

# On the Reform and Innovation in the Teaching Material Construction of Package Design

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## Abstract

**Packaging Design is one of the core courses of visual communication design major. It is a course of constant development and renewal. From two aspects of theoretical study and ability training, explore the packaging design in the construction of teaching material reform and innovation, seeking to shape elements, decorative elements and functions of ductibility, maximize the realization of environmental protection, contracted, personality of modern packaging design guidance function demands of reality, is an important task of the current packaging design course teaching, and also is the main goal of the packaging design course teaching material construction.**

## Keywords

**Packaging Design; Teaching Material Construction; Reform and Innovation.**

## 1. Introduction

The key point of teaching materials construction of package Design course is to further develop and perfect the viewpoints and ideas of package design teaching, and put forward some ideas and measures to improve the teaching of package design. A large number of examples are given to illustrate the concrete method of malleable thinking in packaging design practice and to construct a reasonable teaching mode. To find the development direction of packaging design teaching, so as to make packaging design teaching more scientific and reasonable.

## 2. First, Domestic Packaging Design Status Analysis

Domestic packaging design is an important field of modern design, which has gradually shifted from satisfying the functional needs of consumers to beautifying packaging, exaggerating packaging, attracting consumers' attention, and satisfying the psychological needs of commodity producers' utilitarianism and consumers' vanity. Domestic product packaging has gradually stepped into the "flashy" packaging status quo, blindly pursuing large and luxurious packaging design, without considering the rationality, practicality and environmental protection of the design, making the product packaging monotonous, indifferent, lack of humanized expression and attention. In a modern sense, the present situation of putting the cart before the horse in packaging design obviously does not conform to the ontological properties and basic characteristics of packaging, which not only seriously damages the interests of consumers, but also brings pollution and waste to the brand reputation, natural environment and resources of enterprises. Therefore, China's packaging design and foreign developed countries still have a certain distance, in many aspects need to be improved and improved.

## 3. Second, The Main Problems Existing in the Textbook "Package Design"

At present, the systematic theoretical support for packaging design teaching in most colleges and universities in China is still relatively weak. In the current teaching materials to packaging

design cases and theoretical analysis is based on the traditional decoration elements, blindly copying the image of traditional packaging design, weaken the basic properties of the packaging, such as the basic requirement of the security, convenience, not give more humanistic care, mechanization, monotonous packaging design is very difficult to satisfy today's people's function and aesthetic demand. After the packaging design of collecting materials found: packaging decoration of a single study materials are common, and for combining ductility thinking and packaging design research of teaching material is difficult to find, there are limited data, for how to use the ductility design thinking in the design practice is lack of systematic and innovative research. In my opinion, the teaching materials of modern packaging design should be theoretically discussed and analyzed from the aspects of form, decoration and the extensibility of packaging functions. In the information age, more attention is paid to communication and exchange, which is exactly the problem in the construction of packaging design textbooks at the present stage.

#### **4. Third. Reform and Innovation in the Construction of Packaging Design Teaching Materials**

As the main course of design major, teaching material construction plays a very important supporting role, which is the key to ensure the teaching quality, educational content and methods. We should keep pace with The Times, construct a system that transcend the traditional teaching mode, perfect the teaching idea and method, strengthen the rationalization of curriculum, accelerate the reform and innovation of teaching material construction, so as to open the students' horizon, broaden the design thinking, and cultivate compound and applied packaging design talents. The textbook construction of Package Design needs to be broken through from the following aspects:

- (1) Adjust the curriculum structure and build a reasonable teaching system. In the course structure setting, case analysis and theoretical research can be carried out on the ductility characteristics of packaging's morphological elements, structural elements, decoration elements and functions, so as to provide theoretical support and practical guidance for the construction of packaging design textbooks.
- (2) Packaging design major is a comprehensive major, and the course materials should be considered and constructed in the whole package design education system. Packaging design talents should have comprehensive knowledge in many aspects. In addition to learning professional knowledge, students can integrate the modules related to packaging design, such as printing, machinery, structure, materials and paper, so as to promote the systematic development of teaching material construction.
- (3) through empirical research, combining the teaching content and practice, in theory teaching, combining with the teaching content, strengthening practice teaching, practice of packaging design can often project, set up packaging design studio or teaching practice base, to find a way to have the strength of large and medium-sized enterprises and institutions and social, design companies, such as cooperation, establish effective cooperation. The purpose of this study is to make students study and analyze the current situation and audience demand of packaging design in a practical way and explore the development direction of packaging design under the malleable thinking.

#### **5. Conclusion**

Packaging design course is an important part of the basic course of visual communication major. In the face of the needs of information and digital age factors, reasonable teaching material construction and reform and innovation can play a double role in the teaching process of

"Packaging Design". To strengthen the teaching material construction of packaging Design course, strengthen the theory course, pay attention to the interdisciplinary learning between practice and disciplines, stimulate students' expansive thinking, bring students more creative space and imagination, and gradually become a new way of packaging design teaching reform and innovation. Therefore, the teaching material construction of packaging design must have a great breakthrough and innovation, and point out a new development direction for the society to train compound packaging design talents.

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