



# Pattern Design Art in Paper Packaging Innovation Analysis

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**Abstract:** In the context of consumers' increasing aesthetic level, traditional packaging can no longer meet people's requirements. Because of the demand for personalization, innovation and emotional resonance, the art of pattern design has received high attention in packaging design. In order to meet the requirements of saving and environmental protection, paper packaging has become one of the commonly used packaging types, so the innovation of pattern design art in paper packaging has become the focus of the current discussion. This paper provides a comprehensive discussion and analysis of the relevant content, firstly, explains the paper packaging design, secondly, lists the pattern art in paper packaging design, and finally provides the innovation of pattern design art in paper packaging. It is hoped that the discussion of the relevant content can make the pattern design art in paper packaging to be effective innovation.

**Keywords:** pattern, design art, paper packaging

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## 1. Introduction

Preface: the art of pattern in paper packaging design is a designer in the creative process must pay attention to the problem, packaging design is not only to put the product into the box or bag, more importantly, the brand information is passed out, its also an important way to promote communication between the brand and consumers. Good packaging design can improve the attention of consumers, so that the formation of purchasing power, and can even become the brand's way of expression. In paper packaging design, pattern design is the most intuitive part and one of the most important elements. Through the design of different shapes, lines and decorations can be emotional transmission. With the help of visual transmission so that consumers recognize the creativity and characteristics of the product, through which to find a good design, packaging design to provide more development momentum.

## 2. Paper packaging design

Paper packaging design refers to the use of paper materials for product packaging design activities [1]. The main purpose of paper packaging design is to ensure that the structure is reasonable, designed to attract people's attention to the pattern and color and collocation, so that it has a good function, and then realize the purpose of displaying the product and conveying the value of the brand. With this product design can also promote sales, so that more people pay attention to the brand. Paper packaging design in commercial branding, has an extremely important value. Therefore, in the design process, you need to start from the perspective of scientific and market demand, to create a reasonable design, the use of design to attract the attention of consumers, so that the value of product design can be further enhanced.

## 3. Pattern art in paper packaging design

### 3.1 Definition and role of pattern

Pattern in paper packaging design, has an extremely important value, which refers to the packaging surface can be repeated and change the design content [2]. Patterns can not only make the packaging to form a stronger artistic value, but also show the product characteristics and brand image, to attract the attention of consumers, through the pattern design will make consumers produce a stronger sense of pleasure, and attract the attention of consumers to improve their interest. Pattern design, but also combined with product features and brand connotation, the use of diversified pattern presentation for paper packaging design.

### 3.2 Pattern Design Principles

The first is the principle of balance and contrast. Through balance can make the pattern design more uniform, will not produce a sense of weightlessness, through contrast can present the difference, form a visual impact, make the pattern design more vivid [3]. The second is the principle of repetition and rhythm. Through the use of this principle can make the pattern design more intuitive, repetition refers to the repeated use of an element to form a connection and consistency, showing the

focus of the product. Rhythm refers to the formation of dynamics through regular changes. In pattern design, it is important to control the scale of the elements to meet different requirements. Proportion is concerned with the relativity between different elements, with the help of appropriate proportions to make the pattern design more coordinated, and to ensure that the relationship between the elements is clearer.

## **4. Pattern design art in paper packaging innovation**

### **4.1 Photographic Graphics**

In packaging design, photography is one of the very common design methods and the most popular method, mainly because of its possession of directness and specificity [4]. Photography because of the development of photographic technology can more accurately express the consumer's heart, through a more intuitive way to make the image more realistic, so that consumers can quickly identify the product situation. It is also influenced by this factor, so that many photos are applied to product packaging by photographers. And in this process, can also be reasonable innovation, so that the design effect can be effectively optimized. First of all, the material condition and color of the product can be directly presented in the photographic graphics. Consumers only need to observe the external picture can understand the product, in this process can make consumers have a stronger sense of reality, for the product is also more trust. In the process of innovation, can be based on the most characteristic and most advantageous part of the product to highlight and amplify, so that the realistic photography work appropriate into the abstract, and then realize the effect of innovation. Secondly, the photographic technology will also carry out picture beautification, so that the advantages of the product are magnified. Through the photography can show the details of the product, for the transmission of product design concepts and advantages, has a very important value. In the process of innovation, it can make reasonable optimization on the basis of authenticity, so that it can better meet the requirements of consumers.

### **4.2 Abstract Graphics**

Abstraction is one of the important characteristics of art, with the help of abstract way of product design process, can better present the concept and ideas, to reshape, and will be integrated into the product packaging. Abstraction provides a development path for innovative design, which is of great value for design innovation. Through the abstraction of objects can enhance the effect of graphic design, the use of diverse elements so that it can be presented through a more rational and logical way, is a very important way of artistic expression. In itself, it is not very objective and has relatively poor infectious power. Simply put, it is a way of designing content that makes it difficult to recognize specific concepts through direct observation. Through this way of design, it can form a visual contrast with photographic images. Such a way although consumers can not let the direct judgment, but also for the goods to add a stronger mystery, but also can use a more diversified way to show the connotation of the product, so that consumers in the emotional impact. In the process of innovation, you can also start from the perspective of abstract design, incorporating some of the original elements that have not been used to boldly try, so that the innovation effect continues to improve.

### **4.3 Illustration Graphics**

Illustrative graphics have significant advantages over the first two [5]. Compared to photographs, they contain more creativity. Compared with abstract graphics, they are more vivid and interesting, and can attract a wider audience. Therefore, the use of illustration graphics packaging has an extremely important value, but also has a strong development momentum. In the process of innovation of illustration graphics, appropriate innovations can be made according to different types of illustrations. Accompanied by the construction of the times illustration continues to develop, in different periods of time presents a different value, so that it can show a stronger artistic characteristics. The development from realism to exaggeration has seen a great change, which can bring out the characteristics of the product. In product packaging design, illustration is mainly divided into the following types: Type 1 is realistic, mainly in accordance with the consumer's needs and subjective thoughts carved works, although these works may be real, but after artistic creation, it will be integrated into a more profound meaning, to improve the consumer's desire to buy. The second category is decorative illustration, this type of work has a certain relationship with the traditional pattern pattern, but will be innovative. Through this way, consumers can find innovative connotations in traditional things. The 3rd type is exaggerated illustration. This kind of illustration can focus on a certain characteristic through exaggerated design method, deepen consumers' impression of the product, and can play a promotional effect. In the process of innovation and utilization, it can also be based on this feature to carry out reasonable optimization, so as to make consumers have a stronger desire to buy.

## 5. Conclusion

Paper packaging design in the current market has an extremely important value, through a reasonable design can further show the meaning of the brand. With the help of pattern design can not only get more consumers, but also add the brand's sense of design art, improve the brand image. However, in the current paper packaging design, pattern art research is not very rich, which leads to the exploration of the content is limited. To ensure that this analysis can obtain better results, must be based on the paper packaging design process to carry out reasonable innovation, to ensure that the design quality can be effectively optimized, so that the pattern design art in paper packaging can be effectively utilized to provide help for brand building.

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