesting design to food packaging design, you can get twice the result with half the effort. Interesting design can be extended from the packaging function, such as food packaging after opening and using, packaging can also be used as other purposes, "waste into treasure". Such as beverage packaging design, you can consider using environmentally friendly glass or food grade 304 stainless steel material, people after drinking the drink, can also be used as a water cup or water bottle, not only can waste utilization, but also can play a better and more lasting publicity role for the brand.

3.2 Aesthetic

"The love of beauty is common to all." The appearance of the packaging design must first be aesthetic, which is one of the basic functions of design, otherwise it is not called design. [9] Li Zehou understood "beauty" from an aesthetic perspective in this way: "When people's subjective consciousness, desire, imagination, emotion and will are objectified as symbols, symbols and works of art, that is, the unity of subjectivity and objectivity, beauty is produced." [10] Therefore, the appearance design of food packaging must conform to the visual aesthetic of the target consumer group, and it can be combined with current hot spots and fashion elements to carry out interesting food packaging design. However, different target consumer groups have huge differences in their preferences for packaging, which is an important aspect that designers must think deeply about [11]. For example, for children's food packaging, it should be based on the psychological characteristics of children's age, the graphics on the food packaging should be cartoon, cute, exaggerated, and the color should be selected with high brightness and high purity color, and the structure can meet the interactive effect of children's active characteristics.

3.3 Innovativeness

One of the most important principles of interesting food packaging design is innovation. As Stephen Baile has said, "Fun is the characteristic of packaging difference and uniqueness in designing products." The innovation of interesting food packaging requires packaging designers to carry out "unrestrained" imagination, and can also use the "brainstorming method" to divergent thinking, where jumping thinking is a better way of thinking. The interesting design can be the multi-function of the packaging, the interaction of the packaging structure, the strange shape of the packaging, the innovation of the packaging materials, and the novelty of the graphics on the packaging. In short, interesting food packaging design can highlight the unique and strong personality of packaging from the innovation of design concept, innovation of design language and innovation of technical expression.

4. Interesting Food Packaging Design Strategy

4.1 Interesting Packaging Design

Packaging design mainly refers to the text, graphics, colors on the package. The main text on the packaging is mainly the name of the product and advertising language, which can be expressed interestingly through "homophony", "puns", "graphics", etc., in a sense, the text is also a special graph. Jiang Xiaobai, a brand of Chongqing Jiangxiaobai Wine Industry Co., LTD., is the use of some interesting advertising slogans, such as "where there is a sudden thought, in fact, it has been hidden in the heart", "do not preach your heart everywhere, because not only you have a story", "they only appear in my circle of friends, but in the real world without a trace", "I drink everyone's muscles, Just to say a whisper with you, "Finally, we have become the one who once thought that the vulgar and mediocre and boring people", "the wine words accidentally said are the truth hidden in the heart for a long time", etc., so that people with stories and emotions have a strong resonance, so that they have won the favor of many young consumer groups. For the specific details of the specifications, ingredients, production date and retention period on the food packaging, it

should be concise and clear to facilitate the target consumer to consult. All in all, the text on the package should pay attention to its interest, but also pay attention to the readability and recognition of the text.

Graphics have intuitive characteristics, which are incomparable to text, and occupy an important position in packaging design. Lu Xun said in "Letters to Zou Taofen" : "I think if there are illustrations, it will be more interesting." The fun of food packaging design can be expressed through the personification, exaggeration, deformation, bionics and decoration of graphics. Frappy snack packaging (Figure 1), the graphic is the use of cute cartoon characters with headphones, reflecting the target consumer group love music characteristics. At the same time, under the mouth of the cartoon characters, there are photos of snacks, combined with lovely and relaxed words, and the whole picture is an immersion of happiness and leisure, which is the original heart of interesting packaging design.

Colors must be attached to graphics and exist, and different colors convey different emotions and have obvious recognition. Color in the packaging can clearly put the function of the product, special effects, function and other content in the same kind of goods, unique, so that the audience can catch such goods at a glance. [12] For example, the color of Frappy snack packaging distinguishes different tastes according to the color of different fruits, using high-brightness and high-purity red, purple, green and yellow as the main body, with white and black, each packaging is colorful and strong contrast, and the packaging of three flavors of food series together makes the whole visual impact stronger. It can achieve the effect of attracting the attention of target consumer groups through color.

4.2 Interesting Packaging Materials

With the development of modern technology, modern packaging materials are diverse and changing with each passing day. The interest of packaging materials is reflected in the use of new materials invented by new technologies, uncommon and infrequently used materials, and new combinations of old materials, so that people can produce "surprise" after seeing. For example, some new materials will change the depth of the corresponding color with the

increase and decrease of the ambient temperature. Different materials have different tactile sensations, and because of the different texture and texture of their surfaces, they convey different emotions and experiences, bringing different psychological feelings to consumers. Happy Eggs Egg packaging (Figure 2), simulating the scene of a hen laying eggs, has associative interest, indicating the

freshness of the eggs, but also reflects the safety of the packaging structure and materials. The packaging of Happy Eggs uses rustic coarse mineral grass as the main body of the packaging, combined with the packaging seal with a completely different texture. The rough grass forms a strong visual contrast with the exquisite printed text and bright color of the text of the seal, enhancing the visual impact.



