

On the Application and Development of Design Aesthetics in Product Packaging Design

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Abstract: Design aesthetics, as the name suggests, is mainly to study the relationship between design and aesthetics. It covers a wide range of content and can exist in all walks of life in society. The main research problem is how to deal with or combine things in a special way, so as to show a special kind of beauty, mainly using people's perceptual cognition To create. Nowadays, with the continuous development of the economy, almost every industry requires continuous innovation, and the threshold for design is getting higher and higher. This makes the status of design aesthetics gradually increase, because it can solve the problems in most industries.^[1] Design issues. The development of design drives the formation and development of product packaging design. In product packaging design, aesthetic principles, artistic characteristics, consumer concepts, and the product's own functional characteristics are followed. Combining aesthetic rules, the artistic characteristics of product packaging design are explained

Keywords: Design Aesthetics; Product Packaging; Application Innovation

1. The application of design aesthetics in product packaging

Product packaging design is also an indispensable part of design creation. In the long-term development of an industry or brand, product packaging will form a relatively complete structure, and it can continuously inject fresh content according to the changes of the times to satisfy people's spiritual needs. However, demand will create supply. Excessive demand has made some businesses start to over-package in order to pursue their interests. This will not only affect the product image, but also distort the entire industry. A good packaging design can act as a to a certain extent. The role of a silent salesperson can also show to a certain extent the cultural ideas and ideas that the designer wants to convey.^[2]

1.1 Nationality in product packaging

In so many countries around the world, due to their different cultural origins, each country has formed its own unique national culture and aesthetics, and at the same time has created a different packaging design and development process. As far as my country's packaging design is concerned, it tends to be relatively stable on the whole. They are all relatively good meanings, and they are more symmetry and completeness.^[3] This is different from other countries. For example, the United Kingdom pays more attention to cultural inheritance between consumers. Germany has been influenced by the rigorous way of thinking since ancient times, and it has also embodied a meticulous spirit in product packaging. If these design ideas are done well, they will have a wide impact on the current product market. After all, packaging with distinctive national characteristics will not be so easy to be replaced, and it will also resonate with people.

1.2 Practicality and humanistic care in product packaging

Nowadays, product packaging design can no longer blindly pursue appearance as before, and practicality has become an important factor that needs to be considered in the design. After all, from a practical point of view, the most important reason why consumers can buy this product is that they have a fancy that the product can create corresponding value for him. A successful packaging design product not only allows consumers to resonate in their hearts at first sight, but also should be retained for a long time after the purchase, so that the product's role can be maximized^[4]. For example, a few years ago, a team from Zhejiang University designed a shoe box. They changed the details of the ordinary shoe box during production, so that many shoe boxes can be turned into a lightweight shoe rack when they are placed. This is this kind of empathy, which firmly grasps the psychology of consumers. It is not only very practical, but also embodies humanistic care and has a unique charm.

1.3 Innovation in product packaging

Many people know that the first thing that goes hand-in-hand with design is innovation. After all, the market is limited, and everyone wants to create the greatest benefit, it depends on whether their product design is novel enough. Liu Dongli once said a sentence, which probably means that design and innovation are two inseparable characteristics. If there is no innovation, then design will become meaningless^[5]. A good design product can perfectly embody the designer's unique creative thinking, can make consumers feel the difficulties in the design process, and finally make a perfect breakthrough. It can convey a spirit of tenacity, which has surpassed the product. itself. Therefore, to make perfect product packaging, innovation is an indispensable aspect.

2. The development strategy of design aesthetics in product packaging design

2.1 Clear product positioning

When we design product packaging, we must pay special attention to one thing, that is, what is our own product positioning. Many designers are often obsessed with their own ideas, and they are crazy about it. Although the design is finally designed, the consumer is not cold about it, and only he understands it. This will not only fail to achieve good results, but it will also easily make consumers feel resentful. For example, the shoe box designed by Zhejiang University mentioned above, they are very clear that the main function of the shoe box is to let the customer put the shoes, but many customers throw away the box after putting on the shoes. They want to avoid this situation. It is necessary for the shoe box to create value for customers in the follow-up, so it is designed as a shoe rack. This idea not only does not deviate from its own product positioning, but it is also easier for consumers to accept.^[6]

2.2 Add ethnic elements

Although we face a wide variety of consumers, all consumers in the same market have one thing in common, that is, they have the same national culture, and they can innovate in this aspect when designing product packaging^[7]. National elements are combined according to the characteristics of the product itself, so that on the one hand, it is easy to be accepted by the public. After all, this is something they have felt since childhood. On the other hand, the designer can also have a basis when looking for inspiration, so that the final design will not be achieved. The packaging is puzzled by the public. For example, when designing wine packaging, the brand Dukang added Chinese opera elements on the bottle, and the bottle was printed with a flower face. This design is very distinctive and is enough to make it stand out from many competitors and is very popular with consumers.^[8]

2.3 Closer to life

Design aesthetics sounds like a pretty high word, but if you want the best product packaging, designers must connect their ideas with people's lives. It is not only to be understood by the people, but also to let consumers not feel unfamiliar when they see it, not only to make them shine, but also to let them have their own ideas about product packaging.^[9] Will interact with consumers invisibly.

3. Concluding remarks

Undoubtedly, no matter how noble the design is, it will ultimately serve the public. Therefore^[10], satisfying the public's aesthetic concepts and their life needs is the fundamental purpose of the design. Nowadays, with the gradual saturation of products on the market, design aesthetics is used in more and more places in packaging design, but if you want to make products rely on this packaging for a long time to develop, you must consider it when designing Product positioning, how to resonate with the public, and how to make the public understand and accept the issues, only in this way, the packaging design will be meaningful, and the product itself will reach a new height in the minds of consumers.

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