

The Application of Emotional Colours and Their Pattern Elements in Product Packaging

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Abstract: This study aims to explore that in contemporary product packaging design, emotional colour, as an important means of conveying emotions visually, can stimulate consumers' emotional resonance and enhance the attractiveness of product packaging. Through the analysis of the association of different colours in the consumer's psychology, combined with the design of pattern elements, the product packaging is more personalized and emotional characteristics. Reasonable use of emotional colour and pattern elements in product packaging design can effectively enhance product brand awareness and consumer purchase intention. In order to achieve the objective object of the product a transcendence and enhancement, so as to give the product itself a richer emotional value, enhance the competitiveness of the product market, for product promotion and marketing provides a new perspective and strategy.

Keywords: Emotional Symbol; Product Packaging; Pattern Element.

1. Introduction

With the development of China's industrial design industry and the construction of the modern industrial system, the way and means of design has also undergone a large-scale evolution, in different periods there are different objective principles of product packaging design and attribute law, the combination of the two can only come up with a product design method. Therefore, in order to achieve the accelerated integration of modern products and design industry colour emotional design, to enhance the innovative design capabilities for products[1]. This paper will explain the emotional colour and its related pattern elements in the product packaging expression, also pointed out the application of emotional elements in packaging[2].

2. The Emotional Significance of the Product Packaging Design

Product packaging design is also a way of product expression, the use of aesthetic knowledge and modern science and technology to better achieve the purpose of the transaction, in the product packaging design, most of the use of shape, pattern, colour, text and other characteristics, to achieve the purpose of beautifying the product packaging. Time change, product packaging has become an indispensable part of people's lives, product packaging is not only to attract consumers to shop for important factors, or product function to meet the spirit of the world and the pursuit of designers, therefore, the product packaging design has become an indispensable part of the people and goods, so that the shape, patterns, colours, text and other characteristics of the packaging of the product to achieve their own value[3-4].

2.1. The Significance of Colour Emotion in Product Packaging

The so-called colour emotion in product packaging, is to refer to the degree of satisfaction for a product's colour and a way of feeling the world, there are a series of psychological integrated feeling is the collision of human subjective

emotions and external things to be formed, therefore, there is a coexistence relationship between the colour emotion in product packaging and human subjective emotional imagery[5]. In conclusion, the colour emotion in product packaging is a kind of emotional needs and needs through mining a large number of users, relying on a variety of modern technical means of emotional imagery constructed with the colour emotion in the product packaging of the correlation between the relationship between the design method to develop a rich colour emotion.

In terms of the connotation of product packaging colour emotion, should be divided into internal and external two aspects, respectively, the internal "existence perspective", as well as external modern technical support, from the point of view of the external technical support, science and technology is the essence of human evolution, is an indispensable and important part of the evolution of mankind, and the colour emotion in the packaging of products. Design as an important part of the development of science and technology, in the development of science and technology plays a key role, become an important way to highlight the emotional imagery[6-7]. Therefore, it seems that the whole product packaging colour emotion design is the essence of technology, and then from the internal "existential perspective," is a depth of philosophical issues, referring to the philosophy, we should explore the product packaging colour emotion is how the problem of existence, so it can be understood as from the colour of the product packaging emotion existential theory of the excessive between the The essence of the colour emotion of product packaging theory, and the essence of the colour emotion is directly expressed through the existence of product colour[8]. It can be seen that human needs directly affect the form of the existence of product colour, and the special emotional essentialism directly determines the special colour existentialism.

2.2. The Significance of Emotional Symbols in Product Packaging

In emotional design, pattern as an indispensable part in various products have appeared, its appearance can often be

used as a kind of symbolic emotional symbols, can let some people find some sense of belonging, in the design, often need to be through some illustrations to disseminate the information or attract the public's attention, so the pattern will become a bridge of communication between the product and the user, and the What designers have to do is to incorporate these emotional details into the products to express what they want to express.

In the design of some cultural and creative products, we prefer to use the eyes of some wild animals to express a symbol, from an animal's point of view to bring the public to the cognition of the natural ecology, the main design elements of the deformation of the general, can be in a short period of time to the public to give a deep impression of this kind of symbols into the market, the consumer not only get the sensory satisfaction but also from the spirit of the pleasurable feeling. This is the most authentic combination of the real world and the emotional world. Therefore, designers in the modern product packaging in the design of emotional symbols, in addition to consider in the colour, shape, text and other elements of the characteristics, but also need to consider the symbols in the user's point of view of the expression of emotional information[9].

The elemental symbols of nature are also an important part of the symbols, and its emotional establishment is mainly established between human beings and the natural world, the elements of nature are ubiquitous in human growth and life, water nurtures life, sunshine allows human beings to grow, and is given a very special emotional significance by human beings.

3. The Application of Emotional Elements in Packaging

Colour is one of the most important elements of emotional expression, and different colours have different meanings and symbolism. Red, which is passionate and represents vitality, can be used in the packaging design of some functional drinks and sports products; blue, which represents freshness and cleanliness, can be used in the packaging design of beauty products and detergents; and green, which represents health and environmental protection, is used as the main colour option in organic vegetables and a variety of environmentally friendly products. Through the application of a series of colours, the audience can feel more intuitively the emotions and characteristics of a product[10].

