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The Application of Memphis Design Style in Packaging Design

Huanhuan Wu

Wuhan Textile University, China

Abstract: Objective: To clarify the application of Memphis style in packaging design at home and abroad, to provide readers with the opportunity to study the current situation, and to provide researchers with new ideas for packaging design. Methods: This paper sorted out the core journals of Peking University on Zhinet.com and analyzed the application of Memphis-style packaging elements in the literature through extensive reading and intensive reading, and formed a review of the research methods of Memphis-style packaging design at home and abroad. Conclusion: This article provides readers with an opportunity to quickly understand the design method, context and paradigm of Memphis packaging, which is helpful for readers to establish research objectives and clear research directions.

Keywords: Memphis Style in Packaging Design; Application in the Literature; A Review of the Research Methods; Memphis Packaging Design Method.

1. Introduction to Memphis Style

Founded in 1981 and dissolved in 1987, the Memphis Group was founded in Milan, Italy, by designer Sutasas and a group of young and promising designers. They like colorful and chic decoration, they oppose functionalism as the theme of function, and emphasize the decorative interest of design. Focusing on the collocation of colors and the use of materials, the author summarized the characteristics of Memphis style in the literature.

Visual features of Memphis style			
Refinement and composition of graphics	Color presentation and tension	Material carrier and extension	The abundance of means of expression
Modern sense of collage Highly decorative Visual impact	Opposition and unity Pop style Visual impact breaks the rules	The material is not limited to the carrier's expansion and inclusiveness	New media visual media break limitations
Rectangular circle Curved slashes Wavy lines Point line surface combination Repeat recombination arrangement	Large and stacked bright bold black and white lines color block surface	Plastic glass Marble Wood cloth	Computer and mobile phone 3d modeling vr

Figure 1. Summary of visual features in Memphis

Because it conforms to the development trend of the contemporary network era background, some design elements and design methods in it still provide reference and reference for the modern design field, and the methods and theories contained in its design are still valuable for research. It single-handedly broke the dogma of functionalism.

2. Overview of Domestic and Foreign Research Status

In the domestic research review, the research content is mainly concentrated in the following aspects: first, the political, social and cultural background of "Memphis"; Second, a brief history of the development process of "Memphis" design group; Third, the design application of "Memphis" design thought in visual communication, product design, fashion design and other fields.

Compared with domestic monographs, foreign research reviews have more discussion on the historical facts of "Memphis", more detailed analysis of the overall design movement of "Memphis", and more detailed literature records such as work analysis, classic quotations and comments.

3. Memphis Style in Packaging Application Methods Summary

3.1. Geometric Graphics and Hand-Drawing and the Use of Hand-Drawing Elements

There are many geometric styles, not only triangles, rectangles, lines, points, etc., but also some graphics can be broken up and reconstructed to redesign the work with a sense of rhythm and visual impact. A designer can also use abstract forms of expression to convey her design thinking, and use small geometric shapes to make interesting decorations to supplement the main elements. The free collocation and splicing of graphics form a unique design, which intuitively increases the sense of interaction and artistic experience between the viewer and the work, encourages the viewer to generate positive feedback during the experience process, and obtains pleasant visual and spiritual feelings in a short time.

3.2. Humorous Color Matching

In the color scheme, Memphis brings a rich visual feast with a highly expressive design style, through a high saturation of contrasting color combinations, smooth and fluid geometry and twisted and sinuous brush strokes. Memphis style does not have a strict definition or theory, it breaks all constraints, more is a divergent nature of thinking and exploration. At the same time, it also awakens the joyful, free, lively and warm emotions in our hearts. From the works, we can feel the use of color emotions incisively and vividly.

3.3. Flexible Layout

On the product packaging, it is necessary to show the type, characteristics, style, function and other information of the product. It is the designer's responsibility to combine this information reasonably and wonderfully on the packaging of the product. Therefore, in the Memphis style packaging design, you can break the classic typesetting method, combine information in a more casual and flexible way, and highlight the vitality and spirit of the overall picture. Memphis style packaging pays attention to the "full" layout, which can enrich the picture through the use of lines when necessary, and create a dynamic effect through twisting and abstract strokes. At the same time, the arrangement of elements is irregular, and the random arrangement of elements matches the jumping colors and elements, which makes the work interesting. The essence of Memphis style is bright colors and rich geometric shapes randomly filled.

3.4. The Use of Memphis Modeling in Packaging Design

As one of the important visual elements in packaging design, excellent packaging design can improve the practicality and aesthetic value of the product. Memphis packaging breaks the traditional routine, with irregular geometric shapes and lines free combination, youth and tension, in the young user group is very sought after. Emphasis on personalized decoration, unlimited use of materials, against the "functionalism" design concept elements, repeated geometric figures, black rough strokes of high-saturation color to use a variety of high-saturation colors, to create bold, strong to present the design of a sense of vitality and vitality, and publicize its unique style.

Above is the author's summary of Memphis packaging design methods. We can see that Memphis style in the long design process, as a unique rebel existence, has always expressed "unique interest" to people with its unique views and works. Its design style is bold and strange, but it is so simple and infectious, even if it is rough design, it can also show the cultural significance of personality, which makes this trend spread and popular rapidly. Memphis Design's open design concept is also in line with the development of the current society, dare to innovate, dare to break the convention.

4. The Influence of Memphis Style Summary

In the last decade, the "Memphis" style has returned to the public eye, and its return and revival also indicate that it has unfinished business and new design breakthroughs. For new designers in the new era, the return of the "Memphis" style has brought them inexhaustible inspiration. The dull atmosphere led by the mainstream modern design field is broken by it. It proves with its practice and products that classic design cannot only have functionality. It enriches the design context with its design concept, and uses simple colors and simple graphics to match not simple design products.

From the perspective of visual elements, the aesthetic transformation of modern consumers is developing towards younger and more fashionable, and simple graphics and bright colors are more straightforward design languages, which are more in line with the aesthetic needs of the rising post-90s and post-00s consumer groups. Graphics and color super expressive force is the outstanding advantage of the "Memphis" style, and graphics and color are precisely the key to the success of modern packaging design, so the "Memphis" style of in-depth exploration is very necessary.

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