

Application and Value of Hand-painted Illustration in Food Packaging Design

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Abstract. With the continuous development and progress of the times, Hand-painted illustrations are more and more commercialized, and packaging design is also one of the most widely used. For the most abundant types of food packaging, its design is emerging one after another. Based on this background, this paper studies the application of Hand-painted illustration in food packaging design, and explores the diversity of Hand-painted illustration design in food packaging. Through the rich content and unique artistic forms of Hand-painted illustration, combined with the specific analysis of the existing food packaging in the market and the comprehensive study of the aesthetics of Hand-painted illustration packaging, it is concluded that Hand-painted illustration can not only enrich the visual form of food packaging, but also promote the sales of goods while improving the aesthetic demand and cultural connotation of goods. At the same time, it also demonstrates the necessity and feasibility of Hand-painted illustration in food packaging design.

Keywords: Hand Drawn Illustration; Packing Design; Food Packaging.

1. Introduction to Hand Drawn Illustration

As a unique form of expression in visual communication design, Hand-painted illustration just meets the consumers' continuous pursuit of novel things, so it is more and more used in food packaging. Illustration, derived from Latin, means to express the ideas of words more clearly and clearly through painting. The main function is to assist the text, so as to add interest to the text. Its initial concept refers to the pictures inserted in books and periodicals, but with the development of society, it is not only limited to books, but constantly applied to various fields such as poster design, packaging design and so on. Hand drawn illustration can give people a natural and relaxed sense of intimacy. It can not only enrich the creative design of packaging, highlight the characteristics of products, enhance the added value of products to improve sales, but also inject cultural connotation and convey corporate philosophy and product emotion to consumers. In some special foods, it can even highlight local cultural characteristics and improve the attention and social impact of products. The packaging in the form of Hand-painted illustration has brought new vitality to the original variety of food packaging.

2. Present Situation of Hand Drawn Illustration in Packaging Design

Under the influence of various forms of food packaging, whether a food is delicious or not is no longer the decisive purchase factor. Food packaging, as the external manifestation of products, can often directly determine the purchase rate of products. Now packaging design is full of a large number of digital pictures, which has long made consumers aesthetic fatigue. As one of the important expressions of graphic language, Hand-painted illustration itself has a unique artistic expression. Its diverse styles have a strong visual impact. Combined with packaging, it makes packaging more artistic. Such artistry is the innovation of packaging aesthetic design. Just like the mid autumn festival every year, every family has to eat moon cakes. I believe that the packaging of moon cakes is diverse and different in the hearts of the public, and there must be packaging in the form of Hand-painted illustration.

In the current domestic market, this kind of food packaging design usually has easy to distinguish features. First, it stands out in many foods, and then it can feel the "sense of design" at a glance. This "sense of design" is rare or even absent in other packaging designs. The natural combination of roughness and delicacy in Hand-painted illustration is often difficult to do by computer. It has more

emotional components. "The conceptual function of emotional consumption of packaging design is on paper, which affects the concept of the application of traditional packaging design and the concept of new commodity packaging design. It will not change the concept of guiding consumers to understand commodities, but will increase the perceptual function of emotional performance." Nowadays, consumers' quality of life has been improved, and there are mechanical perfect things everywhere. Psychologically, the public will more or less hope that there are more humanized, emotional and other "primitive" contents in the commodity packaging. This "primitive" can usually bring consumers more sense of security. For example, the snacks in a snack shop have the same food and the same grams. The difference is only that they are packed in paper bags and plastic bags. More people prefer expensive paper bags. After asking the reason, they just think that paper bags look more "safe and healthy" than plastic bags.

In fact, many domestic food enterprises have adopted the packaging design in the form of Hand-painted illustration. "High quality illustration can indirectly bring consumers the psychological feeling of fresh and delicious fruit, convey the brand concept of sunshine and health, and enable consumers to form a good impression on fruit commodities through illustration packaging to stimulate consumption." Obviously, it is also the goal of each enterprise to make their own products different from other products. Now that we have mentioned fruit, here is apple, for example, apple packaging is similar to everyone's heart. A translucent white paper first wrapped apples, and then a fish net elastic foam was made. What kind of variety did not know? An apple company in Shaanxi did not follow Apple's "popular style", and their apple packaging adopted the form of Hand-painted illustration. The picture shows a bumper harvest of apples. The collision of red and yellow gray is very eye-catching, and its apples have been selling well at home and abroad.

