

Analysis of packaging design innovation and quality of personnel training and scientific development

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Abstract: With China's sustained economic development, people's standard of living is changing, people's aesthetic sense is changing, people's demand for life changing. The grass is always greener consumer packaged goods, as well as awareness of the brand new, have a bearing on packaging design with the times. Therefore, innovation is the soul. In particular, China's brand began more and more toward the world market. In this paper, the basis for innovation in packaging design and innovative talents discussed in this paper, summed up the diversity of cultural characteristics of packaging and packaging design features of the times in order to pass this call for packaging designers to design innovative features, the state of the deep level of thought and exploration. To make packaging design innovation from the practice of thinking on the packaging design process and design guide.(Abstract)

Key words: packaging design; innovation; culture; practice; development(key words)

Today, China packaging design packaging design education lags behind the practice, mainly in packaging design professionals lack of innovation, imitation iconic, innovative, a lot of monotonous work, lack of attraction.This situation are not satisfied with the industry and market, industry insiders believe that our 80 years in the 20th century began to introduce modern packaging design education, only twenty years of history, as faults and historical and cultural seclusion, the Chinese higher education in serious packaging designlag, not to establish a good training mode, not located in the innovative sense of design talents.From a market point of view, the increasing demand for packaging designers, packaging good, direct impact on sales, sales are good, a direct impact on China's economic rise and fall of life and death.Now packaging designers are unsatisfactory quantity and quality can not meet market needs.To meet these needs, education must be used in the packaging design new ideas and methods.

1. Culture is the basis for innovative packaging design

Packaging design education in China today the primary cause behind the lack of a large view of culture.Packaging design education today concerns only "technique" itself, such as the techniques of skilled, Expansion and visual forms of satisfaction, etc., did not relate to cultural values and ideological beliefs, and deep-seated problems.Culture and ideas are intangible assets, is a human, national spiritual core, is a creative packaging design of soil fertility.Without such a foundation, then it will limit people's creative thinking is not conducive to people's long-term development, the potential ability to kill people in the cradle.Packaging

design is the creative activity, education is not the rigid old cultivate innovative talents.Traditional culture and the theory of literacy is to explore, analyze, and create the base and enhance the culture and the creation of new thinking than to teach history of packaging and packaging techniques is more important because of the packaging process of packaging techniques and works of the past will only make people repeatPioneer spirit and sense of culture is people look to the future, constant innovation, development of human wisdom and.Design innovations can only maintain the vitality and market share.In the final analysis is continuing to explore and discover, continuous innovation.Of course, sometimes the designers innovation process continuously self-denial, and then continue to create my self a new process.Constant change is often new, often new in the development, designed to seek new breakthroughs, break into other people not involved in the restricted area.Innovation, and designers should be never-ending pursuit^[1].

The main function of packaging is to protect the goods, followed by communication of information and landscaping products.It is noteworthy that the modern consumer is concerned, the latter two functions have been gaining in importance, but the consumer has a higher "emotional" requirements - and I hope to meet their individual packaging, can beto bring their own comfort, to meet their own nostalgia, romance and so on.Because there are many similar goods, more and more extensive range of consumer choice, so the product is more and more critical.The culture is able to meet the emotional needs of consumers important bargaining chip, packaging, consumer behavior and cultural connotation of the process to feel and experience more rich and fun to the process of consumption is worth pondering, become warm.Cultural content is packaged to meet the emotional

needs of consumers, as the basis of purchasing decisions, so that consumers remember the brand. Here, emotion has a price consumers are willing to pay for the emotions.

