

Creative Research on Product Packaging Design in the Era of New Media

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Abstract

In the era of new media, there are more new concepts and methods began to be applied to product packaging design, which greatly promoted the advancement of product packaging design, for the related industries are affected by this, its development is of great significance, but the same is that in the context of new media product packaging design is also affected by packaging concepts and communication methods, so in the realization of packaging design and how to speed up the development of quality in the new media situation, I think it is worth exploring. This article expounds the focus of product packaging design in the new media era from several aspects, such as the innovative design style of color and packaging, the combination of scientific and technological software and product packaging design, and other design elements.

Keywords

The New Media Era; Product Packaging Design; Creative Research.

1. Introduction

New media is a form of information dissemination and service (new media and traditional media are both media, and their basic functions and functions play a role in information dissemination, but their specific functions and directions are different). New media can use digital technologies, interconnected networks, and other electronic products for communications and services. Product packaging design is closely related to information technology, the application of video clips (such as vibrato, Xiaohongshu, etc.) is a means and concept of developing product packaging art in new media, and the combination with new media makes it a means to improve competitiveness, or even a focus. In other words, the art of product packaging in the new media era attaches great importance to art and digital art and technical software. This has changed the product packaging design model under the national concept. In order to study product packaging design and promote the development of new media product packaging design, this paper conducts the following discussion.

2. The Characteristics of Product Packaging Design Style in the Era of New Media

1. The application of new technologies and new materials in the packaging design industry has promoted the development and progress of the industry.

From the perspective of the development of packaging design in 2019-2021, green packaging, concept packaging, aseptic packaging and composite packaging are currently popular packaging methods. In the development of packaging design concepts, some new design concepts have innovated traditional packaging design methods, and the three-dimensional design and the creation of living rooms have been well developed, which can bring users good visual enjoyment, tactile enjoyment and auditory enjoyment. The application of digital technology in the packaging design industry has diversified the expression of packaging art, but we must pay more attention to the application of humanistic concepts, the development of

humanization, and the integration of social development concepts. The creation of product packaging can give users more emotional experience.

In the era of new media, as designers, we should also use new means to express design ideas, and creativity, gradually break the shackles of the traditional media design model, continuously optimize and improve the color, image, representative cultural heritage, and combine the needs of the times to innovate, so as to give packaging design products more real connotation and symbols.

In the era of new media, the packaging design industry has developed rapidly. As a carrier for the development and utilization of new media, the Internet can provide people with all the materials and information they need. Through information exchange, packaging designers are exposed to different industries and fields. The more extensive the packaging design, the greater its development potential and opportunities. In the past, tracking technology and traditional media design unified the field of packaging design in the case of information blocking. In the modern information society, packaging design can rely on new media resources to achieve resource sharing through simple operations. The convenience of information dissemination and access and the diversity of information forms have promoted the development of the traditional packaging design industry to varying degrees.

2. The transformation of packaging design in the era of new media

In the era of information interaction, the form of packaging design has also undergone great changes. In modern society, the packaging form of products is no longer a simple modification of the appearance of products. The form of the entire packaging design industry changes with the development of society. Traditional media have certain limitations in the dissemination and acquisition of information, especially in the exchange and exchange of information. In addition, under the situation of new media, designers should pay more attention to the application of new ideas, explore design ideas from rich network resources, and adopt the characteristic culture that young people like and pay attention to meet the needs of individuality and diversity. When actually selecting characteristic cultural elements, we should start from the extraction of theme richness, stylistic diversity and cultural connotations, and be more related to the development concept of the Network era.

New media have had a significant impact on packaging design. It not only shapes and derives the concept of packaging design, but also expands the application and expression field of packaging design, and promotes the comprehensive transformation of packaging design art. The reform of packaging design in the new media era is mainly reflected in the following aspects:

(1) In the development process of packaging design, in the context of the development of new media, the past simple original packaging design is more and more dependent on advanced technology and modern design art, therefore, modern packaging design is well adapted to people's pursuit and development of art, packaging design diversified art affects people's lives.

(2) In the process of transformation of packaging design forms, the forms and characteristics of packaging have undergone great changes in the new media environment, for example, in the new media environment, communication products, advertising products and advertising brands have a greater impact on packaging design. In the era of new media, people are affected by more and more packaging concepts and packaging patterns, so the form and emotional interpretation of packaging design should attract more attention.

