

Reconstructing Modern Packaging Design Based on Three Constitution

Feng Zhang, Guihong Zhang

Artistic department Hezhou University Hezhou, China

Email: zjkzgh@163.com

Abstract: Topic Packaging Design Packaging design is inevitable in commercialized environment, however there also are some problems under the packaging design education and practice. This problems are primarily shown as: the designers are the lack of innovation awareness, heritage, refusing to imitate a large number of works the same, the lack of attraction that makes packaging design whatever its design, packaging design for innovation appears to be difficult. Packaging design is a vision (planar), color (the color composition), the shape of (stereoscopic) research and construction. Packaging design is actually three components of the application process, this article is based on three components on modern packaging design innovation provides the theoretical basis.

Keywords: three components; Reconstructing; Packaging Design

1. Introduction

Composing the art thought method is that all optesthesia designs what category must use the method to the basis, that package is designed is to compose the art concrete practice in specially appointed field, slip out of the advertisement outer clothing, remove from a circulation field, the core and idealization model packing are compose art^[1]. In fact, this one thought educates a morning to have in Baohaosi embody, gram of benefit melts a painter in try one's best to oversimplify, making clear that with art theory when Baohaosi teaches school, he contacts theory class, basic course and creation class, make the student people be enlightened, is that the young person who owns a fond dream has guided a clear road of going to school. This way still is worthy for us to draw lessons to today, while the teacher emphasizing that the basis composes training, explanation should do deep thrust battle to may apply the range arriving at in the days to come combining with an example, pack the target designing that greatly, that special field inspects three composes teaching designing that practice is in progress directly in package, makes a student study face to face right away more limpid. Pack the problem designing that owing to suggesting that big formation is that basis again structure build is modern with three here.

2. Three Big Formation and Package Design the Key Element Agreement

Package is designed being to point to the wrapping material selecting and using rightly, the means wielding ingenious handicraft, designs that for container structure model and beautification packing that the package commodity carries out decorate. Pack the key element designing that three are big having picture composition, external form, material. "Formation" be a modern times

model concept, it is to take form material as key element, according to optesthesia effect, the form turn off law constitutes, but understands for the "shape", and "structure" as well as Mechanics and mentality formation mimic principle being in progress^[2]. Planar activities, color constitution, dimensional - color composition, "three constitutes three-dimensional manifest a shorter form a miserable life". From the content, can be divided into pure and applied constitute two categories. Pure A practical function, containing modelling are not material, craft, Mainly from the theoretical knowledge and ideas up modelling wood from each aspect, to study the characteristics of image, colour and modelling, only to the decomposition and reconstruction of training. Now we are the basic composition of course teaching, which belongs to pure resulted in packaging design of the thinking constitutes. Application form is pure and the general principles constitute the laws, rules, and methods of design has merged into the character of objects. The packaging design of teaching should be devoid of the former to the latter, but because of the three elements of packaging design and the three constitute a fairly consistent between, see figure I.

2.1 Planar and Composition Elements

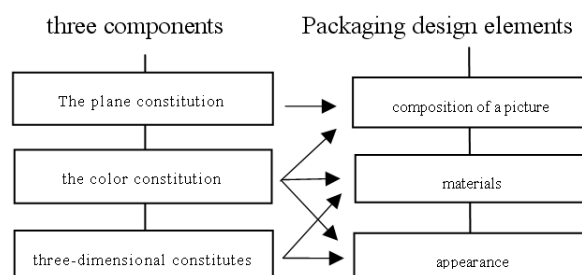


Figure I

Planar formation is the study of the image in the space of two degrees of science, is the changes to the rules, two-dimensional spatial visual image, the establishment of bone tissue, all sorts of elements, both rigorous law constitutes an infinite and rhythm changing decorative composition. Composition composition is elements will show the trademark commodity packaging, graphics, text and arrangement of a complete in the picture. These four aspects constitute a package of integral effect.