At the same time, some enterprises have some misunderstandings about Hand-painted illustration. Regardless of cost factors, there are only two points. One is that our products are time-honored brands and do not need gorgeous outer packaging. Many people come "smelling". The second is that the packaging of Hand-painted illustration is too cumbersome and has many processes, which is not as real as the traditional one. This is also the main reason why many domestic enterprises choose computer illustration rather than Hand-painted illustration in packaging design. As one of the art forms, Hand-painted illustration also needs to express its artistic ideas, so that it can express its own unique artistic style and personal emotion, and integrate the excellent connotation of traditional culture into it. In fact, many excellent traditions and customs in China are very suitable to be expressed in the form of Hand-painted illustrations and applied to the corresponding food packaging.

3. Application of Hand Drawn Illustration in Food Packaging Design

Nowadays, people not only pursue the practicability of food packaging, but also pursue its aesthetic value. This aesthetic value can not be ordinary and ordinary. It must have a certain mood in it, keep pace with the times and improve in line with the changes of the development of the times. Of course, we should not overly pursue the sense of form and artistry. For example, in the past few years, a brand of cold tea beverage brands, due to the excessive pursuit of artistic form, led many consumers to think that it was a perfume rather than a drink, while a small number of consumers knew that the beverage consumers were also deterred by the appearance of "too expensive". Therefore, the increasingly perfect functionality and visual beauty of food packaging design have gradually become the preferred goal of modern food packaging design. Designers need to find a balance and support point between the two.

The packaging design of Hand-painted characters in food packaging is still the most direct and free way of communication. In this sense, computers can not completely replace them. The embarrassing point of Hand-painted illustration in modern design is that when it comes to design, everyone thinks of computer works, or words related to computer production. Science and technology makes software and layers permeate the design, and most of all kinds of design works are designed by computer software. Whether it is packaging design or logo design, it is a fight between various

software immortals with more "one click" functions, and rarely see the shadow of Hand-painted design.

The advantages of Hand-painted illustration in food packaging are shown in three aspects: the first is the description of commodity content. Excellent Hand-painted illustration is diversified in content description, which can focus on its connotation and commodity characteristics; Secondly, the presentation of visual effects, Hand-painted illustration can meet the different needs of different consumers, to realize personalized expression; Finally, the unique art form. The biggest advantage of Hand-painted illustration is to use painting to present the feeling of image in packaging design. These three advantages exert the internal emotion and external quality of goods to the extreme, can attract the attention of consumers in an instant, and convey the basic information and characteristics of goods, so that consumers not only have a good understanding of goods, but also have a certain understanding of brand image.

Under the function of market economy, Hand-painted illustration has continuously optimized its technical level. Compared with digital illustration, it can express goods at multiple levels and dimensions. Generally speaking, good creativity is often the development and continuation of the designer's initial design concept, and hand drawing is the most direct way to reflect the design concept. In fact, for most designers, hand drawing can better express what they think and express it more directly through pen and paper. This directness is unmatched by computers. It does not need to be limited by the rules of software and "transform" the patterns in their hearts through computer software. In fact, even after the design is almost completely penetrated by computers, the way of Hand-painted design has not disappeared, but it is weaker than before. After all, few people use computers to design at the beginning, almost all of which are completed on pen and paper, and then transformed into sketches on the computer. In the process of transformation, many original and creative things have to be changed or even deleted under the restriction of software. Over time, in the face of rules and restrictions, many original things that seem "wrong" or even "redundant" can not be found, because designers know that even if they are made, they will be changed or deleted for various reasons. This is why more good designs in recent years come from real "artists" rather than "designers". Artists don't care about restrictions and rules. What they are best at is to break the rules and surpass the restrictions. They can concentrate on combing all the design threads, completely release the concept and completely open the brain hole. They don't have to stick to the cumbersome process of design, and finally achieve the integration of design concept and performance.

4. Function of Hand Drawn Illustration in Food Packaging Design

First, Hand-painted illustration can use different texture painting techniques to shape the image of the brand according to different audiences and brand characteristics. Because of the diversity of illustration styles, the visual feelings of food packaging are different. When food products are aimed at different people, the choice of illustration style will be different. This is to clarify the product positioning, and then design the illustration style according to the attributes of the product. Secondly, Hand-painted illustration can meet the psychological needs of consumers. Now consumers want to have a cordial feeling about what they buy. This requires that the packaging design needs to be constantly updated, and the Hand-painted style illustration happens to meet people's aesthetic needs. The humanized and personalized characteristics of Hand-painted illustration are also used in packaging design by more and more designers.

Packaging design is a unique form of expression in modern social culture. It is not only the material carrier of culture, but also a part of traditional culture. Hand drawn style illustration has unique artistic charm. With its various artistic forms, it integrates the designer's own emotion and conveys a relaxed and cordial emotion to people. The more original Hand-painted illustration is, the easier it is to attract people's attention. In modern packaging design, whether designers use traditional painting forms or Hand-painted through computer simulation, Hand-painted style illustration will always exude unique artistic charm. Design culture has the characteristics of commonness and individuality, and packaging

design is no exception. With the development of social economy, consumers' demand for cultural forms in food packaging design is also increasing. There are many examples of losing the market due to the lack of cultural connotation. This is because people have a deep sense of identity with their own cultural background.