(3) In today's new media era, the concept of packaging design has been widely derived, and gradually evolved from the material level to the spiritual level, pursuing higher design quality. More importantly, with the beginning of the new media era, packaging design has opened a new chapter. The virtuality, simulation, interactivity and networking of new media directly or indirectly improve the visual impact effect, have a greater impact on packaging design, and deepen the public impression.

3. The Technical Software of Product Packaging Design in the Era of New Media

There are increasing uses of 3D design software in the field of packaging design and engineering. Particularly prominent is Artios CAD, which is highly targeted and specifically designed for use in carton and carton design. Pro/E and other 3D software, which has been widely used at home and abroad, are also used in the mechanical field to ensure the design of fixed capacity packaging containers. Three-dimensional design software Such as Rhino, 3ds Max, Maya, etc. play a vital role in product styling design.

1. In the era of new media, high-tech software plays a very advanced role in adapting to packaging design and developing new media. Photoshop is an image processing software. It is a digital image composed mainly of pixels. It can effectively edit images such as scaling, patches, composition, and color matching. You can also use filters to add special effects to an image. This largely satisfies the requirements of commodity packaging design. Auto CAD and Corel Draw also have their own characteristics. Auto CAD is a very professional design software. Therefore, in modern packaging design, the use of open graphic input devices, combined with the advantages of three-digit design software, can continuously improve the design level and quality. First, the structure of the box is designed using Auto CAD software. Second, the extension diagram of the package is described using the Corel Draw software. Third, use PS image processing software for image processing and color matching. Fourth, import the basic packaging into Corel Draw, add the appropriate decorative drawings, and organize the text. In addition, Auto CAD software is used during the design process to achieve the best packaging design results.

2. The three-dimensional display technology in the new media is to use three-dimensional software to display the three-dimensional structure on the plane. Designers design products in 3D space. This type of 3D design typically uses 3D software in interior and construction products. The technology not only reflects the intended effect of the designer, but also reflects the accidental effect produced during the modeling process. It can inspire people to design and create, and the use of 3D visualization software can not only achieve real-time modifications, but also reflect the creative inspiration and original intentions of the designers. 3DMAX has a wide range of applications in packaging science and engineering. It has powerful modeling and material rendering capabilities. The application of 3ds Max not only helps to accurately express design ideas, but also highlights the authenticity of the design work, which can better display the packaging effect than in the past. At the same time, a three-dimensional virtual scene can be created on the computer to transform the designed packaging scene into a virtual animation effect. The rendering effect of software-produced packaging products matches the media of the new media era, and the animation effect also makes it stand out in the new media.

4. The Difficult Situation Faced by Product Packaging Design in the Era of New Media

From the perspective of packaging design, the packaging design of new media is different from the traditional packaging design. In the context of new media, packaging designers must master computer technology, and innovative packaging design must combine theoretical knowledge with design concepts to achieve innovation in product development. Due to the different products, the packaging design presents different design styles. Different products have completely different packaging structures and shapes. Combined with the influence of the new media era, strengthen the basic functions of packaging, and on the basis of highlighting the integrity, convenience and practicality of packaging design, create an interesting and simple

style, unique color and product packaging structure that is compatible with the product. , these factors are a problem for product packaging design.

In today's new media era, product packaging design frequently appears in people's perspectives, and there will be many areas and elements expressed in products, thus affecting people's aesthetics and allowing people to have more aesthetic improvement and personalization. But it is precisely because of this that after people's requirements and aesthetic improvements, designers also have pressure to continuously improve their design capabilities in the new media era, which is also a wide range of space for designers in the new media era, and also gives technical means that are difficult to tackle, and it is difficult to design product packaging design that has a profound impact.

5. Conclusion

In the new media environment, packaging design faces many opportunities and challenges. In particular, the influence of new ideas, new concepts, and new art media on packaging design. The development of new media, which promotes the development and progress of the packaging design industry. The forms of modern packaging design works are more diverse, and packaging design works are also developing towards the direction of personalized development, providing packaging designers with a broader space for development. The application of new technologies and new materials in industrial packaging design can make people feel the development and change of products. In the actual development of packaging design, we need to pay attention to the combination of packaging design and technology, innovative design style, and greater integration with traditional design elements. In addition, we need to add more interesting factors to furniture design, and apply some practical art to improve the beauty of furniture and design, create a special art in the designer's design, and develop a healthy design.

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