Composition is to show the trademark commodity packaging, graphics, text and arrangement of a complete in the picture, the plane composition and explores and studies the basic elements of graphic design, and application form. We can fully surreal form a trademark, graphics, text and combination, and through the back of decomposition, and jediael, composite, circulation, illusion, mutation, specific methods such as contradictions. Achieve concept to image and insipid, for magic, for the whole messy for rational, unreasonable, cruel reality and fiction friendship, concrete for abstraction, etc. In packaging design, plane composition principle is presented. Packaging design repeatedly using the technique to form in the external business and product packaging, its purpose is packing products in the form of strong sense can attract more attention and interest, to consumer. The elements of planar compositions, show concise abstraction of packaging contemporary feeling.

2.2. Three-Dimensional Structure and Material Shape Elements, the Elements

Material is essential to commodity packaging material surface texture and texture. It tends to affect the commodity packaging visual effect. Using different material surface changes or surface shape can achieve the best effect of commodity packaging. Shape elements of commodity packaging is shown, including showing the shape, size and shape of the size.

Three-dimensional structure research material and form three-dimensional form the modelling of basic subjects. The research object of multi-composition is stereo form and space forms of creation. Specifically is three-dimensional modelling study physical laws and rules of the form and perception. Stereo form by 2d image is three-dimensional space into the form, they have performance relation and difference. Contact: they are a kind of art training, guiding idea, training about modelling aesthetic ability and fostering the abstract composition, accept discipline in training, The difference is: three-dimensional structure of the three dimensional space and shape entity form. To conform to the mechanical structure, material requirements and rich form language expression. Stereo is used to create form, its thickness is made. While stereo form without material, process, mechanical, aesthetics, is the combination of science and art. Solid materials for packaging design is constitute the important elements and appearance ele-

ments.

2.3 Color composition and packaging color

Color composition is according to the people of color of long, a thinking, different color is tie-in, can give person different psychological feeling, and color composition is summarized the mind-set.

From the Angle of packaging design, to talk about is not the so-called optical physics, electromagnetic wave of knowledge and etc, but from the color design theory basis, emphatically colorific hue, lightness and purity, and colour psychology, etc, namely color composition. In the sea, commodity packaging design constantly changing gimmick, innovation form, shape characteristics, especially on colour attribute and the use of colors. The colour of each attribute remolded between elements, the changes to the design, colorific contrast, use, provide plenty of space. Color composition and for packaging design is peaceful face, three-dimensional constitute the process in which it in composition elements, materials and appearance on elements elements of research and practice. Thus, in packaging design should change the education constitutes the composition of the past as design, build the foundation of packaging design teaching ideas, II figure.

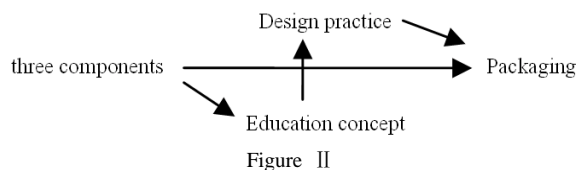


Figure II

3 constitute the packaging design

"Three" is planar, three-dimensional structure, color composition, this originated from the referred to the 1920s and 1930s German education system of the Bauhaus design course, become from abstract form of training design effective means of creative thinking, the teaching specialized courses in colleges and universities, such as modern design three constitute the basic status and role, its vital ^[2]. Modern design education ", "three constitute the professional course design, also decided to accept the education in modern packaging designers design basis for" three "teaching mode, this generation constitute neglect in packaging design, direct application. Three form is complete, the scientific system of planar, colour, stereo form their laws and infinite abound in itself, if can combine the packaging design of design thinking or endless is method.

Most of the current teaching in principle and form of law students training courses for the day, the concept of fuzzy value result, pay no attention to finish the homework, do homework, serious bouquet of pure of creative thinking. Teaching and other design course, from severe

form of teaching^[4]. Packaging design should be based on the ideas, to constitute the three components and packaging design elements, the fusion of packaging design should be directly is the process of evolution, the three constitute the Bauhaus actually start has told us, until today, more stylist, education idea is all about in the design thinking, come here to talk about design education, establishing a packaging design is a form of education, thus, design thinking and design practice, education idea became with II, form. (see figure 3 - education philosophy constitutes from practice to packaging - packing process, a process that straight: three constitute - packing, anyhow, packaging design is composed of three process.

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