In the creation process of Hand-painted illustration, the performance style should also be targeted to reflect the uniqueness of illustration in food packaging design. The appropriate style is conducive to product promotion and can make consumers have a good impression on products, so as to enhance the brand image and generate the desire to buy. Especially for the application and effect of different consumers in illustration style packaging design, it has obtained the dual value of Commerce and art. Illustration is a very prominent and important form of packaging design, so the analysis and Research on the expression and style of illustration in modern packaging can better serve the products. Finally, the product sales will have an excellent stimulation, which is also the embodiment of the rise of packaging aesthetic function while social development. Today, with the rapid development of science and technology, computer software has occupied a place. Although the digital illustration drawn by computer software is gorgeous and rich in content, it can give people a strong visual impact, but it gives people a feeling that it is difficult to get close to. The application of Hand-painted style illustration in packaging design is more humane and shows the humanistic feelings of the product.

5. The Value of Hand-painted Illustration in Food Packaging Design

The application of Hand-painted illustration in commodity packaging is very conducive to promoting commodity sales. Excellent packaging design is ultimately to better sell goods, so commodity packaging can better reflect its commercial value by obtaining corresponding economic benefits while meeting artistic value and functional value. Under the condition of the same quality, the exquisite, personalized and fashionable commodity packaging can more attract consumers to buy. In modern society, the competition of commodity economy is fierce. The commodity characteristics conveyed by the commodity itself or the information obtained on the commodity packaging are targeted. Hand drawn illustration serves this with its unique presentation. The overall design style, with the cooperation of Hand-painted illustration, color, text and graphics, clearly and accurately reflects the information of goods. When consumers feel happy in the face of vivid packaging design, they increase their desire to buy. The application of Hand-painted illustration in commodity packaging gives full play to the expression of the personalized characteristics of illustration and stands out in the fierce market competition. It can be loved by consumers both from the perspective of creativity and aesthetic direction, and bring considerable economic benefits to enterprises. Therefore, the commercial value of Hand-painted illustration on packaging will be more and more favored by enterprises.

The application of Hand-painted illustration in packaging design can make use of its strong painting attributes. Compared with the decorative function of commodities in traditional packaging design, modern commodity packaging design pays more attention to the communication of brand cultural connotation and brand image. Its purpose is not only to enhance the visual beauty and the increase of sales, but also to make the brand culture go deep into the hearts of consumers, which injects a new vitality into the functional expression of packaging design itself. Under the environment of global economy and cultural exchange, commodity packaging design should not only maintain the characteristics of local culture, but also have the world attribute, so that all nationalities and countries can understand local culture. Integrate the characteristics of national style, aesthetic tendency and artistic emotion, establish the personalized differences of commodities, and highlight their own advantages. This way of global cultural exchange under personalized differences has played a good role in promoting the extension and development of national culture. Spiritual culture and historical connotation are the inspiration of our design in any era. The embodiment of cultural value in packaging plays the role of a pioneer in marketing, forms a brand culture and doubles the value of goods.

The application of Hand-painted illustration in commodity packaging is the creative expression of packaging design, which widens the author's creative space. At the same time, it also requires designers to have high professional skills and grasp the quality of commodity characteristics, accurately locate the illustration style and expression methods, and have emotional interaction with consumers. Different forms of artistic expression bring consumers unique visual experience, Hand-painted illustration unique visual language, strong emotional expression and commodity personality. With the development of the times and the blending of painting art, designers are no longer limited to one way of expression. Even the most living tap water will be vivid under the expression of art forms, bringing us new vitality and fun in life.

6. Summary

The growing quality of life has led to people's increasing requirements for food packaging. Hand drawn illustration can not only enhance consumers' purchase desire and achieve an effective balance between business, design and products, but also emphasize humanistic emotion, create personalized brand and highlight artistic value, so as to realize the combination of business and art, Make the visual image of food packaging design more diverse. In short, Hand-painted style illustration has its uniqueness. Its uniqueness and the traces of handmade left in the drawing process can make people in the fast-paced era have enough intimacy and give people a feeling of returning to nature. The Hand-painted illustration applied to packaging design can create a cordial feeling of returning to nature and convey a relaxed and free atmosphere to consumers. With the continuous development of society, art should also push through the old and bring forth the new. Hand drawn style illustration adds unique charm to modern packaging design with its different visual language. How to balance the relationship between the two is a difficult problem that designers should study.

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