Graphics and patterns, aside from the first glance to find a product is what colour outside, the product attached to the pattern and graphics is the most eye-catching way of expression, different graphics and patterns also expresses a different emotion and attitude. In some food packaging we are most common is a variety of food raw material patterns and shapes, which allows consumers to understand what this is a taste or a product made of what raw materials; and most of the cosmetic packaging is based on flowers, grass and trees, which is to express the beauty of this type of product, the characteristics of the natural, and then attract more consumers to buy; in addition there are also Some natural elements are through some animals, plants and other outlines to express the symbolism of the pattern.

Words and fonts, China up and down five thousand years, each dynasty and generation of words constantly changing, for different fonts and words also have different emotions and attitudes. In some common disposable supplies packaging

usually only appear concise and clear text to express its content, better highlight its single structure, easy to recycle sustainable characteristics; while in some high-end supplies packaging will use more beautiful fonts and structures to highlight the quality of its products and high-end sex.

4. The Development Prospect of Emotional Colour Symbols in Product Packaging Design

4.1. Harmonisation with Modern Fashion Elements

Modern fashion elements have permeated all areas of people's lives, production and work, and have become an important part of modern life, playing an important role in the development of society in all directions. Modern people have been buying different products to show their different economic strength, social status, education and many other characteristics. To some extent, fashionable products not only meet the basis of real needs, but also represent the image of today's fashion and symbolic values and cultural connotations. The nature of modern society is flamboyant, everyone is pursuing a way of life that belongs to themselves, and this way of life also leads to the modern emotional design of the product is more and more concrete. Modern products are more and more commoditised, thus creating more and more representative fashion symbols, which is not only a new era for the test of modern fashion elements, but also a test for the new era of designers.

4.2. Coordination with Business Needs

For the enterprise point of view, the pursuit of a deeper degree of emotional value rather than just a simple product to support the emotions, the production of enterprises has gradually shifted from mass production to personalised production. In the process of enterprise marketing, enterprises must look at brands and products from a consumer's point of view, to experience the inner thoughts of consumers, to understand the emotional needs of consumers, and to discover what consumers really want. Emotional symbols used in the enterprise, to do not only in the consumer psychology to form a natural cognition, or to get the high point of competition in the market, but also in the consumer's emotional great satisfaction to meet and enough psychological needs, to improve the consumer's demand for purchase.

4.3. Harmonisation with Cultural Needs

As for the cultural aspect, it is needless to say that the symbols of culture are the real meaning that directly respond to the inherent meaning of a product. In the current rapid development of society into the cultural tradition, undoubtedly is a specific product in the regional, aesthetic, practical and artistic at the same time, has a characteristic, unique cultural and emotional symbols of innovative design. At the same time when consumers buy a cultural product, the whole buying process can be said to be the interpretation of a cultural symbol of the consumer's text, from the essence of the event, is to build a process with a cultural identity of the eyes. A product of emotional symbols and cultural interaction, can be in the process directly help designers better through the analysis of emotional symbols of the shape, colour, texture and other qualities, as well as the emotional symbols want to express the symbolic significance of the product can be more smoothly integrated into the cultural elements, so that the

product more emotional resonance with consumers, in line with the consumer demand for a sense of please and cultural background.

4.4. Coordination with Modern Technology

In coordination with modern technology in this regard, the need to start from two directions, the first is the visualisation of big data technology products, with the development of social informatisation and digital economy, visualisation technology based on the way of thinking and methodology has become the mainstream topic of modern society. The current market exists in the combination of visualisation and colour is the natural semantic processing and other technologies to build a product colour feedback system, the human visual experience direct feedback and then through the combination of big data analysis, it can be on the market changes in product colour and style adjustments, real-time analysis and correction of the market product style towards the use of this visual data analysis of technology, the colour of the emotional Data with graphics, patterns, tables and other forms of building out and then to the collation of colours, to achieve the communication between consumers, designers, the enterprise side of the three levels, and further direct optimization of the product colour design process, greatly improving the degree of colour emotional containment and saturation of a product. Therefore, in modern society, the development of product colour emotion development visualization development is an important trend.

Secondly, the product colour emotion enhancement technology in virtual reality has also been greatly improved, realizing the integration of virtual reality technology and the real environment, through the experience of wearing different equipment on the body of the virtual scene connected to real life, so as to achieve the enhancement of the sense of experience in the real world. In the previous product colour emotion design, people can not intuitively feel the actual effect of product colour from the real world, let alone for a product colour emotion mining, and the development of this virtual reality technology for the product colour emotion data provides a new direction. Not only from all aspects to analyse a product's colour data and consumers' emotional needs, but also through virtual reality technology to enhance the development and research of some intelligent products, on the one hand, from the existing data to quickly generate solutions, on the other hand, you can also update the application scenarios through the automatic drawing process, real-time response to user feedback results. From the above conclusions, both the emergence of virtual reality, or visualisation of big data technology products, will become an important research direction and focus of the future product colour emotional design, will certainly bring more value and innovation to the

future of product emotional design.

5. Conclusion

In recent years, when the emotional experience is transformed into visual symbols to design a given theme, the symbols are still used as carriers of emotions, but the emotional expression presented by the symbols is not only through the form of the symbol elements themselves, but also by using the structural characteristics of the symbol elements themselves and the power of the designer's emotions to match the two. Only by mobilising symbolic information and cognitive experience through various senses such as colour, shape and texture, and by perceiving the feedback of people's experience of heterogeneity and homogeneity, can designers design products that resonate with the emotions of more consumers, so as to achieve the purpose of designers' creation and expression of their own strong emotions. The source of creativity can be obtained from the symbolic elements, and only by understanding the connection between symbols and emotions can we explore their connotations and apply them to the design practice, giving the packaging design infinite emotional concepts and forming a unique and innovative design style.

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