Most universities have ignored the Mainland traditional culture, comparatively speaking, Hong Kong, Taiwan's traditional culture and education is better. Professor of Lingnan University, Hong Kong, spoke: "Hong Kong does not cut off the old traditions; Taiwan has always been interested in the renewal of China's orthodox tradition; while the Mainland is in the single-minded process of globalization, McDonald's is basically a new generation of "captives", traditional culture the worst. "core culture of Taiwan is still the traditional culture, which children are influenced by traditional culture. College courses also focus on the creation of traditional culture. For example, Professor Yang Yufu special attention to Taiwan's new generation of design talent in the traditional cultures, he maintains that loss of traditional cultural atmosphere of edification, it is impossible to design a long heritage of outstanding works. University of Hong Kong generally value the traditional culture, education, the Chinese cultural tradition of Confucianism, aesthetics, history, and knowledge in the curriculum and are the embodiment of traditional cultural values for students to understand the meaning of modern society, so that students of Chinese culture value system and in the twenty-first century a new meaning, ideas and cultural development of a more comprehensive understanding of access. The traditional culture of the mainland's Cultural Revolution, were cut off, many people of insight to see the seriousness of the problem.

How to enhance the students cultural background and thinking ability? There are many ways to re-position the first packaging design education can not be too much emphasis on training techniques to increase the number of cultural and ideological aspects of the curriculum, with emphasis on communication between various types of knowledge. For example, the exchange between the various categories of arts, art and communication technology, design and literature, economic, political, legal exchanges between the exchanges between Chinese and Western culture and thought ... only in exchange collision, the collision wiping out of spark in the spark in the burst of inspiration, innovative design came into being. Small teach the students that the teaching ideas, and cultural aspects of the curriculum is also set very low, and some institutions may not, so do not teach students to think of art and design capabilities, resulting in many students apply in addition to the existing design form, the Nothing exciting ideas. Only for students to develop a large and culture, students not only understand the knowledge within the field of packaging and the industry dynamics, but also to understand today's economy, culture, art, policies and regulations, and other knowledge, to build a large cultural background, and

through the packaging design thinking ability, packaging design and design skills of basic training, so that with the basic quality of the professional creative design. That students trained in both practical ability and a relatively high theoretical knowledge^[2].

Practice has proved that traditional culture into the campus, the humanistic spirit of traditional culture essence, after a long prolonged exposure, will be rooted deep down in the students mind, as they grow up healthy nutrients. For example, to learn culture, Confucian and Taoist philosophy, poetic words and songs, classical art knowledge, had a tremendous impact packaging design. We should provide such courses, to increase efforts in this area of teaching, education in design is reflected in the weight area. Kan Tai-keung, Alan Chan, Han-Min Chen and others, without the foundation of traditional Chinese culture, it is impossible to design such a beautiful and elegant moving works. Without a traditional culture of the designers, there is no cultural foundation, even if there is another great skill, after all, the packaging can not be the top creative design talent. World-renowned master of packaging design is deeply rooted in the culture, have a brilliant packaging design results. Packaging design, using art and science together to create, beautify, to facilitate people's lives, in the process, embodied in a culture.

2. Contact the community, involved in packaging design practice is the scientific development of an important condition for creative talents

Packaging design is also due to educational backwardness and social decoupling. Now in the information society, knowledge economy, update computer technology, new media, packaging technology and regulations change, the progress of packaging materials science, packaging, increased security requirements, packaging and decorating fashion of the ever-changing, all these demands tight packaging design education with age, followed by the community^[3]. However, the current situation is outdated textbooks, teaching methods and content of the serious lag, so that out students to the community has happened, should continue to learn a few years to meet the needs of the enterprises. Market for packaging designers have clear requirements, the present education system does not meet market standards, should the school of education completed, and finally completed by the company instead of the school. China modern packaging design, everything is not perfect, and so it requires us to change ways of thinking as soon as possible, adapting to the new situation, the social requirements of modern packaging design. Design Education in the packaging up a revolution in thinking, the packaging education and

social production, the market economy closely integrated design practice to students and businesses directly linked to introduce students to the products directly to the public and industry, make the school and the Packaging Education build lasting business contacts. France has done particularly well in this regard, such as Lance Higher Art and Design - ESAD: is a 250 year history of professional schools, doing design requires students to design things for functional analysis, a mind map, access initial plan, then the idea of design in all written in detail, and finally select a concept shown in kind. All students must be full of ideas put into practice after the discussion, make products, peer assessment among students, teachers guide, and then in a store or other local exhibitions to promote the products and ideas out. Students in the third year internship in the community is basically engaged in practical work, the fourth year and then back to school with a problem to continue their education, the final project. Graduates to adapt to the social problems do not exist, immediately able to solve real business problems, was welcomed by enterprises. This practice of course necessary for packaging applications that door has strong nature of disciplines, is essential.

