

Application and Innovation of Haptics in Ceramic Brand Packaging Design

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Abstract: This paper explores various attempts and innovations related to the sense of touch in ceramic brand packaging design. Method: Drawing from the historical heritage and contemporary developments in ceramic packaging design, while considering the prevailing emphasis on visual communication, this study provides a rational analysis of the true characteristics and value of tactile elements in ceramic packaging design. It explores the practical application of this artistic expression in areas such as text, imagery, color, and spatial arrangement, as well as innovation from the perspectives of mechanisms, materials, and interactions. Conclusion: With the growing aesthetic demands of consumers, maximizing the artistic value of ceramic design is crucial. Packaging design plays an indispensable role in this process, and the sense of touch is a key element. It not only enhances the diversity of expression in ceramic packaging design but also provides new impetus for innovation in ceramic brand identity. This can effectively promote the modern inheritance and development of ceramic packaging design.

Keywords: Ceramics; Brand Packaging; Tactile; Packaging Design.

1. Introduction

With the continuous development of China's national economy, the standard of living of its people is steadily increasing. Concurrently, aesthetic standards are continuously being elevated. Therefore, in today's context, the success and prosperity of ceramic brands in capturing the consumers' attention should not be limited to packaging designs that can only generate outstanding visual effects. Instead, it should be integrated into various channels accessible to consumers to achieve a more diverse artistic expression.

Among these channels, brand culture's importance to a brand is as crucial as bloodlines are to a family. Ceramic brand culture not only inherits the brand's core values but also to a large extent determines how successful the brand can become. In the current environment of increasingly homogeneous products, the focal point for many consumers has shifted from the utility of the products to the emotional aspect. The ability of products to evoke emotional resonance and a sense of cultural belonging has become critically important[1]. Therefore, taking the sense of touch as an example, it plays a significant role in ceramic packaging design. It influences the product's appearance and content, providing a more unique and profound artistic effect. It not only effectively conveys product information but also meets the aesthetic desires of today's consumers and the creative needs of designers.

2. Current Status of Ceramic Packaging in Jingdezhen

With the continuous development of social productivity, consumers have started to focus on the external packaging of products in addition to practicality. This has driven the continuous improvement of packaging design. However, in the current ceramic brands in Jingdezhen, there are some issues related to packaging, primarily categorized into two main points.

One would be relatively weak brand awareness in Jingdezhen: This indicates that many ceramic brands in

Jingdezhen have not fully recognized the importance of branding. For instance, the brand name's placement on the packaging is often relatively weak, causing consumers to have a vague perception of the brand image. In such cases, consumers find it difficult to associate a product with a specific brand, reducing brand recognition and loyalty.

Another point is lack of Creativity in Brand Packaging Design: The ceramic packaging styles in the market are too uniform and lack distinctiveness. Many ceramic brands employ similar design styles, resulting in blurred boundaries between brands and a lack of uniqueness. This standardized packaging design makes it challenging for brands to stand out in the market, limiting their growth potential.

Therefore, for ceramic packaging design, establishing a comprehensive brand concept is of utmost importance, as packaging design can serve as a powerful tool to drive brand development. Packaging design should emphasize the brand's core values and uniqueness, allowing consumers to quickly identify the brand and establish an emotional connection with it. Ceramic brands in Jingdezhen need to enhance brand awareness and innovation in packaging design, elevate brand image and market competitiveness through appropriate brand positioning and unique packaging design, and further promote the development of the ceramic industry.

3. Analysis of the Integration Value between Tactile Sensation and Brand Packaging Design

The tactile experience of packaging materials represents a shift from the visual era to the tactile era. As we enter the 21st century, touch is gradually becoming a new concept in the field of design, especially in graphic design, where the application of tactile elements is becoming a popular trend. The experiential mode centered around tactile sensation is gradually becoming a common demand for people. When selecting ceramic packaging, people are bound to come into contact with its surface. Therefore, in the design process, attention should be paid to the tactile design of ceramic packaging surfaces. A pleasant and comfortable tactile

experience can make people feel attached to the product, enhancing the enjoyment of the user experience and adding pleasure to life. Regarding packaging, in China, ceramic packaging, with its deep cultural heritage and distinctive national characteristics, constitutes an important part of Chinese ceramic culture. From an external perspective, ceramic packaging represents the external beauty of ceramic culture and serves as a cultural symbol with clear cultural identity, promoting continuous innovation in traditional Chinese culture while conveying information[2]. From an internal perspective, these traditional ceramic symbols have a close connection with the general public, promoting a higher level of spiritual resonance between the people and the culture.

These two aspects have a mutually beneficial relationship. Tactile sensation meets the aesthetic demands of the masses in terms of external presentation, strengthens the artistic expression of design in terms of texture and materials, and appropriately emphasizes emotional communication and information transmission for promotional effects.

4. Application and Innovation of Tactile Sensation in Ceramic Brand Packaging Design

The application of tactile elements should align with the overall design logic and objectives, rather than solely pursuing technological innovation. It should add more emotion and texture to the packaging of ceramic products, further enhancing their aesthetic value and user experience. By using tactile elements reasonably [3], ceramic products can better integrate into modern aesthetics in design and packaging, as well as better preserve and protect the essence of ceramic art.

4.1. Texture Effects

Different tactile textures are an essential means to enhance the visual effects of packaging. Packaging, as a medium for conveying product information, typically relies on visual cues to communicate with consumers [4]. However, besides visual cues, the sense of touch, being a close second to vision, plays a crucial role in helping consumers gather product information. From an epistemological perspective, touch is indeed a way of perceiving objects, and its role and significance should be emphasized enough.