Figure 1. Frappy Snack Package, Image from the Internet



Figure 2. Happy Eggs Egg Packaging, Image from the Internet

Driven by the trend of green design, green packaging and ecological packaging have become the trend of packaging development in the world. In the pursuit of interest in food packaging design, we should also think about the environmental protection of packaging materials, and try to use traditional or degradable, renewable and recyclable materials, which is also the responsibility and obligation of every citizen.

4.3 Interesting Packaging Structure Design

Packaging structure design refers to the design of the external structure and internal structure of the package based on scientific principles

and according to the requirements of the structure of each part of the package, using different materials and forming methods [9]. The interest of packaging structure design is inseparable from the interaction with customers, which is the effect of interaction design. Interaction design occupies an important position in the field of modern design, which has the characteristics of wide coverage and high crossover degree. [13] Then, in the design of the packaging structure, the concept of interaction design is integrated, so that customers can fully interpret the "experience-centered" experience in the process of opening. [14] The structure of the

hexagonal egg package (Figure 3) is connected by six triangles, which can eventually be enclosed into a hexagon. Each triangle has an egg, which is independent of each other, and its internal structure adopts corresponding structure to form a fixed effect on the egg. The upper part of the triangle has a hollow effect,

and when the overall circumference is formed into a hexagon, the hollow shape presented in the middle just shows the egg, which not only protects the egg safely, but also designs the packaging structure and shape. So that consumers can feel the unique interest when opening the package.

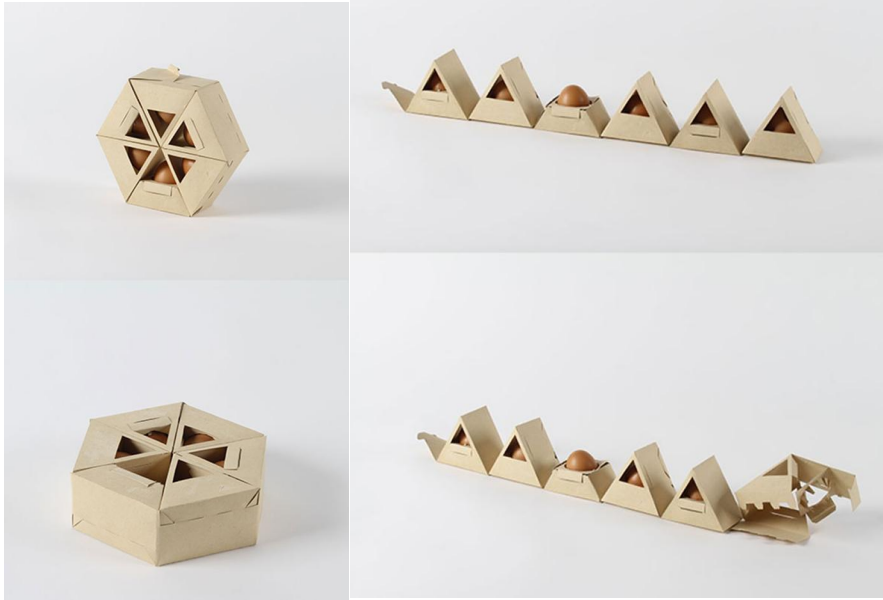


Figure 3. Hexagonal Egg Package, Image from the Internet

When we integrate interactivity into the design of packaging structure, we must grasp the humanization of packaging structure design and conform to the principle of ergonomics. Hegel once said, "The making of a craft does not consist in the excessive pursuit of its shape, color, or how similar it is to the simulated thing." But the artistic value it creates can make people feel a kind of atmosphere, emotion, interest, etc." This is why all design is advocating the "human-centered" design concept. Interesting food packaging design strategy from the packaging design, packaging materials, packaging structure of three aspects of thinking, can also be compatible with each other, and is not immutable, according to product characteristics, target consumers, packaging materials and other factors, and "adapt to local conditions." For example, in recent years, the more hot "blind box" packaging design, ignoring the type of product, taste, raw materials and other characteristics in the packaging design, using people's curiosity about unknown things, through marketing "determined unknowable", also achieved interesting effects. As a packaging designer to

think, different products have different target consumer groups, target consumer groups due to age, gender, occupation, income and growth environment and other factors, the point of interest is naturally not the same.

5. Conclusion

Under the rapid development of modern society, packaging design not only meets the basic functions of packaging, for different consumers, we must think about how to put humor, wit, fashion, hot spots and other personalized information, organic into the packaging design. Food packaging design in the pursuit of fun, first of all, we should think about the environmental protection of packaging materials, the use of traditional materials or degradable, renewable and recyclable materials; Secondly, the rationality of the packaging structure is also worthy of attention, requiring packaging designers to flexibly use ergonomic knowledge, so that consumers are appropriate and safe when using; Finally, and most importantly, we should pay attention to the nationality and culture of the packaging design, starting from the graphics,

colors and words on the packaging, and integrate our excellent traditional culture into it. In short, the author hopes that through interesting packaging design can not only bring a relaxed and pleasant buying experience for the target consumer group, but also better spread national culture and promote positive social energy.

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