In the knowledge economy, technology and education is no longer just a service, subordinate, technology and education from the margins of society toward the center of the community, and changes in the industrial economy to a knowledge-based economy plays an important role in the period. Professional development of packaging design more and more dependent on knowledge innovation, technological innovation and high-tech industrialization⁽⁴⁾. Our packaging design and market, combined with Fei Chang tight industrialization, which in itself demands that our education, the latest technologies directly Yingyong Yu teaching practice and to equip students with new science and technology, able to skillfully use high-tech tool and expression methods. As the popularity of cultural life and consumption levels increase, people with a wider range of packaging needs. Practice increases for students concerned about their world around, full use of opportunities for short-term practice of a planned visit to targeted research, the real social interaction, participation in practice, in improving the professional skills, but also to improve communication skills and social collaboration. The establishment of the German Bauhaus School of Design, teaching, research, industrial Trinity education is very instructive, and worth learning. Workshops in schools for teaching and research base for practice, but also education for the design of possible financial support. This virtuous circle of education system, then almost without exception, Western countries were to adopt modern design education. Chinese universities now use the technology on the packaging design tool, showing very clearly the traditional concept of packaging design on the impact of

science and technology, nor is it very seriously. Such as packaging materials, materials science has developed rapidly in the information age, the current materials science along the two directions, one is high-tech and new materials, a sustainable development of ecological materials. For future designers, to be timely grasp of the material change, skilled use of its superior performance in order to design products that meet market needs⁽⁵⁾.

Because of restrictions of all kinds of design theory inevitably blended with impurities, but can not become an excuse to give up cultural learning; the other hand, we should also be taken to avoid the design of cultural deification of the hands and feet bound thought and doctrine and discipline, requires its analysis, combing, whichever is the essence of their essence. As we eat pork, mutton, not to make themselves into pigs and sheep, as this digest, absorb and learn, by no means the appearance of imitation, copying and cloning, but for our use to nourish our physical, mental and our art.

3. Conclusion

Over the years, our emphasis on aesthetics and art and design education, skills education, and community-oriented art and design so that our designers do not pay attention to the vitality of art design - innovation. Economic challenges in today's society is dominated era, the lack of innovation means loss of chance of winning. Packaging design regardless of China's foreign, history, modern, admired the packages to a healthy, positive, and rich cultural connotations made. Packaging design is also part of corporate culture, a good packaging design must show the inner spirit of enterprise, constitute a unique corporate culture. Therefore, packaging design should be an international cultural perspective, Chinese culture, meet the needs of knowledge economy. Culture to culture based on innovation; are innovative in order to further promote the development of design culture⁽⁶⁾.

Social demand is a necessary condition for good professional and direct power. Professional needs of the packaging design community is in an upward trend, packaging design in the ascendant, Packaging in short supply, at present it has become attracted to one of the industries, and has increasingly shown its unique charm. Art guide the formation of the aesthetic sense of design should be the home of traditional design, the history of human civilization, the times of the designer's thoughts, feelings, ideas, understanding of and deep understanding of and on this basis, the result of serious thought. And this thinking is a "common human emotion," the exchange, is a never-ending stretch and expand. It has the technical, artistic, as well as cultural heritage, a good grasp of the combination of the three teachers teach the students to learn the packaging design is also key to the professional. Only the big cultural

background and practical abilities, the basic focus, to ensure the health of packaging design education and Science.

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