Figure 1. The cultural and creative projects of Ru kiln (Ruyao) in Ru Shan

For instance, in the design of cultural and creative projects, touch plays a significant role in the cultural and creative projects of Ru kiln (Ruyao) in Ru Shan, a national-level intangible cultural heritage. Chen Xuliang, one of the inheritors of the Ru kiln firing technique, is responsible for the packaging design. In terms of color, he chose cerulean as the main color tone for packaging and cleverly used Song-style antique fonts. Additionally, he created a raised texture

for the characters in various ways, which not only effectively highlights the text content and complements the cerulean text in the lower right corner but also provides anti-slip properties during touch. This uneven texture, combined with the rough surface, can engage consumers' tactile perception, further showcasing the rich history and cultural significance of Ru porcelain that has endured for centuries (see Figure 1).

4.2. Material Selection

Effective tactile design can provide an experience that combines nature with fashion. In the modern design field, tactile design is widely celebrated, especially in everyday ceramic packaging design. Tactile design goes beyond aesthetics; it emphasizes practicality and adheres to ergonomic and eco-friendly requirements, satisfying people's spiritual and cultural needs while reflecting a sense of human care.

In most niche ceramic brands, the choice of ceramic packaging material typically leans toward biodegradable paper, especially for smaller studios. This choice is motivated by several reasons. First, biodegradable paper packaging aligns with environmental conservation principles, reducing negative environmental impacts. Second, using minimal materials can achieve exquisite packaging while avoiding issues related to fragility. A wise choice is to use generic packaging, as suitable options can be found on many platforms. Additionally, based on the uniqueness of one's brand, custom seals or stickers that match the brand style can be created. Moreover, the consideration of higher-quality paper and print quality is also worthwhile, immediately elevating the packaging's overall quality. While it may not be as extravagant as the exquisite boxes of major brands, it can still showcase one's brand image through unique packaging methods (see Figure 2)



Figure 2. Ceramic unique outer packaging

4.3. Interactive Experience

In interactive design, tactile sensation can be used as a means of interaction, with a focus on tactile experience. By incorporating the material's "tactile guidance" into the packaging, this represents a novel approach to packaging design, creating an emotional connection between ceramics and consumers. This approach allows the audience to feel tranquility and harmony, enhancing consumer experiences

and understanding[5]. In the design process of ceramic brands, designers can extract, transform, abstract, and reconstruct elements from their creativity and inspiration. Using tactile experience as a starting point, they can infuse ceramic products with vitality and better serve consumers through emotional and diversified ceramic packaging design.

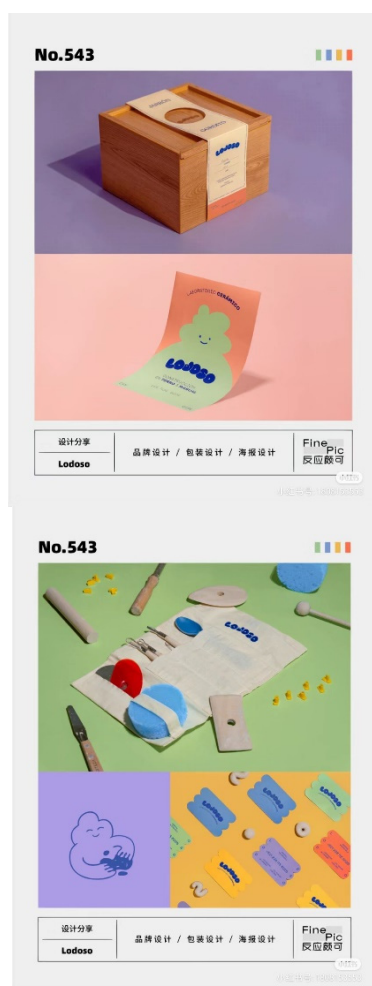


Figure 3. Lodoso's brand image

For example, the ceramic brand Lodoso is a space for sharing the experience of creating pottery. It includes a workshop for teaching pottery making and a shop for selling final products like vases. The graphic design of the brand image aims to create a fun, relaxed, and joyful brand identity. The inspiration for the logo and illustrations comes from the shaping process of clay, using a novel and playful color palette to express the idea of the brand as a creative sharing space. The intent is to create a relaxed and casual atmosphere where students can escape the pressures of daily life and share the joy of creation with each other. The distinctive feature of this space is that everyone can personally experience the joy of creating through hands-on activities. Conveying positive symbolism and incorporating it into the brand image and packaging is a significant focus in ceramic brand packaging. Lodoso's brand image expresses the pottery-making process using personified clay figures, combined with soft and warm colors, creating a sense of creativity and a fun atmosphere.

This approach is applied to various aspects of ceramic design, effectively conveying Lodoso's brand concept: a relaxed and creative sharing space where everyone can enjoy the pleasure of making pottery (see Figure 3).

5. Conclusion

Ceramics, as the most distinctive and unique product of Jingdezhen, are facing unprecedented challenges and opportunities in this era of rapid technological advancement. The rise of artificial intelligence drawing technology and intelligent 3D technology marks a shift in the design field from a focus on flat visual effects to a multi-sensory experience. Tactile sensation, as one of the five senses, has transcended the limitations of traditional flat design, bringing new materials and inspiration to the field of ceramic packaging. However, in future design practice, the application of tactile elements should be systematic rather than arbitrary. It requires the integration of rational thinking patterns and methods into the design process. This must be based on real contexts and infused with innovative elements to align ceramic products with modern aesthetic trends, thereby providing more inspiration and ideas for the design and creation of modern products.

Therefore, for ceramic packaging design, standardization, innovation, and integration with modern aesthetics are key. While pursuing technological progress, we should also respect the tradition and uniqueness of ceramics. We should integrate tactile elements into ceramics in a more meticulous and organic manner, injecting new vitality and charm into the development and promotion of Jingdezhen ceramic brands.

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